

THE INFLUENCE OF BRAND IMAGE, BRAND PERSONALITY AND BRAND EXPERIENCE ON BRAND LOVE AND THEIR IMPACT ON BRAND LOYALTY OF CELLULAR CARD USERS

THE INFLUENCE OF BRAND IMAGE, BRAND PERSONALITY AND BRAND EXPERIENCE ON BRAND LOVE AND THEIR IMPACT ON BRAND LOYALTY OF CELLULAR CARD USERS

Gusti noorlitaria Achmad^{1)*}, Syarifah Hidayah²⁾, Saida Zainurossalamia ZA³⁾,
Shibghati Mutia Hasanah⁴⁾

^{1, 2, 3, 4} Faculty of Economics and Business, Mulawarman University, Indonesia

Abstract

The purpose of this research is to know: (1) influence of brand image to brand love (2) influence of brand personality to brand love, (3) influence of brand experience to brand love (4) influence of brand image to brand loyalty (5) influence of brand experience to brand loyalty, (6) the influence of brand love on brand loyalty. This research was conducted using a sample of 131 people and data are taken by giving respondents structural questionnaires. In terms of data analysis, this research used Partial Least Square (PLS)

Keywords: Brand Image, Brand Experience, Brand Personality, Brand Love and Brand Loyalty.

1. INTRODUCTION

In an increasingly modern era and information that is easily spread due to increasingly sophisticated technology. Many companies produce products and services that are increasingly diverse, ranging from electronic products to telecommunications services. However, a company must be able to form a brand if it wants to issue a product or service. Brand is the identity of products and services, with a brand as a differentiator between competing products and services.

A good company is a company that can form a good brand image in the eyes of consumers and other people. Own brand image according to (Kotler, 2016). Brand image is defined as the perception of the brand that is depicted from a brand association that is stored in the memory of consumers. With this brand image, the company can develop its product line and take advantage of the positive image that has been formed, while with this brand image, consumers can make purchases to repurchase regularly (Rita, 2018).

A person's personality is often reflected in his own values and preferences. When consumers make purchasing decisions, these consumers are not necessarily looking for functional benefits from the brand but also consume a brand indirectly that can show the identity of the consumer.

Brand personality is one of the factors that encourage a consumer to buy a product which can be seen from several characteristics of the product such as elegant, simple, unique, luxurious, cute, natural, etc. With the characteristics of these products can be matched with the characteristics of consumers so that this is the brand personality one of the factors of consumer buying interest. Brand personality according to (Rutter et al., 2017) is part of the brand image held by consumers and refers to the

*Corresponding author: gusti.noorlitaria.achmad@feb.unmul.ac.id

anthropomorphization of brands, where human attributes are attached to necessary brand objects such as people with whom they like to form a relationship.

Brand experience has attracted a lot of attention in marketing practices. Marketing practitioners recognize that how consumers perceive a brand is very important in developing marketing strategies for goods and services. Brand experience is the result of conceptualization of sensations, feelings, thoughts, and behavioral responses generated by stimuli associated with the brand and is part of brand identity, packaging, communication and the environment (Brakus et al., 2009).

Brand love is an activity after consumers consume a product and experience a high level of satisfaction so that it can affect consumer love for a brand and can make consumers become loyal to the brand and spread positive things about the brand to various parties (Ahuvia & Carrol, 2006).

Brand loyalty is defined as a consumer's commitment to repurchase products or services that become their preferences periodically in the future by making purchases at the same brand even though there are situational influences and marketing efforts that can lead to switching behavior.

Telkomsel is one of the brands of telecommunications service providers in Indonesia that stands under the auspices of PT. Telekomunikasi Indonesia Tbk (Telkom) and PT. Indosat Tbk and was founded in 1995.

