CHAPTER II

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

2.1   LITERATURE REVIEW

2.1.1   Brand Satisfaction

According to Saleem and Raja (2014), satisfaction infers to an accrued characteristic related to consumer experience in theoretical explorations of consumer relationships with brands. Looking through the existing definition of satisfaction, several researchers, Giebelhausen (2016), and Mohammed and Rashid (2018) in their research state that the psychological concept of consumer involves a degree of emotional evaluation or the level of pleasant experience the customer had obtained in association with a particular product or service. Furthermore, Ghorbanzadeh and Rahehagh (2020) define *satisfaction* as a cumulative brand experience that had evolved over time, which infers to the evaluation of the brand pertaining to the emotional evaluation of the individual customers. Therefore, Bahri (2016) states that persistent satisfaction and loyalty among the customers in the longer term requires the customers to develop a strong attachment to the brand. This statement is supported by Drennan et al. (2015), saying "satisfaction is the main predictor of brand loyalty". Mandagie (2018) states that when consumers are satisfied with a product, this satisfaction will likely stimulate them to buy. Therefore, the higher the level of satisfaction when using a product or service, the greater the loyalty to the brand (Hajjid et al., 2022).

Tjiptono and Chandra (2016) identified three types of decisions and dissatisfaction into five parts, the first being *Demanding Customer Satisfaction*, which refers to the active type of satisfaction, while the second is *Stable Customer Satisfaction*, where the Customer has a level of passive aspiration and demanding behavior. Thirdly, there is *Resigned Customer Satisfaction*, in which the customer could feel satisfied. However, the writers noted that the satisfaction of the customers stems from their impression that the customers could not demand more from the brand, and not from the brand meeting the expectations of the customers. Further, there is *Stable Customer Dissatisfaction*, where customers could feel that the brand

does not perform to their satisfaction, and the brand also does nothing.

Additionally, Kotler and Keller (2018) had put forward some approaches to understand the Dimensions of Customer Satisfaction. The first dimension encompasses the customers that remain loyal to the brand, due to the brand meeting their expectations. As a result, their customers are more likely to make repeat purchases. In the second dimension, the customers will buy new products the company produces, as customers want to feel happy and satisfied upon consuming the products offered, as they previously experienced before. The writers added that in this dimension, the customers tend to provide suggestions and input to the brand so that the brand could produce better goods or services (Kotler and Keller, 2018). In the third dimension, satisfied and happy customers will champion the brand, communicating and recommending the brand positively to others. In the last dimension, customers remain loyal to the brand despite other substitute brands, and these customers will be less sensitive to price, as the customers are confident that the higher price tag indicates that the brand will always provide high quality products that satisfy them.

2.1.2   Emotional Brand Attachment

Theng So (2013) defines *Emotional Brand Attachment* as important in marketing literature because of the strong bond between consumers and brands that can influence their behavior and drive company profitability and customer lifetime value, supported by Ghorbanzadeh and Rahehagh (2020) who define Emotional Brand Attachment as a long-lasting or long-term psychological relationship between humans as consumers and brands. Through research conducted by Dwivedi (2019), Brands are commercial entities that develop emotional attachments with consumers. This statement is supported by Japutra (2014), who describes that the brand attachment among customers would have to be captured emotionally and cognitively, which can be seen from the brand relationship with the customer, and how the customer relates to the brand (self-relationship).

According to Lee and Workman (2014), Ownership and emotional significance display psychological attachment to a particular brand, an important

factor that determines consumer behavior, namely brand repurchase and willingness to spend resources such as money to get this brand, ultimately leads to brand loyalty. In addition, Hajjid (2022) also found that consumers who are more emotionally attached will develop a love for the brand. This statement is supported by Ghorbanzadeh and Rahehagh's (2020), which conveys that if customers are continually satisfied with the products, the brand could also expect increased brand attachment–this could be taken as an explanatory variable for emotional brand attachment.

Further, Park (2007) argued that brand attachment comprises several dimensions, which are affection, connection, and passion. With affection, consumers will inhibit a warm and accepting feeling to the brand, associating the brand with words such as friendly, affectionate, loved, and peaceful. On the dimension of connection, where customers feel as if they are involved or have formed emotional attachment to the brand, and the customers are attached, bonded, and connected to the brand. The third dimension is passion, where the customers strongly associate the brand with positive feelings, with notable keywords such as passionate, delighted, and captivated.

