

MEDIATION ROLE OF BRAND LOVE ON BRAND IMAGE AND BRAND ATTACHMENT TO BRAND LOYALTY (Study on Coffee Shop Couvee Coffee Yogyakarta)

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ABSTRACT

This study aims to determine how much influence brand image and brand attachment have on brand loyalty and examine the effect of brand love as a variable that mediates brand image and brand attachment which will affect brand loyalty. Sources of data used in this study are primary data. The sample in this study were consumers at Couvee Coffee Yogyakarta who had visited and knew about the Couvee Coffee brand. The number of samples obtained was 125 respondents with purposive sampling technique because the sample selection was based on certain criteria. Data collection techniques were carried out by distributing online questionnaires via google form. The multiple linear regression analysis method was processed using SPSS 24. The results showed that the brand image, brand attachment, and brand love variables had a positive and significant effect on brand loyalty, while the brand love variable had a partial and positive effect in mediating brand image and brand attachment on brand loyalty.

Keywords: brand image, brand attachment, brand love, brand loyalty

INTRODUCTION

Brand Image can encourage consumers to remember certain brands (Ebrahim et al, 2016). Brand image not only shows the company's long-term competitive advantage, but also shows consumer satisfaction when he is satisfied with the value offered by the product (Ramadhan & Muthohar, 2019). In addition to brand image there is also attachment to the brand, brand attachment is defined as brand attachment as the bond that the brand has with oneself (Park et al., 2010). Brand attachment will be formed as evidence of customer interest in a brand, generally people will associate brand attachment with brand loyalty as one and the same perspective, but in reality it is a different idea.

Simultaneously, brand image and brand attachment can affect a person's emotional relationship with a brand. In addition, the emotional connection that forces people to own a particular brand is called Brand Love. Therefore, a brand that

is favored by customers will gain a sustainable advantage and win over its competitors (Roberts, 2006). According to Fournier (1998), that customers can create an emotional attachment to a brand and form a strong relationship with it. Love for the brand can affect the level of consumer loyalty. Brand loyalty refers to "a deeply held tendency to consistently re-patronize a preferred brand or service in the future, leading to repeat purchases despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999). Broadly speaking, it can be interpreted that brand image and brand attachment can influence consumers to love the brand, from consumers who love the brand it is expected that consumers can become loyal to the brand.

THEORETICAL BASE

According to Hwang & Kandampully (2012), love is a very intense emotional experience based on the ego of

interpersonal connections and relationships between customers and businesses. In addition, according to Bergkvist, (2010) brand love and interpersonal love are different concepts. According to P. Kotler & Keller (2013) that brand image assessment may be based on various dimensions. The dimensions are the benefits of brand associations in the form of answers and ideas from customers about product information, which are then associated with current brand perceptions. According to Japutra, et al (2018), brand attachment shows a systematic pattern between consumers' expectations, needs, emotions, and social behavior from their previous encounters with the brand. Hussein & Hapsari (2015) mention that attitude loyalty has three dimensions, namely cognitive, affective, and conative.

HYPOTHESES

Research by Cintya Agatha and Widiartanto (2020) proves that there is a strong relationship between brand image and brand love on brand loyalty. Thus, the researcher tries to conclude that the image of a brand can also influence people to how far they are loyal to the brand. Therefore, the hypothesis is obtained:

H1: Brand Image has a direct effect on Brand Loyalty

Previous research conducted by Kusuma B Wardani (2021) with the research title "The Influence of Brand Awareness, Brand Attachment, Product Involvement and Brand Commitment on Brand Loyalty (Study on Career Women of Pocket Paseo Tissue Customers in Purworejo)" showed that brand awareness, brand attachment, and product involvement partially has a positive and significant effect on brand loyalty. Thus, the researcher concludes that brand attachment can also affect the brand loyalty of Couvee Coffee consumers. The researcher raises the following hypothesis:

H2: Brand Attachment Directly Affects Brand Loyalty

Jiraporn Amonwuttikon & Anon Khamwon (2017) have investigated the relationship between brand love and brand loyalty, from their research it was found that brand love and brand loyalty have a positive relationship. Researchers will re-examine the direct effect of brand love on brand loyalty by using different objects, the hypothesis that arises is as follows:

H3: Brand Love has a direct effect on Brand Loyalty

Mega Alinda's research (2020) with the title "The Effect of Brand Experience and Brand Image on Willingness to Pay a Price Premium with Brand Love as an Intervening Variable (Study on Honda HRV Car Owners in Samarinda)" gives the results that directly brand experience, brand image, and brand love has a positive and significant impact on willingness to pay premium prices. The results of Mega Aulianda's research (2020) show that brand love is a mediating variable for brand image. This fourth hypothesis, researchers also place brand love as a mediating variable in the study at Couvee Coffee Yogyakarta, which will later measure whether brand image affects brand love as a mediator or not. So that the following hypothesis can emerge:

H4: Brand Image has an indirect effect on Brand Loyalty through Brand Love

Brand engagement has the effect of forecasting customer repurchase decisions and future brand needs from customer encounters (Park et al., 2010). This relationship is expected to be mediated by brand love so that it can make customers more loyal to certain brands. Based on research conducted by Jiraporn Amonwuttikon & Anon Khamwon (2017) brand love and brand loyalty have a positive relationship. So that researchers use brand love as a mediating variable between brand attachment and brand loyalty, the following hypothesis emerges:

H5: Brand Attachment indirectly affects Brand Loyalty through Brand Love

METHOD

The scope of research

This research was conducted on all consumers who have visited Couvee coffee shops throughout Yogyakarta, which aims to find out the influence of the mediating role of brand love on brand image and brand attachment to brand love.

Research Samples and Data

Research Population

The population is a universal and comprehensive area coverage consisting of quality, superior, and unique objects or subjects following what is determined by the researcher, and then conclusions are drawn (Sugiyono, 2012). This research makes coffee shop consumers research subjects.

Research Sample

According to Hasan (2002), the sample is part of the population taken especially and represents certain characteristics, is clear and complete, and represents the population. Purposive sampling is a sample obtained from certain criteria that are applied according to the research objectives

Independent variable

The independent variable is a variable that has an effect on the emergence of the dependent variable (Sugiyono, 2012). The independent variables in this study are brand image and brand attachment.

Variable mediator

The mediator variable is a variable that will be the bridge or intermediary of the relationship between the independent variable and the dependent variable. According to Baron & Kenny (1986), a variable is an effective mediator variable when its overall role contains a greater proportion of indirect role paths than direct role path ways. The mediating variable in this study is brand love

Dependent variable (dependent)

The dependent variable is a variable that is influenced by the independent

variable (Sugiyono, 2012). Brand loyalty is the dependent variable in this study.

Analysis Methods and Techniques

According to Sugiyono (2017), data analysis is an activity carried out after all respondent data is obtained. The data analysis methods used include descriptive statistics, validity tests, reliability tests, normality tests, and multicollinearity tests. Heteroscedasticity test. F test, coefficient of determination, multiple regression analysis, and t-test. this study used SPSS 24.

In descriptive statistics, the mean, standard deviation, maximum variance, minimum number, range, kurtosis, and slope of the distribution (skewness) are used to describe and explain the observed data (Imam Ghozali, 2011).

Characteristics of Respondents Based on Visits

Overall respondents were 125 respondents but in processing the data the researchers only used 114 respondents because 11 of them did not know about Couvee Coffee.

Characteristics of Respondents by Gender

For the male gender, there were 60 respondents with a percentage of 52.6%, while for female respondents there were 54 respondents with a percentage of 47.4%.

Characteristics of Respondents Based on Education

Respondents who filled out the most distributed questionnaires were SMA/equivalent with a total of 93 respondents and a percentage of 74.4%, followed by Bachelors with a total of 27 respondents and a percentage of 21.6%. Then 4 respondents for Diploma with a percentage of 3.3%. SMP respondents with 1 respondent with a percentage of 0.8%, then for SD there are no respondents who fill in.

