

THE EFFECT OF BRAND TRUST ON BRAND LOYALTY WITH BRAND LOVE AS A MEDIATOR

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Abstract: The fashion industry in Indonesia, particularly in Bali, has grown rapidly in recent years, driven by trends influenced by globalization. This development has led to the emergence of various local Balinese fashion brands competing in the market. One of these brands is Karung Jantan. This study aims to examine the mediating role of brand love in the influence of brand trust on brand loyalty among Karung Jantan consumers in Denpasar. The research is grounded in the Theory of Planned Behavior, which posits that individuals' intentions drive their behavior, influenced by initial motivational factors. The study was conducted in Denpasar using purposive sampling. A total of 100 respondents were surveyed using offline questionnaires. Data were analyzed using path analysis with SPSS 24.0. The results support all hypotheses: brand trust has a positive and significant effect on brand loyalty; brand trust positively and significantly affects brand love; brand love positively and significantly influences brand loyalty; and brand love successfully mediates the relationship between brand trust and brand loyalty.

Keywords: brand trust, brand love, brand loyalty

INTRODUCTION

Fashion trends have become a prevailing lifestyle in Indonesia, particularly among Millennials and Generation Z (Aninda & Sunarya, 2023; Sari et al., 2024; Sudarmi et al., 2024). These trends are not only reflections of visual culture but also serve as expressions of consumer identity within specific environments.

Sales data from local Balinese fashion brands in 2023 show that Karung Jantan achieved the highest sales volume with 14,320 units, followed by Arj88 Store (13,582 units) and Viory Store (8,252 units). Other competitive brands include HeroBali & CO and Hanaka Classic, while Simpel Store Bali, Kasyaraa.CO, and VBWolf recorded sales of under 4,000 units. These figures highlight the dynamic and highly competitive nature of Bali's local fashion market, with Karung Jantan maintaining a leading position worthy of further academic exploration.

Established in 2018 and headquartered in Denpasar, Karung Jantan began by offering men's clothing and unisex t-shirts with trendy and unique designs. Over time, the brand has expanded its product range to include various types of clothing, pants, and accessories, adapting to ever-changing fashion trends. Recognizing the

diverse needs of consumers for fashion products offered by different brands, Karung Jantan seized the opportunity to offer alternatives with distinct pricing and competitive advantages. The brand currently operates seven physical stores across three regions in Bali: one in Tabanan, one in Badung, and five in Denpasar (Teuku Umar, Panjer, A. Yani, Hayam Wuruk, and Tohpati).

Preliminary surveys revealed that 25 respondents purchase Karung Jantan products due to high brand trust, believing in the consistent quality of its offerings. Additionally, 21 respondents reported feeling emotionally satisfied after purchasing the brand's products—an indicator of brand love. However, only 19 respondents expressed repeat purchase behavior, suggesting that brand loyalty remains relatively low and requires improvement. Despite high levels of trust and emotional satisfaction, consumers have yet to demonstrate consistent repurchase behavior, which indicates a gap between trust, emotional attachment, and loyalty.

According to the Theory of Planned Behavior (TPB), loyalty behavior is influenced by consumers' positive attitudes toward a brand—reflected in trust in product quality (Wu et al., 2020). Therefore, analyzing the extent to which brand trust fosters emotional attachment (brand love) is essential in strengthening brand loyalty among Karung Jantan consumers.

Brand loyalty refers to the commitment to repurchase or recommend a product or service (Kotler & Keller, 2016). Strong brand loyalty enhances customer retention, reduces switching behavior, and creates barriers for competitors (Lumba, 2019; Salegna, 2018). Long-term purchasing habits help establish loyalty (Tresna et al., 2018), while emotional connections strengthen consumers' bond with a brand (Mabkhot et al., 2016; Putra & Keni, 2020).

Brand trust is a customer's confidence in a brand's reliability to fulfill their needs (Putra & Keni, 2020). Trust plays a crucial role in building long-term relationships, fostering repeat purchases, and sustaining competitive advantage (Dharmayana & Rahanatha, 2017; Cuong, 2020). Several studies have confirmed the positive and significant influence of brand trust on brand loyalty (Althuwaini, 2022; Winanda & Giantari, 2022; Cuong, 2020). However, Komalasari & Khatimah (2022) found otherwise in the context of PIXY cosmetic products in Jakarta, identifying a need for mediating variables to clarify these mixed findings—specifically, brand love.

