THE INFLUENCE OF BRAND EXPERIENCE AND BRAND PERSONALITY ON BRAND LOYALTY THROUGH BRAND LOVE

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This research investigates the direct effect of brand experience and brand personality on brand love. It determines the immediate impact of brand experience, brand personality, and brand love on brand loyalty, as well as the indirect influence of brand experience and brand personality on brand loyalty through brand love for Avoskin skincare. This study used the path analysis method, and data collection was done using a questionnaire distributed online using google forms. The questionnaires collected are 160 respondents using the purposive sampling method as the sample collecting technique. From the results of the study, it was found that brand experience and brand personality have a positive effect on brand love. Brand experience and brand love positively affect brand loyalty, while brand personality does not affect brand loyalty. Brand experience and brand personality have a positive impact on brand loyalty through brand love. Therefore, Avoskin needs to increase brand experience and brand love because consumers who have positive experiences and high love for the brand can make repeat purchases and have a high level of loyalty to the brand.

Keywords: Brand Loyalty, Brand Experience, Brand Personality, and Brand Love

1. Introduction

In recent years, the skincare business has become one of the most popular types of businesses in Indonesia (Auriel &; Yosepha, 2022). Its popularity soared because the growth of the skincare industry continued to increase. In 2022, Statista reported that the revenue achieved by the beauty and personal care market was USD 7.23 billion or comparable to IDR 111.83 trillion. This market is expected to grow in 2023-2027 by 5.81%. Nowadays local skincare brands are increasingly in demand and trusted by the public, as many as 96% of Indonesian women prefer to use locally-made skincare products (Zap Beauty Index 2023). This positive prospect in the skincare industry has resulted in many local skincare brands entering the Indonesian beauty market so that competition between skincare product business actors is getting tighter (Purwanto et al., 2022). Some examples of local skincare brands that get the highest sales are Avoskin, Somethinc, Scarlett whitening, Wardah, Emina, MS Glow, Whitelab, YOU, and so on (Robiah &; Nopiana, 2022). With so many local skincare brands, Indonesian consumers are more selective in choosing their beauty brands. This encourages companies to continue to look for ways to remain competitive in the midst of this crowded beauty business. According to Dirgantari et al (2022), to remain competitive amid many competitors, loyal customers are needed (brand loyalty) because loyal customers tend to make repeat purchases, recommend brands to others and are less likely to move to other brands, so brand loyalty is considered a good asset for the sustainability of a business in the long term (K. N. Liu et al., 2020).

In creating brand loyalty, companies need to build brand love. According to Ghorbanzadeh & Rahehagh (2021), when consumers love a brand, they will be emotionally attached to the brand so that consumer commitment to buying and reusing the brand will tend to increase. In addition to brand love, companies also need to utilize brand experience to increase brand loyalty. By providing a good brand experience to consumers will create higher brand loyalty, while a bad experience can change consumer behavior to be disloyal to a brand (Kohli et al., 2021). In addition to brand experience, brand personality is also one of the right ways to increase brand loyalty (Akin.,2017). When
consumers feel a brand can describe their integrity, they are more likely to make a purchase back at the same brand (Putra et al., 2019).

Avoskin is an original Indonesian skincare brand founded by Anugrah Pakerti in 2014 in Yogyakarta. This local skincare brand is under the auspices of PT. AVO Innovation Technology is famous for its green beauty concept, where all products are made from selected natural ingredients so that they can provide real results (Nisa et al., 2022). Skincare Avoskin itself sells a wide range of skincare products ranging from sunscreen, toner, serum, to moisturizer that has been adapted to Indonesian skin types. In the second quarter of 2022, Avoskin's total sales reached IDR 28 billion, which made Avoskin's skincare ranked fourth out of the 10 most sold local skincare brands in e-commerce. But until 2022, Avoskin skincare still gets various negative reviews through the Avoskin Official Store in the Sociolla application such as Avoskin skincare makes the skin drier and bumpy, Avoskin skincare is not suitable for sensitive skin, pipettes from Avoskin skincare are difficult to use, the use of skincare Avoskin causes redness on facial skin, the texture of Avoskin skincare serum is too thick, and so on.

In previous research conducted by Kazmi & Khalique (2019), Brand Experience and Brand Love positively affect brand loyalty. This result is reinforced by Santos & Schlesinger (2021), that there is a positive influence between brand experience and brand love on the formation of brand loyalty. Research conducted by Bambang et al (2017) also revealed that brand personality, brand experience, and brand love have a positive influence on brand loyalty. This finding is reinforced by research Suhaemi (2021), that brand personality and brand love positively affect brand loyalty. But it is different from the results of research conducted by Nuhadriel et al (2021), that brand experience has no effect on brand loyalty. This finding is supported by Mayangsari & Harti (2022), That brand experience has no influence on brand loyalty because a good brand experience cannot shape consumer loyalty attitudes towards a brand. Research Nuhadriel et al (2021) also revealed that brand experience has no effect on the formation of brand loyalty. Furthermore, in research Bairrada et al (2018), Brand personality has no effect on brand loyalty. As affirmed on Hidayah (2020) and Mastiansyah & Kamener (2022) that brand personality has no influence on brand loyalty.

