UDC 332

THE ROLE OF BRAND LOVE MEDIATES THE INFLUENCE OF BRAND EXPERIENCE AND BRAND IMAGE ON BRAND LOYALTY: A STUDY ON CONSUMERS OF NIKE SHOES IN DENPASAR

Wati Dinda Sukma Rangga, **Giantari I G.A.K.**, **Aksari Ni Made Asti**, **Ekawati Ni Wayan**
Faculty of Economics and Business, University of Udayana, Bali, Indonesia
*E-mail: dindasukma96@gmail.com

ABSTRACT
The business world is experiencing rapid development where companies are required to produce products with good brand quality in order to be able to maintain and increase consumer loyalty. The purpose of this study was to examine the effect of brand experience and brand image on brand loyalty bye mediating brand love among Nike shoe consumers in Denpasar. The variables examined in this study are brand experience, brand image, brand love, and brand loyalty. The number of samples taken was 120 consumers of Nike shoes using a purposive sampling method which had the criteria of having bought Nike shoes, domiciled in Denpasar City, and graduated from high school. Data was collected by distributing questionnaires. The analysis technique used is PLS-based SEM and supported by VAF. The results of the analysis show that the variable brand experience has a positive and significant effect on brand loyalty, brand image has a positive and significant effect on brand loyalty, brand experience has a positive and significant effect on brand love, brand image has a positive and significant effect on brand love, brand love has a positive effect and significant effect on brand loyalty, brand love has a positive and significant role in mediating the effect of brand experience on brand loyalty, and brand love has a positive and significant role in mediating the effect of brand image on brand loyalty of consumers of Nike shoes in Denpasar City.

KEY WORDS
Brand experience, brand image, brand love, brand loyalty.

The business world is experiencing rapid development so that companies are required to produce products that are able to meet the needs and tastes of consumers with good brand quality. Brand as a means to differentiate products from one company to another, it is necessary for companies to create brands that have value for products so they can compete. Companies will definitely be faced with increasingly fierce business competition, where companies are required to maintain and increase consumer loyalty (Hakim and Purwoko, 2019). This situation occurs in the competitive sports shoe industries in Indonesia, due to the many local and foreign brands that have joined to enliven the sports shoe market in Indonesia.

The business goal is basically to create and retain consumers. Loyal customers are the most important and valuable asset for the company. Intense business competition makes it increasingly difficult for consumers to be loyal to one company. One of the sports shoe companies that is in great demand by the public is the Nike brand sports shoes which have been operating in Indonesia since 1988 and almost a third of the shoes currently available are Nike products. Nike has been in the Top Brand Index Phase 2 from 2017 to 2021 indicating that Nike shoes have managed to occupy the second position for five consecutive years followed by other companies. The assessment of the top brand award is carried out through a Frontier Group survey in fifteen major cities in Indonesia. The basis for evaluating the Top Brand Award is mind share, market share, and commitment share. The data shows that Nike consumers are loyal to the brand, so they are able to get the number two position in controlling the market segment in Indonesia.

Table 1 shows that there are several brands of sports shoes that are often used by Indonesian people, such as Nike, Adidas, Converse, besides that there are also other brands

that have joined the competition, namely Reebok and Eagle which are quite well known in the Indonesian market. In 2017 Nike took second place out of all brands listed on Top Brand with an Index of 32.2 percent and in 2018 with an Index of 22.6 percent, which means a decrease of 9.6 percent. The decline in the Nike index was due to the many local and foreign brand competitors that had more affordable prices and more attractive designs, this caused consumers to have an experience that did not match consumer expectations of Nike which would have an impact on consumer loyalty. Nike's Top Brand Index in 2019 and 2020 has decreased, making the 2019 index 20.3 percent and the 2020 index 18.1 percent. This decrease was due to the fact that from 2019 to 2020 Indonesia experienced the Covid-19 pandemic which caused a decrease in consumer interest in buying Nike shoes, but Nike's Top Brand Index in 2021 has increased, but not as big as the increase from other competitors, namely 4.4 percent to an index of 22.5 percent. Nike was able to reach second place because Nike was able to increase its sales every year, thereby increasing its revenue. Revenue from sales of Nike shoes from 2017 to 2021 is shown in table 2.

Table 1 – Top Brand Index Phase 2 Sports Shoes

		TBI Year (%)				
	Brand	2017	2018	2019	2020	2021
1)	Adidas	38,2	37,6	26,4	38,6	37,6
2)	Nike	32,2	25,6	20,3	18,1	22,5
3)	Converse	3,6	-	-	-	-
4)	Eagle	3,3	-	-	-	-
5)	Reebok	3,3	6,2	6,3	5,3	7,5

Source: Top Brand Index phase 2, 2021.

Table 2 – Nike International Sports Shoes Revenue 2017-2021

Year	Revenue ($millions)	Change (%)
2017	34,350	-
2018	36,397	5,93
2019	39,117	7,47
2020	37,403	-4,38
2021	44,538	19,0
Average		7,0

Source: Statista, 2021.

