INFLUENCE OF BRAND IMAGE AND CUSTOMER SATISFACTION TO BRAND LOYALTY THROUGH BRAND LOVE AS A MEDIATION VARIABLE IN STARBUCKS MULTATULI MEDAN

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Abstract

Along with rising population and income levels, it has become a major factor in the rising demand for non-consumption-based necessities, which many have adopted as a way of life. The expansion of the Coffee Shop industry has made coffee an integral part of people's lifestyles. Starbucks' continued existence depends on customer loyalty. Starbucks Multatuli's efforts to maintain brand loyalty are still relatively low. Customers continue to prefer other coffee shops over Starbucks. However, the customer's affection for Starbucks will cause the customer to form an emotional bond with Starbucks. Consequently, the customer's emotional attraction to Starbucks and feelings of pleasure will increase customer satisfaction. Thus, a positive brand image will provide customers with a positive experience, which will foster a sense of love for Starbucks and increase brand loyalty. This study's objective is to examine how brand image and customer satisfaction influence brand loyalty via brand love. Four variables comprise the survey: brand image, customer satisfaction, brand loyalty, and brand love. Accidental sampling is used for sampling. The population of this study consisted of 120 Starbucks Multatuli customers who participated in the survey. Using the SmartPLS 3.0 application, PLS-SEM was utilized for data analysis. The results indicated that brand image and customer satisfaction had a significant effect on brand love, a significant effect on brand loyalty, and a significant effect on brand loyalty via brand love.

Keywords: ***Brand Image, Brand Loyalty, Brand Love, Customer Satisfaction***

1. INTRODUCTION

Because of the intense business competition in the product and service industries, companies need the ability to create something distinctive to differentiate themselves from their competitors. One of the requirements for a company to have a product or service that is good in the eyes of customers, to differentiate it from other products, is to require the company to form a good brand image in the eyes of customers. This is one of the requirements for a company to have a product or service that is good in the eyes of competitors. In addition, a positive image of the brand is retained in the customers' minds, which is important given that a brand cannot be replicated. It has become a driving factor for increasing demand for needs that are not just for consumption, but over time, many people have made it a way of life. Along with increasing population growth and income levels, it has become a driving factor for increasing demand for necessities. Coffee's integration into people's daily routines has been facilitated by the proliferation of coffee shop businesses (Hadijah, 2017). The tradition of drinking coffee is preserved not only in the hearts of coffee aficionados but also as a result of changing fashions and ways of life (Sharma, 2016)

There are a number of well-known coffee shops in the city of Medan, all of which are in fierce competition with one another. In spite of this, there is currently one Coffee Shop that stands out above the rest in the minds of residents of Medan City, and that establishment is Starbucks

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Coffee. At its beginning, Starbucks was one of the pioneers of the coffeehouse industry in the United States. At that time, the company sold only coffee that patrons could purchase and take with them. Over the course of time, the coffee shop evolved into a coffee shop that not only sells customers coffee, but also provides customers with food and coffee-related equipment such as glasses and mugs.

According to the results of the survey that was conducted by the Top Brand Index (TBI, 2022), Starbucks is the Café Brand that is very reliable and always occupies the Top position. Every company operating in the food and beverage industry, in light of the conditions of ever-increasingly fierce competition, needs to increase the existing strengths within the company by bringing out the differences or uniqueness of the company when compared to other companies operating in the industry. To ensure the continued success of the company, brand loyalty is absolutely necessary. When compared to efforts aimed at attracting new customers, those made to keep existing customers loyal to the brand are considered strategic efforts. Concerns pertaining to a company's brand are one of the many aspects that every business must remain vigilant regarding. As a result, businesses that sell coffee should work hard to build and keep customers' loyalty to their brands (Asmoningsih, 2016).

