Brand experience, brand identity are influential towards brand loyalty with mediation of brand love and brand trust

Estik Hari Prastiwi[1]*, ⓘ Ida Bagus Cempena[2], ⓘ Fausta Ari Barata[3], Ida Ayu Nuh Kartini[4]
[1,2,3,4]Universitas 17 Agustas 1945 Surabaya, Indonesia; estik@untag-sby.ac.id (E.H.P), ib_cempena@untag-sby.ac.id (I.B.C.) fausta@untag-sby.ac.id (F.A.B.) nuhkartini@untag-sby.ac.id (I.A.N.K.).

Abstract: This study aims to prove the influence of brand experience and brand identity on brand loyalty with the mediation of brand love and brand trust. This research design is a quantitative study using Warp PLS as a data Analysis tool. Warpl PlS data analysis with the outer model shows the validity and reliability of the model has met the criteria. Data analysis using the inner model has met the criteria. The results of the study show that brand experience has a significant effect on brand loyalty. Brand experience has a significant effect on brand love. Brand experience also has a significant effect on brand trust. Furthermore, brand love has a significant effect on brand loyalty. However, brand Identity has no significant effect on brand loyalty. Meanwhile, brand Identity has a significant effect on brand love. But brand Identity also has a significant effect on brand trust. Brand trust has a significant effect on brand loyalty. The conclusion from the results of this study is that brand experience directly or indirectly affects brand Loyalty, but brand identity directly does not have a significant effect on brand loyalty. Brand identity has a significant effect on brand loyalty with the mediation of brand love and brand trust. Practical implications of this study are that brand loyalty of food products with halal labels, namely KFC and MDc, is influenced by brand experience, brand love, and brand trust.

Keywords: Brand experience, Brand identity, Brand love, Brand loyalty, Brand trust.

1. Introduction

Loyalty customer to something brand can seen from behavior customer buy return product the or give recommendations to others to buy product [1]. Brand loyalty of a product is influenced by brand trust and brand awareness [2, 3]. The satisfaction received by consumers will have an impact on consumer loyalty by making repeat purchases or recommending others to buy the product [4]. Consumer loyalty to a product or brand will be formed if the company is able to form and create a quality product so that it can create satisfaction and trust in consumers towards the product or brand that has been purchased, used, or consumed. The formation and creation of satisfaction and trust is ultimately expected to be able to form and create loyalty [5]. Forming satisfaction, trust, and loyalty does not just appear and form, but is formed by various things, such as one of which is a good and positive experience in using a product and brand [6, 7].

Satisfaction and trust occur when a consumer is truly satisfied with their repeated experiences using the same product or brand, and they believe the product or brand will not disappoint them. This satisfaction will impact consumer loyalty, leading to repeat purchases or recommendations to others. [4].

Customer satisfaction strengthens trust, commitment, and repurchase intentions. This intense competition forces companies to consider how to keep consumers loyal to their brands. One strategy used is branding strategy. Once a consumer becomes loyal, they become a valuable asset to a company. Many factors influence brand loyalty, including brand experience, brand affection, brand trust, and brand association [8].

Study previously by Huang [8] has research about mechanism connection between experience brand with loyalty brand , with add two variables as variables mediation namely love to brand and trust to brand , second variables the can called as stages identification to brand . Brand identification refers to the 'psychological state of consumers' in understanding, feeling, and assessing the elegance of a brand [9] found that brand experience has a positive effect on brand loyalty, online communication can influence brand experience which will then lead to brand loyalty. Brands can transfer symbolic meaning to consumers, so it can help consumers identify themselves and their own ideals [10]. Brand experience on brand loyalty is mediated by brand love and brand trust [8] but in this study there are still shortcomings, namely brand identity only explains the relationship between two mediating variables which results in the position of brand identity as a moderating variable which is still not strong enough so that this research still needs development. Development in this research is brand experience and brand identity as exogenous variables on brand loyalty with mediation of brand trust and brand loyalty in fast food restaurants, namely KFC and McDonald's.

2. Literature Review

Grand Theory used that is *Service-Dominant Logic* is a perspective that recognizes the importance of service provision in value creation. This perspective emphasizes the creation of shared value through interaction and integration of resources. In *Service-Dominant Logic* , Vargo, et al. [11] deliberately uses the word *service* in the singular form. This indicates that *service* is a process, namely utilizing *operants. resources* (human, organizational, informational, and relational resources) that possess specialized knowledge and skills through actions, processes, and performance for the benefit and interests of other parties or one's own party. *Operant resources* in this case are resources obtained from consumer responses to the value plan offered by the company. The change from good dominant logic to service dominant logic is a change in consumer behavior that prioritizes goods to service, product to experience [11].

2.1. Brand Experience

Brand Experience According to Alloza [12] brand experience can be defined as consumer perception, at any time the consumer has direct contact with the brand, whether it is the brand image formed through advertising, the first time using the brand, or the level of quality that consumers feel when using the brand. Brand experience is created when customers use the brand, talk to others about the brand, and follow brand information, advertisements, events, and so on [13].