Table 2 shows that Nike sports shoes revenue has increased every year from 2017 to 2021. Nike shoe revenue also shows good condition as seen from the average revenue of 7.0%. Nike also produces various sports equipment products such as shoes, clothes, dress balls, balls which was originally known as Blue Ribbon Sport which was founded by Philip Knight and his coach, Bill Bowerman from the University of Oregon in January 1964. Seeing the development of fluctuating Nike sports shoe revenue with a high level of competition, it is quite interesting to further study.

This research began with conducting a pre-survey of 30 respondents who were students, with the results that 13 respondents said they would buy Nike shoes again, because consumers are comfortable with Nike shoes. Nike has good quality shoes compared to its competitors because Nike thinks about the interests of the wearer to feel comfortable. Another 17 respondents stated that they would not buy Nike shoes again, due to the relatively higher prices compared to its competitors, namely Adidas and the difficulty in finding information about the latest releases from Nike shoes and information about discounts from Nike shoes. Nike shoes are also hard to find in Bali because there are very few official Nike stores in Bali compared to the official Adidas store.

Sharp competition and differences in the results of the Top Brand Index and Revenue for Nike sports shoes, it is important to create brand loyalty to consumers to ensure that consumers are loyal to the brand (Agnes, 2020). Brand loyalty can be a competitive advantage for companies in the market because it can be assessed in terms of behavior and

attitudes (Madeline et al., 2019). Their loyalty develops when the brand matches the consumer's personality or self-image or when the brand offers unique satisfaction and benefits that consumers are looking for (Dwiputranto, 2017). A strong brand can create long-term brand loyalty so that consumers are able to see the brand as a good product or service (Pertiwi et al., 2017).

Brand loyalty is a condition where consumers have a positive attitude towards the brand, have a commitment to the brand, and have a tendency to continue their purchases in the future (Dewi, 2019). Loyalty that is owned by a consumer is the result of trust because loyalty can be interpreted as a desire to maintain or increase a high quality relationship (Bernarto et al., 2020). To increase brand loyalty, it needs to be based on the fact that there is a satisfying consumer experience with a brand which is an excellent initial capital in increasing brand loyalty (Thomas, 2020). The main factor determining customer satisfaction is the consumer's perception of the quality of the goods or services and if it is in accordance with what consumers expect, then the goods or services are said to be good and vice versa (Giantari et al., 2022).

Brand experience is a reaction and response to a brand that appears as a result of stimulation from the first interaction between consumers and a brand that produces perceptions about the brand (Brakus et al., 2009). Brand experience begins when consumers search for products, buy, receive services and consume products (Aulianda et al., 2020). Experience can influence a person's repurchase intention towards certain brands (Giantari et al., 2013). Brands play an important role, one of which is connecting consumer expectations when companies promise something to consumers (Durianto et al., 2001: 1). Therefore the consumer experience in interacting with a brand is very important in increasing loyalty. Consumers will consume products with the same brand repeatedly when experiencing unique and memorable experiences, and this can encourage increased consumer loyalty to certain brands (Brakus et al., 2009). This is supported by research that brand experience has a positive and significant effect on brand loyalty (Bambang et al., 2017; Yang et al., 2017; Semadi and Ariyanti, 2018; Suntoro et al., 2020). However, this is not supported by research which states that brand experience has no significant effect on brand loyalty (Widiasuari and Sukaatmadja, 2021) and (Rahmat and Marso, 2020). In addition to brand experience, there is another determinant of brand loyalty, namely brand image. According to Winanda & Giantari, (2022) brand experience has a positive and significant effect on brand love.

Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand (Andriani and Bunga, 2017). Since brand image is the consumer's perception of a brand, the company's goal is to create a strong brand image in the minds of consumers. Consumers tend to use brand image as a reference before purchasing a product/service (Pratiwi and Ekawati, 2020). Marketing programs can produce a positive brand image by building a strong relationship between the brand and its image in consumer memory (Mabkhot et al., 2017). Companies must be able to build a good brand image for consumers in order to be able to increase selling points (Dewi and Aksari, 2017). Thus, brand image is one of the things that must be considered, without a positive image and a strong brand, it will be complicated to attract new customers and retain loyal customers. This is supported by previous research which states that brand image has a positive and significant effect on brand loyalty (Mabkhot et al., 2017; Semadi and Ariyanti, 2018; Bambang et al., 2017; Dewi, 2019; Andriani and Bunga, 2017). Research (Aulianda et al., 2020; Bambang et al., 2017; Giantari et al., 2020; and Dwiputranto, 2017) states that brand image has a positive and significant effect on brand love. However, this research is not supported by research which states that brand image has no significant effect on brand loyalty (Bernato et al., 2020). There are inconsistencies in the results of research between brand experience and brand image on brand loyalty, so a mediating variable is needed so that it can have an impact on brand loyalty. One of the factors that can influence consumer behavior to be loyal to a product, either goods or services, is brand love.

