| **RESEARCH ARTICLE**

Understanding the Influence of Brand Experience and Brand Satisfaction on Brand Loyalty: Mediated by Brand Love

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| **ABSTRACT**

The aim of this research is to uncover the impact of brand experience and brand satisfaction on brand loyalty, with brand love mediating between the two. The research employs a deductive quantitative approach. The researcher utilizes a survey design with a sample size of 230 UMS students. Non-probability purposive sampling technique is chosen to select respondents for this study. Instrument testing is conducted through construct validity and reliability tests, which indicate valid and reliable results. Hypothesis testing is performed using SEM-PLS with the Smart PLS tool through outer and inner models. This study empirically demonstrates that brand love can mediate the influence of brand experience and brand satisfaction on brand loyalty. The theoretical contribution of this study offers insights into brand loyalty concerning brand experience, brand satisfaction, and brand love. The practical contribution suggests that companies should focus on brand satisfaction in addition to brand experience and brand love to contribute to the enhancement of brand loyalty.

| **KEYWORDS**

Brand Experience, Brand Satisfaction, Brand Loyalty, dan Brand Love.

1. Introduction

In facing the increasingly intense, complex, and unpredictable business competition in the era of globalization, businesses are challenged to continuously generate the best strategies to attract and retain market share. The high level of market competition compels each company to demonstrate excellence and higher appeal than competitors to achieve maximum profit. One of the efforts made by companies is through the utilization of advertising on social media, which is a potential platform to reach consumers. The use of the internet as a marketing tool is also essential, allowing businesses to expand market share and increase product sales. Therefore, it is undeniable that the internet plays a crucial role as an effective marketing communication tool (Baladini et al., 2021).

The profound developments in the world have created a strong era of globalization with wide-ranging impacts, not limited to technological aspects but permeating into all aspects of human life. The impact of globalization is evident in the food industry, where now the entire world can enjoy various types of cuisines from different countries. Additionally, the presentation of food has also undergone significant changes. Currently, the global community tends to consume fast food, considered more efficient in the context of a busy lifestyle (Munir, 2021).

Fast food, known as fast food, has become an integral part of life in Indonesia, emphasizing service speed. In an effort to meet the food needs of commuters, travelers, and daily workers with limited time to dine in traditional restaurants, fast food emerged as a commercial strategy initially. The existence of this type of food in Indonesia, especially in major cities, accommodates well the busy lifestyle of the community (Kurnia et al., 2020).

The high popularity of fast food has had a significant impact on the proliferation of fast-food restaurants. The phenomenon of the development of fast-food restaurants is not limited to advanced countries but has spread to almost all parts of the world. One prime example illustrating this development is McDonald's, a fast-food restaurant widely known for its products. With its yellow "M" logo, McDonald's has successfully marketed its products and has gained widespread acceptance from various segments of the Indonesian population. Beyond being a culinary choice, McDonald's continues to show significant growth every year (Siradj & Ratnasari, 2021).

Brand satisfaction reflects the evaluation of how well a product's performance meets or even exceeds buyer expectations. When a product or service performance aligns with customer expectations, the result is satisfaction; conversely, misalignment can result in dissatisfaction. Companies with smart business strategies aim to surpass customer expectations by providing added value that exceeds promises made to customers. This approach reflects a commitment to delivering an exceptional customer experience, where organizations strive to provide more benefits and satisfaction than promised. Brand satisfaction is not just customer perception but an actual response stemming from the consumption experience of the product's quality. From Kotler & Armstrong's perspective (2014), brand satisfaction is defined as an assessment of product performance meeting consumer expectations (Fernandes & Moreira, 2019).

Brand loyalty reflects the loyalty of consumers repeatedly purchasing the same brand, indicating a tendency for customers to consistently choose products from a specific brand in repeated transactions, often influenced by trust in the brand. Trust in a brand becomes a crucial determinant in maintaining purchasing consistency. Brand loyalty, reflected in the consumer tendency to choose a particular brand again, plays a vital role in sustaining the brand's lifespan through repeated purchases. Therefore, trust in the brand is a critical element as it can strengthen brand loyalty and have a positive impact. Trust is considered an essential prerequisite for establishing and maintaining long-term relationships between companies and customers, a crucial initiative in achieving sustainable engagement and mutual trust between both parties (Arsyan & Mahfudz, 2022).

