


The Impact Of Brand Experiences On Brand Loyalty: Mediating Role Of Brand Love In Fore Coffee

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Article Info	ABSTRACT
<p>Keywords: Brand Experience, Brand Love, Brand Loyalty, Fore Coffee .</p>	<p>This study aims to examine the effect of brand experience on brand loyalty with brand love as a mediating variable, in the context of Fore Coffee consumers in Indonesia. The focus of this study is to understand the extent to which brand experience that includes sensory, intellectual, and behavioral aspects can influence customer loyalty through the formation of emotional bonds to the brand (brand love). By using quantitative descriptive methods and data collection through an online survey of 100 respondents, the results of the study indicate that brand experience has a significant positive effect on brand love and brand loyalty. However, mediation analysis shows that brand love does not significantly mediate the relationship between brand experience and brand loyalty. This finding confirms the importance of positive brand experience in increasing customer loyalty directly, without the need for full emotional involvement. This study provides practical implications for the development of Fore Coffee's marketing strategy and suggests the importance of brand experience innovation to build customer loyalty in the competitive coffee industry.</p>
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INTRODUCTION

In some year Lastly , focus business has switch from just offer quality products become create experience satisfied customers. Products and services now designed For give a memorable and profound experience, as seen in brands well-known in Indonesia such as Tokopedia, Gojek, Kopi Kenangan, and Grab. The shift This show importance experience brand in build connection term long with customer .

According to survey conducted by PWC, 73% of consumers state that experience positive customer is factor main in decision purchase them . In addition , the report from Statista (2022) shows that the coffee market in Indonesia is experiencing rapid growth with market value reached USD 4.6 billion in 2021 , which confirms the importance of experience strategy brand in industry This .

Loyalty customer is one of objective main in marketing strategy , because high loyalty No only increase retention customer but also provide profit sustainable competitive for company (Sarmad et al., 2024). Research previously has show that experience positive brand

can increase loyalty customer . A A study by Bain & Company (2020) found that customers who have experience positive with brand tend own loyalty 4 to 5 times more tall compared to with those who have experience negative . However , a little research that is deep researching mechanism intermediary connecting experience brand with loyalty customer .

Study This try bridge gap the with focus on the role of brand love as a mediator in connection between experience brand and loyalty brand . Brand love, or the feeling of love to brand , considered as factor the key that can strengthen loyalty customer with create bond strong emotions (Putra & Keni, 2020) . Study This will test How dimensions experience brands , namely sensory , intellectual , and behavioral , influence loyalty brand through brand love mediation .

Fore Coffee, as one of the coffee brands that are growing in Indonesia, will become object study This . In the highly competitive coffee industry , creating experience A unique and impressive brand is very important For build loyalty customers . According to data from Snapcart , that in 2023 79% of Indonesian people will be coffee drinkers and most in between they drink coffee every day day , thing This show potential big For brand like Fore Coffee for grow and develop with the right strategy . Research This will explore how Fore Coffee can utilise experience brand For increase loyalty customer through strengthening brand love.

Study This will give more insight deep about the formation process loyalty brands and offers guide practical for manager marketing in the coffee industry for designing an effective strategy . With understand role important brand love, Fore Coffee can more Good positioning self in an increasingly competitive market competitive and improve retention its customers .

Brand Experience

Brand experience is defined as a consumer response that arises as a result of interaction with a brand that includes sensory, affective, cognitive, and behavioral aspects (Zha et al., 2024). A positive brand experience can have a significant impact on consumer perceptions of the quality and value of the brand, which ultimately increases customer satisfaction and trust in the brand (Suntoro & Silintowe, 2020). A study by Iglesias, T. Andriani & Marpaung (2024)said that a strong brand experience can increase consumer affective commitment and in turn increase brand loyalty.

Brand experiences can also influence consumer emotions and behavior in the long term (Mostafa & Kasamani, 2020). Beig & Nika (2019)suggests that *event marketing* designed to create an immersive brand experience can increase brand equity by increasing positive attitudes toward the brand. Thus, consistent and positive brand experiences can be an important strategy for building strong relationships between consumers and brands, which ultimately supports increased brand loyalty.

