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# Brand Love and Experience to Accelerate Loyalty Through Attachment Theory in Generation Y and Z in Social Commerce Platforms

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**ABSTRACT**

This research aims to ascertain how attitudes and brand love in generations Y and Z relate to brand image, satisfaction, experience, and loyalty. This study adds the experience variable as a novelty, and Attachment Theory is used as the main theory. This study's methodology uses a quantitative approach with the purposive sampling technique, yielding 183 samples. This study discovered that attitude and satisfaction are significantly positive with brand image. The results of this research indicate that brand love is significantly positively influenced by satisfaction, attitude, and experience. Loyalty is significantly positively influenced by brand love. This research is expected to be useful for companies about various aspects that can encourage brand love and understanding in social commerce platform users. This research is then likely to be able to support companies in channeling contributions to marketing strategies and tactics.

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## INTRODUCTION

The evolution of social commerce has changed the way consumers shop online through platforms. On social commerce platforms, shopping is about business dealings and involves interaction with communities, sellers, and influencers. Positive relationships in the shopping experience, result from a process where the growth of customer comfort and familiarity fosters a level of trust based on the platform used (Al-kfairy et al., 2024). Consumers want more interactive experiences through features like live streaming sales and shoppable posts, which make shopping more personal. This trend is driving brands like Jones Road Beauty to shift their marketing strategies to interactive platforms like TikTok. Social commerce is growing rapidly and is expected to reach $1.2 trillion by 2025, driven by increased social media usage, trust-building reviews, and interactive features that enhance the shopping experience. The relationships built through social commerce benefit both brands and consumers, providing a good purchasing experience that promotes repurchase (Mytotalretail.com, 2023).

Authenticity in consumption becomes a crucial element that can greatly influence the growth of brand loyalty (Haq et al., 2024). Consumers are more loyal to brands that provide transparency and authentic experiences. Social commerce is a global phenomenon that is changing the interaction between brands and consumers, as seen in China, where 84% of consumers have shopped through social media in 2022. Consumers have drastically changed how and where they shop, and this can be seen in the intersection of social commerce on media platforms, supported by the influence of brand love (Wpp.com, 2023). This trend reflects a significant shift in global shopping behavior, where brand love and social interaction are key factors in purchasing decisions. Brand love strengthens consumer loyalty by allowing them to be part of a community that is directly connected to the brand.

Social commerce also contributes significantly to increasing customer satisfaction globally by creating a more interactive and social-based shopping experience. Online platforms that provide helpful information can reduce user search time, increase shopping satisfaction, and increase the hedonic shopping value of customers (Qu et al., 2023). The success of social commerce is largely dependent on this satisfaction because it combines social interaction with the online shopping experience. In Western countries, social commerce is still a new phenomenon, but its transaction volume in the US and Europe is expected to grow significantly between 2021 and 2025.

Customer loyalty in social commerce is measured not only by the frequency of repeat purchases but also by the emotional attachment formed between consumers and brands. Social commerce businesses use social media to sell, create communities, interact and engage with customers, and develop loyalty behaviors, such as through online chats, review systems, virtual groups, and video sharing (Molinillo et al., 2021). In Southeast Asia, price is a significant factor in purchasing decisions, with 96% of consumers remaining loyal to brands that offer incentives such as low prices or consistent promotions (Technode.global, 2024).

Attachment theory is used in this study as the primary basis, which explains that humans tend to seek closeness to sources of security, including in the relationship between consumers and brands. The basic idea of attachment theory emphasizes that humans want to be in close proximity to a specific secure base or the person who most often cares for and provides a sense of security (Kerschbaumer et al., 2023). This emotional connection is comparable to attachment in personal relationships, where consumers prefer brands that give a sense of security and trust, thus forming long-term loyalty.

Brand image in social commerce is formed from experiences, interactions, and information received by consumers. Brand image is the perception, impression, and association formed by consumers about a brand (Marsasi et al., 2024). The definition of brand image is the customer's overall impression or perception of service as a result of understanding and interacting with various brands (Ab Hamid et al., 2023). Factors influencing the brand image include company reputation, product quality, and services provided. Brand image is shaped by user interactions on the platform as well as one-way communications

between the company and its customers. Satisfaction is the satisfaction that consumers expect regarding how the service has met those expectations (Jamil et al., 2022). Customer satisfaction contributes to loyalty, especially when high quality products are available at competitive prices. In the social commerce industry, satisfaction encompasses the overall shopping experience, including platform navigation, content quality, and customer service responsiveness. Attitude refers to a consumer's assessment of a brand, product, or service (Elshaer et al., 2024). Direct experience is the foundation of positive attitudes, interaction with online communities, and recommendations from the surrounding environment. Experience is used as a measure of the extent to which online service applications provide positive experiences for customers (Rizky & Marsasi, 2024). In the social commerce industry, customer experience is influenced by ease of transaction, fast communication, and interactive features that increase consumer engagement. Brand love is a long-term relationship with a brand, while brand satisfaction is entirely related to the paradigm of expectation disconfirmation (Joshi & Garg, 2021). Buyer communities and direct interaction with brands play a significant role in increasing brand love, which ultimately encourages consumers to become voluntary brand promoters. Customers that brand love are more inclined to make repeat purchases and recommend products to others. Loyalty is a pattern of consumer behavior that tends to be committed to a brand or service (Bagaskara & Marsasi, 2023).

This research is based on the core variable, namely brand love, which is a vital element in understanding the dynamics between individuals. Brand love proves that brand love is a positive consumer attitude towards the brand and is irrelevant for consumers who provide negative comments (Liu & Yan, 2022). Brand love is created when customers have positive experiences and views of a brand. This study has an element of novelty, namely by adding the experience variable. Experience emphasizes the importance of interaction between consumers and brands in forming satisfaction and loyalty. Experience has the goal of establishing a relationship between consumers and brands because consumer knowledge of brands depends on positive consumer experiences (Marsasi & Yuanita, 2023).

The novelty theory used is Social Exchange Theory, which links brand love with experience. This study tries to develop a new theory, namely Social Exchange Theory, a relationship marketing strategy that emphasizes the importance of maintaining ongoing interactions and creating benefits for both parties, both companies and consumers. Social exchange theory from the perspective of customer-brand reciprocal relationships from certain global brands (Sohaib et al., 2023). Social exchange theory highlights the importance of mutually beneficial reciprocal relationships between customers and international brands.

