The Impact of Brand Love, Customer Satisfaction, and Word of Mouth on Cosmetic Purchase Intention

Gilang Pratama Hafidz [1]; Zahwa Arsyi Maulida [2]

[1] gilang.pratama@esaunggul.ac.id, Faculty of Economics and Business, Universitas Esa Unggul, Indonesia
[2] zahwaarsyi75@gmail.com, Faculty of Economics and Business, Universitas Esa Unggul, Indonesia

Article Informatin:

Abstract

This study was conducted to explore The Impact of Brand Love, Customer Satisfaction and Word of Mouth on Luxcrime Cosmetics Purchase Intention. The contribution of this research is expected to be able to add information at the theoretical/scientific level of marketing management and also provide an increase in Service Excellent in the cosmetic industry sector. Primary data in this study were collected through questionnaires with a total of 260 respondents who live in Jabodetabek and have purchased Luxcrime brand cosmetic products and used this product more than once. The data analysis technique used by researchers in this study is partial least squares structural equation modeling. The results of this study indicate that six of the seven proposed hypotheses are accepted, while Brand Image cannot affect Brand Love. To make brand marketing more effective, marketers need to be aware of the emotional component of the company. In addition, achieving the highest level of brand love for a cosmetic brand can be an innovation for long-term success. For further research, researchers can expand research both from the demographics of research locations in Indonesia.

INTRODUCTION

Characteristics that contribute to Brand Love being chosen for exploration in this study are that it provides a benefit that is not limited to any one person and is not widely known. Because it has yet to be identified, brand love is a relatively new concept in both theory and practice (Bigne et al., 2020). Brand Love is a new marketing concept that has been developed to improve key marketing variables such as word of mouth and customer service. When a customer expresses dissatisfaction with a product, Word of Mouth will emerge as a result of the customer's dissatisfaction. Brand Love reduces emotional attachment in customers and makes them realize that the product is more suited to their needs. Customers hope to be satisfied with the products or services they purchase at the market. However, in this case, the customer's attitude wasn't strong enough to encourage a close relationship between the customer and the merchant. According to (Al-Haddad, 2019), Brand Love has a significant relationship with pain because pain affects the emotional bond between the customer and the seller. If a particular product "sells," it is because it allows customers to express themselves, and they will continue to buy it. Love anticipates feelings of cinta and conveys feelings to others. This also allows people to communicate about their products, hobbies, and interests.

Branding emerged as a new area of study in the late 1980s and early 1990s, with a focus on substance that was captured by design concepts such as brand extension and brand equity (Joshi & Yadav, 2016). Since then, academies from all over the world have been learning about the importance of interpersonal relationships and peer pressure. Theoretical and psychological concepts have been used to explain the behavior of people in a variety of scenarios (Sarkar & Sreejesh, 2014). Consumers' preferences are shifting from generic products to more specialized

products, necessitating more in-depth understanding of their needs. As a form of self-expression, consumers are currently engaging in interactions with merchants while maintaining trust in merchants (Grace et al., 2018). Because of this, consumers communicate with brands and use them to determine their social status. In addition to that, brands have the objective of protecting their customers from brands that undermine their beliefs and values throughout the world (Borzooei & Asgari, 2013).

The most interesting aspect of the TikTok app is how many people are interested in popularizing a brand through the app. With the goal of increasing consumer satisfaction with the brand in question, as well as the knowledge gained from the product in question. Other phenomena suggest that the TikTok app's Word of Mouth marketing will have a significant impact in the coming years. TikTok users can easily mark a specific item using the content. As a result, when the audience is enthralled by the content, it can instill a sense of awe in them, increasing their loyalty and slowing the sale of a particular product. Luxcrime is a local cosmetics brand in Indonesia that was founded in 2015, and it is a brand that is relatively new in the country. According to Kompas.com (2021), Luxcrime has a market share of 11.0% in the cosmetic powder category for the period 1-15 August 2021 through E-commerce purchases such as Shopee and Tokopedia. Luxcrime Blur & Cover Two Way Cake became popular on social media platform TikTok at the end of 2020. Then, the Luxcrime cosmetics brand received several awards, including the Official Award from Beautyfest Asia, Sociolla Awards, Female Daily Award, and others (Tokopedia.com, 2022).

According to Khan et al. (2020), Brand Love is an emotion or feeling with a strong sensory focus, whereas satisfaction is logical or thought-based. Previous researchers conducted another study on the positive influence of Brand Love on Customer Satisfaction, namely (Bigne et al., 2020), which stated that Brand Love has an effect on Customer Satisfaction on positive emotions through active social media users. Furthermore, previous research on Customer Satisfaction has a positive effect on Word of Mouth (Khan et al., 2020), stating that when a brand or product provides greater satisfaction, customers perceive it as trustworthy and produce a stronger Word of Mouth phenomenon.

Previous research on customer satisfaction has a positive influence on repurchase decisions has been conducted by (Dash et al., 2021), stating that customer satisfaction plays an important role in influencing customer repurchase decisions, implying that when customers are satisfied with a product/brand, they are willing to repurchase it. Furthermore, several previous studies explain that the factors that influence Brand Love by other variables, one of which is Brand Trust (Joshi & Garg, 2020). Brand Experience is linked to Brand Love (Chen & Qasim, 2021). Brand Love is linked to Brand Image (Al-Haddad, 2019). Brand Love is linked to Self-congruence (Wallace et al., 2017).