Brand Love

Brand love is a concept that refers to a feeling of love or strong emotional attraction to a brand (Agustina & Keni, 2019). *Brand love* involves multiple dimensions, including passion, long-term commitment, and deep affection for the brand (Zhang et al., 2020). This feeling of brand love not only includes emotional aspects, but can also influence consumer behavior, such as willingness to pay more, provide recommendations, and overlook minor mistakes or shortcomings of the brand (Bairrada et al., 2019).

Nailis et al. (2021) found that *brand love* plays an important role in strengthening the relationship between consumers and brands, which can significantly increase brand loyalty. Consumers who have *brand love* tend to be more loyal and committed to continuing to use the brand in the long term. In addition, *brand love* can also facilitate positive *word-of-mouth behavior*, where consumers who love a brand will voluntarily recommend the brand to others, which can ultimately increase market share and profits for the company.

Brand loyalty

loyalty is the tendency of consumers to continue to buy the same product from a particular brand consistently (Bastian, 2014). Brand loyalty includes behavioral and attitudinal dimensions, where consumers not only continue to buy the brand but also have a positive attitude and strong commitment to the brand (Amalia & Rahmadhany, 2023). Brand loyalty is considered one of the most important indicators of brand performance because it can provide a sustainable competitive advantage for the company (T. Andriani & Marpaung, 2024).

Positive brand experience and *brand love* play an important role in forming and strengthening brand loyalty. Huang (2017) showed that positive brand experience can increase brand loyalty both directly and through the mediation of *brand love*. Consumers who have positive experiences with brands tend to develop feelings of love for the brand, which ultimately strengthens their loyalty. Thus, understanding and managing brand experience and *brand love* are the keys to creating and maintaining high brand loyalty.

Mediating Role of Brand Love

Brand love acts as a mediator between brand experience and brand loyalty, where positive brand experience can produce brand love which then increases brand loyalty (Ting & Basiya, 2024). This mediation mechanism shows that to achieve high brand loyalty, companies need to focus on creating brand experiences that can foster feelings of brand love among consumers.

The study by M. Andriani & Bunga (2017) confirms the importance of brand love in the relationship between brand experience and brand loyalty. They found that *brand love* has a significant impact in strengthening the effect of brand experience on brand loyalty, especially in long-standing relationships between consumers and brands. Therefore, effective marketing strategies should consider how to create and maintain *brand love* through positive brand experiences to increase customer loyalty.

The Influence of Brand Experience on Brand Love

Several previous studies have shown that positive brand experiences can influence consumers' feelings of love for a brand. They found that consumers who have pleasant and consistent brand experiences are more likely to develop feelings of love for the brand (Anggoro et al., 2019; Huang, 2017; Safeer et al., 2020). In addition, a study by Joshi & Garg (2021) also supports this finding, where they found that positive brand experiences can create a strong emotional bond between consumers and brands, which ultimately increases *brand love*. However, there is also research that shows that not all aspects of brand experience have the same influence on *brand love*. For example, a study by Safeer et al. (2020) found that although the sensory and affective aspects of brand experience have a significant influence on *brand love*, the cognitive and behavioral aspects may require different strategies

to achieve the same results. Therefore, companies need to identify the aspects of brand experience that are most effective in building *brand love* among their consumers.

H1: *Brand Experience* has a positive effect on *Brand Love*

The Influence of Brand Love on Brand Loyalty

Brand love is an important concept in marketing that encompasses a feeling of love or strong emotional attachment to a brand. When consumers experience *brand love*, they tend to have a longer-term commitment and stronger loyalty to the brand (Zhang et al., 2020). A study conducted by (Huang, 2017) showed that consumers who have *brand love* tend to be more loyal and committed to continuing to use the brand in the long term. In addition, the study by Sarkar et al. (2019) strengthens the argument that *brand love* has a significant positive relationship with brand loyalty. They found that consumers who love a brand tend to recommend the brand to others more often and are less likely to switch to competing brands. The results of the study conducted by Le (2020) also showed that *brand love* can significantly influence brand loyalty by increasing trust and affective commitment to the brand. This study supports the view that in order to increase brand loyalty, companies need to focus on building and maintaining *brand love* among consumers.

