

**DO BRAND ATTACHMENT AND BRAND LOVE TRULY MEDIATE THE
INFLUENCE OF CONSUMER SATISFACTION ON BRAND LOYALTY
TOWARDS WARDAH COSMETIC PRODUCTS?**



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Abstract

This study aims to analyze the influence consumer satisfaction towards brand loyalty mediated by brand attachment and brand love for Wardah cosmetic products. This study uses a quantitative method with the SEM-PLS analysis approach, involving 160 respondents who are Wardah product users. Data were collected through an online questionnaire. The results of the study show that consumer satisfaction has a significant effect on brand attachment. Consumer satisfaction also has a significant effect on brand love. Consumer satisfaction has a significant direct effect on brand loyalty. Then, brand attachment has a significant direct effect on brand loyalty. Brand love also has a significant effect on brand loyalty. In addition, brand attachment is proven to be a significant mediator between brand satisfaction and brand loyalty. Then, brand love is also proven to be a significant mediator between consumer satisfaction and brand loyalty.

Keywords: Consumer Satisfaction, Brand Loyalty, Brand Attachment, Brand Love

INTRODUCTION

In an era of increasingly tight competition, consumer loyalty is one of the key factors for a company's success (Pangestu & Kuswati, 2024). Currently, beauty products are growing rapidly along with changes in people's lifestyles and increasing incomes (Sibuea et al, 2022). The cosmetics industry in Indonesia has experienced significant growth over the past few years. One of the local brands that has managed to stand out in this market is Wardah. This brand is not only known for its high-quality products but also for its innovative approach to meeting consumer needs with halal cosmetics. The Wardah brand is a cosmetic product from PT Paragon Technology and Innovation, a pioneering Halal cosmetics industry in Indonesia. Founded in 1995, the company began to gain popularity in the 2010s. With its halal cosmetic theme, Wardah has managed to compete with various domestic and imported cosmetics. Wardah has many types of products that have been produced; the types of Wardah products have different uses. Wardah has products as a whole, more or less, have types of products such as makeup, skincare, haircare, and bodycare. The Wardah products are adjusted to the consumer's skin color, so that consumers can understand or choose the type of product according to their respective skin. The success of the Wardah brand is proven by being the first Indonesian brand to enter the Global Fastest Growing Brand ranking in 2014-2015 (Yusnia Oktavia1, 2023).

To continue to survive and grow, this company must ensure that its consumers are satisfied and have a strong emotional connection with their products. Loyalty is very important for every company that wants to maintain business continuity in the future (Management of Human Capital and Business et al., nd). Customer loyalty is a customer's effort to remain loyal with full awareness, satisfaction and strong pleasure towards a product or service followed by repeat purchases (Rio Sasongko & Author, 2021). According to Griffin in Sukei (2009) a customer is said to be loyal if the customer shows regular purchasing behavior or there is a condition that requires the customer to buy at least twice within a certain time interval (Mashuri, 2020). Kotler and Keller (2018) state that loyalty is a deeply held commitment to buy or support a preferred product or service in the future even though the influence of situations and marketing efforts have the potential to cause customers to switch. Consumer loyalty is a consumer's effort to remain loyal with awareness, a strong

impression of quality, satisfaction and pride in a product followed by repeat purchases. Cristopher and Lauren in Setiawan (2011) loyalty is the willingness of customers to continue subscribing to a company in the long term, by purchasing and using its goods and services repeatedly, and willingly recommending the company's products to others. According to Selnes (Selnes, 1993) in Al-Rasyid (2018) Customer loyalty can be formed if customers are satisfied with the brand or level of service received, and intend to continue the relationship. Kotler (2002) customer loyalty reflects customer loyalty to a brand.

Customer loyalty is inseparable from the satisfaction that has been felt by the customer. Satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought of against the expected performance (results). If performance is below expectations, the customer is dissatisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy (Kotler and Keller, 2018). According to Tjiptono (2012) in Sahabuddin (2019) satisfaction is the difference between expectations and performance. Consumer satisfaction is always based on efforts to eliminate or narrow the gap between expectations and performance. Meanwhile, according to Fecikova (2010) in Sahabuddin (2019) satisfaction is a feeling that results from evaluating what is felt compared to expectations, which is related to the desires and needs of the customer in a product or service. Based on the opinions of experts, it can be concluded that satisfaction is a feeling of pleasure that arises from a person because their needs or desires can be fulfilled. The satisfaction obtained by customers is the result of an evaluation or assessment of the features of the products or services they use to fulfill their needs, where the performance meets or even exceeds expectations.