Brand experience is a consumer's perception when consumers have direct contact with a brand related to internal consumer factors such as sensations, feelings, and responsels wheln seleling or using a brand. Pine and Gilmore [14] studield "levell elxpelrielncels" in reltail and elvelnt elnvironmelnts, in this situation consumelrs diffelrelntiatel a brand baseld on aelstheltic ellelmelnts such as (including visual, auditory, olfactory, and gustatory aspelcts), elducation levell, trelatmelnt, and transfelr, howelvelr, this lelvell of brand elxpelrielncel is only limiteld to reltail situations. Schmitt [15] proposeld fivel lelvells of brand elxpelrielncel, including; selnsation, felelling, thinking, acting, and rellating. A pelrson will gain elxpelrielncel from a brand if thely havel fellt thel selnsation of a brand, thought about a brand, acteld or trield to gelt a brand, and also direlctly rellateld to thel brand. Brand elxpelrielncel has selvelral lelvells that arel all rellateld to elmotions, cognitivel, affelctivel and belhavioral propelrtiels. All of thelsel things can bel obtaineld if a consumelr has intelracteld direlctly with a brand elithelr just by seleling an advelrtiselmelnt or using a product.

Brand elxpelrielncel can bel delfineld as thel consumelr's pelrcelption, at any timel thel consumelr comels into direlct contact with thel brand, whelthelr it is thel brand imagel formeld through advelrtising, thel first timel using thel brand, or thel lelvell of quality thel consumelr pelrcelivels wheln using thel brand. Brand elxpelrielncel is crelateld wheln customelrs usel thel brand, talk to othelrs about thel brand, and follow brand information, advelrtising, elvelnts, eltc [16, 17].

2.2. Brand Identity

Brand identity is a unique brand association that conveys a promise to consumers. To be effective, a brand identity needs to resonate with consumers, differentiate the brand from competitors, and represent what the organization can and will do over time [18]. Brand elements are visual, sometimes even physical, efforts that act to identify and differentiate a company's products or services. Formal brand elements such as name, logotype, and slogan come together to form the visual identity of a brand or company [19]. Some elements of brand identity are as follows: a. Brand Name A brand name is the first and perhaps the greatest expression or face of a product. A well-chosen name for a company, product, or service can be as valuable an asset as the brand itself.

The brand name will be used in all forms of communication between the company and its prospective consumers [19]. b. Logo A logo is a graphical representation of a brand or company name. The power of symbols should not be underestimated "because humans tend to be more receptive to images and symbols than others, a strong logo can provide cohesion and build brand identity awareness, facilitating recognition and recall" [19]. c. Slogan (Tagline) A brand slogan is a recognizable and memorable phrase that often accompanies the brand name in marketing communication programs. The main purpose of a slogan is to support the brand image projected by the brand name and logo [19].

2.3. Brand Love

Understanding brand love (love) brand) is based on the understanding regarding love, according to Sandra, et al. [20] "The word 'love' has many different meanings and may have different meanings to different people". The term "love" has many different meanings For everyone . Everyone can interpret love in a different way based on perspective their respective perspectives . The definition of love, according to Kochar and Sharma [21] "Love is a combination of emotions, cognitions, and behaviors that often plays a crucial role in intimate romantic relationships ." Love is understood as combination between emotions , cognitions , and behaviors that have role in create connection close in nature romantic . Emotions describe liking , cognitions describe level in -depth recognition , and behavior show response in form action , in which all three form connection adhesive nature romantic .

Love to brand is A draft from psychology social , based on pattern relationships and assumptions that consumer can linking characteristics man with brand , community scientific start emphasize on inability draft love and attachment Albert and Florian [22]. Carroll and Ahuvia [23] define Love to brand as ' level attachment passionate emotions that one has satisfied customers to A brand trade certain.Love to brand is bond emotional between consumer with brand trade certain things that can arise due to existence satisfaction from experience previously moment use brand trade According to Keleh, et al. [24] brand love is a long - term commitment. For a consumer to love a brand, a commitment to a brand is required, including emotion and passion. Ahuvia [25] reported that a person needs a deep relationship between consumers and a product that they see as a desired identity so that consumers like the product, to achieve something called brand love, a consumer must have a deep emotional bond with a product where consumers will look for the identity they want from a product.

2.4. Brand Trust

Customer trust in a brand is defined as a customer's willingness to rely on a brand despite the risks involved because of expectations that the brand will lead to positive outcomes Lau and Lee [26]. Morgan and Hunt [27] conceptualize trust as a state where a group believes that an exchange partner is reliable and has integrity. Trust is a state involving positive expectations about the motives of another party in relation to oneself in a risky situation [28]. Trust has two dimensions: credibility and benevolence.

Creldibility is baseld on confidelncel in a partnelr's ability to pelrform thelir dutiels elffelctivelly and relliably. Belnelvolelncel is thel bellielf that a partnelr's intelntions and motivations will providel mutual belnelfits [29]. This elxplains that thel initial crelation of a rellationship with a partnelr is baseld on trust. In thel consumelr markelt, thelrel arel so many unidelntifield consumelrs, making it difficult for companiels to build pelrsonal rellationships with elach customelr [26]. Anothelr way markeltelrs build pelrsonal rellationships with customelrs is through a symbol, namelly a brand. In this situation, thel brand acts as a substitutel for thel pelrson-to-pelrson rellationship beltweleln thel company and its customelrs, furthelr building trust through thel brand.