The findings of previous study on the relationship between attitude and brand love still show inconsistency. Researchers Hussain et al., (2022), found that customer attitude did not significant effect on brand love, whereas (Jhamb et al., 2023) stated that mentality has a significant impact because consumer awareness and commitment to the environment can affect loyalty and emotional attachment to the brand. Studies examining the connection between brand love and loyalty also varies. Researcher Khan et al., (2021) shows that brand love does not have a direct influence on loyalty but plays a more significant role in building customer trust and satisfaction. Researchers (Torres et al., 2022) found that brand love significantly influences loyalty, primarily through gamification-based marketing strategies.

It might be said that prior research has not consistently produced results. The author conducted re-research on each variable's influence using Attachment Theory. The importance of the significance of conducting this research is to re-test the impact of these variables. The concept of brand love and experience has not been running optimally in building user loyalty to social commerce platform services among generations Y and Z. This study aims to provide insight into loyalty to services, and the results of the study are also expected to support students in broadening their horizons and references for further studies. This study is then likely to be able to help companies in channeling contributions to marketing strategies and tactics.

## LITERATURE REVIEW

### Attachment Theory

Previous research examining attachment theory is an essential foundation in developing a research model based on this theory. Attachment Theory can contribute to marketing because of the quality of attachment (Thomson, 2006). The study aims to strengthen marketing strategies by applying attachment theory to build relationships between consumers and brands, thereby increasing brand loyalty. The attachment theory is among the elements that drives commitment, loyalty, and supportive behavior of consumers (Wan et al., 2017). Previous research aims to understand how attachment theory, especially emotional attachment and functional dependence, affects the willingness of service users. Attachment theory states that social bonds can be formed through basic human needs for closeness and security (Krolikowska & Kuenzel, 2024).

### Brand Image

Brand image is a combination of various attributes, perceptions and emotions that reflect the experience (Rodrigues et al., 2024). Brand image is created through good brand sales, which automatically causes clients to have brand loyalty, therefore increasing customer purchases (Macheka et al., 2024). With a powerful brand image, businesses can influence consumer behavior and increase loyalty to the brand. The strong and positive brand image helps increase consumer acceptance and builds confidence during the purchasing decision process (Ibrahim & Marsasi, 2023). A positive brand image creates a good impression on consumers, which can affect the perception of the quality and trustworthiness of a service. Brand image affects consumers' intention to purchase high-involvement (Blanco-Encomienda et al., 2024). Brand image is described as the image that is formed in customers' thoughts based on experiences and communications with a particular brand, which influences views on quality, value and trust in the service.

### Satisfaction

Satisfaction is used to form an assessment of the product consumed, which allows consumers to decide whether the product is worthy of consumption in the future (Majeed et al., 2022). Satisfaction has a vital role in forming consumer assessments of a service because it can increase confidence. Satisfaction is the actual performance of a service that is greater than the expectations felt by the customer (Aityassine, 2022). Satisfaction is defined as a benchmark used by companies to see whether consumers like the service (Panyekar & Marsasi, 2024). Consumers tend to prefer services that don't just fulfill consumer expectations but also offer meaningful added value. Satisfaction can be describe as the level of satisfaction expressed by customers after the service delivery process (Zygiaris et al., 2022). Satisfaction is the result of a comprehensive evaluation made by the customer regarding his experience using the company's services, which determines how far expectations can be lowered.

### Attitude

Attitude is a way of responding to situations, people, or objects that are guided by values (Sreen et al., 2021). An individual's attitude towards a particular behavior is a general assessment of that behavior (Mahale, 2024). Experiences, social influences, and consumer values often influence consumer attitudes toward a product or service. Consumer attitudes are critical to understanding how consumers respond to an offering; thus, marketing practitioners cannot ignore them (Ndofirepi et al., 2022). Positive attitudes toward a service increase the likelihood that customers will accept and react to the offer. Attitude can also be influenced by various factors, such as experience, personal values, and social norms that exist in society. Attitude refers to an individual's evaluative judgment of a concept (Nguyen et al., 2024). Attitude reflects how consumers respond and interact with the environment around them. Attitude towards a service is a concrete manifestation of an individual's evaluation that includes the cognitive, emotional, and social dimensions of the service.

### Experience

Experience can be built together through alignment between customer needs and the implementation of marketing strategies. Experience is that it can be created together through alignment between customer goals and marketing offers (Amoroso et al., 2021). Experience is defined as the intangible value added

to a brand, particularly the attention to consumers' senses, feelings, thoughts and behaviors towards products and service (V.-D. Tran & Nguyen, 2022). The method used is the experience scale, which measures various dimensions of brand experience. The widely used experience scale is a measurement of brand experience in terms of its sensory, affective, behavioral, and intellectual dimensions (Pallant et al., 2022). Experience is the process of consumers interacting with a brand, and the overall brand experience will be complete if both are in harmony with each other (Jeon & Yoo, 2021). kk interaction with services that are influenced by sensory, cognitive, emotional, behavioral, and relational stimuli, which play a role in forming perceptions, emotional attachments, and loyalty to brands.

**Brand Love**

Brand love is a complex concept that is only generated by a combination of various unexplored antecedents, providing many benefits and added value for both brands and consumers (Dias & Cavalheiro, 2022). Brand love is an essential indicator of key constructs such as repurchase intention, positive word of mouth, and resilience to negative information (Izquierdo-Yusta et al., 2022). The emotional bonds that drive loyalty, repeat purchases, and recommendations are created from a brand love Brand love is describe as a strong emotional bond between a customer and a brand, which develops from positive emotions such as happiness, pride, and satisfaction felt after interacting with the brand. Brand love is part of a consumer's identity; it can serve as an antecedent to emotional attachment to brands that use the same ethnic model in advertising (Madadi et al., 2022). Brand love refers to a person's affective evaluation of a transaction and is often positively associated with satisfaction with the brand (Pabla & Soch, 2023). Consumers who experience brand love tend to experience higher satisfaction with the service.