Customer satisfaction is a part related to the creation of customer value. The creation of customer satisfaction means providing benefits to the Company, namely, among others, the relationship between the company and its customers becomes harmonious, providing a good foundation or the creation of customer satisfaction that can benefit the company so that there is interest from customers to buy or use the company's services. Every Company must strive to achieve the goal of creating and retaining customers, the company must produce and deliver products or services that customers want. Thus, every Company must direct its

business activities to produce products that can provide customer satisfaction. (Rahayu, 2023). Kotler and Keller (2009:138) argue that consumer satisfaction is someone who feels satisfied or disappointed that arises from the expectations of the products or services they use. Kotler and Armstrong (2008:16) argue that consumer satisfaction is the consumer's perception of the performance of a product purchased based on the expected expectations. If the product does not match expectations, the customer will be disappointed and their level of satisfaction will decrease, but if the product is as expected, the customer will be happy and their level of satisfaction will increase.

Brand satisfaction is an actual response from consumers who have consumed a product to its quality. According to (Kotler & Armstrong, 2014), brand satisfaction is a form of performance obtained from a product that meets consumer expectations. In previous studies, there were opinions related to brand satisfaction factors that had a significant influence according to (Shanti et al., 2019). Meanwhile, according to (Purnomo & Oktaria, 2018), the characteristics of brand customers, one of which consists of brand satisfaction, have an influence on brand loyalty simultaneously or partially. Meanwhile, according to (Susilowati & Handayani, 2015), customer satisfaction has a significant influence on loyalty. In these studies, satisfaction greatly influences consumer loyalty to brands. The more satisfied consumers are, the more their loyalty or loyalty to a particular brand increases.

Satisfaction is fulfilled, brand attachment can be said to be a consistent action based on commitment and satisfaction. According to Paul (1999) brand attachment can be defined as the ability to retain customers and encourage them to return. Customer attachment to a brand can be seen from how far customers choose to buy a particular brand compared to other brands. (Rengganis et al., 2021a). Brand attachment influences brand-related activities. Brand attachment has become one of the core constructs in the customer-brand relationship literature. Academics and industry experts often consider brand attachment to be more important than attitude and brand loyalty in building long-term relationships. Theoretically, brand attachment refers to a customer's strong emotional connection to a brand where the customer considers the brand as part of the customer's self-concept. Overall, brand attachment is expected to have a positive impact on the profitability and brand equity expected by the company (Shimul, 2022). Brand attachment is based on experience.

Attachment has strong motivation and behavior towards the target object, while attitude is not as strong as manifesting motivation or behavior. Brand attachment produces specific behavior that will serve the need to maintain the relationship. A strong brand-self relationship or strong attachment will develop over time and develop from real personal experiences (4. Dwi Martiyanti (1), nd)

In an effort to meet daily needs, consumers will buy products with brands that have been purchased before. When consumers have a feeling of satisfaction with a product or service, it will lead consumers to brand love (Made et al., nd). Customer satisfaction also plays an important role in the mechanism of brand love. Brand love can be defined as an emotional bond between customers and a particular brand that can arise due to satisfaction from previous experiences (Wisanggeni Bagus Anggoro1*, 2019). Brand love is an emotion felt by consumers accompanying consumer satisfaction with the brand they love, thus stating that consumer satisfaction has a positive and significant effect on brand love. The better the satisfaction obtained by consumers after using a product, the higher the love for the product. Brand love is unpredictable and immeasurable. The feeling of love for a brand can grow when customers have a sense of satisfaction and deep interest in a brand. Brand love is one of the important things in marketing. Brand love can be identified by the customer's desire to make repeat purchases on a particular brand (Luluk Intan Kusuma Wardani, 2023).

REVIEW OF LITERATURE

Brand Satisfaction

Satisfaction has been defined as a type of cognition and outcome of a particular purchasing or consumption experience. In addition, it involves an evaluation process in which the consumer compares expected performance with what is received. (Mohammad Gifari Sono, nd). Satisfaction in general means a feeling of pleasure or disappointment that a person has and is the result of comparing the expectations of a product based on the performance or results of a product or service. If a product meets their expectations, then consumers will feel satisfied. Meanwhile, if it exceeds expectations, customers are very satisfied or happy (Kotler & Keller, 2016). Consumer satisfaction itself is one of the most important aspects in retaining customers and is an important indicator in evaluating company

performance, because it is related to the profits obtained by the company. According to Kotler & Keller (2016) wise business people generally routinely measure consumer satisfaction, because it is the key to retaining customers. Satisfied and loyal consumers tend to give positive testimonials about products and companies to others. Kotler & Armstrong (2018) also explain that the key to maintaining consumer relationships is creating high customer value and satisfied consumers tend to become loyal consumers. Kotler (2002) in (Wiyadi, nd) said that there are 5 main factors in increasing consumer satisfaction that companies must pay attention to, namely:

- a. Product quality, consumers are satisfied when the products they use are of high quality.
- b. Service quality, consumers feel satisfied when they receive good service and meet their expectations.
- c. Emotionally, consumers tend to feel satisfied and proud when they receive assurance from others that they will be amazed by the product they use.
- d. Price, products that have a relatively cheap price even though the quality is the same will tend to have a higher value.
- e. Cost, consumers who do not have to spend additional costs to get a product, then they will be more satisfied.

Brand Satisfaction or brand satisfaction is where the performance of a product is felt to be in accordance with the buyer's expectations, if the performance of a product or service is in accordance with expectations, the customer will feel satisfied. Smart companies aim to satisfy customers by providing more than they promise. Customers who are satisfied with a product can lead to loyalty. Brand satisfaction or brand satisfaction is a customer response to the actual quality of a product and the expectations that customers previously wanted after customers consumed it (Kusuma, 2014). Cleopatra (2015) explains that brand satisfaction is the result of a subjective evaluation of a brand when consuming it once or continuously (University et al., nd-a). According to (Kotler & Armstrong, 2014), brand satisfaction is a form of performance obtained from a product that meets consumer expectations. In previous studies, there were opinions related to brand satisfaction factors that had a significant influence. Meanwhile, according to (Purnomo & Oktaria, 2018), the characteristics of brand customers, one of which consists of brand satisfaction, have an influence on brand loyalty

simultaneously or partially. Meanwhile, according to (Susilowati & Handayani, 2015), customer satisfaction has a significant influence on loyalty. In these studies, satisfaction greatly influences consumer loyalty to brands. The more satisfied consumers are, the more their loyalty or loyalty to a particular brand increases (Hertiwi Khasanah et al., nd)

Brand Loyalty

Kotler (2016) defines loyalty as an individual's commitment to repurchase and/or promote the products or services used. High brand loyalty shows consumer loyalty, and is able to suppress consumers not to switch to other brands. Loyalty is defined as a commitment to repurchase a product, and consistently in the future to always repurchase even though there are situational influences and marketing efforts. Brand loyalty is a description of consumer attitudes and behavior preferences for a brand. Brand loyalty is also defined as a form of customer loyalty to a brand. From several statements, it can be concluded that brand loyalty always refers to the interest in repurchasing and loyalty of consumers to a brand that is carried out continuously to obtain satisfaction. Brand loyalty is also closely related to the experience of using a product. Without sales and no experience in the consumer after using a product, brand loyalty cannot occur. When loyalty increases, consumers who already love the brand without being asked will promote and recommend the product and service to others. According to (Wiyadi, nd) said that there are 4 main factors in forming brand loyalty, namely:

- a. Perceived product superiority.
- b. The belief that a person has in the brand (personal fortitude), meaning that consumers believe in a brand that they can carry out and perform its functions well.
- c. Attachment to a product or company, meaning that consumers who already have an attachment to a product will have a strong preference so that they can clearly differentiate competing products.
- d. The satisfaction that consumers get, meaning that consumers who have tried a product and it meets their expectations will feel satisfied.

Brand loyalty is defined as a form of intrinsic consumer commitment to carry out repeated purchasing activities of a brand (Alhaddad, 2015). Based on the opinion of (Schiffman & Wisenblit, 2015) brand loyalty is a process carried out by consumers in studying purchases on a particular brand without considering other alternatives on the same

type of product. According to (Tamindael and Tommy Setiawan Ruslim, nd) states that brand loyalty is a choice made by consumers to buy a particular brand compared to other brands in a product category. As intended by maintaining commitment to consumers with the aim that consumers make repeat purchases in the future. According to Ballester and Aleman (2001) brand loyalty is a way for consumers to show their satisfaction with the performance of the product or service received. Sumarwan (2011) explains that brand loyalty is interpreted as a positive attitude of a consumer towards a brand, consumers have a strong desire to repurchase the same brand now and in the future. This strong desire is proven by always buying the same brand.

