

# THE INFLUENCE OF BRAND SATISFACTION ON BRAND LOYALTY THROUGH EMOTIONAL BRAND ATTACHMENT AND BRAND LOVE AMONG SAMSUNG SMARTPHONE CUSTOMERS IN DKI JAKARTA

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**Abstract:** *This study aims to examine the influence of brand satisfaction on brand loyalty through emotional brand attachment and brand love among Samsung smartphone customers in DKI Jakarta. The sample consists of 239 respondents who meet the criteria. Data collection was carried out by distributing questionnaires to the respondents and using a Likert scale for measurement. This study employs a purposive sampling technique and is analyzed using the Structural Equation Model (SEM) and Partial Least Square (PLS) method. The results indicate that brand satisfaction has a positive and significant effect on brand loyalty among Samsung smartphone customers in DKI Jakarta, both directly and through emotional brand attachment and brand love. Therefore, marketing strategies that focus on emotional aspects and the development of long-term relationships with customers are crucial for building strong brand loyalty.*

**Keywords:** *brand satisfaction, emotional brand attachment, brand love, brand loyalty*

## INTRODUCTION

According to data from *whatsthebigdata*, Indonesia is the fourth largest country in the world in terms of population and smartphone users, with a population of 275.5 million people and 187.7 million active smartphone users, and a penetration rate of 68.1%.

The widespread use of smartphones in Indonesia, especially among urban communities, demonstrates how technology has become an inseparable part of daily life. In the midst of the busy dynamics of urban areas, the need for instant access to information and services has become increasingly important.

Smartphones help urban residents address these challenges easily and efficiently, making the development of smartphone technology not only a symbol of progress but also a practical necessity that supports daily life in urban environments, one of which is DKI Jakarta.

According to data from [sulut.bps.go.id](http://sulut.bps.go.id), DKI Jakarta had a population of 10.68 million people in 2022, making it the sixth most densely populated province in Indonesia. Although it does not rank among the top five most densely populated provinces, DKI Jakarta stands out in digital technology adoption, particularly in smartphone usage. The smartphone ownership

rate in DKI Jakarta reaches 82.27%, making it one of the highest in Indonesia and placing it second nationally.

With a population of 275.5 million people and a high level of smartphone usage, Indonesia has become an attractive market for smartphone manufacturers. Companies such as Oppo, Samsung, Xiaomi, Vivo, and Apple compete with the latest technological innovations, including smartphone features, cameras, and designs.

Samsung is one of the best smartphone brands in Indonesia, as seen from its ranking in the Top Brand Index. Although there is a decline in percentage each year due to intense competition in the smartphone market and other internal and external factors, Samsung has managed to maintain its position at the top of the Top Brand Index. Although Samsung has managed to maintain its dominance in the Top

Brand Index, its market share in Indonesia has been steadily declining year by year, eventually placing it in second position. Therefore, Samsung needs to design effective marketing strategies to expand its market share. Brand loyalty becomes one of the crucial steps in this effort, as it can help Samsung build its market share sustainably and strengthen its position in the Indonesian market.

According to [Gounaris dan Stathakopoulos \(2004\)](#), brand loyalty can increase the market share of the brand in question. Therefore, Samsung must continuously focus on steps to achieve brand loyalty. Based on research conducted by [Migunani et al. \(2023\)](#), it was found that brand satisfaction, emotional brand attachment, and brand love have an impact and can create brand loyalty.

**Table 1 The Five Provinces with the Highest Smartphone Users in Indonesia 2022 (Percentage)**

Provinsi	Presentase Pengguna
Kalimantan Timur	82,37
DKI Jakarta	82,27
Kepulauan Riau	79,88
Kalimantan Utara	78,64
Riau	73,47

Source: context.id (accessed Juni 2024)

**Table 2 Top Brand Award 2020-2024 (Percentage)**

Merek	2020	2021	2022	2023	2024
Samsung	46,5	37,1	33	32,9	32,7
Oppo	17,7	19,3	20,6	23,4	22,9
iPhone	-	11	12	12,4	14,4
Vivo	7,9	7,9	9,7	9,7	8,5
Xiaomi	10,1	12,4	11,2	10,6	7

Source: www.topbrand-award.com (accessed Juni 2024)

**Table 3 Market Share of Mobile Vendors in Indonesia 2020-2024 (Percentage)**

Merek	2020(Q1)	2021(Q1)	2022(Q1)	2023(Q1)	2024(Q1)
Oppo	20,69	22,09	20,98	20,92	17,88
Samsung	24,71	23,05	20,86	20,52	17,02
Xiaomi	20,58	19,69	19,9	17,74	15,12
Vivo	-	12,57	14,74	14,48	13,09
Apple	6,96	7,69	8,54	11,63	11,28

Source: gs.statcounter.com (accessed Juni 2024)

## LITERATURE REVIEW

### Grand Theory

The foundational theory used in this research is the Theory of Reasoned Action (TRA). The Theory of Reasoned Action (TRA) provides a basis for understanding how attitudes and subjective norms influence an individual's intention to act, which in turn affects their behavior, as explained by [Schiffman dan Wisenblit \(2019, 185\)](#). TRA emphasizes that an individual's attitude toward behavior influences their intention to act. In this study, the individual's attitude toward the brand is influenced by brand satisfaction, emotional brand attachment, and brand love. TRA also notes that subjective norms are one of the factors influencing the formation of an individual's intention to perform an action. In this study, subjective norms refer to the opinions of others about the brand and how it influences customers' intentions to achieve brand loyalty.