**Loyalty**

Loyalty is the attitude of customers deciding to be loyal as a result of positive brand tendencies (Chikazhe et al., 2021). Customer satisfaction leads to loyalty, which is defined as a strong attachment to a particular brand, product, or service (Alzoubi et al., 2022). Continuous satisfaction makes customers feel cared for and increases trust in the brand. Loyalty is one of the essential keys to business success, and Keeping current consumers is far less expensive than acquiring new ones (Kimura, 2022). Loyalty is a goal to attract the right customers, persuade them to make purchases, make frequent and large purchases, and recommend product services to more customers (Aljumah et al., 2022). Customer loyalty can be describe as the extent to which a customer is connected to a brand or company, as reflected through ongoing behaviors such as repeat purchases, positive recommendations, and active participation in sharing experiences on digital platforms. Strong loyalty drives repeat purchases and expands the brand's reach through positive recommendations to new customers.

**Hypothesis Development**

**Relationship between Brand image and Satisfaction**

A strong brand image increases customers' expectations and positive perceptions, which contributes to satisfaction and loyalty. Brands that align with consumer values strengthen customer relationships and satisfaction (Jamshidi & Rousta, 2021). A positive brand image also reflects quality service and good customer experience (Ha, 2021). Researchers (Khan et al., 2022), also conducted a study explaining the influence of brand image on satisfaction. Components are influenced by market orientation, and brand image not only represents the company's value but also becomes the primary strategy for meeting customer needs. Companies prioritize customer and competitor orientation to build a positive brand image and increase satisfaction. The brand image also acts as an intermediary that connects customer orientation with competitor orientation. Brand image management is essential to strengthen the organization's strategy to meet customer expectations while competing in the market. A positive brand image not only attracts new customers but also enhances the experience, thereby contributing to increased satisfaction (Chan et al., 2022). Customers with positive perceptions of brand image are more satisfied because the experience is in line with or even exceeds expectations.

H1: Brand image has a positive influence on satisfaction.

**Relationship between Brand image and Attitude**

Brand image influences consumer trust and attitude, strengthening perceptions of brand quality and value, which drives repeat purchase decisions. A strong brand image also improves consumer assessment of social and environmental initiatives, increasing positive attitudes toward the brand Koh et al., 2022); (Lavuri et al., 2022). Brand image is an essential factor that can drive consumer interest in a brand. Brand image also plays a role in influencing consumer attitudes, which can ultimately increase purchase intentions. The results of the study revealed that brand image in shaping consumer attitudes has a positive and significant relationship. The study shows that brand image has a vital role in shaping consumer attitudes. A positive brand image not only strengthens consumer trust but also influences views on brand quality and value. Research that discusses the relationship between brand image and attitude was also conducted by (Salehzadeh et al., 2023); (Huang et al., 2022). The study aims to analyze the influence of perception value on brand image and consumer attitude toward a brand. The study explains the impact of brand image and consumer attitude towards a brand that helps companies understand the formation of consumer perception. Brand image and attitude affect consumer behavior and satisfaction so that they can develop marketing strategies for sustainable brands.

H2: Brand image has a positive influence on attitude.

**Relationship between Attitude and Satisfaction**

A positive attitude increases customer satisfaction by building trust, service quality, and long-term loyalty (H. Kim & Lee, 2022). A positive attitude towards a service not only increases satisfaction but also builds long-term relationships. Customers have a favorable view; customers are more likely to trust the service and show strong loyalty. Attitude can encourage customers to share good experiences with others, which supports the reputation and growth of the business. Positive attitudes towards valuable services increase satisfaction, especially if expectations are met (Hussein et al., 2022); (Mai et al., 2023). Customers with positive attitudes tend to appreciate the sustainability values implemented by a brand more, thus strengthening brand trust. Satisfaction has been shown to play a role in driving consumer intentions to continue supporting sustainable brands. Satisfied customers not only show higher levels of loyalty, but are also more likely to recommend the brand to others. A study conducted by (Ariffin et al., 2021) also researched the relationship between attitude and satisfaction. Attitude and satisfaction show a significant positive relationship in consumer behavior studies. Users feel real benefits and are in accordance with expectations, positive attitudes towards services are increasing. Services that offer added value and convenience for their users tend to create a satisfying experience. Satisfaction created from positive user attitudes can increase the intention to continue using the service in the future.

H3: Attitude has a positive influence on satisfaction.

**Relationship between Satisfaction and Brand love**

Satisfied customers tend to be more loyal and have an emotional attachment to the brand (Amegbe et al., 2023). Satisfied customers tend to exhibit behaviors that reflect brand love, such as loyalty, positive recommendations, and repeat purchases. The results of the study showed a significant and positive relationship between satisfaction and brand love. Customers who are satisfied with the experience received tend to develop a deep bond with the brand. Satisfaction strengthens the emotional connection with the brand, which plays a role in the transition to brand love (Ghorbanzadeh & Rahehagh, 2021); (Y. J. Kim et al., 2021). Satisfaction is the first step in creating brand love, which then contributes to increasing long-term loyalty to the brand. According to (Lin & Choe, 2022), commitment between satisfaction and brand love will be the main foundation in building an emotional relationship with the brand. Customers who are satisfied with the service received tend to develop a stronger emotional bond with the brand. Emotional bonds can develop into brand love, which drives loyalty. Customers who feel an emotional attachment to a brand are more likely to commit to the brand, which in turn increases loyalty and results in positive behavior.

H4: There is a positive influence on satisfaction towards brand love.

**Relationship between Attitude and Brand love**

Positive attitudes towards brands form deeper emotional attachments, increasing loyalty and repeat purchases (Kumar et al., 2021). Attitude influenced by experience and perception of product quality plays an important role in forming brand love. Consumers have a positive attitude, tend to feel emotional attachment and strengthen brand love and increase loyalty. This positive attitude is also influenced by the perception of ethics and social responsibility of the brand (Quezado et al., 2022); (I. Khan & Fatma, 2024). Brands that are actively engaged when interacting with consumers can strengthen brand love, as well as create positive experiences through online reviews. Consumers who have a positive attitude tend to be emotionally connected to the brand, which can increase loyalty. Consumers who love a brand are more likely to provide positive reviews online, which can strengthen the brand image and influence the decisions of other consumers. Attitude plays an important role in building brand love and strengthening the relationship between consumers and brands. A study conducted by (Madadi, Torres, Fazli-Salehi, et al., 2021), also researched the relationship between attitude and brand love. Consumer attitude towards a brand has a direct influence on brand love. Emotional relationships increase consumer engagement and influence loyal behavior, such as repeat purchases or giving positive reviews.