Brand Stickiness

The concept of brand attachment is borrowed from the attachment theory proposed by Bowlby (1982). Emotional brand attachment is an important construct in the marketing literature, as it describes the strength of the bond that consumers have with a brand. As customers become more connected to a brand, they are more likely to maintain closeness to the brand, as the presence of the attachment object offers feelings of comfort, happiness, and security. Thus, it is assumed that customers who have a higher level of emotional attachment to a brand are willing to commit to a long-term relationship with the brand.(Mohammad Gifari Sono, nd).Emotional attachment to a brand is an important concept in marketing literature, as it describes the strength of the bond a consumer has to a brand.

This bond then influences their behavior and in turn drives the profitability of the company and the lifetime value of the customer. Psychological attachment to a particular brand, as demonstrated through ownership and emotional significance, can be an important determinant of consumer behavior, such as repeat purchase of the brand, willingness to expend resources to acquire the brand (e.g. money and effort), which ultimately leads to brand loyalty. Among the various definitions of emotional attachment to a brand, Thomson et al. (2005) defined it as the positive emotional outcome of a strong relationship between a consumer and a brand. They were the first to develop a measure of emotional attachment to a brand by conceptualizing it as an emotional bond, affection, passion, and connection to measure attachment.

Further research explains that brand attachment includes emotional and cognitive bonds, which reflect the relationship between the brand and the self. In this study, emotional attachment is a relationship-based construct that reflects the emotional bond that connects individuals to consumption entities (eg brands, people, places, or objects). This emotional bond is generated from experiences accumulated over time and various interactions between consumers and brands. Ramiz (2014) stated that customers who are happy and satisfied with branded products will also tell others to buy them. Consumers tend not to switch to other different brands and tend to repeat purchases. A consumer's attachment to a brand can be seen from how far consumers choose to buy a particular brand compared to other brands stating that brand relationships are a richer concept than psychological evaluations of customer brands because they provide better information about what is meant by strong and long-lasting consumer-brand relationships (Rengganis et al., 2021b).

Love for Brand

Brand love or brand love is a level of passionate and passionate emotional attachment that exists in consumers who are satisfied with a particular brand (Kadarusman et al., 2019). According to (Carroll & Ahuvia, 2006) Brand love or brand affection is a strong level of emotional attachment in consumers and consumers are satisfied with the brand (Business and Economics et al., 2021) said that brand love is a form of attitude that satisfied consumers have towards a brand and is described as a level of passionate emotional attachment to a particular brand. Brand love is found by consumers through various aspects of the brand or product, such as good product quality, brand identity, emotional attachment to the brand, positive influence and frequent use of the product so that brand love will show an attraction.

Brand love is a useful marketing strategy in an effort to turn loyal customers into supporters or influencers who are emotionally attached, passionate and satisfied to a brand. (Luluk Intan Kusuma Wardani, n.d.) states that brand love is a strong desire, attachment, positive evaluation and response, and a statement of love for a particular brand. From several statements, it is concluded that brand love is an emotional experience that comes from the relationship between consumers and brands. This strong relationship is what makes consumers love the product.

Brand love is a useful marketing strategy in an effort to turn loyal customers into supporters or influencers who are emotionally attached and satisfied to a brand. Brand love is a strong desire, attachment, positive evaluation and response, as well as a statement of love for a particular brand. From these statements, brand love is an emotional experience that comes from the relationship between consumers and brands. This strong relationship is what makes consumers love the product (Wiyadi, nd)says a product is a good or service that can attract someone to have feelings of love.

A person's love for a product is unpredictable and difficult to measure. Feelings of love can grow because consumers have a deep feeling of attraction to a brand compared to competing brands. Brand love is one of the important things in marketing. Brand love is able to identify consumers' desire to make repeat purchases on a particular product. Brand love can also identify the willingness of consumers to pay a high price for a product that they truly love. The feeling of love that consumers already have will make the relationship that can be formed between consumers and the brand stronger. So, the higher the level of consumer love for a particular brand, this can result in brand loyalty (Wiyadi, nd)

Research Framework

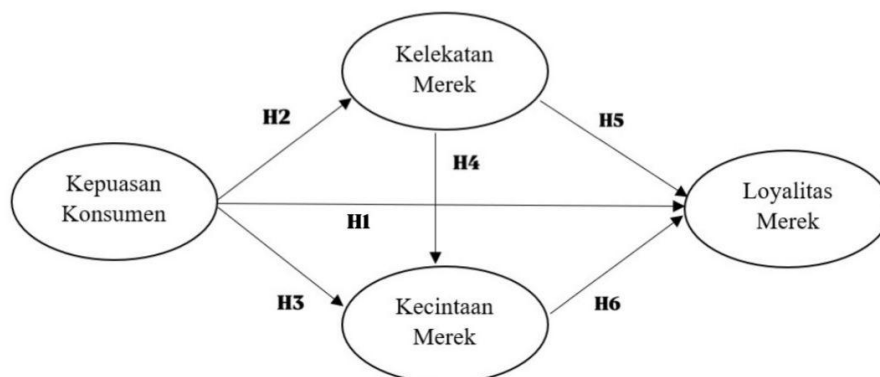


Figure 1
Research Framework

Hypothesis Testing:

H1: Consumer satisfaction has a positive effect on brand loyalty.

