

The Influence of Brand Satisfaction on Brand Loyalty Mediated by Brand Love and Moderated by Brand Reputation

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589

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ABSTRACT

Rising competition within Indonesia's local cosmetics sector necessitates that companies comprehend the elements influencing consumer brand loyalty. This research seeks to explore how brand satisfaction and brand love influence brand loyalty, with brand love serving as a mediating factor and brand reputation functioning as a moderating factor. The study employs a quantitative explanatory methodology. Data was gathered from 290 respondents who use local cosmetic products via a questionnaire and analyzed with suitable statistical techniques. The findings show that brand satisfaction and brand love both positively affect brand loyalty, while brand satisfaction also positively impacts brand love. Mediation analysis demonstrates that brand love plays a significant role in mediating the connection between brand satisfaction and brand loyalty. Nonetheless, brand reputation did not significantly influence this relationship. The research indicates that businesses can boost brand loyalty by increasing customer satisfaction and cultivating emotional ties with consumers via product quality, openness, and steady communication tactics.

Keywords: *Brand Love, Brand Loyalty, Brand Reputation, Brand Satisfaction.*

INTRODUCTION

The beauty and cosmetics industry continues to experience rapid growth. Sales data from January to September in 2022, 2023, and 2024 show that the personal care and beauty category had the highest sales within the Fast-Moving Consumer Goods (FMCG) sector in 2024 (Compas.co.id, 2024). This market's attractiveness is strongly influenced by population size, particularly the female population. According to the BPS (2024), the number of women in Indonesia has reached approximately 130 million, representing nearly half of the total population of 281 million. Data from the Ministry of Industry show that the domestic cosmetics market grew by 20%, which is four times higher than the national economic growth in the previous year. This positive trend continued into 2025, with the cosmetics market expanding by 9% compared to the same period last year. Despite strong growth in Indonesia's cosmetics market, local products still compete with imported brands. Competition between local and international brands in Indonesia's beauty and personal care industry is intensifying, accompanied by constantly changing consumer preferences. Some brands maintain their market position, while others decline or new competitors emerge. These conditions pose significant challenges for local products in maintaining their market share. As competition increases due to international brand entry and declining loyalty to local products, customer loyalty becomes a critical strategic factor. Customer loyalty not only reflects repeated purchasing behavior but also includes a voluntary tendency to recommend the brand to others (Tams et al., 2018; Acar et al., 2024).

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According to Keller's (2001) Customer-Based Brand Equity (CBBE) model, customer loyalty is at the core of building brand equity. Therefore, brand satisfaction is an essential prerequisite for achieving brand loyalty. Keller's CBBE framework (2001) emphasizes that loyalty is not only driven by satisfaction, but also by customers' positive responses that reflect pride in the brand. Accordingly, this study incorporates the concept of brand love as a mediating variable between brand satisfaction and brand loyalty. Developing brand love and satisfaction in the beauty sector positively influences consumers' intention to purchase beauty products more frequently (Burhanudin & Febryanti, 2023; Hasan & Sadat, 2023). Keller (2001) further highlights that to strengthen loyalty, relying solely on satisfaction and brand love is not enough; positive consumer evaluations of the brand itself are also necessary.

One key aspect of building loyalty is brand satisfaction. Brand satisfaction is defined as consumers' perception that a brand meets their expectations (Kim et al., 2021; Yohanna & Ruslim, 2021). It reflects the positive feelings individuals experience from pleasant experiences, ultimately generating satisfaction (Tuti & Sulistia, 2022; Bagheri et al., 2024). Customer satisfaction is essential for companies seeking to increase loyalty and encourage repeat purchases, as satisfied customers are more likely to stay loyal even when tempted to try other brands (Sánchez-García et al., 2020). Previous studies show that brand satisfaction directly and significantly affects brand loyalty, supporting the idea that satisfied consumers are more likely to remain loyal (Surya & Kurniawan, 2021; Ulya & Masreviastuti, 2024).