### Brand Loyalty

Brand loyalty is a strong commitment to continuously choose and repurchase a brand consistently in the future, even in the presence of efforts or situations that might encourage switching to another brand, as stated by [Oliver \(1999\)](#) dan [Lam and Shankar \(2014\)](#). Brand loyalty is also the preference of buyers to purchase a specific brand over others in the same product category, influenced by positive perceptions of the brand's quality, as noted by

[Chaudhuri \(1999\)](#). Brand loyalty is a strong relationship between consumers and the brand, where consumers consistently choose and buy products from that brand, even at higher prices, because they trust what the brand offers, as explained by [Kotler et al. \(2022, 237\)](#).

Based on the definitions above, it can be concluded that brand loyalty is a strong loyalty where consumers regularly choose and repurchase a brand in the future, despite situations or marketing efforts that may influence them to switch to another brand, because they believe in the value offered by that brand.

### Brand Satisfaction

Brand satisfaction is a subjective evaluation process in which individuals assess that the brand they have chosen has met or even exceeded their expectations, as stated by [Bloemer dan Kasper \(1995\)](#). Brand satisfaction is the evaluation of users' direct experiences with a brand, based on a comparison between their prior expectations of the brand and the actual performance they perceive after using the brand's products or services, as noted by [Kuenzel dan Halliday \(2008\)](#). Brand satisfaction is the cumulative satisfaction of consumers overall, based on their total purchases and experiences with a product and service of a brand, as explained by [Chinomona et al. \(2013\)](#).

Based on the above explanations, it can be concluded that brand satisfaction is a subjective evaluation process, both affective and

cognitive, in which individuals assess that the brand they have chosen has met or exceeded their expectations, reflecting an evaluation of the product's performance that meets or exceeds customer expectations.

### Emotional Brand Attachment

Emotional attachment is a basic human need and is formed through constant interaction and relationships, as stated by [Bowlby \(1982\)](#). Emotional brand attachment is the positive emotional outcome of a strong relationship between consumers and a brand, as explained by [Thomson et al. \(2005\)](#). Emotional brand attachment is the level of attachment felt by customers towards a brand, involving resistance to change and the brand's ability to endure various challenges, even in negative situations such as product or service failure, as explained by [Keller dan Swaminathan \(2020, 100\)](#).

Based on the explanation above, it can be concluded that emotional brand attachment is the positive emotional outcome of high satisfaction or pleasure, and constant interaction and relationship between consumers and the brand.

### Brand Love

Brand love is the level of passionate emotional attachment of satisfied consumers to a brand, as stated by [Carroll dan Ahuvia \(2006\)](#). Brand love involves various interrelated cognitive, affective, and behavioral aspects, not just a temporary feeling, but a complex and ongoing relationship along with a series of thoughts, feelings, and behaviors organized by the consumer into a mental image, as explained by [Batra et al. \(2012\)](#). Brand love is the degree of affection, admiration, and emotional attachment felt by consumers towards a brand, where consumers believe that the brand is irreplaceable and possesses unique qualities as a partner in the relationship, as explained by [Keller dan Swaminathan \(2020, 359\)](#).

From the definitions presented above, it can be concluded that brand love is the

complexity of the interaction between consumers' thoughts, feelings, and actions, reflected in a strong emotional bond and deep commitment to a brand.

### The Influence of Brand Satisfaction on Brand Loyalty

Satisfaction is a prerequisite for achieving brand loyalty, as claimed by [Bolton \(1998\)](#). To create brand satisfaction, companies develop superior products, services, and experiences for their target market. This is because when consumers experience high satisfaction, they tend to maintain their future purchase decisions and remain loyal to the products that provide them with high satisfaction, as explained by [Kotler dan Keller \(2016, 164\)](#). This is in line with [Lombart dan Louis \(2012\)](#), who state that the consequence of satisfaction is consumer loyalty. Research conducted by [Hajjid et al. \(2022\)](#) mentions that brand satisfaction has a positive effect on brand loyalty. This is supported by the findings of [Sani dan Masnita \(2023\)](#), which also indicate that brand satisfaction has a positive effect on brand loyalty. This means that if brand satisfaction increases, brand loyalty also increases; in other words, brand satisfaction leads to brand loyalty.

