Role of brand love mediating the effects of brand experience and brand satisfaction on brand loyalty

Ni Putu Ayu Supriati
Faculty of Economics and Business, Udayana University, Denpasar, Indonesia

I Gusti Ngurah Jaya Agung Widagda
Faculty of Economics and Business, Udayana University, Denpasar, Indonesia

Ni Nyoman Kerti Yasa
Faculty of Economics and Business, Udayana University, Denpasar, Indonesia

I Gusti Agung Ketut Gede Suasana
Faculty of Economics and Business, Udayana University, Denpasar, Indonesia

***Abstract*---**Changes in the modern era compels companies across all sectors to adapt, with the retail industry being particularly affected. Indomaret, a leading retail chain in Indonesia, currently holds the second position in the Top Brand Index and has experienced fluctuating revenues over the past five years. This study aims to examine the mediating role of brand love in the relationship between brand experience, brand satisfaction, and brand loyalty among Indomaret customers in Denpasar City. This study uses a quantitative approach. The sample was taken using a non-probability sampling method, namely purposive sampling and the number of respondents was 180 people. Data were collected through surveys distributed via Google Forms and direct outreach. The data analysis was conducted using both descriptive and inferential statistical methods. The findings reveal that brand experience has a positive and insignificant effect on brand loyalty, while brand satisfaction has a positive and significant effect on brand loyalty. Furthermore, brand love fully mediates the relationship between brand experience and brand loyalty and serves as a partial complementary mediator between brand satisfaction and brand loyalty. This research is an implementation of Expectation Confirmation Theory. All measurement indicators demonstrated good and high scores, suggesting that Indomaret has the potential to

increase customer loyalty by focusing on key dimensions, especially in the brand experience and brand satisfaction sections.

***Keywords*---**brand experience, brand satisfaction, brand love, brand loyalty.

1.   Introduction

The rapid changes in this modern world require humans to adapt faster in order to exist and ultimately have an impact on the human lifestyle itself. Along with the times, the majority of people live an instant and fast lifestyle, because they have high mobility in their daily activities (Amanda et al., 2023). People who are unable to master technology will experience cultural lag and will be threatened by their existence, as well as what happens to businesses. Businesses engaged in retail must also keep up with this flow of change in order to remain acceptable to the public. Retail business is all activities in selling goods or services directly to end consumers for personal and non-business needs (Kotler & Keller, 2016: 140). One example of a franchise retail company in Indonesia that has adapted to become modern with the motto of easy and economical is Indomaret (Indomaret, 2023). Indomaret as a pioneer minimarket in Indonesia, of course, has been listed in the Top Brand Award. Table 1.1 shows that Indomaret's position as a retail minimarket still exists according to the Top Brand Award assessment which is based on three parameters, namely mind share, market share, and commitment share.

Table 1: Minimarket Top Brand Award

	Brand	TBI Year (%)				
		2020	2021	2022	2023	2024
1)	Alfamart	49,3	47,5	46,6	45,6	44,8
2)	Indomaret	39,8	38,7	39	37,8	42,4
3)	Familymart	-	-	9,2	9,3	3,00
4)	Circle K	-	-	-	-	4,1

Source: Top Brand Award, 2024

Table 1 shows data on minimarket brands in Denpasar City that are often visited by the public. Indomaret is a pioneer minimarket in Indonesia, but the data shows that Indomaret is ranked second after Alfamart with a Top Brand Index in 2024 of 42.4%. Based on Top Brand Award data, Indomaret is in second place, but Indomaret's financial statements show that Indomaret's revenue continues to increase. Table 2 shows the company's revenue increase every year in the last six years.

Table 2: Indomaret Revenue 2018-2023 in Indonesia

Year	Rp (Billion)	(%)
	Revenue	Change
2018	129,79	-
2019	257,80	99
2020	488,89	90

	Rp (Billion)	(%)
Year	Revenue	Change
2021	844,41	73
2022	1.138,33	35
2023	1.390,11	22

Source: PT Indo Retail MI Tbk Financial Report, 2018-2023

PT Indoritel Makmur Internasional, Tbk. as the parent company that houses Indomaret, noted that the revenue contributed by Indomaret in 2022 rose 34.81 percent to Rp1.14 trillion, while Indomaret's main competitor, Alfamart, recorded an increase in revenue of only 14.16 percent (liputan6.com, 2023). Based on the data, it can be observed that the increase in revenue continues to occur from 2018 to 2023, although the percentage growth has decreased. In addition to national data, the results of research observations show that the average turnover achieved by Indomaret in Denpasar City is 15-20 million rupiah per day with an average number of transactions of 400-500 per day.

This phenomenon indicates that there is increasingly fierce competition in the retail sector and an increasingly diverse choice of minimarkets. This affects Indomaret's revenue growth and customer loyalty. The tight competition makes every company in carrying out business required to maintain and increase the loyalty of its customers (Hadiwidjaja, 2014). The top priority for companies in all industries in today's dynamic and competitive business environment is strong and loyal customers to a brand (Vadavadagi, 2020). Brand loyalty becomes important when a brand that is old or has entered the mature stage must maintain its position in the market. Companies that want to strengthen brands must pay attention to variables such as brand experience, brand satisfaction, brand loyalty (Putra & Kurniawati, 2023).