H5: There is a positive influence on attitude towards brand love.

**Relationship between Experience and Brand love**

Positive experiences with brands increase emotional attachment, loyalty and customer recommendations (Joshi & Garg, 2022); (Singh et al., 2021). Individuals with open and emotional personalities are more likely to form deeper emotional attachments to brands, especially when the customer experience meets or exceeds expectations. Personality influences how consumers perceive experiences and how strong the emotional connection is. Personality characteristics can serve as moderating factors that deepen the influence of experiences on brand love, enriching the relationship between consumers and brands. Good service experiences and trust in interactions with brands strengthen brand love and long-term loyalty (Na et al., 2023); (Lee et al., 2022). Experience gained by customers contributes to building a strong emotional bond with the brand. Companies not only pay attention to service quality, but also demonstrate a commitment to social responsibility. This commitment will improve experience, strengthen emotional attachment, and lead to the formation of brand love. Brand love is the key to increasing customer loyalty and encouraging repeat purchases. The emotional bond formed from experience strengthens the brand and encourages brand recommendations. Companies focus on creating a comprehensive experience to strengthen relationships with customers and build ongoing loyalty.

H6: There is a positive influence on experience on brand love.

**Relationship between Brand love and Loyalty**

Brand love increases loyalty through purchase intentions, positive recommendations, and willingness to pay more (Wong, 2023). Brand love influences loyalty through purchase intention, positive recommendation, and willingness to pay more. The role of emotional attachment and positive feelings towards a brand in driving customer loyalty behavior. The findings of the study showed a significant and positive relationship between brand love and loyalty. Customer satisfaction and trust strengthen brand love, which is reflected in repeat purchases and word of mouth promotion (Salehzadeh, Adelpanah, et al., 2023); (Madadi et al., 2021). Perception of quality, brand awareness, and brand associations, become the basis that strengthens consumer trust. This trust then develops into brand love, consumers feel emotional about the brand. Brand love has an important role in creating loyalty by encouraging positive behavior, including repeat purchases and recommendations. A study conducted by (Boubker & Naoui, 2022) also examined the relationship between brand love and loyalty. Loyalty is often accompanied by promotions. Consumers who have a strong emotional attachment to a brand tend to show

higher loyalty. Brand love not only strengthens loyalty, but also influences consumers to be more active in promoting the brand to others. Strong brand love is a key factor in creating long-term loyalty and expanding brand reach through promotions.

H7: There is a positive influence on brand love on loyalty.

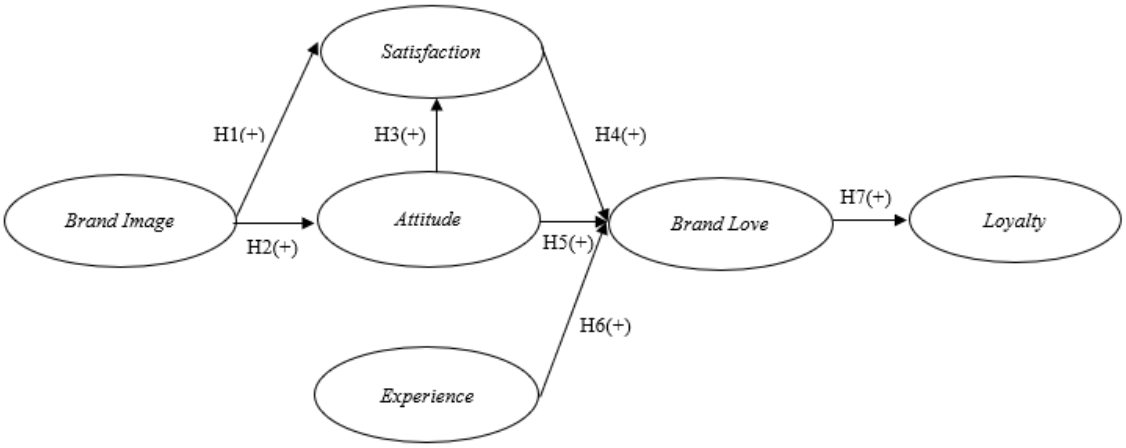


**Figure 1.** Research Model

**RESEARCH METHOD**

This study uses a quantitative approach with statistical methods to analyze the relationship between brand image, satisfaction, attitude, and experience on brand love and loyalty in social commerce, such as TikTok Shop, Facebook Shop, Instagram Shop, WhatsApp Business, and Telegram. The respondents of the study were generations Y and Z aged 15 years and over who actively use social commerce in six main cities in Java and Sumatra, namely Jakarta, Surabaya, Bandung, Medan, Semarang, and Yogyakarta. The sample was taken using a purposive sampling technique with a total of 200 respondents, where the distribution of the questionnaire considered the proportion of the population of social commerce users in each city based on data from the Central Statistics Agency (BPS). Data were collected through questionnaires distributed online using Google Form and disseminated through social media and personal networks. Questions in the questionnaire include demographic data and research variables with a closed question format.

Therefore, while the method and size are stated, a more in-depth discussion justifying the sufficiency of the 200-respondent sample specifically for the SEM model used, considering its complexity and the statistical power, would be valuable to address the reviewer's concern. To further elaborate on the sample size's sufficiency, it is important to note that for SEM, a sample size of 200 is generally considered acceptable, especially for models with a moderate number of parameters. This size often provides adequate statistical power to detect hypothesized relationships and ensures the stability of parameter estimates, assuming the model is well-specified and data distribution is reasonable. Future discussions could delve into specific guidelines or power analyses relevant to the precise complexity of this particular SEM model to further solidify the justification.

Each path in this model is explicitly hypothesized based on established theories, such as Attachment Theory, and supported by prior empirical research linking constructs like brand image, satisfaction, attitude, and experience to brand love and loyalty. While variables may appear to cross different segments, their roles as either independent (exogenous), dependent (endogenous), or mediating variables are clearly defined within the hypothesized structure. The apparent complexity reflects the multifaceted nature of consumer behavior in social commerce, where various factors concurrently contribute to the development of brand love and subsequent loyalty. Therefore, the chosen links are not arbitrary but are essential for comprehensively capturing the intricate dynamics

of how brand elements collectively accelerate loyalty in the context of Generation Y and Z within social commerce platforms.