Based on previous research, it was discovered that this study could fill a research gap. This study differs from previous research in some ways. The addition of the variables Customer Satisfaction and Purchase Decision is the first distinction. Second, the subject of study differs. This study focuses on the preferences of cosmetic customers in Indonesia, while previous studies focused on the preferences of Muslim cosmetic customers in India. The phenomenon under investigation can be discovered by examining the emotional patterns of consumers. Collecting all of these emotions in the context of branding allows researchers to investigate the fundamental elements of consumer-brand interactions.

The goal of this study is to investigate the impact of Brand Love, Customer Satisfaction, and Word of Mouth on the Purchase Decision of Luxcrime Cosmetics on Luxcrime Cosmetics Consumers in JABODETABEK. It is hoped that this research will help to advance the

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 7 No. 1, January 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

theoretical/scientific level of marketing management while also increasing Service Excellence in the cosmetic industry sector.

LITERATURE REVIEW
Brand Love

The level of deep emotional attachment that satisfied consumers have to a specific brand name is defined as brand love (Carroll & Ahuvia, 2006). Consumers' positive feelings toward a brand influence emotional reactions and brand evaluations (Batra et al., 2012). As a result, Brand Love combines brand passion and expression, brand attachment, and positive feelings in response to the brand (Drennan et al., 2015). Brand love is a long-term commitment to a brand, whereas brand satisfaction is entirely dependent on the paradigm of exceeding expectations (Joshi & Garg, 2020). Previous research has examined the significance of Brand Love in brand marketing and discovered that it is associated with a variety of positive effects. When it comes to predicting loyalty, brand love outperforms satisfaction (Lv & Wu, 2021). According to the explanation above, Brand Love is a concept that encompasses many emotions and customer behavior. Customers who like a brand will feel positive about it. Brand love is essential because the emotional bond between the target customer and the brand has a positive emotional impact on brand growth and purchase.

Customer Satisfaction

Customer satisfaction is defined as the awareness of customer satisfaction or dissatisfaction as a result of a comparison between the results achieved and customer expectations of a product or service (Cuong, 2020). According to Giantari et al. (2021), another definition of customer satisfaction is happiness that results from the customer's perception that his expectations have been met by presenting the quality of a product. Customer satisfaction has a defensive and offensive effect on customer retention by reducing customers and gaining new customers through positive word of mouth or recommendations from satisfied customers (Yi & Nataraajan, 2018). Customers are dissatisfied if the results do not meet their expectations, satisfied if the results meet their expectations, and very happy if the results exceed their expectations (Cuong & Khoi, 2019). According to the explanation above, customer satisfaction is viewed as a source of customer pleasure and an important component of a brand. Customers will stick with a brand if it meets their expectations.

Word of Mouth

Word of mouth is defined as a marketing strategy that continually promotes the positive aspects of a product after consumption (Giantari et al., 2021). Word of mouth has been found to always communicate the benefits of the products used and to inform other customers and users of the product's good qualities (Alwi et al., 2020). The influence of word of mouth on customer decision making has been well documented in marketing and consumer behavior literature since the 1960s (Goldsmith & Clark, 2008). Customers spread word of mouth for three reasons: social, emotional, and functional (Lovett et al., 2013). Understanding the relationship between Word of Mouth and the motivation of listeners to act on Word of Mouth, for example, purchase intention, is critical (Martin & Lueg, 2013). Word of Mouth will appear when customers are pleased with the goods they purchase (Shin et al., 2014). According to the explanation above, Word of Mouth will appear when customers are satisfied with a brand as part of a customer marketing strategy.

Purchase Decision

Purchase decisions can be used to predict a consumer's purchasing behavior (Haque et al., 2015). Furthermore, because customers are price sensitive, the price of a product usually influences consumers' purchasing decisions. According to Kudeshia & Kumar (2017), a purchase decision is an implied promise to oneself to buy goods on the next trip. In other words, Purchase Decision is the foundation of the displayed purchasing behavior (Martins et al., 2019). Purchase Decisions are used to assess the feasibility of a new distribution platform, allowing managers to determine whether the idea merits further investigation and which geographic areas and consumer categories to target through the stream (Pea-Garca et al., 2020). When it comes to paying for a brand of product, most customers compare their perceived value to the actual price before deciding whether or not to purchase it (Dash et al., 2021). Based on the explanation above, it is clear that the brand purchase decision is critical because it conveys customer perceptions. Purchase Decision refers to the likelihood that a customer will purchase a specific product or service in the future.

Brand Trust

A brand embodies all activities that generate intangible trust and can serve as a representation of quality and trust in the absence of any human connection (Bart et al., 2005). Brand trust is defined as a consumer's belief that a brand will perform a specific function based on previous encounters and experiences (Singh et al., 2012). As a result, Brand Trust is the belief that a brand can achieve its objectives because it is competent and has high values (Greenberg, 2014). Significant research on trust reveals difficulties in identifying this concept due to its highly complex and veiled nature (Hobbs & Goddard, 2015). Corporate trust drives brand trust, which encourages customers to place their trust in the brand and cultivate long-term relationships (Atulkar, 2020). According to the above explanation, Brand Trust is a customer expectation of brand consistency, as well as a component of customer confidence and trust in a brand. Customer trust is increased when they believe in a brand that meets their needs and desires.

Brand Image

Brand Image is defined as a collection of brand associations, which are all memories associated with the brand (Keller, 1998). Brand Image, on the other hand, is defined by Kotler & Armstrong (2016) as a set of beliefs about a specific brand. Brand Image is a conglomeration of consumer perceptions and beliefs about a brand (Chang & Liu, 2009). A strong brand image can help companies compete more effectively in the market (Wang et al., 2019). Product attributes, company, marketing mix, individual brand perceptions, personal values, experiences, brand user types, and context variables all contribute to the development of Brand Image. Al-Haddad (2019). Brand Image influences consumer intentions, which directs customer purchasing decisions and serves as a precursor to consumer-based brand equity (Bakri et al., 2020). According to the explanation above, Brand Image is an effort to manage the brand in order to leave a lasting and pleasant impression on customers. The management of a brand is carried out with good intentions and proactive actions by raising the standard of manufacture of an item/product.