Brand love is a level of consumer emotional attachment to owning a particular brand. Brand love can occur when consumers can see the brand as an individual they can love like

loving someone (Ranjbarian et al., 2013). Consumers who have feelings of love begin to have an emotional relationship with the brand (Batra et al., 2016). Positive experience of using a brand encourages consumers to love a brand more (Ferreira et al., 2019). Brand experience is a fundamental topic in marketing that involves feelings and will produce high and complete experiences (Barajas, 2017). Brand experience is the dominating factor because in addition to caring about how a brand can carry out its functions, consumers enjoy the moments or experiences of interacting with the brand thereby stimulating emotions and feelings of love for the brand. This is supported by that brand experience has a positive and significant effect on brand love (Bambang et al., 2017; Bıçakcıoğlu et al., 2018; Madeline et al., 2019; and Thomas, 2020).

In addition to the experience of using a brand, a brand that is loved means having a good image in the eyes of consumers. Consumers using certain brands and showing love for the brand means having confidence and preference for the brand (Andriani and Bunga, 2017). Brands that can convince consumers to use these goods or services will make these brands loved by consumers. This is supported by previous research which states that brand image has a positive and significant effect on brand love (Aulianda et al., 2020; Bambang et al., 2017; and Dwiputranto, 2017). Brand love relationships can last a long time, so it can be interpreted that brands loved by consumers are considered irreplaceable and increasingly loyal to these brands (Widiasuari & Sukaatmadja 2021). The higher the love that consumers give to the brand will have an impact on consumer loyalty to the brand (Stefany et al., 2021). This is supported by research that brand love has a positive and significant effect on brand loyalty (Bambang et al., 2017; Bairrada et al., 2019; Stefany et al., 2021; and Madeline et al., 2019).

Based on the issues and research gaps, this creates a gap to prove the effect of brand experience and brand image on brand loyalty by mediating brand love among Nike consumers in Denpasar.

METHODS OF RESEARCH

This research will be carried out in Bali, especially in Denpasar. This research was conducted in Denpasar because the income of residents in the city of Denpasar is the number one highest in Bali (BPS, 2020) and the productive population aged 15 years and over is 523,524 people which is the number one highest in Bali (BPS, 2020). The subjects in this study were consumers who bought Nike products in the past year. The object in this study is the role of brand love in mediating the effect of brand experience and brand image on brand loyalty. As for this research, the exogenous variables are brand experience (X1) and brand image (X2). As for this research, the dependent variables are brand love (Y1) and brand loyalty (Y2).

The population in this study is all consumers in Denpasar who have purchased Nike products in Denpasar with an unknown amount (infinite). In this study used non-probability sampling technique with purposive sampling method, namely the technique of determining the sample with certain considerations. The best recommended sample size for measuring multivariate is 5-10 observations for each parameter that is estimated. The indicators in this study were 14 indicators, so the minimum sample in this study was 14 x 5 = 70 samples and the maximum sample in this study was 14 x 10 = 140 samples. The sample was selected using a non-probability sampling technique because the member population does not get the same opportunities. The non-probability sampling technique used in this research is purposive sampling, namely the sample is determined in a certain number of certain criteria. The type of data used in this research according to its nature is qualitative data and quantitative data.

Data was collected through a survey using a research instrument in the form of a questionnaire. This research uses Structural Equation Modeling (SEM) with Partial Least Square (PLS) approach.

RESULTS AND DISCUSSION

The results of the validity test in Table 3 show that all research instruments used to measure brand experience, brand image, brand love, and brand loyalty variables have a correlation coefficient with a total score of all statement items greater than 0.361. This shows that the statement items in the research instrument are valid and appropriate to be used as a research instrument.

Table 3 – Recapitulation of Research Instrument Validity Test Results

Variable	Indicator	Correlation coefficient	Boundary Correlation	Information
Brand experience (X1)	Sensorial experience (X1.1)	0,921	0,361	Valid
	Intellectual experience (X1.2)	0,921	0,361	Valid
	Rating based on display (X1.4)	0,849	0,361	Valid
Brand image (X2)	Product introduction (X2.1)	0,920	0,361	Valid
	Product strength (X2.2)	0,926	0,361	Valid
	Product excellence (X2.3)	0,805	0,361	Valid
Brand love (Y1)	Consumers love the brand (Y1.1)	0,930	0,361	Valid
	Strong emotional connection (Y1.2)	0,928	0,361	Valid
	Consumers are very attached to the brand (Y1.3)	0,941	0,361	Valid
	Have a long-term relationship with a brand (Y1.4)	0,793	0,361	Valid
Brand loyalty (Y2)	The only product brand consumers will buy (Y2.1)	0,934	0,361	Valid
	Consumers are willing to pay more for brands (Y2.2)	0,950	0,361	Valid
	Have a commitment to the brand (Y2.3)	0,866	0,361	Valid
	Recommend the brand to others (Y2.4)	0,859	0,361	Valid

Source: Primary data processed, 2022.