Characteristics of Respondents Based on Occupation

Respondents who filled in the most were those who had jobs as students with a

total of 79 respondents with a percentage of 69.3%. Then the second most are those who have jobs as employees with a total of 13 respondents who have a percentage of 11.4%. Then followed by entrepreneurs with 11 respondents with a percentage of 9.6%, followed by housewives with 4 respondents (3.5%), Students with 3 respondents (2.6%), internships with 1 respondent (0.9%), beauty advisors 1 respondent (0.9%), and the last respondent who filled in the other 2 respondents with a percentage of 1.8%.

Characteristics of Respondents Based on Income

Most respondents were in the range of Rp. 500,000 - Rp. 1,500,000 as many as 74 respondents with a percentage of 64.9%, then followed by the range > Rp. 3,500,000 as many as 16 respondents with a percentage of 14%. The next respondents were in the range of Rp. 1,500,000 - Rp. 2,500.00 as many as 11 respondents (9.6%), in the range of Rp. 2,500,000 - Rp. 3,500,000 as many as 7 respondents (6.1%), and finally in the range of < Rp. 500,000 as many as 6 respondents with a percentage of 5.3%.

Validity Test

Validity Test Results

Item	r count	desc
BI 1	0,786	Valid
BI 2	0,590	Valid
BI 3	0,767	Valid
BI 4	0,496	Valid
BI 5	0,705	Valid
BI 6	0,697	Valid
BI 7	0,684	Valid
BI 8	0,685	Valid
BA 1	0,866	Valid
BA 2	0,801	Valid
BA 3	0,763	Valid
BA 4	0,830	Valid
BA 5	0,704	Valid
BLV 1	0,822	Valid
BLV 2	0,683	Valid
BLV 3	0,835	Valid
BLV 4	0,808	Valid
BLV 5	0,849	Valid
BLV 6	0,284	Valid
BLV 7	0,839	Valid
BLV 8	0,866	Valid
BLY 1	0,758	Valid
BLY 2	0,724	Valid

BLY 3	0,768	Valid
BLY 4	0,859	Valid
BLY 5	0,821	Valid
BLY 6	0,650	Valid
BLY 7	0,841	Valid
BLY 8	0, 893	Valid

Source: Primary Data, Processed (2022)

Said to be valid if the value of r count > r table

Reliability Test

Reliability Test Results

Variable	Nilai Cronbach's Alpha	desc
BI (X1)	0,838	Reliabel
BA (X2)	0,870	Reliabel
BLV (Z)	0,877	Reliabel
BLY (Y)	0,907	Reliabel

Source: Primary Data, Processed (2022)

The results of each cronbach alpha value of all variables are greater than 0.60. So it can be stated that all the variables used in the questionnaire are reliable and stable.

Normality test

Normality Test Results

Kolmogorov-smirnov	sig.	desc
	0,053	Normal distributed data

Source: Primary Data, Processed (2022)

This test uses the Kolmogrov-Smirnov method. normality test can be said to be normally distributed because it is known that the significance of 0.053 is greater than the significance value of 0.05. So it can be concluded that the normality test value is good data with normal distribution.

Multikolinearity Test

Multikolinearity Test Results

Variable	Tolerance	VIF	Ket
BI (X1)	0,209	4,795	There is no multicollinearity
BA (X2)	0,153	6,543	There is no multicollinearity
BLV (Z)	0,134	7,485	There is no multicollinearity

Source: Primary Data, Processed (2022)

The data shows that the independent variables, namely the taste of the drink, strategic location, comfort of the place, and hygiene have a VIF value < 10 or a tolerance value > 0.10 . Therefore, from the table it is stated that there is no multicollinearity in the independent variables.