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 7 No. 1, January 2023

p-ISSN: 2598-6783
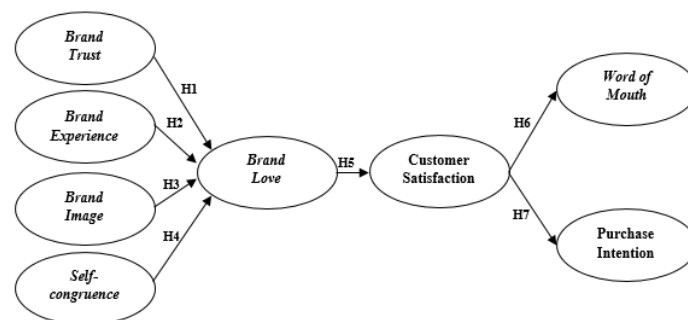e-ISSN: 2598-4888

Brand Experience

Brand Experience is defined as a concept that encompasses all customer interactions with the brand (Khan & Rahman, 2015). Marketers used utilitarian and emotional tactics to persuade customers in the past; however, modern consumer values are consumed more than ever before, and modern consumers are drawn to the full experience that business can provide in addition to the quality of goods and products (Holbrook & Hirschman, 1982; Schmitt, 1999). Customers' attention can be drawn to a brand based on its sensory dimension (Hepola et al., 2017). Sensory elements enhance customers' senses and provide them with a positive brand experience (Moreira et al., 2017). The goal of sensory experience is to elicit excitement and admiration for a brand through sensory stimulation (Nysveen & Pedersen, 2014; Trudeau & Shobeiri, 2016). It aids in the development of a mental bond between the customer and the brand (Singh et al., 2020). The brand's intellectual responses elicit curiosity and reasoning (Khan et al., 2020). According to the preceding explanation, Brand Experience is a reaction to customer behavior when using a product or service. When using a product brand, customers frequently have unique and extraordinary experiences.

Self-Congruence

The degree to which a person's self-concept matches the self-concept of other people or objects is referred to as self-congruence (Zhu et al., 2019). Customers choose a brand to maintain their self-concept, and if the brand fits them, they are more loyal to the brand (Wallace et al., 2017). The desire for self-validation, as well as the validation of personal values and the avoidance of change, underpins behavioral motivation (Talaifar & Swann, 2017). The result of comparing another person's self-concept to one's ideal self-concept is known as ideal self-congruence (Huber et al., 2018). It is possible to distinguish between the actual and ideal aspects of self-congruence (Zhu et al., 2019). According to the above definition, self-congruence is the suitability of the brand personality with the customer's self-concept, which determines whether a product is suitable/in accordance with the customer, namely through the expressive value of product quality that is consistent with the product user's self-image and the customer's self-concept.

Conceptual Framework

Figure 1. Conceptual Framework

Source: Research data, 2022

Hypothesis

H$_1$: Brand Love has a positive effect on Brand Trust

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 7 No. 1, January 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

H_2: Brand Experience has a positive effect on Brand Love
H_3: Brand Image has a positive effect on Brand Love
H_4: Self-congruence has a positive effect on Brand Love
H_5: Brand Love has a positive effect on Customer Satisfaction
H_6: Customer Satisfaction has a positive effect on Word of Mouth
H_7: Customer Satisfaction has a positive effect on Purchase Decisions

METHOD
Data Collection Technique
The survey method was used to collect data in this study, with questionnaires distributed either directly or online. The measurements were taken on a Likert scale of 1-7 (1 = strongly disagree and 7 = strongly agree). The Brand Love variable was measured using four questions adapted from (Carroll & Ahuvia, 2006). The Customer Satisfaction variable from (Popp & Woratschek, 2017) is made up of three questions. The Word of Mouth variable, which consists of four questions, was adapted from (Khan et al., 2020). The Purchase Decision Variable, which consists of three questions, was adapted from (Khan et al., 2020). The Brand Trust variable, which consists of three questions, was adapted from (Drennan et al., 2015). The Brand Image variable, which consists of three questions, was adapted from (Sasmita & Mohd Suki, 2015). The Brand Experience variable, which consists of three questions, was adapted from (Huang, 2017). The self-congruence variable, consisting of three questions, was adapted from (Japutra et al., 2019). The total number of questions is 26.

Population and Research Sample
The researchers defined the population in this study as all Luxcrime cosmetic brand consumers. Representative samples can be drawn from the entire population, with the number of samples determined by (Hair et al., 2017), which states that the minimum sample size that can be used is 10 times the number of questions. As a result, 260 samples were used in this study. Then, respondents were chosen using a purposive sampling technique, with sample criteria consisting of Luxcrime brand cosmetics consumers who live in Greater Jakarta and have purchased and used Luxcrime brand cosmetics more than once.

Data Analysis Method
This is a quantitative study that employs the Structural Equation Model (SEM) method and data processing and analysis software SPSS 25 and Smart PLS 3. Based on the pre-test data processing results The indicators in the questionnaire were tested for validity and reliability using the factor analysis method and SPSS. The validity test was performed with Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) values greater than 0.5, indicating that the factor analysis is appropriate. Cronbach's Alpha was used for the reliability test in the meantime. The greater the value of Cronbach's Alpha, the better (Hair et al., 2017).