Brand experience has an influence on brand loyalty (Choi et al., 2017). This is supported by other findings which show that brand experience has a positive and significant effect on brand loyalty (Bae & Kim, 2023; Pamungkas & Ishak, 2023; Masitoh & Kurniawati, 2023; Akoglu & Özbek, 2022; Jeon & Yoo, 2021; Guan et al., 2021; Putra, 2019). However, this relationship between brand experience and brand loyalty does not always show an influencing relationship, because just having experience with a brand does not guarantee that customers will become loyal to that brand (Chung & Welty, 2022; Olaoke et al., 2021; Rahmat & Marso, 2020; Pranadata et al., 2017).

Brand loyalty can also be formed by brand satisfaction. Satisfaction is a very important factor for the existence, continuity and development of the company (Dumgair, 2022). Brand satisfaction has a positive and significant effect on brand loyalty (Hwang et al., 2024; Aji & Hermawan, 2023; Khawaja et al., 2021; Pangestika & Khasanah, 2021; Jamshidi & Rousta, 2020; Amaranggana & Rahanatha, 2018). However, other research results state that brand satisfaction has no significant effect on brand loyalty (Rahmayanti et al., 2024; Purwianti et al., 2023; Oetama & Susanto, 2023; Ghorbanzadeh & Rahehagh, 2020).

The inconsistency in the results of research on the relationship between brand experience and brand satisfaction on brand loyalty is an opening for researchers

to add the mediating variable brand love. Brand love can encourage the realization of a certain behavior, namely brand loyalty (Lumba, 2019). This finding is in line with other research results that brand loyalty can be developed with more functional variables, one of which is brand love (Chakraborty, 2019). Brand loyalty requires a trigger for the level of impact in the customer market, such as brand love (Hou et al., 2019).

Expectation Confirmation Theory (ECT) was first used in marketing to study customer satisfaction and their decision-making process. The model suggests that customers' expectations influence their perceptions of outcomes, which in turn determine the level of satisfaction (Oliver, 1980). This theory emphasizes how pre-purchase expectations and post-purchase experiences shape satisfaction (Oliver, 1981). Customers determine the level of satisfaction based on the actual experience (brand experience) that is confirmed in their expectations or expectations. Positive confirmation improves customer attitudes towards a product, thereby increasing the sense of satisfaction with the brand (brand satisfaction). Conversely, customers become dissatisfied with the product if negative disconfirmation occurs (Oliver, 1980). Repeated satisfaction recognized in Expectation Confirmation Theory (ECT) will foster deep affection for the brand and will lead to brand love (Iglesias et al., 2011). Customers who are satisfied with brand performance are more likely to buy the brand again than dissatisfied customers (Oliver & DeSarbo, 1988). Repeated purchases in the long run create brand loyalty.

Brand experience is the overall perception that customers have of a business. Brand experience consists of internal responses and customer behavioral responses to brand-related stimuli (Brakus et al., 2009). Brand experience begins when consumers search for products, buy, receive services, and consume products (Aprilha & Engkur, 2020). Brand experience is the focal point of all marketing efforts (Nayeem et al., 2019). Brand experience can be defined as a series of customer experiences as a result of stimuli generated by the brand. Brand experiences including sensory, affective, behavioral, and intellectual experiences have a positive impact on satisfaction, attitudes, attachment, and brand loyalty (Hwang et al., 2021). Brands can be created with meaningful experiences, resulting in a strong emotional bond with users and will further increase the level of loyalty (Santos & Schlesinger, 2021). The high and low brand experience will have a positive and significant effect on brand loyalty (Pangestika & Khasanah, 2021). This shows that brand experience has a positive and significant influence on brand loyalty (Bae & Kim, 2023).
H_1: Brand experience has a positive and significant effect on brand loyalty.

Brand satisfaction is the beginning of a series of transitions that ultimately result in loyalty (Ghorbanzadeh & Rahehagh, 2020). Satisfaction is a very important factor for the existence, continuity and development of the company (Dumgair, 2022). Satisfaction is a person's feeling that describes a sense of satisfaction or disappointment, when comparing the perceived product performance or results with his expectations (Kotler and Keller, 2016: 138). Brand satisfaction has a positive effect on brand loyalty (Aditya & Tjokrosaputro, 2020). Brand satisfaction affects brand loyalty, meaning that most customers are loyal to the brand because the brand is considered capable of fulfilling their satisfaction

(Pramudita et al., 2022). Brand satisfaction is the main driver of brand loyalty (Giovanis & Athanasopoulou, 2017). The effect of brand satisfaction on brand loyalty is also reinforced by research conducted by Aji & Hermawan (2023), where the research findings state that brand satisfaction has a positive and significant effect on brand loyalty. Other research conducted by Caroline & Brahmana (2018), Christyawan & Sukresna (2020), and Pramudita et al. (2022) also strengthen the findings that brand satisfaction with brand loyalty.

H2: Brand satisfaction has a positive and significant effect on brand loyalty.

Brand love shows a feeling desired by consumers when they reach a real level of integration and can express themselves for the love of a brand, giving rise to a need from the brand (Machado & Rodhiah, 2021). Brand love is a construction of the need for brand dependence, tendency to help, and exclusivity (Lumba et al., 2019). Brand love is defined as the level of strong emotional attachment possessed by consumers who feel satisfied with a particular brand (Aluf, 2020). Brand love is part of consumer behavior to show the ability and desire to think, feel and take action on the brand that the buyer chooses (Tiara & Sulistyowati, 2022). Brand love can be described as a customer's feeling of love for a brand that is influenced by experience or information. The higher the value of the experience of the brand, the higher the value of brand love The results of research by Madeline et al. (2019) concluded that brand experience has an influence on brand love. This statement is also in line with and supported by other studies that brand experience has a positive and significant effect on brand love (Setyawati, 2023; Stefany et al., 2021; Hanifah et al., 2018, and Huang, 2017).