2.1.3   Brand Love

Brand love is a new construct in marketing but has gained significant relevance in Carroll and Ahuvia's literature. Their literature was the first in 2006 to discuss brand love, according to research by Hegner (2017) and Bigne (2019). Based to Joshi and Garg (2020), Brand love is a long-term relationship with the brand, and according to Drennan (2015), this love develops from a high level of satisfaction with the brand, so as a result, Brand Love had found to be affecting brand loyalty positively (Fortes, 2019). Some researchers, in their research reveal the existence of a new type of consumer-brand relationship in this new marketing concept, namely Brand Love (Vernuccio et al, 2015; Kaufmann, 2016; Hegner 2017). Moreover, research results show that Brand love plays an important role in building relationships between consumers and brands that are long-term sustainable (Kohli, 2014; Vernuccio et al, 2015; Madeline & Sihombing, 2017).

In their research, Albert (2013) and Fetscherin (2014) concluded two perspectives on love in marketing literature. The first perspective, which discusses the existence of consumers' emotional attachment to the product, in other words, consumers' love for the product, concluded that this perspective is based on interpersonal relationship theory. The second perspective, which discusses the evaluation of terms and product relationships with consumers from this perspective concludes that there is a brand love or consumer relationship with the brand. In this era, the importance of brand love is increasing. Palusuk (2019) suggested that brand love should be analyzed in different consumer-brand environments. According to Fetscherin's (2014) article, brand love predicts brand loyalty better than conventional attitude models, which rely on perceived brand quality.

Batra, Ahuvia and Bagozzi (2012) stated that brand love between customers and the brand could be represented by numerous ways, such as positive attitude valence, Positive emotional connection, Self-brand integration, Passion-driven behavior, Long-term relationship, Anticipated separation distress, Attitude strength. With positive attitude valence, customers evaluate brands positively. Positive emotional connection entails the customers associate the consumption or even the thought of the brand positively. Further, with the Self-brand integration, customers tend to strongly identify with the brand. The fourth aspect, the Passion-driven behavior of the customers involves the consumers being passionately involved with the brand. Next, customers will want the brand to be a part of their life for a long time, entailing the customers forging a long-term relationship with the brand. The sixth aspect is the anticipated separation distress– where the customers have a sense of 'distress' or anxiety when the brand does not exist. Lastly, attitude strength signifies the customers possess a high level of trust about their opinion about the brand.

Further, Carroll and Ahuvia (2006) argued that brand love involves five elements to consider. The first facet being passion for the brand–which is evident in the strong desire of the customers to consume products from the brand and invest resources into the brand. The second dimension is the bond with the brand, ensuring that the customers remain loyal and strongly prefer the brand, disregarding

substitute brands. Thirdly, the customers must perceive the brand strongly, noting that the brand has more advantages than other brands. The fourth aspect, similar to positive emotional connection put forward by Batra, Ahuvia and Bagozzi (2012), involves the customers having positive emotions to the brand, but the customers will also be very loyal to the brand, consuming and repurchasing the products in the long term. Lastly, customers will assert their love to the brand, wherein they will explicitly profess their feeling of love, happiness, and interest into the brand.

2.1.4 Brand Loyalty

According to Guillard and Roux (2014), loyalty is needed when an incident occurs that can cause a break in the relationship between consumers and brands. Loyalty is needed because, according to Ghorbanzadeh and Rahehagh (2020), the highest possible consumer-brand relationship is brand loyalty. Brand loyalty could be measured with a blended approach that combines behavioral and attitudinal loyalty. This statement is supported by the explanation of Lam and Shankar (2014), who define *consumer loyalty* as a type of commitment of the customers to repurchase or re-subscribe to that brand on a regular basis in the future, overcoming of the external influences that encourages customers to switch to alternative products, among other situational influences.

Moreover, the further development of commitment and mutual trust with partners can aid in furthering the advancement of customer loyalty. Predicting future consumer behavior is a key component of the relational approach to customer loyalty (Mahbubeh, 2013). Jin (2013) states that creating loyal customers is the main goal of service marketers and sometimes indicates a fundamental component of the company's long-term competitive strategy. Therefore, several things need to be considered referring to Oliver's 1999 research and referring to a study conducted by Sarkar (2014) in developing the four phases of object loyalty, which includes the cognitive, effective, and action.

