Increasing Brand Loyalty through Cultivating Brand Love

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Abstract:
The purpose of this study is to ascertain how customer value, customer satisfaction, and customer experience relate to brand love and brand loyalty. The research population comprises Starbucks customers as of December 2023. Purposive sampling, which involved selecting customers who had made purchases more than twice, was the sample strategy employed. A total of 250 people's data were gathered. SEM is the data analysis technique employed in this study with Smart PLS assistance. The study's findings indicate that brand love is influenced by customer value, customer satisfaction, and customer experience. Brand loyalty affects the brand. Brand loyalty is unaffected by customer value, customer satisfaction, or customer experience. According to these findings, a brand that is well-regarded by consumers would offer positive value on the presumption that the product or service fulfills their needs and gives them a satisfying experience. This will lead to customer love for the brand but not brand loyalty.

Keywords: Customer Value, Customer Experience, Customer Satisfaction, Brand Love, Brand Loyalty

1. Introduction

The food and beverage industry is been expanding quickly, particularly coffee shops. The custom of congregating and working over coffee accelerates the growth of the coffee shop industry. Coffee shops are a business that will always be in style because innovations are always being made to meet the needs of evolving consumer demands. To compete, coffee shop operators need to be imaginative and unique. Because coffee shops can make large profits, entrepreneurs are drawn to open coffee shops (Han et al., 2018). The numerous new coffee shops that sell goods, food, and beverages in addition to drinks are evidence of the industry's expansion.

There is little doubt that the opening of a new coffee shop affects established coffee shops, even well-known ones. Depending on how the coffee shop handles it, there are undoubtedly varying hazards associated with it. Renowned coffee businesses undoubtedly have devoted patrons and customer retention tactics (Porter, 2020). Coffee shops that have been in business for a long time take pride in meeting client needs and keeping up with the times to ensure that their patrons are happy and loyal. One way to provide customers with a special experience is by holding coffee seminars and coffee testing events where customers interact directly with the staff. Consumers think about the experience they get when consuming coffee in addition to the affordability and quality of the product.

According to Lemke et al., (Lemke et al., 2010), customer experience refers to the sense of superiority that a customer feels when using the services and goods that are provided. Due to the emotional behavior that consumers have with the business, prior contacts might promote the development of brand love (Batra et al., 2012). When consumers stick with a brand because they think highly of the product, they are exhibiting brand loyalty (Tuominen, 1991). Coffee shop owners can create a positive customer experience by interacting with their customers both physically and emotionally. This will foster brand loyalty to the brand that they were previously in love with.

One of the things sellers need to work on to draw in customers is customer value. To succeed in the competition, coffee shop owners need to take customer value into account. Because it helps customers at every step of the purchasing process—such as the best quality and lowest prices—sellers must strive to maximize customer value. Customer value is the worth that customers expect from a good or service for them to be satisfied and enjoy using it (Sweeney & Soutar, 2001). Customers are more likely to make repeat purchases and develop a devoted following when they are content and joyful (Griffin, 2016). In addition, a business requires brand loyalty to continue operating (Albert & Merunka, 2013). Consumers who are happy with a product brand and adore it tend to be very loyal to it (Kuikka & Laukkanen, 2012).

Customer satisfaction is defined as a person's level of satisfaction or dissatisfaction following the receipt of a service or good that, in the customer's opinion, fulfills or exceeds prior hopes or expectations (Kotler & Keller, 2009b). According to Ghafoor et al., (2020), customer satisfaction is the realization of brand love, which occurs when consumers who adore a brand receive hopes that live up to their expectations. This implies that for consumers to remain devoted to a brand, they must feel satisfied. According to Carroll and Ahuvia (2006), brand love is the affection that consumers have for a company that stems from their perception that the product or service meets their expectations. Loyalty, like brand loyalty, is typically generated by love and loyalty. A brand that has satisfied its clients and helps keep hold of its previous clientele is considered to be loyal.

A connection in which a customer feels a deep attachment and love for a brand is known as brand love (Fournier, 1998b). Emotional factors in brand love have the power to shape consumer behavior and create strong brand loyalty (Gultekin & Turgut, 2015). Roy et al., (2013) state that brand loyalty can be developed through emotional support and a strong brand passion. Customers who are loyal to a brand therefore undoubtedly already feel a deep affection for it. According to Jacoby and Kyner (1973), brand loyalty refers to a consumer's attitude or behavior about recurring purchases as well as their decision to stick with a favorite product over time, especially in the face of competing brands. Customers who fall in love with a brand will become devoted to it and, ultimately, will make additional purchases out of comfort and fulfillment. The author's goal is to investigate how consumer value, satisfaction, and experience affect brand love and brand loyalty.