Table 4 – Recapitulation of Research Instrument Reliability Test Results

No	Variable	Cronbach's Alpha	Information
1	Brand experience (X1)	0,845	Reliable
2	Brand image (X2)	0,848	Reliable
3	Brand love (Y1)	0,920	Reliable
4	Brand loyalty (Y2)	0,919	Reliable

Source: Primary data processed, 2022.

The reliability test results presented in Table 4 show that all research instruments have a Cronbach's Alpha coefficient of more than 0.6. So it can be stated that all variables have met the reliability requirements so that they can be used to conduct research.
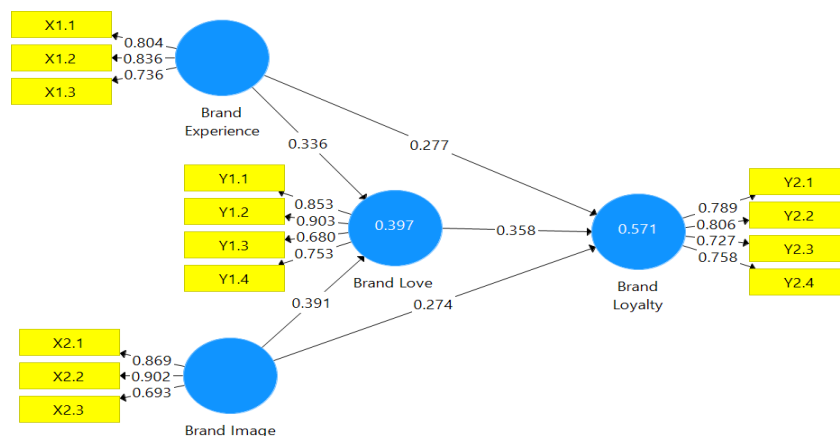

Figure 1 – Measurement Models (Source: Primary data processed, 2022)

Table 5 – Convergent Validity Test Results

n/n	Brand Experience (X1)	Brand Image (X2)	Brand Love (Y1)	Brand Loyalty (Y2)
Sensorial experience (X1.1)	0,804			
Intellectual experience (X1.2)	0,836			
Rating based on display (X1.4)	0,736			
Product introduction (X2.1)		0,869		
Product strength (X2.2)		0,902		
Product excellence (X2.3)		0,693		
Consumers love the brand (Y1.1)			0,853	
Strong emotional connection (Y1.2)			0,903	
Consumers are very attached to the brand (Y1.3)			0,68	
Have a long-term relationship with a brand (Y1.4)			0,753	
The only product brand consumers will buy (Y2.1)				0,789
Consumers are willing to pay more for brands (Y2.2)				0,806
Have a commitment to the brand (Y2.3)				0,727
Recommend the brand to others (Y2.4)				0,758

Source: Primary data processed, 2022.

Based on Table 5 it can be seen that all values in the convergent validity test are greater than 0.50. Thus it can be stated that the data in this study are valid, meaning that the reflective indicator with the score of the latent variable has a good correlation.

Table 6 – Discriminant Cross Loading validity test results

n/n	Brand Experience (X1)	Brand Image (X2)	Brand Love (Y1)	Brand Loyalty (Y2)
Sensorial experience (X1.1)	0,804	0,36	0,356	0,412
Intellectual experience (X1.2)	0,836	0,407	0,445	0,491
Rating based on display (X1.4)	0,736	0,413	0,447	0,518
Product introduction (X2.1)	0,462	0,869	0,503	0,508
Product strength (X2.2)	0,415	0,902	0,459	0,501
Product excellence (X2.3)	0,355	0,693	0,415	0,506
Consumers love the brand (Y1.1)	0,453	0,395	0,853	0,514
Strong emotional connection (Y1.2)	0,454	0,475	0,903	0,584
Consumers are very attached to the brand (Y1.3)	0,374	0,431	0,68	0,476
Have a long-term relationship with a brand (Y1.4)	0,416	0,484	0,753	0,526
The only product brand consumers will buy (Y2.1)	0,447	0,415	0,533	0,789
Consumers are willing to pay more for brands (Y2.2)	0,432	0,492	0,479	0,806
Have a commitment to the brand (Y2.3)	0,443	0,446	0,526	0,727
Recommend the brand to others (Y2.4)	0,533	0,529	0,49	0,758

Source: Primary data processed, 2022.

Based on Table 6 it can be seen that all cross loading values for each indicator for each variable are greater than 0.50, thus it can be stated that the data in this study are valid, meaning that the latent variable has become a good comparator for the research model or means that the combined set of indicators is not unidimensional.

Table 7 – AVE Convergent Validity Test Results

n/n	Average Variance Extracted (AVE)
Brand experience (X1)	0,629
Brand image (X2)	0,683
Brand love (Y1)	0,643
Brand loyalty (Y2)	0,594

Source: Primary data processed, 2022.

