

BRAND LOVE: IS IT IMPORTANT FOR CUSTOMER LOYALTY?

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ABSTRACT

Loyal customers are the goal of a marketed product or service business. With brand love, customer loyalty will be created. The object of this research is the Public Fuel Filling Station (SPBU) in Indonesia. This study aims to analyze the effect of channel brand image and store image on the creation of customer loyalty mediated by love for gas station brands. This study used a sample of 212 respondents who use motorized vehicles (motorcycles or cars) and buy fuel oil at gas stations. Data were obtained using purposive sampling by filling out online questionnaires with the Theory of Planned Behavior (TPB). The result is that channel brand image does not influence brand love (intimacy, passion, and commitment). Likewise, brand love intimacy and brand love passion do not influence the formation of customer loyalty. Meanwhile, store image has a positive influence on brand love (intimacy, passion, and commitment). However, only brand love commitment has a positive influence on customer loyalty. This research implies that companies engaged in the gas station business can maximize store image to increase brand love commitment so that customers become loyal and enrich the scientific repertoire of channel brand image, store image, brand love, and customer loyalty.

KEYWORDS: brand love, customer loyalty, gas station, TPB, channel brand image, store image, fuel oil.

1. INTRODUCTION

Gas stations are facilities prepared by fuel oil (BBM) energy companies to fill up fuel (Risdiyanta, 2014). The availability, convenience, and smoothness of refueling at gas stations are the hope of customers. In Indonesia, there are five energy companies that market fuel at gas stations, including Pertamina, Shell, Vivo, Mobil, and BP AKR (htid.wikipedia.org/wiki/2023). Gas station business competition in Indonesia is very competitive, in facing these conditions the existing energy companies are always innovating. Improving product quality, excellent service, and a special approach to customers will win the market competition and keep the business going (Faigah A Badjamal, 2021).

By maximizing the role of channel brand image and store image mediated by strong brand love, it is hoped to increase customer loyalty. The customer's decision to love the brand by involving cognitive forms of customer interaction determines brand love which can positively influence purchase intention (Alshreef et al., 2023). This series of roles is a strategy that can be carried out by energy companies and is very important to improve the image (Gendel-Guterman & Levy, 2017). The customer experience at gas stations from buying fuel, experiencing the service, and the large number of product choices affect consumer loyalty to gas stations (Liao et al., 2023). Customer loyalty to gas stations is one of the goals of an ongoing business.

Previous research on channel brands Image is considered a collection of various physical characteristics that tend to ignore the diversity of experience and loyalty to the brand (Huang, 2017). Another study found that channel brand image influences brand affection so many companies invest quite a lot to create channel brand image (Liao et al., 2023). Store image is complex and consists of a mix of what customers see and feel. (Burlison & Oe, 2018). With the influence of store image, customers will decide whether they will become loyal users or switch (Liao et al., 2023). The object of this research is gas stations in Indonesia.

Research novelty to know whether (1). Channel brand image influential positive on brand love (intimacy, passion, commitment). (2). Store image There is an influence positive on brand love (intimacy, passion, commitment). (3). brand love intimacy, passion, and commitment are influential positives to customer loyalty.

2. LITERATURE REVIEW

Theory of Planned Behavior

Intention for do behavior which different can predict with accuracy tall based on attitude behavior, norm subjective, and control behavior Which felt. Control behavior Which felt Which explains the difference significant in behavior actual (Ajzen, 1991). Loyalty customers reviewed with the Theory of Planned Behavior is trust influencing behavior encouraging attitude individual For Act (Rahmayanti, 2023). Attitude to Act in demand is the attitude of somebody to Act behavior, which is sourced from beliefs generated from Acting in demand. *The theory of Planned Behavior* (TPB) was developed from *Theory of Reasoned Action* (TRA). TRA described the desired individual to behave caused by *the attitude toward the behavior* and *subject norms* ([https:// theory planned behavior](https://theoryplannedbehavior.com), 2018). Meanwhile, TPB added *perceived behavioral control (PBC)* is a corner view feel difficulty or convenience in doing and reflecting on past and anticipated activities and obstacles (Extending the Theory of Planned Behavior, 2008).