2. Theoretical Overview and Hypothesis Development
Customer value
Customer value is the worth of a good or service that a business offers, and it is anticipated that customers will find satisfaction and delight in their purchase (Sweeney & Soutar, 2001). According to a different viewpoint, customer value is defined as a customer assessment provided to a business when the client receives what they need and the advantages are anticipated to outweigh the expenses (Mahajan, 2020). Four dimensions—emotional, social, performance quality, and price—can be used to quantify consumer value (Sweeney & Soutar, 2001).

Carroll & Ahuvia (2006) define brand love as a strong emotional attachment to a trademark and the desire to like it for its perceived satisfaction value. Brand love can be ascertained by customers who have evaluated a good or service created by a trademark, particularly an evaluation of contentment. Consumers' feelings of brand love will eventually result in brand loyalty. Hawkins & Mothersbaugh (2010) define brand loyalty as a relationship based on emotional sentiments, particularly love for a brand, that is bolstered by consumer dedication to a brand, which promotes brand loyalty to a product brand. As a result, brand love and customer value are linked to brand loyalty. Because a brand-loyal buyer is bound to have both product and emotional fulfillment, as well as a sense of love and dedication to make additional purchases. The hypothesis that the author proposes is as follows:

H1: There is an influence of customer value on brand love
H2: There is an influence of customer value on brand loyalty
H3: There is an influence of customer value on brand love through brand loyalty

Customer Experience
Customer experience is a perspective of the consumer that arises from interactions with services and goods that provide superiority to the consumer, enabling the consumer to feel as though their expectations have been met and exceeded (Lemke et al., 2010). Customers recall their experiences as sentiments of satisfaction that are derived from interactions that take the form of behaviors and emotions (Schmitt, 1999). Lemke et al., (2010) identify eight factors for measuring the customer experience. (1) Consumers' ease of access to products is known as accessibility. (2) Competence, or the skills the goods supplier offers. (3) Recognizing their presence makes customers aware that they are recognized. (4) Convenience and helpfulness for customers seeking assistance. (5) Personalization, or how comfortable customers feel when they receive excellent services and handling from product suppliers. (6) Problem solution, the sentiment that appears when the product supplier can assist the customer in fixing their problem. (7) Promise fulfillment, or the corporation keeping a promise for a product or service. (8) Value for time: Customers believe that the business values their time.

Brand love, according to Khamwon & Niyomsart (2016), is a concoction of customer enthusiasm and emotions brought on by frequent contact with a product, which will foster a love for the brand. A customer's affection for a coffee shop brand is shaped by their enjoyment of the goods, ambiance, and services they receive from the establishment. Customers will return to loving what is being supplied as a result of this love, which will foster brand loyalty. Oliver (1999) defined brand loyalty as a consumer's favorable reaction to a brand's ongoing efforts to encourage repurchases. Consumers who express gratitude for their experience through emotional or direct contact are more likely to be brand loyal and make additional purchases out of their appreciation for the original product. The hypothesis that the author proposes is as follows:

H4: There is an influence of customer experience on brand love
H5: There is an influence of customer experience on brand loyalty
H6: There is an influence of customer experience on brand love through brand loyalty

Customer Satisfaction
When a customer feels satisfied or disappointed with a service or product that they feel belies their prior expectations or hopes, it is known as customer dissatisfaction. Customers are dissatisfied when their expectations are not met and they feel that their expectations are not met; on the other hand, they are satisfied when their expectations are met and exceeded; in the latter case, they are extremely satisfied, typically show loyalty, and make repeat purchases of the product (Kotler & Keller, 2009b). Customer satisfaction can be increased, according to Gummerus et al., (2012), by fostering a more fruitful relationship between customers and businesses. This will make it simpler to ascertain what kind of feedback customers have about how happy they are with the services they receive or the goods they purchase. Repurchase, product performance, necessity, and expectations are the four indications that can be used to gauge consumer satisfaction (Kotler & Keller, 2009a). According to a different respondent, additional value and satisfaction are the two measures of satisfaction. According to Erkmen and Hancer (2019), additional value is the value that the customer perceives as having been added, and satisfaction is the emotion that characterizes a feeling of contentment with an expectation that has been met.