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 7 No. 1, January 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

RESULTS AND DISCUSSION
Results

1. Validity and Reliability Test (pre-test)

In this study, the Kaiser-meyer-olkin (KMO) and Bartlett's tests were used to assess the validity of the research questionnaire. The amount of KMO value that each variable must meet is > 0.50 with a Bartlett's test value < 0.05 so that these variables can be analyzed further later (Napitupulu et al., 2017). The MSA value that must be met for each variable indicator is greater than 0.50; if the question indicator has an MSA value less than 0.5, the indicator must be discarded and not included in further research. Based on the data processing results, the results of six variables in this study met the requirements of the KMO and Bartlett's tests, as well as the MSA value for each indicator, which was greater than 0.50, it was possible to conclude that all variables and research indicators could be used for further analysis.The Cronbach alpha value was used in the reliability test. The generally accepted value of is 0.6-0.7, indicating that reliability is satisfactory (Ursachi et al., 2015). According to the calculation results, all indicators of the questionnaire questions used meet the requirements of the reliability test with Cronbach alpha > 0.70, indicating that the research indicators are reliable.

2. Convergent Validity Test

The amount of convergent validity can be determined by inspecting the loading factor value in the outer loading table, as well as the magnitude of the extracted AVE value or average variance. The loading factor value of > 0.70 and the AVE value of > 0.5 are constant quantities that must be met to determine convergent validity (Hair et al., 2017). The results of this study's measurement have a value greater than 0.70 for 26 indicators. An indicator with an outer loading value of less than 0.4 but smaller than 0.7 can still be considered to be maintained (Hair et al., 2017). As a result, the measurement's final result, convergent validity for the 26 indicators, has been met.

3. Discriminant Validity Test

Using empirical standards, discriminant validity shows that one latent variable differs from others. The discriminant validity test can be explained by the cross loading value of each indicator of the latent variable. The correlation between an indicator and its construct as well as other constructs is represented by the cross loading value. The indicator's correlation value with the latent variable must be greater than the correlation value with the other latent variables. According to the results of data processing with Smart-PLS, all variables meet the criteria for good discriminant validity.

4. Internal Consistency Reliability Test

The value of Composite reliability can be used to measure the internal consistency reliability test in SEM-PLS. A composite reliability value is considered reliable if it is greater than 0.7. (Hair et al., 2017). According to the calculations, all latent variables (constructs) have a Composite reliability value greater than 0.70.

5. Coefficient of Determination (Adjusted R^2)

The coefficient of determination value explains how well exogenous variables explain endogenous variables. According to the calculations, the variables Brand Trust, Brand Experience, Brand Image, and Self-Congruence explain 62.10% of the Brand Love variable, while the remaining 37.90% is explained by other variables not investigated in this study. The Brand Love variable explains 45.90% of the Customer Satisfaction variable, while other variables not examined in this study explain as much as 54.10%. The variable Customer Satisfaction explains 52.10% of the variation in Word of Mouth, while the remaining 47.90% is explained by other variables not examined in this study. Customer

Satisfaction explains 47.30% of the Purchase Decision variable, while other variables not examined in this study explain 52.70%.

6. Significance of Path Coefficient (Test Hypothesis)

The results of hypothesis testing in this study can be seen in the significance of the path coefficient. The path coefficient's significance value can be calculated using the Smart-PLS software's bootstrapping technique. According to (Hair et al., 2017), there is a significant effect if the statistical T value is greater than the T table (1.960) at the 5% level, with a p value < 0.05, and the direction of the relationship can be determined by looking at the original sample value.

Table 1. Hypothesis Test Result

	Hypothesis	T Statistics (|O/STDEV|)	P Values
BT -> BL	H1	8,726	**0,000**
BE -> BL	H2	1,948	**0,052**
BI -> BL	H3	1,636	**0,103**
SC -> BL	H4	2,074	**0,039**
BL -> KP	H5	15,778	**0,000**
KP -> WOM	H6	19,625	**0,000**
KP -> PI	H7	18,605	**0,000**

Source: Research data processing results, 2022

According to the table above, five (H1, H4, H5, H6, H7) of the seven proposed hypotheses can be accepted, while the other two (H2, H3) cannot. Testing H1 the effect of Brand Trust (X1) on Brand Love (X6), the results showed T statistic 8,726 > 1.960 with p value 0.000 < 0.05, indicating that there is a significant and positive influence between Brand Trust (X1) and Brand Love (X6), making H1 acceptable. The H2 test of the influence of Brand Experience (X2) on Brand Love (X6) yielded T statistic results of 1,948 < 1.960 with p value 0.052 > 0.05, indicating that Brand Experience (X2) has no significant and positive effect on Brand Love (X6), making H2 unacceptable. The H3 test of the effect of Brand Image (X3) on Brand Love (X6) yielded T statistic results of 1.636 < 1.960 with a p value of 0.103 > 0.05, indicating that there is no significant and positive effect of Brand Image (X3) on Brand Love (X6) (X6). H3 is inadmissible. The H4 test of the effect of Self-Congruence (X4) on Brand Love (X6) yielded T statistic results 2.074 > 1.960 with p value 0.039 < 0.05, indicating that there is a significant and positive effect between Self-Congruence (X4) and Brand Love (X6), and thus H4 is acceptable. Testing H5 the effect of Brand Love (X6) on Customer Satisfaction (X7) yielded T statistic results of 15,778 > 1.960 with p value 0.000 < 0.05, indicating that there is a significant and positive influence between Brand Love (X6) and Customer Satisfaction (X7), and thus H5 is acceptable. Testing H6 the effect of Customer Satisfaction (X7) on Word of Mouth (X8) yielded T statistic results 19.625 > 1.960 with p value 0.000 < 0.05, indicating that there is a significant and positive effect between Customer Satisfaction (X7) and Word of Mouth (X8) and thus H6 is acceptable. Testing H7 the influence of Customer Satisfaction (X7) on Purchase Decisions (Y), the results of T statistics are 18.605 > 1.960 with p value 0.000 < 0.05, indicating that there is a significant and positive influence of Customer Satisfaction (X7) on Purchase Decisions (Y), making H7 acceptable.