H2: Brand love has a positive effect on Brand Loyalty

The Influence of Brand Experience on Brand Loyalty

Several previous studies that focused on brand experience showed that there is a positive relationship between brand experience and brand loyalty. According to a study by Marliawati & Cahyaningdyah (2020), a positive brand experience has a significant impact on brand loyalty. The study found that a positive brand experience can increase consumer trust in a brand and ultimately strengthen brand loyalty. This study supports the view that in order to achieve high brand loyalty, companies must focus on creating a positive and consistent brand experience. Meanwhile, a study conducted by Visza Adha & Utami (2021) showed that brand experience has a significant influence on brand loyalty in the food and beverage industry. This study showed that consumers who have a positive experience with a brand tend to be more loyal and have a tendency to make repeat purchases. This finding is consistent with the results of previous studies that show the importance of brand experience in shaping consumer loyalty. However, there are also studies that show the opposite results. For example, a study by Nuddin (2017) found that although a positive brand experience can increase consumer satisfaction, it does not always have a direct effect on brand loyalty. This can be caused by other factors such as price, product quality, and personal preferences that also play an important role in determining consumer loyalty to a brand.

H3: *Brand Experience* has a positive effect on *Brand Loyalty*

Mediating effect of Brand Love

Brand experience is a critical element in creating brand loyalty, but this success is often mediated by emotional factors such as *brand love*. When customers have a positive experience with a brand, it can increase their feelings of love for the brand (Batra, Ahuvia, & Bagozzi, 2012). *Brand love* is a strong emotional connection that customers feel toward a brand, and it is closely related to attitudinal and behavioral loyalty. Research by Sarmad et al. (2024) shows that *brand love* creates a strong sense of loyalty and a willingness to overlook

shortcomings or mistakes made by the brand. Customers who love a brand tend to have positive attitudes and are willing to make repeat purchases and recommend the brand to others. In addition, they are more likely to defend the brand in the face of criticism or negative publicity. Studies by Na et al. (2023) support this view, showing that brand love has a mediating effect on the relationship between *brand experience* and *brand loyalty*. Positive experiences with a brand not only directly affect consumer loyalty, but also through the formation of a strong emotional bond, namely *brand love*. This suggests that positive brand experiences can increase *brand love*, which in turn increases brand loyalty. Research by Huang (2017) also shows that *brand love* has a significant mediating role in the relationship between *brand experience* and *brand loyalty*. They found that *brand love* can strengthen the positive effect of brand experience on brand loyalty, thereby increasing consumer engagement and commitment to the brand.

H4: *Brand love* mediates the positive relationship between *brand experience* and *brand loyalty*.

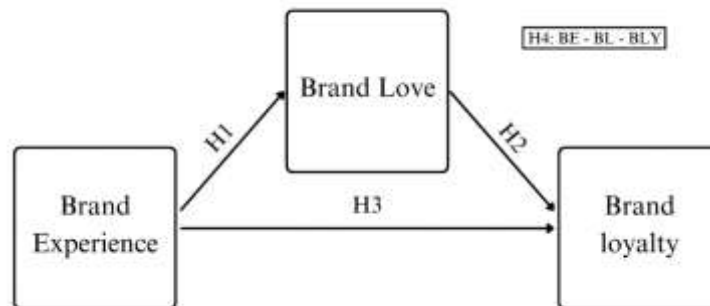


Figure 1 Research Model

METHODS

This study was conducted to examine the effect of *brand experience* on *brand loyalty with brand love* mediation on Fore Coffee users. The research design used is a quantitative description method. This study was conducted for 4 months using purposive sampling, namely selecting participants who were Fore Coffee customers during the period July 2023 to June 2024. Overall, this study involved 100 respondents selected based on certain criteria, such as frequency of visits to Fore Coffee and experience in using Fore Coffee products or services. Data analysis in this study used Smart PLS Version 4 with multiple regression analysis techniques. The data source used was primary data obtained through a questionnaire. Respondents were given a Google Form questionnaire with a scale of 1 to 4 containing the options strongly disagree, disagree, agree, and strongly agree. This questionnaire was designed with closed questions to ensure more organized and focused answers. The questionnaire used in this study refers to research Mustikasari et al. (2022), which defines closed questions as questions whose possible answers are limited to create a more organized response. Thus, the questions in the questionnaire are structured in such a way as to obtain relevant data and support the objectives of this study.