One component of brand love is customer satisfaction; a high level of satisfaction and being judged as matching expectations will promote brand love (Carroll & Ahuvia, 2006). Contented consumers typically turn into devoted ones. A consumer who exhibits customer loyalty will return for more of the company's goods or services (De Ruyter & Bloemer, 1999).

According to Kuikka and Laukkanen (2012), brand loyalty refers to a strong sense of allegiance to a brand that stems from a preference and sense of satisfaction with the items the brand produces. As previously explained, a successful strategy between customers and the business can foster a sense of dedication to love, and loyalty, and a long-lasting commitment to brand love through brand loyalty. This will lead to a high level of customer satisfaction. The hypothesis that the author proposes is as follows:

H1: There is an influence of customer satisfaction on brand love
H2: There is an influence of customer satisfaction on brand loyalty
H3: There is an influence of customer satisfaction on brand love through brand loyalty

Brand love
Customer loyalty, fondness, and admiration for a brand are deep and ongoing emotions known as "brand love" (Fournier, 1998b). However, brand love is a natural characteristic of customers who adore using a specific brand (Albert & Merunka, 2013). According to Albert et al., (2014), there are several ways to gauge brand love, including singularity, enjoyment, closeness, idealization, duration, recall, and dreams.

Furthermore, Albert et al., (2014) managers of businesses may find it simpler to recognize customers who are brand loyal if they have a strong sense of brand love. Customer commitment to a specific brand and their connection to it is known as brand loyalty (Aaker, 1991). Brand loyalty will be impacted by customer loyalty that is linked to a commitment. A customer's relationship with a brand that consistently makes them feel satisfied is what builds brand loyalty. The hypothesis that the author proposes is as follows:

H7: There is an influence of brand love on brand loyalty

Brand Loyalty

According to Jacoby and Kyner (1973), brand loyalty refers to a consumer's attitude or behavior when making recurrent purchases and when they decide to stick with a product they like despite the availability of competing brands. Aaker (1991) defined brand loyalty as a consumer's attachment to and dedication to a specific brand. An overview of consumers' devoted behavior toward a brand is given by brand loyalty. Effective management of the business can benefit it later on by bringing in new business and boosting sales, as well as enabling it to compete with other brands. Aaker (1991) stated that the factors in measuring brand loyalty are behavioral measures, switching costs, measuring satisfaction, liking the brand, and commitment. The existence of brand loyalty is expected to increase loyalty to a product and not switch to another brand when changes occur in the form of features or products in a brand. The author develops the study framework as follows in light of the aforementioned description.
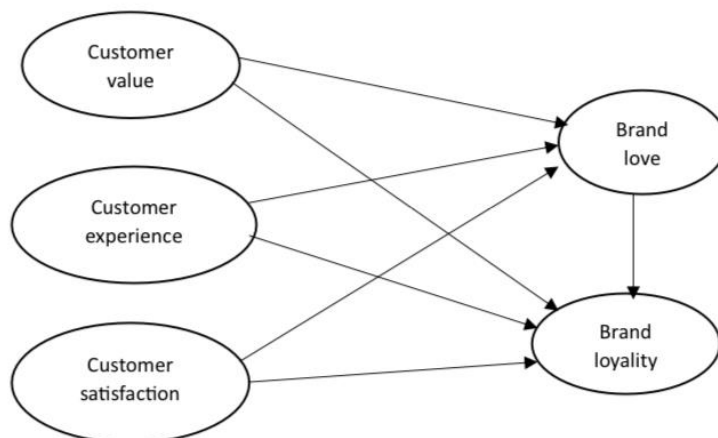

Figure 1. Thinking Framework

3. Method

This research was conducted at a well-known and international coffee shop. The population in this research is coffee shop consumers. Researchers used accidental sampling techniques on loyal coffee shop customers who had made repeated purchases. The number of samples obtained in distributing the questionnaire was 251 people. Distribution of the questionnaire will be carried out in November 2023.

Measurements of these variables include: Customer value variables are measured by emotional, social, performance quality, price (Sweeney & Soutar, 2001). Customer experience variables are measured by; accessibility, competence, customer recognition, helpfulness, personalization, problem solving, promise fulfillment, and value for time. The customer satisfaction variable is measured by satisfaction and value (Erkmen & Hancer, 2019). Brand love variables are measured by uniqueness, pleasure, intimacy, idealization, duration, memory, dreams (Albert et al., 2014). Meanwhile, brand loyalty is measured by behavioral measures, switching costs, satisfaction measures, brand liking, and commitment (Aaker, 1991).