Previous studies in Indonesia have consistently confirmed the relationship between satisfaction and loyalty, often including additional mediating or moderating variables (Tuti & Sulistia, 2022). However, there is a lack of research specifically examining the moderating role of brand reputation on the link between brand satisfaction and brand loyalty in the local skincare market, highlighting a significant and relevant research gap. To address this, the present study offers an innovative approach by integrating previous models, with brand love acting as a mediating variable and brand reputation serving as a moderating variable. The study aims to investigate how brand satisfaction and brand love influence brand loyalty, considering brand love as a mediator and brand reputation as a moderator.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effect of Brand Satisfaction on Brand Loyalty

Satisfaction is defined as "the extent to which a product or service meets or even exceeds customer expectations" (Singh et al., 2023). Customer satisfaction occurs when product performance matches expectations and creates a pleasant experience (Suhartanto et al., 2021). In other words, satisfaction is not only about meeting basic functional needs but also about providing experiences that consumers perceive positively. According to Yuan et al. (2024), brand satisfaction is a consumer's emotional reaction or attitude toward a product or service, evaluated based on the discrepancy between expectations and actual outcomes. This definition highlights the evaluative aspect of brand satisfaction, emphasizing that it is highly dependent on consumer expectations, which can vary across individuals and contexts.

The concept also implies that satisfaction involves both cognitive and emotional components, reflecting how consumers think and feel about the brand after consumption. Customer satisfaction arises when the product meets expectations and provides a pleasant experience (Suhartanto et al., 2021). In a branding context, brand satisfaction arises when customers perceive that the brand's performance exceeds their emotional and cognitive expectations (Hwang et al., 2021). This indicates that satisfaction is a key driver of brand loyalty. Customers who are satisfied with the brand's performance and the experiences it provides tend to be more loyal, showing repeated purchase behavior and a willingness to recommend the brand to others, thereby strengthening long-term customer brand relationships. Thus, brand satisfaction is a critical element for companies seeking to maintain competitive advantage and foster sustained customer loyalty.

H1: Brand satisfaction has a positive effect on brand loyalty.

The Effect of Brand Love and Brand Satisfaction

Brand love is regarded as a contemporary marketing concept within consumer brand relationship research (Ahuvia et al., 2022; Luo & Hamlin, 2022; Wong, 2023). This construct represents an important outcome for brand managers because it plays a strategic role in creating long-term consumer brand relationships (Ferraro et al., 2023). In marketing literature, the concept of love is applied in two different perspectives. Brand love refers to a deep emotional attachment toward a brand, and encompasses various cognitive behaviors driven by consumer attraction to the brand (Carroll & Ahuvia, 2006; Dirwan & Latief, 2023). Moreover, brand love includes a set of “cognitions, emotions, and behaviors organized by the consumer into a mental prototype” (Marmat, 2023).

Brand love is essential in building a strong customer brand relationship, especially during times of difficulty, as it contributes to sustaining brand loyalty. Positive consumer experiences with a brand can increase their love for it, which ultimately affects their intention to support the brand. This implies that the more satisfied consumers are with their experiences, the more likely they are to develop feelings of love toward the brand. Brand love carries significant implications for consumer behavior. Consumers who love a brand tend to promote it through personal recommendations and positive reviews, while demonstrating a high degree of loyalty (Rodrigues & Brandão, 2020). By understanding the emotional dimension of consumers’ love for a brand, marketers can design more engaging and targeted campaigns, thereby strengthening customer loyalty.

H2: Brand satisfaction has a positive effect on brand love.

H3: Brand love has a positive effect on brand loyalty.