Based on Table 7 it can be seen that all AVE values of convergent validity are greater than 0.50. Thus it can be stated that the data in this study are valid, meaning that latent variables are able to explain more than half of the variance of the indicators on average.

Discriminant validity in this study can also be seen from the root square of average variance extracted (RSAVE) value for each construct with a correlation between constructs and other constructs. Table 8 shows that the construct variables brand experience, brand image, brand love, and brand loyalty fulfill the discriminant validity criteria. This can be seen

from the square root value of AVE which is printed in bold, which has a greater value than the correlation between constructs.

Table 8 – Root Square of Average Variance Extracted (RSAVE) and Construct Correlation

n/n	Brand Experience (X1)	Brand Image (X2)	Brand Love (Y1)	Brand Loyalty (Y2)
Brand experience (X1)	0,793			
Brand image (X2)	0,500	0,826		
Brand love (Y1)	0,531	0,559	0,802	
Brand loyalty (Y2)	0,605	0,613	0,658	0,770

Source: Primary data processed, 2022.

Table 9 – Cronbach's Alpha and Composite Reliability Test Results

n/n	Cronbach's Alpha	Composite Reliability
Brand experience (X1)	0,704	0,835
Brand image (X2)	0,759	0,865
Brand love (Y1)	0,809	0,877
Brand loyalty (Y2)	0,771	0,854

Source: Primary data processed, 2022.

Based on Table 9 it can be seen that all Cronbach's alpha values for each variable are greater than 0.7 and all composite reliability values for each variable are greater than 0.7. Thus it can be stated that the data in the research is reliable.
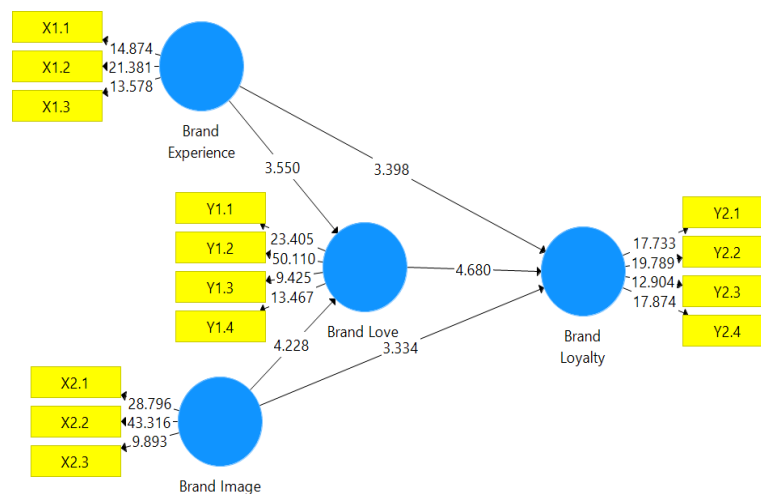

Figure 2 – Structural Model

Table 10 – R-square test results

	R Square	R Square Adjusted
Brand love	0,397	0,386
Brand loyalty	0,571	0,560

Source: Primary data processed, 2022.

Based on table 10, the R-square value for brand experience and brand image variables for brand love is 0.397 which shows that it has a large influence of 0.397 x 100 percent = 39.7 percent. The R-Square (R2) brand love value of 0.397 is a fairly strong model, meaning that the brand experience and brand image variables are able to explain the brand love variable by 39.7 percent and the remaining 60.3 percent is explained by other factors outside the model. The R-Square value for brand experience, brand image and brand love variables for brand loyalty is 0.571 which shows that it has a large influence of 0.571 x 100 percent = 57.1 percent. The R-square (R2) brand loyalty value of 0.571 is a fairly strong model, meaning that the variables brand experience, brand image, and brand love are able to

explain the brand loyalty variable by 57.1 percent and the remaining 42.9 percent is explained by other factors outside model.

Q-square calculation can be seen as follows:

$$Q^2 = 1 - [(1-R_1{}^2)(1-R_2{}^2)] = 0,742$$

Based on the above calculations, a Q-square value of 0.742 is obtained which is more than 0, so that it can be explained that the model has a predictive relevance value or the model deserves to be said to have a relevant predictive value. The results of this test prove that the structural model is classified as very good. Based on the Q2 value, it can be interpreted that 74.2 percent of the endogenous constructs can be explained by exogenous construct variations, while the remaining 25.8 percent is explained by other variables that have not been included in the model.

Table 11 – Direct Effect Test Results

	Path Coefficient	t statistics	P values	Information
Brand experience (X_1)→ brand loyalty (Y_2)	0,277	3,398	0,001	Significant
Brand image (X_2) → brandloyalty (Y_2)	0,274	3,334	0,001	Significant
Brand experience (X_1) → brand love (Y_1)	0,336	3,550	0,000	Significant
Brand image (X_2) → brandlove (Y_2)	0,391	4,228	0,000	Significant
Brand love (Y_1) → brandloyalty (Y_2)	0,358	4,680	0,000	Significant

Source: Primary data processed, 2022.