The loyalty of a consumer to a particular brand of a product is referred to as "brand loyalty" (Suwarni et al., 2015). Because customers have a preference for certain brands even when faced with competition from other brands selling comparable products, companies benefit from the consistency and security provided by brand loyalty in terms of their income (Lam and Shankar, 2004). Brands that are strong and have a high value may be able to process the emotions of their customers. In addition, brands may have a high value because they engage in brand building activities, which include not only communicating with their customers but also engaging in a variety of other activities designed to strengthen the value of the brand itself. To have the appearance of being the best, a brand, of course, needs to have its own added value in the market so that it can pique the interest of customers in purchasing it. In addition to this, of course, it needs to be able to increase the emotional involvement of customers, which ensures that customers always have varying degrees of loyalty, both to the brand and the company. fostering an emotional connection between consumers and a company will increase the likelihood of repeat business from satisfied customers.

If a consumer has a strong emotional attachment to a particular brand, also known as "brand love," that particular brand will be easier to find. Because love for the brand will make the customer love the brand, and love for the brand will definitely accept all of the shortcomings of the things they love, "because with brand love for the brand, it will make the customer love the brand." Kartajaya (2010) demonstrates that there is a powerful emotional connection between the customer and the brand, a feeling that does not want to be separated and that no other brand can take the brand from the heart of the customer. This finding is supported by the fact that the customer is unwilling to switch brands. Batra et al. (2012) define brand love as a relationship, not an emotion, between customers and a brand that involves cognitive, affective, and behavioral elements. Brand love is a customer's emotional response to a brand's suitability that can lead to brand loyalty. Customers who love a brand will be more loyal. Thus, customers will always remember a brand that has become ingrained in their minds. Brand love is intense (Carroll & Ahuvia, 2016). Reza (2018) found that brand loyalty increases with brand love. Thus, brand lovers are more loyal. Brand love does not affect brand loyalty, according to the study (Parasmita, 2018).

Customers are satisfied when their needs and desires match expectations (Tjiptono, 2012; Kotler & Keller, 2019). If performance meets expectations, the customer is satisfied; if not, they are dissatisfied. Satisfied customers become brand loyal. Customer satisfaction boosts brand loyalty (Pratiwi et al., 2015; Rabie and Chairani, 2015: Shahroodi et al., 2015). Krisdiana et al. (2020) found that customer satisfaction boosts brand loyalty. These findings match research (Jamal, 2021; Rasheed and Anser, 2017; Butar et al., 2021; Taqi & Muhammad, 2020; Khawaja et al., 2021; Altangerel & Munkhnasan, 2019). If they like the product, customers will stick around.

Customer satisfaction does not affect brand loyalty (Andriyati, 2020). Customers are curious and want to try another brand because many companies sell the same product. Customer satisfaction can improve the company-customer relationship, encourage repeat purchases, build customer loyalty, and generate profitable recommendations. Brand image influences customer loyalty. Good brand image makes customers like the product (Nurmayanti, 2014).

Lewarissa (2012) states that products with a brand image will influence customers because they don't need to research the product. As per (Kotler & Keller, 2016). Customer brand associations form a brand's image. With this brand image, the company can develop its product line and capitalize on its goodwill. Brand image affects brand loyalty, according to Altangerel & Munkhnasan (2019). Also found by (Pratama & Suprapto, 2017; Jamshidi & Rousta, 2021; Eslami. 2020; Bilgin, 2018; Kim & Lee, 2019) Customers have a good brand because of its quality, satisfaction, and low risk. Brand image boosts brand loyalty. Customers who like the product will buy it again because brand image and loyalty increase. Research (Meilani & Suryawan, 2020; Taqi & Muhammad, 2020) disagrees. Brand image rises without increasing brand loyalty. Strong brand images can give companies a competitive edge. Customer impression and love of these products can affect brand loyalty. Customers who value products positively love brands. Customer loyalty will result from brand love (Adrianus, 2012), resulting in product-customer interaction.

2.LITERATURE REVIEW
2.1 Brand Loyalty
A customer's relationship with a brand is what's meant by the term "brand loyalty." This metric is able to give an indication as to whether or not a consumer is considering switching to a different brand (Akker, 2013). According to Sharifah et al. (2016), who explained that brand loyalty has a relationship between buyers who make continuous purchases of a brand or a commitment between customers and suppliers that is ongoing to maintain a relationship between them, brand loyalty has a relationship between buyers who make continuous purchases of a brand. Loyalty to a brand results from an individual's positive impression and affection for that brand, which shapes the relationship that exists between consumers and brands (Aaker, 2013). Brand loyalty will have an effect not only on customers but also on brands as a result of the proliferation of alternative brands that provide superior product characteristics. Therefore, brand loyalty demonstrates a customer's commitment to a specific brand at a high level and their willingness to continue purchasing that brand in the future (Listiana, 2015; Durianto, 2004). According to Aaker (1996), there are multiple levels of loyalty, and each level reveals different marketing challenges that must be overcome and assets that can be used.

