

The Influence of Brand Image on Brand Loyalty through Brand Love: A Case Study on the Panasonic Brand

Sengguruh Nilowardono^{1*}, I Putu Artaya², Made Kamisutara³, I Gede Arimbawa⁴

Universitas Narotama Surabaya

Corresponding author: sengguruh@narotama.ac.id,

putu.artaya@narotama.ac.id, made.kamisutara@narotama.ac.id, gede.arimbawa@narotama.ac.id

Abstract: Understanding the factors that influence brand loyalty is crucial because it enables businesses to devise effective strategies to retain customers, enhance customer satisfaction, and ensure long-term profitability. This study aims to examine the influence of brand image on brand loyalty through brand love among consumers of Panasonic electronic products in Surabaya. The research employs a quantitative approach with the participation of 96 respondents. Structural equation modeling analysis is used as the analytical technique. The research results indicate that brand image effects brand loyalty for Panasonic electronic products; in other words, the better the brand image, the higher the brand loyalty. Furthermore, brand image affects brand love, meaning the better the brand image, the greater the increase in brand love. It was also found that brand love influences brand loyalty, meaning that an increase in brand love leads to an increase in brand loyalty. This study also reveals that brand love mediates the effect of brand image on brand loyalty for the Panasonic electronic product brand. Understanding the influence of brand image on brand loyalty through brand love for Panasonic electronic products has practical implications that can assist in managerial decision-making, especially in brand management. It will consider factors that can enhance brand love, given that it mediates the influence of brand image on brand loyalty.

Keywords: brand image, brand love, brand loyalty

INTRODUCTION

Brand loyalty is a crucial factor for the success of any business. It represents the extent to which customers are committed to a particular brand and choose it over others in a consistent manner. In today's competitive marketplace, where consumers have a plethora of options, building and maintaining brand loyalty is more challenging than ever. Businesses strive to create strong brand loyalty as it leads to repeat purchases, positive word-of-mouth marketing, and ultimately, long-term profitability (Malik & Bhargaw, 2019)

Brand image plays a significant role in shaping brand loyalty. It encompasses the perceptions and associations that consumers have about a brand, including its reputation, visual identity, and overall personality. A positive brand image not only attracts new customers but also retains existing ones. When consumers perceive a brand positively (Abbas et al., 2021).

However, it is important to consider the opposing argument that brand image is not the sole determinant of brand loyalty. While a positive brand image can certainly contribute to the initial attraction to a brand, it does not guarantee long-term loyalty (Permatasari & Dwita, 2020). But some studies show different results, namely stating that brand image does not have a significant effect on brand loyalty (Olivia & Ritzky Karina M.R Brahmana, 2018; Taqi & Muhammad, 2020; Nurfitriana, 2020). This shows that there is a research gap where further research is needed.

Furthermore, brand image certainly has an impact on brand loyalty through the development of brand love, it is not the only driving force behind customer commitment to a brand. It is essential for businesses to recognize and address a range of factors that can influence brand loyalty in order to truly build and maintain a loyal customer base (Ene & Özkaya, 2014). Understanding the factors that influence brand loyalty, such as brand image and brand love, is essential for businesses aiming to thrive in the market. They are more likely to develop an emotional attachment, or brand love, towards the brand. This emotional connection goes beyond rational decision-making, leading to higher levels of brand loyalty (Ramaseshan & Stein, 2014). Research has shown that brand image has a direct impact on brand love, which in turn influences brand loyalty. Therefore, understanding the intricate relationship between these elements is essential for businesses to develop effective branding strategies and cultivate long-term customer relationships.

This research was conducted on consumers of Panasonic brand electronic products in Surabaya. Panasonic is one of the leading electronic brands in Indonesia by offering a variety of electronic products home appliances such as air conditioners, Smart TVs, refrigerators, washing machines, audio devices, rice cookers, microwaves, air purifiers to a variety of hair styling and skin care tools. Based on the background mentioned above, the author conducted a study on the influence of brand image on brand loyalty through brand love for consumers of Panasonic brand electronic products in the city of Surabaya, Indonesia.

Literature Review

Brand Image

Brand image reflects the thoughts and feelings consumers harbor upon hearing or seeing a brand. It is shaped by consumers' perceptions or beliefs based on information and experiences they have had with a product or service in the past (Sudarso, et.al, 2020). A brand's image consists of a set of associations within the consumer's mind regarding a brand, typically organized into meaningful construct (Aaker, 1991) Furthermore, brand image is described as the vision and beliefs lodged in the consumer's mind, serving as a reflection of associations retained in consumer memory (Kotler and Pfoertsch, 2008). Brand image indicators in this study are favorability of brand association, strength of brand association and uniqueness of brand association (Kotler, Philip & Amstrong, 2008).