**H1: There is an influence of brand satisfaction on brand loyalty among Samsung smartphone customers in DKI Jakarta.**

### The Influence of Brand Satisfaction on Emotional Brand Attachment

Customer satisfaction with a brand has the potential to evolve into emotional brand attachment, as stated by [Oliver \(1999\)](#). This is in line with [Thomson et al. \(2005\)](#) who assert that satisfaction is the foundation for the development of emotional attachment. Therefore, it is important to understand and pay attention to brand satisfaction as a strong foundation for building emotional brand attachment. When consumers feel satisfied with their experience with a brand, they are more

likely to develop a deeper emotional connection. This is further supported by [Kotler dan Keller \(2016, 155\)](#), who state that satisfaction not only creates rational preferences but can also form a strong emotional bond with the brand or company. Research conducted by [Ghorbanzadeh dan Rahehagh \(2021\)](#) indicates that brand satisfaction leads to the formation of emotional brand attachment. In other words, if consumers continue to feel satisfied with a brand, their emotional attachment will grow stronger. This means that consistent positive experiences with a brand not only make consumers satisfied but also build a deeper emotional relationship with the brand.

**H2: There is an influence of brand satisfaction on emotional brand attachment among Samsung smartphone customers in DKI Jakarta.**

### **The Influence of Brand Satisfaction on Brand Love**

Satisfaction is considered a prerequisite for brand love, as stated by [Carroll dan Ahuvia \(2006\)](#), [Loureiro dan Kaufmann \(2012\)](#), [Roy et al. \(2013\)](#), [Drennan et al. \(2015\)](#) and [Al-Haddad \(2019\)](#). Satisfaction develops due to the accumulation of consumer experiences with a brand, as mentioned by [Drennan et al. \(2015\)](#). Therefore, the more positive experiences consumers have with a brand over time, the greater the satisfaction they feel. Satisfaction is one of the primary goals in marketing. As a result of this primary marketing goal, satisfaction can transform accumulated experiences into long-term relational behaviors such as brand love, as indicated by [Drennan et al. \(2015\)](#) dan [Loureiro dan Kaufmann \(2012\)](#). This suggests that when consumers are highly satisfied with a particular brand, they may develop strong positive feelings toward the brand, such as brand love. Research conducted by [Ghorbanzadeh dan Rahehagh \(2021\)](#), shows that brand satisfaction has a

positive influence on brand love. When consumers feel satisfied with a brand, they tend to develop positive feelings that can evolve into brand love.

**H3: There is an influence of brand satisfaction on brand love among Samsung smartphone customers in DKI Jakarta.**

### **The influence of emotional brand attachment on brand love**

Sustained and increasing emotional brand attachment will lead to the emergence of brand love as stated by [Kaufmann et al. \(2016\)](#). This means that when consumers have emotional brand attachment, they feel that the brand reflects their values or identity, or even provides emotional support in certain situations. Through continuous and growing emotional brand attachment, feelings of brand love will emerge in consumers. This is in line with what [Loureiro et al. \(2012\)](#) have stated, showing that brand attachment is an antecedent to brand love. Research conducted by [Ghorbanzadeh dan Rahehagh \(2021\)](#), demonstrates that brand satisfaction, indirectly through emotional attachment, has a positive influence on brand love. In other words, sustained satisfaction can build emotional brand attachment, which in turn strengthens brand love.

**H4: There is an influence of emotional brand attachment on brand love among Samsung smartphone customers in DKI Jakarta.**

### **The influence of emotional brand attachment on brand loyalty**

When consumers feel emotional brand attachment, they tend to feel more emotionally connected and have a greater dependency on that brand, as the brand brings feelings of comfort, happiness, and security, as stated by

[Thomson et al. \(2005\)](#), [Park et al. \(2010\)](#) and [Theng et al. \(2013\)](#). As a result, consumers who have a high level of emotional attachment to a brand are more likely to consistently choose that brand and are willing to commit to maintaining a long-term relationship with the brand, as mentioned by [Theng et al. \(2013\)](#). In other words, through the formation of emotional brand attachment that generates positive feelings towards the consumers, it encourages them to consistently choose the brand and commit to maintaining a long-term relationship with it, which is referred to as brand loyalty.

**H5: There is an influence of emotional brand attachment on brand loyalty among Samsung smartphone customers in DKI Jakarta.**

