

Research Article

The Power of Brand Love: Unlocking Loyalty Through Image, Trust, and Satisfaction

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Abstract

This study evaluates the influence of Brand Image, Brand Trust, and Customer Satisfaction on Brand Loyalty, with Brand Love as a mediating variable. The research targeted Pantene Shampoo customers in the Kelapa Gading area, using questionnaires for data collection and multiple regression analysis for testing. Results show that Brand Image significantly affects Brand Love, while Brand Trust has a positive but insignificant effect. Customer Satisfaction, however, exerts a significant positive impact on Brand Love. In terms of Brand Loyalty, Brand Image has a positive yet insignificant effect, whereas both Brand Trust and Customer Satisfaction significantly strengthen loyalty. Brand Love itself also significantly enhances Brand Loyalty. Furthermore, Brand Image and Brand Trust have significant indirect effects on Brand Loyalty through Brand Love, while Customer Satisfaction does not demonstrate such an indirect effect. The managerial implications highlight the importance of strategies that go beyond functional value to build emotional connections with consumers. Companies should focus on strengthening Brand Love, as it plays a central mediating role. This can be achieved through consistent brand communication, maintaining product quality, and fostering authentic consumer engagement, all of which contribute to stronger and more sustainable loyalty.

Keywords: Brand Love, Brand Image, Brand Trust, Customer Satisfaction, Brand Loyalty.

JEL Classification: M31, M37, D12

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1. Introduction

A company must also make consumers love their brand. In the future, it is necessary to foster brand love in consumers towards a brand, thereby strengthening brand loyalty (MacInnis et al., 2019). Brand love refers to a strong emotional connection between consumers and the brand, resulting in consumer satisfaction (David, 2022). Brand image is a vision and belief that is embedded in the minds of consumers, reflecting the associations retained in their memory (Farah et al., 2024)(Guido, 2020). By forming a strong brand image emotionally, it fosters satisfaction in individuals, which in turn results in a positive impression of quality (the perception of value that consumers feel for product quality) towards the brand.

Brands that have more value will get a special place in the minds of consumers (Galloway, 2020). This will facilitate the formation of brand loyalty, where brand trust determines consumer loyalty to the brand (Kumar & Shah, 2019). In addition to brand trust, companies should also prioritize consumer satisfaction. Kumar & Reinartz (2018) explain that satisfaction is related to feelings of pleasure or disappointment in a person that arise after comparing the perceived product performance to the expected performance. When a product meets or exceeds customer expectations in terms of performance, satisfaction is created (Ningsih & Kurdi, 2023).

With that, loyalty does not just appear; a strategy is needed in terms of consumer management to obtain it. Companies must be able to recognize what the needs and expectations of consumers are now and in the future (Saputra & Santosa, 2024). With that, it is necessary to maintain a strong brand identity, brand image, brand trust, and customer satisfaction. The creation of a commitment to survive deeply by making repeat purchases or re-subscribing to services that are consistently selected in the future (Rosalind, 2018).

Although numerous studies have been conducted on brand image, brand trust, and customer satisfaction in relation to brand loyalty, the results still show inconsistencies, particularly regarding the role of brand image and brand trust, which are sometimes significant and sometimes insignificant. Furthermore, most previous studies have not specifically highlighted the mediating role of brand love among female consumers who wear the hijab in the Indonesian market, particularly for shampoo products. Therefore, this study is important in filling this gap by emphasizing a unique consumer segment, while also presenting novelty by examining the role of brand love as an emotional factor that can strengthen the relationship between brand image, brand trust, customer satisfaction, and brand loyalty.

2. Literature Review and Hypothesis

Literature Review

Rational Choice Theory

Rational Choice Theory is a theoretical framework used to understand individual or consumer decisions in various situations (Hastie & Dawes, 2020). This theory emphasizes choices made based on rational considerations to achieve specific goals or benefits (Hindmoor & Taylor, 2019). Consumers tend to choose brands that have a positive image and align with their desired values or identities (Guido, 2020). The concept of brand trust, or trust in a brand, can also be analyzed within the framework of Rational Choice Theory. Consumer trust in a brand can drive loyalty decisions, as consumers tend to choose brands that they believe can deliver the promised value and quality (Kapferer, 2017). The decision to remain loyal to a brand will be influenced by the extent to which consumers are satisfied with the quality of the product or service they receive (Rosalind, 2018).

Brand

A brand is the image, identity, and reputation associated with a product, service, or company (Eyal & Hoover, 2019). It includes elements such as logos, designs, slogans, and values associated with the entity (Kotler et al., 2017). Branding aims to differentiate an entity from competitors, build relationships with consumers, and create a consistent and positive impression in people's minds (Moore, 2019).

Brand Loyalty

Brand loyalty is valuable to businesses because loyal consumers are more likely to make repeat purchases, are more likely to recommend the brand to others, and are more tolerant of price fluctuations (Kumar & Shah, 2019). This finding indicates that consumers will consistently opt to purchase products or services from the same brand, without switching to other brands, even when alternative options are available. Brand loyalty reflects the emotional connection and trust that is built between consumers and a brand over time (Riley et al., 2017). Maintaining and strengthening brand loyalty is a crucial goal in marketing strategies and business efforts aimed at building long-term relationships with consumers (Maghfur et al., 2023).