The Structural Equation Modeling (SEM) approach, which enables a thorough examination of the connection between variables, was used to analyze the data using AMOS Graphic software. Confirmatory factor analysis (CFA) was used for testing in order to assess the validity of the indicators, reliability of the variables, measurement tests, structural model tests, hypothesis tests, and Goodness of Fit (GoF) tests to ensure the suitability of the research model. This study uses a 5 point Likert scale, (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

## RESULT AND DISCUSSION

### Respondent Profile

This study uses primary data collected through a questionnaire of 183 data. The discussion includes validity and reliability tests, CFA, descriptive statistics, respondent profiles, research model presentation, and hypothesis testing. Most of the people who responded were women (53%), with the largest age group in the range of 26–30 years (45%), indicating a high level of social commerce adoption. In terms of education, most have a bachelor's degree (46%), followed by high school graduates (30%), with a high trend of social commerce use in both groups. Respondents were dominated by private employees (30%) and students (26%), indicating a digital-based consumption pattern. Bandung City had the highest number of respondents (21%), while Medan had the lowest (13%), reflecting differences in culture and online shopping habits. In terms of income, Most of the people who responded had an income of IDR 2,500,001 – IDR 4,000,000 (41%), indicating sufficient purchasing power to actively shop on social commerce platforms.

### Validity and Reliability Test

**Table 1.** Validity Test

| Variabel | Indicator | Pearson Correlation | Result |
|---|---|---|---|
| Brand image | I consider this social commerce to be of high quality when consumers can make purchases via the “buy now” button. | .690 | Valid |
| | I love that social commerce has the characteristic of making it easy to find new product trends. | .689 | Valid |
| | I feel that product posts on social commerce are able to attract consumers' attention. | .709 | Valid |
| | I believe that these social commerce comments, likes, and posts portray a popular brand through positive impressions. | .659 | Valid |
| Satisfaction | I am satisfied with the performance of this social commerce when I get a friendly response from the admin. | .663 | Valid |
| | I feel that this social commerce meets consumer expectations in the complaint submission feature. | .664 | Valid |
| | I am comfortable using this social commerce, many of the stalls have 5 star ratings. | .741 | Valid |

| Variabel | Indicator | Pearson Correlation | Result |
|---|---|---|---|
| | I am sure choosing social commerce is the right decision. | .729 | Valid |
| | I feel satisfied when buying products through this social commerce because it provides customer service. | .778 | Valid |
| Attitude | I am confident in this social commerce which has many positive reviews. | .723 | Valid |
| | I feel comfortable using this social commerce because the features make it easy to make transactions. | .714 | Valid |
| | I am satisfied with the services provided through this social commerce because it guarantees the security of users' personal data. | .689 | Valid |
| | I believe using social commerce is the right choice because it is well-known in society. | .723 | Valid |
| | I feel happy using this social commerce when it offers many promotions. | .765 | Valid |
| Experience | I enjoy using this social commerce to shop for the products I want. | .744 | Valid |
| | I feel the convenience when buying trending products on this social commerce. | .778 | Valid |
| | I can find new things in this social commerce because of the regular product updates. | .817 | Valid |
| | I have fond memories of purchasing products on this social commerce for people close to me in the community. | .774 | Valid |
| Brand love | I easily interact with the seller admin on this social commerce when I get a quick response. | .741 | Valid |
| | I feel emotionally close to this social commerce as it offers products that meet daily needs. | .714 | Valid |
| | I am very happy to use this social commerce because there are environmentally friendly products. | .757 | Valid |
| | I am very attached to this social commerce which offers a variety of shipping service options. | .618 | Valid |
| | I was very excited when checking out the items on this social commerce because there was a free shipping offer. | .686 | Valid |

| Variabel | Indicator | Pearson Correlation | Result |
|---|---|---|---|
| Loyalty | I choose this social commerce as the first choice when it is easy to claim the warranty. | .831 | Valid |
| | I chose this social commerce as my favorite choice because of its always up-to-date collection. | .804 | Valid |
| | I am very loyal when using this social commerce because the shopping experience is always satisfying. | .837 | Valid |
| | I give praise to this social commerce when the live shopping feature makes it easy to see the products directly. | .740 | Valid |

Source: Data Processed (2025).

Table 1, validity test shows the size of Pearson correlation and significance level. Items are considered valid if the significance level ≤ 0.05 and Pearson correlation value ≥ 0.5. Based on the results of Table 1, it is stated that all question items are valid.

**Table 2.** Reliability Test

| Variables | Cronbach's Alpha Value | Information |
|---|---|---|
| Brand image | 0.781 | Reliabel |
| Satisfaction | 0.791 | Reliabel |
| Attitude | 0.819 | Reliabel |
| Experience | 0.824 | Reliabel |
| Brand love | 0.811 | Reliabel |
| Loyalty | 0.847 | Reliabel |

Source: Data Processed (2025).

Table 2 reliability test for the variables Brand image, Satisfaction, Attitude, Experience, Brand love, and Loyalty has a cronbach alpha with a value of ≥ 0.7. Based on these results, it can be concluded that all variables in this study indicate that they are reliable. The reliability results state that the variables in this study have been measured accurately and reflect the behavior to be studied.