The Effect of Brand Reputation as a Moderator

Brand reputation consists of all impressions generated by goods or services in the perceptions of customers. A brand may carry either a good or a bad reputation. Brand reputation represents a set of values perceived by consumers, customers, and investors (Nurmartiani, 2025). It is the general image held by consumers in relation to a brand. Factors influencing this perception include product and service quality, customer feedback, social and environmental responsibility, and comments shared both online and offline (Fauzani & Fadillah, 2019). Brand reputation is an essential component that influences emotional bonds and customer loyalty. It is considered a key factor determining brand competitiveness, customer preference, and long-term brand success. Liu and Xiong (2023) explain that brand reputation is generally understood as the totality of positive and negative attributes associated with a brand. It reflects various brand attributes, such as quality, reliability, innovation, and usefulness. A strong brand reputation enhances customer loyalty and can become indispensable to customers. Brand reputation may significantly influence the connection between brand satisfaction and brand loyalty. A solid brand reputation enables consumers to alleviate concerns associated with performance unpredictability and unequal information. Consequently, it is thought that brand reputation within Indonesia’s beauty and skincare sector can enhance the influence of brand satisfaction on brand loyalty.

H5: Brand reputation moderates the relationship between brand satisfaction and brand loyalty.

The Effect of Brand Love as a Mediator

Consumer loyalty to a brand is reflected in consistent behavior, wherein they repeatedly choose and repurchase products or services from the brand despite the availability of numerous alternatives (Bing et al., 2024). This indicates a level of attachment beyond mere satisfaction, where consumers choose to remain committed to

brands they trust and perceive as reliable. Brand loyalty is defined as the repeated purchase behavior of consumers toward a particular brand over a period of time, regardless of competing alternatives in the market (Chauhan, 2023). According to Ghorbanzadeh and Rahehagh (2020), loyalty is generally classified into two major aspects: attitudinal loyalty and behavioral loyalty. Attitudinal loyalty includes three elements: cognitive, affective, and conative. In the literature, both attitudinal and behavioral loyalty serve as key dimensions in understanding brand loyalty (Goyal & Verma, 2023; Ahmad & Akbar, 2023).

The Customer-Based Brand Equity (CBBE) Model outlines the elements that contribute to brand building, such as increasing general brand awareness, creating strong, favorable, and unique associations, generating positive and easily accessible brand responses, and establishing intensive and active brand relationships. The central premise of the CBBE model is that brand strength ultimately depends on how customers think, feel, and behave toward a brand. To attain brand resonance, consumers must undergo cognitive and emotional evaluations of the brand. Ultimately, this requires establishing a brand identity and creating the appropriate meaning regarding brand performance and brand image associations. According to Keller's (2001) CBBE Model, emotional connections and consumer satisfaction with a brand influence brand loyalty. While brand satisfaction reflects consumer contentment with products or services, this alone does not guarantee long-term loyalty. Brand love encompasses both strong emotional bonds and rational satisfaction, making it highly significant. When consumers love a brand, they experience positive feelings that motivate them to remain loyal, even when competing brands offer seemingly more attractive alternatives.

H4: Brand love mediates the relationship between brand satisfaction and brand loyalty.

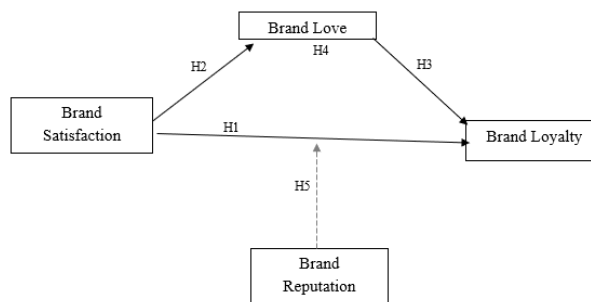


Figure 1. Conceptual Research

Figure 1 depicts the research model concerning the connection among brand satisfaction, brand love, brand reputation, and brand loyalty. Brand satisfaction directly impacts brand loyalty and brand love, which subsequently affects brand loyalty. In this relationship, brand love serves as a mediating variable, facilitating an increase in brand loyalty through both direct means and enhanced brand satisfaction. In the meantime, brand reputation acts as a moderating factor to assess if it enhances or diminishes the impact of brand satisfaction on brand loyalty.