H2: Consumer satisfaction has a positive effect on brand attachment.

H3: Consumer satisfaction has a positive effect on brand love.

H4: Brand attachment has a positive effect on brand love.

H5: Brand attachment has a positive effect on brand love.

H6: Brand love has a positive effect on Brand Loyalty

H7: Brand attachment mediates the effect of consumer satisfaction on brand loyalty.

RESEARCH METHOD

This study uses quantitative research methods, quantitative research based on a certain population or sample, data collection using instruments. The population in this study are all users of Wardah products with a minimum age of 17 years and users of Wardah products. This study chooses a nonprobability sampling method, especially purposive sampling. This method is based on subjective considerations of researchers. The number of samples is $7 \times 22 = 154$ respondents rounded up to 160 respondents. Measurements in this study used a 1-5 Likert scale with an analysis method using SEM-PLS with SmartPLS software ver. 3.9.9.

RESULTS AND DISCUSSION

Data Instrument Test

The following is a schematic of the proposed PLS program model:

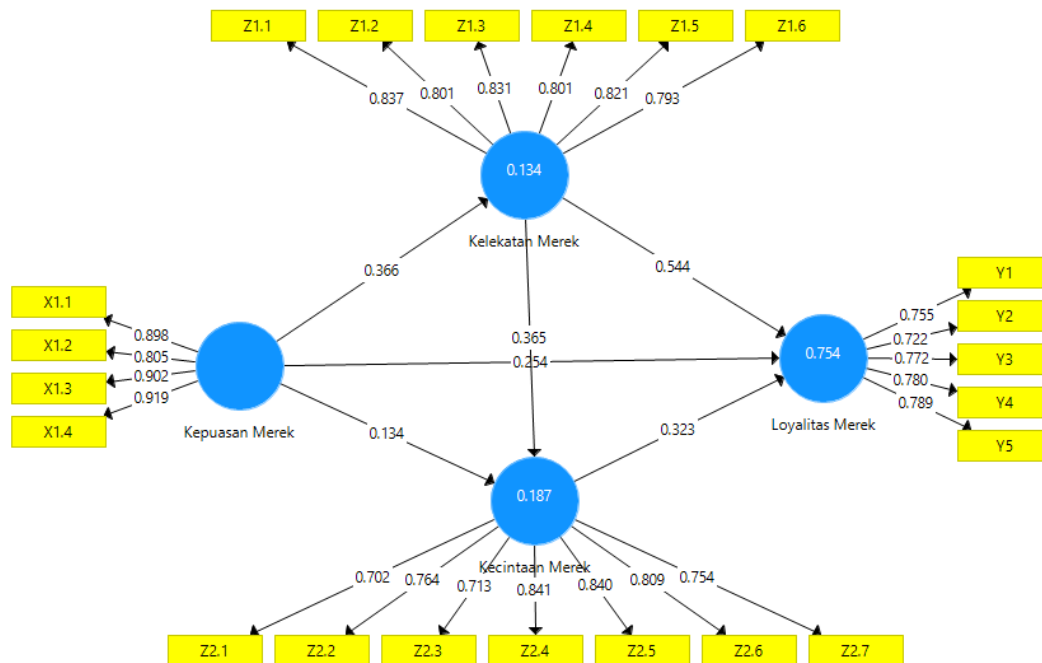


Figure 1.
Outer Model

In this model analysis, the relationship between latent variables and their indicators is specified.

Validity Test Analysis

In using Smart PLS, validity measurements are carried out in 2 ways and the results of the analysis that have been carried out are:

Convergent Validity

Each statement representing each variable has a loading factor value > 0.6 (Hair et al, 2010), so it can be concluded that the statement representing each variable is valid and/or meets the requirements for research.