Testing the hypothesis on the effect of brand experience on brand loyalty produces a regression coefficient value of 0.277, so brand experience has a positive effect on brand loyalty. The P-Values value is 0.001 which is less than 0.05 (0.001 <0.05) indicating that brand experience has a significant effect on brand loyalty. Thus, hypothesis 1 (H1) which states that brand experience has a positive and significant effect on brand loyalty is accepted.

Testing the hypothesis on the effect of brand image on brand loyalty produces a regression coefficient value of 0.274, so brand image has a positive effect on brand loyalty. The P-Values of 0.001 which is less than 0.05 (0.001 <0.05) indicates that brand image has a significant effect on brand loyalty. Thus, hypothesis 2 (H2) which states that brand image has a positive and significant effect on brand loyalty is accepted.

Testing the hypothesis on the effect of brand experience on brand love produces a regression coefficient value of 0.336, so brand experience has a positive effect on brand love. The P-Values value of 0.000 which is less than 0.05 (0.000 <0.05) indicates brand experience has a significant effect on brand love. Thus, hypothesis 3 (H3) which states that brand experience has a positive and significant effect on brand love is accepted.

Testing the hypothesis on the effect of brand image on brand love produces a regression coefficient value of 0.391, so brand image has a positive effect on brand love. The P-Values value of 0.000 which is less than 0.05 (0.000 <0.05) indicates that brand image has a significant effect on brand love. Thus, hypothesis 4 (H4) which states that brand image has a positive and significant effect on brand love is accepted.

Testing the hypothesis on the effect of brand love on brand loyalty produces a regression coefficient value of 0.358, so brand love has a positive effect on brand loyalty. The P-Values of 0.000 which is less than 0.05 (0.000 <0.05) indicates brand love has a significant effect on brand loyalty. Thus, hypothesis 5 (H5) which states that brand love has a positive and significant effect on brand loyalty is accepted.

Based on Table 12, information can be obtained as presented in the following explanation: Brand love is able to mediate the effect of brand experience on brand loyalty. These results are shown from the mediation test conducted, namely the effects A, B, C, and D have significant values. Thus, brand love is able to partially mediate the effect of brand experience on brand loyalty. Based on these results it can be interpreted that the higher the

brand experience, the higher the brand love, so that in the end brand loyalty will increase. Brand love is able to mediate the effect of brand image on brand loyalty. These results are shown from the mediation test conducted, namely the effects A, B, C, and D have significant values. Thus, brand love is able to mediate partially (partially mediated) the influence of brand image on brand loyalty. Based on these results it can be interpreted that the higher the brand image, the higher the brand love, so that in the end brand loyalty will increase.

Table 12 – Recapitulation of Mediation Variable Testing Results

Variable Relations	Effect (A)	(B)	(C)	(D)	Information
Brand experience (X_1) ->brand love (Y_1) ->brand loyalty (Y_2)	-0,120 (Sig.)	0,277 (Sig.)	0,336 (Sig.)	0,358 (Sig.)	Partial Mediation
Brand image (X_2) ->brand love (Y_1) ->brand loyalty (Y_2)	0,140 (Sig.)	0,274 (Sig.)	0,391 (Sig.)	0,358 (Sig.)	Partial Mediation

Description: Significance (Sig.) = t-statistic > 1.96 at a = 5%.
    A.   indirect effect of exogenous variables (X1 or X2) on endogenous variables (Y1)
    B.   direct effect of exogenous variables (X1 or X2) on endogenous variables (Y2)
    C.   direct effect of exogenous variables (X1 or X2) on endogenous variables (Y1)
    D.   direct effect of endogenous variables (Y1) on endogenous variables (Y2)
Source: Primary data processed, 2022.

Table 13 – Direct Effect, Indirect Effect, Total Variable Effect, and VAF Calculation

Variable	Direct Influence Correlation coefficient	t-Statistics
Brand experience (X_1) ->brand loyalty (Y_2)	0,277	3,398
Brand image (X_2) ->brand loyalty (Y_2)	0,274	3,334
Brand experience (X_1) ->brand love (Y_1)	0,336	3,550
Brand image (X_2) ->brand love (Y_1)	0,391	4,228
Brand love (Y_1)->brand loyalty (Y_2)	0,358	4,680
Variable	Indirect Influence Correlation coefficient	t-Statistics
Brand experience (X_1) ->brand love (Y_1) -> brand loyalty (Y_2)	0,120	2,919
Brand image (X_2) ->brand love (Y_1) -> brand loyalty (Y_2)	0,140	2,842
Variable	Total Influence Correlation coefficient	t-Statistics
Brand experience (X_1) ->brand loyalty (Y_2)	0,397	4,691
Brand image (X_2) ->brand loyalty (Y_2)	0,414	5,218
Brand experience (X_1) ->brand love (Y_1)	0,336	3,550
Brand image (X_2) ->brand love (Y_1)	0,391	4,228
Brand love (Y_1)->brand loyalty (Y_2)	0,358	4,680
VAF -> Indirect Influence / Total Impact (0.120/0.397)	0,302	
VAF -> Indirect Effect / Total Impact (0.140/0.414)	0,338	

Source: Primary data processed, 2022.

