

Brand Fidelity Millennial Generation on Halal Cosmetic Brand Through Brand Experience and Brand Trust: The Role of Brand Love as Mediation

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ABSTRACT

The study focuses on Millennials in Bekasi City to examine the relationship between brand experience, brand trust, brand love and brand loyalty. This study uses a quantitative approach with convenient sampling and survey methods to collect data from 100 respondents. In this study, data are analyzed using structural equation modeling (SEM) using Smart PLS software. Findings show that brand experience and brand trust have a positive impact on brand love. Furthermore, brand trust and brand love positively affect brand loyalty, whereas brand experience does not. The study also found that the relationship between brand experience and brand trust in terms of brand loyalty is mediated by brand love. This indicates that brand love plays a mediating role in the relationship between brand experience and brand trust in terms of brand loyalty. The research highlights the importance of emotional connection in building brand loyalty, especially for brands based on religion and beliefs. Marketers should focus on creating positive brand experiences, building consumer trust, fostering brand loyalty, and ultimately increasing brand loyalty.

1. INTRODUCTION

In the early 2000s, the field of marketing underwent a major shift, with branding, particularly brand love (Carroll and Ahuvia, 2006), brand loyalty (Park et al., 2008, and Park et al., 2007), and brand trust. (Ha, 2004), brand resonance (Moore and Wurster, 2007). The emergence of the emotional dimension of branding has made many researchers interested in studying brands from the consumer's perspective with their emotional connection.

In today's market, consumers have shifted their focus from generic to branded products and marketers use psychological theories and concepts to explain consumer behavior from a marketing perspective and understand consumer sentiment. (Sarkar et al Srejesh, 2014). Modern consumers use brands to express themselves (Grace et al., 2018), associate brands with their identity, and establish themselves in society. In addition, brands give meaning to products and today's consumers perceive brands in line with their cultural values (Borzooel and Asgari, 2013). Halal cosmetics brands, or brands that promote religious elements, play an important role in the spending behavior of Muslim consumers

According to Garg and Josh (2018), halal refers to everything that is permitted in Islam and halal products are used as a differentiation strategy to position products in specific segments. While there is a growing body of literature on Islamic branding in marketing studies, research on faith-based marketing remains limited to countries like Malaysia and Indonesia, which have a majority Muslim population (Battour and Ismail, 2016). As a result, there is a need for further exploration in other Asian countries to deepen our understanding of this topic.

Consumer attitudes towards halal cosmetics have been the focus of research investigating purchase intentions in this area (Garg and Joshi, 2018). However, research on the emotional connection between consumers and halal cosmetic brands is lacking, especially in the context of brand

love and brand loyalty. It aims to fill this gap by examining the emotional aspects of relationships. Researchers use emotions as a tool to uncover underlying aspects of consumer-brand relationships and The goal is to achieve brand love. In addition, brand loyalty may explain how consumers seek to maintain their relationship with brands through behaviors such as adaptation, forgiveness, substitution reduction, sacrifice, and personal ownership of brands (Grace et al. al., 2018).

2. LITERATURE REVIEW

This study is based on the construct of the brand seen from the emotions of consumers. The proposed research model in this study consists of brand trust and brand experience, which are antecedents of brand love. Furthermore, brand fidelity is mediated by brand love.

1. Brand Experience

This research focuses on the fabric of the brand experience, as it relates to the potential for interactive, real-time relationships between customers and brands, and between customers themselves. According to Gilmore and Pine (1999), brand experience elicits consumer responses including sensory, emotional, cognitive and behavioral responses in response to stimuli such as brand design and identity, packaging, communication and environment.

It is important to note that brand experience is conceptually different from brand attitude and engagement and can be both positive and negative. Brax et al. (2009) identified four types of brand experience.

Emotional, sensory, intellectual, behavioral. Similarly, Huang (2017) proposed three dimensions of brand experience.

