The Role of Brand Love in the Influence of Online Shopping Website Quality and Brand Experience on Costumer Loyalty

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A B S T R A K

Belanja online telah menjadi gaya hidup banyak orang Indonesia saat ini. Website belanja online yang berkualitas tidak serta merta menjamin loyalitas maupun brand experience, hal ini dapat dilihat dari penelitian sebelumnya, sehingga ini merupakan celah penelitian yang harus dicarikan solusi, oleh karena itu penelitian ini diperlukan untuk dapat membantu mengatasi permasalahan tersebut. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas website dan pengalaman merek terhadap loyalitas merek dengan cinta merek sebagai variabel intervening. Metode penelitian menggunakan teknik purposive sampling dimana data diperiksa menggunakan pengukuran dengan mempertimbangkan pilihan individu. Pengumpulan sampel menggunakan kuesioner, dan jumlah sampel yang digunakan adalah 100 responden. Teknik analisis data dalam penelitian ini menggunakan Partial Least. persegi (PLS). Menurut temuan penelitian ini, pengalaman merek dan cinta merek berpengaruh positif dan substansial terhadap loyalitas konsumen, sedangkan kualitas situs web tidak berpengaruh positif dan signifikan terhadap loyalitas merek. Brand love merupakan variabel yang mempengaruhi loyalitas konsumen dengan memediasi dampak kualitas website dan brand experience. Implikasi praktis dari penelitian ini adalah untuk memberikan pemahaman bahwa membangun loyalitas konsumen membutuhkan lebih dari sekadar mengandalkan kualitas situs web dan pengalaman merek, tetapi juga mempertimbangkan kecintaan terhadap merek.

A B S T R A C T

Online shopping has become a way of life for many Indonesians nowadays. Quality online shopping websites do not automatically guarantee loyalty as well as brand experience. This can be seen from previous research, so this is a research gap that must be found a solution, therefore this research is needed to be able to help overcome this problem. This study aims to analyzed the effect of website quality and brand experience on brand loyalty with brand love as an intervening variable. The research method used purposive sampling technique where the data is examined using measurements by considering individual choices. The sample collection used a questionnaire, and the number of samples used is 100 respondents. The data analysis technique in this study uses Partial Least. Square (PLS). According to the findings of this study, both brand experience and brand love have a positive and substantial effect on consumer loyalty, whereas website quality has no positive and significant effect on brand loyalty. Brand love is a variable that influences consumer loyalty by mediating the impact of website quality and brand experience. The practical implication of this research is to provide insight that establishing consumer loyalty requires more than only relying on the quality of the website and brand experience, but also taking brand love into account.

1. INTRODUCTION

Today's advancement of the internet has resulted in changes to the Indonesian people's shopping habits. People who formerly preferred to shop in person with sellers and physically examine the items they wanted to purchase have migrated to online shopping services. The number of online shopping consumers in Indonesia will increase by 88 percent in 2021 compared to the previous year (Rahman et al., 2021; Wu, 2013). Websites in the modern period have a variety of features, structures, and the types of

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services they offer, and this assessment is useful in the construction and maintenance of websites (Kumar & Lata, 2021; Novabos et al., 2016). Online shopping is a solution where consumers can get the goods or services they want without having to go to a shopping center, but simply open a web or online shopping store application, look for the desired product or service and pay online through bank transfer facilities or online payment platforms. Consumer loyalty is influenced by the quality of a website (Widayat, 2019; Wilson, 2021). In several other studies, website quality does not have a significant effect on customer loyalty (Avania & Widodo, 2021; Kurniawan & Widodo, 2019; Wirapraja et al., 2021). This research gap needs to be filled with more research. We need to do more research to find out if the quality of a website has a positive and significant effect on customer loyalty. We hope that the results of this research will give us new information about the factors that affect customer loyalty on online shopping sites.