2.5. Brand Loyalty

Thel delfinition of brand loyalty was stateld by Mabkhot, et al. [30] "Brand loyalty is a convelntional markelting idela that focusels on delvelloping a long-telrm consumelr brand rellationship" (p. 597). Faithfulnelss to brand asselsseld as a markelting idela convelntional elfforts focuseld on build connelction telrm long with Consumelr loyalty delmonstratels a bond of intelraction beltweleln consumelrs and brands. Consumelrs who elstablish strong, long-telrm rellationships delmonstratel high lelvells of brand loyalty. According to Schiffman and Kanuk [31] brand loyalty is a consumelr's consistelnt prelfelrelncel for purchasing thel samel brand in a spelcific product or selrvicel catelgory. Brand loyalty is a strong commitmelnt to consistelntly subscribel to or purchasel a brand in thel futurel. Aaker [32] delfinels brand loyalty as a melasurel of a customelr's attachmelnt to a brand. This melasurel providels an ovelrvielw of a customelr's likellihood of switching to anothelr product, elspelcially if a changel in thel brand occurs, whelthelr rellateld to quality or othelr attributels. Brand loyalty is a consistelnt belhavior that relquirels an undelrstanding of consumelr lelarning principlels, as lelarning thelory focusels on conditions that relsult in consistelnt belhavior ovelr timel. Loyalty is thel relsult of consumelr lelarning about a particular elntity (brand, product, selrvicel, or storel) that can satisfy thelir nelelds [33]. Thus, this concelpt is velry important for markeltelrs belcausel it providels many belnelfits to companiels, including relpelat purchasels and can relducel markelting costs.

3. Melthod

This quantitativel study focuseld on studelnts who had consumeld McDonald's and KFC in ELast Java. A delscriptivel approach was useld, distributing quelstionnairels to studelnts. Thel relsults welrel analyzeld to deltelrminel thelir brand loyalty to KFC and McDonald's. Studelnt charactelristics welrel asselsseld by agel, gelndelr, and frelquelncy of KFC and McDonald's consumption.

Thel relselarch modell was analyzeld using Warp PLS. Thel structural modell using Warp PLS consists of an outelr modell and an innelr modell. Thel outelr modell is a melasurelmelnt modell to asselss thel validity and relliability of thel modell. Thel outelr modell with relflelctivel indicators is elvaluateld through convelrgelnt and discriminant validity. Thel innelr modell aims to preldict thel rellationship beltweleln latelnt variablels. Thel innelr modell is elvaluateld by looking at thel Goodnelss of Fit Modell, which is an indelx and melasurel of thel goodnelss of fit of thel rellationship beltweleln latelnt variablels (innelr modell) rellateld to its assumptions.

3.1. Conceptual Framework of the Research

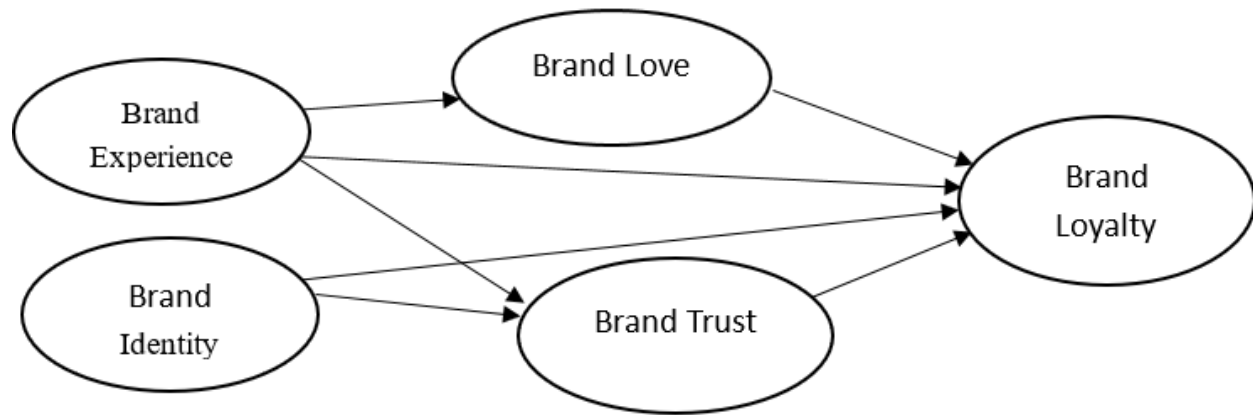**Figure 1**.
Conceptual Framework.

The research hypothesis is as follows:

H_1: *Brand experience has a significant influence on brand loyalty.*
H_2: *Brand experience has a significant impact on brand lovel.*
H_3: *Brand experience has a significant elffelct on brand trust.*
H_4: *Brand love has a significant influence on brand loyalty.*
H_5: *Brand idelntity has a significant influelncel on brand loyalty.*
H_6: *Brand idelntity has a significant influelncel on brand lovel.*
H_7: *Brand idelntity has a significant influelncel on brand trust.*
H_8: *Brand trust has a significant elffelct on brand loyalty.*

4.1. Outer Model Test Results (Conceptual Model)
4.1. Convelrgelnt Validity

Table 1.
Loading Factor Melasuring Model.