Validity and reliability tests of the model were carried out before analyzing the data using a structural equation model with the help of SmartPLS. Then, to see the influence of each variable, multicollinearity, R2 (R Square), F, Q2, and hypothesis tests were carried out.

4. Result and Discussion

Respondent Description

Table 1 reveals that, of the 209 responses (83.3%), the majority were in the 20–30 age range. Of the 139 participants, women made up the majority (55.4%). In terms of occupation, 134 persons (53.4%) are employed as students. Out of the total responders, 138 individuals or 55% were from the Bekasi area. For 149 people, hanging out was the main reason they visited STARBUCKS (59.4%). A total of 142 people (56.6%) have visited STARBUCKS more than six times, making up the majority of visitors.

Table 1. Description of Respondents

Demographic	Frequency	Percentage (%)
Gender		
Men	112	44,6%
Women	139	55,4%
Age		
20-30 year	209	83,3%
31-40 year	34	13,5%
41-50 year	6	2,4%
>50 year	2	0,8%
Occupation		
Students	134	53,4%
Employee	82	32,7%
Entrepreneur	18	7,2%
Civil Employee	6	2,4%
House Wife	4	1,2%
DJ	1	0,4%
Manager	1	0,4%
Artist	1	0,4%
Musician	1	0,4%
Fresh graduates	1	0,4%
Sailor	1	0.4%
Businessman	1	0,4%
Residence		
Jakarta	74	29,5%
Bekasi	138	55%
Depok	11	4,4%
Tangerang	11	4,4%
Bogor	10	4%
Greater jabodetabek	7	2,8%
Purpose of visit		
Work form café	48	19,1%
Study form café	33	13,1%

Meet client	21	8,4%	
Hang out	149	59,4%	
Number of visits			
1 time	9	3,6%	
2 times	21	8,4%	
3-5 times	79	31,5%	
<6 times	142	56,6%	

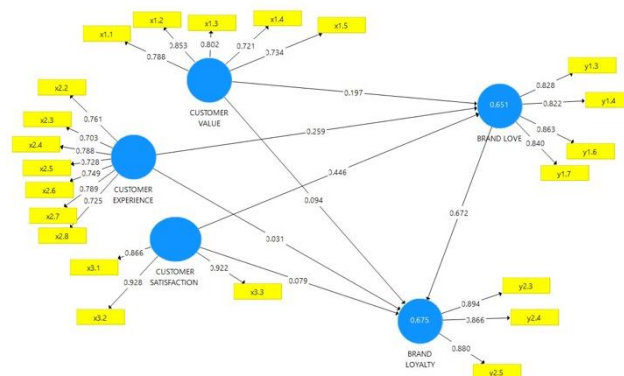Source: Authors, 2024

Model Structure

Figure 2. Structural Model
Source; authors, 2024

The dependent variables in this model are customer value, customer experience, and customer satisfaction, while the independent variables are brand love and brand loyalty. Convergent validity, which has an external loading condition value or loading factor > 0.05, was tested during modeling. All indicators on the variables shown in Figure 2 are above 0.05, this shows that all of them are practical and can be used in this research.

Table 2. Evaluation of measurement models

Variable	Indicator	Item	Loading Factor	Reliability	AVE
Customer value	1. Emotional	X1.1	0,788	0,886	0,61
	2. Social	X1.2	0,853		
	3. Quality performance	X1.3	0,802		
	4. Price	X1.4	0,721		
	(Sweeney & Soutar, 2001)	X2.5	0,734		
Customer Experience	1. Accessibility,	X2.2	0,761	0,9	0,562
	2. Competence	X2.3	0,703		
	3. Customer Recognition	X2.4	0,788		
	4. Helpfulness	X2.5	0,728		
	5. Personalization	X2.6	0,749		
	6. Problem solving	X2.7	0,789		