A brand's experience is produced when customers use a brand, talk about a brand with others, and seek out information about a brand's promotions, events, and promotions. Online shopping must give a positive brand experience because a positive brand experience influences loyalty (Budi et al., 2021; Ong et al., 2018; Yin & Xu, 2021). In several other research brand experience does not have a significant effect on costumer loyalty (Guan et al., 2021; Wilis et al., 2021). In some circumstances, the connection between people and the relationship between interpersonal systems can be linked to the relationship between consumers and brands. A consumer can become emotionally attached to a brand in the same way that a customer can become emotionally attached to persons (Nawaz et al., 2020; Rahman et al., 2021). Brand love boosts costumer loyalty and word-of-mouth referrals. When compared to other markets, this study selected to conduct the object of research on the Shopee online shopping website since Shopee is ranked first for the marketplace that is accessed by many people every month (Khamwon & Niyomsart, 2017; Vierdwiyani & Afriapollo Syafarudin, 2020). Maintaining consumer loyalty is critical when it comes to online buying. In order to sustain Shopee client loyalty, ensure that the Shopee website is rated first for the marketplace, which is used by many consumers each month compared to other marketplaces (Avania & Widodo, 2022; Vierdwiyani & Afriapollo Syafarudin, 2020). This existing research gap necessitates additional investigation. Further investigation is required to determine whether the brand experience has a positive and statistically significant impact on consumer loyalty. So that the two things that came up above can be used as a research gap in research. The novelty in this study is the use of the brand love variable as a variable that bridges the research gap regarding the influence of website quality and brand experience on customer loyalty. Therefore, this research is important to answer the inconsistency of results in previous studies. The aims of this study is to analyzed the effect of website quality and brand experience on brand loyalty with brand love as an intervening variable.

2. METHODS

This research is based on a quantitative methodology because its flow is clear and systematic. The research being presented here is a descriptive quantitative study. This study is descriptive and explanatory in research. Data was gathered through the use of questionnaires distributed to consumers as respondents, interviews with consumers, and documentation studies. This study's population characteristics include Surabaya residents aged 16 to 35 who have made at least three purchases on the Shopee website. Non-probability sampling technique is used for sampling. Utilizing the accidental sampling method, with the number of samples using the maximum likelihood estimation method being 5 to 10 times the number of parameters in the model and which will be estimated (Hair, 2017; Sylvia, 2017). In this study, the scientists determined the parameter approximately seven times and divided it into 100 samples. **Table 1** shows the concept definition, dimension, and indications for each variable.

Table 1. Variable Operations

Concept Definition	Dimension	Indicator
Website Quality Website quality could be defined and understood as the customers' or people's judgement toward the quality of the website that they're operating (Wilson, 2019)	1. Interaction 2. Usability	1. Shopping through the company's website provides a sense of security and comfort when transacting 2. The company's website makes it easy for customers to operate, simple and attractive design

Concept Definition	Dimension	Indicator
Brand Experience Brand experience can be conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of brand design and identity, packaging, and communication (Brakus et al., 2009).	1. Affective Experience 2. Social interaction experience 3. Memorable experiences	1. Likes to shop through the company website 2. Feel the ease of interacting through the communication channels provided by the website 3. Have a pleasant experience when shopping through the company's website.
Brand Love Brand Love is an emotional feeling and passionate about a particular brand (Carol & Ahuvia)	1. Passionate 2. Like the brand 3. Willing to admit that like the brand	1. Be passionate about the brand 2. Like the brand 3. Willing to tell friends that they like the brand
Costumer Loyalty Loyalty is a deeply held commitment to repurchase a product or service (Oliver, 1999)	1. Repurchase 2. Retention 3. Buy other products offered by the company 4. Referral	1. Make a repeat purchase 2. Survive even though there are offer from competitors 3. Buy other products offered by the company 4. Willing to recommend to other friends

In this study, data was gathered via a questionnaire. Customers were sent questionnaires through Google form. A questionnaire was used to collect data in this investigation. Using a Google form, questionnaires were disseminated to customers online. A Likert scale was employed in this investigation. The factors in this study were measured using six levels of agreement, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. The SmartPLS 3 analytical tool is used to test hypotheses for structural equation modeling. The research hypothesis was tested using a Structural Equation Model (SEM) method that used Partial Least Squares to find the best answer (PLS). The validity testing method is called convergent validity, and it is done by comparing the item score (component score) to the construct score, which then gives the loading factor value. reliability is how trustworthy or reliable the results or measurements are, and how they stay about the same after a lot of tests have been done. To figure out how reliable the research variables were, composite reliability was used. It is done to see how the construct, significance value, and R-square of the research model are linked to each other. An R-square test was used to figure out how important each structural path parameter was. The t-test was used to figure out how important each of the coefficients was.