The mediation effect assessment criteria can be based on the VAF value. If the VAF value is > 80% then the mediating variable is full mediation, if ≤ 20% VAF ≤ 80% then the mediation variable is partial mediation and if <20% then the mediating variable is not a mediator. The results of the indirect effect test can be presented in Table 13.

The mediating role of the brand love variable is shown in Table 13. Initially the coefficient value of the direct influence of brand experience on brand loyalty was 0.277. The addition of the brand love variable as a mediating variable has a different effect on the effect of total brand experience on brand loyalty. Table 13 shows that the VAF value is 0.302. The mediation value of 30.2 percent is between the range of 20 percent to 80 percent. This means that the variable is classified as a partial mediating variable. In conclusion, the results in this study indicate that brand love can partially mediate the effect of brand experience on brand loyalty.

The mediating role of the brand love variable is shown in Table 13. Initially the

coefficient value of the direct influence of brand image on brand loyalty was 0.274. The addition of the brand love variable as a mediating variable has a different effect on the effect of total brand image on brand loyalty. Table 13 shows that the VAF value is 0.338. The median value of 33.8 percent is between the range of 20 percent to 80 percent. This means that the variable is classified as a partial mediating variable. In conclusion, the results of this study indicate that brand love can partially mediate the effect of brand image on brand loyalty.

Testing the hypothesis on the effect of brand experience on brand loyalty produces a regression coefficient value of 0.277, so brand experience has a positive effect on brand loyalty. The P-Values value is 0.001 which is less than 0.05 (0.001 <0.05) indicating that brand experience has a significant effect on brand loyalty. This means that the better the experience in using Nike shoes and buying Nike shoes, the higher brand loyalty will be. Vice versa, the worse the brand experience, the lower the loyalty to the brand.

These results indicate that the values contained in brand experience can increase brand loyalty among consumers of Nike shoes. The results of this study are in accordance with the results of research by Suntoro et al., (2020) which states that the better or higher the experience of a company's brand in the eyes of consumers will form brand loyalty. These results are also consistent with research by (Bambang et al., 2017; Yang et al., 2017; Semadi and Ariyanti, 2018; Suntoro et al., 2020) which states that brand experience has a positive and significant effect on brand loyalty.

Testing the hypothesis on the effect of brand image on brand loyalty produces a regression coefficient value of 0.274, so brand image has a positive effect on brand loyalty. The P-Values of 0.001 which is less than 0.05 (0.001 <0.05) indicates that brand image has a significant effect on brand loyalty. This means that the better the brand image of Nike shoes, the higher brand loyalty will be. Vice versa, the worse the brand image, the lower the loyalty to the brand.

These results indicate that the values contained in the brand image can increase brand loyalty among consumers of Nike shoes. The results of this study are in accordance with the results of research by Mabkhot et al., (2017) which states that brand image is one thing that must be considered, without a positive image it will be difficult to attract new consumers and maintain existing loyalty. These results are also consistent with research by (Mabkhot et al., 2017; Semadi and Ariyanti, 2018; Bambang et al., 2017; Dewi, 2019; Andriani and Bunga, 2017) which states that brand image has a positive and significant effect on brand loyalty.

Testing the hypothesis on the effect of brand experience on brand love produces a regression coefficient value of 0.336, so brand experience has a positive effect on brand love. The P-Values value of 0.000 which is less than 0.05 (0.000 <0.05) indicates brand experience has a significant effect on brand love. This means that the better the brand experience of consumers of Nike shoes, the higher the love for the brand. Vice versa, the worse the brand experience, the lower the love for the brand. These results indicate that the values contained in brand experience are able to increase brand love among consumers of Nike shoes.

The results of this study are in accordance with the results of Huang's research, (2017) which found that if a company is able to give a good impression it can create a good experience in the minds of consumers that can create a sense of the brand. These results are also consistent with research by (Bambang et al., 2017; Bıçakcıoğlu et al., 2018; Madeline et al., 2019; and Thomas, 2020) which states that brand experience has a positive and significant effect on brand love.

Testing the hypothesis on the effect of brand image on brand love produces a regression coefficient value of 0.391, so brand image has a positive effect on brand love. The P-Values value of 0.000 which is less than 0.05 (0.000 <0.05) indicates that brand image has a significant effect on brand love. This means that the better the Nike brand image, the higher the love for the brand. Vice versa, the worse the brand image, the lower the love for the brand. These results indicate that the values contained in brand image are able to increase brand love among consumers of Nike shoes.

The results of this study are in accordance with the results of research by Aulianda et

al., (2020) which states that brands that can convince consumers to use these goods or services will make these brands loved by consumers. These results are also consistent with research by (Aulianda et al., 2020; Bambang et al., 2017; and Dwiputranto, 2017) which states that brand image has a positive and significant effect on brand love.