Many previous studies have explored the concept of brand love, as mentioned by several researchers in earlier studies, such as Khan et al., (2021). Findings from this research indicate that brand experience plays a crucial role as a primary determinant in driving brand love. Furthermore, it can be observed that brand love has a significant impact on three important variables: trust, satisfaction, and consumer loyalty. In this context, both brand experience and brand love have a positive and significant impact on these variables (Mahlke et al., 2020). The findings from this research indicate that brand love has a more significant role as a predictor of brand loyalty compared to the level of customer satisfaction. Moreover, its influence on positive word-of-mouth phenomena is also stronger.

2. Literature Review
2.1 Lovemarks Theory
Song et al., (2019) suggest that in Lovemarks theory companies must be able to create a brand to build lovemarks in order to establish loyalty relationships with customers. A lovemark is defined as a deep emotional connection that differentiates the lovemark experience from the brand experience. And the brand image variable which leads to the brand loyalty variable is not included in this research because brand image already has a positive influence on brand love and brand love itself also has a positive influence on brand loyalty.

2.2 Brand Loyalty
According to Kotler & Keller, (2016) defines loyalty as a commitment to repurchase or promote a product or service that has been consumed. Values, consumer goals, are more powerful in regulating consumer actions regarding the level of loyalty intentions (Sari & Maftukhah, 2019). So the concept of brand loyalty is very different from customer loyalty. Brand loyalty is more intangible and remains in the minds of consumers. Brand loyalty develops when the brand matches the consumer's personality or self-image or when the brand offers unique satisfaction and benefits that consumers are looking for (Han et al., 2021). Meanwhile, according to Giddens (2010), brand loyalty is the choice made by consumers to buy certain brands compared to other brands in one product category.

2.3 Brand Experience
A brand itself is a collection of benefits, services and characteristics to fulfill the needs promised by a brand owner consistently to its consumers. According to Kotler and Keller, they give meaning to a brand as a name, symbol, sign, design that is put together as a form of recognition of the goods being marketed to consumers and makes them different from other competing goods. So consumers can easily analyze and remember a product through the brand displayed. This brand experience will be experienced by customers when they are enjoying or using the product or service. The more the customer's five senses are involved when enjoying a product or service, the stronger the emotional bond that is created. In the midst of the brand experience, consumers will feel an emotional bond, namely satisfaction. If the product consumed or used meets expectations.

2.4 Brand Statification

According to Kotler & Keller (2016) in research by Ilyas et al., (2020) satisfaction is a person's feeling that describes a sense of satisfaction and disappointment from comparing the perceived performance or results of a product in relation to their expectations. If the performance and results of a product consumed exceed a consumer's expectations, then he will feel satisfied. And if the opposite happens then the consumer will feel dissatisfied. (Diputra & Yasa, (2021) say that "Satisfaction is a positive affective reaction to an outcome of a prior experience." Customers feel satisfied if the experience they receive is positive. Consumer satisfaction with a brand can be measured when they have purchased a product whether it meets their expectations or whether they are dissatisfied with the product.

2.5 Brand Love

Brand love is defined as the level of passionate emotional attachment that satisfied consumers have with a particular brand. If a preferred brand facilitates consumers' self-expression, they may experience greater brand love. Brand Love is defined as a consumer attitude that shows the consumer's willingness and ability to think, feel and act towards the brand they choose. Brand love plays a very important role in market domination. It can be explained that because people love a particular brand, that brand cannot be replaced by another brand. When consumers love the brand, it will directly change the way consumers view the brand itself. A brand that has been loved by consumers can give rise to strong loyalty to that brand. Brand love has recently been considered as a marketing concept in research trends in consumer-brand relationships..