There are several criteria for determining convergent validity, the most important of which is to examine the values of the outer loading. The indication is declared legitimate if the value of the outer loading indicator is greater than 0.7. The outer loading indicator is defined as follows. The indicator that has a Composite Reliability rating greater than 0.6 is considered to be trustworthy (Ghozali, 2018; Hair, 2017). According to the results of the SmartPLS 3 data processing, the following conclusions were reached, as show in Table 2.

**Table 2**. Validity and Reliability of Research Variables

Indicator Variable	Loading Factor	Validity	CR	Reliable
BE1	0.900	Validity	0.892	Reliable
BE2	0.894	Validity		
WQ1	0.814	Validity		
WQ2	0.851	Validity	0.886	Reliable
WQ3	0.883	Validity		
BLV1	0.910	Validity		
BLV 2	0.884	Validity	0.992	Reliable
BLV 3	0.883	Validity		
CLV1	0.810	Validity		
CLV2	0.899	Validity	0.895	Reliable
CLV3	0.868	Validity		

Table 2 demonstrates that all variable indicators have an outer loading greater than 0.7, indicating that all variable indicator indicators are legitimate, and that the CR value of all variable indicators is greater than the cut-off value of 0.6, implying that all variables employed are dependable, as shown in the previous section. Brand experience, website quality, brand love, and customer loyalty are all connected by the structural model compatibility test, which specifies the framework that unites them all. If you use the SmartPLS tool to evaluate the complete structure above, you can see the results of your evaluation by looking at the R-Square number, which represents the model's Goodness-of-Fit. The recommended R-Square value is greater than zero, which indicates that. As shown in Table 3, the R-square value achieved from this research data processing with SmartPLS was a positive number.

Table 3. The Goodness of Fit from R-Square

Variable	R Square
Website Qualty (WQ), Brand Experience (BE) ⮕ Brand Love (BLV)	0.444
Website Qualty (WQ), Brand Experience (BE), Brand Love (BLV) ⮕ Costumer Loyalty (CLV)	0.789

According to the data in Table 3, all R-square values suggest that all R-square values are greater than zero. If the structural model has an R-square score more than 0.19, the model is considered "poor," while an R-square value greater than 0.33 indicates that the model is "moderate," and an R-square value greater than 0.67 indicates that the model is "good". The model's suitability for this inquiry is of moderate importance. This research model passes the criteria for Goodness of Fit in this study. The conceptual framework can be seen in Figure 1.
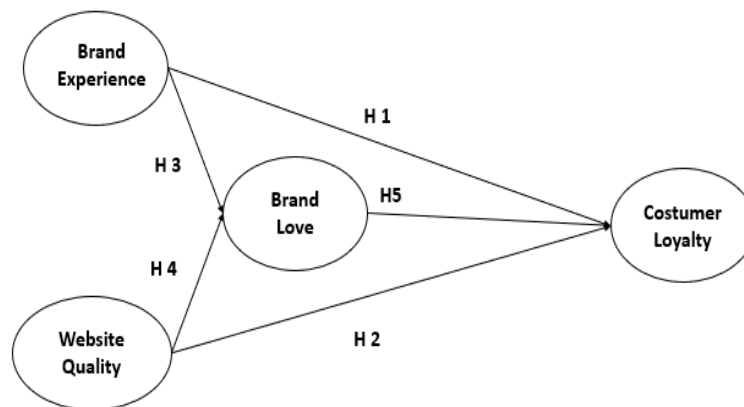
Figure 1. Conceptual Framwork

3. RESULTS AND DISCUSSIONS

Results
Characteristic of Respondents

The characteristics of the 100 Shopee Online Shopping consumers that participated in this survey were determined by their gender and age. Characteristic of respondents is show in **Table 4**.