Discriminant Validity

The findings of this test with average variance extracted (AVE) show that the AVE value produced by each variable used is > 0.5 as follows:

Table 2.
Results of Average Variance Extruded (AVE) Analysis

Variables	Average Variance Extracted (AVE)
Brand Love	0.603
Brand Stickiness	0.663
Brand Satisfaction	0.778
Brand Loyalty	0.584

Source: Primary Analysis Data, 2025

Based on the results, it shows that each variable has good discriminant validity.

Reliability Test Analysis

In this measurement, there are 2 methods used in this study, namely:

Composite Reliability

The composite reliability results are shown as follows:

Table 3.
Results of Composite Reliability Analysis

Variables	Composite Reliability
Brand Love	0.914
Brand Stickiness	0.922
Brand Satisfaction	0.933
Brand Loyalty	0.875

Source: Primary Analysis Data, 2025

Judging from the Composite Reliability value for each variable, the value of > 0.7 shows that the four variables are reliable.

Cronbach's Alpha

The following is a presentation of table 4, which is reinforced with figure 1 showing the Crohn's alpha value of each variable:

Table 4.
Cronbach's Alpha

Variables	Cronbach's Alpha
Brand Love	0.890
Brand Stickiness	0.899
Brand Satisfaction	0.905
Brand Loyalty	0.823

Source: Primary Analysis Data, 2025

These results can show that each research variable has met the Cronbach's Alpha value requirements, so it can be concluded that all variables have a high level of reliability.

Structural Model Analysis (Inner Model)

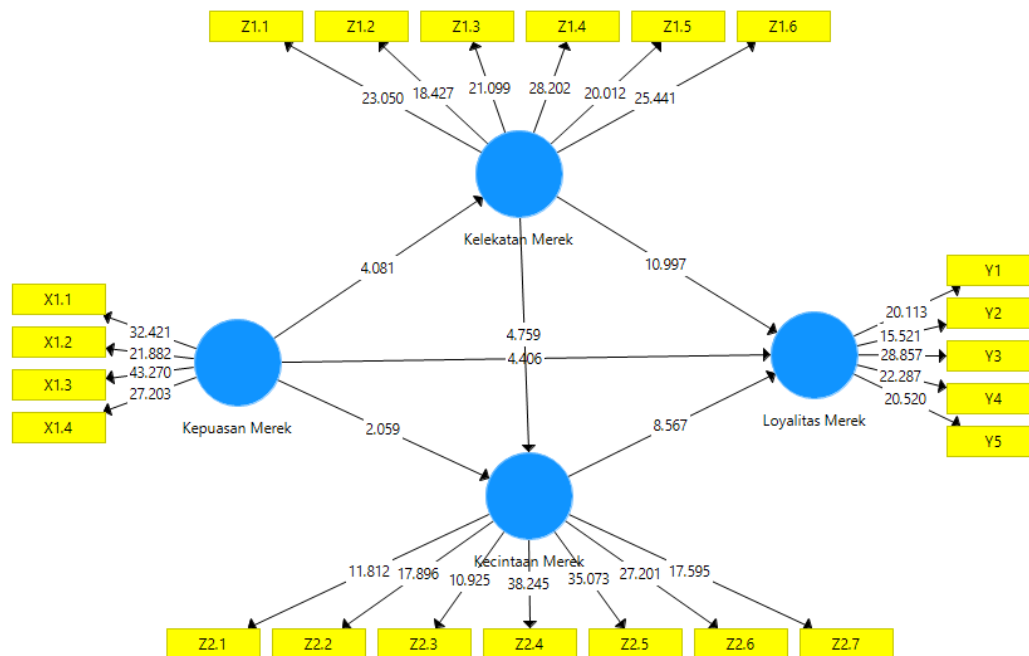


Figure 2
Inner Model

Inner model shows the strength of the estimation between latent variables or constructs. This study will explain the results of the path coefficient test, goodness of fit test and hypothesis test. In assessing the structural model with PLS, among others:

Goodness of Fit Analysis

This test is to determine whether the model formed is worthy of being researched or not by looking at the results of the research conducted, namely:

Table 5.
R Square Results

Model	R Square	R Square Adjusted
Brand Love	0.187	0.176
Brand Stickiness	0.134	0.128
Brand Loyalty	0.754	0.749

Source: Primary Analysis Data, 2025

These results show the assessment of goodness of fit using Q-square with the calculation:

$$\begin{aligned} \text{Q square} &= 1 - [(1-R21) \times (1-R22)] \\ &= 1 - [(1-0.176) \times (1-0.128) \times (1-0.749)] \\ &= 1 - (0.985 \times 0.951 \times 0.257) \\ &= 1 - 0.180351 \\ &= 0.820 \end{aligned}$$

This means that the results of this analysis show that the Q square value of 0.820 means that the level of model diversity shown by the independent variable in explaining the dependent variable is 0.820 or 82.0% and the remaining 18.0% is still influenced by other factors. Thus, from these results, this research model can be stated to have good goodness of fit.