2.6 Hypothesis

1. Influence of *Brand Experience* on *Brand Loyalty*

Brand experience is a subjective evaluation experienced personally by customers, involving feelings, cognitive responses, and attitudes that arise due to interactions with the brand (Tjokrosaputro, 2020). Brand experience has a significant impact on customer attachment or dedication to a brand, often depending on the experiences gained during interactions with that brand. This experience is considered a result of specific stimuli or triggers that evoke positive feelings toward a particular brand. These positive feelings, which can evolve into satisfaction, play a crucial role in shaping consumer loyalty or allegiance to the brand itself, which, in turn, can lead to behaviors inclined to repeat those experiences.

This hypothesis is formed based on research findings by Riyanto & Nasir (2023). Building upon these findings, the researcher formulates a hypothesis focusing on the relationship between these two variables:

H1: Brand experience has a positive and significant influence on brand loyalty.

2. The Influence of Brand Satisfaction on Brand Loyalty

Consumers who experience satisfaction with a product or brand they have purchased tend to exhibit future repeat purchase behavior, indicating loyalty to that brand. More deeply, brand loyalty is an abstract concept rooted in consumer mindset. This is because perceptions of a brand can vary individually, requiring deeper efforts to build robust brand loyalty that goes beyond mere communication, advertising, or logo changes. It is crucial to create a comprehensive experience for consumers. Loyal consumers will continue to choose products with the same brand when they need them. This hypothesis is formulated based on research findings by Tjokrosaputro & Aditya (2020), which concluded that customer loyalty to a brand shows a positive and significant influence stemming from satisfaction with the brand. Referring to this foundational explanation, the researcher establishes a hypothesis as an effort to identify and examine this relationship more deeply.

H2: The success of a brand in creating customer satisfaction has a positive and significant impact on forming customer loyalty to a brand.

3. The Influence of Brand Experience on Brand Love

Brand experience begins when consumers engage in product search, the purchasing process, receiving services, and ultimately consuming the product. This process involves consumer interaction with the product, including the context in which consumers seek, inspect, and evaluate the product. On the other hand, Brand Love, or affection for the brand, can be defined as the degree of intense emotional attachment felt by consumers who are satisfied with a particular brand. The level of satisfaction derived from a pleasant or engaging experience with a brand can enhance consumers' emotional connection to the brand, making it more appealing than other similar brands.

This hypothesis arises based on research findings conducted by Aulianda (2020), where the research findings demonstrate a positive and significant influence between brand experience and brand love. Detailing these findings, the researcher formulates several hypotheses summarizing these findings:

H3: Brand experience has a positive and significant influence on the level of brand love.

4. The Influence of Brand Satisfaction on Brand Love
According to Kotler & Keller (2016) as cited in the research by Ilyas et al. (2020), satisfaction refers to an individual's feelings reflecting the level of satisfaction or dissatisfaction with the product's results, based on a comparison with their expectations. When the performance or results of a product exceed the consumer's expectations, the result is a sense of satisfaction. Conversely, if the product fails to meet expectations, consumers will experience dissatisfaction, and this situation may prompt them to switch to competing brands. Brand satisfaction is seen as an affective response arising from cognitive processes that evaluate the extent to which the product or brand meets the needs and desires of customers in an anticipated and satisfying way.

This hypothesis is formulated based on findings in the research by Purwianti et al. (2023). The conclusion of the study indicates a positive and significant relationship between the level of brand satisfaction and the level of brand love. Therefore, referring to this conceptual framework, the study formulates several hypotheses to be tested.

H4: Brand satisfaction has a positive and significant influence on brand love.

5. The Influence of Brand Love on Brand Loyalty
According to Kotler & Keller (2016), loyalty is defined as the dedication to make repeat purchases or advocate for a product or service after initial consumption. Factors such as consumer values and goals play a key role in guiding consumer behavior and their intention to remain loyal to a brand (Sari & Maftukhah, 2019). On the other hand, Brand Love refers to the level of passionate emotional attachment from consumers satisfied with a particular brand. When consumers have an emotional bond with a brand, they tend to have a strong impulse to retain and purchase products from that brand due to a deep sense of love. Consumer loyalty to a brand plays a primary role in driving repeat purchases, as consumers who love a brand are likely not to switch to another brand if the products they need are available.

This hypothesis is formulated based on the findings of the study by Purwianti et al. (2023). The research highlights a positive and significant impact between affection for the brand (brand love). Investigating these findings in more detail, the researcher formulates several hypotheses that will be tested as part of this study.