According to Kotler et al. (2018), there are four groups of Marketer Loyalty Status depending on the loyalty status of the brand. The hard core loyal are the customers that will solely and consistently purchase from one brand. Moreover,

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there is the split loyalty, where the customer could comfortably switch but remain loyal to two or three brands. The third type is the shifting loyal, consisting of customers that do not have a strong loyalty to a brand, but might have some preference. Lastly, there are switchers–the customers with no loyalty to a brand.

2.1.5 The Difference Between Emotional Brand Attachment and Brand Love

According to Ghorbanzadeh and Rahehagh (2020), in the path of consumer loyalty resulting from consumers' positive experiences with brands, the researchers argued that the lowest form of relationship forged between consumer and the brand is brand satisfaction. This statement is supported by Fetscherin's research (2014). Sarkar (2014) further distinguished that brand love is stronger than brand satisfaction, as brand love stems from the emotional attachment the customers have to a certain brand that makes the brand irreplaceable, and customers feel passionate towards the brand. Referring to the brand feeling matrix developed by Fetscherin and Heinrich (2014) brand love comes from strong positive feelings about the brand and a strong relationship between the customers and the brand that is formed over a period of time. It can be concluded that consumers who are loyal-i.e., the last level of relationship with the brand, will become loyal consumers.

Moussa (2015) says the concepts of emotional brand attachment and brand love are similar. Shimul and Phau's research (2018) argue that three reasons distinguish love and attachment. First, research adopted from Bowlby in 1979 concluded that brand attachment is derived from the psychological theories of how humans can develop attachment. Yet, Sarkar (2014) challenged this notion, instead arguing that brand love springs from interpersonal and romantic love stories. Drennan (2015) offers that consumer satisfaction post-consumption is antecedent to brand love. However, according to Sreejesh (2016), brand attachment does not depend on consumption or satisfaction because consumers can build psychological relationships and emotional closeness with brands. Ghorbanzadeh and Rahehagh (2020) also found that brand attachment is distinct from brand love, as brand attachment largely depended on the perceived emotional connection of the

customers to the brand; and conversely, brand love recognizes the cognitive (idealization) and emotional (affective closeness) that is perceived by the customers. Therefore, Ghorbanzadeh and Rahehagh (2020) state that both love and attachment perceived by the customers are strong indicators of positive consumer feelings towards the brand. Yet, problems may arise as this attachment may vary in intensity, occurrence, and duration of experience, hence it is recommended to view the dimensions of love and attachment as separate variables.

2.2   PREVIOUS RESEARCH

Table 2. 1

PREVIOUS RESEARCH

Title, Author, Year	Variable	Research Method	Result
Emotional brand attachment and brand love: the emotional bridges in the process of transition from satisfaction to loyalty (Ghorbanzadeh and Rahehagh ,2020)	1.Brand Satisfaction 2.Emotional Brand Attachment 3.Brand Love 4.Brand Loyalty	This research used a convenience sampling method. The respondents of the study are alumni of north Tehran Islamic Azad University that show strong loyalty to a certain brand without the intention to switch to alternative brands. There are 300 respondents in this research. SmartPLS 3 Software	From the six hypotheses, there are two invalid hypotheses: the impact of consumer satisfaction to customer brand loyalty; and the impact of emotional attachment to brand loyalty. At the same time, other hypotheses are proven to have a positive effect on each other such as brand satisfaction on emotional brand attachment, brand satisfaction on brand love, emotional brand

			attachment on brand love, and brand love on brand loyalty.
Empirical testing of emotional brand attachment and brand love mediation between brand satisfaction and brand loyalty (Hajjid et al.,2022)	1.Brand Satisfaction 2.Emotional Brand Attachment 3.Brand Love 4.Brand Loyalty	This research used a purposive sampling method. The respondents are active users of Samsung smartphones. There are 150 respondents in this research. This research used Amos software.	All hypotheses are proven in this study that there is a positive relationship between brand, Satisfaction and brand loyalty which is mediated by the variable emotional brand attachment and brand love. There is a positive relationship between brand attachment and brand loyalty, as well as between brand love and brand loyalty.
Experiential value, satisfaction, brand love, and brand loyalty toward robot barista coffee shop: the moderating effect of generation (Kim et al, 2021)	1.Experiential Value 2.Satisfaction 3.Brand Love 4.Brand Loyalty 5.Moderating effect of generation	This research used a purposive sampling method. The respondents are born between 1961 until 1999, and both men and women who lived in Korea during the period of the study and who used a robot barista coffee shop in the last three months. There are 404 respondents in	The research found that the satisfaction of the customers was affected by playfulness, service excellence, and customer return on investment (CROI) but aesthetics did not significantly affect satisfaction. Additionally, the research found that customer