Channel Brand Images

Channel brand image is the factor main thing that makes customers consider buying or No something product (Liao et al., 2023). With see and feel brand which products are of high quality and appropriate with price you can customer will increase sales (Arifiya et al., 2021). at the time customer consider product can fulfill the need they so desire to buy will increase. good channel brand image will increase brand love customers brand, so strengthen the intention to buy. Impact cognition channel brand image to mark perceived product, risk physical and reference brand influential positive to mark product (Liao et al., 2023).

Store Image

Store images are a connection between attribute functional and emotional as matter important from the attitude customer (Burlison & Oe, 2018). A customer entered a system perceptual and the system perceptual determines the image whole consumers and actual (Liao et al., 2023) expectations. However, does store image play a role in loyalty to customers No can sure, some study getting store image does ensure customer loyal (Wang, 2019). With reasoning managerial and customer in studies comparative, find store image own superiority in compete and when No make a loss (Liao et al., 2023). In identifying improvement strategies management, store image can be used to compare the advantages and disadvantages of stores.

Brand Love

Brand love is satisfying customers bound in a manner emotional with the brand, consisting of taste, attitude, and view customer to the brand (Alshreef et al., 2023). Very strong bonds that connect customers with the brand and have actualized become not replaced called brand love (Unal & Aydın, 2013). Besides That, customers who have a sense of love for to brand certain more tend to have a sense of term long with brand the (Revaldi, Hayuningtyas, Kusumastuti Suhardi, & Gantini, 2022). Brand love affirms a growing sense of love and a good view of the product and gets prevent negative submission to the product (Palusuk, Koles, & Hasan, 2019). Brand love theory highlights the three components of intimacy, passion, and commitment.

Intimacy is the familiarity and closeness between customers and brands due to frequent and positive interactions (Alshreef et al., 2023). Mutual love that represents feelings between customers and brands is called intimacy (Sallam, 2014). Brand proximity can also be translated to what extent customer trust in a brand can fulfill what is wanted (Alshreef et al., 2023). Intimacy is defined as the closeness of the relationship between the customer and the brand which represents the customer's emotion to always be connected with the brand (Alnawas & Altarifi, 2016). Based on customers who make an emotional connection to the brand, such as communicating with others can also be called intimacy (Alshreef et al., 2023).

Passion in Sternberg's triangle theory is defined as a passion to use a product or service such as mutual feelings of love (Swimberghe, Astakhova, & Wooldridge, 2014). Describes a strong sense of passion and desire in the relationship between the customer and the brand (Alnawas & Altarifi, 2016). A romantic relationship shows attraction followed by excessive longing for the brand (Alshreef et al., 2023). Passion tends to be influential when the customer and the brand are initially connected to make the customer have a strong and sustainable feeling toward the brand (Revaldi et al., 2022). The desire of customers for certain brands is because they have experienced certain brands (Alshreef et al., 2023).

Commitment when the customer's psychological condition communicates positively with interest in the brand and continues the feeling of love to be a long time together (DAM, 2020). Based on the moral imperative for a relationship is a personal belief how to maintain a relationship is a commitment (Alshreef et al., 2023). The relationship exists between a customer and a brand when a brand has the same thing about what the customer feels

(Hassan, Rafi, & Kazmi, 2016). Commitment of determination in loving and maintaining a love for an unlimited time (Alnawas & Altarifi, 2016). As the psychological status of a customer who is well-connected and willing to maintain a valued brand relationship with him (Alshreef et al., 2023).