Brand Love

Brand Love refers to the strong emotional attachment and affection that consumers develop towards a brand. This emotional connection transcends rational decision-making and is characterized by feelings of warmth, trust, and loyalty towards the brand (Unal & Aydın, 2013). Brand love is a powerful concept that goes beyond mere satisfaction with a product or service. It involves a deep emotional attachment and affection towards a particular brand. When customers develop brand love, they form a strong, enduring bond that transcends rational decision-making (Albert & Merunka, 2013). The indicators of brand love in this study are liking the brand, willingness to tell friends that they like the brand, willingness to pay a premium price, consider repurchasing products (Aaker, 1991).

Brand Loyalty

Brand loyalty means really liking a brand and showing this by always buying it for a long time. When someone is loyal to a brand, they don't think about buying other brands but stick to the one they always buy (Setiadi, 2008). Businesses strive to create strong brand loyalty as it leads to repeat purchases, positive word-of-mouth marketing, and ultimately, long-term profitability (Malik & Bhargaw, 2019). The indicator of brand loyalty in this research is the frequency of purchases, still choosing products from that brand even though similar product brands are cheaper, commitment to continue using products from that brand (Aaker, 1991).

Conceptual Frame Work

Research has shown that brand image has a direct impact on brand love, which in turn influences brand loyalty. Therefore, understanding the intricate relationship between these elements is essential for businesses to develop effective branding strategies and cultivate long-term customer relationships (Song et al., 2019). Brand love is a powerful concept that goes beyond mere satisfaction with a product or service. It involves a deep emotional attachment and affection towards a particular brand. When customers develop brand love, they form a strong, enduring bond that transcends rational decision-making (Albert & Merunka, 2013). This emotional connection not only influences their purchasing decisions but also leads to higher levels of brand loyalty. Drawing from the problem's background, the formulation of the problem, the theories outlined earlier, and the previously discussed research, the conceptual framework for this study is structured as follows:

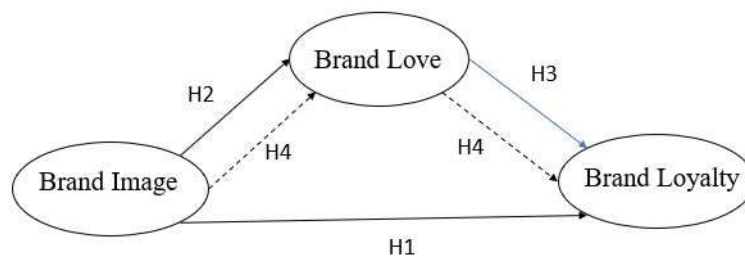


Figure 1. Conceptual Framework

Hypothesis

The research hypotheses proposed in this study are as follows:

- H1: Brand Image has a significant effect on Brand Loyalty
- H2: Brand Love has a significant effect on Brand Loyalty
- H3: Brand Love has a Significant effect on Brand Loyalty
- H4: Brand Image has a significant effect on Brand Loyalty through Brand Love as a mediating variable

METHODOLOGY

This study employs a quantitative approach, which is a systematic and scientific method for examining social phenomena through numerical data. This numerical data is gathered via various tools such as surveys, questionnaires, tests, and experiments. The aims of quantitative research include hypothesis testing, wherein hypotheses regarding variable relationships are proposed and then assessed using collected data. In addition, this method aims to clarify the interconnectedness of the variables under investigation: researchers strive to comprehend the relationships among the variables they are studying (Hair, 2017). The focus of this research is on individuals who use Panasonic brand electronic devices. Specifically, it targets customers of Hartono Electronic in Surabaya City who have bought and used Panasonic products at least 2-3 times. The sampling technique used in this study was incidental sampling. According to (Creswell, 2009), incidental sampling is a sampling method carried out by chance. Therefore, in this study, samples were taken from consumers who happened to make purchases at Hartono

Surabaya electronics stores. The study used quantitative methodology, involving the involvement of 96 participants. The analysis is performed using structural equation models as the chosen analysis method (Hair, 2017). The analysis technique used for the study entitled "The Influence of Brand Image on Brand Loyalty Through Brand Love: A Case Study on the Panasonic Brand A" involved the application of Smart PLS (Partial Least Squares) modeling.