With the difference from the results of previous research, it is interesting to do further research. But to distinguish this study from previous studies is that researchers combine variables of brand experience, brand personality, brand love and brand loyalty into one study. Furthermore, the purpose of this study is to determine the direct influence of brand experience and brand personality on brand love, direct influence of brand experience, brand personality, brand love on brand loyalty and indirect influence between brand experience and brand personality on brand loyalty through brand love. It is hoped that the results of this study can help companies to find out how brand loyalty can be improved through brand experience, brand personality, and brand love.

Literature Review

The Influence of Brand Experience on Brand Love

Prentince et al (2019) said that brand experience has a positive effect on brand love. This shows that a good experience while using a brand will create a positive emotional bond between consumers and brands. Research Mulyawati et al (2020) It also supports that brand experience has a positive influence on brand love which means consumers can love a brand, when they have a memorable experience with the brand. These results are reinforced by research Aulianda (2020), That brand experience has a positive influence on brand love which means that the better the consumer experience, the higher the consumer love for a brand. In research Singh et al (2021) It also revealed that there is a positive influence between brand experience and brand love. Consumer love for a brand can be enhanced through a good brand experience. Furthermore, these findings are supported by Mesfar & Moez (2022) that brand experience has a positive influence on brand love. When consumers get a satisfying experience, they reinforce their emotional feelings and develop a deep love for the brand. Therefore, the hypothesis developed:
H1 : Brand experience has a direct positive effect on brand love

The Influence of Brand Personality on Brand Love

According to Bairrada et al (2018), Brand personality has a positive effect on brand love. A distinctive brand personality can create a positive emotional connection between a brand and consumers because consumers feel a fit with that brand's personality (Akin, 2017). Research Fortes et al., 2019 It also suggests that brand personality positively influences brand love, which means that brand personality plays an important role in building a substantial emotional connection with consumers. Because, when a brand can develop consumer personality, that's where consumer love for the brand will also become greater. Research conducted by Sharahi & Heshmat (2020) It is also suggested that brand personality has a positive impact on brand loyalty. Consumers will build a romantic relationship with a brand, if the brand has a strong personality. These results are reinforced by research Achmad et al (2020). That brand personality has a positive influence on brand love , which means that a good brand personality can generate consumer love for the brand. Therefore, hypotheses are developed:

H2 : Brand Personality has a direct positive effect on brand love

The Effect of Brand Experience on Brand Loyalty

According to Haase et al (2018), Brand experience has a positive influence on brand loyalty which means that having a good experience while using the brand will create a positive impression of the brand so that consumers will form a higher loyalty attitude towards the brand. In research Hussein (2018) revealed, that brand experience has a positive effect on brand loyalty. A positive brand experience will lead to buybacks on the same brand, the availability to spread positive news about the brand and recommend the brand to others. This finding is in line with Pribadi et al (2019) which states that brand experience has a very important role in determining brand loyalty because a good experience will encourage repeat purchases from consumers in the future. Furthermore, these findings are also reinforced by Liu et al (2020), bahwa brand experience berdampak positif terhadap brand loyalty. Dengan memberikan pengalaman yang menyenangkan kepada konsumen akan berdampak pada loyalitas merek. Penelitian Liu & Hu (2021) It also proves that brand experience has a positive effect on brand loyalty, which means that in developing brand loyalty, companies need to build a good brand experience. Providing a positive and enjoyable brand experience will encourage consumers to repeat their purchases and become loyal to a brand. According to Harjanto et al (2021), The better the consumer experience, the greater the brand loyalty a brand will receive. Therefore, hypotheses are developed:

H3: Brand experience has a direct positive effect on brand loyalty

The Influence of Brand Personality on Brand Loyalty

According to Akin (2017) Brand personality has a positive influence on brand loyalty. Because brand loyalty depends largely on the extent to which the brand's personality is similar to the consumer's personality. When the brand personality and consumer characteristics match, then consumers will naturally reuse the brand. This finding is supported by Ratnawati & Lestari (2018) which suggests that brand personality has a positive influence on brand loyalty. An established brand personality will increase strong appeal to consumers, which ultimately creates high loyalty to the brand. In research Putra et al (2019) It also revealed that brand personality has a positive effect on brand loyalty. A brand will be the choice of consumers when consumers feel the brand can represent the personality of the consumer itself. Consumers who feel a brand can represent their personality will tend to become loyal customers. Furthermore, according to Mekhum & Sriupayo (2020), that brand personality positively affects brand loyalty which means that a good brand personality can lead to better brand loyalty. These results corroborate research conducted by Suhaemi, (2021), That there is a positive influence between brand personality and brand loyalty, which means that brand personality is very influential on the level of brand loyalty. If brand loyalty is to be improved, then brand personality must also be improved. Therefore, hypotheses are developed:
H4: Brand personality has a direct positive effect on brand loyalty