H3: Brand experience has a positive and significant effect on brand love.

Brand satisfaction also plays an important role in the brand love mechanism. Customers who are satisfied with a brand's services and products have the potential to experience a sense of love for the brand (Arghashi et al., 2021). This result is in accordance with research on other topics which found that customer satisfaction has a positive influence on customer love for local brands (Yasa et al., 2022). Research analyzed using Structural Equation Model (SEM) found that brand satisfaction has a positive effect on brand love (Hajjid et al., 2022; Ghorbanzadeh and Rahehagh, 2020). Based on previous research, the following hypothesis is formulated:

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

Brand love refers to a strong sentimental tendency towards a brand (Carroll & Ahuvia, 2006). Brand love affects brand loyalty, considering that the emotional and affective side plays a role in developing brand love which then creates brand loyalty (Junaid et al., 2019). Emotionally driven loyal customers are those who have a strong attachment to a particular brand, excluding other alternatives from their consideration set (Bairrada et al., 2019). Brand love is described as a useful marketing strategy in order to make customers loyal to the brand (Putri et al., 2021). This is evidenced by the research findings by Fortes et al. (2019) which states that brand love affects brand loyalty in the beverage context. Brand love is stronger than brand satisfaction in predicting emotional consequences and loyalty (Bigne et al., 2020). This relationship shows that the higher the brand love that can be created by a brand, the tendency for customers to have a deeper bond with the brand, so that loyalty to the brand is in the same direction and has increased.

This statement is in line with the findings of other studies that brand love has a positive and significant effect on brand loyalty (Purwanto & Syam, 2022; Le, 2020; Bigne et al., 2020; Bairrada et al., 2019 and Lestari et al., 2018).
H5: Brand love has a positive and significant effect on brand loyalty.

Brand experience is a dominating factor as a determinant of the emergence of brand love. This is supported by previous research that brand experience has a positive and significant effect on brand love (Setyawati, 2023; Steffany et al., 2021). The focus of brand love, which discusses the topic of customer-brand relationships, where the brand relationship paradigm is a valuable explanation for brand loyalty. This paradigm explains the long-term relationship between customers and brands (Fitrianto et al., 2021). Brand love is a reflection of positive feelings that indicate a person's emotional attachment to a brand (Ferreira et al., 2019). A person's love for a brand will cause that person to want to consume the brand and become loyal to the brand (Keni, 2019).
H6: Brand love significantly mediates the effect of brand experience on brand loyalty.

The higher the brand satisfaction, the higher the consumer's emotional attachment to the brand (Hajjid et al., 2022). This is in accordance with research which proves that brand satisfaction affects brand love (Sani & Masnita, 2023; Wulandary & Lindawati, 2023). Giving a good impression to customers will further strengthen customer loyalty to the brand (Retnowati & Mardikaningsih, 2021). The higher the feeling of love from customers for the brand, the more loyal customers will be to the brand (Hajjid et al., 2022). Brand love plays a significant role in mediating the effect of brand satisfaction on brand loyalty. This is in accordance with the statement that brand love can play a significant role in mediating the effect of brand satisfaction on brand loyalty (Antari & Ardani, 2023).
H7: Brand love significantly mediates the effect of brand satisfaction on brand loyalty.

2. Research Methods
2.1 Data and sample collection

This study analyzes and explains the effect of brand love in mediating the effect of brand satisfaction and brand experience on brand loyalty. The sampling technique in this study was purposive sampling. This study uses a non-probability sampling technique with purposive sampling method, which is a sampling technique with certain considerations and objectives. The non-probability sampling technique used in this study is purposive sampling, namely the sample is determined by certain criteria. The criteria for determining the sample, namely respondents domiciled in Denpasar City, respondents aged 17 years and over or have completed education at the high school / vocational high school level, and respondents have shopped at Indomaret at least twice in the last month. The best sample size recommended for multivariate measurement is 5 - 10 observations for each estimated parameter. The indicators in this study amounted to 18 x 10 = 180 respondents. The research indicators are as follows.

Table 3: Research Variables and Indicators

Variable Classification	Variable Name	Indicator	Source
Independent Variable (X1)	Brand Experience	Sensory experience ($X_{1.1}$)	Nayeem et al., 2019; Sohaib et al., 2022; and Pramono et al., 2023
		Affective experience ($X_{1.2}$)	
		Intellectual experience ($X_{1.3}$)	
		Behavioral experience ($X_{1.4}$)	
Independent Variable (X2)	Brand Satisfaction	The brand meets expectations ($X_{2.1}$)	Pu, et al., 2023; Suntoro and Silintowe, 2020; Ghorbanzadeh & Rahehagh, 2020;
		Price according to quality ($X_{2.2}$)	
		Brand is the right choice ($X_{2.3}$)	
		Service quality ($X_{2.4}$)	
Intervening variable (M)	Brand Love	Attraction to the brand ($M_{1.1}$)	Leite et al., 2023; Aluf, 2020; and Torres, et al., 2022
		Declaration of brand love ($M_{1.2}$)	
		Feelings of happiness ($M_{1.3}$)	
		Feelings of pride ($M_{1.4}$)	
		Attachment to the brand ($M_{1.5}$)	
Dependent Variable (Y)	Brand Loyalty	Loyal customer ($Y_{1.1}$)	Pu et al., 2023; Seduram et al., 2022; Cardoso et al., 2022
		Brand is better ($Y_{1.2}$)	
		First option ($Y_{1.3}$)	
		Positive evaluation ($Y_{1.4}$)	
		Referring the brand to others ($Y_{1.5}$)	

Source: Data processed, 2025

The respondents needed in this study were 180 respondents and were evenly distributed in the Denpasar City area. The data collection technique is in the form of distributing questionnaires to Indomaret customers in Denpasar City. The research was conducted in Denpasar City as a strategic area and city center in Bali Province. Questionnaires distributed directly are presented physically, where statements are written on paper and questionnaires distributed by the internet are presented in a digital-based web (Google Form).