2.2 Brand Love
Consumers may develop feelings of affection for a brand when they regard it as something special and admirable and behave as though it holds some value for them (Ranjbarian et al., 2012). Brand love, on the other hand, is a one-way relationship, whereas relational love is a two-way relationship, as stated by Bergkvistet et al. (2009). When you love a brand, you may feel affection, proximity, and even responsibility. Customers are said to have "brand love" when they have a level of enthusiastic relationship that is filled with emotional feelings toward owning a particular brand (Carroll & Ahuvia, 2006). Love for a brand is comprised of a number of subcomponents, including brand appeal, triple brand assurance, and brand enthusiasm. According to Hwang and Kandampully (2012), brand love is a very interesting experience of passion, both in terms of the rational connection and the connection between the buyer and the brand. This is the conclusion drawn from their research. According to the findings of Albert et al (2013). Interest in the brand, a sense of belonging to the brand, the capacity to positively respond to the brand, and positive declarations about the brand are the characteristics of brand love. By doing so, a formation will be formed between the buyer and the brand, which will grant the buyer the authority to voice perspectives and

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provide positive feedback to other buyers in the market. It is possible for a product to be developed so that it has a more superior and attractive appearance. This will encourage enthusiastic responses from customers who are satisfied with the product, and it will also inspire admiration for the brand (Carroll & Ahuvia, 2006).

2.3 Customer Satisfaction

Quality products that meet customer needs will satisfy them. Customer satisfaction is determined by post-use behavior. Satisfied customers usually buy again. This will build brand loyalty. Satisfied customers benefit the company, reducing competition for similar products and brands. Irawan (2010) states that customer satisfaction is based on customer usage results. Easy, comfortable, and efficient product or service delivery will satisfy customers. Customer satisfaction refers to perceived performance and post-purchase satisfaction or dissatisfaction. In this globalized world, providing customers with quality, innovative, and easy-to-get products is the key to winning. Customers are dissatisfied when performance falls short of expectations, according to Kotler and Keller (2013). If performance exceeds expectations, customers are delighted. The customer will be disappointed if the perceived performance is below expectations, satisfied if it meets expectations, and very satisfied if it exceeds expectations. Customer satisfaction will be felt after product consumption. Hansemark and Albinsson (2004) say overall customer satisfaction indicates an attitude toward the service provider or an emotional reaction to the difference between expectations and delivery. Based on the above, customer satisfaction is the customer's assessment of Starbucks products and services in terms of meeting needs and expectations.

2.4 Brand Image

The brand must be distinct from competitors and ingrained in customers' minds. Because customers see brand image before buying. "Brand Image describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs," say Kotler and Keller (2012). A brand's extrinsic nature, including how it meets customers' psychological and social needs, is its image. Customer brand perception is brand image. Brand perception and trust. A good brand image will make customers like the relevant brand in the future and hinder competitors' marketing efforts. Brand image, according to Kotler and Armstrong (2013), is a brand's set of beliefs. Brand image is a brand's beliefs. Kotler and Keller (2012) define brand image as consumers' perceptions and beliefs. As shown by consumers' memory associations". as customer memories of a brand's perceptions and beliefs. When a brand image builds product character, provides a value proposition, and conveys product character to customers in a unique way, it gives the product an emotional strength that goes beyond its rational power. Customers will think of the brand positively.

3.RESDEARCH METHOD

This type of research is using a quantitative approach. According to Sugiyono (2018) the quantitative method is a method based on the philosophy of positivism which aims to describe and test the hypotheses made by researchers. This research was conducted in Starbucks Multatuli, and the subjects of this study were 120 customers Starbuck Multatuli who have visited at least 2 times in 1 month. To test the validity and suitability of the model, Loading Factor, Average Variance Extracted (AVE) and Composite Reliability are used. Data analysis techniques used the Structural Equation Modeling (SEM) method to test the hypotheses in this study.