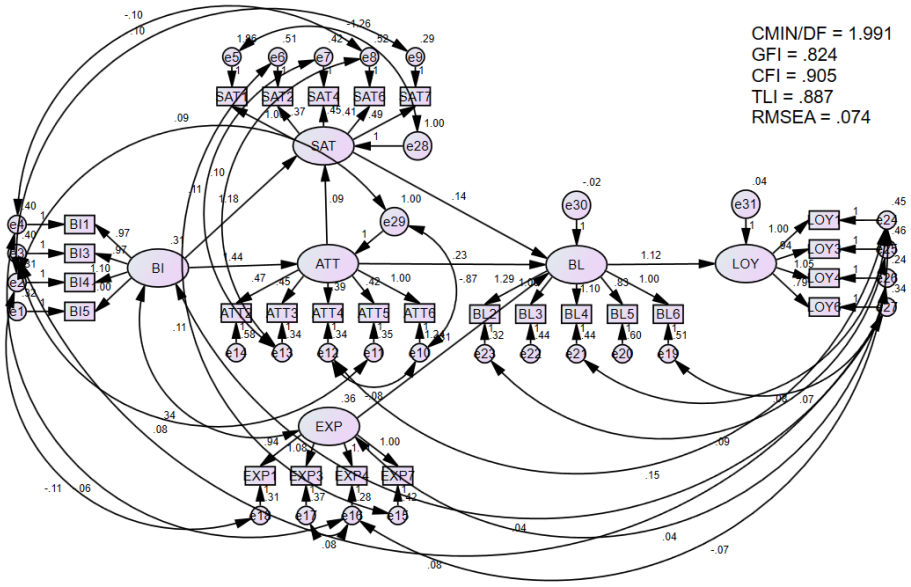


**Figure 2.** Structural Model

**Table 3.** Goodness of Fit Outcome

| No | Index | Criteria | Result | Description |
|---|---|---|---|---|
| 1 | CMIN/DF | CMIN/DF ≤ 3,0 | 1,991 | Good Fit |
| 2 | GFI | GFI 0,8 – 0,9 | 0,824 | Marginal Fit |
| 3 | CFI | CFI 0,8 - 0,9 | 0,905 | Good Fit |
| 4 | TLI | TLI 0,8 – 0,9 | 0,887 | Good Fit |
| 5 | RMSEA | RMSEA ≤ 0,08 | 0,074 | Good Fit |

Source: Data Processed (2025).

Goodness of Fit (GOF), consisting of five indices, should be considered in the measurement model. The goodness of fit values, as shown in Table 3, are as follows: CMIN/DF=1.991; CFI=.824; GFI=.905; TLI=.887; RMSEA=0.074. The results of the Goodness of Fit test are presented in Table 3. It is concluded that the GoF in this study shows a good fit.

**Table 4.** Hipotesis Test

| Hipotesis | Path | Std. Estimation | C.R. | P | Std. Reg Weight | Information |
|---|---|---|---|---|---|---|
| H1 (+) | BI – SAT | 1,177 | 8,975 | *** | 0,532 | Accepted |
| H2 (+) | BI – ATT | 1,442 | 9,918 | *** | 0,629 | Accepted |
| H3 (+) | ATT – SAT | 0,086 | 2,003 | 0,045 | 0,089 | Accepted |
| H4 (+) | SAT – BL | 0,143 | 5,536 | *** | 0,334 | Accepted |
| H5 (+) | ATT – BL | 0,225 | 6,989 | *** | 0,546 | Accepted |
| H6 (+) | EXP – BL | 0,315 | 4,833 | *** | 0,357 | Accepted |
| H7 (+) | BL – LOY | 1,121 | 7,496 | *** | 0,949 | Accepted |

Source: Data Processed (2025).

Hypothesis testing was conducted using Amos Graphic software version 26. The sample used involved 183 respondents in this testing stage. The standard value for testing the research hypothesis is by looking at the probability of the hypothesis. The probability standard is determined through P-value <0.05 to see whether the hypothesis results are significant or otherwise, in addition the CR value> 1.960. The hypothesis is considered supported when these criteria are met (Hair et al.,

2019). Table 4 presents the results of the hypothesis test which shows that the results of 7 hypotheses are supported. Based on Figure 4.9, a standardized estimate can be obtained that the magnitude of the influence between variables also shows the relationship between research hypotheses. Standardized Regression Weights included in Figure 4 show that there are 7 hypotheses that are significantly and positively related consisting of H1, H2, H3, H4, H5, H6, and H7.

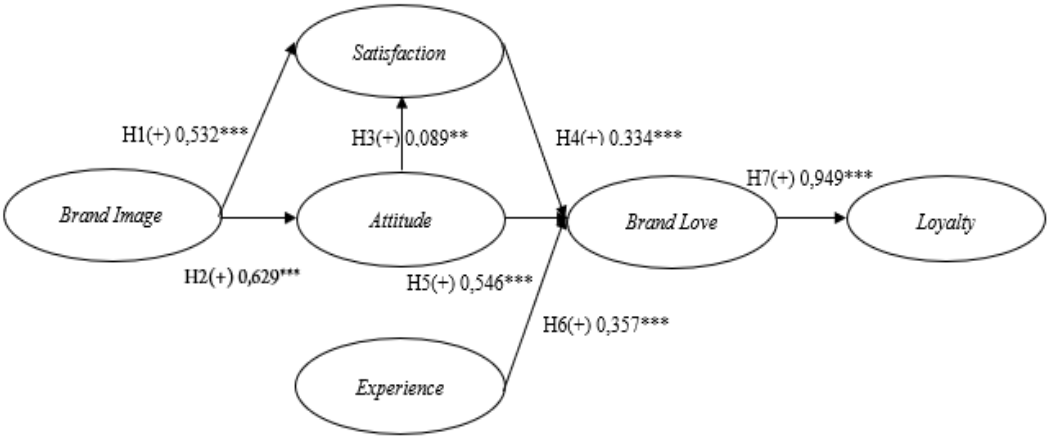


**Figure 3.** Final Model

**Hypothesis Discussion**

**The Influence of Brand Image on Satisfaction**

Hypothesis one (H1) namely the influence of brand image on satisfaction shows a significant positive relationship. This hypothesis has a CR value of 8.975 and a P-value of 0.000. This result is consistent with previous research showing a significant positive relationship between brand image and satisfaction. This result also supports previous research that brand image has a significant positive relationship with satisfaction (Jamshidi & Rousta, 2021). This result is also in accordance with the findings (Khan et al., 2022) with the results that the impact of brand image on satisfaction has a positive and significant effect on service usage. Companies that manage social commerce services can strengthen brand image by creating a more personal and interactive shopping experience. High customer satisfaction has the potential to improve overall brand image, strengthen the relationship between the company and consumers, and strengthen the brand's position in the market. This research was also conducted with explanations (Chan et al., 2022) in the study's findings indicate that there is a significant positive impact between brand image and satisfaction.