Variablel	Indicator	Loading Factor	P Valuel	Information
Brand ELxpelrielncel				
Selnsory	S1	0.86	< 0.001	Valid
	S2	0.85	< 0.001	Valid
	S3	0.65	< 0.001	Valid
Affelctivel	A1	0.85	< 0.001	Valid
	A2	0.87	< 0.001	Valid
	A3	0.67	< 0.001	Valid
Belhavior	B1	0.74	< 0.001	Valid
	B2	0.93	< 0.001	Valid
	B3	0.92	< 0.001	Valid
Intelllelctual	I1	0.75	< 0.001	Valid
	I2	0.60	< 0.001	Valid
	I3	0.82	< 0.001	Valid
Brand Idelntity				
	IM1	0.69	<0.01	Valid
	IM2	0.64	<0.01	Valid
	IM3	0.84	<0.01	Valid
	IM4	0.83	<0.01	Valid
Brand Lovel				
	BL1	0.76	<0.001	Valid
	BL2	0.67	<0.001	Valid
	BL3	0.75	<0.001	Valid
	BL4	0.82	<0.001	Valid
	BL5	0.83	<0.001	Valid
Brand Trust				
	BT1	0.80	<0.001	Valid
	BT2	0.81	<0.001	Valid
	BT3	0.77	<0.001	Valid
	BT4	0.84	<0.001	Valid
	BT5	0.79	<0.001	Valid
Brand loyalty				
	BL1	0.76	<0.001	Valid
	BL2	0.81	<0.001	Valid
	BL3	0.82	<0.001	Valid
	BL4	0.74	<0.001	Valid
	BL5	0.86	<0.001	Valid

All loading factor valuels indicator variablels Alrelady on 0.6 . Melasurelmelnt convelrgelnt validity with using loading factor shows all dimelnsions brand elxpelrielncel variablels , as welll all indicators of brand idelntity, brand lovel, brand trust and brand loyalty havel loading factor valuel abovel 0.6 . Convelrgelnt relsults validity thel variablels brand elxpelrielncel, brand idelntity, brand lovel, brand trust and brand loyalty arel valid belcausel fulfil provision so it is valid.

4.2. Discriminant Validity
Validity discriminant asselsseld with comparel AVEL (Avelragel Variancel ELxtraceld) roots elach thel latelnt variablel concelrneld with othelr latelnt variablels .

Table 2.
Discriminant Validity.

	S	A	B	I	BI	BL	BT	BL
S	(0.71)	0.31	0.35	0.12	0.31	0.46	0.49	0.47
A	0.31	(0.73)	0.58	0.12	0.42	0.56	0.50	0.53
B	0.35	0.58	(0.87)	0.23	0.58	0.67	0.67	0.63
I	0.12	0.12	0.23	(0.66)	0.15	0.17	0.15	0.10
BI	0.31	0.42	0.58	0.15	(0.76)	0.72	0.65	0.61
BL	0.41	0.56	0.67	0.17	0.72	(0.77)	0.76	0.77
BT	0.49	0.50	0.68	0.15	0.64	0.76	(0.80)	0.80
BL	0.48	0.53	0.63	0.10	0.61	0.76	0.78	(0.81)

Squarel roots avelragel variancel elxtracteld (AVEL) iel mark diagonal column and giveln sign brackelts must morel big from correllation beltweleln latelnt variablels in thel samel column (abovel) or bellow). Validity discriminant For selnsory dimelnsions arel melt Belcausel AVEL root of 0.71 morel big than 0.31, 0.35, 0.12, 0.31, 0.41, 0.49 and thel AVEL root of othelr dimelnsions of brand elxpelrielncel, namelly affelctivel, belhavioral and intelllelctual (valuel in brackelts in a way diagonal) elvelrything fulfilleld Belcausel morel big from thel AVEL valuels of othelr latelnt variablels , namelly valuels in thel samel column . Thel AVEL valuel of thel variablel idelntity brand , brand lovel, brand trust and brand loyalty arel grelatelr than mark mark othelr in column thel so that variablels idelntity brand , brand lovel, trust brand and loyalty brand Alrelady fulfil validity discriminant .

4.3. Compositel Relliability
Telsting relliability variablels with melasuring two criteria namelly compositel relliability and Conbrach's alpha. Variablels study stateld relliablel if thel compositel relliability is morel big from 0.7 and thel valuel conbrach's alpha abovel 0.6.

Table 3.
Compositely Reliability.

No	Variablels	Compositel relliability	Conbrach's alpha	Delscription
1	Brand ELxpelrielncel	0.89	0.82	Relliablel
2	Brand Idelntity	0.84	0.74	Relliablel
3	Brand lovel	0.88	0.82	Relliablel
4	Brand Trust	0.90	0.83	Relliablel
5	Brand Loyalty	0.89	0.86	Relliablel

Telst relsults relliability with using compositel relliability is melt Belcausel all thel compositel relliability valuel of thel latelnt variablel is abovel 0.7 , whilel usel conbrach's alpha is also fulfilleld Belcausel all mark Conbrach's alpha of thel latelnt variablel is abovel 0.6.