In Indonesia itself, Telkomsel is a telecommunications service provider that is widely used by the public. This is supported by records in 2018 which stated that there were 163 million Telkomsel users in Indonesia which were divided into postpaid and prepaid subscribers. (Purparisa, 2020). Telkomsel's achievements cannot be separated from the competence of its resources and the strategies used in order to introduce its brand to the public. In 2019 Telkomsel received many awards related to brands, namely Telkomsel won the Asia's Best Employer Brand Awards 2019, Corporate Image Award-Mobile Operator, Best Digital Service, Most Innovative Approach to Mobile Security, etc.

2. LITERATURE STUDY

Brand Image

Since the 1950s, brand image has been considered an important concept in marketing. Lau & Lee (1999) defines brand image as a collection of associations related to a brand that consumers store in their memory. Brand image gives the impression of 'personality' on the consumer itself. While according to Kotler (2016) defines brand image as a perception of a brand that is depicted from a brand association that is stored in the memory of consumers. In other words, brand image describes the way consumers think about a brand and the feelings that brand brings to mind when they think about it. Therefore, a good brand image enables a company to achieve a competitive advantage in the market. Moreover, a strong brand image can influence the pricing, promotion and distribution strategies of a company's brand (Ansary & Nik, 2017).

Brand Personality

Brand personality is a type of brand association that describes the symbolic use and emotional connection that consumers build with a brand. In contrast to product-related features, which tend to serve a utilitarian function for consumers, brand personality tends to serve a symbolic function (Bairrada et al., 2019). According to Brand personality is a collection of people with characteristics who behave and have a relationship with the brand (Davies et al., 2018).

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According to Rutter et al., brand personality is part of the brand image held by consumers and refers to the anthropomorphization of brands, where human attributes are attached to necessary brand objects such as people with whom they like to form a relationship (Rutter et al., 2017).

Brand Experience

Brand experience is the result of conceptualization of sensations, feelings, thoughts, and behavioral responses generated by stimuli associated with the brand and is part of the brand identity, packaging, communication and brand environment being marketed. Brand experience occurs when consumers search for products, buy, receive services and consume these products. Brand experience can be felt directly when consumers buy and consume the product. Meanwhile, by viewing an advertisement or when a marketer communicates a product through an online site (Brakus et al., 2009).

Brand experience occurs from the consumer's interaction with the organization's products and services and from product/service personnel, which in turn yields to consumer responses to the brand (Hussein, 2018)

Brand Love

What can be done to understand brand love is to reveal the implicit definition of love that consumers use when consumers say they like a particular brand. Brand love has a meaning based on the notion of love according to Sandra, Langeslag and Strien (2016) that "the word 'love' has many different meanings to different people". Definition of love according to Kochar & Sharma (2015) Love is a combination of emotions, cognitions and behaviors that have a role in building close romantic relationships.

According Ahuvia & Carrol (2006) Brand love is an activity after consumers consume a product and experience a high level of satisfaction so that it can affect consumer love for a brand and can make consumers loyal to the brand and spread positive things about the brand to various parties.

Brand Loyalty

Brand loyalty is defined as a consumer's commitment to repurchase products or services that become their preferences periodically in the future by making purchases at the same brand even though there are situational influences and marketing efforts that can lead to switching behavior.

Brand loyalty is considered as an internal commitment to buy and repurchase a particular brand. Brand loyalty is defined as the desire and behavior in repurchasing. However, it can also be argued that brand loyalty is the result of cognitive activation and extensive buying decision making. (Danaher et al., 2003). Product information is considered as an important part in consumer decision making to purchase a product or service (Solomon et al., 2013)

Previous Research

Research conducted by Muhammad Reza Hariedhi Dwiputranto (Dwiputranto et al., 2017) in a journal entitled "The Effect of Brand Image and Product Quality on Brand Love and Brand Loyalty on Honda Jazz Car Users in Pekanbaru City". The results of the study stated that brand image had a significant effect on brand love. This shows that the higher the use of brand image, the better the brand love that will be created.