RESULTS AND DISCUSSION

Several methods exist to verify the reliability of collected data. A crucial aspect is examining the outer loading values. When these values exceed 0.7, it signifies that the data is dependable. Additionally, the Composite Reliability score is another important metric, where a score greater than 0.6 indicates reliable data. Upon analyzing the data with SmartPLS 3, the subsequent conclusions can be made:

Table 1. Validity and Reliability of Research Variables

Indicator Variable		Loading Factor	Validity	CR	Reliable
Brand Image	X1	0,848	Valid	0,828	Reliable
	X2	0,728	Valid		
	X3	0,776	Valid		
Brand Love	Z1	0,734	Valid	0.858	Reliable
	Z2	0,747	Valid		
	Z3	0,88	Valid		
	Z4	0,733	Valid		
Brand Loyalty	Y1	0,789	Valid	0,86	Reliable
	Y2	0,825	Valid		
	Y3	0,844	Valid		

The tables 1 provided offer insight into the validity and reliability of various research variables, as determined through SmartPLS 3 analysis. Validity, which relates to the accuracy and suitability of measurements, is assessed through loading factors, while reliability, which indicates consistency and stability of measurements, is evaluated through Composite Reliability (CR) ratings.

Starting with the brand image assessment, the three indicators X1, X2, X3 showed strong loading factors of 0.884, 0.776, and 0.776 respectively indicating a strong relationship with the construction of brand image variables. This implies that the information gathered regarding the brand image can be trusted. Additionally, the Composite Reliability (CR) for X1 was reported as 0.828 beyond the threshold of 0.6, thus indicating reliability.

Furthermore, for the Love brand, the four indicators Z1, Z2, Z3, Z4 show a substantial loading factor, with values of 0.734, 0.747, 0.88, and 0.733, respectively. These factors with high loading factors show a strong relationship between indicators and the construction of brand love variables, emphasizing the validity of the information collected. Furthermore, the Composite Reliability (CR) value for all brand love indicators of 0.858 exceeds the threshold of 0.6, indicating a high level of reliability in measuring brand love.

Regarding brand loyalty, indicators Y1, Y2, Y3 show loading factors of 0.789, 0.825, 0.844, respectively, indicating a moderate to strong relationship with purchase decision construction. While this loading factor shows acceptable validity. Furthermore, the Composite Reliability (CR) value for all

brand loyalty indicators was 0.86 and exceeded the threshold of 0.6, indicating a high level of reliability in measuring brand love.

In conclusion, an analysis of the validity and reliability of the study variables revealed generally strong findings. Measurement of brand image, brand love, and brand loyalty shows validity based on the loading factor while reliability indication can be seen based on the Composite Reliability (CR) value that has exceeded the threshold limit.

Hypothesis Testing

The results from testing each hypothesis are shown in the table. The experiments were carried out using SmartPLS 3, which conducted a path analysis to explore the impact of an exogenous variable on an endogenous variable. A significance level of 0.05 was used to evaluate the significance of the test results. For additional information, refer to Table 2 below.

Table 2. Hypothesis Testing

Hypothesis	Influence	Coefficient		P Value	Information
		Original	Test t		
H1	Brand Image → Brand Loyalty	0,445	6,349	0,000	Significant
H2	Brand Image → Brand Love	0,550	6,267	0,000	Significant
H3	Brand Love → Brand Loyalty	0,469	7,585	0,000	Significant
H4	Brand Image → Brand Love → Brand Loyalty	0,258	4,173	0,000	Significant

The table 2 presents the outcomes of hypothesis testing conducted using SmartPLS 3 to analyze the influence of exogenous variables on endogenous variables. Each hypothesis is tested for significance using a significance threshold of 0.05. Starting with Hypothesis 1 (H1), which examines the influence of Brand Image on Brand Loyalty, the coefficient value is reported as 0.445. The test statistic (Test t) is calculated as 6,349 with a corresponding p-value of 0.000. This indicates that the relationship between Brand Image and and Brand Loyalty is statistically significant, as the p-value is less than the significance threshold of 0.05. Therefore, Hypothesis 1 is supported.

By nurturing a positive brand image, companies can cultivate long-term brand loyalty and differentiate themselves in the competitive marketplace (Alqadri, H. M., Cheng, H. L., & Liu, 2020).The results of this study support the research conducted by (Abbas et al., 2021) and (Permatasari & Dwita, 2020). Brand image plays a crucial role in influencing brand loyalty. A positive brand image can create a strong emotional connection with consumers, leading to repeat purchases and advocacy. The results of this hypothesis are supported by several other studies such as those stated by and Thomson et al (2005). Research has shown that there is a strong correlation between brand image and brand love. A study found that when consumers perceive a brand positively, they are more likely to develop a deep emotional attachment to the brand, resulting in brand love(Aaker, J. L., & Joachimsthaler, 2012). Additionally, a research conducted by Thomson et al, revealed that a favorable brand image enhances consumer trust and loyalty, ultimately leading to brand love (Thomson et al., 2005).