4.RESULTS AND DISCUSSION
4.1.Outer Model Evaluation (Measurement Model): Validity and Reliability Testing

Convergent validity is part of the measurement model which in SEM-PLS is usually referred to as the outer model, while in covariance-based SEM it is called confirmatory factor analysis (CFA) (Mahfud and Ratmono, 2013). There are two criteria for assessing whether the outer model (measurement model) meets the convergent validity requirements for reflective constructs, namely (1) the loading must be above 0.7 and (2) the p-value is significant (<0.05) (Hair et al. in Mahfud and Ratmono, 2013). However, in some cases, loading requirements above 0.7 are often not met, especially for newly developed questionnaires. Therefore, loading between 0.40-0.70 should still be considered for maintenance (Mahfud and Ratmono, 2013). The following suggestions are given by Hair et al. in the decision to maintain or remove reflective indicators (Hair et al. in Mahfud and Ratmono, 2013:66)

Indicators with loadings below 0.40 should be removed from the model. However, for indicators with loadings between 0.40 and 0.70, we should analyze the impact of the decision to remove these indicators on average variance extracted (AVE) and composite reliability. We can remove indicators with a loading between 0.40 and 0.70 if these indicators can increase the average variance extracted (AVE) and composite reliability above their threshold (Mahfud and Ratmono, 2013). The AVE limit value is 0.50 and the composite reliability is 0.7. Another consideration in deleting indicators is their impact on construct content validity. Indicators with small loadings are sometimes maintained because they have a contribution to construct content validity (Mahfud and Ratmono, 2013).

Table.1 Outer Model

Variable	Composite Reliability	AVE	Indicator	*Outer Loading*	Result
Brand Image (X1)	0.935	0.644	X1.1	0.860	Valid
			X1.2	0.868	Valid
			X1.3	0.837	Valid
			X1.4	0.849	Valid
			X1.5	0.715	Valid
			X1.6	0.856	Valid
			X1.7	0.794	Valid
			X1.8	0.601	Valid
Customer Satisfaction (X2)	0.939	0.754	X2.1	0.892	Valid
			X2.2	0.911	Valid
			X2.3	0.875	Valid
			X2.4	0.848	Valid
			X2.5	0.814	Valid
Brand Loyalty (Y)	0.918	0.653	Y1	0.749	Valid
			Y2	0.796	Valid
			Y3	0.803	Valid
			Y4	0.811	Valid
			Y5	0.820	Valid
			Y6	0.863	Valid
Brand Love (Z)	0.887	0.614	Z1	0.829	Valid
			Z2	0.754	Valid
			Z3	0.611	Valid
			Z4	0.847	Valid
			Z5	0.851	Valid

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Based on Table 1, testing the validity of the loading factor for all loading values > 0.7, which means that it meets the validity requirements based on the loading value. Furthermore, validity testing is carried out based on the average variance extracted (AVE) value which is suggested to be above 0.5 (Mahfud and Ratmono, 2013). It is known that all AVE values are > 0.5, which means that they have met the validity requirements based on AVE. Furthermore, reliability testing is carried out based on the recommended composite reliability (CR) value above 0.7 (Mahfud and Ratmono, 2013). It is known that all CR values are > 0.7, which means that they have met the reliability requirements based on CR. Furthermore, reliability testing was carried out based on the Cronbach's alpha (CA) value.

4.2. Evaluasi Model Struktural (Inner Model)

After the estimated model meets the Outer Model criteria, measurements are then carried out by testing the structural model (Inner Model) by looking at the R-Square (R2) value of the variable. The results of the R-Square (R2) value on variables based on measurement results are shown in Table 4.2 as follows:

Table.2 R Square

	R Square
Brand Love	0.634
Brand Loyalty	0.747

Based on the results in Table 2, it is known:
1. The R-Square value of brand love is 0.634 and 0.747 respectively, which means that brand image and customer satisfaction can explain the effect on brand love by 63.4%.
2. The R-Square values of brand loyalty are 0.634 and 0.747 respectively, which means that brand image, customer satisfaction and brand love are able to explain the effect on brand loyalty by and 74.7%.