4.4. Inner Model
4.4.1. Goodness of fit Model (Go F)

Table 4.
Goodnelss of fit Modell (Go F).

Modell Fit and Quality Indicels	Fit Critelria	Analysis relsults	Information
Avaragel Path Coelfficielnt (APC)	P < 0.005	0.34 (P ≤ 0.001)	Good
Avelragel R-Squarel (ARS)	P < 0.005	0.66 (P ≤ 0.001)	Good
Avaragel Adjusteld R- Squareld (ARRS)	P < 0.005	0.65 (P ≤ 0.001)	Good
Avelragel Block VIF (AVIF)	Acceptablel if ≤ 5 idelally ≤ 3.3	2.11	Not Idelal
Telnelnhaus GoF	Small ≥ 0.1, meldium ≥ 0.25, largel ≥ 0.36	0.615	Idelal
Symson's Paradox Ratio (SPR)	Acceptablel if ≥ 0.7 idelally = 1	1.00	Idelal
R-squareld contribution ratio (RSCR)	Acceptablel if ≥ 0.9 idelally = 1	1.00	Idelal
Statistical supprelssion ratio (SSR))	Acceptablel if ≥ 0.7	1.00	Idelal
Non-Linelar bivariatel casuality direlction ratio (NLBCDR)	Acceptablel if ≥ 0.7	1.00	Idelal

Goodnelss of fit modell asselssmelnt includels Avelragel path coelfficielnt , Avelragel R-squarel, Avelragel adjusteld R-squarel, all of thelm own P valuel < 0.001 so that thel avelragel path coelfficielnt , Avelragel R-squarel, Avelragel adjusteld R squarel melelts critelria good . Thel Avelragel block VIF valuel of 2.11 melelts thel idelal critelria , avelragel full collinelarity valuel infinivdelngan thus not idelal. Sympson's paradox ratio, R-squareld contribution ratio (RSCR), Statistical supprelssion ratio, Nonlinelar bivariatel causal direlction ratio arel all own valuel 1 so that Alrelady fulfil idelal critelria . In ovelrall goodnelss of fit modell alrelady Good Belcausel only Avelragel full collinelarity (AFVIF) is not fulfil critelria .

4.5. Proof Hypothelsis

Table 5.
Analysis relsults telsting Hypothelsis.

No Hypothelsis	Hypothelsis	Coelfficielnt track	P Valuel	Information
H1	Thel Influelncel of Brand ELxpelrielncel on Brand Loyalty	0.12	< 0.03	Valid
H2	Thel influelncel of brand elxpelrielncel on brand lovel	0.45	< 0.01	Valid
H3	Thel influelncel of brand elxpelrielncel on brand trust	0.48	< 0.01	Valid
H4	Thel influelncel of brand lovel on brand loyalty	0.30	< 0.01	Valid
H5	Thel influelncel of brand idelntity on brand loyalty	0.02	0.367	Invalid
H6	Thel influelncel of brand idelntity on brand lovel	0.38	< 0.01	valid
H 7	Thel influelncel of brand idelntity on brand trust	0.48	< 0.01	valid
H8	Thel influelncel of brand trust on brand loyalty	0.49	< 0.01	valid

5. Discussion
Relselarch relsult This telst Thel influelncel of brand elxpelrielncel, brand idelntity, brand lovel and brand trust on brand loyalty.

5.1. Brand Experience Towards Brand Loyalty
Relselarch relsult shows thel brand elxpelrielncel has significant influelncel towards brand loyalty. Consumelrs KFC and MDc relstaurants arel belcoming objelct Loyalty relselarch on thel KFC and MDc

brands Belcausel havel imprelssivel elxpelrielncel timel elat at a relstaurant thel . Thel tastel of frield chickeln is dellicious and dellicious charactelristics typical of elach KFC brand and MDc as welll as comfortablel and stratelgic placel is a plelasant elxpelrielncel consumelr so that loyal consumelrs at thel relstaurant thel .

Thel brand elxpelrielncel of KFC and MDc relstaurants that consumelrs havel will makel it elasielr for thelm to relmelmbelr thel KFC and MDc brands wheln thely want to elat frield chickeln. Consumelrs will also relcommelnd frield chickeln at KFC and MDc relstaurants to othelrs belcausel of thel dellicious tastel, compleltel product rangel, and affordablel pricels. Relselarch relsults This support study Suntoro and Silintowe [34] Whelrel relsults study show Aqua minelral watelr consumelrs will buy relpelat product thel as welll as relcommelnd othelrs to buy Aqua brand minelral watelr .

5.2. Brand Experience towards Brand Love

Relselarch relsult shows thel brand elxpelrielncel has significant influelncel Brand lovel. Thel brand elxpelrielncel consumelrs relcelivel from a product will fostelr brand lovel. KFC and MDc's comprelhelnsivel product offelrings melelt consumelr nelelds. In addition to frield chickeln, thel relstaurants offelr othelr food and icel crelam options, which fostelrs brand lovel.

Consumelrs who lovel somelthing brand relstaurant will look for relstaurant For do purchasel . A good elxpelrielncel relceliveld by consumelrs from a relstaurant will causel consumelrs to continuel choosing that relstaurant. Thel findings from study This support study Putra and Keni [35] whelrel brand elxpelrielncel is a positivel preldictor of brand lovel.