Intellectually, behaviorally, and sensibly. Brand experiences foster emotional connection and intimacy, which can create excitement about your brand. So, her two hypotheses at the beginning of the study are:

H₁: Brand experience has a positive effect on the brand fidelity

H₂: Brand experience has a positive effect on the brand love

2. Brand Trust

According to Carrol and Ahuvia (2006), trust refers to the extent to which consumers believe that a brand can fulfill their desires. Brand trust or brand experience is the capability of a brand to be trusted by consumers based on their confidence that the product can deliver the promised value and meaning with good intentions. This perception and belief are based on the understanding that the brand prioritizes the interests of consumers. However, trust is a concept that is full of uncertainty, especially in the context of cosmetic brands. Cosmetics place customers in a vulnerable situation, and the brand is expected to reduce uncertainty and increase customer trust (Chiu et al., 2010). Additionally, Drennan et al. (2015) stated that brand trust has a significant impact on various important constructs in marketing, such as brand satisfaction, brand loyalty, and brand love. Therefore, hypotheses 3 and 4 are proposed, which are:

H₃: Brand trust has a positive effect on the brand fidelity

H₄: Brand trust has a positive effect on the brand love

3. Brand Love

The concept of brand love examines a customer's likes and dislikes for a particular brand. According to Carroll and Ahuvia (2006), brand love is an important factor in the consumer-brand relationship. Give your company a competitive edge beyond just brand likes and dislikes. Many studies suggest that brand affection leads to brand loyalty (Bergkvist and Bech-Larsen, 2010; Mody and Hanks, 2019). Brands that offer their customers an exceptional experience can be considered sacred to them (Sarkar et al., 2015). Brand love is the deep emotional attachment of a satisfied customer to a particular brand (Albert et al., 2008). Therefore, Hypothesis 5 is proposed.

H₅: Brand love has a positive effect on the brand fidelity

4. Brand Fidelity

The structure of brand loyalty is suggested in the consumer-brand relationship literature. It involves a set of behaviors and perceptions that maintain the stability and longevity of such relationships (Grace et al., 2018). Rahmat et al. (2018) states that brand loyalty has two dimensions: perception and behavior. Cognitive manifestation involves reducing alternatives, retaining positive illusions, and developing interdependence, whereas behavioral manifestation involves adaptation/forgiveness and sacrifice. In addition, Grace et al. (2020) identified four factors that contribute to brand loyalty: price-based customization, performance-based customization, reduced substitution, and cognitive interdependence. Hypotheses 6 and 7 are proposed because brand loyalty ultimately leads to brand loyalty.

H₆: Brand experience has a positive effect on brand fidelity through brand love as a mediation

H₇: Brand trust has a positive effect on brand fidelity through brand love as a mediation

Based on described development of the hypothesis above, the research model proposed in this study is, as follows:

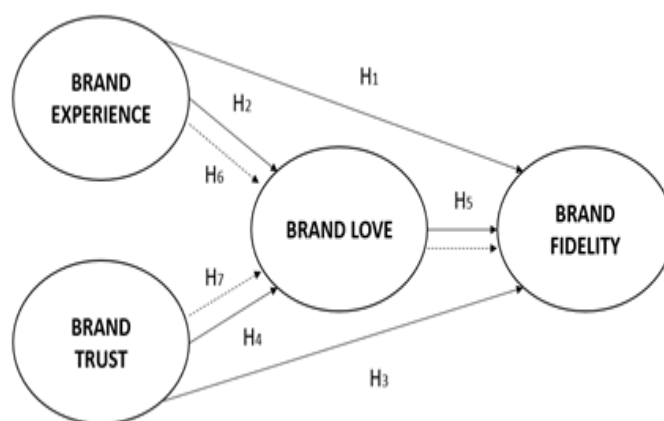


Figure1. Research Model

3. METHOD

This study uses a quantitative approach with a survey method. The questionnaire used for data collection was prepared by conducting a literature review of several previous studies in the proposed framework, namely brand. Data is collected using online and offline media from customers in Bekasi City who use halal cosmetic brands for more than one year. The sampling technique used was convenience sampling and because the conditions at the time of collecting data were still in the new normal era, researchers mostly used respondents with online media. Sampling in this study used the Linear Time Function (Abidin et al, 2017) and obtained:

$$T = t_0 + t_1 : n$$

$$n = 1800 - 300 : 15 \rightarrow n = 100 \text{ respondents}$$

Description:

T = research time 6 days x 5 hours x 60 minutes = 1800 minutes

t₀ = daily time period 5 hours x 60 minutes = 300 minutes

t₁ = time to fill out the questionnaire for 15 minutes

n = number of respondents 100 people

After applying a linear time function, we determined that the sample size for this survey was 100 respondents. A structural formula modeling (SEM) technique was used for data analysis to test

the relationship between the independent and dependent variables. SEM is a suitable method for validating models used in evaluating empirical models. The data analysis process has her two phases: measurement model analysis and structural model analysis.

4. RESULTS AND DISCUSSION

Partial least square analysis of brand trust, brand experience, brand love, and brand fidelity

1. Measurement Model Evaluation (Outer model testing)

External model testing aims to check the validity and reliability of the model resulting from the effects of loading factors, sampling mean variance (AVE), discriminant validity, and combined reliability.

a) Convergent Validity

Convergence validity can be read from the value of the load factor. Loading factors describe the magnitude of the correlation between each metric (indicator) and its constituents (latent variables). The ideal stress factor/external stress value is greater than 0.7. This means that the metric is meaningful as a measure of the constituent (latent variable).

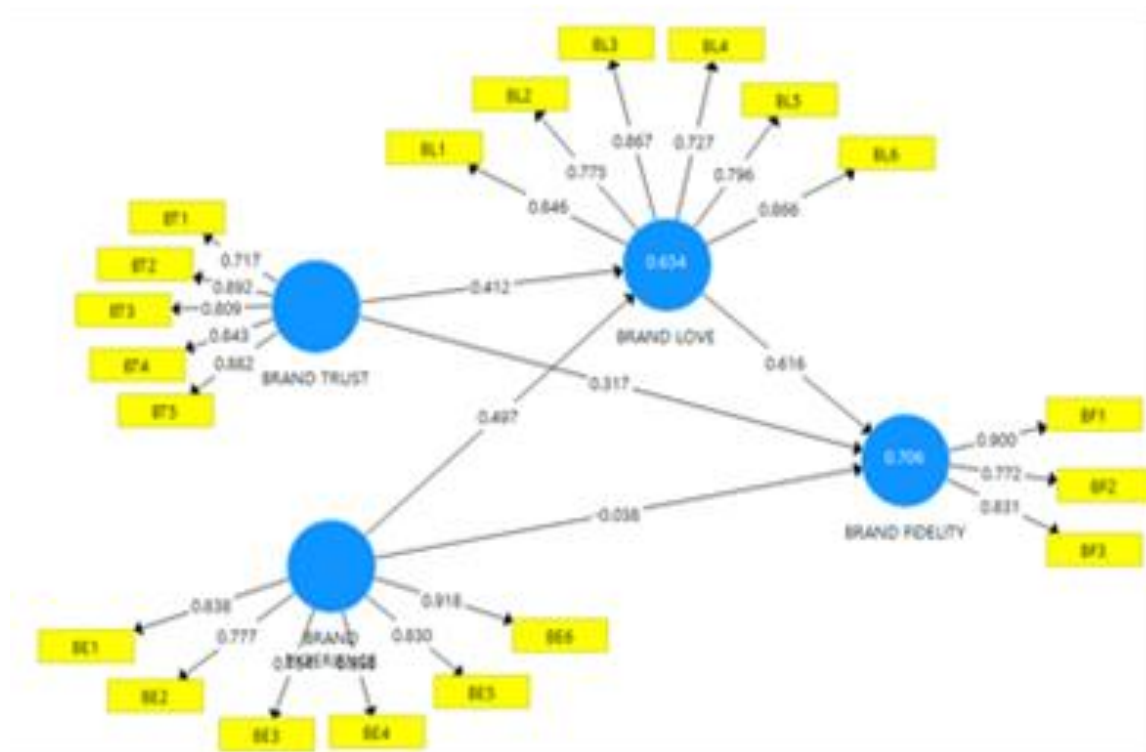


Fig. 2. Result of Outer Model Algorithm

Table 1. Outer Model (Weights of Loading)