Brand Love

Brand love is the primary goal of consumer relationships, referring to a very positive and strong relationship between consumers and a brand. (Karjaluoto, Munnukka & Kiuru, 2019). Consumers who have brand love tend to have repeated positive experiences with the brand, feel that the brand respects and understands them, and perceive the brand as reflecting their values, aspirations, or personal identity (MacInnis et al., 2019). Brand love can generate high levels of loyalty, inspire strong word-of-mouth recommendations, and influence purchasing decisions even in highly competitive situations (Ramadhan et al., 2024).

Brand Image

Brand image refers to the image or perception that consumers form in their minds about a brand. It includes all associations, beliefs, feelings, and views that consumers associate with the brand (Martínez-López et al., 2018). A brand's image can be either positive or negative, and it can significantly impact consumer preferences, purchasing decisions, and brand loyalty. Brand efforts in building and managing brand image often involve marketing strategies that focus on communicating consistent messages, creating positive experiences for consumers, and maintaining brand reputation (Martínez-López et al., 2018) (Ramadhan et al., 2024). A strong and positive brand image can help a brand differentiate itself from competitors, build emotional connections with consumers, and influence consumer perceptions of the quality and value of the products or services offered (Kumar & Shah, 2019).

Brand Trust

Brand trust is the level of trust and confidence that consumers have in a brand (Rosalind, 2018). It reflects consumers' belief that the brand will meet or exceed their expectations and will consistently deliver the promised value. Brand trust is the foundation of a strong relationship between a brand and its consumers, where consumers feel confident and secure in choosing and using products or services from that brand (Guido, 2020). Brand trust can be built through consistency in delivering quality and value, responsiveness to consumer needs, and commitment to fulfilling brand promises. Brand trust can also be influenced by positive experiences, recommendations from others, and a positive brand image (Riley et al., 2017) (Chandra & Mansur, 2024).

Customer Satisfaction

Customer satisfaction refers to the level of satisfaction, happiness, and overall experience that consumers feel after using a product or service from a brand or company (Bolton et al., 2018). It encompasses positive feelings and evaluations expressed by consumers regarding their experience with the product or service. Achieving customer satisfaction is a key goal for many businesses. Customer satisfaction can also help build a strong relationship between the brand and the consumer, as well as enhance the brand's positive image. Positive responses from customers can help brands enhance the quality of their products or services, identify areas for improvement, and foster ongoing customer loyalty (Rosalind, 2018) (Sari et al., 2023).

Hypothesis**The Influence of Brand Image on Brand Love**

Brand Image plays an important role in shaping consumer perceptions of a brand. Brand image encompasses aspects such as reputation, quality, and characteristics that are associated with the brand. In a business environment full of options and competition, a positive brand image can serve as a powerful differentiator. Consumers who have a positive perception of a brand tend to feel more emotionally connected, as a positive image fosters a sense of trust, familiarity, and affinity. As a result, they can develop feelings of love for the brand because it meets their expectations and provides positive value in their minds and hearts. This hypothesis is also supported by research conducted by Fajria et al. (2022), which provides results that Brand Image influences Brand Love. Therefore, this hypothesis aims to test and explore the potential for a significant influence that brand image can have on the development and expression of Brand Love.

H1: There is a positive and significant influence of Brand Image on Brand Love.

The Influence of Brand Trust on Brand Love

Trust is a fundamental element in the relationship between consumers and brands. In this context, a high level of trust in a brand will form a solid foundation for the development of feelings of love for the brand. Trust is the foundation of a successful long-term relationship. Consumers who believe in the quality, consistency, and value promised by a brand are more likely to maintain a positive affection for the brand. Additionally, trust also protects consumers' feelings of vulnerability and risk when choosing and interacting with brands. Consumers tend to feel more comfortable forming deeper emotional relationships when they believe the brand is reliable and will not let them down. This hypothesis is supported by research conducted by Dirayani & Mandala (2022), which found that Brand Trust has a positive and significant effect on Brand Love. Thus, this hypothesis aims to test the strong potential of trust in forming a foundation for feelings of love and loyalty to the brand.

H2: There is a positive and significant effect of Brand Trust on Brand Love.

The Influence of Customer Satisfaction on Brand Love

Customer satisfaction is an important milestone in business-consumer interactions. In this context, it is hypothesized that the higher the level of customer satisfaction with a brand's product or service, the more likely consumers are to develop a strong emotional attachment to the brand. Customer satisfaction reflects the extent to which a brand meets and even exceeds consumer expectations. When consumers are satisfied, this creates positive feelings that influence a deeper emotional connection with the brand, leading to stronger feelings of Brand Love. When consumers are satisfied with a brand's product or service, they feel confident and believe that the brand provides good value and is reliable. This situation creates a strong foundation of trust, which can lead to a sense of Brand Love. This hypothesis assumes that high customer satisfaction can create conditions that support the development of a deeper emotional bond between consumers and brands, which in turn will have a positive impact on Brand Love. This hypothesis is also supported by research conducted by Ismuroji et al. (2023), which found that Customer Satisfaction has a positive and significant effect on Brand Love.