### The Influence of Brand Love on Brand Loyalty

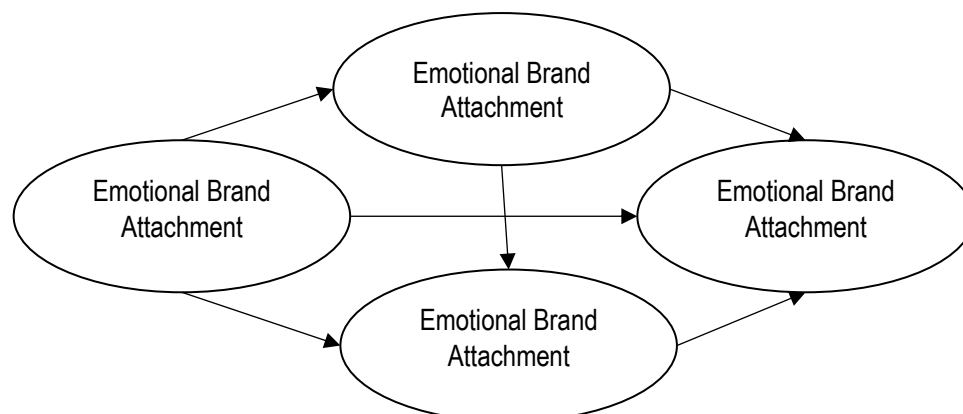
Brand love plays a crucial role in marketing because it is positively related to brand loyalty, as stated by [Sallam \(2015\)](#). Moreover, when a brand can evoke brand love in consumers, it results in brand loyalty, repurchase behavior, and positive reviews shared with others, as mentioned by [Ahuvia \(2005\)](#). In other words, when a brand successfully cultivates brand love among

consumers, they will become more loyal to the brand, leading to repeat purchases, and even support the brand by leaving positive reviews for others. This aligns with the view of [Carroll dan Ahuvia \(2006\)](#) who suggest that consumers who love a brand, or experience brand love, are more likely to become loyal to that brand, which is known as brand loyalty.

**H6: There is an influence of brand love on brand loyalty among Samsung smartphone customers in DKI Jakarta.**

### RESEARCH METHODS

The research design used in this study is descriptive and causal. This research design was chosen to understand the influence of brand satisfaction on brand loyalty through emotional brand attachment and brand love among Samsung smartphone customers in DKI Jakarta. In this study, the types of data used are primary data and secondary data. Primary data was obtained from questionnaires distributed to respondents who met the criteria, while secondary data was obtained from books, journals, and the internet. The sampling technique used in this research is non-probability sampling with purposive sampling and employs a Likert scale for measurement.



**Figure 1 Research Framework**

The sample in this study consists of Samsung smartphone customers in DKI Jakarta who meet the specified criteria, with a target of 230 respondents. The criteria for the respondents in the sampling process include: 1) Respondents must reside in DKI Jakarta and have an official ID (KTP). 2) Respondents must be over 17 years of age. 3) Respondents must have an income. 4) Respondents must be decision-makers in the purchase of Samsung smartphones. 5) Respondents must have purchased and used a Samsung smartphone for at least two years.

The statistical method used is Structural Equation Modeling (SEM), and the data obtained from respondents will be analyzed using Partial Least Squares (PLS). The software used in this research is SmartPLS 4 for PLS-SEM analysis and SPSS for processing descriptive statistics of the respondents.

## RESULTS AND DISCUSSION

Based on the results from the questionnaire, the following sample size of respondents, respondent characteristics, and descriptive statistics of the variables were obtained:

**Tabel 4 Sample of Research Respondents**

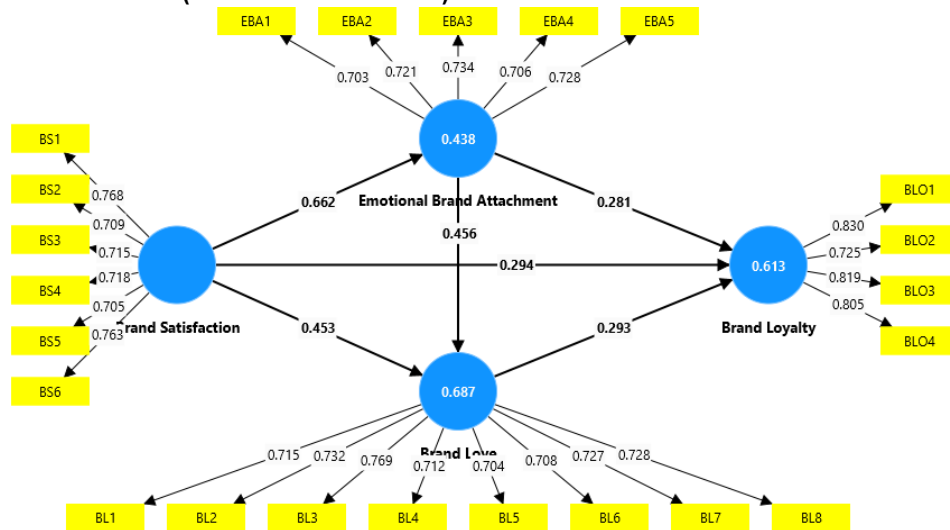
Keterangan	Jumlah
Jumlah sampel yang ditargetkan	230
Jumlah sampel yang didapatkan	239
Jumlah sampel yang digunakan	239