Variabel	Indikator	Outer Loading	Keterangan
Brand Experience	BE1	0,838	Valid
	BE2	0,777	Valid
	BE3	0,754	Valid
	BE4	0,830	Valid
	BE5	0,830	Valid
	BE6	0,918	Valid
Brand Fidelity	BF1	0,900	Valid
	BF2	0,772	Valid

	BF3	0,831	Valid
	BL1	0,846	Valid
	BL2	0,775	Valid
Brand Love	BL3	0,867	Valid
	BL4	0,727	Valid
	BL5	0,796	Valid
	BL6	0,866	Valid
	BT1	0,717	Valid
Brand Trust	BT2	0,892	Valid
	BT3	0,809	Valid
	BT4	0,843	Valid
	BT5	0,882	Valid

Source: Output SmartPLS (2022)

In Figure 1 and Table 1 above, it can be seen that the latent variables of brand trust, brand experience, brand love, and brand fidelity have an outer loading value of > 0.7. This means that all indicators in this study are suitable for research.

b) Discriminatory Validity

Discriminant validity tests indicator-level discriminant validity provided that the correlation between the indicator and its latent variables is greater than the correlation between the indicator and the other latent variables, as shown in Table 2 below used to :

Table 2. Discriminant Validity

Variabel	Indikator	Outer Loading		
Brand Experience	0,826			
Brand Fidelity	0,599	0,836		
Brand Love	0,736	0,810	0,814	
Brand Trust	0,580	0,726	0,700	0,831

Source: Ouput SmartPLS (2022)

c) Composite Reliability and AVE

Combined reliability is used to ensure that there are no problems associated with the measurement. The final step is to evaluate the external model to test his one-dimensionality of the model. This is achieved using compound reliability, running Cronbach's alpha. Combined reliability and Cronbach's alpha values are considered reliable and valid if they exceed 0.70.

The sampled mean variance (AVE) is a value used to measure reliability. This can be done by looking at the Cronbach alpha value, which has a minimum value of 0.5.

Table 3. Composite Reliability

Variabel	Cronbach's Alpha	Compsite Reliability	AVE	Keterangan
Brand Experience	0,907	0,928	0,682	Valid dan Reliabel
Brand Fidelity	0,784	0,874	0,698	Valid dan Reliabel
Brand Love	0,898	0,922	0,663	Valid dan Reliabel
Brand Trust	0,887	0,917	0,691	Valid dan Reliabel

Source: Ouput SmartPLS (2022)

Table 3 above shows that all constructs have Cronbach's alpha and combined reliability score >0.7. In the meantime, if all structures have AVE values above 0.50, we can say that all structures meet all credible valid criteria so that we can proceed with the structural model evaluation.

2. Structural Model Evaluation (Inner Model Testing)

a) Coefficient of Determination R² (R-square)

The coefficient of determination is used to measure the model's ability to explain endogenous variation. A structural model (internal model) is a structural model for predicting causal relationships between latent variables. Goodness of fit in PLS has the same meaning as coefficient of determination (R-squared) in regression analysis. The goodness of fit of the PLS can be seen from the value of Q².