H3: There is a positive and significant influence of Customer Satisfaction on Brand Love.

The Influence of Brand Image on Brand Loyalty

Brand Image, as the perception or impression associated with a brand, plays a crucial role in shaping consumer loyalty. A positive image owned by a brand will encourage consumers to develop a sense of loyalty to the brand. Brand Image not only influences purchasing decision-making but also plays a role in building long-term relationships with consumers. A positive image creates a stronger appeal, resulting in feelings of familiarity, trust, and affinity. All of this can lead to the formation of deeper emotional bonds and stronger loyalty to the brand. Consumers who have a positive perception of the brand image tend to be more willing to maintain their relationship with the brand, resulting in stronger Brand Loyalty. In this context, this hypothesis aims to investigate the extent to which a positive brand image can serve as the foundation for ongoing loyalty, where consumers develop an emotional attachment and tend to maintain a relationship with the brand over time. This hypothesis is also supported by research conducted by Prawira & Setiawan (2021), which found that Brand Image has a positive and significant effect on Brand Loyalty.

H4: There is a positive and significant effect of Brand Image on Brand Loyalty

The Influence of Brand Trust on Brand Loyalty

Trust is a strong foundation for long-term relationships between brands and consumers, as it is hypothesized that a high level of trust in a brand will positively impact consumer loyalty to that brand. Trust fosters a deeper bond between brands and consumers, enabling them to feel confident in maintaining a long-term relationship with the brand. Trust allows consumers to feel comfortable, protected, and confident that the brand will continue to provide the expected value and experience. When consumers trust a brand, they tend to be less susceptible to external factors that may influence their preferences. In this context, this hypothesis suggests that strong trust can foster loyal behavior towards a brand, as consumers perceive the brand as a consistent choice and one worth

maintaining. This hypothesis is supported by research conducted by Putra & Keni (2020), which found that Brand Trust has a positive and significant effect on Brand Loyalty.

H5: There is a positive and significant effect of Brand Trust on Brand Loyalty

The Influence of Customer Satisfaction on Brand Loyalty

Customer satisfaction plays a significant role in shaping brand loyalty. Hypothesizing that the higher the level of customer satisfaction with a brand's product or service, the more likely consumers are to maintain their level of loyalty to that brand. Customer satisfaction reflects the extent to which a brand meets the expectations and needs of its consumers. When consumers are satisfied with their experience, they are more likely to remain loyal to the same brand, resulting in a stronger level of Brand Loyalty. If consumers are satisfied with a brand, they may be more likely to remain loyal to that brand for an extended period, laying the foundation for strong and sustainable Brand Loyalty. This hypothesis is supported by research conducted by Purwanto & AR (2022), which shows that Customer Satisfaction has a positive and significant effect on Brand Loyalty.

H6: There is a positive and significant effect of Customer Satisfaction on Brand Loyalty.

The Influence of Brand Love on Brand Loyalty.

By hypothesizing that feelings of love for a brand can have a positive and significant impact on brand loyalty. Brand love reflects a strong emotional connection between consumers and brands, where consumers feel attached, admire, and have a deep affinity for the brand, believing that consumers who have deep feelings of love for a brand tend to be more loyal and committed in their relationship with the brand, which in turn will increase their level of loyalty to the brand. When consumers have a strong emotional connection to a brand, they are more likely to maintain a consistent and ongoing relationship with it. In this case, the hypothesis aims to investigate the extent to which feelings of love for a brand can be a significant factor in forming and maintaining consumer loyalty to a brand. This hypothesis is supported by research conducted by Arsj (2022), which found that Brand Love has a positive and significant effect on Brand Loyalty.

H7: There is a positive and significant influence of brand love on Brand Loyalty.

The Influence of Brand Image, Brand Trust and Customer Satisfaction on Brand Love

Brand love is a deep-seated affection and a strong emotional connection between consumers and a brand. This hypothesis is based on the theory that factors such as a positive brand image, brand trust, and customer satisfaction can influence one another and contribute to the formation of brand love. Consumers who have a positive perception of the brand image, feel trust in the brand, and are satisfied with their experience are more likely to develop a greater love and affection for the brand. This hypothesis is proposed based on the assumption that elements such as a positive brand image, brand trust, and customer satisfaction have the potential to influence and shape feelings of love for the brand.

H8: There is a significant influence of Brand Image, Brand Trust, Customer Satisfaction, and Brand Love on Brand Loyalty.

The Influence of Brand Image, Brand Trust, Customer Satisfaction and Brand Love on Brand Loyalty

Brand loyalty refers to a strong level of preference and loyalty that consumers have for a particular brand. This hypothesis posits that factors such as a positive brand image, brand trust, consumer satisfaction, and brand love can interact with one another and influence the formation of brand loyalty. Consumers who have a positive perception of the brand, feel trust in the brand, are satisfied with their experience, and have love for the brand will tend to be more loyal and faithful to the brand. This hypothesis is proposed based on the assumption that elements such as a positive brand image, brand trust, and consumer satisfaction have the potential to influence and shape brand loyalty.