Customer Loyalty

Customer loyalty is a commitment to continue using or repurchasing products or services continuously without being affected by any conditions (Utami, 2015). Repurchases by customers during a period (Lacap, Plaza, Caballero, & Dela Cruz, 2023). The fundamentals of customer loyalty are increasing profits, increasing image, and increasing positive information about products and services (Alshreef et al., 2023). customer loyalty can increase business value and cost efficiency, so customer loyalty influences public opinion (Almaamari, Abdulrab, & Ahmed Al-Maamari, 2017). Important in gaining a strong market share, and brand loyalty is considered a key measure of success (Revaldi et al., 2022).

Based on the background back on top, got pulled the hypothesis as follows:

- H1: Channel brand image influential positive on brand love intimacy.
- H2: Channel brand image influential positive on brand love passion.
- H3: Channel brand image influential positive on brand love commitment.
- H4: Store images There is an influence positive on brand love intimacy.
- H5: Store images There is an influence positive on brand love and passion.
- H6: Store images There is an influence positive on brand love commitment.
- H7: Brand love intimacy affects positive customer loyalty.
- H8: Brand love and passion are influential positives to customer loyalty.
- H9: Brand love commitment influential positive on customer loyalty.

3. METHODOLOGY

Study This makes channel brand image and store image variable free (independent variables). Customer loyalty as variable bound (dependent variable). Brand love intimacy, passion & commitment as mediating variables variable free (channel brand image and store image) with variable bound (customer loyalty) (Definition of Variables and Their Types in Research, 2021).

3.1. Research Framework

The composition of the research framework is as shown below:

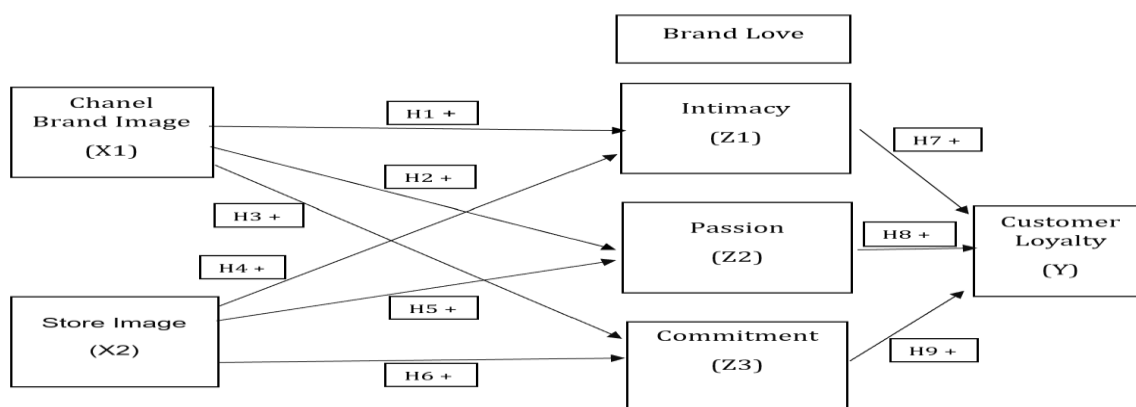


Figure 1. Research Framework

3.2. Sampling and data

The research respondents were users of motorized vehicles (motorcycles or cars) in Indonesia using nonprobability sampling and purposive sampling techniques that met certain criteria (<https://www.merdeka.com/jatim/purposive-sampling>, 2020). Criteria the individual using vehicle motorized (motor or cars) who buy fuel at gas stations for at least 1 month. As for getting primary data, data sources were obtained with spread the questionnaire online to 212 respondents _ via the Google Forms link (<https://dqlab.id/primary> and secondary data collection techniques for research, 2021). As can be seen in Table 1.