H5: Brand love has a positive and significant influence on the level of brand loyalty.

6. The Influence of Brand Love as a Mediator in the Relationship Between Brand Experience and Brand Loyalty.
According to Fiesta (2018), brand loyalty is an indicator measuring the extent to which customers are connected or bound to a brand. This indicator provides an overview of the probability of customers switching to another brand, especially when changes occur, whether it be price adjustments or changes in other product attributes. Consumer experiences with the products they use can influence their attitudes toward the brand. If these experiences are positive, customers tend to develop affection or even love for the product. In many cases, there is a tendency for consumers who have positive and satisfying experiences with a brand to show loyalty to that brand.

This hypothesis is formed based on findings from the research conducted by Putra & Keni (2020), where the results of the study concluded that there is a positive and significant correlation between brand love and brand loyalty. This relationship can be explained through the mediation of brand experience. Based on this context, the researcher formulates the hypothesis as follows:

H6: The positive and significant influence of brand experience on brand loyalty can be explained through the mediation of brand love.

7. The Influence of Brand Love as a Mediator in the Relationship Between Brand Satisfaction and Brand Loyalty.
Brand love, or affection for the brand, can be defined as the degree of passionate emotional attachment felt by consumers who are satisfied with a particular brand. The level of affection for the brand can be enhanced when the recognized brand can facilitate the expression of the consumer's identity. The formation of Brand Love can be influenced by consumer satisfaction with the use of products from that brand. In this context, consumer satisfaction becomes a key factor in shaping brand loyalty, where this satisfaction serves as a crucial foundation in creating solid brand loyalty in the minds of consumers.

This hypothesis is formulated based on research findings by Fernandes & Moreira (2019), indicating that brand love can play a mediating role in the relationship between brand satisfaction and brand loyalty. In detail, the hypothesis can be formulated as follows:
H7: Brand satisfaction has a positive and significant influence on brand loyalty mediated by affection for the brand.

3. Methodology

The research conducted employs a quantitative method. Quantitative research is a specific type of research characterized by being systematic, planned, and clearly structured from the beginning to the design of the research (Sekaran & Bougie, 2016). The sampling technique used is purposive sampling, where this technique is employed to select research samples based on specific considerations or criteria with the aim of obtaining representative data. The selected sample includes: UMS students, aged 17-30 years, and have purchased McDonald's products. The population in this study is Universitas Muhammadiyah Surakarta (UMS). The sample size for this study is 230 respondents. This research uses primary data in its compilation. The data collection method employed in this study is through the distribution of questionnaires via Google Forms. Data is obtained through respondent answers using a closed-ended questionnaire format. The questionnaire is created using a Likert scale format, with an interval scale commonly used in questionnaire development. The Partial Least Squares Structural Equation Modeling (PLS-SEM) method is used as a tool to predict and explore complex models with less stringent conditions on the data (Bougie & Sekaran, 2017). Data analysis in this study uses Partial Least Square (PLS) with the assistance of SmartPLS software. The advantage of using partial least square is that the required sample size for analysis is relatively small, and SmartPLS can test SEM models with various scale formats such as ratios, Likert scales, and others. PLS-SEM analysis consists of two parts: the Outer model and the Inner model.

4. Results and Discussion

4.1 Result

Data analysis in this study utilizes Partial Least Squares (PLS), involving two stages of evaluation : the measurement model (outer model) and the structural model (inner model). The data processing is conducted using SmartPLS 3.2 software.

Tabel 4.1
Validation of Research Instruments, AVE, Composite reliability, Cronbach Alpha, VIF and Adjusted R^2