The Effect of Brand Love on Brand Loyalty

According to Bairrada et al (2018), brand love has a positive effect on brand loyalty. This research reveals that brand love is a prerequisite for brand loyalty because consumers who experience brand love will buy back the same brand, are willing to spread positive news about the brand, and are willing to recommend the brand they love to others. Research Song et al (2019) It also revealed that brand love positively affects brand loyalty. Consumers will build loyalty attitudes based on consumer love for a brand. When consumers love a brand they will give time, money, and energy to keep repeating their purchases on the same brand (Sharahi & Heshmat, 2020). Furthermore, this finding is reinforced by Cho & Hwang, (2020), There is a positive relationship between brand love and brand loyalty. Consumers who love a brand have a commitment to buying and reusing the same brand resulting in a greater attitude of brand loyalty. In addition, research Ghorbanzadeh & Raheghah, (2021) It was also revealed that brand love is a significant factor in forming high brand loyalty. When consumers fall in love with a brand, they develop a passionate emotional connection with the brand. This type of relationship that will guarantee a buyback of the same brand creates a major obstacle for competing brands. In research Ding et al (2022) It also revealed that brand love has a positive impact on brand loyalty, which means companies need to build brand love to get loyalty from their customers. Therefore, the hypothesis developed:

H5: Brand love has a direct positive effect on brand loyalty

The Influence of Brand Experience on Brand Loyalty through Brand Love

According to Shanti et al (2019), Brand love can mediate the relationship between the influence of brand experience and brand loyalty significantly. These findings reveal that without brand love, brand experience cannot affect brand loyalty. The emotional connection developed by a brand can encourage consumers to make purchases on the same brand, be willing to convey positive information about the brand to others, buy other products from the same brand and make the brand their top choice. This is in line with Kazmi & Khalique (2019) that said, brand experience has a positive effect on brand loyalty through brand love, which can be interpreted that love for the brand will be in line with the good experience felt by consumers. This consumer love will stimulate brand loyalty. Next, research Santos & Schlesinger (2021) it also proves that brand love mediates a positive relationship between brand experience and brand loyalty. Brand love along with brand experience will result in a strong emotional connection between the brand and consumers, which ultimately results in an attitude of brand loyalty from consumers. These results are reinforced by research Eklund (2022), that brand experience affects brand loyalty indirectly through brand love. Brand experience plays an important role in influencing this brand love and brand love which will have an influence towards increasing brand loyalty. Therefore, hypotheses are developed:

H6: Brand experience positively affects brand loyalty through brand love

The Influence of Brand Personality on Brand Loyalty through Brand Love

According to Bambang et al (2017), Brand love is a connecting variable between brand personality and brand loyalty, which means that the stronger the personality of a brand, the greater the consumer’s love for the brand which will ultimately increase brand loyalty. These results are reinforced by research Suhaemi (2021), that brand personality can positively influence brand loyalty through brand love. The love for the brand goes hand in hand with the personality of the brand itself. When the personality of a brand is good, it can cause love for the brand which will ultimately have an impact on brand loyalty. Therefore, the hypothesis developed:

H7 : Brand personality has a positive effect on brand loyalty through brand love
RESEARCH MODEL

Based on the above hypothesis, the research model is described as follows:

![Research Model Diagram](image)

Source: processed by the author (2022)

2. Methods

Research Design

This research is a quantitative research with a causal relationship to show the influence of cause and effect between the independent variable and the dependent variable. The purpose of this study is to determine the direct influence and indirect influence between brand experience variables (X1) and brand personality (X2) on brand loyalty (Y) through brand love (Z). This study used primary data obtained directly from questionnaires distributed online using google forms which were then distributed via WhatsApp, Telegram, and Instagram.