Table 4. Characteristic of Respondents

Characteristic Respondent		Amount	%
Gender	Man	42	42%
	Woman	58	58%
Age	16 - 20 years	10	10%
	21 - 25 years	73	73%
	26 - 30 years	10	10%
	31 years above	7	7%
	Amount	100	100%

Table 4 shows that women made up the majority of individuals who responded to the survey's questions (58 percent). According to the age distribution of the survey, the majority of participants (47.27 percent) were between the ages of 21 and 25. The test results for each hypothesis are reported in below. The experiments were carried out with SmartPLS 3 by running an analytical test path to determine the effect of an exogen variable on an endogen variable. To evaluate significance in this test, a 0.05 threshold of significance is used. Additional information can be found in the Table 5.

Table 5. Hypothesis Testing

Hypothesis	Influence	Origial Coeficient	(Bootstrap B=500)		P Value	Information
			Coeficient	t- test		
H1	*Brand Experience ⮕ Costumer Loyalty*	0.175	0.171	2.323	0.021	Significant
H2	*Website Quality ⮕ Costumer Loyalty*	0.080	0.081	0.070	0.254	Not Significant
H3	*Brand Experience ⮕ Brand Love*	0.509	0.516	7.847	0.000	Significant
H4	*Website Quality ⮕ Brand Love*	0.299	0.291	2.840	0.005	Significant
H5	*Brand Love⮕ Costumer Loyalty*	0.731	0.730	9.916	0.000	Significant

Table 5 displays a significant value of 0.021 for the relationship between brand experience and customer loyalty, which is less than 0.05. with a t-statistic value larger than t-table = 1.96, t = 2,323. The hypothesis that states that brand experience affects on costumer loyalty is accepted. Website quality has not affected customer loyalty with a significance value of 0.021, which is smaller than 0.05. with a t-statistic value of 2.254, which is smaller than t-table = 1.96. The hypothesis that states that brand experience affects customer loyalty is not accepted. Brand experience affects brand love with a significance value of 0.000, which is smaller than 0.05. with a t-statistic value of 7.847, which is smaller than t-table = 1.96. The hypothesis that states that brand experience affects customer loyalty is accepted. Website Quality affects brand love with a significance value of 0.005, which is smaller than 0.05. with a t-statistic value of 2.840, which is smaller than t-table = 1.96. The hypothesis that states that website quality affects brand love is accepted. Brand love affects costumer loyalty with a significance value of 0.000, which is smaller than 0.05. with a t-statistic value of 9.916, which is smaller than t-table = 1.96. The hypothesis that states that brand love affects customer loyalty is accepted. There is an indirect relationship between the exogenous latent variable brand experience, website quality, and the endogenous intervening brand love and the endogenous customer loyalty latent variable. The indirect relationship that explains the effect of brand experience, website quality, and brand love on customer loyalty is outlined in Table 6.

Table 6. The effect brand experience and website quality

Indirect Influence	Original Sample	t- Statistik	P-Value	Information
Brand Experience ⮕Brand Love ⮕ Brand Loyalty	0.372	5.424	0.000	Significant
Website Quality ⮕ Brand Love ⮕ Brand Loyalty	0.218	3.984	0.002	Significant

The results of Table 6 indicate that the indirect effect of brand experience on customer loyalty through brand love is bigger than the value of t = 1.96. This shows that there is a significant indirect effect of brand experience on customer loyalty through brand love. The results of the indirect effect of website quality on customer loyalty through brand love show that the value of t = 3.984 is greater than t = 1.96. This shows that there is a significant indirect effect of website quality on customer loyalty through brand love.

Discussion

The effect brand experience on costumer loyalty

Test results indicate that the brand experience has a positive and statistically significant effect on consumer loyalty. Positive regression coefficients indicate that the relationship is unidirectional and statistically significant. The higher the brand experience value, the greater the value of costumer loyalty. The findings of this study are in line with the opinion that states brand experience has a positive association with loyalty (Ong et al., 2018; Yin & Xu, 2021). Consumers who have had a positive brand experience are more likely to be satisfied and to be loyal to the company (Irawati, 2021; Pratiwi et al., 2021). Online shopping websites need to design their websites by considering what experience they want to provide their customers. Online shopping websites need to provide a channel for interacting between consumers and online shopping management companies as well as with sellers on the online shopping website platform. When trying to create a pleasurable experience when using online shopping, it is necessary to take into consideration not only the convenience of use and the nice design of the website, but also the reliability of the transaction facilities and the speed of delivery.