Table 1 Measurement *Items*

Variables	Indicator	Reference
1. Brand Experience	1. This brand impressed me.	Kazmi & Khalique (2019)
	2. I feel happy when I buy this brand.	
	3. This brand never disappoints me.	
	4. I have strong emotions for this brand.	
	5. This brand gave me a positive experience.	
2. Brand Love	1. This brand brings me immense joy	Japutra & Molinillo (2019)
	2. I really like this brand	
	3. This brand is so much fun	
	4. I feel very attached to this brand	
3. Brand Loyalty	1. I consider myself loyal to this Brand.	Kazmi & Khalique (2019)
	2. I will buy this brand again	
	3. This brand would be my first choice.	
	4. I wouldn't buy any other brand if this one was available in stores.	
	5. I would recommend this brand to others.	

RESULTS AND DISCUSSION

Respondent Demographics

The participants of this study consisted of Indonesian residents who previously knew and had purchased products from Fore Coffee. Data collection was carried out through Google Forms, resulting in a sample of 100 respondents. The demographic characteristics analyzed included gender, age, occupation, and frequency of purchasing products from Fore Coffee. Of the total 100 respondents, 64% were male and 43% were female. Based on age criteria, 54% were aged 15-25 years, 23% were aged 26-35 years, 13% were aged 36-45 years, and 10% were over 45 years. Based on job categories, students/college students dominated by 35%, 16% were private employees, 11% were freelancers, 9% were civil servants, teachers/lecturers and self-employed each by 8%, 7% were housewives and 6% were unemployed. Based on the criteria for the frequency of purchasing products from Fore Coffee, 51% indicated that they buy quite often, 30% buy very rarely, and 19% buy every day.

Validity Test Results

Validity testing is very important to ensure the validity of the questionnaire in research (Ardiansyah et al., 2023). Convergent validity testing is used to test measures that show positive correlations of similar constructs using alternative measures (Maulana & Sumiyana, 2022). Thus, *the outer loading* and *average variance (AVE)* values are important criteria in meeting this validity threshold.

Table 2 Validity Test

Variables	Indicators	Loading factor
Brand Experience	BE1	0.904
	BE2	0.918
	BE3	0.926

Variables	Indicators	Loading factor
Brand Love	BE4	0.920
	BE5	0.916
	BL1	0.953
	BL2	0.940
	BL3	0.925
Brand Loyalty	BL4	0.938
	BLY1	0.948
	BLY2	0.809
	BLY3	0.918
	BLY4	0.916
	BLY5	0.912

Highest *outer loading* value on a construct can indicate significant similarities between related indicators. In addition, the substantive explanation of each variant indicator by the latent variable is expected to be at least 5%. Therefore, the expected standard value for *outer loading* is 0.5 or higher, and the ideal value is 0.7 or higher. The table shows that all indicators meet the feasibility aspect of the research variables and all *outer loadings* are above 0.7, thus providing a solid foundation for research information.

Reliability Test Results

Next, testing was carried out to test the reliability of each variable by looking at the results of *the Cronbach Alpha* and *composite reliability values* as listed in Table 3.

Table 3 Reliability Test and AVE

	Cronbach's alpha	Rho a	Composite reliability	AVE
Brand Experience	0.952	0.954	0.963	0.840
Brand Loyalty	0.951	0.953	0.963	0.837
Brand love	0.955	0.956	0.968	0.882

The square of the indicator loading related to the construction has a large average value called *the Average Variance Extracted (AVE)*, and the requirement for the AVE value is set to 0.5 or higher. This indicates that the average construct can explain more than half of the variance in the indicator. The overall result of the *outer loading value* > 0.5 which also reaches the ideal value > 0.7 so that each variable is declared valid. Aprilisa et al. (2021) states that the next convergent validity test is to look at the AVE value. Based on the AVE value obtained, each variable has a value greater than 0.5 so that the variable is declared valid. The highest AVE value is in the brand love variable with a value of 0.882. The lowest AVE value is the value of the brand loyalty variable with a value of 0.837.