Measurement

This study used 4 likert scales ranging from strongly disagree (STS) with point 1 to strongly agree (SS) with point 4. In this study, brand experience and brand personality variables as independent variables, while brand loyalty variables as dependent variables and finally brand love variables as intervening variables. The measurement of the brand loyalty variable of the researcher adopts the dimensions of Santos & Schlesinger (2021) which includes behavioral loyalty and attitudinal loyalty, while brand experience researchers use dimensions of Ding et al (2022) which consists of sensory, affection, behavioral, and intellectual. In addition, the measurement of brand personality variables is adopted from Villagra et al (2021) and Liu & Yan (2022) which consists of sincerity, excitement, competence, sophistication and ruggedness. Finally, the measurement of the brand love variable is adopted from Khan et al (2021) There are 32 statements in this research questionnaire so that the minimum number of samples needed is (32x5) 160 respondents. In selecting respondents, researchers use the Purposive Sampling Technique model, which is a population selection technique with certain predetermined criteria (Uma & Bougie, 2016). The criteria for respondents in this study are people who have bought Avoskin skincare products, have regularly used Avoskin skincare products for the past 1 year, are in the Greater Jakarta area, and are over 17 years old.
Data Analysis Methods

This research uses the path analysis method (Path Analysis) using Smart PLS where in analyzing data there are two stages. The first stage is an outer model analysis carried out to ensure that the measurement used is suitable for measurement (valid and reliable) consisting of (1) Convergent Validity Test, with the indicator loading factor must be > 0.7, Average Variance Extranded (AVE) reflective construct > 0.5. Furthermore (2) Discriminant Validity Test, discriminant validity can be said to be good if the root of AVE on the construct is higher than the correlation of the construct with other latent variables, while the cross loading test must show a higher indicator value of each construct compared to indicators on other constructs (Hair & Brunsveld, 2019). There are 32 statements in this research questionnaire so that the minimum number of samples needed is (32x5) 160 respondents. In selecting respondents, researchers use the Purposive Sampling Technique model, which is a population selection technique with certain predetermined criteria (Uma & Bougie, 2016). The criteria for respondents in this study are people who have bought Avoskin skincare products, have regularly used Avoskin skincare products for the past 1 year, are in the Greater Jakarta area, and are over 17 years old.

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3. Results And Discussion

Characteristics of Respondents

Based on the results of the distribution of questionnaires through google forms, 160 respondents were collected. Respondents who have bought and regularly used Avoskin skincare in the past year amounted to 160 people (100%). In addition, the most female respondents amounted to 132 people (82.5%) and the age of 17-25 years dominated in this study with 143 people (89.4%). Most of the respondents were students totaling 122 people (76.3%) and domiciled the most in the Jakarta area as many as 107 people (66.9%). Avoskin serum was the most purchased product by respondents as many as 76 people (48%). In addition, from the results of the questionnaire statement, it can be seen that as many as 94 people (59%) routinely buy Avoskin skincare 1 time a month. The quality of good Avoskin skincare, suitable on facial skin and effective in solving various facial skin problems is the biggest factor for consumers in buying Avoskin skincare compared to other skincare products.
Based on the data above, it can be concluded that the majority of respondents are women aged 17-25 years who are generation Z, where this generation has a high level of awareness of facial skin care. Generation Z now wants bright and moisturized facial skin, therefore in their lives they can never be separated from the routine of using skincare. Avoskin toner and serum products are the most purchased products by respondents every month. Most of them buy Avoskin skincare products because the quality of the products is guaranteed (Results can be seen in Appendix 5).

Outer Model

Validity Test

In this study, a validity test was carried out to measure a statement on the questionnaire which will be used to measure the indicators and variables studied. There are 32 statements tested in this study, the following are the results of the validity test:

Convergent Validity

Outer Loading (Loading Factor)

Outer loading analysis to determine the amount of correlation between the indicator and its latent construct so that it can be determined whether the indicator is valid or invalid. An indicator can be said to be valid if the loading factor value > 0.70.

Figure 2. Outer Mode
Based on the outer loading figure above, all 32 indicators from the questionnaire are valid because the value is > 0.70. These results can show that all statements in the questionnaire are appropriate to measure each variable (Results can be seen in appendix 6).

**Average Variance Extracted (AVE)**

The AVE results can prove that the ability of latent variables in representing the original data score. The greater the AVE value, the higher the ability to explain the value of indicators that measure latent variables. An instrument is said to meet the convergent validity test, if it has an Average Variance Extracted (AVE) value of more than 0.50.

<table>
<thead>
<tr>
<th>Brand Experience</th>
<th>0.681</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Loyalty</td>
<td>0.682</td>
</tr>
<tr>
<td>Brand Love</td>
<td>0.761</td>
</tr>
<tr>
<td>Brand Personality</td>
<td>0.637</td>
</tr>
</tbody>
</table>

Source : Data processed by the author, 2023

Based on the results of the data above, it can be seen that all latent variables have AVE values above the minimum criterion of 0.5 so that it can be concluded that the AVE value in this study is good.

**Discriminant Validity**

**Cross Loading**

Discriminant validity is a measurement model in which reflective indicators are assessed based on the results of cross loading testing on the measurement of a construct. Successfully obtained that the correlation in one measurement item construct is greater than the dimensions of another construct, it can be concluded that the results can prove that the latent construct can predict the dimensions of the block better than the dimensions of other blocks (Results can be seen in Appendix 6).