		this research. This research used SPSS 22.0 and AMOS 22.0 software.	satisfaction is positively correlated to brand love and brand loyalty. In addition, the research found that brand love is positively correlated to brand loyalty as well.
The impact of customer satisfaction, brand image on brand love and brand loyalty (Cuong ,2020)	1. Brand Loyalty 2.Customer Satisfaction 3.Brand Love 4.Brand Image	This research used a convenience sampling method. The respondents are consumers who have visited fast food restaurants in Ho Chi Minh City, Vietnam. There are 272 respondents in this research. This research used SmartPLS software	All 6 hypotheses proposed in the research were proven to be true. The research concluded that brand image improves the perceived customer satisfaction, brand love, and brand loyalty; and in turn, customer satisfaction positively affects brand loyalty and brand love.
Examining the role of wine brand love on brand loyalty: a multi-country comparison (Drennan et al.,2015)	1.Brand Loyalty 2.Brand Love 3.Customer Satisfaction 4.Consumer Knowledge	This research used a purposive sampling method. The respondents are wine consumers. There are 3462 respondents in this research. This research used AMOS 19 Software.	Results showed that all hypotheses are approved. The research found that brand love and brand trust positively influence brand loyalty, which results in increased brand love among customers. Moreover, brand

			satisfaction had a significantly positive impact on both brand loyalty and brand love.
Brand loyalty mediation in brand attachment and customer digital experience towards smartphone repurchase intentions (Cornelia & Pasharibu; 2020)	1.Brand Attachment 2.Customer Digital Experience 3.Brand Loyalty 4.Repurchase Intention	This research used a purposive sampling method. The respondents are Samsung smartphone users who has experience searching the brand using a digital platform. There are 100 respondents in this research. This research used SPSS.	The results showed that all hypotheses are approved. The findings demonstrated that the relationship between brand loyalty and brand attachment, as well as customer digital experience, is significantly influence repurchase intention.
The influence of brand experience and emotional attachment on brand trust and brand loyalty church mawar sharon, West Surabaya (Harjanto et al., 2021)	1.Brand Experience 2.Emotional Attachment 3.Brand Trust 4.Brand Loyalty	The respondents are those who joined the Mawar Sharon Church in West Surabaya and joined the Connect Group (CG) for at least 1 year There are 160 respondents in this research. This research used SmartPLS 3	The research found that some of the variables studied had a notable positive impact on each other variables. Most notably, brand experience, emotional attachment, brand trust which increases brand loyalty.
The effects of brand attachment on behavioral loyalty in the luxury restaurant sector. (Bahri et al, 2016)	1.Satisfaction 2.Congruence 3.Nostalgic Connections 4.Trust 5.Brand Attachment 6.Brand Loyalty	This research used a convenience sampling method. The respondents are customers with a	From the seven hypotheses, only 1 hypothesis is not proven. Namely, no significant relationship was seen between

| | (Intention to continue the relationship, proselytism, resistance upwards of the price) | fine dining experience in fine dining restaurants in Tunisia. There are 310 respondents in this research. This research used AMOS 18 Software. | brand attachment of the customers to the perceived brand trust from the luxury vibe of the restaurant. Other hypotheses proven, such as the three behavioral loyalty variables, namely satisfaction, congruence, and nostalgic connections, affects brand attachment, which then has a positive effect on brand loyalty, and brand attachment has a positive effect on brand loyalty |

Source: Primary Data (2023)

2.3 HYPOTHESIS DEVELOPMENT

2.3.1 The Influence of Brand Satisfaction toward Brand Loyalty

According to Song (2019), brand satisfaction is a variety of consumer experiences with brands that are shaped over the personal, emotional evaluation of the brand by the customers that is established over a period. This statement is in line with customer satisfaction, according to Cuong (2020), namely the happy or unhappy experience consumers get when comparing expectations with the results obtained from the brand's products or services. Consumers will be dissatisfied when the results obtained do not match their expectations. On the contrary, consumers will be satisfied when the results match consumer expectations, and even consumers will be happy when the results exceed consumer expectations (Kotler & Keller, 2018). In addition, according to Cuong (2020), satisfaction is the dominant

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thing in marketing practice and theory. This change occurred as a direct result of the marketing activities that had been altered, which initially resulted in initial spending and purchases. Now the result is post-purchase behavior, such as brand loyalty and repurchases. This statement is proven in previous studies showing that satisfaction is a strong antecedent of brand loyalty (Drennan et al., 2015; Song et al., 2019).