Research conducted by Olivia Caroline and Ritzky Karina M.R Brahmana (Caroline & Karina, 2018) in a journal entitled "Pengaruh brand image terhadap brand loyalty melalui brand satisfaction pada merek IMAPARTS" states that there is a gap between brand image on brand loyalty consumer CV. Indo Makmur who made the purchase IMAparts brand AC spare parts.

Research conducted by Elnaz Razgardani Sharahi and Ali Asghar Eivazi Heshmat (Sharahi & Heshmat, 2020) in the journal entitled "The Effect of Brand Personality on Dimensions of Consumer Behavior Mediated by Brand Love" states that there is a positive effect between brand personality *and brand personality. on brand love.*

In the research conducted by Bambang, A. Rahman Lubis and Nurdasila Darsono (Bambang et al., 2017) in the journal entitled "The Influence of Brand Image, Brand Personality, Brand Experience on Brand Love The Impact on Brand Loyalty Gayo Aceh Coffee PT. Oro Kopi Gayo, Central Aceh Regency", the results show that:

- a. Brand image affects brand love
- b. Brand experience affects brand love
- c. Brand personality affects brand love
- d. Brand love affects brand loyalty
- e. Brand image affects brand loyalty
- f. Brand experience affects brand loyalty

Research conducted by Detha Misgi Pratiwi, David PE Saerang, and Ferdinand Tumewu (Pratiwi et al., 2015) entitled "The Influence of Brand Image, Brand Trust and Customer Satisfaction on Brand Loyalty (Case of Samsung Smartphone) that the brand image has an effect on brand loyalty.

Research conducted by I Gede Putu Pranadata, Mintarti Rahayu, Ananda Sabil Hussein (Pranadata et al., 2017) which is contained in the title "Analysis of the Effect of Brand Experience on Brand Perceived Value, Brand Satisfaction, and Brand Loyalty (Case Study on Industry One Stop Carcare Service in Malang City) get the results that brand experience does not significantly affect the brand loyalty variable. This can be interpreted that the increasing brand experience of consumers will not have a significant effect on increasing brand loyalty from consumers

Research conducted by Y.R.K. Bandaranayake and A.S. Wickramasinghe (Bandaranayake & Wickramasinghe, 2020) in a journal entitled "Influence of Brand Personality on Brand Love for Personal Care Brands: With Reference to Sri Lankan Context" found that there is an influence between brand personality and brand love.

In a study conducted by Annisa Marliawati, Dwi Cahyaningdyah (Marliawati & Cahyaningdyah, 2020) in a journal entitled "Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust" states the results that brand experience has a positive and significant influence to brand loyalty. These results prove that brand experience can increase brand loyalty, increase brand experience for consumers both when looking for products, buying products, receiving services, consuming products and feeling directly or indirectly when consumers see advertisements or marketers communicate products through websites or websites. the market will contribute and be followed by an increase in brand loyalty.