Trust in a brand often leads to positive attitudes, commitment, and loyalty, all of which are key components of brand love. Consumers who perceive a brand as

trustworthy tend to develop emotional attachment and fondness (Karjaluoto et al., 2016). Brand love is defined as the emotional connection a consumer forms with a brand that reflects their personal identity and fulfills their desires (Putra & Keni, 2020). Research by Kadarusman et al. (2019), Winanda & Giantari (2022), and Mahardika & Warmika (2021) confirms a positive relationship between brand trust and brand love.

Brand love fosters passionate emotional satisfaction and prompts consumers to repurchase the same brand (Cristina et al., 2018). Several Karung Jantan consumers reported a preference for the brand when seeking new fashion items, indicating a high level of brand loyalty influenced by emotional attachment. This supports findings by Azzahra & Fachira (2022), Angelina et al. (2023), and Vania & Putri (2020), all of whom observed that brand love positively affects brand loyalty.

The research gap identified above highlights the importance of understanding the interrelationship between brand loyalty, brand trust, and brand love, particularly among Karung Jantan consumers in Denpasar. All three constructs are vital in determining brand success. Building a strong brand through these factors is essential for companies to formulate effective strategies, attract and retain consumers, and maintain competitiveness in a crowded marketplace.

This phenomenon, along with the research gap and background described, forms the basis for this study—aimed at investigating the mediating role of brand love in the effect of brand trust on brand loyalty toward the Karung Jantan fashion brand in Denpasar.

2. METHOD

This study employs a quantitative associative approach aimed at explaining the relationships among brand trust, brand love, and brand loyalty among consumers of the Karung Jantan brand in Denpasar City. Denpasar was chosen as the research location because it serves as the primary distribution hub for Karung Jantan in Bali, and it has a high population density and substantial economic activity, making it a strategic site for examining consumer loyalty toward local brands.

The study's variables consist of brand trust as the exogenous variable, brand loyalty as the endogenous variable, and brand love as the mediating variable. These variables were measured using indicators developed by Bastian (2014), Suryadinatha (2015), and Islam (2020).

The population in this study includes all consumers of Karung Jantan in Denpasar City who meet specific characteristics. A purposive sampling technique

was applied, with a total sample size of 100 respondents. Data were collected through questionnaires designed based on the operational indicators of each variable and measured using a Likert scale. Instrument validity and reliability were tested on an initial sample of 30 respondents, and all indicators were found to be valid and reliable, making them appropriate for further measurement. The types of data used include primary data obtained from questionnaire responses and secondary data sourced from academic literature and official records related to local demographic and consumer behavior (Sugiyono, 2021; Rahyuda, 2019).

The collected data were analyzed using descriptive and inferential statistical methods. Classical assumption tests were conducted to ensure that the model met the requirements of normality, multicollinearity, and homoscedasticity. To examine both direct and indirect effects among the variables, path analysis was used, and the Sobel test was employed to assess the effectiveness of the mediating variable. The analysis was conducted using SPSS software, enabling a comprehensive understanding of the effect of brand trust on brand loyalty, both directly and through brand love as a mediating variable (Ghozali, 2013; Riduwan & Kuncoro, 2011; Utama, 2016).

3. RESULTS AND DISCUSSION

Classical assumption test

1) Normality test

Table 1. Normality Test (One-Sample Kolmogorov-Smirnov)

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov
Substructure 1	0.988
Substructure 2	0.643

Source: Processed primary data, 2025

Table 1 displays the normality test using One-Sample Kolmogorov-Smirnov which shows that the Asymp. Sig. (2-tailed) Kolmogorov-Smirnov values are 0.988 and 0.643. The Asymp. Sig. (2-tailed) Kolmogorov-Smirnov values of the two substructures are greater than the alpha value of 0.05 which indicates that the data used in this study are normally distributed, so it can be implemented that the model meets the normality assumption.

2) Multicollinearity test

Table 2. Multicollinearity Test (Tolerance and Variance Inflation Factor)

Model		Colinearity Statistics	
		Tolerance	VIF
Substructure 2	Brand trust(X)	0.792	1,263
	Brand love(M)	0.792	1,263

Source: Processed primary data, 2025

Table 2 shows that there are no independent variables that have a tolerance value of less than 0.10 and there are also no independent variables that have a VIF value of more than 10, so that a regression model that is free from multicollinearity symptoms can be implemented.