RESEARCH METHODS

This study employs a quantitative and explanatory research design, which aims to describe the relationships between two or more variables and explain the underlying reasons for a particular phenomenon (Cooper & Schindler, 2014). Explanatory research is particularly suitable when the research objective is not only to observe and describe a phenomenon but also to clarify causal connections between variables. A quantitative approach is used in this study, focusing on examining causal relationships among several variables in order to draw meaningful conclusions. This approach allows researchers to

measure variables numerically and to apply statistical methods to test hypotheses and validate the proposed model.

The population in this study consists of all customers of local beauty and skincare brands in Indonesia. To select the sample, the purposive sampling technique is employed. This method allows the researcher to choose respondents based on specific criteria relevant to the research objectives, ensuring that the sample accurately represents the target population. Determination of the sample size for populations with an unknown number is based on the rule of multiplying the number of measurement indicators by a minimum of five and a maximum of ten times (Ferdinand, 2006). This study utilizes 20 measurement indicators with a total of 21 question items. Therefore, 21 items multiplied by 10 ($21 \times 10 = 210$) indicates that the minimum required sample size is 200 respondents.

The information includes primary data gathered via questionnaires and secondary data sourced from research journals, newspapers, and magazines. This study utilizes a Likert scale as its measurement tool, specifically a 5-point scale that spans from strongly disagree to strongly agree. The analytical method utilized is PLS-SEM (Partial Least Squares Structural Equation Modeling) via SmartPLS software. A pilot test was initially conducted using SPSS to confirm data validity before performing the main analysis. After validating all items, the analysis continued with PLS-SEM, encompassing both the outer and inner models. The external model consists of evaluations of convergent validity and discriminant validity, then proceeds to reliability assessment through composite reliability and Cronbach's alpha. The internal model is evaluated based on multiple criteria, such as the coefficient of determination (R^2), predictive relevance (Q^2), and the goodness of fit index (GoF). These actions guarantee that both the measurement model and structural model are statistically sound, yielding precise and trustworthy results for testing hypotheses.

RESULTS

Based on the respondent characteristics analysis, it is evident that consumers of local Indonesian skincare products are predominantly female (82%), within the productive age group particularly millennials aged 25–34 years with a bachelor's educational background (48%), and belonging to the middle consumer segment with monthly spending between Rp301,000–Rp500,000 and a routine purchase frequency of 1–2 times per month. This combination of characteristics indicates that the local skincare market is supported by consumers who not only possess active purchasing power but also exhibit high levels of health literacy and strong awareness of the importance of self-care. These findings can be utilized by local skincare companies to design more targeted marketing strategies. For instance, segmentation and targeting may be focused on educated, productive-age women who tend to be more critical of product claims and prioritize value for money.