H1*: Brand Satisfaction has a positive and significant affect toward Brand Loyalty.*

2.3.2 The Influence of Brand Satisfaction toward Emotional Brand Attachment

According to Ghorbanzadeh and Rahehagh (2020), satisfaction and attachment are not identical, although satisfaction can be the basis for brand attachment. An example of the difference between satisfaction and brand attachment, satisfaction can occur after a single consumer interaction with the brand, and satisfaction is the result of an evaluative judgement. However, emotional attachment takes time because it requires repeated interactions and emotional brand attachment. Therefore, Ghorbanzadeh and Rahehagh (2020) divide into three points explaining the relationship between emotional attachment. The first point is that brand satisfaction could be predicted through the perceived brand attachment among customers, according to Levy and Hino (2016). Secondly, Lam and Shankar (2014) supported the idea that brand satisfaction might result in brand attachment. Thirdly, Bahri (2016) also found that brand attachment affects brand satisfaction through a 'mediating role', resulting in increased brand loyalty as well. In addition, customer satisfaction is also a factor that affects consumer trust, and the results will determine the level of brand attachment, according to Guillard and Roux (2014). Supported by the statement of Ben and Bouslama (2016), which says satisfied consumers have brand attachment.

H2: *Brand Satisfaction has a positive and significant affect toward Emotional Brand Attachment.*

2.3.3   The Influence of Brand Satisfaction toward Brand Love

According to Drennan (2015), satisfaction resulting from marketing activities can change and influence a collection of behavioral experiences of relationships between consumers and brands in the long term, such as brand love. Brand love is defined by Ghorbanzadeh and Rahehagh (2020) as an emotional response formed in sharing interactions. The long period that occurs in consumers towards brand satisfaction and brand love can be divided into four parts. According to Ghorbanzadeh and Rahehagh (2020), the first part relates to how brand satisfaction could be derived from the cognitive judgement of the customers, yet it could be argued that brand love requires a more significant affective focus. Moreover, it is conspicuous that satisfaction stems from an outcome that is highly specific to a certain transaction, but it is discernible that as a result of long-term relationship between the customer and the brand, brand love appears (Ghorbanzadeh and Rahehagh, 2020). Thirdly, some researches have pointed out that brand satisfaction is associated with expectations of the disconfirmation paradigm, all which brand love does not require. Finally, brand love contains the consumer's desire to express his love for the brand, which is evident in how the customers integrate the brand to their identity–a set of behavior which goes beyond customer satisfaction (Hsu & Chen, 2018). This statement is supported by Veloutsou (2015), who conveyed that love and satisfaction are different constructs. Satisfaction is usually considered the result of a transaction, such as the quality of the product or service perceived by the consumer exceeding expectations.

Meanwhile, brand love is often the result of a long-term relationship. Previous research conducted by numerous writers (Albert and Merunka, 2013; Drennan et al., 2015; Aro et al., 2018; Al-Haddad, 2019) had concluded that consumer satisfaction and brand love is positively correlated. Hence, it can be argued that consumers with higher satisfaction levels could increase their brand love. In addition, several studies found that customer satisfaction had a significant impact on brand love, and customer satisfaction could be used as a predictor of brand love (Drennan et al., 2015; Ghorbanzadeh, D., & Rahehagh, A. 2020; Hajjid, 2020).

2.3.4 The Influence of Emotional Brand Attachment toward Brand Love

Kaufmann (2016) said that consumers' bond with a brand over time could trigger feelings of brand love. This statement is supported by Ghorbanzadeh and Rahehagh (2020), which stated that continuous satisfaction post-consumption is likely to contribute to emotional attachment to the brand, and brand loyalty, which ultimately translates to brand love. Numerous researchers have concurred that emotional attachment to a certain brand will influence brand love (Hadi & Ahmed, 2018; Gumparthi and Patr, 2020; Japutra et al., 2018; Vieira & Sousa, 2020).