3) Heteroscedasticity test

Table 3. Heteroscedasticity Test (Glejser Test)

Equality	Model	t	Sig.
Substructure 1	Brand trust	-0.519	0.605
Substructure 2	Brand trust	-0.970	0.334
	Brand love	0.619	0.537

Source: Processed primary data, 2025

Table 3 shows that each model has a significance value greater than 0.05. Values greater than 0.05 indicate that the independent variables used in this study do not significantly influence the dependent variable, namely absolute error, thus this study is free from symptoms of heteroscedasticity.

Path analysis

1) Formulating hypotheses and structural equations

Table 4. Results of Path Analysis on Substructure 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.177	1,384		6,629	.000
Brand trust(X)	.592	.117	.456	5,073	.000
R Square	0.208				
Adjusted R Square	0.200				

Source: Processed primary data, 2025

Table 5. Results of Path Analysis on Substructure 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,860	1,216		2.353	.021
Brand trust(X)	.442	.096	.418	4.618	.000
Brand love(M)	.236	.074	.290	3.204	.002
R	0.608				

R Square	0.370
Adjusted R Square	0.357

Source: Processed primary data, 2025

The structural equation formed based on the results of the path analysis in Table 5 can be formulated as follows.

$$Y = \beta_2 X + \beta_3 M + e_2$$

$$Y = 0.418X + 0.290M + e_2$$

The brand trust variable has a coefficient of 0.418, meaning that brand trust has a positive influence on brand loyalty. This means that if brand trust increases, brand loyalty will increase. The brand love variable has a coefficient of 0.290, meaning that brand love has a positive influence on brand loyalty. This means that if brand love increases, brand loyalty will increase.

The regression coefficient value of each independent variable is positive with a t-test significance value of less than 0.05. This indicates that all independent variables have a significant positive influence on the dependent variable. The magnitude of the influence of independent variables on the dependent variable indicated by the total determination value (R Square) of 0.370 means that 37% of brand loyalty variations are influenced by variations in brand trust and brand love, while the remaining 63% is explained by other factors not included in the model.

2) Path coefficient diagram form

(1) Direct effect

A direct effect occurs when a variable influences another variable without any mediating variable.

- a) The influence of brand trust on brand loyalty is 0.418
- b) The influence of brand trust on brand love is 0.456
- c) The influence of brand love on brand loyalty is 0.290

(2) Indirect effect

Indirect influence occurs when there is another variable that mediates the relationship between the two variables, the influence of brand trust on brand loyalty with brand love mediation is $0.456 \times 0.290 = 0.132$

(3) Total effect

The total influence can be understood by adding the direct influence of brand trust on brand loyalty of 0.418 and the indirect influence of brand trust on brand loyalty through brand love of 0.132, so the result is $0.418 + 0.132 = 0.550$.

The next step is to test the coefficient of determination (R^2) and error variables. This test will examine the values of each coefficient of determination for substructure 1 and substructure 2, as well as the values of each error variable in each structure, with the aim of developing a final path

diagram model. The results of the calculation of the error variable values for each structure are as follows.

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = = = 0.889 \sqrt{1 - R_1^2} \sqrt{1 - 0,208}$$

$$e_2 = = = 0.794 \sqrt{1 - R_2^2} \sqrt{1 - 0,370}$$

The calculation of the influence of error (e) yields a result for the influence of structure error 1 (e1) of 0.889 and the influence of structure error 2 (e2) of 0.794. The next stage is to calculate the total coefficient of determination as follows.

$$\begin{aligned} R^2_m &= 1 - (e_1)^2 - (e_2)^2 \\ &= 1 - (0.889)^2 - (0.794)^2 \\ &= 1 - (0.790) - (0.630) \\ &= 1 - 0.498 = 0.502 \end{aligned}$$

In the calculation of the total determination coefficient value obtained at 0.502, the conclusion is that 50.2 percent of the brand loyalty variable in Karung Jantan Denpasar consumers is influenced by brand trust and brand love, while the remaining 49.8 percent is influenced by other factors not included in the research model or outside the research model. Based on the explanation of the structural equation, the results of the path coefficient calculation will be explained, which are shown through the standardized coefficient beta value for each influence of the relationship between variables.