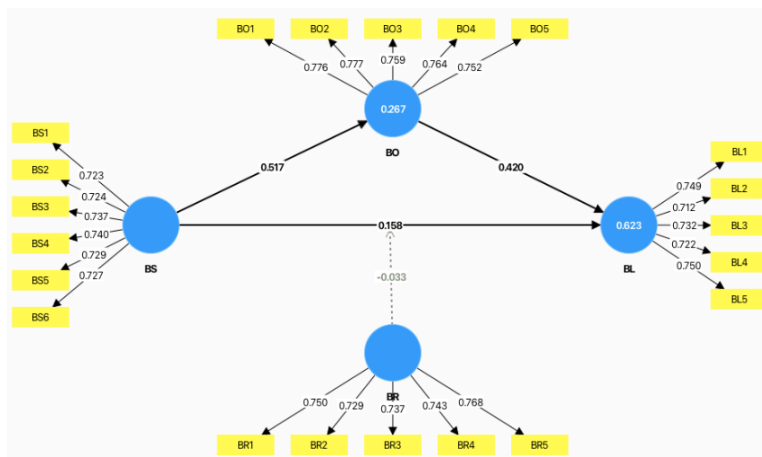


Figure 2. Outer Loading

Figure 2 illustrates that the PLS-SEM diagram demonstrates that Brand Satisfaction (BS) positively influences both Brand Loyalty (BL) and Brand Love (BO). Moreover, BO has a positive effect on BL, serving as a mediator between BS and BL. In the interim BR, functioning as a moderating variable, does not exhibit a notable influence on the connection between BS and BL. All variable indicators exhibit loadings exceeding 0.7, indicating their validity. The R² values indicate that the model accounts for 62.3% of the variation in BL and 26.7% of the variation in BO, implying that the associations among these variables are accurately depicted by the model.

Table 1 presents the results of the outer loading test for all indicators of the four research variables, BL, BS, BO, and BR. All indicators show outer loadings above 0.7, indicating they are valid and effectively represent their respective constructs. The indicators for brand loyalty (BL1–BL5) range from 0.712 to 0.750, suggesting that these items adequately measure brand loyalty. For brand satisfaction (BS1–BS6), the outer loading values range from 0.723 to 0.740, demonstrating that these indicators accurately capture consumer satisfaction with the brand. Meanwhile, brand love indicators (BO1–BO5) show values between 0.752 and 0.777, indicating that the items effectively reflect consumers’ emotional attachment to the brand. Finally, the brand reputation indicators (BR1–BR5) range from 0.729 to 0.768, confirming that they validly measure consumers’ perceptions of the brand’s reputation. Therefore, these results indicate that all research indicators are suitable for use in PLS-SEM analysis, and the established outer loading validity ensures that the constructs are measured consistently and reliably, providing a solid foundation for subsequent analyses, including convergent and discriminant validity tests, reliability assessments, and hypothesis testing.

Table 1. Outer Loading

Variable	Indicator	Outer Loading	Significant (>0,7)
Brand Loyalty (BL)	BL1	0.749	Valid
	BL2	0.712	Valid
	BL3	0.732	Valid
	BL4	0.722	Valid
	BL5	0.750	Valid
Brand Satisfaction (BS)	BS1	0.723	Valid
	BS2	0.724	Valid
	BS3	0.737	Valid
	BS4	0.740	Valid
	BS5	0.729	Valid
	BS6	0.727	Valid
Brand Love (BO)	BO1	0.776	Valid
	BO2	0.777	Valid
	BO3	0.759	Valid
	BO4	0.764	Valid
	BO5	0.752	Valid
Brand Reputation (BR)	BR1	0.750	Valid
	BR2	0.729	Valid
	BR3	0.737	Valid
	BR4	0.743	Valid
	BR5	0.768	Valid

Table 2 presents the findings from the tests of convergent validity and reliability for the study variables. The Average Variance Extracted (AVE) values for every construct fall between 0.533 and 0.587, surpassing the suggested threshold of 0.5, signifying strong convergent validity and that the indicators effectively reflect their corresponding constructs. Concerning reliability, the Cronbach’s Alpha values for BL, BS, BO, and BR fall between 0.785 and 0.825, exceeding the minimum threshold of 0.7, indicating high internal consistency. Moreover, the reliability coefficients (rho_a) and composite reliability (rho_c) for each construct exceed 0.78, indicating that the constructs are measured reliably and that the indicators accurately represent their underlying variables.

Consequently, these findings suggest that the measurement model is both valid and dependable.