**Tabel 5 Respondent Characteristics**

Karakteristik	Keterangan	Jumlah	Presentase
Domisili	Jakarta Barat	50	20,9
	Jakarta Timur	55	23,0
	Jakarta Utara	39	16,3
	Jakarta Selatan	45	18,8
	Jakarta Pusat	50	20,9
Jenis Kelamin	Perempuan	38	15,9
	Laki-Laki	201	84,1
Usia	17-23	40	16,7
	24-30	73	30,5
	31-37	58	24,3
	38-44	32	13,4
	≥45	36	15,1
Pekerjaan	Pelajar atau Mahasiswa/i	37	15,5
	Pegawai	161	67,4
	Wirausaha	25	10,5
	Lainnya	16	6,7
Pendapatan	Rp1.000.000-Rp2.999.999	27	11,3
	Rp3.000.000-Rp4.999.999	41	17,2
	Rp5.000.000-Rp6.999.999	70	29,3
	Rp7.000.000-Rp8.999.999	58	24,3
	≥Rp9.000.000	43	18,0

Sumber: Hasil pengolahan kuesioner menggunakan SPSS 29.0.2.0 (Juni 2024)

Outer Model Evaluation (Measurement Model)



source: Questionnaire processing result using SmartPLS 4.1.0.4 (Juni 2024)

Figure 2. Hasil Tes Model Pengukuran (Outer Model)

Convergent Validity

Tabel 6 Outer Loading and AVE

	Items	Loadings	AVE
<b>Brand satisfaction</b>	BS1	0,768	0,525
	BS2	0,709	
	BS3	0,715	
	BS4	0,718	
	BS5	0,705	
	BS6	0,763	
<b>Emotional brand attachment</b>	EBA1	0,703	0,633
	EBA2	0,721	
	EBA3	0,734	
	EBA4	0,706	
	EBA5	0,728	
<b>Brand love</b>	BL1	0,715	0,533
	BL2	0,732	
	BL3	0,769	
	BL4	0,712	
	BL5	0,704	
	BL6	0,708	
	BL7	0,727	
	BL8	0,728	
<b>Brand Loyalty</b>	BLo1	0,830	0,516
	BLo2	0,725	
	BLo3	0,819	
	BLo4	0,805	

Source: Questionnaire processing result using SmartPLS 4.1.0.4 (Juni 2024)



**Discriminant Validity**

Tabel 6 shows that the outer loadings of all items for each variable are greater than 0.70. This means that all these items are valid in reflecting the measurement of each variable. Additionally, the AVE values for each variable are greater than 0.5. This indicates that each variable meets the criteria for good convergent validity.

Table 7 explains that each measurement item has a higher correlation with the variable it measures compared to other variables. Therefore, it can be interpreted that

discriminant validity is met through the cross-loadings criteria.

Table 8 illustrates that each variable has a composite reliability value above 0.70. This indicates that the variables used in this study have acceptable reliability according to the composite reliability criterion. Additionally, each variable also has a Cronbach's alpha value above 0.70, which further suggests that the variables used in this study have acceptable reliability according to the Cronbach's alpha criterion.

**Tabel 7 Cross Loading**

	<b>Brand satisfaction</b>	<b>Emotional brand attachment</b>	<b>Brand love</b>	<b>Brand loyalty</b>
<b>BS1</b>	<b>0,768</b>	0,555	0,630	0,421
<b>BS2</b>	<b>0,709</b>	0,549	0,577	0,468
<b>BS3</b>	<b>0,715</b>	0,457	0,581	0,557
<b>BS4</b>	<b>0,718</b>	0,406	0,539	0,534
<b>BS5</b>	<b>0,705</b>	0,454	0,478	0,619
<b>BS6</b>	<b>0,763</b>	0,470	0,496	0,495
<b>EBA1</b>	0,404	<b>0,703</b>	0,506	0,493
<b>EBA2</b>	0,567	<b>0,721</b>	0,624	0,466
<b>EBA3</b>	0,441	<b>0,734</b>	0,535	0,521
<b>EBA4</b>	0,467	<b>0,706</b>	0,525	0,494
<b>EBA5</b>	0,484	<b>0,728</b>	0,516	0,529
<b>BL1</b>	0,557	0,526	<b>0,715</b>	0,500
<b>BL2</b>	0,531	0,517	<b>0,732</b>	0,463
<b>BL3</b>	0,601	0,616	<b>0,769</b>	0,551
<b>BL4</b>	0,581	0,547	<b>0,712</b>	0,531
<b>BL5</b>	0,528	0,527	<b>0,704</b>	0,542
<b>BL6</b>	0,499	0,565	<b>0,708</b>	0,521
<b>BL7</b>	0,567	0,533	<b>0,727</b>	0,525
<b>BL8</b>	0,505	0,542	<b>0,728</b>	0,570
<b>BLo1</b>	0,605	0,618	0,630	<b>0,830</b>
<b>BLo2</b>	0,504	0,473	0,524	<b>0,725</b>
<b>BLo3</b>	0,591	0,577	0,591	<b>0,819</b>
<b>BLo4</b>	0,520	0,537	0,560	<b>0,805</b>

Source: Questionnaire processing result using SmartPLS 4.1.0.4 (Juni 2024)