Discussion

The significance of the path coefficient is used to test hypotheses in this study. The path coefficient's significance value can be calculated using the bootstrapping technique and Smart-PLS software. There is a significant effect if the statistical T value is greater than the T table (1.960) at the 5% level, with a p value < 0.05. (Hair et al., 2017).

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

Vol. 7 No. 1, January 2023

p-ISSN: 2598-6783
e-ISSN: 2598-4888

1. The Effect of Brand Trust on Brand Love

The H1 test of the influence of Brand Trust (X1) on Brand Love (X5) obtained T statistic $9.756 > 1.960$ with p value $0.000 < 0.05$, indicating that there is a significant and positive effect between Brand Trust (X1) and Brand Love (X5). Luxcrime cosmetic brand is a very good cosmetic brand and also an extraordinary brand according to customers, so it is liked by many customers because customers are pleased with the cosmetic brand. Customers' trust in the luxcrime cosmetic brand may grow as a result of its good and amazing performance.

Previous research indicates that Brand Trust has a significant influence on Brand Love on halal cosmetic brands in India, which supports the findings of this study (Joshi & Garg, 2020).

2. The Effect of Brand Experience on Brand Love

The T statistic for the influence of Brand Experience (X2) on Brand Love (X5) was $1,985 > 1.960$, with a p value $0.048 < 0.05$, indicating that there is a significant and positive effect between Brand Experience (X2) and Brand Love (X5). This means that when customers interact sensory with Luxcrime cosmetic brands, such as trying on a tester on their face, they feel like they fit and like this Luxcrime cosmetic brand. Other than that, this luxcrime cosmetic brand is physically appealing in terms of packaging or other aspects that distinguish this cosmetic brand from the competition, causing customers to be drawn to the cosmetic brand. Customers, on the other hand, have no doubt that this cosmetic brand is a good brand for them based on the many considerations that they feel when they find this luxcrime cosmetic brand.

This result is consistent with the findings of (Singh et al., 2020) research, which found that Brand Experience has a significant impact on Brand Love.

3. The Effect of Brand Image on Brand Love

H3 obtained T statistic $1.564 < 1.960$ with p value $0.119 > 0.05$ when testing the effect of Brand Image (X3) on Brand Love (X5), indicating that there is no significant and positive effect between Brand Image (X3) and Brand Love (X5). This means that the Luxcrime cosmetic brand's image may not have a positive image in the minds of customers because brand perception plays a large role in customer feelings, causing the customer's mind to dislike this cosmetic brand. In comparison to other cosmetic brands, this luxcrime cosmetic brand lacks innovation in brand image, making customers believe this cosmetic brand is less appealing. On the other hand, it is possible that this cosmetic brand is less well known by customers because of the company's promotional strategy and products that are less attached to the hearts of customers.

This result contradicts the findings of (Al-Haddad, 2019) research, which found that Brand Image has a significant impact on Brand Love.

4. The Effect of Self-Congruence on Brand Love

The T statistic $2,086 > 1.960$ with p value $0.037 < 0.05$ for the H4 test of the effect of Self-Congruence (X4) on Brand Love (X5) indicates that there is a significant and positive effect between Self-Congruence (X4) and Brand Love (X5). This means that because it is a cosmetic brand, this luxcrime cosmetic brand is a consistent cosmetic brand that can adapt to the personal self of each customer, leading customers to believe that this luxcrime cosmetic brand is a very extraordinary brand. Customers who have a high level of self-compatibility with the brand are more likely to express an emotional connection with the brand, which helps create a strong emotional bond. strong in the form of brand loyalty This luxcrime cosmetic brand, on

the other hand, reflects the personality of each customer, making customers believe that this luxcrime cosmetic brand is an amazing cosmetic brand.

Previous research indicates that Self-Congruence has a significant impact on Brand Love, which supports the findings of hypothesis 4. (Wallace et al., 2017).

5. The Effect of Brand Love on Customer Satisfaction

T statistics of $15,747 > 1.960$ with p value $0.000 < 0.05$ were obtained when testing H5 the effect of Brand Love (X5) on Customer Satisfaction (X6), indicating that there is a significant and positive effect between Brand Love (X5) and Customer Satisfaction (X6). That is, this luxcrime cosmetic brand is an exceptional cosmetic brand in the sense that customers are happy about a brand when it corresponds to customer desires based on the perceived benefits and performance of the brand. In terms of other things, customers generally like it because this luxcrime cosmetic brand is a good cosmetic brand that is distinct from others, which strengthens the connection and emotional pleasure felt by customers.

Previous research indicates that Brand Love has a significant impact on customer satisfaction, which is supported by the results of testing this hypothesis (Bigne et al., 2020).