4.3 Direct Effects

The next step is to test the hypothesis by using the direct effect to test the hypothesis of the direct effect of an influencing variable (exogenous) on the affected variable (endogenous). The results of testing the hypothesis using the direct effect are as follows: Table 3 presents the results of the significance test.

Table 4.3 Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Brand Love	0.439	0.446	0.104	4.237	0.000
Brand Image -> Brand Loyalty	0.196	0.214	0.095	2.059	0.040
Brand Love -> Brand Loyalty	0.286	0.286	0.094	3.030	0.003
Customer Satisfaction -> Brand Love	0.449	0.448	0.103	4.346	0.000
Customer Satisfaction -> Brand Loyalty	0.484	0.465	0.104	4.673	0.000

Based on the results in Table 3, the results are:

1. Brand image has a positive effect on brand love, with a path coefficient value (original sample) of 0.439, and significant, with a PValues = 0.000 <0.05 (Hypothesis Accepted).
2. Brand image has a positive effect on brand loyalty, with a path coefficient value (original sample) of 0.196, and significant, with a PValues = 0.040 <0.05 (Hypothesis Accepted).
3. Brand love has a positive effect on brand loyalty, with a path coefficient value (original sample) of 0.286, and significant, with a PValues = 0.003 <0.05 (Hypothesis Accepted).
4. Customer satisfaction has a positive effect on brand love, with a path coefficient value (original sample) of 0.449, and significant, with a PValues = 0.000 <0.05 (Hypothesis Accepted).
5. Customer satisfaction has a positive effect on brand loyalty, with a path coefficient value (original sample) of 0.484, and significant, with a value of PValues = 0.000 <0.05 (Hypothesis Accepted).

4.4 Indirect Effect Table.4 Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Brand Love -> Brand Loyalty	0.126	0.124	0.042	3.011	0.003
Customer Satisfaction -> Brand Love -> Brand Loyalty	0.128	0.132	0.064	2.020	0.044

Based on the results in Table 4, the results are:

1. The test results show that the beta coefficient value of brand image on brand loyalty through brand love is 0.126 with a p-value of 0.003, which is less than 0.05. This proves that brand love can mediate brand image to brand loyalty.
2. The test results show that the beta coefficient value of customer satisfaction on brand loyalty through brand love is 0.132 with a p-value of 0.044, where the p-value is less than 0.05. The results of this calculation prove that customer satisfaction can mediate brand image to brand loyalty.

4.5 Discussion
The influence of Brand Image on Brand Love

Hypothesis testing shows that Brand Image positively and significantly affects Brand Love. The path coefficient (original sample) is 0.439, and PValues = 0.000 <0.05 indicates significance. Consumer memories form brand image (Lari et al., 2021). Brand image influences customer brand love and purchasing decisions. This study supports research (Bergkvist et al., 2009; Ismail, 2012) that brand image affects brand love. Starbucks managers focus on brand image management because brand image and brand love are linked (Cho & Fiore, 2015). Thus, managers use advertising and media to strengthen brand image and attract more customers. Millman (2011) says Starbucks always meets customer needs. Customers feel connected to Starbucks. This shows that the atmosphere evokes customer emotions. Roberts (2004) says customers love their favorite brands. According to research, brand image influences brand love, which creates functionality, symbolic meaning, and experience—customer awareness values. The question item "the taste of Starbucks coffee is different" had the highest average value of 4.35, which was in the

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strongly agree category. This shows that a unique coffee taste image distinguishes Starbucks from other brands and has unique brand associations like superiority, uniqueness, and strength in customers' minds (Marliawati et al., 2020; Muhammad et al., 2018; Taylor et al., 2007). According to Islam & Rahman (2016) and Ismail & Spinelli (2012), brand image positively affects brand liking. Thus, a positive brand image makes customers love the brand emotionally (Aaker, 1997; Fournier, 1998). Thus, brand image leads to brand love and customer loyalty (Carrol & Ahuvia, 2006; Islam & Rahman, 2016; Ismail & Spinelli, 2012).