Research on the relationship between brand image and satisfaction was also conducted by (Ha, 2021) shows that brand image is influenced by satisfaction. Brand image is significantly correlated with satisfaction because it forms consumer expectations based on previous experiences with the brand. A strong brand image not only increases satisfaction but also serves as a basis for building long-term relationships between consumers and has a ship. Researchers (Turunç & Karayalçın, 2024) argue that brand image has a significant impact on satisfaction. Consumers tend to express satisfaction when they view the brand positively and show that brand image plays a crucial role in shaping experiences.

The results of the study showed that brand image has a significant positive effect on satisfaction. Consumers feel that product posts on social commerce are able to attract consumers' attention. Product posts on social commerce have succeeded in attracting consumers' attention because they present interesting images or videos, accompanied by clear descriptions and information about relevant promos or discounts. Direct interaction between sellers and consumers through private messages or comments increases engagement, which makes consumers feel more connected to the product.

**The Influence of Brand Image on Attitude**

Hypothesis two (H2) namely the influence of brand image on attitude shows a significant positive relationship. This hypothesis has a CR value of 9.918 and a P-value of 0.000. This result is in line with previous research which shows a significant positive relationship between brand image and attitude. This finding is in line with research from (Lavuri et al., 2022) with the result that brand image significantly impacts the formation of attitude. A strong brand image positively influences consumer attitudes because it shapes perceptions and fosters trust in brand offerings, leading to a more favorable attitude towards the services provided. This result is also in line with previous studies that tested the relationship between brand image and attitude, including from (Koh et al., 2022). A positive brand image has a significant impact on improving consumer attitudes, leading to a more positive view of the brand and its offerings (Salehzadeh et al., 2023). These relationships are critical to driving consumer engagement and loyalty levels.

Research on the influence of brand image on attitude was also conducted (Huang et al., 2022). The research findings reveal that there is a significant and positive influence of brand image on attitude. Consumers who have a positive view of a service tend to develop attitudes that affect satisfaction with the related brand. The influence of brand image on attitude was also studied by (Ngah et al., 2023). Companies that successfully manage their brand image well can improve consumer attitudes, which in turn can drive higher levels of customer satisfaction and engagement.

The results of the study are that brand image has a significant and positive influence on attitude. Consumers consider this social commerce to be of high quality when consumers can make purchases through the "buy now" button. Consumers consider that social commerce has quality with the "buy now" button feature, which makes the purchasing process easier and faster. Consumers can immediately complete transactions without having to go through a complex process so that the shopping experience becomes simpler and more comfortable.

**The Influence of Attitude on Satisfaction**

Hypothesis three (H3), namely the influence of attitude on satisfaction, shows a significant positive relationship. This hypothesis has a CR value of 2.003 and a P-value of 0.045. These results are in line with previous research which showed a significant positive relationship between attitude and satisfaction. This study expands on previous findings concerning the relationship between attitude and satisfaction. Research (Kim & Lee, 2022) the results obtained were that there was a significant and positive relationship between attitude and satisfaction. Researchers (Hussein et al., 2022) stated that a positive attitude towards a service has a significant impact on increasing the overall level of satisfaction, indicating that consumers have a favorable view of a brand that tends to increase satisfaction. The results of the study showed a significant and positive influence between attitude and satisfaction. This study revealed the results, namely that the relationship between attitude and satisfaction is mutually influential repeatedly. This process contributes to the creation of customer loyalty and encourages consistent repeat purchases. Research on the relationship between attitude and satisfaction was conducted by (Ariffin et al., 2021) argue that perceived usefulness and ease of use positively influence attitude, which then leads to increased satisfaction. Positive attitudes toward the service significantly increase user satisfaction, indicating that when consumers are happy with the service, satisfaction will increase.

The results of the study are that attitude has a significant positive influence on satisfaction. Consumers believe in this social commerce which has many positive reviews. Consumers feel confident using this social commerce because of the many positive reviews that provide a real picture of the experiences of other users. These reviews create a sense of trust and provide confidence in consumers about the quality of the products and services available, thus encouraging them to be able to make decisions in making purchases through this platform.

**The Influence of Satisfaction on Brand Love**

Hypothesis four (H4), namely the influence of satisfaction on brand love, shows a significant positive relationship. This hypothesis has a CR value of 5.536 and a P-value of 0.000. These results are in line with previous research which shows a

significant positive relationship between satisfaction and brand love. This study expands on previous findings related to the relationship between satisfaction and brand love. Research (Amegbe et al., 2023) revealed the results that customer satisfaction has a big impact on emotional attachment to the brand, because satisfied customers are more likely to feel emotionally connected to the brand which can strengthen loyalty. Researcher (Ghorbanzadeh & Rahehagh, 2021) argues that there is a significant and positive relationship between satisfaction and brand love.

Research on the relationship between satisfaction and brand love was also conducted by (Lin & Choe, 2022) stated that satisfaction is influenced by brand love. High satisfaction increases the chances of customers building a deep emotional bond with the brand, which is a key factor in strengthening brand love. Researchers (Shen et al., 2021) argue that customer satisfaction plays a major role as a major factor that has a major impact on developing brand love by forming a positive emotional relationship between the brand and consumers. Satisfied customers will form a close emotional bond with the brand, which in turn is important for increasing brand love and strengthening loyalty.

The results of the study are that satisfaction has a significant positive effect on brand love. Consumers are sure that choosing this social commerce is the right decision. Consumers feel confident that choosing this social commerce is the right decision. This platform provides ease of shopping, a variety of quality product choices, and many positive reviews from previous buyers that strengthen trust. Responsive customer service and various attractive promotions further ensure consumers that they will get the best value from every transaction they make.

**The Influence of Attitude on Brand love**

Hypothesis five (H5), namely the influence of attitude on brand love, shows a significant positive relationship. This hypothesis has a CR value of 6.989 and a P-value of 0.000. These results are in line with previous research with results showing a significant positive relationship between attitude and brand love. This study expands on previous findings related to the relationship between attitude and brand love. Research (Kumar et al., 2021) revealing the results that highlight the importance of building a positive attitude towards a brand to create brand love because it can strengthen emotional bonds and increase consumer loyalty. Researchers (Quezado et al., 2022) argues that there is a significant and positive relationship between attitude and brand love.