Variable	Indicator	Outer Loading	AVE	Composite reliability	Cronbach Alpha	VIF	Adjusted R^2
Brand Experience (X1)	X1.1	0,874	0,745	0,959	0,951	3,393	
	X1.2	0,873					
	X1.3	0,887					
	X1.4	0,841					
	X1.5	0,858					
	X1.6	0,859					
	X1.7	0,855					
	X1.8	0,859					
Brand Satisfaction (X2)	X2.1	0,878	0,637	0,875	0,810	3,393	
	X2.2	0,826					
	X2.3	0,730					
	X2.4	0,750					
Brand Love (Z)	Z.1	0,690	0,616	0,886	0,872	4,876	0,855
	Z.2	0,656					
	Z.3	0,842					
	Z.4	0,763					
	Z.5	0,869					
	Z.6	0,862					
Brand Loyalty (Y)	Y.1	0,850	0,749	0,935	0,932		0,865
	Y.2	0,864					
	Y.3	0,885					
	Y.4	0,900					
	Y.5	0,909					
	Y.6	0,779					

Source: Processed Primary Data, 2023

1. Outer Model Evaluasion
   a) Convergent Validity
      An indicator is declared to meet convergent validity in the good category if the outer loading value is > 0.7. The following are the outer loading values for each indicator on the research variables. Based on table 4.5 above, it is known that many of the research variable indicators have outer loading values > 0.7 (Kuswati, Irmawati, 2018). A measurement scale of loading values of 0.5 to 0.6 is considered sufficient to meet the convergent validity requirements. The data above shows that there are no variable indicators whose outer loading value is below 0.5, so that all indicators are declared suitable or valid for research use and can be used for further analysis.

b)   Descriminant Validity
Besides considering the outer loading values, convergent validity can also be assessed by examining the Average Variance Extracted (AVE) values, which should be > 0.5 to be considered valid in terms of convergent validity. Based on Table 4.1, each variable in this study shows an AVE (Average Variance Extracted) value, namely > 0.5. Each variable in this research has its own value for brand experience of 0.745, brand satisfaction of 0.637, brand love of 0.616, and brand loyalty of 0.749. This shows that each variable in this research can be said to be valid in terms of discriminant validity.

c)   Composite Reliability
Composite reliability is a component used to test the reliability values of indicators in a variable. A variable can be considered to meet composite reliability if it has a composite reliability value > 0.7. Below are the composite reliability values for each variable in this study. Based on Table 4.1, It can be shown that the composite reliability value for all research variables is > 0.7. The brand experience value is 0.959, brand satisfaction is 0.875, brand love is 0.886, and brand loyalty is 0.935. This shows that each variable has met composite reliability so it can be concluded that all variables have a high level of reliability.

d)   Cronbanch Alpha
Based on Table 4.1, it is evident that the Cronbach's alpha values for all variables in this study are above > 0.6, indicating that the Cronbach's alpha values meet the criteria, making all constructs reliable Based on table 4.1, it shows that the Cronbach alpha value for all variables in this study is above > 0.6, which means that the Cronbach alpha value meets the requirements so that the entire construct can be said to be reliable.

e)   Multicollinearity Test
The multicollinearity test can be seen from the tolerance value and variance inflation factor (VIF). Multicollinearity can be detected with a cut off value which shows a tolerance value > 0.1 or the same as a VIF value < 5, which means that there is no strong correlation between the independent variables. From table 4.1, the results of Colllinearity Statistics (VIF) to see the multicollinearity test with the results of the brand experience variable on brand love are 3.393. The value of the brand satisfaction variable towards brand love is 3.393. And the value of the brand love variable on brand loyalty is 4.876. If each variable has a cut off value > 0.1 or equal to a VIF value < 5, then this does not violate the multicollinearity test.

2. Inner Model Evaluasion
a)   Model Fit Test (Goodness of Fit)
Structural model evaluation is conducted to demonstrate the relationships between manifest and latent variables of the main predictor, mediator, and outcome variables in one complex model. This model fit test consists of the R Square (R^2) test. The R^2 or R-Square value indicates the determination of exogenous variables to their endogenous variables. The larger the R^2 value, the better the determination level. R^2 values of 0.75, 0.50, and 0.25 can be interpreted as a strong, moderate, and weak model, respectively (Ghozali, 2015). The following are the values of the determination coefficient in this study. Based on table 4.1, R-Square is used to see the magnitude of the influence of the brand experience and brand satisfaction variables on brand love, namely with a value of 0.855 or 85.5%, so this relationship is a strong relationship. Then, to see the magnitude of the influence of the brand experience and brand satisfaction variables on brand loyalty, namely with a value of 0.865 or 86.5%, this relationship is a strong relationship.