Hypothesis Test Results

Based on the results of the hypothesis contained in table 4, it states that the hypothesis of *Brand Experience* has a positive effect on *Brand Love*, *Brand love* has a positive effect on *Brand Loyalty* and *Brand Experience* has a positive effect on *Brand Loyalty* is accepted, but the hypothesis of *Brand love* mediating a positive relationship between *brand experience* and

brand loyalty is rejected. A detailed discussion of each hypothesis based on the table above is explained as follows:

Table 4 Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Experience -> Brand Loyalty	0.390	0.394	0.093	4.189	0.000
Brand Experience -> Brand love	0.903	0.904	0.024	37,061	0.000
Brand love -> Brand Loyalty	0.606	0.595	0.104	5,832	0.000
Brand love x Brand Experience -> Brand Loyalty	0.081	0.072	0.055	1,479	0.139

brand experience variable has a positive effect on *brand loyalty* and is significant ($\beta = 0.390$; $p = 0$), as well as *brand experience* has a positive effect on *brand love* and is significant ($\beta = 903$; $p = 0$), as well as *brand love* has a positive effect on *brand loyalty* ($\beta = 606$; $p = 0$). This study also shows that the *Brand love variable* mediates the positive relationship between *brand experience* and *brand loyalty* has a positive relationship ($\beta = 0.081$) but is rejected, because it can be seen from the P value of $0.139 > 0.05$ (5%) which means there is no significant relationship to *Brand love* that mediates the positive relationship between *brand experience* and *brand loyalty* based on the results of the statistical test above. The explanation shows that Hypotheses 1,2 and 3 are supported.

Discussion

This study examines the effect of brand experience on brand loyalty with brand love mediation in the context of Fore Coffee users. The main findings indicate that brand experience has a positive and significant effect on brand love and brand loyalty. This is in line with previous studies stating that positive experiences with brands can increase consumer affective commitment (Huang, 2017; Safeer et al., 2020; Sarmad et al., 2024).

However, although brand love plays an important mediator role in the relationship between brand experience and brand loyalty, this study found that the mediation role was not significant. This result indicates that although brand love contributes to brand loyalty, brand experience may have a strong enough direct impact without the need for mediation of brand love variables. This highlights the importance of companies not only focusing on creating positive experiences, but also ensuring that these experiences are integrated with broader marketing strategies that create loyalty.

Additionally, the demographics of respondents show that the majority are young individuals (15-25 years old) and students, which can influence how they interact and respond to brands. This market segment is more likely to connect with innovative and

engaging brand experiences, so companies must continue to innovate to maintain their relevance in a competitive market.

CONCLUSION

Overall, this study confirms the importance of brand experience in building brand loyalty among Fore Coffee users. The results show that positive brand experience contributes to brand love and directly increases brand loyalty. Although brand love does not function as a significant mediator, this finding emphasizes the need for companies to focus on creating exceptional and sustainable brand experiences. Based on the research results, some recommendations for Fore Coffee are: Enhance Brand Experience, A strong brand experience is an important element in creating sustainable customer loyalty. Fore Coffee must focus on innovation that provides a unique experience for its customers. One way to do this is by providing more personalized and friendly customer service, which not only meets basic needs but also leaves a lasting impression on customers. In addition, a comfortable, attractive cafe atmosphere that is in line with the brand's personality can also create a memorable experience. An interesting marketing campaign, for example by presenting creative and interactive content on social media or through events that involve the community, can further strengthen the bond with customers and encourage them to continue choosing Fore Coffee as their favorite destination. Integrated Marketing Strategy, Creating a positive brand experience alone is not enough to build strong loyalty. Therefore, an integrated marketing strategy is needed to combine various aspects that can support customer loyalty. This strategy can include increasing brand awareness through collaboration with influencers, targeted promotions, and using digital platforms to increase Fore Coffee's presence in the minds of consumers. In addition, building customer trust through transparency in the production process, commitment to product quality, and social responsibility can also strengthen customer loyalty. With a holistic and integrated marketing strategy, Fore Coffee can continue to grow and strengthen its position in the market. Overall, the implementation of these strategies is expected to provide long-term benefits for Fore Coffee in building closer relationships with its customers and increasing brand loyalty. Insights from this study can be an important guideline for marketing managers in the coffee industry to continue to increase brand value through consistent and memorable experiences.

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