Heteroscedasticity Test

Heteroscedasticity Test Results

Variabel	Nilai Sig.	Ket
BI (X1)	0,086	There is no heteroscedasticity
BA (X2)	0,570	There is no heteroscedasticity
BLV (Z)	0,298	There is no heteroscedasticity

Source: Primary Data, Processed (2022)

In this study, researchers tested the presence or absence of heteroscedasticity by using the glejser test. These data explain that the four independent variables are free from heteroscedasticity. This can be seen from the significance value > 0.05 alpha value, which is between 0.086 – 0.570. So it can be concluded that the regression model does not contain heteroscedasticity.

F test, coefficient of determination, multiple regression analysis, and t-test

F Test

F . Test Results

Model	F	Nilai Probabilitas
Regression	2261,100	0,000

Source: Primary Data, Processed (2022)

The F statistic test for the regression equation obtained a probability with a value of 0.000. This value is smaller than the value of (0.05), it is stated that this research model is feasible to use.

Coefficient of Determination Test (R^2)

Coefficient of Determination Test Results

Adjusted R Square	Std. Error of the Estimated
0,896	2,578

Source: Primary Data, Processed (2022)

The results of the data above state that the adjusted r square value is 0.896 or 89.6%, which means that the independent variable

in this study can explain the dependent variable by 89.6% and the rest is explained by variables outside this study, which is 10.4% .

Multiple Regression Analysis

$$Y = -0.135 + 0.395BI + 0.318BA + 0.407BLV$$

a. The constant value of -0.135 indicates that without the influence of the independent variables used in this study, the success value of Brand Loyalty is -0.135.

b. The regression value of the influence of Brand Image is 0.395, which means that each increase in Brand Image by one (1) unit will increase Brand Loyalty by 0.395.

c. The regression value of the influence of Brand Attachment is 0.318, which means that each increase of one (1) unit of Brand Attachment will increase Brand Loyalty by 0.318.

d. The regression value of the influence of Brand Love is 0.407, which means that each increase in Brand Loyalty by one (1) unit will increase Brand Loyalty by 0.407.

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Variable	B	T	Sig.	Hipotesis	Conclusions
Konstan	-0.135	-0.134	0,894		
BI	0,395	6,251	0,000	H1	Supported
BA	0,318	2,542	0,012	H2	Supported
BLV	0,407	4,766	0,000	H3	Supported

Source: Primary Data, Processed (2022)

a. The significance value of the Brand Image variable is 0.000 < 0.05 and the coefficient value is 0.395, which means that the Brand Image variable has an effect on Brand Loyalty. H1 is supported.

b. The significance value of the Brand Attachment variable is 0.012 < 0.05 and the coefficient value is 0.318 which means that the Brand Attachment variable has an effect on Brand Loyalty. H2 is supported.

c. The significance value of the Brand Love variable is 0.000 < 0.05 and the coefficient value is 0.407, which means that the Brand Love variable has

an effect on Brand Loyalty. H3 is supported.

Sobel Test

Sobel Test Results on X1

The Influence of Brand Image on Brand Loyalty with Brand Love as Mediating Variable

Variable	coefficient	Standard error
(a)	0,886 (a)	0,037 (a)
(b)	0,442 (b)	0,062 (b)

Source: Primary Data, Processed (2022)

Based on the results of the Sobel Test, it can be seen that the t-count value is 6.832 > 1.96. These results indicate that there is mediation, so H4 is supported.

Sobel Test Results on X2

A: 1.473 ?
B: 0.549 ?
SE_A: 0.068 ?
SE_B: 0.138 ?
Calculate!

Sobel test statistic: 3.91282102
One-tailed probability: 0.00004561
Two-tailed probability: 0.00009122

A: 0.886 ?
B: 0.442 ?
SE_A: 0.037 ?
SE_B: 0.062 ?
Calculate!

Sobel test statistic: 6.83265925
One-tailed probability: 0.0
Two-tailed probability: 0.0

The Effect of Brand Attachment on Brand Loyalty with Brand Love as Mediating Variable

Variable	coefficient	Standard error
(a)	1,473 (a)	0,068 (a)
(b)	0,549 (b)	0,138 (b)

Sumber: Data primer, diolah (2022)

Based on the results of the Sobel Test, it can be seen that the t-count value is 3.912 > 1.96. These results indicate that there is mediation, so H5 is supported.