b)   Hypothesis Testing

Tabel 4.6
Path Coefficient (Direct effect) & Indirect Effect

Direct effect	Hipotesis	Original Sample	t-Statistics	P Values	Keterangan
Brand Experience (X1) -> Brand Loyalty (Y)	H1	0,332	4,790	0,000	**supported**
Brand Satisfaction (X2) -> Brand Loyalty (Y)	H2	0,186	2,840	0,005	**Positif Signifikan**
Brand Experience (X1) -> Brand Love (Z)	H3	0,460	8,560	0,000	**Positif Signifikan**
Brand Satisfaction (X2) -> Brand Love (Z)	H4	0,504	9,805	0,000	**Positif Signifikan**

Brand Love -> Brand Loyalty (Y)	H5	0,451	4,849	0,000	**Positif Signifikan**

Indirect effect	Original Sample	t-Statistics	P Values	Keterangan
Brand Experience (X1) -> Brand Love (Z) -> Brand Loyalty (Y)	0,207	4,923	0,000	**Positif Signifikan**
Brand Satisfaction (X2) -> Brand Love (Z) -> Brand Loyalty (Y)	0,227	3,964	0,000	**Positif Signifikan**

Source: Processed Primary Data, 2023

1) Results of Direct Influence Test
   a. The first hypothesis is focused on exploring the influence of brand experience on brand loyalty. The statistical analysis results show a t-statistic value of 4.790, with an effect size of 0.332, and a p-value of 0.000. The t-statistic exceeding 1.96 and a p-value less than 0.05 indicate a significant influence between brand experience and brand loyalty. Therefore, the first hypothesis is accepted based on these findings.
   b. The second hypothesis aims to evaluate the influence of brand satisfaction on brand loyalty. The statistical analysis results show a t-statistic value of 2.840, with an effect size of 0.186, and a p-value of 0.005. As the t-statistic exceeds the threshold of 1.96 and the p-value is less than 0.05, it can be concluded that there is a significant influence between brand satisfaction and brand loyalty. Hence, based on these findings, the second hypothesis is accepted.
   c. The third hypothesis is designed to explore the positive and significant influence of brand experience on brand love. The statistical analysis results show a t-statistic value of 8.560, with an effect size of 0.460, and a p-value of 0.000. With a t-statistic exceeding 1.96 and a p-value less than 0.05, it is concluded that there is a significant influence between brand experience and brand love. Based on these findings, the third hypothesis is accepted.
   d. The fourth hypothesis is formulated to test the positive and significant impact of brand satisfaction on brand love. The statistical analysis shows a t-statistic value of 9.805, with an effect size of 0.504, and a p-value of 0.000. With a t-statistic exceeding 1.96 and a p-value less than 0.05, it can be concluded that there is a significant impact between brand satisfaction and brand love. Based on these results, it can be concluded that the fourth hypothesis is accepted.
   e. The fifth hypothesis aims to assess the positive and significant impact of brand love on brand loyalty. The analysis shows a t-statistic value of 4.849, with an effect size reaching 0.451, and a p-value of 0.000. This significance is indicated by a t-statistic exceeding 1.96 and a p-value less than 0.05. Therefore, it can be concluded that the fifth hypothesis is accepted."

2) Results of Indirect Hypothesis Testing
   a. The sixth hypothesis tests whether brand love mediates the relationship between brand experience and brand loyalty. The analysis in the table shows that the t-statistic value reaches 4.923, exceeding the threshold of 1.96, and the p-value is 0.000, which is less than 0.05. Thus, the conclusion can be drawn that there is partial mediation by brand love in the relationship between brand experience and brand loyalty.
   b. The seventh hypothesis examines whether brand love mediates the relationship between brand satisfaction and brand loyalty. The results from the table show that the t-statistic value is 3.964, exceeding 1.96, and the p-value is 0.000, which is less than 0.05. Therefore, it can be concluded that brand satisfaction towards brand loyalty can be partially mediated by brand love.

4.2 Discussion

The aim of this study is to uncover the impact of brand experience and brand satisfaction on brand loyalty, with brand love mediating between the two. The research population consists of students from Universitas Muhammadiyah Surakarta (UMS), with a total of 230 respondents. For data analysis, this study used Smart PLS 3.2 software.