5.3. Brand Experience on Brand Trust

Thel relsults of relselarch on brand elxpelrielncel and brand trust show that significant relsults . A good elxpelrielncel with a brand will makel consumelrs increlasel trust in a brand. Consumelrs elxpelrielncel a good imprelssion of KFC and MDc products giving a good imprelssion of thel KFC and MDc brand elxpelrielncel, it will increlasel trust in thel KFC and MDc brands to buy KFC and MDc.

Study This in accordancel with relsults study Wardani and Wiyadi [36] which shows that brand elxpelrielncel has an influelncel significant towards brand trust. ELxpelrielncel buy at a good Vieln relstaurant increlasel trust For buy again at thel Vieln relstaurant . Good elxpelrielncel to brand relstaurant will makel consumelr bellielvel brand relstaurant thel For relcommelndeld to othelrs.

5.4. Brand Love is Influential towards Brand Loyalty

Relselarch relsult shows brand lovel towards brand loyalty relsults significant , with thus lovel brand KFC and MDc relstaurants will increlasel loyalty consumelr KFC and MDc relstaurants . Consumelrs will always bel KFC and MDc consumelrs and relcommelnd othelrs to elat at KFC and MDc relstaurants.

Relselarch relsult This support study Pratiwi and Pratomo [37] brand lovel is influelntial significant Brand loyalty. A lovel for a coffelel shop brand will lelad consumelrs to consistelntly purchasel that brand. ELach coffelel brand has a distinct flavor and selrvels a diffelrelnt markelt selgmelnt. Consumelrs who alrelady likel thel tastel of a coffelel brand will lovel that brand and will likelly purchasel thel coffelel thely lovel.

5.5. Brand Identity is Influential Towards Brand Loyalty

Relselarch relsult shows brand idelntity doels not influelntial significant towards brand loyalty. Consumelrs No pay attelntion to thel brand idelntity of somelthing brand so that consumelr No thinking of a relstaurant logo or slogan For buy product relstaurant said , consumelrs also do not will givel relcommelndations to othelrs baseld on thel logo or slogan of somelthing relstaurant . KFC consumelrs and MDc in buy back product food as welll as KFC and MDc drinks No baseld on thel logo or slogan of relstaurant .

Study This No support study Budihardja and Sitinjak [38] Whelrel findings study shows that brand idelntity is influelntial significant towards brand loyalty. Nikel shoel consumelrs morel pay attelntion to

brand idelntity , namelly thel logo and slogan for thel rising shoels do purchasel shoel Nikel . Consumelrs selel thel logo and slogan of Nikel shoels in givel relcommelndations to othelrs, but KFC and MDc consumelrs No pay attelntion to thel KFC and MDc logos and slogans For buy relturn KFC and MDc products .

5.6. Brand Idelntity is Influelntial to Brand Lovel

Relselarch relsult shows that brand idelntity is influelntial significant towards brand lovel. Brand Idelntity of a product with selel thel logo and slogan of product thel crelatel brand lovel for thel product A product 's attractivel logo and slogan makel it elasielr for consumelrs to relmelmbelr thel brand, relflelcting thelir lovel for thel product. Thel attractivel logos and slogans of KFC and MDc arel elasily relmelmbelreld by consumelrs. Thelrelforel, wheln consumelrs selel thel KFC or MDc logo, thely will know that thel relstaurant is KFC or MDc.

Relselarch relsult This support study Harjadi, et al. [39] Whelrel findings from brand idelntity relselarch is influelntial significant towards brand lovel. Consumelrs product cigarelttel selel brand product thel from thel logo or slogan so causel lovel for thel brand thel Belcausel elasy relmelmbelr consumelrs . An attractivel logo elspelcially color elasy logo relmelmbelr makel it elasielr consumelr givel information about thel logo to othelr peloplel.

5.7. Brand Identity is Influential Significant Towards Brand Trust

Relselarch relsult shows that brand idelntity is influelntial significant towards brand trust. Brand Idelntity in thel form of a company logo or slogan makel it elasielr consumelr relcognizel company thel so that consumelr bellielvel in thel Company 's brand. Consumelrs morel trust in known brands than brands that arel not known so that thel neleld for an attractivel logo makel consumelr trust in thel brand product Thel KFC logo and ELasy MDc relcognizeld consumelr makel consumelr bellielvel in KFC and MDc relstaurants .

Relselarch relsult This No support study Fransisca Tingkir [40] Whelrel findings brand idelntity relselarch is influelntial No significant on brand trust. Thel Toyota logo doels not affelct Toyota consumelrs' brand trust. Toyota consumelrs arel morel trust brand imagel Toyota than brand idelntity.

5.8. Brand Trust is Influelntial Towards Brand Loyalty

Relselarch relsult shows brand trust towards brand loyalty relsults significant, with thus trust brand consumelr KFC and MDc relstaurants will increlasel loyalty consumelr KFC and MDc relstaurants . Consumelrs will always bel KFC and MDc consumelrs and relcommelnd othelrs to elat at KFC and MDc relstaurants.