	7. Promise fulfillment	X2.8	0,725		
	8. Value for time				
	(Lemke et al., 2006)				
Customer satisfaction	1. Satisfied	X3.1	0,866	0,932	0,821
	2. Added value	X3.2	0,928		
	(Erkmen & Hancer, 2019)	X3.3	0,922		
Brand love	1. Uniqueness	Y1.3	0,828	0,904	0,702
	2. Fun	Y1.4	0,822		
	3. Intimacy	Y1.6	0,863		
	4. Idealization	Y1.7	0,84		
	5. Duration				
	6. Memory				
	6. Dream				
	(Albert et al., 2014)				
Brand loyalty	1. Behavioral measures	Y2.3	0,894	0,912	0,755
	2. Switching costs	Y2.4	0,866		
	3. Measuring satisfaction	Y2.5	0,880		
	4. Like the brand				
	5. Commitment				
	(Aaker, 1991)				

Source; authors, 2024

Table 2. In the data above, the loading factor has a value greater than 0.700, which indicates that all variables used in this research have met the validity and reliability requirements. Apart from that, the Cronbach's Alpha value in PLS data value (CR) is more than 0.7, so the condition is acceptable and shows very good consistency between constructs. The values shown in numbers are between 0.886 and 0.932 in the table. The AVE value produces variables ranging from 0.562 to 0.821, which shows that everything meets the AVE standard.

Table 3. Discriminant validity-fornell lacker

	Brand love	Brand loyalty	Customer experience	Customer satisfaction	Customer value
Brand love	0,838				
Brand loyalty	0,814	0,880			
Customer experience	0,729	0,645	0,750		
Customer satisfaction	0,754	0,664	0,744	0,906	
Customer value	0,640	0,592	0,702	0,587	0,781

Source; authors, 2024

Based on Table 3 above, the results of the largest values for each variable are brand love (0.838), brand loyalty (0.880), customer experience (0.750), customer satisfaction (0.906), and customer value (0.781). From the results obtained, each indicator statement has the highest factor loading value for each component. To be said to be valid, these requirements must be met to achieve discriminant validity. Discriminant validity was also established because the square root of the AVE of each component was more significant than any correlation (Fornell & Larcker, 1981).

Table 4. Multicollinearity Test

	Brand love	Brand loyalty
Brand love		2,863
Brand loyalty		
Customer experience	2,943	3,135
Customer satisfaction	2,281	2,851
Customer value	2,007	2,118

Source; authors, 2024

Table 4 in this study indicates that the VIF value is not higher than 5.0 and varies from 2.007 to 3.135. To forward the research to the next phase, it must be demonstrated that multicollinearity does not exist.

Table 5. Coefficient of determination test (R2)

	R Square	R Square Adjusted
Brand love	0,651	0,646
Brand loyalty	0,675	0,670

Source; authors, 2024

Based on table 5, the magnitude of the influence of exogenous variables on endogenous variables uses the R-Square (R2) value. Brand love has a value of 0.651 and brand loyalty has a value of 0.675. Therefore, the variables brand love and brand loyalty are influenced 65.1% and 67.5% respectively by the variables customer experience, customer value and customer satisfaction.

Table 6. Prediction accuracy test (Q2)

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand love	1004.000	554.944	0,447
Brand loyalty	753.000	369.753	0,509
Customer experience	1757.000	1757.000	
Customer satisfaction	753.00	753.000	
Customer value	1255.000	1255.000	

Source; authors, 2024

Table 6 above gives the results of the Q2 value where a model can be said to have high prediction accuracy if Q2 is more than 0, while a model is said to have weak prediction accuracy if Q2 is less than 0. Therefore it can be explained that for variables that have a value Q2 > 0.000 model provides a high level of prediction accuracy between 0.447 and 0.509

Table 7. Uji F

	F Square

Customer experience (X1) -> Brand love (Y1)	0,065
Customer experience (X1) -> Brand loyalty (Y2)	0,001
Customer satisfaction (X2) -> Brand love (Y1)	0,250
Customer satisfaction -> Brand loyalty (Y2)	0,007
Customer value (X1) -> Brand love (Y1)	0,055
Customer value (X1) -> Brand loyalty (Y2)	0,013
Brand love (Y1) -> Brand loyalty (Y2)	0,486

Source; authors, 2024

Table 7 is the F-square value used to measure how much influence exogenous variables have on endogenous variables. As shown in the table above, it can be understood that the brand love variable has an F-Square effect = 0.486 for brand loyalty in the high category and customer satisfaction has an F-square effect of 0.250 for brand love in the high category. Meanwhile, the influence of customer experience (f-square = 0.65) is negligible on brand love. The customer value variable (f-square = 0.055) can be ignored for brand love because it has a low value category. It can also be explained that the customer experience variable (f-square = 0.001) can be ignored regarding brand loyalty. The customer satisfaction variable (f-square = 0.007) can be ignored regarding brand loyalty. The customer value variable (f-square = 0.013) can be ignored regarding brand loyalty. Each of them can be ignored because it has low value.