Table 2. Validity and Reliability Test

Variable	AVE	Cronbach's Alpha	Reliability Coefficient	Composite Reliability
Brand Loyalty (BL)	0.538	0.785	0.787	0.853
Brand Satisfaction (BS)	0.533	0.825	0.825	0.873
Brand Love (BO)	0.587	0.824	0.824	0.876
Brand Reputation (BR)	0.556	0.800	0.800	0.862

Table 3 displays the findings of the Fornell-Larcker criterion examination, utilized to evaluate discriminant validity among the constructs of the study. Based on this criterion, the square root of the AVE for each construct, indicated on the diagonal, must exceed its correlations with other constructs. In this table, the diagonal values vary from 0.730 to 0.766, and each of them exceeds the related off-diagonal correlations among constructs. This shows that each construct has greater variance with its own indicators compared to other constructs, validating that the model demonstrates sufficient discriminant validity.

Table 3. Fornell-Larcker

Variable	Brand Loyalty	Brand Love	Brand Reputation	Brand Satisfaction
Brand Loyalty (BL)	0.733			
Brand Love (BO)	0.714	0.766		
Brand Reputation (BR)	0.680	0.652	0.745	
Brand Satisfaction (BS)	0.599	0.517	0.624	0.730

The results of the cross-loading test for the four constructs in this study, namely Brand Loyalty (BL), Brand Satisfaction (BS), Brand Love (BO), and Brand Reputation (BR). The results show that each indicator has the highest loading factor on its target construct, which indicates good convergent validity. For the BL construct, the highest loading value is in the BL construct with a range of 0.712 to 0.750, higher than the values in other constructs (0.404–0.536). This indicates that indicators BL1 to BL5 specifically measure brand loyalty. In the BS construct, all indicators (BS1–BS6) have the highest loading on the BS construct, namely 0.723 to 0.740, compared to other constructs (0.374–0.487), which confirms that these indicators are valid in measuring brand satisfaction. The BO construct is indicated by indicators BO1–BO5, which have the highest loading on the BO construct with values between 0.752 and 0.777, higher than the loading on other constructs (0.371–0.551). This indicates that these indicators clearly represent love for the brand. Finally, the BR construct has indicators BR1–BR5 with the highest loading on the BR construct, namely 0.729 to 0.768, which is higher than the values on other constructs (0.449–0.512). This indicates that these indicators accurately measure brand reputation. Thus, these cross-loading results strengthen the convergent validity of all indicators, because each indicator has the highest loading on its respective construct and lower on the other constructs, so there is no significant cross-loading problem.

Table 4. Heterotrait Monotrait Test

Variable	Brand Loyalty	Brand Love	Brand Reputation
Brand Love (BO)	0.880		
Brand Reputation (BR)	0.856	0.803	
Brand Satisfaction (BS)	0.740	0.627	0.768

Table 4 presents the Heterotrait-Monotrait (HTMT) outcomes, which are utilized to evaluate discriminant validity among constructs. All HTMT values lie between 0.627 and 0.880, which is below the 0.90 cutoff, suggesting that the constructs are separate and the model demonstrates sufficient discriminant validity.

Table 5. R-Square

Variable	R-Square	R-Square Adjusted
Brand Loyalty (BL)	0.623	0.618
Brand Love (BO)	0.267	0.265

Table 5 displays the R-squared values for the endogenous constructs in the model. Brand Loyalty (BL) has an R² of 0.623 (adjusted 0.618), meaning that 62.3% of its variance is explained by the predictor variables. Brand Love (BO) shows an R² of 0.267 (adjusted 0.265), indicating that 26.7% of its variance is accounted for by its predictors. Therefore, the model provides a strong explanation for Brand Loyalty and a moderate explanation for Brand Love.