Moreover, Roy et al. (2016); Vieira & Sousa (2020); Reis et al. (2022), agreed that brand love among customers begins as brand attachment. According to Alves (2022), in a highly effective context, the writer argued that it is challenging to define the term 'brand bond', as different authors present several; however, in general, it can be said that the term refers to the 'love' that is formed between the customers to the brands. While one could not deny that emotional attachment denotes a strong relationship, it could be induced that brand love involves a deeper, more profound rapport, hence it could be seen that attachment is the starting point of brand love, and that attachment to a brand might increase brand love (Rodrigues et al., 2023).

H4: *Emotional Brand Attachment has a positive and significant affect toward Brand Love.*

2.3.5 The Influence of Emotional Brand Attachment toward Brand Loyalty

According to Japutra (2014), brand attachment is an important predictor of purchasing behavior. This is proven by Hajjid (2022), which states that consumer attachment can encourage the desire to remain loyal. In addition, Theng So (2013) states that when customers have integrated their identity to a certain brand, the customers are more likely to maintain the rapport to the brand as the brand brings them feelings of comfort, happiness, and security. Thus, it can be assumed that consumers with a higher emotional attachment pertaining to a certain brand are

more likely to be able to commit to a long-term relationship with the brand.

Other studies on brand emotional attachment corroborated the notion that consumers with stronger emotional ties to brands will display more significant brand loyalty, which in turn results in the consumers advocating and being loyal to the brand in the long term. According to Harjanto (2021), as Customers have higher emotional attachment to the brand, customers tend to develop a strong dependence on the brand, be more attached emotionally, and will dedicate a long-term relationship with the brand. Previous studies show that emotional attachment leads to brand loyalty (Cornelia & Pasharibu, 2020; Harjanto 2021; Hajjid et al., 2022)

H5: *Emotional Brand Attachment has a positive and significant affect toward Brand Loyalty.*

2.3.6   The Influence of Brand Love toward Brand Loyalty

According to Hsu and Chen (2018), post consumption behavior of customers could be predicted through brand love among satisfied consumers. In addition, according to Karjaluoto (2016), brand love could be seen as more than positive brand attitudes and satisfaction, and instead brand love should be seen as a positive, strong symbol of the bond between the consumer and the brand. Then according to Huang (2017), brand love is the main mechanism for developing customer behavior loyalty. Several studies (Fetscherin et al., 2014; Drennan et al., 2015; Aro et al., 2018) show that the customers that are more likely to be loyal are the customers that are satisfied with the brand. Further quoting the findings of Ghorbanzadeh and Rahehagh (2020) state that to maintain and sustain long term customer-brand relationship, it is imperative for brand managers to understand the strategic role of brand love. Other studies also state that brand loyalty brings out brand love among customers positively affects brand loyalty (Unal & Aydin, 2013; Cuong, 2020).

H6: *Brand Love has a positive and significant affect toward Brand Loyalty.*

2.3.7 The Influence of Brand Satisfaction to Brand Loyalty with Emotional Brand Attachment as a Mediation Variable

According to Bahri (2016), brand attachment acts as an arbitrator to brand satisfaction and brand loyalty. Bahri (2016) maintained that loyalty and emotional attachment to a certain brand stem from the brand satisfying the customers. This is supported by Ghorbanzadeh and Rahehagh (2020), stating that mediating role through brand satisfaction and loyalty is imperative in maintaining emotional attachment and brand love. Because previous research conducted by Ghorbanzadeh and Rahehagh (2020) shows that consumer satisfaction variable could be seen as an explanatory variable for emotional brand attachment. According to Lee & Workman (2014), when consumers have an emotional attachment, they can make repeat purchases and be willing to spend resources (money and effort) to get products from the brand. This ultimately leads to brand loyalty. Previous studies had found that the mediative relationship between brand satisfaction and brand loyalty to brand attachment was positively proven (Bahri et al, 2016; Ghorbanzadeh & Rahehagh, 2020; Hajjid et al., 2022).

H7: *Brand Satisfaction has a positive and significant affect toward Brand Loyalty with Emotional Brand Attachment as a mediation variable.*

2.3.8 The Influence of Brand Satisfaction to Brand Loyalty with Brand Love as a Mediation Variable

Ghorbanzadeh and Rahehagh (2020) stated that brand satisfaction positively affects brand love. Brand love is a variable that directly affects brand loyalty compared to other variables, one of which includes brand attachment. Al-Haddad (2019) states that brand satisfaction could have a noteworthy role in determining brand love among consumers. Ghorbanzadeh and Rahehagh (2020) point out that the brand love of the consumer towards the product also affects the loyalty of the consumer. This statement is supported by Drennan (2015). Love for the brand is developed through very high satisfaction, and this love resulted in higher brand loyalty among consumers. One example of the impact is that consumers are willing to pay a higher price to get the product (Albert and Merunka,

2013). Previous studies have proven that brand loyalty is positively affected by brand love (Ghorbanzadeh & Rahehagh, 2020; Hajjid et al., 2022).