2.2 Measurement

The questionnaire consisted of statements related to the research indicators. The

statements in the questionnaire are measured using a Likert scale with a scale of 1 to 5 with information: (1) score five means the answer strongly agrees with the SS code, (2) score four means the answer agrees with the S code, (3) score three means the answer moderately agrees with the CS code, (4) score two means the answer disagrees with the TS code, (5) score one means the answer strongly disagrees with the STS code (Sugiyono, 2019: 147).

Table 4: Determination of Questionnaire Scores

Symbol	Alternative Answer	Score
SS	Strongly Agree	5
S	Agree	4
CS	Moderately Agree	3
TS	Disagree	2
STS	Strongly Disagree	1

Source: Sugiyono, 2019: 147

3. Results

3.1 Descriptive Analysis

The use of descriptive statistical analysis is intended to obtain an overview of the characteristics of research respondents based on gender, age, education, occupation, Indomaret location, and products that are often purchased at Indomaret. This descriptive analysis is carried out by frequency distribution analysis by calculating the frequency or number and percentage of each aspect measured. Respondents of female gender are more dominant than men, totaling 123 people or 68%. This means that Indomaret customers who are female shop more at Indomaret. Indomaret customers aged 22 to 26 years have the largest number, namely 42 people or 23% of the total sample. Furthermore, respondents who have the latest education S1 dominate the sample, totaling 120 respondents (67%). This shows that Indomaret customers with a bachelor's degree are the most numerous in making purchases at Indomaret. Based on the work of research respondents, it is dominated by private employees, totaling 101 people (56%). The location of Indomaret that is often visited is evenly divided into four regions in Denpasar City and totals 45 people in each region. The last criterion related to the products that respondents often buy at Indomaret is the type of Food / Beverage products with a total of 143 or 79%. This shows that Indomaret customers prefer to shop for food / beverage products compared to other types of products.

3.2 Inferential Analysis

PLS-SEM allows analysis among several dependent and independent variables directly (Hair et al., 2017). This research uses the Smart PLS application. Model evaluation in PLS-SEM consists of two main components, namely the outer model (measurement) and inner model (structural).

3.2.1 Outer Model

Outer model evaluation in SEM aims to ensure whether the indicators used can describe constructs accurately and consistently. This evaluation is carried out with three analyses, namely convergent validity, discriminant validity, and composite reliability. This evaluation process not only ensures that the measurement model has been built correctly, but also provides a strong basis for further analysis of the relationship between constructs in the structural model.

a. Convergent Validity

Convergent validity means the extent to which the indicators used to measure a latent construct actually correlate with each other and produce consistent measurements for the construct.

Table 5: Convergent Validity Test Results (Loading Factor)

	Brand Experience	Brand Satisfaction	Brand Love	Brand Loyalty
Sensory experience (X1.1)	0.738			
Affective experience (X1.2)	0.839			
Intellectual experience (X1.3)	0.807			
Behavioral experience (X1,4)	0.737			
Brand meets expectations (X2.1)		0.819		
Price according to quality (X2.2)		0.856		
The right decision (X2.3)		0.902		
Service quality (X2.4)		0.824		
Attraction to the brand (M1.1)			0.871	
Brand love statement (M1.2)			0.900	
Feeling happy (M1.3)			0.903	
Feeling of pride (M1.4)			0.880	
Attachment to the brand (M1.5)			0.770	
Loyal customer (Y1.1)				0.882
Brand is better (Y1.2)				0.902
First choice (Y1.3)				0.906
Positive evaluation (Y1.4)				0.883
Referring the brand to others (Y1.5)				0.860

Source: Primary data processed, 2025.

Based on Table 5, it can be seen that all values in the convergent validity test are greater than 0.70. Thus it can be stated that the data in the study are valid, meaning that the reflective indicators with the latent variable scores have a good correlation.

Table 6: Convergent Validity Test Results (AVE)

Variable	Average variance extracted (AVE)
Brand Experience (X_1)	0,611
Brand Satisfaction (X_2)	0,724
Brand Love (M)	0,750
Brand Loyalty (Y)	0,786

Source: Primary data processed, 2025

The Average Variance Extracted (AVE) value can also be used to evaluate this validity section. The AVE value based on Table 5.8 presents data on all constructs of this study being above 0.50 which indicates that convergent validity is good, because the construct can explain more than 50% of the indicator variance.

b. Discriminant validity
Discriminant validity can be evaluated using the Fornell-Larcker Criterion, where the square root of the AVE for each construct must be greater than the correlation between the construct and other constructs. If the results meet, then the variable is considered to have good discriminant validity. The results of the Fornell-Larcker Criterion evaluation are stated in Table 7 below.