**Tabel 8 Composite Reliability dan Cornbach's Alpha**

	<i>Composite Reliability (rho_a)</i>	<i>Composite Reliability (rho_c)</i>	<i>Cornbach's Alpha</i>
<b>Brand satisfaction</b>	0,826	0,872	0,824
<b>Emotional brand attachment</b>	0,767	0,842	0,766
<b>Brand love</b>	0,871	0,898	0,870
<b>Brand loyalty</b>	0,813	0,873	0,806

Source: Questionnaire processing result using SmartPLS 4.1.0.4 (Juni 2024)

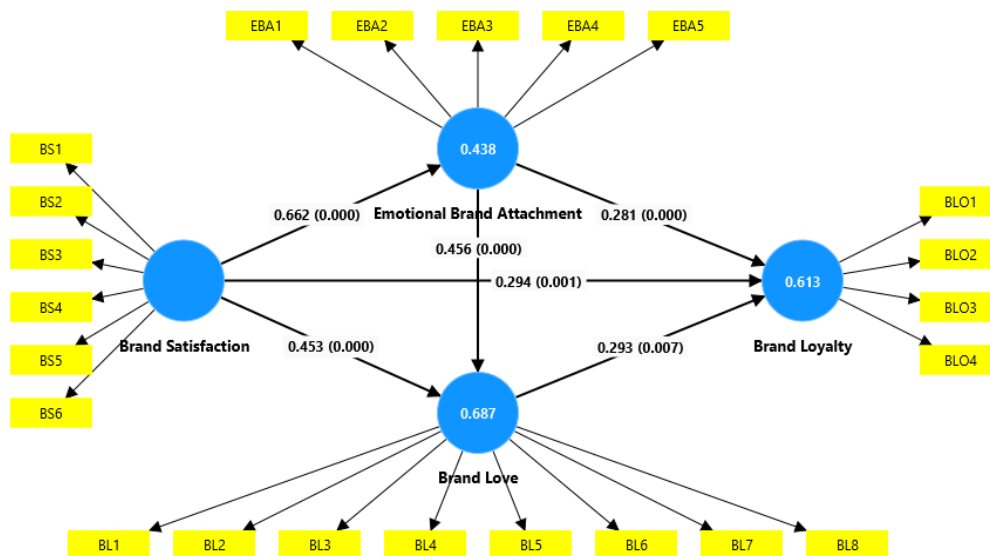
**R-Square Test**

Table 9 demonstrates that brand love has an R-Square value of 0.687, which indicates a moderate model, and brand loyalty has an R-Square value of 0.613, which also indicates a moderate model. Meanwhile, emotional brand attachment has an R-Square value of 0.438, indicating a weak model.

**Prediction Relevance Test (Q<sup>2</sup>)**

Table 10 indicates that the variables of brand love, brand loyalty, and emotional brand attachment have values greater than 0. Therefore, it can be interpreted that the model has predictive relevance.

**Hasil Uji Kualitas Data**



Source: Questionnaire processing result using SmartPLS 4.1.0.4 (Juni 2024)

**Figure 3. Results of Bootstrapping Structural Model (Inner Model)**

**Tabel 9 R-Square**

	<i>R-Square</i>	<i>R-Square Adjusted</i>
<b>Brand love</b>	0,687	0,684
<b>Brand loyalty</b>	0,613	0,609
<b>Emotional brand attachment</b>	0,438	0,435

Source: Questionnaire processing result using SmartPLS 4.1.0.4 (Juni 2024)

Tabel 10 Prediction Relevance Test

	<i>Q<sup>2</sup> Predict</i>
<i>Brand love</i>	0,562
<i>Brand loyalty</i>	0,485
<i>Emotional brand attachment</i>	0,429

Source: Questionnaire processing result using SmartPLS 4.1.0.4 (Juni 2024)

### Uji Hipotesis

Tabel 11 Summary of The Structural Model

	<i>Path</i>	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standar Deviation (STDEV)</i>	<i>T Statistic ( O/STDEV )</i>	<i>P value</i>
H1	BS->BL <sub>o</sub>	0,294	0,307	0,088	3,323	0,001
H2	BS->EBA	0,662	0,662	0,052	12,811	0,000
H3	BS->BL	0,453	0,459	0,065	6,999	0,000
H4	EBA->BL	0,456	0,453	0,063	7,196	0,000
H5	EBA->BL <sub>o</sub>	0,281	0,281	0,064	4,409	0,000
H6	BL->BL <sub>o</sub>	0,293	0,278	0,108	2,717	0,007

Source: Questionnaire processing result using SmartPLS 4.1.0.4 (Juni 2024)

Table 11 shows that the relationship between brand satisfaction and brand loyalty has a T-statistic value greater than the t-table value, which is  $3.323 > 1.96$ , and a P-value of  $0.001 < 0.050$ . Therefore, it can be interpreted that brand satisfaction has an effect on brand loyalty. Thus, H1 is accepted, meaning there is an effect of brand satisfaction on brand loyalty among Samsung smartphone customers in DKI Jakarta. The relationship between these two variables is positive, as seen from the original sample value of 0.294. In other words, the higher the brand satisfaction, the higher the brand loyalty.