Table 1 Data Description Respondents

Profile	Respondent	Frequency	Percentage (%)
Type Sex	Man	113	53.3
	Woman	99	46.7
Age	17 – 24 years	23	10.8
	25 – 32 years	47	22.2
	33 – 40 years	46	21.7
	> 40 years	96	45.3
Education	SENIOR HIGH SCHOOL	46	21.7
	Diploma	16	7.5
	Bachelor	118	55.7
	Post Bachelor	32	15.1
Income / Pocket money per month	1,000,000 – 2,000,000	40	18.9
	2,000,001 – 4,000,000	37	17.5
	4,000,001 – 6,000,000	44	20.8
	> 6,000,000	91	42.9
User vehicle motorized (Motorcycle / Car)	Yes	211	99.5
	No	1	.5
Duration use vehicle motorized (Motorcycle / Car)	3 Months	8	3.8
	> 3 Months	204	96.2
Duration buy fuel	<1 Month	194	91.5
	>1 Month	18	8.5

Source: Results of data processing, 2023

3.3. Construct measures

Every variable is measured with 3 question items Which were replicated from research by Mohamed A. Alshreef et al (2023) and Shu-Hsien Liao et al (2022). On a scale of Likert from the questionnaire, 1 very No agree and 5 very agree.

3.4. Data analysis

The data analysis technique used in the study for the test hypothesis influences each variable using model equality structural (SEM) (Revaldi et al., 2022). With test validity and reliability variable. Testing validity is the size of the variable to be measured or valid (Hair Joseph, 2010)variable. Tool statistics used for test validity in the study This is factor loading. Criteria determination validity indicator determined by magnitude sample research. As indicated in Table 2, the value of the loading factor used to determine the validity sample is 0.40.

Table 2 Factor Loading based on Sample.

Factor Loading	Sample Size
0.30	350
0.35	250
0.40	200
0.45	150
0.50	120
0.55	100

Source: Hair Joseph, (2010)

Criteria following used to determine indicator validity, a factor shelter more than 0.40 indicates that the statement item is valid. Rather, the factor shelters not enough of 0.40 indicates that the statement item is invalid. Testing reliability done for now answers respondent comparable with 1 variable. (Hair Joseph, 2010). Coefficient Cronbach Alpha is a tool analysis for testing reliability to determine if something indicator can be trusted or not. If the coefficient alpha Cronbach is bigger than 0.60, a statement in the questionnaire is proven consistent or can dependable. On side other, If the coefficient alpha Cronbach is lower than 0.60, all statements in the questionnaire are No consistent or no can dependable.

4. RESULTS

4.1. Testing validity and reliability.

as illustrated in Table 2, testing the validity of every indicator measurement produce a mark factor shelter more than 0.40 which indicates that the measurement of the existing indicator is valid. Whereas testing reliability to all indicators produces mark Cronbach alpha of 0.916 more than 0.6, up to show that indicator measurement is reliable as shown in table 3.

Table 3 Testing Validity and Reliability

Indicator	Testing validity		Testing Reliability	
	Factor loading	Conclusion	Cronbach Alpha	Conclusion
Chanel Brand Image				
CBI1	0.923	Valid	0.916	Reliable
CBI2	0.929	Valid		
CBI3	0.924	Valid		
Store Image				
SI1	0.912	Valid	0.917	Reliable
SI2	0.922	Valid		
SI3	0.944	Valid		
Intimacy				
IN1	0.929	Valid	0.895	Reliable
IN2	0.940	Valid		
IN3	0.856	Valid		
Passion				
PAS1	0.953	Valid	0.951	Reliable
PAS2	0.965	Valid		
PAS3	0.944	Valid		
Commitment				
COM1	0.963	Valid	0.965	Reliable
COM2	0.975	Valid		
COM3	0.963	Valid		
Customer Loyalty				
CL1	0.894	Valid	0.909	Reliable
CL2	0.945	Valid		
CL3	0.923	Valid		

Source: Results of data processing, 2023

4.2. Model fit testing

Table 4 shows the results of processing fit model testing; of the 8 criteria tested, 6 produce a conclusion of the fit model (RMSEA, NFI, IFI, TLI, CFI, and CMIN/ Df), 1 yield a conclusion of the marginal fit model (GFI), and 1 yield bad model conclusion (p-value chi-square). Because in part big the model fit criteria are met, then testing hypothesis theory can continue.