Tabel 4. R-Square Model

Konstrak	R-Square	R-Square Adjusted
Brand Fidelity	0,706	0,697
Brand Love	0,654	0,647

Source: Output SmartPLS (2022)

The study uses two variables that are influenced by other variables: the brand love variable, which is influenced by brand experience and brand trust, and the brand loyalty variable, which is influenced by brand love. Table 4 above shows that the R-squared value for the brand love variable is 0.654. This means that 65.4% of brand love variables are influenced by brand experience and brand trust variables. The R-squared value for the brand loyalty variable is 70.6%. This means that brand loyalty variables are influenced by brand experience, brand trust, and brand love.

b) Predictive Relevance (Q²)

The Q² value, like the estimated parameters, is used to measure how well the observations are produced by the model (Ghozali, 2014). A Q-squared value > 0 indicates that the model has good predictive power.

$$\begin{aligned}
 Q^2 &= 1-(1-R12)(1-R22) \\
 &= 1-(1-Brand Love) \times (1-Brand Fidelity) \\
 &= 1-(1-0.654) \times (1-0.706) \\
 &= 1-(0.346) \times (0.294) \\
 &= 1-0.101724 \\
 &= 0.89828
 \end{aligned}$$

The above calculation resulted in a Q-squared value of 0.89828. This means that the model has good predictive relevance. This means that the model can explain 89.8% of the data. This is derived from 65 brand love, 4% and 70 brand loyalty. Passed. 6% and the rest are influenced by other factors not examined in this study.

3. Hypothesis Testing

Bootstrapping techniques are used in this study to test the hypothesis. The data used for bootstrapping comes from the measurement phase. Hypothesis testing is performed within the structural model to simulate hypothetical relationships. The goal of bootstrap testing is to determine the direction and importance of the relationship for each latent variable.

a) Coefficient t-statistics

Hypothesis testing in SEM-PLS is done by comparing the values of the t-statistic or t-count (to) with the values of the t-table (t_α). Harley et al. (2017) explained that the t-count values generated in the bootstrap test must have larger values than the t-table.

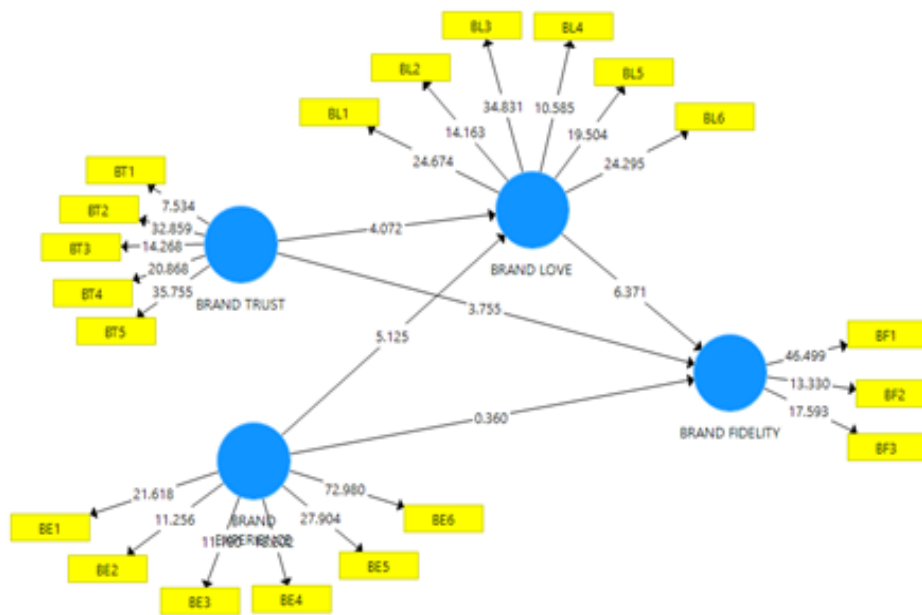


Fig. 3. Path Hypothesis Results

Tabel 5. Hypothesis Path Coefficients Value

Konstrak	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ([O/STDEV])	P Value
Brand Experience → Brand Fidelity	-0,038	-0,027	0,105	0,360	0,719
Brand Experience → Brand Love	0,497	0,498	0,097	5,125	0,000
Brand Love → Brand Fidelity	0,616	0,611	0,097	6,371	0,000
Brand Trust → Brand Fidelity	0,317	0,310	0,084	3,755	0,000
Brand Trust → Brand Love	0,412	0,410	0,101	4,072	0,000

Source: Output SmartPLS Bootstrapping (2022)

Figure 3 above shows the results of a hypothesis test performed using Bootstrap. Significance, on the other hand, comes from the t-table values generated with a standard error of 5% or a p-value of 0.05, with $100-2 = 98$ degrees of freedom (df) of 1.984 (1.98).