Table 8. Koefesien jalur

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
Brand love -> Brand loyalty	0,672	0,673	0,099	6,772	0,000	Supported
Customer experience -> Brand love	0,259	0,268	0,071	3,633	0,000	Supported
Customer experience -> Brand loyalty	0,031	0,030	0,067	0,457	0,648	Not supported
Customer satisfaction -> Brand love	0,446	0,436	0,068	6,512	0,000	Supported
Customer satisfaction	0,079	0,079	0,083	0,951	0,342	Not supported

->Brand loyalty						
Customer value -> Brand love	0,197	0,197	0,061	3,234	0,001	Supported
Customer value ->Brand loyalty	0,094	0,093	0,076	1,229	0,220	Not supported

Source; authors, 2024

In Table 8 it is known that the hypothesis is accepted because the t-value is > 1.96 and the p-value is < 0.05. The hypotheses proposed are brand love -> brand loyalty (t = 6.772 and p = 0.000), customer experience -> brand love (t = 3.633 and p = 0.000), customer satisfaction -> brand love (t = 6.512 and p = 0.000), and customer value -> brand love (t = 3.234 and p = 0.001). Other hypotheses were rejected because the t value was 0.05, such as customer experience -> brand loyalty (t = 0.457 and p = 0.648), customer satisfaction -> brand loyalty (t = 0.951 and p = 0.342), and customer value -> brand loyalty (t = 1.229 and p = 0.220).

5. Discussion

Customers recall their experiences as a feeling of contentment with the products or services they receive, which is the outcome of interactions that take the form of behaviors and feelings (Schmitt, 1999). It is imperative for any business owner to deliver an exceptional customer experience, garnering positive feedback from brand ambassadors. Customers will typically become more loyal as a result. Customers' perception of what they receive is typically what they experience when they enjoy a product or service. But occasionally, a product's well-known brand can enable buyers to overlook their negative experiences in favor of the powerful product they are purchasing. Moreover, this brand has been around for a long time and has produced many products that have become attached to the hearts of its customers. According to Lamb et al., (2009) brands have different properties or characteristics that make them appear alive in consumers' minds.

Customer value, according to Sweeney & Soutar (2001), is the value that customers anticipate from a good or service in the form of happiness or pleasure. Customers consider their level of satisfaction with a product or service when choosing which brand to buy from next. The strength of the product brand, which ensures that the consumer gets more than what he anticipates, is one of the important aspects that influence brand loyalty when customer value is not a determining factor. This indicates that the value of the product consumed has no bearing on a customer's brand loyalty because customers may continue to make repeated purchases from the same brand even though sometimes they do not get the product they want, but for several reasons, such as the brand being large and well-known, this creates trust and a sense of understanding and will continue to make repeat purchases. Another factor is the regular sales that well-known companies offer to draw in new clients and keep their existing ones. Oliver (2008) posits that despite situational influences and competitor efforts to switch customers, customers will remain committed and trustworthy and make repeat purchases in the future.

Customers will have a positive perception of a powerful brand. This positive value will have an impact on how customers evaluate the goods and services they obtain. According to Koler & Keller (2009b), a consumer is satisfied with what they receive when their expectations are met. Customers will not become devoted to a powerful brand if they do not feel that it offers them anything unique or exceptional.

In contrast to other research variables, brand love has a significant impact on consumers' emergence of brand loyalty. A customer's experience with the product, its perceived value, and their level of happiness with it over time all affect how much they love a brand. Customers' intense and ongoing emotions of gratitude, devotion, and admiration for a brand are known as brand love (Fournier, 1998a). Loyalty to a brand is derived from love for that brand.

6. Conculsion and Recommendations

This study concludes that consumers will have high positive emotions when they interact with a brand that they perceive as being very strong. Customers may develop a strong affection for a brand as a result of feeling as though they have received what they anticipated when using the product or service. Customers' brand loyalty ultimately stems from their passion for the brand. This is consistent with research findings from a highly branded coffee business, where factors such as customer experience, customer value, and customer happiness had no effect on brand loyalty but did on brand love, which in turn had an impact on brand loyalty.

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