**Reliability Test**

Reliability testing in this study aims to calculate whether it is true that a measuring instrument has consistency (can be used at a later stage). Reliability test results using Composite Reliability and Cronbach's Alpha measurement provisions.

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Experience</td>
<td>0.933</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>0.922</td>
</tr>
<tr>
<td>Brand Love</td>
<td>0.937</td>
</tr>
<tr>
<td>Brand Personality</td>
<td>0.943</td>
</tr>
</tbody>
</table>

Source : Data processed by the author, 2023

Based on the results of the data above, it can be seen that the value of each construct has > 0.70. So it can be said that each construct in the estimated model has a very reliable reliability value so that it can carry out the structural testing stage.

**Inner Model**

The next stage is the inner model by determining the value of $R^2$. $R^2$ is at the value of 0.75, 0.50, 0.25 can be concluded so that the inner model is strong, moderate and weak. Furthermore, for hypothesis testing, the T-statistic standard was used with >1.96, and P Value <0.05 and the last stage was to determine the fix model with the provision of SRMR value <0.1.
From the results of the study, it can be seen that the R-square brand love value is 85.5%, which can be said that the magnitude of the influence of brand experience and brand personality on brand love is 85.5% and 14.5% is influenced by other factors such as service quality, customer satisfaction, brand attachment, brand commitment, and brand uniqueness. Then the R-square brand loyalty value of 78.8% means the magnitude of the influence of brand experience, brand personality, and brand love on brand loyalty of 78.8% and 21.2% influenced by other factors not studied in this study such as brand familiarity, brand involvement, brand communities, and consumers psychological responses (Results can be seen in Appendix 6).

Model Fit

Model fit is a value that indicates the degree of conformity for the whole in a model that can be calculated with the residual value in a predicted model by comparing it with actual data. Here are the results of the research:

<table>
<thead>
<tr>
<th>Table 3. Model Fit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturated Model</strong></td>
</tr>
<tr>
<td>SRMR</td>
</tr>
<tr>
<td>d_ULS</td>
</tr>
<tr>
<td>d_G</td>
</tr>
<tr>
<td>Chi-Square</td>
</tr>
<tr>
<td>NFI</td>
</tr>
</tbody>
</table>

Source: Data processed by the author, 2023

Based on the results of the analysis above, it can be known that the value of the Standardized Root Mean Square (SRMR) of 0.074 < 0.1 can be declared a fit model. Furthermore, the Normed Fit Index (NFI) value is 0.688 or 68.8% so that it can be concluded that the structural model obtained has a prediction of relevance.

Test the hypothesis

A hypothesis can be accepted or rejected by looking at the significance value of the T-statistic, and p-value. The hypothesis can be stated to be accepted if the value of the T-Statistic is greater than the T table of 1.96 (5%) and the value of the P-Value must be smaller than 0.05. The results of the analysis are as follows:

<table>
<thead>
<tr>
<th>Table 4. Direct influence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Original Sample</strong> (O)</td>
</tr>
<tr>
<td><strong>Brand Experience (X1) -&gt; Brand Love (Z)</strong></td>
</tr>
<tr>
<td><strong>Brand Personality (X2) -&gt; Brand Love (Z)</strong></td>
</tr>
<tr>
<td><strong>Brand Experience (X1) -&gt; Brand Loyalty (Y)</strong></td>
</tr>
<tr>
<td><strong>Brand Personality (X2) -&gt; Brand Loyalty (Y)</strong></td>
</tr>
</tbody>
</table>
In the first analysis, brand experience has a positive effect on brand love as seen from the \( T \) statistic value of 3.219 > 1.96 and the significant value of \( p \)-value 0.001 < 0.05. This result shows that the better the brand experience received by Avoskin skincare users, the more love for the Avoskin skincare brand. Furthermore, in the second analysis, brand personality has a positive effect on brand love which can be seen from the \( T \) statistic 7.086 > 1.96 and a significant value of \( p \)-value 0.000 < 0.05. This shows that the stronger the Avoskin skincare brand personality, the greater the consumer’s love for Avoskin skincare.

In the third analysis, brand experience has a direct positive effect on brand loyalty with a statistical \( T \) value of 3.178 > 1.96 and a significant \( p \)-value of 0.002 < 0.05. This shows that the higher the brand experience of Avoskin skincare users, the higher consumer loyalty to the Avoskin skincare brand. But for the fourth analysis, brand personality had no effect on brand loyalty with a statistical \( T \) value of 1.084 < 1.96 and a significant \( p \)-value 0.279 > 0.05. These results show that brand personality is not a variable that determines consumer loyalty to the Avoskin skincare brand. Furthermore, in the fifth analysis, it states that brand love has a positive effect on brand loyalty as seen from the \( T \) statistical value of 3.231 > 1.96 and the significant value of \( p \)-value 0.001 < 0.05. This shows that the higher the consumer’s love for Avoskin skincare, the more loyal consumers are to the Avoskin skincare brand.