Table 7: Discriminant Validity Test Results (Fornell-Larcker Criterion)

	Brand Experience (X1)	Brand Satisfaction (X2)	Brand Love (M)	Brand Loyalty (Y)
Brand Experience (X1)	0,781		0,707	
Brand Satisfaction (X2)	0,763	0,851	0,827	
Brand Love (M)			0,866	
Brand Loyalty (Y)	0,850	0,673	0,789	0,887

Source: Primary data processed, 2025

Based on Table 8, it can be observed that all variables have good discriminant validity because the square of the AVE of each construct is greater than the correlation of the construct with other constructs.

c. Reliability
Internal consistency reliability in PLS-SEM refers to how well the indicators used to measure a latent construct correlate with each other and consistently show the same construct. Internal consistency reliability is one of the important aspects to ensure that the measurement instruments used in the model are of good quality. Internal consistency reliability is measured by two main measures: Composite Reliability (CR) and Cronbach's Alpha. The accepted cut-off value for CR and Cronbach's Alpha levels is 0.7 although this is not an absolute standard.

Table 8: Reliability Test Results

	Cronbach's Alpha	Composite reliability
Brand Experience (X1)	0,788	0,862
Brand Satisfaction (X2)	0,872	0,913
Brand Love (M)	0,916	0,937
Brand Loyalty (Y)	0,932	0,948

Source: Primary data processed, 2025.

Table 8 shows that the Cronbach's Alpha value for each variable is greater than 0.7. This means that the indicators used to measure these variables are mutually consistent and reliable. Composite reliability in PLS-SEM is a more appropriate

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measure than Cronbach's Alpha. The Composite Reliability value is also greater than 0.7. This shows that the latent constructs measured have good reliability and the indicators used consistently describe these constructs.

3.2.2 Inner Model
The structural model is evaluated by looking at the relationship between constructs. The relationship between constructs is described through Explained Variance (R^2), Effect Size (f^2), Predictive Relevance (Q^2), and Path Coefficient, as follows.

a. Explained Variance (R^2)
R-Square (R^2) or commonly known as the coefficient of determination is used to measure how much variation in the dependent variable can be explained by the independent variables in the model. R-Square (R^2) describes the strength of the relationship between the variables in the model with a range of 0 to 1.

Table 9: R-square Test Results

	R-square	Adjusted R-square
Brand Love (M)	0,698	0,694
Brand Loyalty (Y)	0,748	0,743

Source: Primary data processed, 2025

Based on the data in Table 9, the R-square (R^2) value for the brand experience and brand satisfaction variables on brand love is 0.698. This shows that brand experience and brand satisfaction have a large influence of 0.698 x 100 percent = 69.8 percent. The R-square (R^2) value of brand love of 0.698 includes a strong model, meaning that the brand experience and brand satisfaction variables are able to explain the brand love variable by 69.8 percent and the remaining 30.2 percent is explained by other factors outside the model. The R-square (R^2) value for the brand experience, brand satisfaction, and brand love variables on brand loyalty is 0.748. This shows that brand experience, brand satisfaction, and brand love have a large influence of 0.748 x 100 percent = 74.8 percent. The R-square (R^2) value of brand love of 0.748 includes a strong model, meaning that the brand experience, brand satisfaction, and brand love variables are able to explain the brand loyalty variable by 74.8 percent and the remaining 25.2 percent is explained by other factors outside the model.

b. Predictive Relevance (Q^2)
Predictive Relevance (Q^2) concentrates on the model's ability to predict new data. A positive Q^2 value indicates good predictive ability of the model, while a negative Q^2 value indicates that the model cannot correctly predict new data. Predictive Relevance (Q^2) can be calculated using the coefficient of determination. The predictive relevance (Q^2) equation is as follows.

$$Q^2 = 1 - [(1-R_1^{(2)}) (1- R^{(2)}{}^{(2)})]$$
$$Q^2 = 1 - [(1-0,698) (1-0,748)]$$
$$Q^2 = 1 - [(0,302) (0,252)]$$
$$Q^2 = 1 - (0,076)$$
$$Q^2 = 0,924$$

Based on the above calculations, the Q² value is 0.924 and more than 0, so it can be explained that the model has a predictive relevance value or the model deserves to be said to have a relevant predictive value. The results of this test prove that the structural model is classified as very good. Based on the Q² value, it can be interpreted that 92.4 percent of the dependent variable can be explained by variations in the independent variables, while the remaining 7.6 percent is explained by other variables that are not yet in the model.

c. Path Coefficient

The path coefficient measures the direct effect of one independent variable on the dependent variable and indicates the strength of the relationship between these variables. The bootstrap method is applied to the sample to statistically test each hypothesized relationship and produce data in the form of t-statistic test results. A positive path coefficient indicates a positive variable relationship, and vice versa. The path coefficient is said to be significant, if the t-statistic is greater than the critical value corresponding to the level of significance, namely t> 1.96 and p-values <0.05). The results of the path coefficient test are shown in Table 11, as follows.

Table 11: Path Coefficients Test Results

Path	Original Sample	T Statistics	P values	Description
Brand Experience-> Brand Loyalty	0.060	0.969	0.333	Not significant
Brand Satisfaction -> Brand Loyalty	0.239	2.281	0.023	Significant
Brand Experience-> Brand Love	0.181	2.662	0.008	Significant
Brand Satisfaction -> Brand love	0.689	10.388	0.000	Significant
Brand Love -> Brand Loyalty	0.610	6.395	0.000	Significant

Source: Primary data processed, 2025.