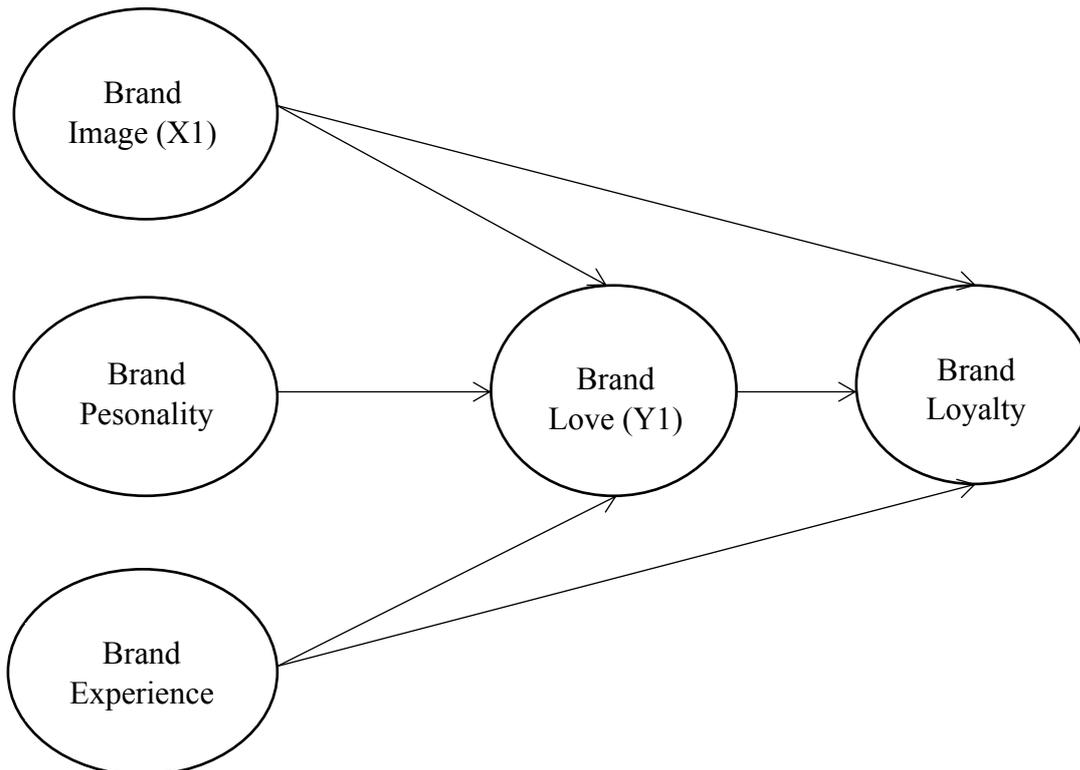
In a study conducted by Aulianda, Syarifah Hudayah and Rahmawati (Aulianda et al., 2020) in a journal entitled "The Effect of Brand Experience and Brand Image on Willingness To Pay A Price Premium with Brand Love as an Intervening Variable (Study on Honda HRV Brand Car Owners in Samarinda)" states the results that there is a positive and significant influence between brand experience and brand love. The higher the consumer's brand experience, the higher the consumer's brand love.

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In a study conducted by Abdullah Alhaddad (Alhaddad, 2015) in a journal entitled "Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty" resulted that there is a positive and significant influence between brand image on brand loyalty.

In a study conducted by Suthasinee Niyomsart and Anon Khamwon (Niyomsart, 2015) in a journal entitled "Brand Love, Brand Loyalty, and Word of Mouth: A Case of Airasia" showed that there was a positive influence between brand love and brand loyalty.

Conceptual framework



Hypothesis

Based on the literature review and conceptual framework, the authors propose the following hypotheses:

- H1 = Brand image has a positive and significant effect on brand love for Telkomsel users
- H2 = Brand personality has a positive and significant effect on brand love for Telkomsel users
- H3 = Brand experience has a positive and significant effect on brand love for Telkomsel users
- H4 = Brand image has a positive and significant effect on brand loyalty to Telkomsel users
- H5 = Brand experience has a positive and significant effect on brand loyalty to Telkomsel users
- H6 = Brand love has a positive and significant effect on brand loyalty on Telkomsel users

3. RESEARCH METHODOLOGY

This research uses explanatory research. An explanatory study that explains the relationship between a variable through hypothesis testing (Ghozali, 2005:2). In this study, the model used is a causality model, namely research that seeks cause-effect between several variables that have been developed. Causality research is directed to describe if there is a causal effect between several situations in the variables and conclusions are drawn .

Consumers who use the Telkomsel provider. This study only contains the influence of brand image, brand personality, and brand experience on brand love and their impact on brand loyalty on Telkomsel consumers. With 131 respondents and data analysis using PLS (Partial Least Square), the data analysis used is the Structural Equation Model (SEM).