Testing the hypothesis on the effect of brand love on brand loyalty produces a regression coefficient value of 0.358, so brand love has a positive effect on brand loyalty. The P-Values of 0.000 which is less than 0.05 (0.000 <0.05) indicates brand love has a significant effect on brand loyalty. This means that the higher the brand love of Nike shoes consumers, the higher brand loyalty will be. Vice versa, the lower the brand love, the lower the Nike brand loyalty.

These results indicate that the values contained in brand love can increase brand loyalty among consumers of Nike shoes. The results of this study are in accordance with the results of research by Stefany et al., (2021) which found that the higher the love that consumers give to the brand will have an impact on consumer loyalty to the brand (Stefany et al., 2021). These results are also consistent with research by (Bambang et al., 2017; Bairrada et al., 2019; Stefany et al., 2021; and Madeline et al., 2019) which states that brand love has a positive and significant effect on brand loyalty.

The mediation value of 30.2 percent is between the range of 20 percent to 80 percent. This means that the variable is classified as a partial mediating variable. The results of the analysis show that brand love is able to mediate the effect of brand experience on brand loyalty. Brand love in this study is a partial mediation, which means that the better the consumer's brand experience when using Nike shoes, the more brand love can be created so that they can also increase brand loyalty to consumers.

The results of this study support a previous study by Huang, (2017) which found that a good experience in the minds of consumers can create a sense of the brand. The results of research (Huang, 2017; Bambang et al., 2017; Yang et al., 2018; Bıçakcıoğlu et al., 2018; and Madeline et al., 2019) state that brand experience has a positive and significant effect on brand love. Research results regarding the effect of brand love on brand loyalty are also supported by research (Sari and Sudarti, 2016; Bambang et al., 2017; Lestari et al., 2018; Bairrada et al., 2019; and Kostritsa et al., 2020). The results of this study also support research conducted by (Bıçakcıoğlu et al., 2018) and (Madeline et al., 2019) found that brand love mediates the effect of brand experience on brand loyalty.

The median value of 33.8 percent is between the range of 20 percent to 80 percent. This means that the variable is classified as a partial mediating variable. The results of the analysis show that brand love is able to mediate the effect of brand image on brand loyalty. Brand love in this study is a partial mediation, which means that the better the brand image of Nike shoes in the eyes of consumers, it can create brand love so as to increase brand loyalty to consumers.

The results of this study support a previous study by Stefany et al., (2021) which found that the higher the love that consumers give to the brand, the more impact consumer loyalty will have on the brand (Stefany et al., 2021). These results are also consistent with research by (Bambang et al., 2017; Bairrada et al., 2019; Stefany et al., 2021; and Madeline et al., 2019) which states that brand love has a positive and significant effect on brand loyalty.

CONCLUSION

Based on the results of the research analysis and the results of the discussion in the previous chapter, the conclusions from this study are as follows: Brand experience has a positive and significant effect on brand loyalty of consumers of Nike shoes. This means that if the consumer's brand experience is getting better, the consumer's brand loyalty in buying and using Nike shoes will be higher. Brand image has a positive and significant impact on brand loyalty of consumers of Nike shoes. This means that if the brand image is getting better, the consumer's brand loyalty in buying and using Nike shoes will be higher. Brand experience has a positive and significant effect on the brand love of consumers of Nike shoes. This means that the better the brand experience, the higher the consumer's brand

love in buying and using Nike shoes. Brand image has a positive and significant effect on consumer brand love of Nike shoes. This means that the better the brand image, the higher the consumer's brand love in buying and using Nike shoes. Brand love has a positive and significant effect on brand loyalty of consumers of Nike shoes. This means that when brand love increases, consumer brand loyalty in buying and using Nike shoes also increases. Brand love is able to partially mediate the influence of brand experience on brand loyalty of consumers of Nike shoes. Brand love is able to partially mediate the influence of brand image on brand loyalty of consumers of Nike shoes.

Based on the results of research analysis, discussion and conclusions, there are several suggestions that can be used as material for consideration in determining policies related to maintaining and increasing the brand loyalty of consumers of Nike shoes in the future, including: To be able to increase brand loyalty for consumers of Nike shoes, it is suggested for Nike management to create brand love by maintaining and developing Nike shoe designs by following new innovations following current technological developments and providing something new to their products. To be able to increase brand loyalty for consumers of Nike shoes, it is advisable for Nike management to create a good brand experience such as establishing a personal relationship with consumers to provide information about Nike shoe products and existing promotions so that consumers are noticed and can increase loyalty with a good experience. To be able to increase brand loyalty for consumers of Nike shoes, it is recommended for Nike management to create a brand image such as maintaining and developing promotions for Nike shoes by expanding advertising for Nike shoes, such as creating content for Nike shoes on social media with the tagline just do it, thereby increasing Nike's market share.

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