Based on Table 11, it can be seen that all variable relationships are stated to have a significant positive effect, except for brand experience which has no significant effect on brand loyalty. These results are interpreted in more detail in the results of hypothesis testing, especially in the direct effect test results section.

Partial Least Square (PLS) was used to test five direct effect hypotheses. Each path of influence between variables is tested with a t-test. The purpose of the direct effect test is to evaluate the direct relationship between variables in the structural model. Path coefficient in this study is used to evaluate the direct relationship between independent variables, intervening variables, and the dependent variable. The results of the path coefficient test can be seen in Table 11 and the bootstrapping test results from SmartPLS are shown in Figure 2 to explore the results of direct effects in the structural model.
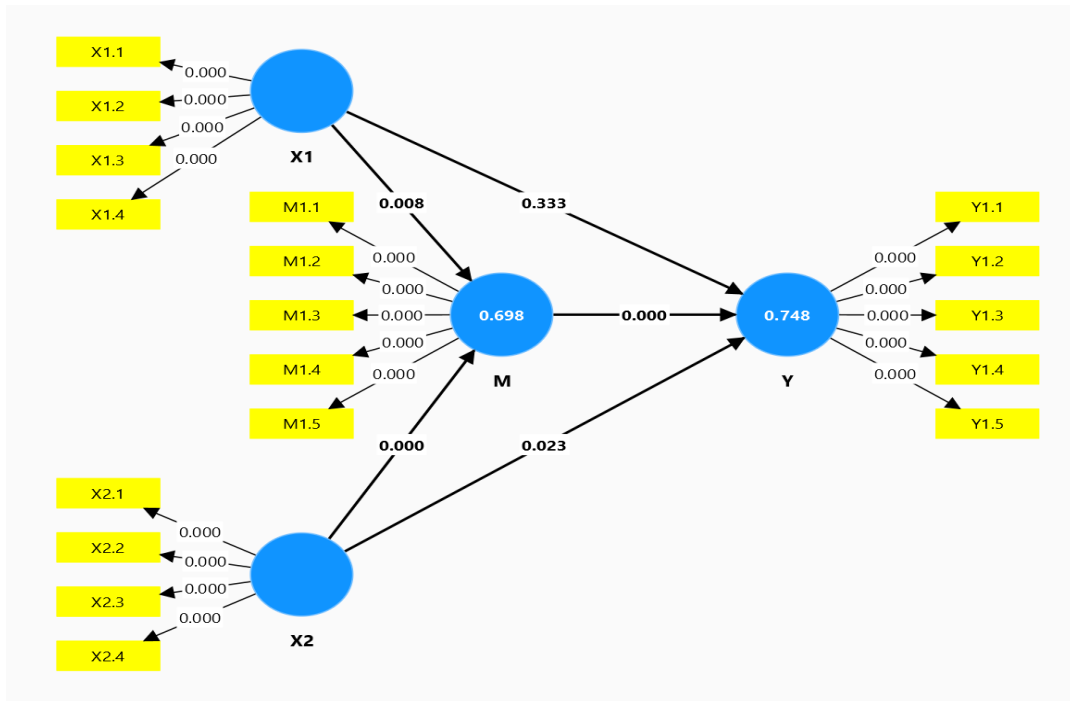
Figure 1: SmartPLS Bootstrapping Test Results (Inner Model)
Source: Primary data processed, 2025

Based on the results of examining the four effects (effects a,b,c,d). Furthermore, the interference of the mediating variable can be proven by referring to the following criteria (Hair et al, 2017)

1) If the effects of a,b,c, and d are significant in the same direction, then mediation is proven partially (Complementary - Partial Mediation).
2) If the effects of a,b,c, and d are significant in the opposite direction, then mediation is partially proven (Competitive - Partial Mediation).
3) If the effect of a is significant and b is insignificant, then mediation is fully proven (Full mediation).
4) If the effect of a is not significant and b is significant, then mediation is not proven in the model (Direct only - No Mediation).
5) If the effects of a and b are not significant, then mediation is not proven in the model (No effect - No Mediation).

The results of the examination of indirect effects in this study can be seen in Table 13, as follows.

Table 12: Recapitulation of Mediation Variable Testing Results

Variable Relationship	Effect				Description
	(a)	(b)	(c)	(d)	
Brand Experience (X₁) -> Brand Love (M) -> Brand Loyalty (Y)	0.111 (Sig.)	0.060 (Non-Sig.)	0.181 (Sig.)	0.610 (Sig.)	Full Mediation

Variable Relationship	Effect				Description
	(a)	(b)	(c)	(d)	
Brand Satisfaction (X_2) -> Brand Love (M) -> Brand Loyalty (Y)	0.420 (Sig.)	0.239 (Sig.)	0.689 (Sig.)	0.610 (Sig.)	Partial Mediation

Source: Primary data processed, 2025

Notes:

Significance (Sig.) = t-statistic> 1.96 at α = 5%

(a) The indirect effect of the independent variable (X_1 or X_2) on the dependent variable (Y).

(b) Direct effect of the independent variable (X_1 or X_2) on the dependent variable (Y).

(c) The direct effect of the independent variable (X_1 or X_2) on the intervening variable (M).

(d) The direct effect of the intervening variable (M) on the dependent variable (Y).