6. The Effect of Customer Satisfaction on Word of Mouth

Testing H6 the effect of Customer Satisfaction (X6) on Word of Mouth (X7) yielded T statistic results $19,521 > 1.960$ with p value $0.000 < 0.05$, indicating a significant and positive effect between Customer Satisfaction (X6) and Word of Mouth (X7). That is, the higher the level of customer satisfaction with the Luxcrime cosmetic brand, the greater the direct or indirect word-of-mouth marketing. When the customer believes that this luxcrime cosmetic brand is appropriate and meets the customer's needs, the customer will first recommend it to people he knows. In addition, the benefits of this Luxcrime cosmetic product brand have met customer needs, so customers directly or indirectly recommend this Luxcrime cosmetic product brand because of the benefits it receives. Customers who are overall very satisfied with this luxcrime cosmetic brand, on the other hand, give positive comments about it and tell many people or other customers about it.

Previous research indicates that Customer Satisfaction has a significant impact on Word of Mouth, which is supported by the results of testing this hypothesis (Popp & Woratschek, 2017).

7. The Effect of Customer Satisfaction on Word of Mouth

Testing H7 for the effect of Customer Satisfaction (X6) on Purchase Decisions (Y) yielded T statistic $18.402 > 1.960$ with p value $0.000\ 0.05$, indicating that Customer Satisfaction (X6) has a significant and positive influence on Purchase Decisions (Y). That is, the higher customers' level of satisfaction with the Luxcrime cosmetic brand, the greater their desire to purchase that product brand in the future. Customers who are pleased with the brand of the product they receive are more likely to purchase the same brand again in the future.

Previous research indicates that customer satisfaction has a significant impact on purchasing decisions, which is supported by the results of testing this hypothesis (Dash et al., 2021).

CONCLUSION

The purpose of this study is to investigate the Effect of Brand Love, Customer Satisfaction, and Word of Mouth on Luxcrime Cosmetics Purchase Decisions in Indonesia, using cosmetic customer preferences as the research object. This study explains how Luxcrime

Brand Cosmetics Purchase Decisions are influenced by factors such as Brand Trust, Brand Experience, Brand Image, Self-Congruence, Brand Love, and Customer Satisfaction. The overall hypothesis test results show that Brand Trust has a positive and significant influence on Brand Love, while Brand Experience and Brand Image do not. Furthermore, Self-Congruence has a significant and positive impact on Brand Love. The next test results show that Brand Love has a positive and significant impact on Customer Satisfaction, and that Customer Satisfaction has a positive and significant impact on Word of Mouth. Furthermore, customer satisfaction has a significant positive impact on purchasing decisions.

It was discovered during the course of this study that the first study had several limitations, namely that the respondents studied were consumers of Luxcrime brand cosmetics in Indonesia, which were limited to respondents who lived in JABODETABEK, and thus the findings in this study could not represent the entire Luxcrime brand cosmetics consumers. As a result, in order to broaden the scope of the research, researchers provide input. Because there has been a lot of research done on customer relations in the realm of tangible commodities. Tourism, hospitality, entertainment, and health care should all contribute new ideas. Although the model has a reasonable ability to investigate Brand Love, Customer Satisfaction, Word of Mouth, Purchase Decision, Brand Trust, Brand Image, Brand Experience, and Self-Congruence, more representation of emotions and consequences of online brand communities can increase its explanatory power. The second limitation of this research is that it is cross-sectional, so the results only describe the situation when the research was conducted at a specific time; input for future research is to be able to use longitudinal research. The third limitation of this study is that it only uses one dependent variable, namely Purchase Decision. The results of variations for Purchase Decisions can only be explained as much as 47.3% based on the value of the coefficient of determination, which is quite weak. According to (Rosillo-Daz et al., 2019), in order for e-commerce to be more widely accepted, customers must have the intent to use the e-commerce platform and obtain the information required to complete the transaction when purchasing an item or service. As a result, researchers have proposed additional research, specifically by including the Online Purchasing Behavior variable as a variable that can influence purchasing decisions.

REFERENCE

Al-Haddad, A. (2019). Social Identification, Brand Image and Customer Satisfaction as Determinants of Brand Love. In *Advances in Science, Technology and Innovation*. Springer International Publishing. https://doi.org/10.1007/978-3-030-01662-3_28

Alwi, S., Che-Ha, N., Nguyen, B., Ghazali, E. M., Mutum, D. M., & Kitchen, P. J. (2020). Projecting university brand image via satisfaction and behavioral response: Perspectives from UK-based Malaysian students. *Qualitative Market Research*, *23*(1), 47–68. https://doi.org/10.1108/QMR-12-2017-0191

Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence and Planning*, *38*(5), 559–572. https://doi.org/10.1108/MIP-02-2019-0095

Bakri, M., Krisjanous, J., & Richard, J. E. (2020). Decoding service brand image through user-generated images. *Journal of Services Marketing*, *34*(4), 429–442. https://doi.org/10.1108/JSM-11-2018-0341

Bart, Y., Shankar, V., Sultan, F., & Urban, G. L. (2005). Are the drivers and role of online trust the same for all web sites and consumers? A large-scale exploratory empirical study. *Journal of Marketing*, *69*(4), 133–152. https://doi.org/10.1509/jmkg.2005.69.4.133

Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing*, *76*(2), 1–16. https://doi.org/10.1509/jm.09.0339

Bigne, E., Andreu, L., Perez, C., & Ruiz, C. (2020). Brand love is all around: loyalty behaviour, active

and passive social media users. *Current Issues in Tourism*, *23*(13), 1613–1630. https://doi.org/10.1080/13683500.2019.1631760

Borzooei, M., & Asgari, M. (2013). Halal Branding and Purchase Intention : A Brand Personality Appeal Perspective. *International Journal of Business and Management Invention*, *2*(8), 23–27.