Structural model analysis using R-square (R²), Q-square (Q²), and GoF shows that, as presented in Table 6, the R² values for endogenous constructs demonstrate varying predictive capabilities. These values fall into the moderate-to-strong category, suggesting that the model has substantial predictive power for Brand Loyalty. Furthermore, the Q² value is calculated as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R1^2) (1 - R2^2) \\
 &= 1 - (1 - 0.267) (1 - 0.623) \\
 &= 0.724
 \end{aligned}$$

The resulting Q-square value of 0.724 indicates that the model is categorized as moderate. This means that 72% of the variance in the endogenous variable (Brand Loyalty) can be predicted by the exogenous variables, while the remaining 28% is explained by other factors not included in this study. The Goodness of Fit (GoF) value was obtained as follows:

$$\begin{aligned}
 \text{GoF} &= \sqrt{\text{AVE} \times R^2} \\
 \text{GoF} &= \sqrt{0.5535 \times 0.445} \\
 \text{GoF} &= 0.495
 \end{aligned}$$

A GoF value of 0.495 signifies that the model is strong overall. After conducting the inner model evaluation, it can be concluded that the research model is valid and possesses strong explanatory ability for empirical data.

Table 6. SRMR (Standardized Root Mean Square Residual)

Construct	Saturated Model	Estimated Model
SRMR	0.062	0.095
d-ULS	0.901	2.106
Chi-square	482.580	525.561
NFI	0.813	0.797

Table 6 presents an SRMR value of 0.062, which is beneath the cutoff of 0.08, suggesting that the model fits well and that the estimated covariance structure corresponds appropriately with the observed data. The Normed Fit Index (NFI) score stands at 0.797, indicating that while it's near the suggested 0.90 benchmark, there is still room for enhancing the overall model fit.

Table 7. Hypothesis Test

Hypothesis	Path	β	t-statistic	p-values	Result
H1	Brand Satisfaction – Brand Loyalty	0.158	2.750	0.000	Significant
H2	Brand Satisfaction – Brand Love	0.517	5.571	0.000	Significant
H3	Brand Love – Brand Loyalty	0.420	7.472	0.000	Significant
H4	Brand Satisfaction – Brand Love – Brand Loyalty	0.217	4.993	0.000	Significant
H5	Brand Reputation x Brand Satisfaction – Brand Loyalty	-0.033	1.695	0.090	Not Significant

Table 7 presents the results of hypothesis testing. The results indicate that Brand Satisfaction (BS) has a significant positive effect on Brand Loyalty (BL) with a path coefficient (β) of 0.158, t-statistic of 2.750, and p-value of 0.000 (H1). BS also significantly influences Brand Love (BO) ($\beta = 0.517$, $t = 5.571$, and $p = 0.000$). In turn, BO has a significant positive effect on BL ($\beta = 0.420$, $t = 7.472$, $p = 0.000$), confirming its mediating role between BS and BL ($\beta = 0.217$, $t = 4.993$, $p = 0.000$). However, the moderating effect of Brand Reputation (BR) on the relationship between BS and BL is not significant ($\beta = -0.033$, $t = 1.695$, $p = 0.090$). Thus, the results confirm the significance of direct and mediating effects, while the moderating role of BR is not supported.

DISCUSSION

The findings of this study indicate that age characteristics influence how consumers respond to brand satisfaction in developing loyalty. According to Smith (2012), younger consumers (18–24 years), although capable of experiencing satisfaction, tend to exhibit weaker loyalty due to their tendency to explore new options influenced by trends, promotions, and social recommendations. Monthly spending also affects the extent to which satisfaction translates into loyalty, in line with previous studies by Ghorbanzadeh and Rahehagh (2020) and Hwang et al. (2021), which found that satisfied customers are more likely to remain loyal to the brands they use.

The results further demonstrate that brand satisfaction positively affects brand love among consumers of local Indonesian skincare brands. Higher satisfaction with product performance, including quality, safety, fair pricing, and visible skincare results, increases the likelihood of developing emotional attachment to the brand. Most respondents (56%) were aged 25–34, a group highly influenced by appearance and self-image, which facilitates the translation of satisfaction into brand love. This aligns with Nawaz et al. (2020), who argue that younger consumers are quicker to develop brand love. Repeated positive interactions strengthen emotional attachment, reinforcing satisfaction and long-term commitment. These results support previous literature Carroll and Ahuvia (2006), Albert and Merunka (2013) and Hwang et al. (2021) emphasizing that brand satisfaction is a key antecedent of brand love, particularly in competitive markets such as local skincare.