Based on Table 12, the test results can be explained that brand love is able to mediate the effect of brand experience on brand loyalty. This result is shown from the mediation test conducted, which shows that the effects of a, c, and d have a significant value, but the effect of b as a direct effect of the brand experience variable on the brand loyalty variable has an insignificant value. Thus, brand love is stated to be able to mediate fully (full mediation) on the effect of brand experience on brand loyalty. Brand love is also able to mediate the effect of brand satisfaction on brand loyalty. This result is shown from the mediation test conducted, which shows that the effects of a, b, c, and d have significant values in the same direction. Thus, brand love is able to partially mediate (complementary - partial mediation) on the effect of brand satisfaction on brand loyalty.

4. Discussion

4.1 The effect of brand experience on brand loyalty

The statistical test results show that brand experience has no significant effect on brand loyalty for Indomaret customers in Denpasar City. This means that the better the customer experience of shopping at Indomaret has no effect on increasing loyalty to Indomaret. This result shows that experience alone does not guarantee an increase in loyalty, so the indicators used in measuring brand experience, namely sensory, affective, intellectual, and behavioral experience, are unable to have a significant effect on increasing brand loyalty. This phenomenon explains that just having experience with a brand does not necessarily lead to loyalty (Chung & Welty, 2022). This finding can be explained by Expectation Confirmation Theory, where brand experience does not have a significant effect on brand loyalty because customers feel dissatisfied even though the experience is objectively considered good. Therefore, this process requires positive confirmation of initial expectations to increase loyalty (Oliver, 1980).

This finding is supported by the results of Pranadata's research (2017) which states that the experience that consumers have felt a brand is not enough to influence the loyalty of these consumers to use the brand on an ongoing basis,

unless the brand provides additional value from the emotional side and social life to consumers. The results of this study are in accordance with Olaoke et al. (2021) and Rahmat & Marso (2020) which state that brand experience has a positive and insignificant effect on brand loyalty. Apart from research in the same direction, the results of this study are also inconsistent with the results of research which states that brand experience has a positive and significant effect on brand loyalty directly on Apple iPhone and Samsung Galaxy cellphone users in Korea (Bae & Kim, 2023).

4.2 The effect of brand satisfaction on brand loyalty

The analysis results show that brand satisfaction has a positive and significant effect on brand loyalty. This result means that the relationship between the two variables is unidirectional, namely the higher the brand satisfaction of Indomaret customers, the higher their brand loyalty. The brand satisfaction measurement indicator that gets the highest score is the brand meets customer expectations. This means that more customer expectations are met when shopping at Indomaret, so positive associations between customers and Indomaret will increase. This positive association encourages customers to shop again at Indomaret.

Brand satisfaction has a positive and significant effect on brand loyalty in accordance with the explanation of Expectation Confirmation Theory. This positive relationship occurs because brand satisfaction is a reflection of the brand experience that meets customer expectations. These fulfilled expectations indicate positive confirmation and this has the potential to strengthen emotional ties and customer trust in the brand, thereby increasing customer loyalty or brand loyalty to Indomaret (Oliver, 1980). The finding that the brand satisfaction variable has a positive and significant effect on the brand loyalty variable is also supported by the results of other studies in different fields (Aji & Hermawan, 2023; Khawaja et al., 2021; Jamshidi & Rousta, 2020; Amaranggana & Rahanatha, 2018).

4.3 The effect of brand experience on brand love

The results of statistical tests and analysis show that there is a positive relationship between brand experience and brand love. This relationship shows that the third hypothesis is accepted, namely that brand experience has a positive and significant effect on brand love. This finding means that the better the customer's brand experience when shopping at Indomaret, the higher the brand love felt by customers. Vice versa, if the worse the brand experience that customers go through, the lower the brand love of Indomaret customers. This result is an implementation of Expectation Confirmation Theory. Customers form expectations before experiencing interactions with the brand, then customers experience the brand directly and evaluate whether the brand meets or exceeds their expectations. If expectations are confirmed positively, then there is an affective reaction such as a strong emotional bond that develops from continuous satisfaction with the brand. This positive affection is what develops into brand love (Oliver, 1999). This implies that when customers have a positive brand experience, they feel happy, comfortable, and emotionally attached. A positive brand experience can make a deep impression, activate emotional associations,

and make customers "fall in love" with the brand (Brakus et al., 2009) The results of this study are in accordance with the results of other studies that brand experience has a positive and significant effect on brand love (Setyawati, 2023; Stefany et al., 2021; Hanifah et al., 2018, and Huang, 2017).

4.4   The effect of brand satisfaction on brand love

The results of this research analysis show that brand satisfaction has a positive and significant effect on brand love. This finding means that the higher the brand satisfaction of Indomaret customers, the higher the customer brand love for Indomaret. Vice versa, the lower the customer brand satisfaction, the lower the Indomaret customer brand love. Brand satisfaction is the result of a decision that a brand meets or exceeds customer expectations. Brand satisfaction that lasts a long time, will produce feelings of affection, emotional attachment, and brand love. Expectation Confirmation Theory is implemented and explained in this relationship, namely emotional loyalty, including brand love, develops from positively confirmed and repeated brand satisfaction. (Oliver, 1999). This result is in accordance with the results of research by Ghorbanzadeh & Rahehagh (2020) which found that the cause of the emergence of brand love is brand brand satisfaction. This statement is supported by other studies that brand satisfaction has a positive and significant effect on brand love (Yasa et al., 2022; Purwianti, 2021; Prawira & Setiawan, 2021).