H9: There is a significant influence between Brand Image, Brand Trust, Customer Satisfaction, and Brand Love on Brand Loyalty.

The Influence of Brand Image on Brand Loyalty Mediated by Brand Love

By hypothesizing that brand image, as a brand image formed by consumers, not only has a direct influence on Brand Loyalty, but can also influence Brand Loyalty through a mediator, namely brand love. Brand image creates a perception of a brand that can influence consumers in forming feelings of affection, love, or a strong emotional connection to the brand. When consumers have a positive perception of a brand's image, they are more likely to develop a strong emotional attachment to the brand, which can ultimately influence their level of loyalty to it. If this relationship proves significant, brands can focus on building a stronger, more positive image to stimulate consumers' affection for the brand and ultimately increase consumer loyalty. By understanding this mediation pathway, brands can design more targeted actions to enhance emotional relationships with consumers and, consequently, increase their loyalty to the brand. This hypothesis is supported by research conducted by Ismuroji et al. (2023), which found that Brand Image has a positive and significant effect on Brand Loyalty through Brand Love.

H10: There is a positive and significant influence of brand image mediated by brand love on Brand Loyalty.

The Influence of Brand Trust on Brand Loyalty Mediated by Brand Love

By proposing this hypothesis with the belief that brand trust, or trust in a brand, may not only have a direct influence on Brand Loyalty, but also can influence Brand Loyalty through a mediator, namely brand love. Trust is a central factor in forming long-term relationships between brands and consumers, and feelings of brand love reflect a deep emotional bond. When consumers have a high level of trust in a brand, this may encourage the development of intense feelings of love for the brand, which in turn can have a positive impact on the level of consumer loyalty to the brand. If feelings of brand love are proven to bridge the relationship between brand trust and Brand Loyalty, then brands can focus on building stronger trust to trigger feelings of consumer love for the brand. In this case, this hypothesis attempts to test the extent to which the mediator role of brand love can explain the mechanism through which trust influences Brand Loyalty. By understanding this mediation pathway, brands can design more targeted and effective marketing efforts to increase consumer loyalty to the brand. This hypothesis is supported by research conducted by Dirayani & Mandala (2022), which found that Brand Trust has a positive and significant effect on Brand Loyalty through Brand Love.

H11: There is a positive and significant effect of brand trust mediated by brand love on Brand Loyalty.

The Influence of Customer Satisfaction on Brand Loyalty Mediated by Brand Love

By hypothesizing that the level of customer satisfaction with a brand will not only have a direct impact on Brand Loyalty, but can also affect Brand Loyalty through a mediator, namely brand love. Customer satisfaction reflects the level of consumer satisfaction with the products or services provided by a brand, while brand love represents a strong emotional bond with the brand. When consumers are satisfied with a brand, they are more likely to develop a deep affection for it. This feeling of love can then affect the level of consumer loyalty to the brand. In addition, this hypothesis tries to test the potential mediator of brand love in the relationship between customer satisfaction and Brand Loyalty. Brand love can serve as an emotional bridge, connecting customer satisfaction with brand loyalty. By understanding how brand love can mediate the relationship between customer satisfaction and Brand Loyalty, brands can design more targeted marketing strategies to strengthen consumers' feelings of love and, as a result, increase their loyalty to the brand. This hypothesis is supported by research conducted by Wahyuni (2021), which shows that Customer Satisfaction has a positive and significant effect on Brand Loyalty Through Brand Love.

H12: There is a positive and significant influence of Customer Satisfaction mediated by brand love on Brand Loyalty.

Conceptual Framework

Based on the background and theoretical basis above, the framework of thought in this study is:

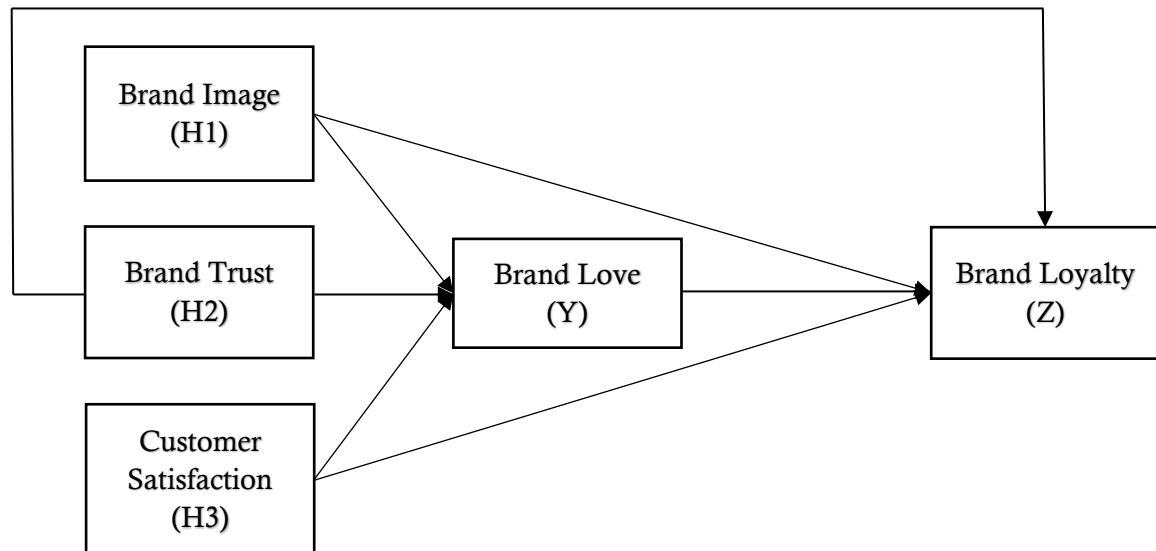


Figure 1. Conceptual Framework

3. Data and Method

Method Used

The research method employed in this study is the associative method, with a quantitative approach. The associative method is a method that intends to explain the causal relationship and influence between variables through hypothesis testing. Associative research is a type of research that aims to determine the influence or relationship between two or more variables.

Sources and Methods of Determining Data

Research Place

The research place refers to the physical or geographical location where the research is conducted. This can refer to a specific geographic area, facility, institution, or environment where a particular study is conducted to collect data, observe phenomena, or conduct experiments. The location of research plays a crucial role in the research process because it can significantly influence the results and interpretation of the findings obtained. The place chosen in this study is in the Kelapa Gading area.

Sources and Types of Data

This study utilizes two types of data sources: primary data and secondary data. In this study, data were obtained directly from respondents through questionnaires completed by Pantene shampoo customers who wear hijabs in the Kelapa Gading area. In this study, secondary data were obtained through data citation and information from various sources relevant to this study.

Population and Sample

The population in this study consisted of all Pantene shampoo customers who wear hijabs in the Kelapa Gading area. To determine the research sample size, this study used the Lemeshow formula, which indicated a sample size of 96 people. However, the survey actually obtained 114 respondents. The number of respondents is considered representative to obtain writing data that reflects the state of the population.

Sample Collection Technique

In this study, the researcher used non-probability sampling. The sampling technique used in this study employed a non-probability sampling method, which was then refined through purposive sampling. The reason for using the purposive sampling technique is that not all samples have criteria that match the phenomenon being studied. Therefore, the author chose a purposive sampling technique that determines specific considerations or criteria that must be met by the samples used in this study. Where the techniques and samples used by the researcher are specific,

the sample used as the object of research in this proposal consists of Pantene shampoo customers who wear hijabs in the Kelapa Gading area, provided they have used Pantene shampoo products within the last two months.

Data Collection Technique

The data collection technique involves providing a list of statements or questions (questionnaires). A questionnaire is a data collection technique that involves providing a set of written questions or statements for respondents to answer.

4. Results

Path Analysis Equation Coefficient Estimation Results

Path analysis measures the direct and indirect relationships between variables. This result includes path coefficients that describe the direct effect of one variable to another, as well as the intermediary effects that occur through intermediary variables, in this study the independent variables used are Brand Image, Brand Trust and Customer Satisfaction with the dependent variable being Brand Loyalty and the mediating variable used is Brand Love, the following are the results of the path analysis, namely:

Table 1. Path Analysis Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,148	,996		,148	,883
Brand Image	,034	,061	,036	,565	,574
Brand Trust	,362	,121	,288	3,006	,003
Customer Satisfaction	,517	,103	,438	5,042	,000
Brand Love	,223	,072	,212	3,097	,002

Source: Processed Data (2023)

The results of the path analysis indicate that Brand Trust ($\beta = 0.288$, $p = 0.003$), Customer Satisfaction ($\beta = 0.438$, $p < 0.001$), and Brand Love ($\beta = 0.212$, $p = 0.002$) have a positive and significant influence on Brand Loyalty. Meanwhile, Brand Image ($\beta = 0.036$, $p = 0.574$) does not show a significant influence on Brand Loyalty. This finding suggests that customer trust and satisfaction with the brand play a crucial role in fostering loyalty. In contrast, brand image alone is insufficient to drive customer loyalty without being complemented by other factors.

Interpretation of the Value of the Determination Coefficient (R²)

The coefficient of determination is used to describe the strength of association between the independent variables and the dependent variable. The correlation value ranges between 0 and 1, indicating that a value of 0 represents a very weak relationship, and a value approaching 1 means that the independent variables provide almost all the information needed to predict the variation in the dependent variable.

Table 2. Path Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,903 ^a	,815	,808	1,43173

Source: Processed Data (2023)

Based on the calculation above, the R-squared value is 0.815, and the adjusted R-squared value is 0.805, indicating that the independent variable can explain 80.8% of the variability in the dependent variable. This result indicates that the variables of Brand Image, Brand Trust, Customer Satisfaction, and Brand Love can explain 80.8% of the variance in Brand Loyalty. At the same time, 19.2% of Brand Loyalty disclosure can be explained by other variables outside the model.

Statistical Test Results

Statistical tests are conducted on the formulated hypotheses to determine whether they can be accepted or rejected, and to assess the influence of the independent variables on the dependent variable. In this study, the statistical tests conducted include partial tests (t-tests) and simultaneous tests (F-tests).