The influence of Customer Satisfaction on the Love brand

Hypothesis testing shows that customer satisfaction positively and significantly affects brand love. The path coefficient value (original sample) is 0.449, and PValues = 0.000 <0.05 indicates significance. Thus, customer satisfaction affects brand love. (Aburoub et al., 2011) Customer satisfaction determines customer behavior by comparing expectations and performance. This study found that Starbucks Multatuli customers are satisfied with their products and services. Customers who are satisfied with a brand may become addicted to it. Starbucks must maintain and improve service to satisfy customers. Starbucks Multatuli boosts brand loyalty by increasing customer satisfaction and emotional attachment. According to Carroll and Ahuvia (2006), consumer love for a brand increases satisfaction when the brand is able to play an important role in the process of forming consumer identity. Carroll and Ahuvia (2006) found that consumers prefer brands that express themselves. Satisfaction increases brand love, according to Ramadhina (2017). Satisfaction increases brand love, as Sallam (2015) found. The question item "I am enthusiastic about welcoming the new Starbuck product" had the highest average score of 4.01 in the agree category. This shows that satisfied customers may not love the brand. If the customer is happy, they may love the brand. (Hsu & Chen, 2018). This study confirms that customer satisfaction affects brand love (Drenan et al., 2015; Hsu & Chen, 2018). Satisfied customers love brands (Bergkvist et al., 2009; Roy et al., 2012). Thus, satisfaction drives brand love. Satisfied customers indirectly love a brand (Unal & Ayd, 2013; Albert & Merunka, 2008).

The influence of Brand Image on Brand Love

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uniqueness, and strength in customers' minds (Marliawati et al., 2020; Muhammad et al., 2018; Taylor et al., 2007). According to Islam & Rahman (2016) and Ismail & Spinelli (2012), brand image positively affects brand liking. Thus, a positive brand image makes customers love the brand emotionally (Aaker, 1997; Fournier, 1998). Thus, brand image leads to brand love and customer loyalty (Carrol & Ahuvia, 2006; Islam & Rahman, 2016; Ismail & Spinelli, 2012).

The effect of Customer Satisfaction on Brand Loyalty

Hypothesis testing shows that customer satisfaction positively and significantly affects brand loyalty. The path coefficient value (original sample) is 0.484, and PValues = 0.000 <0.05 indicates significance. Repurchasing and brand loyalty are influenced by customer experience (Kotler & Keller, 2016; Pereira et al., 2016). The results of the study show that Starbucks Multatuli products meet the expectations of all customers who buy Starbucks products. Starbucks Multatuli prioritizes satisfaction to build brand loyalty: 1. Survey customers to improve products, services, and customer experiences. 2. Use customer suggestions to improve service. 3. Discounting. The question item "I am happy with the Starbuck discount promo" had the highest average score of 4.22, which was in the strongly agree category. Thus, brand loyalty depends on satisfaction (Bolton, 1998; Jones & Suh, 2000). Customer satisfaction increases brand loyalty (Al Amin, 2022). According to research (Pratama & Suprapto, 2017; Jamshidi & Rousta, 2021; Eslami, 2020; Bilgin, 2018; Kim & Lee, 2019), customer satisfaction positively impacts brand loyalty. Satisfaction precedes brand loyalty (Belaid and Temessek Behi, 2011; Cronin et al., 2000; Rust and Zahorik, 1993; Walter et al., 2013).