The relationship between brand satisfaction and emotional brand attachment has a T-statistic value greater than the t-table value, which is  $12.811 > 1.96$ , and a P-value of  $0.000 < 0.050$ . Therefore, it can be interpreted that brand satisfaction has an effect on emotional brand attachment. Thus, H2 is accepted, meaning there is an effect of brand satisfaction on emotional brand attachment among Samsung smartphone customers in DKI Jakarta. The relationship between these two variables is

positive, as seen from the original sample value of 0.662. In other words, the higher the brand satisfaction, the higher the emotional brand attachment.

Table 11 explains that the relationship between brand satisfaction and brand love has a T-statistic value greater than the t-table value, which is  $6.999 > 1.96$ , and a P-value of  $0.000 < 0.050$ . Therefore, it can be interpreted that brand satisfaction has an effect on brand love. Thus, H3 is accepted, meaning there is an effect of brand satisfaction on brand love among Samsung smartphone customers in DKI Jakarta. The relationship between these two variables is positive, as seen from the original sample value of 0.453. In other words, the higher the brand satisfaction, the higher the brand love.

H4 shows that the relationship between emotional brand attachment and brand love has a T-statistic value greater than the t-table value, which is  $7.196 > 1.96$ , and a P-value of  $0.000 < 0.050$ . Therefore, it can be interpreted that emotional brand attachment has an effect on brand love. Thus, H4 is accepted, meaning there is an effect of emotional brand attachment on

## Uji Mediasi

Tabel 12 Specific Indirect Effect

<i>Path</i>	<i>Original Sample</i>	<i>Sample Mean</i>	<i>Standar Deviation</i>	<i>T Statistic</i>	<i>P value</i>
<b>BS-&gt;EBA-&gt;BLo</b>	0,186	0,186	0,045	4,119	0,000
<b>BS-&gt;BL-&gt;BLo</b>	0,133	0,124	0,043	3,100	0,002
<b>BS-&gt;EBA-&gt;BL</b>	0,302	0,300	0,048	6,296	0,000
<b>BS-&gt;EBA-&gt;BL-&gt;BLo</b>	0,088	0,085	0,040	2,188	0,029
<b>EBA-&gt;BL-&gt;BLo</b>	0,133	0,129	0,60	2,206	0,027

Source: Questionnaire processing result using SmartPLS 4.1.0.4 (Juni 2024)

brand love among Samsung smartphone customers in DKI Jakarta. The relationship between these two variables is positive, as seen from the original sample value of 0.456. In other words, the higher the emotional brand attachment, the higher the brand love.

The relationship between emotional brand attachment and brand loyalty has a T-statistic value greater than the t-table value, which is  $4.409 > 1.96$ , and a P-value of  $0.000 < 0.050$ . Therefore, it can be interpreted that emotional brand attachment has an effect on brand loyalty. Thus, H5 is accepted, meaning there is an effect of emotional brand attachment on brand loyalty among Samsung smartphone customers in DKI Jakarta. The relationship between these two variables is positive, as seen from the original sample value of 0.281. In other words, the higher the emotional brand attachment, the higher the brand loyalty.

Table 11 shows that the relationship between brand love and brand loyalty has a T-statistic value greater than the t-table value, which is  $2.717 > 1.96$ , and a P-value of  $0.007 < 0.050$ . Therefore, it can be interpreted that brand love has an effect on brand loyalty. Thus, H6 is accepted, meaning there is an effect of brand love on brand loyalty among Samsung smartphone customers in DKI Jakarta. The relationship between these two variables is positive, as seen from the original sample value

of 0.293. In other words, the higher the brand love, the higher the brand loyalty.

Table 12 proves that the relationship between brand satisfaction and brand loyalty through emotional brand attachment has a T-statistic value greater than the t-table value, which is  $4.119 > 1.96$ , and a P-value of  $0.000 < 0.050$ . Therefore, it can be interpreted that brand satisfaction has an effect on brand loyalty through emotional brand attachment among Samsung smartphone customers in DKI Jakarta. The relationship between these variables is positive, as seen from the original sample value of 0.186. In other words, the higher the brand satisfaction, the higher the brand loyalty, and the higher the emotional brand attachment.

Table 12 states that the relationship between brand satisfaction and brand loyalty through brand love has a T-statistic value greater than the t-table value, which is  $3.100 > 1.96$ , and a P-value of  $0.002 < 0.050$ . Therefore, it can be interpreted that brand satisfaction has an effect on brand loyalty through brand love among Samsung smartphone customers in DKI Jakarta. The relationship between these variables is positive, as seen from the original sample value of 0.133. In other words, the higher the brand satisfaction, the higher the brand loyalty, and the higher the brand love.