Table 5. Results of the Direct Influence Hypothesis Test

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Hypothesis Statement</th>
<th>( P )-Value</th>
<th>( T )-Statistics</th>
<th>Information</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Brand experience has a direct positive effect on brand love</td>
<td>0.001</td>
<td>3.219</td>
<td>The data support the hypothesis</td>
<td>H1 accepted</td>
</tr>
<tr>
<td>H2</td>
<td>Brand Personality has a direct positive effect on brand love</td>
<td>0.000</td>
<td>7.086</td>
<td>The data support the hypothesis</td>
<td>H2 accepted</td>
</tr>
<tr>
<td>H3</td>
<td>Brand experience has a direct positive effect on brand loyalty</td>
<td>0.002</td>
<td>3.178</td>
<td>The data support the hypothesis</td>
<td>H3 accepted</td>
</tr>
<tr>
<td>H4</td>
<td>Brand personality has a direct positive effect on brand loyalty</td>
<td>0.279</td>
<td>1.084</td>
<td>The data do not support the hypothesis</td>
<td>H4 rejected</td>
</tr>
<tr>
<td>H5</td>
<td>Brand love has a direct positive effect on brand loyalty</td>
<td>0.001</td>
<td>3.231</td>
<td>The data support the hypothesis</td>
<td>H5 accepted</td>
</tr>
</tbody>
</table>

Source: Data processed by the author, 2023
Based on the analysis of the table above, it can be concluded that of the 5 existing hypotheses there are 4 accepted hypotheses and 1 hypothesis stated to be rejected. The 4 accepted hypotheses are H1, H2, H3, H5. While the rejected hypothesis is H4.

Indirect Effect

The next stage is to determine the indirect influence between brand experience and brand personality on brand loyalty through brand love, can be seen in the following indirect effect table:

<table>
<thead>
<tr>
<th>Table 6. Indirect Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hypothesis</strong></td>
</tr>
<tr>
<td>Brand Experience (X1) -› Brand Love (Z) -› Brand Loyalty (Y)</td>
</tr>
<tr>
<td>Brand Personality (X2) -› Brand Love (Z) -› Brand Loyalty (Y)</td>
</tr>
</tbody>
</table>

Source: Data processed by the author, 2023

The results of the analysis of the indirect influence of brand experience on brand loyalty through brand love obtained a T-statistic value of 2.195 > of 1.96 and a p-value of 0.029 < of 0.05. This result can be interpreted that there is an indirect influence of brand experience on brand loyalty through brand love. Based on the overall results, it is known that brand experience has a positive effect on brand loyalty (H3) and it is known that there is an indirect influence of brand experience on brand loyalty through brand love (H6), it can be concluded that brand love acts as a mediation (Partial Mediation) between brand experience to brand loyalty which means the presence or absence of brand love, then consumers who have a good brand experience will remain loyal to Avoskin skincare.

The results of testing the indirect influence of brand personality on brand loyalty through brand love after being tested as a whole obtained a T-statistic value of 3.008 > of 1.96 and a p-value of 0.003 < of 0.05. This shows that there is an indirect influence of brand personality on brand loyalty through brand love. Based on the overall results, it is known that brand personality does not have a positive effect on brand loyalty (H4) and it is known that there is an indirect influence of brand personality on brand loyalty through brand love (H9), it can be interpreted that brand love acts as a mediating variable (Full Mediation) between Brand personality to brand loyalty. So it can be concluded that if the brand personality is improved, it will increase brand love and have an impact on increasing brand loyalty to Avoskin skincare.

<table>
<thead>
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<th>Table 7. Results of the Indirect Influence Hypothesis Test</th>
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<td><strong>Hypothesis</strong></td>
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<td>H6 Brand experience</td>
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<td>has a direct positive effect on brand loyalty through brand love</td>
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<td>H7 Brand Personality</td>
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4. Discussion

In this study, brand experience has a positive influence on brand love. The better the experience felt by consumers when using Avoskin skincare, the higher the consumer's love for the brand. Respondents, who are mostly generation Z, feel Avoskin skincare can help brighten their facial skin while keeping their facial skin moist throughout the day. In addition, respondents also liked the texture of Avoskin skincare which is light so that it is more easily absorbed by facial skin and comfortable for daily use. With the many positive experiences that consumers feel when using Avoskin skincare, consumers fall in love and emotionally bond with the brand, especially on the series of brightening products that are proven safe and effective for their facial skin. With the content of vitamin C, niacinamide and alpha arbutin which are effective in brightening facial skin deeply, making Avoskin skincare favored by generation Z who want facial skin that looks bright and glowing. This is according to data from the Zap Beauty Index in 2023 which states that as many as 77.4% of generation Z women seek brightening benefits from the skincare products they use. This result is in line with the result Aulianda (2020), Singh et al (2021), and Mesfar & Moez (2022) which proves that there is a positive influence between brand experience and brand love. The positive experience that consumers feel when using a brand, can encourage consumers to love the brand. Vice versa, if consumers get a bad experience from a brand, consumers cannot love the brand they use.