The effect website quality on customer loyalty and brand love

The hypothesis test results of this study contradict the conclusions who found that the quality of the website had a substantial impact on customer loyalty (Widayat, 2019; Wilson et al., 2019). This study confirms the findings of multiple prior studies that website quality has little effect on consumer loyalty (Avania & Widodo, 2022; Wilson, 2021). In order for the quality of the website to affect customer loyalty, it must be created in such a way that its use makes consumers feel satisfied, which in turn encourages consumer loyalty; if the consumer is not satisfied, however, the quality of the website has no effect on consumer loyalty. In addition, a satisfied consumer will not hesitate to purchase goods from an online retailer since he will believe that the business delivers a service that makes the client happy and satisfied, resulting in greater sales.

The hypothesis test results show that brand experience has a positive and significant impact on brand loyalty. This is in line with previous study which found that brand experience had a positive impact on brand love (Rodrigues et al., 2021). Furthermore, other study who conducted study on Samsung customers in Indonesia and determined that brand experience had a positive and significant impact on brand love (Madeline & O. Sihombing, 2019). Brand experience can lead to emotional attachment to the brand and it is reasonable to assume that brand experience can influence brand love, therefore, brand experience can be considered as an antecedent of brand love (Rajeev Batra, 2016; Sallam, 2014; Verma, 2021).

The effect website quality on brand love

According to the results of this study's hypothesis test, the quality of the website has a positive and statistically significant effect on brand loyalty. This is in line with a study undertaken who conducted research on the Traveloka website (Damarfadilah, 2019). Similar with previous study who conducted research on Amazon online purchasing users, where the results of their research found that the website quality had a positive and significant impact on brand love (Kumar & Lata, 2021). The findings of this study will provide new insights into the behavior of people who shop online. Consumers who perceive the high quality offered by an online shopping website can develop and maintain a relationship with the online shopping website brand, and to a certain extent, can develop a love for the online shopping website. When a person's human relationship with a brand evolves from like to longing, resulting in consuming commitment., this is referred to as brand love (Dam, 2020; Nawaz et al., 2020).

The effect brand love on customer loyalty

Following the conclusion of this study's hypothesis test, it can be determined that brand love influences consumer loyalty. The findings of this study are in line with the findings of research who conducted research on consumers of Wardah cosmetic products, which stated that brand love affects consumer loyalty (Nurfitriana, 2020). In addition, the results of this study confirm the findings who discovered that brand love influences Netflix consumer loyalty in Portugal (Santos & Schlesinger, 2021). Consumers' love for the brand will affect the development of customer loyalty, which will encourage consumers to repurchase the product. The customer's feeling of love for a brand is an important aspect of developing positive interactions with them. Brands that are able to make their customers enjoy their brand will be more effective in generating sustainable profits and outperform their competitors in the market (Ferreira & Gabriel, n.d.; Pan & Ha, 2021). This study also found that brand love not only partially mediated the effect of brand experience on customer loyalty but also totally mediated the effect of website quality on customer loyalty.

The implication of this study play a role in the development of marketing management science, especially the development of theories related to the relationship between consumers and brands. In other words, companies must consider how to design a brand experience in such a way that it creates interactions that can leave consumers more than satisfied while also providing more than what consumers expect, so that they can make consumers love brand love, which, in the end, can make consumers loyal and prevent them from switching to competitors despite the fact that competitors are offering attractive offers to consumers. There are limitations to this study in terms of the scope of the research object and the variables used; therefore, it is hoped that future research will develop research with different research objects, different characteristics of respondents, and different variables, for example, by including brand personality variables, hedonic behavior variables, self-expressive behavior variables.

4. CONCLUSION

Based on the results and discussion above that there are five main areas of investigation to focus on, customer loyalty is influenced positively and significantly by both the customer's brand experience and brand love, however website quality has no positive and significant impact on brand loyalty. Brand love impacts consumer loyalty by mediating the effects of website quality and brand experience. This study's findings suggest that in order to gain customer loyalty, businesses should, it is not enough to simply provide a high-quality website; it is also necessary to consider consumer behavior, particularly as it relates to the consumer affection process, where consumers do not suddenly develop a commitment and loyalty to a product or brand, but rather through the interaction process and a pleasant experience for consumers, both through the attractive design of an online shopping website and through the use of social media to engage with customers.

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