Table 12 presents that the relationship between brand satisfaction and brand love through emotional brand attachment has a T-

statistic value greater than the t-table value, which is  $6.296 > 1.96$ , and a P-value of  $0.000 < 0.050$ . Therefore, it can be interpreted that brand satisfaction has an effect on brand love through emotional brand attachment among Samsung smartphone customers in DKI Jakarta. The relationship between these variables is positive, as seen from the original sample value of 0.302. In other words, the higher the brand satisfaction, the higher the brand love, and the higher the emotional brand attachment.

Table 12 outlines that the relationship between brand satisfaction and brand loyalty through emotional brand attachment and brand love has a T-statistic value greater than the t-table value, which is  $2.188 > 1.96$ , and a P-value of  $0.029 < 0.050$ . Therefore, it can be interpreted that brand satisfaction has an effect on brand loyalty through emotional brand attachment and brand love among Samsung smartphone customers in DKI Jakarta. The relationship between these variables is positive, as seen from the original sample value of 0.088. In other words, the higher the brand satisfaction, the higher the brand loyalty, and the higher both emotional brand attachment and brand love.

Table 12 shows that the relationship between emotional brand attachment and brand loyalty through brand love has a T-statistic value greater than the t-table value, which is  $2.206 >$

There are several limitations in conducting this study. Some of the limitations of this research include: 1) This study is limited in terms of access, such as literature, data that was expected, and other factors supporting this research. 2) There was a limitation in the time available for collecting respondents for the questionnaire within the set period, as data collection was conducted solely through an online Google Form. As a result, the researcher had to wait for a long time during data processing. 3) This study is limited to a single

1.96, and a P-value of  $0.027 < 0.050$ . Therefore, it can be interpreted that emotional brand attachment has an effect on brand loyalty through brand love among Samsung smartphone customers in DKI Jakarta. The relationship between these variables is positive, as seen from the original sample value of 0.133. In other words, the higher the emotional brand attachment, the higher the brand loyalty, and the higher the brand love.

## CONCLUSIONS

From the results of this study, it can be concluded that: 1) There is an influence of brand satisfaction on brand loyalty among Samsung smartphone customers in DKI Jakarta. 2) There is an influence of brand satisfaction on emotional brand attachment among Samsung smartphone customers in DKI Jakarta. 3) There is an influence of brand satisfaction on brand love among Samsung smartphone customers in DKI Jakarta. 4) There is an influence of emotional brand attachment on brand love among Samsung smartphone customers in DKI Jakarta. 5) There is an influence of emotional brand attachment on brand loyalty among Samsung smartphone customers in DKI Jakarta. 6) There is an influence of brand love on brand loyalty among Samsung smartphone customers in DKI Jakarta.

independent variable (X), namely brand satisfaction, two mediating variables (Z), namely emotional brand attachment and brand love, and one dependent variable (Y), which is brand loyalty.

Based on the limitations and imperfections mentioned, several recommendations for future research are provided to improve the results compared to this study: 1) For future research, it is recommended to maximize existing resources to obtain more relevant literature. 2) For future research, it is

advised to arrange for a longer and more flexible data collection period to accommodate respondents who may have different schedules. Additionally, consider using various online survey platforms and social media to reach a

larger number of respondents. 3) For future research, it is suggested to include additional variables, such as brand trust and commitment, as indicators of relationship quality to broaden the research model.

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<b>No.</b>	<b>Variable</b>	<b>Indicator</b>	<b>Scale</b>
1	<b>Brand Satisfaction</b>	1. I am satisfied with my decision to buy a Samsung smartphone. 2. I really enjoy using the Samsung smartphone. 3. Using the Samsung smartphone has been a good experience. 4. I am confident that buying the Samsung smartphone was the right decision. 5. The Samsung smartphone meets my expectations. 6. Overall, I am satisfied with the Samsung smartphone.	<i>Likert</i>
2	<b>Emotional Brand Attachment</b>	1. I have a unique connection with my Samsung smartphone. 2. I identify with what the Samsung smartphone stands for. 3. I feel attached to my Samsung smartphone. 4. I am proud to be a consumer of Samsung smartphones. 5. The Samsung smartphone matches my personality.	<i>Likert</i>
3	<b>Brand Love</b>	1. The Samsung smartphone is an amazing brand. 2. The Samsung smartphone makes me feel comfortable. 3. The Samsung smartphone is really great. 4. The Samsung smartphone makes me very happy. 5. I love the Samsung smartphone. 6. The Samsung smartphone is truly enjoyable. 7. I am interested in the Samsung smartphone. 8. I am very attached to the Samsung smartphone.	<i>Likert</i>
4	<b>Brand Loyalty</b>	1. I am committed to the Samsung smartphone. 2. I pay more attention to the Samsung smartphone than to other brands. 3. I am more interested in the Samsung smartphone than in other brands. 4. It is very important for me to buy a Samsung smartphone rather than another brand.	<i>Likert</i>

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