Furthermore, brand personality has a positive effect on brand love, which means that the stronger Avoskin's skincare brand personality, the higher consumers' love for the brand. In this study, the personality built by Avoskin skincare has a dominant influence on consumer love for the brand. This is because Avoskin is a local paint product produced by PT. Innovation Technology, which has a good reputation in the eyes of the public because it managed to get an award as Best in Local Brand Skincare from Sociolla Awards 2020 and as Local Brand of The Year from Female Daily Best of Beauty Awards 2020. In addition, Avoskin continues to be committed to presenting beauty products from selected natural ingredients. All products are also alcohol free, SLS free, paraben free, fragrance free, silicone free, not tested on animals and have been BPOM certified and halal so it is very safe for use on facial skin. The personality built by Avoskin skincare is in accordance with the characteristics of respondents aged 17-25 years who are students who like skincare products made from natural ingredients. They believe that skincare that contains natural ingredients can provide more benefits for their facial skin care. The similarity of Avoskin's skincare commitment with respondents' desire to use natural skincare can encourage the creation of love for the brand and generate a strong emotional connection to Avoskin skincare. Therefore, it is important for Avoskin to continue to maintain the existing brand personality both from safety and product composition so that consumers love Avoskin skincare more. These results reinforce the results of the study Fortes et al., 2019, Sharahi & Heshmat (2020), and Bandaranayake & Wickramasinghe (2020), That brand personality positively affects brand love, which means that brand personality plays an important role in building emotional connections with consumers. Because consumer love for a brand will be greater for brands that can develop consumer personality.

The results of this study show that brand experience has a positive influence on brand loyalty. The better the experience consumers feel when using Avoskin skincare, the higher consumer loyalty to the brand. Respondents, most of whom are consumers who regularly use Avoskin skincare in the last 1 year, feel a change in their facial skin. The natural ingredients used by Avoskin skincare are able to provide the best results, where the respondent's facial skin becomes more moisturized naturally. In addition, a brighter and brighter face can also be seen naturally on the consumer's facial skin. Because the formula is light and safe, making Avoskin skincare can treat facial skin optimally without any side effects or dependence afterwards. With a good and satisfying experience when using Avoskin skincare, consumers want to always use Avoskin skincare. Consumers are willing to buy back the

Source: Data processed by the author, 2023
same product from Avoskin skincare and recommend it to their friends and companions. Therefore, it is important for companies to continue to provide a good brand experience so that their consumers are increasingly loyal to Avoskin skincare. These results are in line with the study Hussein (2018), that brand experience positively affects brand loyalty. A positive brand experience can lead to buybacks on the same brand and be willing to recommend it to others. Research Harjanto et al (2021) and Liu & Hu (2021) It also proves that the better the brand experience formed by a brand, the greater the loyalty that brand will receive. Vice versa, if the experience formed by a brand is bad, then consumer loyalty to the brand will also decrease.

Furthermore, brand personality has no effect on brand loyalty. This can be interpreted that brand personality is not a factor that determines someone to be loyal to a brand. In this study, respondents felt confident that Avoskin skincare has the best quality in each product. Avoskin always presents products that are suitable for all skin types and effectively solve various facial skin problems such as acne, dull skin, large pores, blackheads and so on. It also explains that respondents do not need to have the same personality as Avoskin skincare to be loyal to the brand. By having good quality, suitable on facial skin, and able to improve skin problems thoroughly, it can encourage consumers to repurchase Avoskin skincare products and become loyal customers of the brand. These results are not in line with research Mekhum & Sriupayo (2020) and Suhaemi (2021) which states that brand personality has a positive influence on brand loyalty.

In this study, brand love has a positive effect on brand loyalty. The higher the consumer's love for Avoskin skincare, the higher the consumer loyalty to the brand. In this study, consumer love has a dominant influence compared to other variables in shaping consumer loyalty to a brand. Most respondents like Avoskin skincare products because all of their products are made from safe and natural ingredients. Because of this consumer love that makes them loyal to Avoskin skincare, where they are willing to buy back the same product and are happy to recommend Avoskin skincare to their friends and friends. In addition, consumers who have a high love will always have a positive feeling for Avoskin skincare, so they will not easily move to other brands besides the brand they love. This is in accordance with the characteristics of respondents who are young women aged 17-25 years who have a tendency to look attractive so that they always want to know products that can support their appearance, especially for facial skin care products such as Avoskin skincare. This emotional scream with Avoskin skincare is what makes their commitment to buying and reusing products tend to increase. These results are in line with research Bairrada et al (2018), Sharahi & Heshmat (2020), Ghorbanzadeh & Rahehagh, (2021) Which says that brand love has a positive effect on brand loyalty. When consumers fall in love with a brand, they can reinforce their commitment to repurchase products from the same brand, be willing to recommend them to others, and become loyal customers of the brand they love.