3) Calculating path coefficients simultaneously/overall

The testing criteria for the F Test are as follows:

If $\text{sig} > 0.05$ then H_0 is accepted and H_1 is rejected

If $\text{sig} \leq 0.05$ then H_0 is rejected and H_1 is accepted

H_0 : There is no influence of brand trust and brand love on brand loyalty.

H_1 : There is an influence of brand trust and brand love on brand loyalty.

The results of the structural path analysis 2 show that the calculated F value is 28.465 with a significance value of 0.000. The sig value of the F test is $0.000 \leq 0.05$, so H_0 is rejected and H_1 is accepted with the description that there is an influence of brand trust and brand love on brand loyalty. These results indicate that brand trust and brand love have a simultaneous and significant effect on brand loyalty, therefore individual testing can be carried out.

4) Calculating path coefficients individually

The testing criteria to explain the interpretation of the influence between each variable are as follows:

If $\text{sig} > 0.05$ then H_0 is accepted and H_1 is rejected

If $\text{sig} \leq 0.05$ then H_0 is rejected and H_1 is accepted

(1) The influence of brand trust on brand loyalty

Ho :There is no influence of brand trust on brand loyalty

H1 :There is an influence of brand trust on brand loyalty

Table 5 shows the results of brand trust having a Beta value of 0.418 and a Sig value of 0.000, so it can be implemented that H1 is accepted because the Sig value of $0.000 \leq 0.05$. The conclusion is that brand trust has a positive and significant effect on brand loyalty, in other words, the better the brand trust, the more brand loyalty among consumers of Karung Jantan Denpasar increases, so the first hypothesis is accepted.

(2)The influence of brand trust on brand love

Ho :There is no influence of brand trust on brand love

H1 :There is an influence of brand trust on brand love

Table 5 shows the results of brand trust having a Beta value of 0.456 and a Sig value of 0.000, so it can be implemented that H1 is accepted because the Sig value is $0.000 \leq 0.05$. The conclusion is that brand trust has a positive and significant effect on brand love, in other words, the better the brand trust, the more brand love among consumers of Karung Jantan Denpasar increases, so the second hypothesis is accepted.

(3) The influence of brand love on brand loyalty

Ho :There is no influence of brand love on brand loyalty

H1 :There is an influence of brand love on brand loyalty

Table 5 shows the results of brand love having a Beta value of 0.290 and a Sig value of 0.002, so it can be implemented that H1 is accepted because the Sig value of $0.002 \leq 0.05$. The conclusion is that brand love has a positive and significant effect on brand loyalty, in other words, the more brand love increases, the more brand loyalty among consumers of Karung Jantan Denpasar increases, so the third hypothesis is accepted.

5) Summarize and conclude

Table 6. Direct and Indirect Effects of Brand Trust (X) on Brand Love (M) and Brand Loyalty (Y)

Influence of variables	Influence direct	Indirect influence through M	Total influence	Significant	Results
X→M	0.456	-	0.456	0,000	Significant
X→Y	0.418	0.132	0.550	0,000	Significant
M→Y	0.290	-	0.290	0.002	Significant

Source: Processed primary data, 2025

Table 6 displays a summary of the values of each direct and indirect influence path between variables, as well as the error values for each

structural equation generated using path analysis techniques. The meaning of the values in Table 6 is explained below.

(1) The influence of brand trust on brand love

Research conducted on Karung Jantan Denpasar consumers regarding the influence of brand trust on brand love found that brand trust has a direct influence on brand love of 0.456.

(2) The influence of brand love on brand loyalty

Research conducted on Karung Jantan Denpasar consumers regarding the influence of brand love on brand loyalty found that brand love has a direct influence on brand loyalty of 0.290.

(3) The influence of brand trust on brand loyalty

Research conducted on Karung Jantan Denpasar consumers regarding the influence of brand trust on brand loyalty found that brand trust has a direct influence on brand loyalty of 0.418.