Brand Image (X1)

Brand image is a consumer's perspective on brand-related association memories that are stored by consumers in their memories.

Indicators that can be used in this variable are as follows:

1. Recognition
2. Reputation
3. Attraction (Affinity)
4. Loyalty

Brand Personality (X2)

Brand Personality is part of the brand image held by consumers and refers to the anthropomorphization of brands, where human attributes are attached to the necessary brand objects such as people with whom they like to form a relationship.

Indicators used to measure brand personality:

1. Sincerity
2. Excitement
3. Competence
4. Sophistication
5. Ruggedness

Brand Experience (X3)

Brand experience is the result of conceptualization of sensations, feelings, thoughts, and behavioral responses generated by stimuli associated with the brand and is part of the brand identity, packaging, communication and brand environment being marketed..

The indicators used to measure brand experience are as follows:

1. Sensory
2. Affection
3. Behavior
4. Intellectual

Brand Love (Y1)

Brand love is an activity after consumers consume a product and experience a high level of satisfaction so that it can affect consumer love for a brand and can make consumers loyal to the brand and spread positive things about the brand to various parties.

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Indicators that can be used to measure brand love are:

1. The need for dependence on a brand (Affiliation and need for dependence)
2. Tendency to help the brand (Predisposition to help)
3. Exclusivity and preoccupation with relationships (Exclusivity and absorption)

Brand Loyalty (Y2)

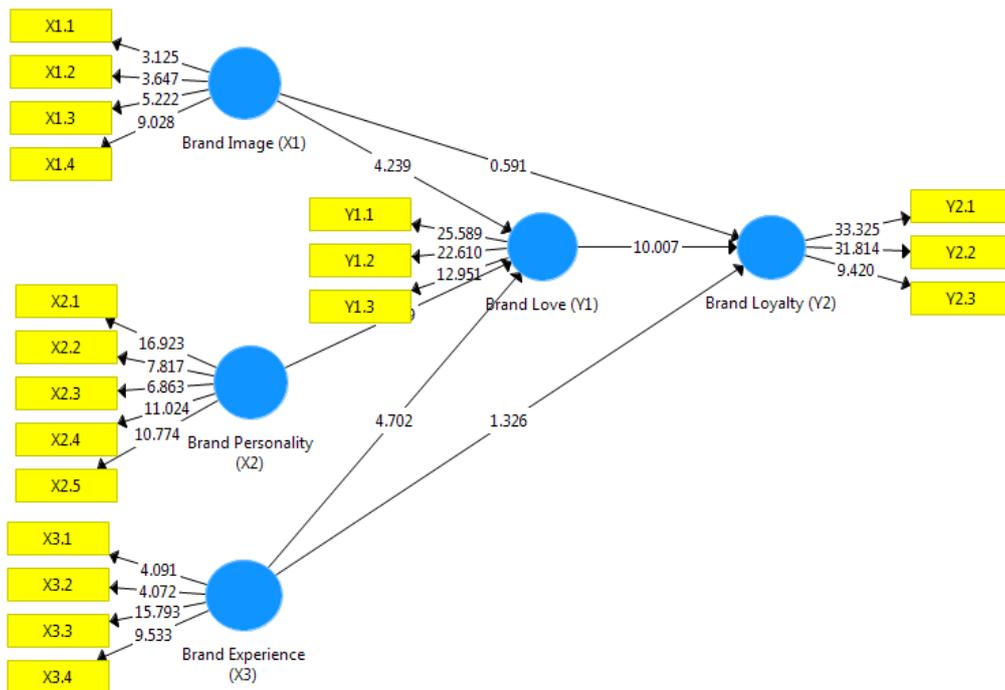
Brand loyalty is defined as a consumer's commitment to repurchase products or services that become their preferences periodically in the future by making purchases at the same brand even though there are situational influences and marketing efforts that can lead to switching behavior.