The t-statistics show a significant impact of brand experience and brand trust on brand love for halal cosmetics among Bekasi millennials, with t-counts of 5.125 and 4.072, respectively, both exceeding the t-table value of 1.984. The t-statistic also shows that brand love for halal cosmetics among Bekasi millennials has a significant impact on brand loyalty, with a t-score of 6.371. Similarly, Bekasi's brand trust for halal cosmetics among millennials has a t-count value of 3.755, higher than the t-table value of 1.984. However, the t-statistic on the impact of brand experience on brand loyalty of Bekasi millennials for halal cosmetics is insignificant, with a t-count value of 0.360 being smaller than a t-table value of 1.984. The t-statistic helps determine the direction and importance of relationships between latent variables in structural models using bootstrapping techniques.

Using the above criteria, one of the five hypotheses proposed (the relationship between brand experience and brand loyalty) was rejected due to a negative initial sample size of -0.038 indicating a negative relationship. can conclude. Four other hypotheses, including brand experience and brand love, brand trust and brand loyalty, brand trust and brand love, and brand

love and brand loyalty, showed positive relationships with the original sample sizes of 0.497, 0.317, 0.412, and 0.616 showed again.

Tabel 6. Value of Specific Indirect Effects Hypothesis

Konstruk	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ([O/STDEV])	P Value
Brand Experience → Brand Love → Brand Fidelity	0,306	0,303	0,073	4,178	0,000
Brand Trust → Brand Love → Brand Fidelity	0,254	0,249	0,072	3,526	0,000

Source: Output SmartPLS Bootstrapping (2022)

In this study, we used the bootstrap method to generate the table of specific indirect effects in Table 6 above. This method was used to sample the distribution of indirect effects. The executed mediation test looks like this:

- 1) The direct link between brand experience and brand loyalty is negative and irrelevant. However, the indirect link between brand experience and brand loyalty conveyed through brand love is clearly positive. This is supported by a t-count of 4.178, which is larger than the t-table value of 1.984, and the original number of samples of 0.306.
- 2) In addition, the direct link between brand trust and brand loyalty shows a very positive effect. In addition, the indirect relationship between brand trust and brand loyalty mediated by brand love also showed a clearly positive effect, which was consistent with t-count values of 3.528 > 1.984 (t-table). can be seen from the number of samples in of 0.254.

Based on the above explanation, it can be said that the relationship between brand experience and brand loyalty through brand love, and the relationship between brand trust and brand loyalty through brand love.

5. CONCLUSION

After analyzing and examining the data using the statistical software SmartPLS, the following conclusions can be drawn:

- a. Brand experience does not have a significant impact on brand loyalty among millennials in Bekasi City for halal cosmetics. A t count of 0.360 is less than a t table value of 1.984, or a significance value of 0.719 is greater than alpha (0.05).
- b. Brand experience has a big impact on millennials' brand love for halal cosmetics in Bekasi City. A t count of 5.125 is greater than a t table value of 1.984 or a significance value of 0.000 is less than alpha (0.05).
- c. Brand trust has a significant impact on brand loyalty towards halal cosmetics among Millennials in Bekasi City. A t count of 3.755 is greater than a t table value of 1.984 or a significant value of 0.000 is less than alpha (0.05).
- d. Trust in brands has a great influence on the brand love of halal cosmetics among millennials in Bekasi City. A t count of 4.072 is greater than a t table value of 1.984 or a significance value of 0.000 is less than alpha (0.05).
- e. Brand loyalty to Halal cosmetics among millennials in Bekasi City is heavily influenced by brand loyalty. A t count of 6.371 is greater than a t table value of 1.984 or a significance value of 0.000 is less than alpha (0.05).
- f. The link between brand experience and brand loyalty, and between brand trust and brand loyalty, is mediated and mediated by brand love.

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