(4) Brand love in mediating the influence of brand trust on brand loyalty

Research conducted on consumers of Karung Jantan Denpasar on the role of brand love in mediating the influence of brand trust on brand loyalty found that brand trust has a direct influence on brand loyalty of 0.418 and an indirect influence of 0.132. The total influence of brand trust variables on brand loyalty through brand love is 0.550. So it can be concluded that the total influence of brand trust on brand loyalty through brand love is greater than the direct influence of brand trust on brand loyalty without going through the brand love variable.

Sobel test

Testing the mediation hypothesis can be done using the Sobel test. The Sobel test is used to test the strength of the indirect influence of the brand trust variable (X) on brand loyalty (Y) through the brand love variable (M). The indirect influence of brand trust (X) on the brand loyalty variable (Y) through the brand love variable (M) is calculated by multiplying the path coefficient of X on M (a) by the path coefficient of M on Y (b) or ab . The standard error of the coefficients a and b are written as S_a and S_b , respectively. The magnitude of the indirect standard error (indirect effect) S_{ab} . The mediator variable is considered to significantly mediate the relationship between the dependent variable and the independent variable if the Z calculation is greater than 1.96 (with a 95 percent confidence level).

1) Hypothesis formulation

H_0 : Brand love is not able to significantly mediate the influence of brand trust on brand loyalty

H_1 : Brand love is able to significantly mediate the influence of brand trust on brand loyalty.

2) Real level

The real level used is 0.05

3) Testing Criteria

The testing criteria used are as follows:

If $Z \text{ count} \leq 1.96$ then H_0 is accepted, meaning brand love is not a mediating variable.

If $Z \text{ count} > 1.96$ then H_0 is rejected, meaning brand love is a mediating variable.

4) Calculating test statistics

To test the significance of the indirect effect, the z value of the ab coefficient is calculated using the following formula:

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

$$S_{ab} = \sqrt{(0,290)^2 (0,117)^2 + (0,456)^2 (0,074)^2 + (0,117)^2 (0,074)^2}$$

$$S_{ab} = 0.0486$$

$$Z = \frac{ab}{S_{ab}}$$

$$Z = \frac{(0,456)(0,290)}{0,0486}$$

$$Z = 2.72$$

5) Conclusion

The results of the Sobel test show that the results of $Z = 2.72 > 1.96$, which means that the brand trust variable has an effect on brand loyalty with the mediation of brand love, so that brand love is a mediating variable that has a significant positive effect between the brand trust variable and brand loyalty in Karung Jantan Denpasar consumers, so that the fourth hypothesis is accepted.

Discussion

The Effect of Brand Trust on Brand Loyalty

The results of the first hypothesis test indicate that brand trust has a positive and significant effect on brand loyalty. This means that the higher the level of consumer trust in Karung Jantan, the greater their loyalty to the brand—thereby confirming the first hypothesis. This finding is supported by respondents' answers, which reveal that consumers perceive Karung Jantan as consistently delivering on its brand promises. Consumers feel that the products they receive align with their expectations. Karung Jantan has successfully built a trustworthy image through product consistency, honest promotions, and responsive customer service.

Brand trust plays an essential role in predicting and explaining consumer behavior, which aligns with the Theory of Planned Behavior (TPB). In this context, brand trust reflects the consumer's attitude toward the behavior, the first stage of

TPB, whereby a consumer's positive evaluation of Karung Jantan fosters brand-supportive behavior such as loyalty. When consumers believe that a brand is dependable and delivers on its promises, they are more likely to remain loyal.

This finding supports previous studies by Rahmani and Sadeghi (2018), who found that brand trust significantly affects brand loyalty in the automotive industry by fostering customer commitment and repeat purchase behavior. Similarly, Nguyen and Khoa (2020) found that the higher the level of trust, the greater the level of customer loyalty. These findings are also reinforced by studies from Pangestika and Khasanah (2021), Kim and Lee (2022), and Kasiha et al. (2023), which confirmed the positive and significant influence of brand trust on brand loyalty.

The Effect of Brand Trust on Brand Love

The second hypothesis testing result shows that brand trust has a positive and significant effect on brand love. This implies that increasing consumer trust in Karung Jantan also increases their emotional attachment to the brand, thereby confirming the second hypothesis. This is supported by respondents' feedback indicating that trust in Karung Jantan stems from the brand's integrity—its advertisements are not exaggerated, and the company consistently shows concern for its customers by offering supportive service in case of product issues.