Discussion of Test Results

Hypothesis 1 is supported: Brand Image has an effect on Brand Loyalty. This explains that the brand image or brand image owned by Couvee Coffee is seen as good by consumers so that it creates a sense of loyalty to the Couvee Coffee brand (brand loyalty). The products sold at Couvee Coffee give a good image to the coffee shop so that it can make Couvee Coffee consumers have a sense of loyalty to the product. This study is in line with research conducted by Cintya Agatha & Widiartanto (2020) showing the results that the correlation coefficient of brand image and brand love variables on brand loyalty has a very strong relationship.

Hypothesis 2 is supported: Brand Attachment has an effect on Brand Loyalty. This explains that consumer attachment to the brand or brand attachment owned by Couvee Coffee consumers can create a sense of loyalty to the Couvee Coffee brand (brand loyalty). Attachment to a brand arises because of an attraction. The products, atmosphere, and services provided at Couvee Coffee make people interested, from this interest periodically people will feel a sense of belonging to Couvee Coffee so that it creates a sense of loyalty to the Couvee Coffee brand. This research is in line with research conducted by Kusuma B Wardani (2021) which shows that brand awareness, brand attachment, and product involvement partially have a positive and significant effect on brand loyalty.

Hypothesis 3 is supported: Brand Love has an effect on Brand Loyalty. This explains that the sense of love for the brand (brand love) owned by consumers of Couvee Coffee can create a sense of loyalty to the brand (brand loyalty) of Couvee Coffee. One example of the brand love presented by Couvee Coffee is through their products that can create an emotional sense to consumers so that it affects the level of consumer loyalty. This research is in line with research conducted by Amelindha Vania and Kartika Anggraeni (2020) which states that brand love has a positive and significant effect on brand loyalty.

Hypothesis 4 is supported: Brand Love mediates Brand Image which affects Brand Loyalty. This explains that brand love can affect brand image which can affect consumer loyalty to a brand. In Couvee Coffee brand love can mediate brand image which will affect brand loyalty, this is reinforced by research (Luliawati, 2017) which states that brand image has a positive impact on brand love, as well as research by Amelindha Vania and Kartika Anggraeni (2020) which states that brand love has a positive and significant effect on brand loyalty, so it can be concluded that brand love has a mediating element to bridge the role of brand image which will affect brand loyalty.

Hypothesis 5 is supported: Brand Love mediates Brand Attachment which affects Brand Loyalty. This explains that the love of the brand can affect the attachment to the brand which can affect consumer loyalty to a brand. Love for the brand can mediate brand attachment which will affect brand loyalty, this is reinforced by research by Amelindha Vania and Kartika Anggraeni (2020) which states that brand love has a positive and significant effect on brand loyalty and the research of Kusuma B Wardani (2021) shows The results show that brand awareness, brand attachment, and product involvement

partially have a positive and significant effect on brand loyalty, so it can be concluded that brand love has a mediating element to bridge the role of brand attachment which will affect brand loyalty.

Conclusions and recommendations

Conclusion

The results of data processing that has been carried out by researchers can be concluded as follows:

1. Brand Image has a direct influence on Brand Loyalty in Couvee coffee shop.
2. Brand Attachment has a direct influence on Brand Loyalty in Couvee coffee shop.
3. Brand Love has a direct influence on Brand Loyalty in Couvee coffee shop
4. Brand Image has an indirect influence on Brand Loyalty through Brand Love at the Couvee coffee shop.
5. Brand Attachment has an indirect influence on Brand Loyalty through Brand Love at the Couvee coffee shop.
6. Brand Love proves that it can mediate Brand Image and Brand Attachment but Brand Love has a partial nature because without Brand Love, Brand Image and Brand Attachment have been proven to have an effect on Brand Loyalty.

Suggestion

Researchers provide suggestions for further research is expected to be better and quality research from the research conducted by the researcher this time.

Future research is expected to be able to reconsider the time in the data collection process so that it is not too confusing.

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