4.5   The effect of brand love on brand loyalty

The results of the analysis show that brand love has a positive and significant effect on brand loyalty. The meaning of this finding is that the more Indomaret customers' brand love increases, the more customer brand loyalty will increase. Vice versa, the more brand love decreases, the lower the customer brand loyalty to Indomaret. These results indicate that the values contained in brand love are able to increase brand loyalty in Indomaret customers. Brand love is an emotional bond between customers and brands. Customers who love a brand will continue to choose it even though there are other alternatives, customers will also feel proud, happy, and personally attached, and are loyal to the brand voluntarily. When viewed from the Expectation Confirmation Theory framework, brand love is a form of emotional attachment formed from positively confirmed experiences, and plays an important role in fostering loyalty, strengthening commitment, and creating long-term loyal behavior (Oliver, 1999). This finding is in accordance with research by Nyamekye et al. (2023) which states that love for the brand drives loyalty behavior in restaurant brands. This statement is in line with the findings of other studies that brand love has a positive and significant effect on brand loyalty (Rahmayanti et al., 2024; Purwanto & Syam, 2022; Le, 2020; Bigne et al., 2020; Bairrada et al., 2019 and Lestari et al., 2018).

4.6   The role of brand love mediates the effect of brand experience on brand loyalty

The results of the analysis show that brand love is able to mediate the effect of brand experience on brand loyalty. Brand love in this study is as a full mediation, which means that the customer experience of shopping at Indomaret has not

been able to increase customer loyalty to Indomaret, but with the presence of brand love felt by customers, it will form brand loyalty.

Brand experience does not have a significant effect on brand loyalty directly, but the entire effect is channeled through brand love. This finding is in line with Expectation Confirmation Theory because loyalty is the result of a confirmation process and emotional attachment. Brand loyalty does not arise with experience alone, because it needs a positive confirmation process and emotional attachment first, so brand experience itself is not strong enough to generate brand loyalty without an emotional mediator, namely brand love (Oliver, 1999).

The results of this study support previous studies by Na et al. (2023). that brand experience has a positive and significant influence on brand love in the use of smart phones in China. This statement also has a meaning in line with other studies which state that brand experience has a positive and significant effect on brand love (Setyawati, 2023; Stefany et al., 2021; Junaid et al., 2019; Hanifah et al., 2018, and Huang, 2017). The results of research on the effect of brand love on brand loyalty are also supported by other studies which state that brand love has a positive and significant effect on brand loyalty (Purwanto & Syam, 2022; Le, 2020; Bigne et al., 2020; Bairrada et al., 2019; Chakraborty, 2019; Hou et al., 2019; Lumba, 2019 and Lestari et al., 2018). The results of this study also support research conducted by Na et al. (2023) and Nyamekye et al. (2023) which found that brand love is able to significantly mediate the effect of brand experience on brand loyalty.

4.7 The role of brand love mediates the effect of brand sattisfaction on brand loyalty

The results of this research analysis show that brand love is able to mediate the effect of brand satisfaction on brand loyalty. Brand love in this study is as a partial complementary mediation. Brand satisfaction and brand love have the same direction and consistent influence on brand loyalty. Brand love acts as a complementary partial mediator, meaning that brand satisfaction has a direct effect on brand loyalty, but its strength increases when brand love is present as a mediator. This relationship implies information that there are two paths that connect brand satisfaction with brand loyalty, namely directly through cognitive satisfaction and indirectly through emotional bonds/brand love. These two paths are complementary and not substitutes.

This finding proves the explanation of Expectation Confirmation Theory which states that true loyalty requires affective involvement and not just cognitive evaluations such as satisfaction alone. Brand love is able to mediate the relationship between brand satisfaction and brand loyalty, meaning that brand love strengthens emotional bonds after customer satisfaction (Carrol & Ahuvia, 2006). The results of this study support previous studies that customer satisfaction with brands has a positive effect on brand love, and brand love has a positive effect on brand loyalty (Rodrigues et al., 2023). This finding is in accordance with other research findings that brand satisfaction has a positive and significant effect on brand love (Rahmayanti et al., 2024; Purwianti, 2021; Prawira & Setiawan, 2021). The results of this study also support research

conducted by Ghorbanzadeh & Rahehagh (2020) that brand love mediates the effect of brand satisfaction on brand loyalty.

5. Conclusion

The conclusion of this study is that six of the seven hypotheses, namely hypothesis 2 to hypothesis 7, are accepted and hypothesis 1 is rejected. This relationship shows a positive and significant influence between variables, except for brand experience which has a positive and insignificant effect on brand loyalty. Brand love has a significant role in mediating the effect of brand experience and brand satisfaction on brand loyalty. The findings explain that brand experience and brand satisfaction will increase brand love then increase brand loyalty.

This study provides evidence that Expectation Confirmation Theory (ECT) is relevant to explain brand loyalty in the context of convenience stores. The main components in Expectation Confirmation Theory (ECT) are clearly visible in the relationship between the variables studied. positive brand experience, especially shopping at Indomaret provides a pleasant experience (affective experience) proven to significantly increase brand love. In addition, Indomaret is the right choice for shopping has the highest value in shaping brand satisfaction.

The results of this study show that brand love has the highest influence compared to other variables on brand loyalty. This implies that Indomaret staff and management need to create a deep emotional bond with customers. This bond can be in the form of personalized marketing that is more complex in nature by paying attention to customer data and preferences, so that customers become more loyal to Indomaret and are able to recommend Indomaret to other consumers. This research has been proposed and carried out according to scientific procedures, but there are still limitations in this study, namely the variables used in constructing the research model consist of only two independent variables and one mediating variable. This can be overcome by reconstructing the research model by adding variables or combining with moderation variables.

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