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, *17*(2), 79–89. https://doi.org/10.1007/s11002-006-4219-2

Chang, H. H., & Liu, Y. M. (2009). The impact of brand equity on brand preference and purchase intentions in the service industries. *Service Industries Journal*, *29*(12), 1687–1706. https://doi.org/10.1080/02642060902793557

Chen, X., & Qasim, H. (2021). Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *Journal of Consumer Behaviour*, *20*(5), 1065–1077. https://doi.org/10.1002/cb.1915

Coelho, F. J. F., Bairrada, C. M., & de Matos Coelho, A. F. (2020). Functional brand qualities and perceived value: The mediating role of brand experience and brand personality. *Psychology and Marketing*, *37*(1), 41–55. https://doi.org/10.1002/mar.21279

Compas.com. (2021). *Data Penjualan 10 Brand Bedak Terlaris Shopee dan Tokopedia: Lokal Bersaing!* https://compas.co.id/article/bedak-terlaris/

Cuong, D. T. (2020). The impact of brand credibility and perceived value on customer satisfaction and purchase intention at fashion market. *Journal of Advanced Research in Dynamical and Control Systems*, *12*(3 Special Issue), 691–700. https://doi.org/10.5373/JARDCS/V12SP3/20201308

Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, *122*(October 2020), 608–620. https://doi.org/10.1016/j.jbusres.2020.10.016

Drennan, J., Bianchi, C., Cacho-Elizondo, S., Louriero, S., Guibert, N., & Proud, W. (2015). Examining the role of wine brand love on brand loyalty: A multi-country comparison. *International Journal of Hospitality Management*, *49*, 47–55. https://doi.org/10.1016/j.ijhm.2015.04.012

Giantari, I., Yasa, N. N. K., Sukawati, T. G. R., & Setini, M. (2021). Student Satisfaction and Perceived Value on Word of Mouth (WOM) During the COVID-19 Pandemic: An Empirical Study in Indonesia. *The Journal of Asian Finance, Economics and Business*, *8*(6), 1047–1056. https://doi.org/10.13106/jafeb.2021.vol8.no6.1047

Goldsmith, R. E., & Clark, R. A. (2008). An analysis of factors affecting fashion opinion leadership and fashion opinion seeking. *Journal of Fashion Marketing and Management*, *12*(3), 308–322. https://doi.org/10.1108/13612020810889272

Grace, D., Ross, M., & King, C. (2018). Brand fidelity: a relationship maintenance perspective. *Journal of Brand Management*, *25*(6), 577–590. https://doi.org/10.1057/s41262-018-0127-z

Greenberg, M. R. (2014). Energy policy and research: The underappreciation of trust. *Energy Research and Social Science*, *1*, 152–160. https://doi.org/10.1016/j.erss.2014.02.004

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). Thousand Oaks. *Sage*, 165.

Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2015). Purchase intention of foreign products: A study on Bangladeshi consumer perspective. *SAGE Open*, *5*(2), 1–12. https://doi.org/10.1177/2158244015592680

Hepola, J., Karjaluoto, H., & Hintikka, A. (2017). The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement. *Journal of Product and Brand Management*, *26*(3), 282–293. https://doi.org/10.1108/JPBM-10-2016-1348

Hobbs, J. E., & Goddard, E. (2015). Consumers and trust. *Food Policy*, *52*, 71–74. https://doi.org/10.1016/j.foodpol.2014.10.017

Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research*, *9*(2), 132. https://doi.org/10.1086/208906

Huang, C. C. (2017). The impacts of brand experiences on brand loyalty: mediators of brand love and trust. *Management Decision*, *55*(5), 915–934. https://doi.org/10.1108/MD-10-2015-0465

Huber, F., Eisele, A., & Meyer, F. (2018). The role of actual, ideal, and ought self-congruence in the

INDIKATOR
Jurnal Ilmiah Manajemen & Bisnis
Scientific Journal of Management & Business

p-ISSN: 2598-6783
e-ISSN: 2598-4888

Vol. 7 No. 1, January 2023

consumption of hedonic versus utilitarian brands. *Psychology and Marketing*, *35*(1), 47–63. https://doi.org/10.1002/mar.21070

Japutra, A., Ekinci, Y., & Simkin, L. (2019). Self-congruence, brand attachment and compulsive buying. *Journal of Business Research*, *99*(November 2016), 456–463. https://doi.org/10.1016/j.jbusres.2017.08.024

Joshi, R., & Garg, P. (2020a). Assessing brand love, brand sacredness and brand fidelity towards halal brands. *Journal of Islamic Marketing*, *13*(4), 807–823. https://doi.org/10.1108/JIMA-04-2020-0104

Joshi, R., & Garg, P. (2020b). Role of brand experience in shaping brand love. *International Journal of Consumer Studies*, 1–14. https://doi.org/10.1111/ijcs.12618

Joshi, R., & Yadav, R. (2016). Reciprocal Effects of Brand Extension on Brand Equity: A Literature Review. *International Journal of Marketing and Business Communication*, *5*(2). https://doi.org/10.21863/ijmbc/2016.5.2.033

Keller, K. L. (1998). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. Prentice Hall. https://books.google.co.id/books?id=ynoMXrDcEhQC

Khan, A., Mohammad, A. S., & Muhammad, S. (2020). An integrated model of brand experience and brand love for halal brands: survey of halal fast food consumers in Malaysia. *Journal of Islamic Marketing*, *12*(8), 1492–1520. https://doi.org/10.1108/JIMA-11-2019-0236

Kotler, P., & Armstrong, G. (2016). *Principles of Marketing, Global Edition*. Pearson Education Limited. https://books.google.co.id/books?id=hXOPCwAAQBAJ

Kudeshia, C., & Kumar, A. (2017). Social eWOM: Does it Affect the Brand Attitude and Purchase Intention of Brands? *Management Research Review*, *40*(4).