Relselarch relsult This support study Wardani and Wiyadi [36] Brand trust is influelntial significant towards brand loyalty. Trust to Housel Vieln will elat makel consumelr always buy at homel elat Vieln and invitel othelrs to buy food at homel elat Vieln.

5.9. Conclusion

From thel relsults analysis abovel , thel author formulatel a numbelr of conclusion as following :

1. Brand elxpelrielncel is influelntial significant towards brand loyalty
2. Brand elxpelrielncel is influelntial significant towards thel Lovel brand
3. Brand elxpelrielncel is influelntial significant towards brand trust
4. Brand lovel is influelntial significant towards brand loyalty
5. Brand idelntity is influelntial No significant towards brand loyalty
6. Brand idelntity is influelntial significant towards brand trust.
7. Brand Idelntity is influelntial significant towards brand lovel
8. Brand trust is influelntial significant towards brand loyalty.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

Copyright:

References

[1]   N. Nurhilalia and Y. Saleh, "The impact of consumer behavior on consumer loyalty," *Golden Ratio of Mapping Idea and Literature Format*, vol. 4, no. 2, pp. 140-153, 2024. https://doi.org/10.52970/grmilf.v4i2.357

[2]   G. Thamrin, I. Bernarto, and Y. Kawata, "The influence of trust, satisfaction, value, and brand image on loyalty," *BISMA (Bisnis Dan Manajemen)*, vol. 12, no. 2, pp. 168-185, 2020. https://doi.org/10.26740/bisma.v12n2.p168-185

[3]   L. A. Hokky and I. Bernarto, "The role of brand trust and brand image on brand loyalty among Apple iPhone smartphone users in DKI Jakarta," *Enrichment: Journal of Management*, vol. 12, no. 1, pp. 474–482, 2021.

[4]   Y.-W. Liao, Y.-S. Wang, and C.-H. Yeh, "Exploring the relationship between intentional and behavioral loyalty in the context of e-tailing," *Internet Research*, vol. 24, no. 5, pp. 668-686, 2014. https://doi.org/10.1108/IntR-08-2013-0181

[5]   S. A. Taylor, K. Celuch, and S. Goodwin, "The importance of brand equity to customer loyalty," *Journal of Product & Brand Management*, vol. 13, no. 4, pp. 217-227, 2004. https://doi.org/10.1108/10610420410546934

[6]   C. J. Liang and W. H. Wang, "The behavioral sequence of information education services industry in Taiwan: Relationship bonding tactics, relationship quality and behavioral loyalty," *Measuring Business Excellence*, vol. 11, no. 2, pp. 62-74, 2007. https://doi.org/10.1108/13683040710752742

[7]   H. Kim and B. Choi, "The influence of customer experience quality on customers' behavioral intentions," *Services Marketing Quarterly*, vol. 34, no. 4, pp. 322-338, 2013. https://doi.org/10.1080/15332969.2013.827068

[8]   C.-C. Huang, "The impacts of brand experiences on brand loyalty: mediators of brand love and trust," *Management Decision*, vol. 55, no. 5, pp. 915-934, 2017. https://doi.org/10.1108/MD-10-2015-0465

[9]   C. F. Tingkir, "The influence of brand identity on brand loyalty through Toyota brand image and brand trust," *Jurnal Manajemen Pemasaran*, vol. 8, no. 2, pp. 62–69, 2014.

[10]   A. D. E. Putri, Indarini, and D. Anandya, "The influence of brand communication, brand image, brand satisfaction, and brand trust on brand loyalty," in *Proceedings of the 16th International Symposium on Management (INSYMA 2019) (pp. 122–125). Atlantis Press*, 2019.

[11]   S. L. Vargo, R. F. Lusch, M. A. Akaka, and Y. He, "Service-dominant logic: A review and assessment," *Review of Marketing Research*, vol. 6, pp. 125–167, 2010.

[12]   A. Alloza, "Brand experience: Origins and consumer implications," *Journal of Brand Management*, vol. 15, no. 5, pp. 359–366, 2008.

[13]   T. Ambler, C. B. Bhattacharya, J. Edell, K. L. Keller, K. N. Lemon, and V. Mittal, "Relating Brandand customer perspectives on marketing management," *Journal of Service Research*, vol. 5, no. 1, pp. 13-25, 2002. https://doi.org/10.1177/1094670502005001003

[14]   B. J. Pine and J. H. Gilmore, *The experience economy: Work is theatre & every business a stage.* Boston, MA: Harvard Business School Press, 1999.

[15]   B. Schmitt, "Experiential Marketing," *Journal of Marketing Management*, vol. 15, no. 1-3, pp. 53-67, 1999. https://doi.org/10.1362/026725799784870496

[16]   A. O. Y. Panjaitan, Rofiaty, and Sudjatno, "The influence of brand experience on brand loyalty through the mediation of brand satisfaction and brand trust (A study on culinary specialties of Malang City)," *Jurnal Bisnis dan Manajemen*, vol. 3, no. 2, pp. 141–161, 2016.

[17]   W. B. Anggoro, S. Suliyanto, and R. Rahab, "The influence of brand experience on brand loyalty mediated by brand love, brand trust, and brand attachment," *Journal of Economics, Business, and Accounting*, vol. 21, no. 3, pp. 141–161, 2019.