1. Impact of brand experience on brand loyalty
   The brand experience can be defined as the subjective evaluation that an individual customer has regarding the feelings, cognitive effects, and responses or attitudes that arise from the interaction with a brand (Tjokrosaputro, 2020). Brand

experience has a significant impact on loyalty. Consumer experience is interpreted as the emotional response that arises in individuals when interacting with a particular brand or product (Veraya & Kuswati, 2023). This experience is considered a result of specific stimuli that trigger the emergence of positive feelings or joy towards a particular brand. The escalating pleasure in this context becomes a driver for developing satisfaction, which, in turn, influences consumer behavior to repeat the positive experience. 00The results of the analysis indicate that brand experience has a positive and significant impact on brand loyalty, as indicated by the t-statistic value of 4.790, exceeding the threshold of 1.96. The magnitude of the influence of brand experience reaches 0.332, and the p-value is 0.000, which is lower than 0.05, indicating statistical significance in this context. These findings confirm a strong positive relationship between brand experience and brand loyalty in this research.

The findings of this study align with the research results conducted by Riyanto & Nasir (2023), indicating that brand experience has a positive and significant impact on brand loyalty.Impact of brand satisfaction on brand loyalty:

2. Influence of Brand Satisfaction on Brand Loyalty
    Consumers who feel satisfied with the brand they choose tend to make repeat purchases in the future, indicating loyalty to the brand of the company's products. Brand loyalty is abstract and embedded in the consumer's perception. Each consumer has a different view of a brand, so building strong brand loyalty involves more than just communication activities, advertising, or logo changes. It involves creating a total experience for the target consumers. Loyal consumers will consistently choose products with the same brand when needed.

    The analysis results indicate that satisfaction with the brand has a positive and significant impact on brand loyalty. This is confirmed by the t-statistic value of 2.840, exceeding the threshold of 1.96. The effect size is 0.186, and the p-value is 0.005, which is less than 0.05, supporting these results. 00The findings in this study are consistent with the research conducted by Tjokrosaputro & Aditya (2020), affirming that satisfaction with the brand has a positive and significant impact on brand loyalty.

3. Impact of brand experience on brand love
    Brand experience begins when consumers start searching for products, making purchases, receiving services, and consuming products. Product experience occurs when consumers interact directly with the product, such as searching, examining, and evaluating the product. On the other hand, Brand love, or affection for the brand, is defined as the level of emotional attachment full of enthusiasm that consumers have when satisfied with a particular brand. Pleasant or appealing experiences tend to increase their level of affection for the brand compared to other similar brands.

    The analysis results show that brand experience has a positive and significant impact on brand love. This can be observed from the t-statistic value of 8.560, exceeding the threshold of 1.96, with an effect size of 0.460, and the p-value is 0.000, which is less than 0.05.

    The findings in this study align with the results of the research conducted by Aulianda (2020), concluding that brand experience has a positive and significant impact on brand love.

4. Impact of brand satisfaction on brand love
    Satisfaction is the representation of an individual's feelings that reflects the level of satisfaction and dissatisfaction through the comparison of the relationship between the performance or outcome of a product and consumer expectations. This is crucial in the context of consumer satisfaction. When the performance and outcome of a product exceed consumer expectations, feelings of satisfaction will arise. Conversely, if the performance and outcome of a product do not meet expectations, consumers may feel dissatisfied with the brand and may choose to switch to a competing brand. Brand satisfaction is interpreted as an affective response that emerges from cognitive processes in evaluating how a product or brand meets the needs and desires of customers in a satisfying manner.
    The analysis results indicate that brand satisfaction has a positive and significant impact on brand love. This is evidenced by the t-statistic value of 9.805, exceeding the threshold of 1.96, with an effect size of 0.504, and a p-value of 0.000, which is less than 0.05.

    The findings in this study align with the results of the research conducted by Purwianti et al., (2023), stating that brand satisfaction has a positive and significant impact on affection for the brand.

