



RELATIONSHIP BETWEEN BRAND EXPERIENCE AND SELF-EXPRESSIVE BRAND TO BRAND LOYALTY: BRAND LOVE AS MEDIATOR

Miswanto*

Department of Management
YKPN School of Business (STIE YKPN) Yogyakarta
Indonesia
miswanto.ykpn@gmail.com

Vincentia Indah Puspita Sari

Department of Management
YKPN School of Business (STIE YKPN) Yogyakarta
Indonesia
vincentiaindah27@gmail.com

*Corresponding Author email: miswanto.ykpn@gmail.com

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editor@readersinsight.net

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ABSTRACT

Brand love is considered as an emotional attachment between consumers and brands and will make consumers reluctant or difficult to switch to other brands. Brand love can mediate the relationship between brand experience and brand loyalty as well as self-expressive brand with brand loyalty. In this regard, this study aims to determine the role of brand love as a variable that mediates the relationship between brand experience and brand loyalty and self-expressive brand with brand loyalty. This study uses a sample of people who are using local skincare brands in Indonesia, namely MS Glow, Scarlett, Somethinc, Avoskin or Wardah. The local skincare brand was chosen because this industry is currently growing rapidly. The number of samples is 180 respondents. The method of taking is using purposive sampling. The findings of this study indicate the following. First, brand experience has a positive effect on brand loyalty. Second, brand experience has a positive effect on brand love. Third, self-expressive brand has a positive effect on brand loyalty. Fourth, self-expressive brand has a positive effect on brand love. Fifth, brand love has a positive effect on brand loyalty. Sixth, brand love mediates the effect of brand experience on brand loyalty. Seventh, as the last finding, brand love mediates the effect of self-expressive brand on brand loyalty.

Keywords: *Brand Experience; Brand Loyalty; Brand Love; Self-Expressive Brand; Skincare Brand*