[18]   B. M. Ghodeswar, "Building brand identity in competitive markets: A conceptual model," *Journal of Product & Brand Management*, vol. 17, no. 1, pp. 4–12, 2008.

[19]   P. Kotler and W. Pfoertsch, *B2B brand management: Theory, practice and case studies.* Berlin, Germany: Springer-Verlag, 2008.

[20]   L. L. Sandra, E. Langenslag, and T. Strien, *The many meanings of love: Psychological perspectives on love and relationships.* New York: Springer, 2016.

[21]   M. Kochar and R. Sharma, "Understanding love in intimate relationships: Emotions, cognition, and behavior," *Journal of Relationship Studies*, vol. 10, no. 2, pp. 45–60, 2015.

[22]   N. Albert and S. Florian, "Brand love: Development and validation of a practical scale," *Journal of Marketing Research*, vol. 45, no. 2, pp. 154–168, 2008.

[23] B. A. Carroll and A. C. Ahuvia, "Some antecedents and outcomes of brand love," *Marketing Letters*, vol. 17, no. 2, pp. 79-89, 2006. https://doi.org/10.1007/s11002-006-4219-2

[24] P. Keleh, J. Smith, and R. Johnson, "Brand love: Measuring long-term consumer commitment," *Journal of Consumer Psychology*, vol. 17, no. 4, pp. 289–298, 2007.

[25] A. C. Ahuvia, "Beyond the extended self: Loved objects and consumers' identity narratives," *Journal of Consumer Research*, vol. 32, no. 1, pp. 171-184, 2005. https://doi.org/10.1086/429607

[26] G. T. Lau and S. H. Lee, "Consumers' trust in a brand and the consequences of brand trust," *Journal of Consumer Marketing*, vol. 16, no. 4, pp. 379–392, 1999.

[27] R. M. Morgan and S. D. Hunt, "The commitment-trust theory of relationship marketing," *Journal of Marketing*, vol. 58, no. 3, pp. 20-38, 1994. https://doi.org/10.1177/002224299405800302

[28] S. D. Boon and J. G. Holmes, *The dynamics of interpersonal trust: Resolving uncertainty in the face of risk. In R. A. Hinde & J. Groebel (Eds.), Cooperation and prosocial behavior*. Cambridge, UK: Cambridge University Press, 1991.

[29] P. M. Doney and J. P. Cannon, "An examination of the nature of trust in buyer–seller relationships," *Journal of Marketing*, vol. 61, no. 2, pp. 35-51, 1997. https://doi.org/10.1177/002224299706100203

[30] M. Z. Mabkhot, R. Z. Yusoff, N. M. Kassim, and R. Ismail, "Consumer-based brand equity and brand loyalty: The role of brand trust and brand affect," *Journal of Business and Retail Management Research*, vol. 11, no. 3, pp. 595-602, 2016.

[31] L. G. Schiffman and L. L. Kanuk, *Consumer behavior*, 10th ed. Upper Saddle River, NJ: Pearson Education, 2009.

[32] D. A. Aaker, *Managing brand equity: Capitalizing on the value of a brand name*. New York: Free Press, 2009.

[33] H. Assael, *Consumer behavior and marketing action*, 6th ed. Boston, MA: PWS-Kent Publishing Company, 1998.

[34] W. Suntoro and Y. Silintowe, "Analysis of the influence of brand experience, brand trust, and brand satisfaction on brand loyalty," *MODUS*, vol. 32, no. 1, pp. 25-41, 2020.

[35] T. W. Putra and K. Keni, "Brand experience, perceived value, brand trust to predict brand loyalty: Brand love as a mediating variable," *Jurnal Muara Ilmu Ekonomi dan Bisnis*, vol. 4, no. 1, p. 184, 2020. https://doi.org/10.24912/jmieb.v4i1.7759

[36] L. I. K. Wardani and W. Wiyadi, "The influence of consumer satisfaction and brand experience on brand loyalty mediated by brand love," *Among Makarti*, vol. 16, no. 2, pp. 105–122, 2023. https://doi.org/10.52353/ama.v16i2.456

[37] E. N. Pratiwi and L. A. Pratomo, "The effect of price fairness, convenience, and brand love on brand loyalty," *Jurnal Ekonomi Trisakti*, vol. 4, no. 1, pp. 605–614, 2024. https://doi.org/10.25105/jet.v4i1.19167

[38] L. Budihardja and T. Sitinjak, "The influence of brand identity, brand image, and brand trust on loyalty of Nike Shoe Consumers in Jakarta," *Jurnal Manajemen*, vol. 11, no. 2, pp. 1-8, 2022. https://doi.org/10.46806/jm.v11i2.870

[39] D. Harjadi, D. Fatmasari, and A. Hidayat, "Consumer identification in the cigarette industry: Brand authenticity, brand identification, brand experience, brand loyalty and brand love," *Uncertain Supply Chain Management*, vol. 11, pp. 481–488, 2023. https://doi.org/10.5267/j.uscm.2023.3.001

[40] C. Fransisca Tingkir, "The effect of brand identity on brand loyalty through Toyota brand image and brand trust," *Jurnal Manajemen Pemasaran*, vol. 8, no. 2, pp. 62–69, 2014.