The study also shows that brand love has a significant positive effect on brand loyalty. Consumers who develop strong emotional attachment not only repurchase but also resist switching to competitors despite lower prices or attractive promotions. The consistent pattern of repeat purchases indicates that frequent interactions reinforce emotional bonds, which then convert into long-term loyalty. This finding is consistent with Wu and Chang (2019) and Ghorbanzadeh and Rahehagh (2020), who highlight the important role of brand love in shaping loyalty.

Moreover, brand love acts as a significant mediator between brand satisfaction and brand loyalty. Satisfaction alone is insufficient to generate enduring loyalty; it must be accompanied by emotional attachment. Brand love serves as a bridge that transforms cognitive satisfaction into stable loyal commitment. According to Keller's (2001) Customer-Based Brand Equity (CBBE) model, brand loyalty is shaped not only by functional satisfaction but also by emotional involvement. Consumers who are merely satisfied remain vulnerable to switching, whereas those who experience both satisfaction and emotional attachment demonstrate longer-lasting loyalty. Demographic factors such as age, gender, purchase frequency, and monthly spending can strengthen or weaken the transition from satisfaction to loyalty through brand love, in line with previous studies by Wu and Chang (2019), Ghorbanzadeh and Rahehagh (2020), and Burhanudin and Febriyanti (2023).

The results indicate that brand reputation does not significantly moderate the relationship between brand satisfaction and brand loyalty. In the local Indonesian skincare market, consumer satisfaction alone is sufficient to generate loyalty without the influence of brand reputation. While reputation may play a role during early stages of the customer journey, particularly in awareness and consideration, it does not significantly

affect the satisfaction loyalty relationship once consumers experience the product directly. Within the CBBE framework, loyalty is primarily determined by product performance and brand imagery, meaning that reputation, being more external and collective, is insufficient to strengthen the satisfaction loyalty link when tangible benefits are perceived directly. This finding aligns with Selnes (1993), who suggests that reputation should be viewed as a consequence of satisfaction and product performance rather than a moderator, and is consistent with Rachman and Wahyono (2017) and Burhanudin and Febriyanti (2023), who emphasize that loyalty is more strongly influenced by actual satisfaction and perceived product value.

CONCLUSION

In the Indonesian local skincare industry, the findings indicate that brand satisfaction plays a key role in shaping brand loyalty. Consumer satisfaction with product quality, ingredient safety, and visible results drives repeat purchases and long-term brand preference. Brand love further strengthens this relationship through emotional attachment formed from repeated positive interactions, making consumers not only satisfied but also less likely to switch to competitors. However, brand reputation does not significantly moderate the relationship between satisfaction and loyalty, suggesting that product experience and emotional connection play a more dominant role.

These findings contribute to the CBBE literature by highlighting that, for personal and experiential products, brand feelings such as brand love are more influential in driving loyalty than external perceptions, such as reputation. Practically, local skincare companies are advised to prioritize formulation quality, ingredient transparency, and product consistency. Marketing strategies should focus on creating authentic consumer experiences through transparent communication, user-generated content, genuine testimonials, and active social media engagement, as well as adopting a consumer-centric approach such as online consultations and product innovation based on consumer needs. For future research, measurement indicators must be relevant to the characteristics of the target consumers, primarily millennials and Gen Z. If existing indicators are unsuitable, new context-specific instruments should be developed, taking into account local consumption culture, lifestyle, and beauty trends. Additionally, the analysis of brand love could be extended to other product categories, such as decorative cosmetics or perfumes, to examine and compare the emotional influence on brand loyalty across different beauty products.

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