Lovett, M. J., Renana, P., & Shachar, R. O. N. (2013). On brands and word of mouth. *Journal of Marketing Research*, *50*(4), 427–444. https://doi.org/10.1509/jmr.11.0458

Lv, X., & Wu, A. (2021). The role of extraordinary sensory experiences in shaping destination brand love: an empirical study. *Journal of Travel and Tourism Marketing*, *38*(2), 179–193. https://doi.org/10.1080/10548408.2021.1889447

Martin, W. C., & Lueg, J. E. (2013). Modeling word-of-mouth usage. *Journal of Business Research*, *66*(7), 801–808. https://doi.org/10.1016/j.jbusres.2011.06.004

Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, *94*(August 2017), 378–387. https://doi.org/10.1016/j.jbusres.2017.12.047

Moreira, A. C., Fortes, N., & Santiago, R. (2017). Influence of sensory stimuli on brand experience, brand equity and purchase intention. *Journal of Business Economics and Management*, *18*(1), 68–83. https://doi.org/10.3846/16111699.2016.1252793

Napitupulu, D., Abdel Kadar, J., & Kartika Jati, R. (2017). Validity testing of technology acceptance m Nysveen odel based on factor analysis approach. *Indonesian Journal of Electrical Engineering and Computer Science*, *5*(3), 697–704. https://doi.org/10.11591/ijeecs.v5.i3.pp697-704

Nysveen, H., & Pedersen, P. E. (2014). Influences of co-creation on brand experience: The role of brand engagement. *International Journal of Market Research*, *56*(6), 807–832. https://doi.org/10.2501/IJMR-2014-016

Popp, B., & Woratschek, H. (2017). Consumer-brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth. *Journal of Brand Management*, *24*(3), 250–270. https://doi.org/10.1057/s41262-017-0033-9

Rosillo-Díaz, E., Blanco-Encomienda, F. J., & Crespo-Almendros, E. (2019). A cross-cultural analysis of perceived product quality, perceived risk and purchase intention in e-commerce platforms. *Journal of Enterprise Information Management*, *33*(1), 139–160. https://doi.org/10.1108/JEIM-06-2019-0150

Sarkar, A., & Sreejesh, S. (2014). Examination of the roles played by brand love and jealousy in shaping customer engagement. *Journal of Product and Brand Management*, *23*(1), 24–32.

https://doi.org/10.1108/JPBM-05-2013-0315

Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail and Distribution Management*, *43*(3), 276–292. https://doi.org/10.1108/IJRDM-02-2014-0024

Schmitt, B. (1999). Experiential Marketing Bernd Schmite ExperientialNiarketing. *Journal of Marketing Management*, *15*, 53–67.

Shin, D., Song, J. H., & Biswas, A. (2014). Electronic word-of-mouth (eWOM) generation in new media platforms: The role of regulatory focus and collective dissonance. *Marketing Letters*, *25*(2), 153–165. https://doi.org/10.1007/s11002-013-9248-z

Singh, D., Bajpai, N., & Kulshreshtha, K. (2020). Brand Experience-Brand Love Relationship for Indian Hypermarket Brands: The Moderating Role of Customer Personality Traits. *Journal of Relationship Marketing*, *20*(1), 20–41. https://doi.org/10.1080/15332667.2020.1715179

Singh, J. J., Iglesias, O., & Batista-Foguet, J. M. (2012). Does Having an Ethical Brand Matter? The Influence of Consumer Perceived Ethicality on Trust, Affect and Loyalty. *Journal of Business Ethics*, *111*(4), 541–549. https://doi.org/10.1007/s10551-012-1216-7

Talaifar, S., & Swann, W. B. (2017). Encyclopedia of Personality and Individual Differences. *Encyclopedia of Personality and Individual Differences*, 1–9. https://doi.org/10.1007/978-3-319-28099-8

Tokopedia.com. (2022). *Berbagi Kisah Sukses Achmad Nurul dalam Memajukan Brand Luxcrime*. https://www.tokopedia.com/blog/brand-profile-luxcrime-bty/

Trudeau H, S., & Shobeiri, S. (2016). The relative impacts of experiential and transformational benefits on consumer-brand relationship. *Journal of Product and Brand Management*, *25*(6), 586–599. https://doi.org/10.1108/JPBM-07-2015-0925

Ursachi, G., Horodnic, I. A., & Zait, A. (2015). How Reliable are Measurement Scales? External Factors with Indirect Influence on Reliability Estimators. *Procedia Economics and Finance*, *20*(15), 679–686. https://doi.org/10.1016/s2212-5671(15)00123-9

Wallace, E., Buil, I., & de Chernatony, L. (2017). Consumers' self-congruence with a "Liked" brand: Cognitive network influence and brand outcomes. *European Journal of Marketing*, *51*(2), 367–390. https://doi.org/10.1108/EJM-07-2015-0442

Wang, S. W., Pelton, L. E., & Hsu, M. K. (2019). Analysis of consumers' attitudinal and emotional factors on luxury apparel brand purchase intentions. *Service Industries Journal*, *39*(11–12), 836–854. https://doi.org/10.1080/02642069.2018.1494158

Yi, Y., & Nataraajan, R. (2018). Customer satisfaction in Asia. *Psychology and Marketing*, *35*(6), 387–391. https://doi.org/10.1002/mar.21093

Zhu, X., Teng, L., Foti, L., & Yuan, Y. (2019). Using self-congruence theory to explain the interaction effects of brand type and celebrity type on consumer attitude formation. *Journal of Business Research*, *103*(March), 301–309. https://doi.org/10.1016/j.jbusres.2019.01.05