Table 3. Partial t-Test of Path Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,148	,996		,148	,883
	Brand Image	,034	,061	,036	,565	,574
	Brand Trust	,362	,121	,288	3,006	,003
	Customer Satisfaction	,517	,103	,438	5,042	,000
	Brand Love	,223	,072	,212	3,097	,002

Source: Processed Data (2023)

The results of the partial t-test show that Brand Trust ($t = 3.006$, $p = 0.003$), Customer Satisfaction ($t = 5.042$, $p = 0.000$), and Brand Love ($t = 3.097$, $p = 0.002$) have a positive and significant influence on Brand Loyalty, with Customer Satisfaction as the most dominant variable. Meanwhile, Brand Image ($t = 0.565$, $p = 0.574$) has no significant effect on Brand Loyalty. These findings suggest that building customer trust and satisfaction, as well as fostering emotional bonds through Brand Love, is a more effective strategy for increasing brand loyalty than simply enhancing brand image.

Simultaneous Test Results

The F-test was conducted to determine whether there is an influence of Brand Love, Brand Image, Brand Trust, and Customer Satisfaction simultaneously on Brand Loyalty. The results of the F Test calculation can be seen in the following Table 4:

Table 4. Simultaneous F Test of Path Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	985,556	4	246,389	120,198	,000 ^b
	Residual	223,435	109	2,050		
	Total	1208,991	113			

Source: Processed Data (2023)

Based on the calculation results obtained F-count = 120.198 to determine the value of F count with a significance level of 5% with degrees of freedom, $df = (n-k)$ or $(114-4)$ and $(k-1)$ or $(4-1)$, $df(114-4 = 110)$ and $(4-1 = 3)$ the results obtained for F-table are 2.70. So the calculation results $F\text{-count} > F\text{-table}$ ($120.198 > 2.70$) with a sig value ($0.000 < 0.05$), then simultaneously (together) the independent variables Brand Image, Brand Trust, Customer Satisfaction, Brand Love have a significant effect on Brand Loyalty.

5. Discussion

Partial Influence of Brand Image on Brand Love

Brand Image can be formed through various experiences, interactions, and information received by consumers from various sources, including advertising, products, services, and brand social interactions (Winer & Dhar, 2021). Meanwhile, Brand Love refers to a very positive and strong relationship between consumers and a brand (David, 2022). It is known that the results of this study are the T-value, meaning T-value $<$ T-table and the significance of the Brand Image variable, where the value is $< \alpha$ with a positive coefficient. So, it can be concluded that Brand Image has a positive and significant effect on Brand Love. The results of the study show that Brand Image has a positive and significant effect on Brand Love. This finding is in accordance with research conducted by Sari & Sudarti (2017). In this case, women in the North Jakarta area

who wear the hijab and have a favorable view of the quality and reliability of Pantene Shampoo are more likely to develop an affection for this brand.

Partial Influence of Brand Trust on Brand Love

Brand trust refers to the level of trust and confidence that consumers have in a brand (Rosalind, 2018). Brand Trust refers to the level of consumer trust in a brand's quality, integrity, and consistency. In comparison, Brand Love extends beyond mere commercial transactions to create a deep relationship, founded on positive feelings, intense loyalty, and a deep identification with the brand (David, 2022). It is known that the results of this study are as follows: $T_{count} = 3.006$, indicating that $T_{count} > T_{table}$, and the significance of the Brand Trust variable, where the value is greater than α with a positive coefficient. So, it can be concluded that Brand Trust has a positive and insignificant effect on Brand Love. The results of the study show that Brand Trust has a positive effect on Brand Love. This is not in accordance with the research conducted by Dirayani & Mandala (2022). This indicates that consumers who have a higher level of trust in Pantene Shampoo tend to have a higher level of Brand Love.

The Influence of Customer Satisfaction on Brand Love

Customer satisfaction refers to the level of satisfaction, happiness, and overall experience that consumers feel after using a product or service from a brand or company (Bolton et al., 2018). Customer Satisfaction refers to the level of consumer satisfaction with the products or services provided by a brand. The success of a brand in meeting or exceeding consumer expectations can significantly impact loyalty and brand affinity. It is known that the results of this study are the T-value, meaning $T_{value} > T_{table}$ and the significance of the Customer Satisfaction variable, where the value is $< \alpha$ with a positive coefficient. So, it can be concluded that Customer Satisfaction has a positive and significant effect on Brand Love. The results of the study show that Customer Satisfaction has a positive and significant effect on Brand Love. These results are in accordance with research conducted by Wahyuni (2021). These findings indicate that the more satisfied consumers are with their experience using Pantene Shampoo, the more likely they are to develop feelings of affection and loyalty towards this brand.

Partial Influence of Brand Image on Brand Loyalty

Brand image encompasses the perceptions and images that consumers form in their minds regarding a brand. This image can include attributes such as product quality, brand value, brand image, and emotional associations caused by the brand (Martínez-López et al., 2018). It is known that the results of this study are the T-value, meaning $T_{value} < T_{table}$, and the significance of the Brand Image variable is 0.574, where the value is $> \alpha$ with a positive coefficient. So, it can be concluded that Brand Image has a positive and insignificant effect on Brand Loyalty. The results of the study show that Brand Image has a positive effect on Brand Loyalty. The results of this study are inconsistent with those of Agatha & Widiartanto (2020), who found that consumers with a positive perception of Pantene Shampoo tend to exhibit a higher level of Brand Loyalty.