Indicators that can be used to measure brand loyalty:

1. Main choice (main choice)
2. Word of mouth
3. Join the program

4. RESULT AND DISCUSSION

Research model output



Source: SmartPLS 3

Cronbach's Alpha

The reliability test was strengthened by the value of Cronbach's alpha. Cronbach's alpha reliability test limits between 0.60 - 0.70. Sufficient and a value between 0.70 - 0.90 is called satisfactory, then the construct is declared reliable. The results of the complete Cronbach's alpha value are explained in the table as follows

Variabel	<i>Cronbach's Alpha</i>	Keterangan
X ₁	0,579	Tidak Reliabel
X ₂	0,379	Tidak Reliabel
X ₃	0,717	Reliabel
Y ₁	0,750	Reliabel
Y ₂	0,727	Reliabel

: Source: SmartPLS 3

Shows the value of Cronbach's alpha for variables X₃, Y₁, and Y₂ has met the requirements because it has met the requirements that are worth > 0.70. This states a reliable construct with a satisfactory category

Goodness Test – Fit Model

Goodness-fit model can be seen from the R-square value. The value of R square is used to determine the effect of certain exogenous latent variables on endogenous latent variables. The value of R square can be explained in the table as follows

Variabel	R square
<i>Brand Love (Y₁)</i>	0,609
<i>Brand Loyalty (Y₂)</i>	0,722

Source: SmartPLS 3

Shows that the value of R square obtained by the brand love variable is 0.609 or 60.9%. This value explains that brand love can be explained by variables of brand image, brand personality and brand experience, while 39.1% is explained by variations of other variables outside of the research model. The value of R square brand loyalty is 72.22%. This value explains that the purchase intention variable can be explained by brand image, brand personality and brand experience, while 27.78% of other variables are outside the research model.

Hypothesis Test

The results of the model evaluation to show the relationship between variables can be seen in the path coefficient value or . The complete results are described in table as follows:

Effect Between Variables	<i>Original Sample Estimate</i>	<i>P Values</i>	Information
<i>Brand Image (X₁) → Brand Love (Y₁)</i>	0,355	0,000	Significantly positive
<i>Brand Personality (X₂) → Brand Love (Y₁)</i>	0,287	0,000	Significantly positive

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<i>Brand Experience (X₃) → Brand Love (Y₁)</i>	0,338	0,000	Significantly positive
<i>Brand Image (X₁) → Brand Loyalty (Y₂)</i>	0,044	0,528	Positive no significant
<i>Brand Experience (X₃) → Brand Loyalty (Y₂)</i>	0,093	0,230	Positive no significant
<i>Brand Love (Y₁) → Brand Loyalty (Y₂)</i>	0,761	0,000	Significantly positive

Result

Hypothesis 1, brand image has a positive and significant effect on brand love for Telkomsel users

The value of the path coefficient of brand image to brand love is 0.355, which means that between brand image variables and brand love has a positive effect. The T-statistic of brand image on brand love is 4.497, T-statistic <1.96, which means that brand image has a significant effect on brand love.

Hypothesis 2, brand personality has a significant positive effect on brand love for Telkomsel users

The value of the path coefficient of brand personality on brand love is 0.287, which means that between variables brand personality and brand love has a positive effect. The T-statistic of brand personality on brand love is 3.665, T-statistic <1.96, which means that brand personality has a significant effect on brand love.

Hypothesis 3, brand experience has a significant positive effect on brand love for Telkomsel users

The value of the path coefficient of brand experience on brand love is 0.338, which means that between brand experience variables on brand love, it has a positive effect. The T-statistic of brand experience on brand love is 5.699, T-statistic <1.96, which means that brand experience has a significant effect on brand love.

Hypothesis 4, brand image has a positive and insignificant effect on brand loyalty of Telkomsel users pengguna

The value of the path coefficient of brand image on brand loyalty is 0.044, which means that between variables brand image on brand loyalty has a positive effect. T-statistic brand image to brand loyalty is 0.634. T-statistic < 1.96 which means that brand image has no significant effect on brand loyalty.