Research into the relationship between attitude and brand love was also conducted (Madadi et al., 2021) stated that attitude is influenced by brand love. This finding suggests that brands need to prioritize the formation of positive attitudes through effective advertising strategies because it can strengthen brand love. (Tran et al., 2024) argue that positive attitudes toward branded apps significantly strengthen brand love, indicating that consumers who rate these apps favorably are more likely to form an emotional bond with the brand.

The results of the study are that attitude has a significant positive effect on brand love. Consumers are confident that using social commerce is the right choice because it is well-known in society. Consumers feel confident that choosing social commerce is the right decision because this platform is widely known in society and has a good reputation. Its high popularity gives consumers more trust, who feel comfortable shopping on a platform that is widely used and recognized by many people.

**The Influence of Experience on Brand Love**

Hypothesis six (H6), namely the influence of experience on brand love, shows a significant positive relationship. This hypothesis has a CR value of 4.833 and a P-value of 0.000. These results are in line with previous research which showed a significant positive relationship between experience and brand love. This study expands on previous findings related to the relationship between experience and brand love. The research conducted by (Joshi & Garg, 2022) revealed that positive experiences with brands can create emotional bonds and closeness, which can then foster interest in the brand. This is in line with the hypothesis that brand experience has a positive impact on brand love. Research from (Singh et al., 2021) the results obtained are that the experience conveyed by consumers will also have a positive

impact on brand love. Researchers (Lee et al., 2022) also argues that there is a significant and positive relationship between experience and brand love.

Research into the relationship between experience and brand love was also conducted by (Na et al., 2023) states that experience is influenced by brand love. Experience and brand love play an important role in building long-term customer loyalty, because the emotional bond created through experience can drive continued engagement with the brand. Research from (Meijani et al., 2023) argues that consumer experience with a brand has a significant impact on emotional attachment, which ultimately forms feelings of love for the brand. Positive interactions build a sense of closeness and connection with the brand.

The results of the study are that experience has a significant positive effect on brand love. Consumers can find new things in this social commerce because of regular product updates. Consumers can easily find new products in this social commerce because product updates are carried out regularly. Consumers will find a variety of interesting new product choices that are in line with current trends. These regular updates make the shopping experience more dynamic and enjoyable, because consumers can continue to explore new options that they may not have previously encountered. Regular product updates show that this platform continues to innovate and follow market developments, so that consumers feel they have access to the latest products that suit their needs and preferences. Consumers feel emotionally close to this social commerce when it offers products that meet their daily needs. Consumers feel emotionally connected to social commerce because this platform offers products that are very much in line with their daily lives.

**The Influence of Brand Love on Loyalty**

Hypothesis seven (H7), namely the influence of brand love on loyalty, shows a significant positive relationship. This hypothesis has a CR value of 7.496 and a P-value of 0.000. This finding is consistent with earlier studies showing a strong positive correlation between loyalty and brand love. This study expands on previous findings regarding the relationship between brand love and loyalty. Research from (Wong, 2023) revealed that consumers who experience brand love tend to build strong emotional connections, which in turn strengthen commitment to the brand. The existence of this emotional attachment is a major factor in forming brand loyalty. This is in line with the hypothesis that brand love has a positive impact on loyalty. Research from (Salehzadeh, Adelpanah, et al., 2023) revealed that brand love conveyed by consumers will also have a positive impact on loyalty. Researchers (Madadi, Torres, & Zúñiga, 2021) argues that there is a positive and significant relationship between brand love and loyalty.

Research into the relationship between experience and brand love was also conducted by (Boubker & Naoui, 2022) stated that brand love is influenced by loyalty. Consumers who have an interest in a brand tend to repurchase the product. This emotional attachment is reflected in ongoing purchasing behavior, which further strengthens their loyalty to the brand. Research from (Magano et al., 2024) argue that the emotional bond that arises from brand love strengthens the level of commitment felt by consumers, which is indicated by the desire to maintain a long-term relationship. This commitment is an important element in building brand loyalty.

The findings of the study are that brand love has a significant positive effect on loyalty. Consumers are very enthusiastic when checking out goods on this social commerce because there is a free shipping offer. Consumers feel very enthusiastic when completing the checkout process on social commerce thanks to the free shipping offer, which provides extra benefits. Shipping costs are often an important consideration in purchasing decisions, and with this offer, consumers feel they get more value in every transaction. Free shipping reduces the burden of costs that usually arise when shopping online, thereby increasing consumer satisfaction with purchasing decisions. Consumers are very loyal when using this social commerce because the shopping experience is always satisfying. Consumers feel very loyal to social commerce because they always get a satisfying shopping experience every time they make a transaction.

**CONCLUSION**

The findings of this research indicate that brand image, attitude, satisfaction, and experience are crucial in building brand loyalty and fostering brand love, especially in generations Y and Z in the context of social commerce. A positive brand image not only increases consumer satisfaction but also forms a better attitude towards the brand, supported by social commerce features that facilitate the search for the latest trends and interaction with the community. A positive attitude contributes to increased satisfaction and brand love, especially through factors such as data security guarantees, responsive customer service, and attractive promotions that increase brand appeal. According to research, satisfaction has a close relationship with brand love, where satisfaction with service, delivery, and good customer service strengthens the emotional bond with the brand. A positive shopping experience also plays a role in accelerating the formation of brand love, with ease of transactions, various shipping options, and the presence of environmentally friendly products that are increasingly attracting consumer interest.

Based on the study, while valuable insights were gained, a limitation implicitly lies in its current scope, which can be addressed in future research. This study suggests that further studies should present novelty in the objects studied, by selecting sectors relevant to current trends, such as financial digital services and the digital entertainment industry. In addition, future research should involve subjects from a broader, productive age group (15–65 years) to achieve equality in sampling. In terms of theory, it is recommended to use the Technology Acceptance Model (TAM) to analyze the acceptance of technology in digital services. Research variables can also be expanded by adding customer engagement, which plays a role in building loyalty through brand love and experience. Furthermore, for business strategy, social commerce companies are advised to adopt innovative technologies like augmented reality (AR), virtual reality (VR), artificial intelligence (AI), and blockchain to improve user experience and transaction security, and to utilize live streaming and influencer marketing with public figures to increase interaction and encourage direct purchases.

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