Table 4 Indicators Testing Model Fit

Type Measurement	Measurement	Model Fit Decision	Results processed	Decision
Absolute fit measures	Chi-square	Low Chi-Square	363,833	
	p-value Chi-Square	≥ 0.05	0.000	Not fit
	GFI	≥ 0.90	0.847	Marginal fit
	RMSEA	≤ 0.10	0.095	fit models
	NFIs	≥ 0.90	0.928	fit models
	IF	≥ 0.90	0.951	fit models
	TLI	≥ 0.90	0.940	fit models
	CFI	≥ 0.90	0.951	fit models
Parsimonious fit measure	CMIN/DF	Between 1 to 5	2.911	fit models

Source: Results of data processing, 2023

4.3. Testing hypothesis

Processing results for hypothesis testing can be seen in Table 5.

Table 5 Testing Hypothesis Study

	hypothesis	Estimates	CR	P	Conclusion
H1	Channel brand image is influential positive on brand love intimacy	-0.637	-2.346	0.019	hypothesis No supported
H2	Channel brand image is an influential positive on brand love and passion.	-1.128	-3.403	0.000	hypothesis No supported
H3	Channel brand image is influential positive on brand love commitment	-0.922	-3.199	0.001	hypothesis No supported
H4	Store images matter positively on brand love intimacy	1.592	6065	0.000	hypothesis supported
H5	Store images matter positively on brand love passion	2077	6.519	0.000	hypothesis supported
H6	Store images matter positively on brand love commitment.	1.841	6.628	0.000	hypothesis supported
H7	Brand love intimacy influential positive on customer loyalty	0.081	0.829	0.203	hypothesis No supported
H8	Brand love and passion are influential positives to customer loyalty.	-0.059	-0.533	0.297	hypothesis No supported

	hypothesis	Estimates	CR	P	Conclusion
H9	Brand love commitment matters positively on customer loyalty	0.855	7.036	0.000	hypothesis supported

Source: Results of data processing, 2023

Study This finds channel brand image has no own influence on brand love (intimacy, passion, and commitment). This is different from the theory previously stated channel brand image influences brand love (Liao et al., 2023). Likewise, with brand love intimacy and brand love passion, no own influence formation customer loyalty is different from research that states the effect of making customers have a strong and sustainable sense of the brand certain (Alnawas & Altarifi, 2016). Whereas store image has a positive influence on brand love (intimacy, passion, and commitment). However only brand love commitment has an influence positive to customer loyalty as theory previously got store image role to loyalty customer No can sure, some studies get store image No ensure customer loyalty (Wang, 2019).

5. CONCLUSION

5.1. Conclusion and Implication

Can be concluded that channel brand image has no own influence on brand love (intimacy, passion, and commitment). Likewise, with brand love intimacy and brand love passion No own influence formation customer loyalty. because the user of vehicle motorized in Indonesia is not will become loyal customers although they love the gas station. Different from store image own impact positive to brand love (intimacy, passion, and commitment). However, only brand love impactful commitments are positive and significant to the realization of customer loyalty to gas stations. Study This can become literature theoretical and technical for a company selling energy Fuel oil at gas stations to increase revenue with make brand love commitment as significant mediation to forming customer loyalty. Gas station entrepreneurs get maximizing store image as means form brand love commitment so that riders and motorists who buy fuel at gas stations can become customer loyal and sustainability business will awake.

5.2. Limitation and Future Research

Study This shows store image own positive influence on brand love (intimacy, passion, and commitment) however No all from variable brand love can become mediation creation loyal customers so that need held study advanced to variable What only can become mediation for customers become loyal, like repurchase intention, Mouth to Mouth (M to M) and Electronic Word of Mouth (EWOM).

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