Partial Influence of Brand Trust on Brand Loyalty

Brand Trust refers to the level of consumer trust in a brand's integrity, quality, and commitment. This trust can be formed through positive experiences, consistent brand communication, and fulfillment of brand promises to consumers (Rosalind, 2018). Meanwhile, brand loyalty refers to the tendency or loyalty that consumers have towards a particular brand (Bhattacharya et al., 2021). It is known that the results of this study are the T-value, meaning $T_{value} > T_{table}$ and the significance of the Brand Trust variable, where the value is $< \alpha$ with a positive coefficient. So, it can be concluded that Brand Trust has a positive and significant effect on Brand Loyalty. The results of the study show that Brand Trust has a positive and significant effect on Brand Loyalty. These results align with the research conducted by Putra & Keni (2020). This finding suggests that women in the North Jakarta area who wear the hijab and have high trust in the Pantene Shampoo brand tend to exhibit a higher level of loyalty.

Partial Influence of Customer Satisfaction on Brand Loyalty

Customer Satisfaction reflects the extent to which consumers are satisfied with the products or services provided by a brand. The success of a brand in meeting or even exceeding consumer expectations can have a positive impact on loyalty and long-term relationships between brands and consumers (Bolton et al., 2018). It is known that the results of this study are the T-value, meaning $T\text{-value} > T\text{-table}$ and the significance of the Customer Satisfaction variable, where the value is $< \alpha$ with a positive coefficient. So, it can be concluded that Customer Satisfaction has a positive and significant effect on Brand Loyalty. The results of the study show that Customer Satisfaction has a positive and significant effect on Brand Loyalty. These results are in accordance with research conducted by Purwanto & AR (2022). These findings indicate that the higher the level of consumer satisfaction with Pantene Shampoo, the more likely they are to develop loyalty to this brand.

Partial Influence of Brand Love on Brand Loyalty

Brand Love refers to the emotional and affectionate feelings that consumers develop towards a brand (David, 2022). This includes a deeper positive bond and exceeds the level of consumer satisfaction or preference for a product or service. It is known that the results of this study are the T-value, meaning $T\text{-value} > T\text{-table}$ and the significance of the Brand Love variable, where the value is $< \alpha$ with a positive coefficient. So, it can be concluded that Brand Love has a positive and significant effect on Brand Loyalty. The study's results show that Brand Love has a positive and significant impact on Brand Loyalty. This is in accordance with research conducted by Arsj (2022). This finding suggests that women in the North Jakarta area who wear the hijab and have stronger feelings of affection for Pantene Shampoo tend to exhibit higher levels of brand loyalty.

The Influence of Brand Image, Brand Trust and Customer Satisfaction Simultaneously on Brand Love

Brand Image, Brand Trust, and Customer Satisfaction contribute to forming Brand Love. Brand Image reflects the image and perception of consumers towards the brand, while brand trust refers to the consumer's trust in the brand. In contrast, Customer Satisfaction reflects the level of consumer satisfaction with the product or service. It is known that the results of this study include the calculated F value, along with its significance level and degrees of freedom, $df = (n-k)$ and $(k-1)$, as determined from the F-table. So, the results of the calculation of $F\text{-count} > F\text{-table}$ with the sig value obtained, then simultaneously (together) the independent variables Brand Image, Brand Trust, Customer Satisfaction have a significant effect on Brand Love. The results of the study indicate that together, Brand Image, Brand Trust, and Customer Satisfaction significantly affect Brand Love. This finding suggests that female consumers in the North Jakarta area who wear the hijab tend to form a stronger sense of affection and trust towards Pantene Shampoo when they have a positive perception of the brand image, high trust in the brand, and are satisfied with the products or services provided by the brand.

The Influence of Brand Image, Brand Trust, Customer Satisfaction and Brand Love Simultaneously on Brand Loyalty

In the context of this study, Brand Image refers to the brand's overall perception, Brand Trust represents consumer trust in the brand, Customer Satisfaction reflects the level of consumer satisfaction with the product or service, and Brand Love describes the consumer's affection for the brand. It is known that the results of this study include the calculated F-value, along with its significance level and degrees of freedom, $df = (n-k)$ or $(k-1)$, and the corresponding results obtained from the F-table. So, the results of the calculation of $F\text{-count} > F\text{-table}$ with the sig value obtained, then simultaneously (together) the independent variables Brand Image, Brand Trust, Customer Satisfaction, and Brand Love have a significant effect on Brand Loyalty. The research findings indicate that Brand Image, Brand Trust, Customer Satisfaction, and Brand Love, when combined, have a significant impact on Brand Loyalty. This indicates that women who wear the hijab in North Jakarta tend to have a higher level of loyalty to Pantene Shampoo when they have a positive perception of the brand image, firm trust in the brand, are satisfied with the product or service, and have deep affection for the brand.