Hypothesis 5, brand experience has a positive and insignificant effect on brand loyalty of Telkomsel users

The path coefficient value of brand experience on brand loyalty is 0.230, which means that between brand experience variables on brand loyalty has a positive

effect. The T-statistic of brand experience on brand loyalty is 1,209 T-statistic <1.96, which means that brand experience has no significant effect on brand loyalty. Hypothesis 6, brand love has a significant positive effect on brand loyalty of Telkomsel users

The path coefficient value of brand love on brand loyalty is 0.287, which means that between variables brand love and brand loyalty has a positive effect. The T-statistic of brand love on brand loyalty is 10,657, T-statistic <1.96, which means that brand love has a significant effect on brand loyalty.

Discussion

Brand Image to Brand Love

Discussion related to research results obtained from data processing, there is a significant positive influence between brand image and brand love for Telkomsel users. The results of this study are supported by (Dwiputranto et al., 2017) which says that there is a significant influence on the brand image variable on brand love. The results of research conducted by (Bambang et al., 2017) there is an influence between brand image on brand love at Gayo Coffee PT. Oro Gayo.

Brand Personality to Brand Love

Discussion related to research results obtained from data processing, there is a significant positive influence between brand personality and brand love for Telkomsel users. The results of this study are supported by (Sharahi & Heshmat, 2020) which says that there is a significant influence on the brand personality variable on brand love. The results of research conducted by (Bandaranayake & Wickramasinghe, 2020) there is an influence between brand personality on brand.love.

Brand Experience terhadap Brand Love

Discussion related to research results obtained from data processing there is a significant positive influence between brand experience and brand love for Telkomsel users. The results of this study are supported by research conducted by (Marliawati & Cahyaningdyah, 2020) which states that there is a positive and significant influence between brand personality and brand love.

Brand Image terhadap Brand Loyalty

Discussion related to research results obtained from data processing, there is a positive and insignificant effect between brand experience and brand love for Telkomsel users.

Brand Experience terhadap Brand Loyalty

Discussion related to research results obtained from data processing, there is a positive and insignificant effect between brand experience and brand loyalty on Telkomsel users.

Brand Love terhadap Brand Loyalty

Discussion related to research results obtained from data processing there is a significant positive influence between brand love and brand loyalty on Telkomsel users. The results of this study are supported by research conducted by (Niyomsart, 2015) which

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states that there is a positive and significant influence between brand love and brand loyalty.

5. CONCLUSION

Based on the results of the analysis and discussion, it can be concluded as follows::

1. Based on the results of the study, it can be seen that brand image has a positive and significant effect on brand love for Telkomsel users. This means that a good image attached to a brand can attract the attention of consumers so that it can make consumers' love for a brand increase so that a brand love is formed.
2. Based on the results of the study, it can be seen that brand personality has a positive and significant effect on brand love for Telkomsel users. This means that the personality of a brand can be good for its consumers, so there will be a sense of love for consumers so that brand personality can affect brand love.
3. Based on the results of the study, it can be seen that brand experience has a positive and significant effect on brand love for Telkomsel users. This means that the good experience that consumers get from a brand can trigger a sense of love between consumers and it so as to create brand love.
4. Based on the results of the study, it can be seen that brand image has a positive and insignificant effect on brand loyalty to Telkomsel users. This means that brand image does not trigger a sense of brand loyalty.
5. Based on the results of the study, it can be seen that brand experience has a positive and insignificant effect on brand loyalty to Telkomsel users. This means that the brand experience does not trigger a sense of brand loyalty.
6. Based on the results of the study, it can be seen that brand experience has a positive and insignificant effect on brand loyalty to Telkomsel users. This means that the brand experience does not trigger a sense of brand loyalty.

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