Next, Hypothesis 3 (H3) explores the influence of Brand Love on Brand Loyalty, with a coefficient value of 0.469. The test statistic (Test t) is calculated as 7,585 with a p-value of 0.000. Decision is considered statistically significant, supporting Hypothesis 3. Recent research has delved further into the concept of brand love and its impact on brand loyalty. A study by Batra et al. investigated the relationship between brand love and brand loyalty across different consumer segments and found that brand love significantly predicts brand loyalty (Batra et al., 2012). This suggests that when consumers have a strong emotional attachment to a brand, they are more likely to exhibit loyal behavior such as repeat purchases and positive word-of-mouth. Moreover, several studies have highlighted the role of brand image in creating a sense of trust and credibility among consumers. Moreover, a study by Carroll and Ahuvia examined the role of brand love in the context of different product categories and consumer involvement levels. The results indicated that brand love has a stronger impact on brand loyalty for products that are personally relevant to consumers and evoke high involvement (Carroll & Ahuvia, 2006a).

Lastly, Hypothesis 4 (H4) examines the combined influence of Brand Image on Brand Loyalty through Brand Love. The coefficient value is reported as 0.258, with a test statistic (Test t) of 4,173 and a p-value of 0.000. This indicates that the combined influence of Brand Image on Purchase Decision through Brand Love is statistically significant, thereby supporting Hypothesis 4. Brand love is a powerful concept that plays a significant role in the development of brand loyalty. The results of this study are in line with the results of research conducted by (Ceyhan & Yozgat, 2021), where it was stated that consumers develop a deep emotional connection with a brand, they are more likely to exhibit strong brand loyalty. When consumers perceive a brand to be trustworthy, reliable, and aligned with their values and aspirations, they are more likely to develop a sense of affection and connection towards the brand. This emotional bond can then translate into higher levels of brand loyalty. The results of this study also support research conducted by (Carroll & Ahuvia, 2006) that examined the role of brand love in the context of different product categories and consumer involvement levels. The results indicated that brand love has a stronger impact on brand loyalty for products that are personally relevant to consumers and evoke high involvement).

CONCLUSIONS

These results indicate that all proposed hypotheses are by the influence of brand image on brand loyalty through brand image for consumers Panasonic electronic product in Surabaya proven to be accepted. So that it can be stated that (1) brand image has a positive and significant effect on brand loyalty, (2) brand image has a positive and significant impact on brand love, (3) brand love has a positive and significant effect on brand loyalty, (4) brand image has a positive and significant effect on brand loyalty through brand love. In this study, we thoroughly explored the relationship between brand image taking into account the role of brand love as a mediating variable. The results showed that brand image has a significant impact on brand love, which in turn influences brand loyalty. These findings highlight the critical link between brand love and brand loyalty, emphasizing the importance of cultivating a positive brand image to elicit emotional connections with consumers and drive long-term loyalty.

Recommendation future research

1. Examining the role of brand image in different industries and sectors: Further research can explore how the influence of brand image on brand loyalty through brand love varies across different industries and sectors. For example, studying the impact of brand image on brand loyalty through brand love in the technology sector versus the fashion industry could provide insights into the specific elements and characteristics of brand image that are most influential in driving loyalty in different contexts.

2. Investigating the mediating factors between brand image and brand loyalty: Future research could explore the underlying mechanisms or mediating factors that explain the relationship between brand image and brand loyalty through brand love. This could involve examining factors such as perceived quality, brand personality, and emotional attachment to uncover how these factors mediate the relationship between brand image and brand loyalty.

3. Exploring the moderating role of consumer characteristics: Another avenue for further research could be to investigate how individual differences in consumer characteristics, such as personality traits or cultural background, moderate the relationship between brand image and brand loyalty through brand love.

By exploring these aspects further, upcoming studies can gain a better understanding of how consumers connect with brands and discover practical advice for companies aiming to enhance their brand plans and encourage lasting loyalty.

Acknowledgments

The author extends gratitude to all stakeholders and individuals who assisted throughout the data gathering and analysis stages, ensuring the successful completion of this research activity.