The Influence of Brand Image on Brand Loyalty Through Brand Love

The results of the analysis show that the influence of Brand Image on Brand Loyalty can be explained indirectly through the intermediary of Brand Love. It is known that the direct influence given by Brand Image on Brand Loyalty. While the indirect influence of Brand Image through Brand Love on Brand Loyalty. Based on the results of the following calculations, it is evident that the indirect influence of Brand Image on Brand Loyalty exceeds the direct influence. Therefore, Brand Image has a significant effect on Brand Loyalty, indirectly through Brand Love. The results of this study are in accordance with the research conducted by Ismuroji et al. (2023). This proves that the influence of Brand Image on Brand Loyalty can be explained through the intermediary of Brand Love. This suggests that the positive impact of Brand Image on Brand Loyalty can be attributed to how Brand Love fosters an emotional bond between consumers and brands. When consumers develop Brand Love, this strengthens brand image and the level of Brand Loyalty (Ismuroji et al., 2023).

The Influence of Brand Trust on Brand Loyalty Through Brand Love

Mediation testing is a critical step in revealing whether there is an indirect relationship between Brand Trust and Brand Loyalty through Brand Love. The results of this study indicate that this indirect effect is significant, highlighting the importance of intermediaries in explaining the relationship between Brand Trust and Brand Loyalty. It is known that the direct effect given by Brand Trust on Brand Loyalty. While the indirect effect of Brand Image through Brand Love on Brand Loyalty. Based on the results of the following calculations, it is known that the value of the indirect effect of Brand Trust on Brand Loyalty through Brand Love is greater than the direct effect of Brand Trust on Brand Loyalty, so it can be concluded that indirectly Brand Trust has a significant effect on Brand Loyalty through Brand Love. This proves that the effect of Brand Trust on Brand Loyalty can be explained through the intermediary of Brand Love. This suggests that the positive impact of Brand Trust on Brand Loyalty can be attributed to how Brand Love fosters an emotional bond between consumers and brands. The results of this study are in accordance with research conducted by Dirayani & Mandala (2022). This finding illustrates that when consumers feel confident in their trust in a brand, they indirectly form a stronger emotional bond with the brand through a sense of love, known as Brand Love. This result suggests that the positive impact of Brand Trust on Brand Loyalty is attributed to the formation of a deep emotional bond between consumers and brands, as Brand Love does (Dirayani & Mandala, 2022).

The Influence of Customer Satisfaction on Brand Loyalty Through Brand Love

The finding that this indirect influence is not significant indicates that although Customer Satisfaction has a direct effect on Brand Loyalty, there is no significant influence explained through the intermediary of Brand Love. It is known that customer satisfaction has a direct influence on Brand Loyalty. While the indirect influence of Customer Satisfaction through Brand Love on Brand Loyalty. Based on the results of the following calculations, it is known that the value of the indirect influence of Customer Satisfaction on Brand Loyalty through Brand Love is smaller than the direct influence of Customer Satisfaction on Brand Loyalty, so it can be concluded that Customer Satisfaction does not have a significant effect on Brand Loyalty through Brand Love. These results are not in accordance with the research conducted by Wahyuni (2021), which suggests that the effect of Customer Satisfaction on Brand Loyalty may be influenced by factors beyond the interaction with the emotional bond represented by Brand Love.

6. Conclusion

This study found that Brand Image, Brand Trust, and Customer Satisfaction play an important role in forming Brand Love and Brand Loyalty. Brand Image and Customer Satisfaction significantly increase Brand Love, while Brand Trust has a positive but insignificant effect. Brand Trust and Customer Satisfaction directly increase Brand Loyalty, while Brand Image has a positive but insignificant effect. Brand Love is proven to be a key factor in strengthening Brand Loyalty, with Brand Image and Brand Trust having an indirect impact through Brand Love. However, Customer Satisfaction has a more direct effect on Brand Loyalty than through Brand Love. Overall, the combination of Brand Image, Brand Trust, Customer Satisfaction, and brand

love significantly increases brand loyalty, indicating that a strong emotional connection with the brand plays a crucial role in building customer loyalty.

Managerial implications for conclusions: Companies need to strengthen brand image, build customer trust, and increase customer satisfaction to drive brand loyalty through brand love. Marketing strategies should focus on customers' emotional experiences with the brand, including authentic communication and product innovation that suits consumer needs. In addition, a values-based approach rooted in religion can be a differentiation factor that strengthens customers' emotional ties to the brand, especially among Muslim consumers.

Recommendation

For practitioners, companies should prioritize building brand love by designing campaigns that highlight emotional storytelling aligned with consumers' lifestyles, particularly for hijab-wearing women, who are a growing market segment. Product innovation should focus on addressing specific consumer needs, such as scalp health and comfort while wearing the hijab. Trust can be strengthened through transparent communication, consistent product quality, and leveraging social media engagement to create authentic interactions. For future research, it is recommended to examine additional variables, such as customer experience, digital marketing, and cultural or religious values, that may shape loyalty. Additionally, comparing different FMCG brands can enhance generalizability.

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