H8: *Brand Satisfaction has a positive and significant affect toward Brand Loyalty with Brand Love as a mediation variable.*

2.3.9 The Influence of Brand Satisfaction to Brand Love with Emotional Brand Attachment as a Mediation Variable

According to Hajjid (2022), satisfied consumers show a higher probability of developing emotional attachment to the brand, and unsatisfied consumers will find it challenging to remain committed to a brand. Some researchers maintained that in order to develop brand love, consumer satisfaction must be met by the brand (Drennan et al., 2015; Hsu and Chen, 2018). Ghorbanzadeh and Rahehagh (2020) also say that consumers who feel satisfied by consuming a product from a certain brand more than once will likely lead to the customers forming a loving relationship with the brand. Then Hajjid (2022) states that consumer satisfaction contains an emotional component, which is a factor that affects brand love. Hence for customers to have a sustainable, irreplaceable consumer-brand relationship and brand love, it is imperative for the customers to feel satisfied upon consuming the product. Several studies have proven the positive correlation between the mediation of brand attachment towards brand satisfaction and brand love (Ghorbanzadeh & Rahehagh, 2020; Hajjid et al., 2022).

H9: *Brand Satisfaction has a positive and significant affect toward Brand Love with Emotional Brand Attachment as a mediation variable.*

2.3.10 The Influence of Emotional Brand Attachment to Brand Loyalty with Brand Love as a Mediation Variable

According to Rodrigues (2023), Emotional brand Attachment is a feeling of consumer attachment to a brand that can grow stronger, which opens up the possibility of the consumer to develop 'true love' for the brand. The 'true love' developed is likely to build up rapport, trust, and interest in continuing the relationship with the brand. Japutra (2018) conveyed that brand attachment

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positively affects brand love. In addition, according to Holmes (2020), For customers to 'fall in love' with a certain brand, the prerequisite of this 'love' and emotional connection must be based on both rational and emotional connection, and companies must leverage the customer love of the brand as these customers were found to be the most loyal and committed towards the brand (Roy et al., 2016) Previous research conveyed that brand love as a mediator has a positive effect from the emotional brand attachment on brand loyalty (Ghorbanzadeh & Rahehagh, 2020; Hajjid et al., 2022).

H10: *Emotional Brand Attachment has a positive and significant affect toward Brand Loyalty with Brand Love as a mediation variable.*

2.4 CONCEPTUAL FRAMEWORK
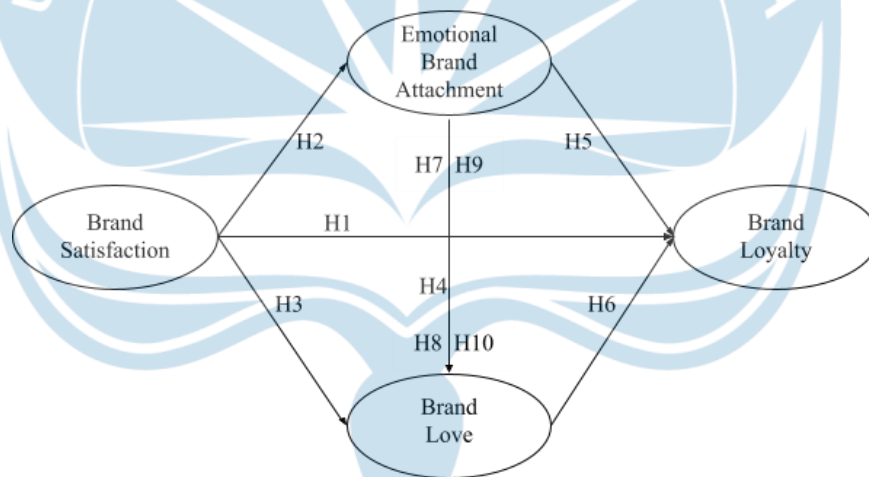
Source: Ghorbanzadeh dan Rahehagh (2020)

Figure 2. 1

Conceptual Framework