High consumer trust can foster emotional attachment, ultimately leading to brand love. Within the TPB framework, brand love corresponds to the intention stage, which reflects the motivational factors influencing behavior. In this case, trust serves as a key motivation, and without it, the likelihood of forming brand love decreases significantly.

This finding is in line with research by Johnson and Amed (2019), who argued that trust is a prerequisite for brand-consumer relationships and a major contributor to brand love. Other supporting studies include Kadarusman et al. (2019), Winanda and Giantari (2022), and Mahardika and Warmika (2021), which all confirm the positive impact of brand trust on brand love.

The Effect of Brand Love on Brand Loyalty

The third hypothesis test results show that brand love has a positive and significant effect on brand loyalty. This means that stronger emotional attachment to Karung Jantan increases consumer loyalty, confirming the third hypothesis. The findings are supported by consumer responses indicating a preference for Karung

Jantan over other brands when purchasing fashion products. This demonstrates the success of Karung Jantan in fostering emotional attachment.

Consumers expressed satisfaction with both the product and service quality, which contributes to a deepening sense of brand love and ultimately, brand loyalty. Loyalty does not arise spontaneously; it requires both emotional factors and strong intention. Within the TPB model, brand loyalty reflects behavior, the final outcome of intention (brand love).

Brand love strengthens loyalty by instilling a powerful positive impression of the brand in consumers' minds, which not only encourages repurchase but also drives consumers to pay premium prices (Thomson & Park, 2018). These results are consistent with previous research by Albert and Merunka (2020), Loureiro and Kaufmann (2022), and Riyasa et al. (2023), who confirmed the positive relationship between brand love and brand loyalty. Efendi and Farida (2021) also concluded that brand love is a critical component for companies with long-term brand-building goals.

The Mediating Role of Brand Love in the Relationship Between Brand Trust and Brand Loyalty

The fourth hypothesis testing result confirms that brand love positively and significantly mediates the effect of brand trust on brand loyalty among Karung Jantan consumers in Denpasar. This indicates that the stronger the trust consumers feel toward Karung Jantan, the greater their emotional attachment (brand love), which in turn enhances their brand loyalty.

Respondents indicated high levels of brand love, marked by positive emotions after using the products, repeat purchase intentions, and brand preference over competitors. These factors show that brand love acts as a significant mediating variable in the relationship between brand trust and brand loyalty.

Strong brand trust—demonstrated through reliable product quality, honest promotion, and genuine concern for customers—serves as a motivating factor that forms the consumer's intention, as expressed through brand love. This love then translates into actual behavior (loyalty), as described in the Theory of Planned Behavior. In this model, attitude toward the behavior (brand trust) leads to intention (brand love), which influences behavior (brand loyalty).

This finding supports studies by Dirayani and Mandala (2022), who found that brand love significantly mediates the relationship between brand trust and

brand loyalty in the context of Kober Mie Setan consumers. Their results suggest that trust enhances love for the brand, which encourages repurchase behavior. Similar conclusions were drawn by Heinrich and Jayawardhena (2022), Batra and Ahuvia (2019), and Kadarusman et al. (2019), who also confirmed the mediating role of brand love in the trust-loyalty relationship.

5. CONCLUSION

Based on the analysis and discussion of each variable, the conclusions of this study are as follows:

1. Brand trust has a positive and significant effect on brand loyalty among Karung Jantan consumers in Denpasar. Higher brand trust leads to stronger consumer loyalty, as trust fosters confidence and commitment to the brand.
2. Brand trust has a positive and significant effect on brand love. When consumers trust Karung Jantan, they develop deeper emotional connections with the brand, which reinforces brand love.
3. Brand love has a positive and significant effect on brand loyalty. Strong emotional attachment to Karung Jantan leads to increased consumer loyalty and commitment to the brand over time.
4. Brand love significantly mediates the effect of brand trust on brand loyalty. Higher brand trust fosters brand love, which in turn strengthens brand loyalty. This suggests that emotional connection plays a crucial role in establishing long-term consumer loyalty.

These findings highlight the importance of building trust and emotional bonds with consumers to cultivate sustainable brand loyalty. For businesses, this implies the need to formulate strategies that not only build brand credibility but also nurture emotional engagement to maintain competitive advantage in the long run.

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