Conflicts of Interest

The creation of this article was not influenced by any conflicts of interest, whether among the authors themselves or with external entities acting as research collaborators or contributors.

REFERENCES

- Aaker, J. L., & Joachimsthaler, E. (2012). Brand Love. *Journal of Marketing Research*, 49(2), 149–162.
- Aaker, D. a. (1991). Managing Brand Equity. *Journal of Marketing*, 56(2), 125. <https://doi.org/10.2307/1252048>
- Abbas, U., Islam, K. M. A., Hussain, S., Baqir, M., & Muhammad, N. (2021). Impact of Brand Image on Customer Loyalty With the Mediating Role of Customer Satisfaction and Brand Awareness. *International Journal of Marketing Research Innovation*, 5(1), 1–15. <https://doi.org/10.46281/ijmri.v5i1.987>
- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258–266. <https://doi.org/10.1108/07363761311328928>
- Alqadri, H. M., Cheng, H. L., & Liu, J. (2020). Building Brand Loyalty: The Role of Brand Authenticity. *Journal of Retailing and Consumer Services*, 55.
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing*, 76(2), 1–16. <https://doi.org/10.1509/jm.09.0339>
- Carroll, B. A., & Ahuvia, A. C. (2006a). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- Carroll, B. A., & Ahuvia, A. C. (2006b). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79–89. <https://doi.org/10.1007/s11002-006-4219-2>
- Ceyhan, A., & Yozgat, U. (2021). Does Brand Love Last Forever? : A Study on Turkey's Lovemarks. *EMAJ: Emerging Markets Journal*, 11(1), 76–85. <https://doi.org/10.5195/emaj.2021.222>
- Creswell, J. W. (2009). *Research Design* (Third). Sage.
- Ene, S., & Özkaya, B. (2014). A study on corporate image, customer satisfaction and brand loyalty in

- the context of retail stores. *Asian Social Science*, 10(14), 52–66.
<https://doi.org/10.5539/ass.v10n14p52>
- Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research*. https://doi.org/10.1007/978-3-319-05542-8_15-1
- Kotler, Philip & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran Jilid 1* (12th ed.). Erlangga.
- Malik, D. R., & Bhargaw, D. V. (2019). Determinants of Brand Loyalty: a Study of Electronic Products Users in India. *International Journal of Technical Research & Science*, 04(11), 1–4.
<https://doi.org/10.30780/ijtrs.v04.i11.001>
- Nurfitriana. (2020). The Influence of Brand Image and Brand Love on Customer Loyalty Mediated by Customer Engagement: Study on Consumers of Wardah Cosmetics. *Management and Economics Journal*, 4(2), 105–116.
- Olivia, C., & Ritzky Karina M.R Brahmana. (2018). Pengaruh Brand Image Terhadap Brand Loyalty Melalui Brand Satisfaction Pada Merek Imaparts. *Agora*, 6(1).
- Permatasari, F. M., & Dwita, V. (2020). *The Effect of Brand Communication, Brand Image and Perceived Social Media on Brand Loyalty With Brand Trust as a Variable of Mediation in Rendang Asese in Padang City*. 152, 652–667. <https://doi.org/10.2991/aebmr.k.201126.073>
- Ramaseshan, B., & Stein, A. (2014). He was the Vice-President (International Membership) of the Academy of Marketing Science from 2004 to 2006. Miss Alisha Stein is a Research Fellow in the. *Journal of Service Research, Journal of Business Research and Journal of Marketing Management*, 664–683.
- Song, H. J., Wang, J. H., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79(June 2018), 50–59. <https://doi.org/10.1016/j.ijhm.2018.12.011>
- Sudarso, A., Kumiullah, A. Z., Halim, F., Purba, P. B., Dewi, I. K., Purba, H. M. P. S. B., ... Manullang, S. O. (2020). *Manajemen Merk*. Yayasan Kita Menulis.
- Taqi, I., & Muhammad, G. (2020). Brand Loyalty and the Mediating Roles of Brand Image and Customer Satisfaction. *Market Forces College of Management Sciences*, 15(1), 101–119.
- Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77–91.
https://doi.org/10.1207/s15327663jcp1501_10
- Unal, S., & Aydın, H. (2013). An Investigation on the Evaluation of the Factors Affecting Brand Love. *Procedia - Social and Behavioral Sciences*, 92(Lumen), 76–85.
<https://doi.org/10.1016/j.sbspro.2013.08.640>



© 2024 by the authors. Submitted for possible open-access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/3.0/>).