The results of the next analysis that brand experience has a positive effect on brand loyalty through brand love. The better the experience consumers get when using Avoskin skincare, the higher the consumer's love for the brand which in turn can encourage consumers to be loyal to Avoskin skincare. In this study, respondents felt that even if they did not have a great love for Avoskin skincare, they would still be loyal to the brand because consumers had a satisfying experience from using Avoskin skincare. Respondents who are mostly aged 17-25 years feel satisfactory results after routinely using Avoskin skincare including their facial skin becomes brighter, does not look dull, skin becomes more moisturized. The good experience felt by consumers gives a positive impression of the brand so that it encourages them to make purchases again, making them loyal customers of Avoskin skincare and willing to recommend it to their friends and friends. These results are in line with research Kazmi & Khalique (2019), Santos & Schlesinger (2021), dan Eklund (2022) that brand love mediates a positive relationship between brand experience and brand loyalty. Brand love along with brand experience will result in a strong emotional connection between brands and consumers, which ultimately results in greater brand loyalty.
In this study, brand personality has a positive influence on brand loyalty mediated by brand love. This can be interpreted that the stronger Avoskin’s skincare personality, the higher consumers’ love for the brand which ultimately makes consumers loyal to Avoskin skincare. In this study, respondents felt that Avoskin skincare has a good reputation for successfully creating quality beauty products from selected natural ingredients. In addition, all of its products have been clinically tested not to contain ingredients that are harmful to the skin at all and have been certified BPOM and halal from the Indonesian government. The personality built by Avoskin skincare is in accordance with the characteristics of respondents, most of whom are generation Z who are known to like skincare products made from natural ingredients. Respondents feel that Avoskin skincare can suit their needs and hobbies, which makes them fall in love and be more emotional about the brand. Consumers’ love for the brand makes them loyal to Avoskin skincare, where they are willing to buy back the same product and are happy to recommend Avoskin skincare to their friends and friends. In addition, high consumer love makes consumers become more loyal to Avoskin skincare by not easily switching to brands other than the brand they love. These results reinforce the results of research by Bambang et al (2017) and Suhaemi (2021), that brand love is a connecting variable between brand personality and brand loyalty, which means that the stronger the personality of a brand, the greater consumer love for the brand which in turn can increase brand loyalty.

5. Conclusions

Based on the results of research that has been done, it can be concluded that brand experience has a positive influence on brand love, which means that the better Avoskin skincare in brightening facial skin, the higher consumer love for the brand. Brand personality has a positive influence on brand love. This shows that the safer and more halal Avoskin skincare products, the higher consumers’ love for the brand. Based on the results of the study, it was found that brand personality has a dominant influence on brand love. The products offered by Avoskin skincare are in accordance with the personality of consumers who really like skincare with its main composition made of natural ingredients and has been registered with BPOM and LPPOM MUI. With the similarity of Avoskin’s skincare commitment with consumer desires, it can encourage the creation of love and generate a strong emotional connection between consumers and brands. Furthermore, it can be concluded that brand experience has a positive effect on brand loyalty. This shows that the better Avoskin skincare in moisturizing facial skin, the more loyal consumers are to Avoskin skincare. Brand personality has no influence on brand loyalty. This can be interpreted as brand personality is not a factor that determines someone to be loyal to Avoskin skincare. Brand love has a positive influence on brand loyalty. This proves that with consumers’ love for skincare, Avoskin can increase consumer loyalty to the brand. Based on the results of the study, it was found that brand love has a dominant influence on brand loyalty. When consumers already have feelings of love for Avoskin skincare, consumers are willing to make purchases again and will continue to be loyal to the brand. Furthermore, it was concluded that brand love is proven to partially mediate the influence of brand experience on brand loyalty. Finally, brand personality has an influence on brand loyalty through brand love. This shows that brand love is proven to fully mediate the influence of brand personality on brand loyalty. The results of this study prove the theory of customer behavior that consumers' love for a brand will be greater towards brands that can develop consumers' self-concept or personality. When a brand has a superior personality and matches the consumer's personality, it will create a strong emotional bond between the brand and the consumer. Ultimately, it’s this emotional connection that drives buybacks and higher brand loyalty. In other words, when consumers love a brand, consumers can continue to use that brand compared to other brands. Therefore, it is important for companies to increase brand love so that consumers are more loyal to the brand.
Reference