The effect of brand love on brand loyalty

The hypothesis testing shows that brand love positively and significantly affects brand loyalty, with a path coefficient value (original sample) of 0.286 and a PValues value = 0.003 <0.05. Brand love makes customers loyal, according to the study. The study found that customers have a strong emotional connection to Starbucks products, making the brand known, loved, maintained, and remembered (Roberts, 2004). Thus, customers' love for Starbucks builds customer loyalty without reason because everything has touched customers' hearts—products, brands, services, experiences (Roberts, 2004). Thus, customers love brands when they form self-expressive, hedonic, and symbolic bonds (Batra, et al., 2012; Bagozzi et al., 2017; Carroll 7 Ahuvia, 2006). Brand loyalty is a customer's deep commitment to buy a preferred product again (Oliver, 1999). Thus, brand-loving customers will become more loyal (Roy et al., 2013). Thus, emotional customers who like the brand will indirectly feel brand loyalty and buy it again (Carrol & Ahuvia, 2006; Batra et al., 2012). This study confirms previous findings (Bergkvist and Bech-Larsen 2010; Carroll and Ahuvia 2006; Albert & Merunka, 2013; Bıçakcıoğlu et al., 2018; Fournier, 1998) that brand love increases brand loyalty. Thus, brand love keeps customers attached to a brand.

The influence of brand image on brand loyalty through brand love

Hypothesis testing shows that brand love mediates brand image-brand loyalty. According to research (Cahyaning, 2014), when customers love a brand and compare it to a competitor's brand, brand image will be attached continuously to form brand loyalty. Positive customer experience can build product loyalty, which indirectly affects brand love

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(Rani, 2022). The results showed that Starbucks' emotional connection to customers has built brand loyalty. Thus, customers have an emotional bond with Starbucks which shows customers have high brand love for the preferred brand such as being easy to remember, and having a good image can make customers loyal. Thus, taking advantage of opportunities to improve customer perceptions of Starbucks will increase brand loyalty (Jing et al., 2014; Kotler & Keller, 2016). According to their self-image, a positive brand impression from product advertising, use, and attributes (Cho et al., 2015) will create a strong emotional bond with the brand (Malhotra, 1988; Sirgy, 1985). Positive brand love inspires customer love because customer associate human traits with the brand used (Aaker, 1997). Positive brand image also indirectly affects brand love (Ismail & Spinelli, 2012). Customers will buy again if they love the brand and its image (Qomariyah, 2022; Lesmana, 2019).

The effect of customer satisfaction on brand loyalty through brand love

Hypothesis testing shows that brand love mediates customer satisfaction and brand loyalty. Satisfaction is the realization that pleases the customer's thoughts by giving results to customer pleasure and displeasure as a comparison of results and brand expectations (Oliver, 1997; Dimyati & Subagio, 2016; Kotler & Keller, 2016). Brand loyalty from Starbucks can boost customer satisfaction. Customers tend to love the brand, which is necessary for brand loyalty. Surveys and customer feedback can help build brand loyalty. Brand love predicts customer satisfaction behavior (Carrol & Ahuvia, 2006). Brand love predicts post-purchase customer passion, attachment, positive evaluation, positive emotions, and brand love (Ahuvia, 2005). Thus, brand love involves expressing love for the brand and a higher affective component of satisfaction that drives brand loyalty (Batra et al., 2012; Carrol & Ahuvia, 2006; Parasuraman et al., 1991). This study supports research (Putra, 2020; Qomariyah, 2020; Yunita & Berlianto, 2022) that brand love mediates customer satisfaction and brand loyalty.

5.CONCLUSION

Starbucks always introduces new coffees. New coffee varieties increase customer satisfaction, love, and loyalty to Starbucks. Starbucks must always make coffee varieties to keep customers happy. Starbucks' service meets customer expectations. Thus, a high affective component of satisfaction will affect brand love and brand loyalty. Starbucks must exceed customer expectations to meet their physical and non-physical needs. Love Starbucks, willing to give feedback. This shows that customers' love for Starbucks influences their minds and increases brand loyalty. Therefore, Starbucks must focus on customer value, especially emotion, cognition, and behavior that fosters love for Starbucks. Brand brand loyalty, willing to pay more to buy Starbucks products. Thus, customer experience affects brand loyalty and repurchase. Thus, Starbucks must maintain product and service quality to retain customers. This study only examined one coffee shop, so future researchers may be able to improve it by adding brand experience, brand identification, or other coffee shops in Medan City and its surroundings.

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INFLUENCE OF BRAND IMAGE AND CUSTOMER SATISFACTION TO BRAND LOYALTY THROUGH BRAND LOVE AS A MEDIATION VARIABLE IN STARBUCKS MULTATULI MEDAN

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