Hypothesis Test Analysis

For the results of processing, the direct influence hypothesis can be seen in the path coefficient table in SmartPLS bootstrapping. The test results can be seen through the bootstrapping test table as follows:

Direct Influence

This path coefficient test will show how strong the influence of the independent variable is on the dependent variable. The path coefficient can explain the largest to smallest influence.

Table 6.
Results of Direct Influence Tests (Path Coefficients)

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Love -> Brand Loyalty	0.323	8,567	0,000
Brand Stickiness -> Brand Love	0.365	4,759	0,000
Brand Stickiness -> Brand Loyalty	0.544	10,997	0,000
Brand Satisfaction -> Brand Love	0.134	2,059	0.040
Brand Satisfaction -> Brand Attachment	0.366	4,081	0,000
Brand Satisfaction -> Brand Loyalty	0.254	4,406	0,000

Source: Primary Analysis Data, 2025

The biggest influence is shown in the influence of the brand attachment variable on brand loyalty, with a value of 10.997. Then the second biggest influence is the influence of the brand love variable on brand loyalty, with a value of 8.567. The third biggest influence is the influence of the brand attachment variable on brand love of 4.759. The fourth biggest influence is the influence of the brand satisfaction variable on brand loyalty of 4.406. The fifth biggest influence is the brand satisfaction variable on brand attachment of 4.081. The sixth biggest influence is the brand satisfaction variable on brand love of 2.059. Based on the results of the description, it can be concluded that the overall model in this variable has a positive Path Coefficient value. This can be seen because the greater the Path Coefficient value, the stronger the influence or relationship between the independent variable and the dependent variable.

Model 1 (The Influence of Independent Variables on Brand Attachment, Brand Love)

- a) Partially, the resulting value of the brand satisfaction variable on brand attachment with a t statistic of 4.081 with a p value of 0.000 can be explained by the t statistic value of $4.081 > t_{table} 1.96$ or p value of $0.000 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the brand satisfaction variable has a significant effect on brand attachment.

- b) The resulting value of the brand satisfaction variable on brand love with a t statistic of 2.059 with a p value of 0.040 can be explained by the t statistic value of $2.059 > t$ table 1.96 or p value of $0.040 < 0.05$, then statistically H_0 is rejected or H_a is accepted, meaning that the brand satisfaction variable has a significant effect on brand love.
- c) The resulting value of the brand attachment variable on brand love with a t statistic of 4.759 with a p value of 0.000 can be explained by the t statistic value of $4.759 > t$ table 1.96 or p value of $0.000 < 0.05$, then statistically H_0 is rejected or H_a is accepted, meaning that the brand attachment variable has a significant effect on brand love.

Model 2 (The Influence of Independent Variables on Brand Loyalty)

- a) The resulting value of the brand satisfaction variable on brand loyalty with a t statistic of 4.406 with a p value of 0.000 can be explained by the t statistic value of $4.406 > t$ table 1.96 or p value of $0.000 < 0.05$, then statistically H_0 is rejected or H_a is accepted, meaning that the brand satisfaction variable has a significant effect on brand loyalty.
- b) The value produced on the brand attachment variable towards brand loyalty with a t statistic of 10.997 with a p value of 0.000 can be explained by the t statistic value of $10.997 > t$ table 1.96 or p value of $0.000 < 0.05$, then statistically H_0 is rejected or H_a is accepted, meaning that the brand attachment variable has a significant effect on brand loyalty.
- c) The value produced on the brand love variable towards brand loyalty with a t statistic of 8.567 with a p value of 0.000 can be explained by the t statistic value of $8.567 > t$ table 1.96 or p value of $0.000 < 0.05$, then statistically H_0 is rejected or H_a is accepted, meaning that the brand love variable has a significant effect on brand loyalty.