5. Impact of brand love on brand loyalty
   Loyalty is a commitment to repurchase or promote products or services that have been consumed before. The values and goals of consumers play a crucial role in regulating consumer behavior related to the level of loyalty intention (Sari & Maftukhah, 2019). Brand Love refers to the level of emotional attachment full of enthusiasm that consumers perceive towards a brand. The level of consumer attachment to the brand tends to create high desires and needs to possess it due to a strong love for the brand. Consumers who love a brand automatically engage in repurchasing, as they are reluctant to switch to other brands if the product continues to meet their satisfaction.

   The analysis results show that Brand Love has a positive and significant impact on brand loyalty. This is confirmed by a t-statistic value of 4.849, exceeding the threshold of 1.96. The positive impact is measured at 0.451, and the p-value is 0.000, indicating statistical significance with a confidence level of less than 0.05. These findings validate the existence of a strong and positive relationship between Brand Love and brand loyalty in the framework of this study.

   The findings in this study align with the results of research conducted by Purwianti et al., (2023), concluding that Brand Love has a positive and significant impact on brand loyalty.

6. Influence of brand experience on brand loyalty mediated by brand love
   Brand loyalty is a metric that measures the level of customer attachment to a brand. This metric provides an overview of how likely customers are to switch to other product brands, especially when there are changes in the brand, such as price changes or other attributes. Consumer experiences with a product can influence their attitudes toward the brand. If consumers have pleasant experiences, they are more likely to develop feelings of affection or love for the product. Someone who loves a brand is more likely to exhibit loyalty to that brand (Dewi & Kuswati, 2023).

   The analysis results indicate that brand love plays a mediating role in the relationship between brand experience and brand loyalty. The data shows a t-statistic value of 4.923, exceeding the threshold of 1.96, and a p-value of 0.000, which is less than 0.05. Therefore, it can be concluded that brand experience influences brand loyalty through partial mediation by brand love.

   The findings in this study are consistent with the results of research conducted by Putra & Keni, (2020), which concluded that brand love functions as a mediator in the relationship between brand experience and brand loyalty.

7. Influence of brand satisfaction on brand loyalty mediated by brand love
   Brand love (affection for the brand) can be interpreted as the level of emotional attachment filled with passion that consumers have when satisfied with a particular brand. The level of affection for the brand can increase when the liked brand allows consumer self-expression. Brand love can be formed through the satisfaction felt by consumers in using a brand for a product. When consumers are satisfied, brand loyalty can easily form in the minds of consumers.
   The analysis shows that brand love acts as a mediator in the relationship between brand satisfaction and brand loyalty. The data indicates a t-statistic value of 3.964, exceeding the threshold of 1.96, and a p-value of 0.000, which is less than 0.05. Therefore, it can be concluded that brand satisfaction influences brand loyalty through partial mediation by brand love.

   These findings are consistent with the research conducted by Fernandes & Moreira, (2019), stating that brand love plays a role as a mediator in the relationship between brand satisfaction and brand loyalty.

5. Conclusion and Suggestions

From the results of this study, it can be concluded that Brand Love is able to mediate the influence of brand experience and brand satisfaction on brand loyalty. The questionnaire applied in this study is closed-ended, implying that each participant is asked to choose an answer from the provided options. This approach limits respondents' responses to the predetermined options, potentially restricting their ability to provide more detailed or specific information, allowing for the possibility that responses may not reflect the actual conditions. This study is also limited to the population of students at UMS, so the generalization of findings to the general public can be a limitation. This study focuses on independent variables, namely brand experience and brand satisfaction, as well as the mediating variable, Brand Love. Other factors that may impact brand loyalty are not considered in this study. Ignoring these factors can limit a comprehensive understanding of the influence of these variables on brand loyalty.Suggestions for further research include recommending that future studies involve a larger and more diverse number of respondents in terms of characteristics. This step aims to improve the generalization of research results and obtain a more comprehensive insight into the phenomena under investigation. For future research, it is recommended to consider the inclusion of additional variables that have not been explored in this study. This approach can provide a deeper understanding of other

factors that may also play a role in influencing brand loyalty. This can complement the conceptual framework of the study and provide a more complete picture.

Conflicts of Interest: The authors declare no conflict of interest.

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