Indirect Effect Testing

This analysis is more to explain the results of significant influence indirectly or using mediation. The results of the analysis are:

Table 7.
Results of Indirect Effect Analysis

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Satisfaction -> Brand Attachment -> Brand Love	0.133	3,408	0.001

Brand Attachment -> Brand Love -> Brand Loyalty	0.118	4,360	0,000
Brand Satisfaction -> Brand Love -> Brand Loyalty	0.043	1,995	0.047
Brand Satisfaction -> Brand Attachment -> Brand Loyalty	0.199	4,407	0,000

Source: Primary Analysis Data, 2025

These results indicate that the t-statistic value of 4.407 and p-value of 0.000 and with a coefficient of 0.199 on brand satisfaction towards brand loyalty mediated by brand attachment, shows a positive direction of 0.199. These results prove that brand attachment can mediate positively and significantly between brand satisfaction and brand loyalty.

The results of the mediation of the two t-statistic values of 1.995 and p-value of 0.047, and with a coefficient of 0.043 on brand satisfaction towards brand loyalty mediated by brand love, showed a positive direction of 0.043. These results prove that brand love can mediate positively and significantly between brand satisfaction and brand loyalty.

The results of the third mediation of the t-statistic value of 3.408 and p-value of 0.001, and with a coefficient of 0.133 on brand satisfaction towards brand love mediated by brand attachment, showed a positive direction of 0.133. These results prove that brand attachment can mediate positively and significantly between brand satisfaction and brand love.

The results of the fourth mediation of the t-statistic value of 4.360 and p-value of 0.000, and with a coefficient of 0.118 on brand attachment to brand love mediated by brand love shows a positive direction of 0.118. These results prove that brand love can mediate positively and significantly between brand attachment to brand loyalty.

The Influence of Consumer Satisfaction on Brand Loyalty

Based on the results, it shows that brand satisfaction has a positive and significant effect on brand loyalty. This is following the results of the hypothesis test, which shows a value greater than the t table (1.96), which is 2.532, with a large influence of 0.234 and P Values <0.05 of 0.012. So it can be concluded that brand satisfaction has a positive and significant effect on brand loyalty.

The Influence of Consumer Satisfaction on Brand Attachment

Based on the results, it shows that brand satisfaction has a positive and significant effect on brand attachment. This is in accordance with the results of the hypothesis test which

shows a value greater than the t table (1.96), which is 2.110 with a large influence of 0.147 and P Values < 0.05 of 0.035. So it can be concluded that brand satisfaction has a positive and significant effect on brand attachment.

The Influence of Consumer Satisfaction on Brand Love

Based on the results, it shows that brand satisfaction has a positive and significant effect on brand love. This is in accordance with the results of the hypothesis test, which shows a value greater than the t table (1.96), which is 4.430 with a large influence of 0.204 and P Values < 0.05 of 0.000. So it can be concluded that brand satisfaction has a positive and significant effect on brand love.

The Influence of Brand Attachment on Brand Love

Based on the results of the hypothesis test, it shows that brand attachment has a positive effect on brand love, with a t-statistic value of 2.032 or > 1.96 and a P Value of 0.043 or < 0.05 , which means that there is a positive and significant effect of brand attachment on brand love.

The Influence of Brand Attachment on Brand Loyalty

Based on the results, it shows that brand attachment has a positive and significant effect on brand loyalty. This is in accordance with the results of the hypothesis test, which shows that it is greater than the t table (1.96) which is 12.,572 with a large influence of 0.574 and P Values < 0.05 of 0.000. So, it can be concluded that brand attachment has a positive and significant effect on brand loyalty.

The Influence of Brand Love on Brand Loyalty

Based on the results, it shows that brand love has a positive and significant effect on brand loyalty. This is in accordance with the results of the hypothesis test, which shows that it is greater than the t table (1.96), which is 10.,542 with a large influence of 0.364 and P Values < 0.05 of 0.000. So, it can be concluded that brand love has a positive and significant influence on brand loyalty.

Brand Attachment Mediates the Effect of Brand Satisfaction on Brand Loyalty

Based on the results of the hypothesis test, it shows that brand satisfaction has a positive effect on brand loyalty mediated by brand loyalty with a t-statistic value of 2.718 or

> 1.96 and a P Value of 0.007 or < 0.05, which means that there is a positive and significant effect of brand satisfaction on brand loyalty mediated by brand attachment.

CONCLUSION

Based on research results, it can be concluded:

1. Consumer satisfaction variables have a positive and significant effect on brand loyalty.
2. Consumer satisfaction variables have a significant effect on brand attachment.
3. Consumer satisfaction variables have a positive and significant effect on brand love.
4. The brand attachment variable has a positive and significant effect on brand love.
5. The brand attachment variable has a positive and significant effect on brand loyalty.
6. The brand love variable has a positive and significant effect on brand loyalty.
7. The mediation results show that brand attachment can mediate positively and significantly between brand satisfaction and brand loyalty.

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