



Analysis the Effect of Brand Experience on e-WOM: Brand Love as Mediating

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Abstract. This study aims to analysis the effect of brand experience on e-WOM mediated by brand love. Quantitative is type of this research. 190 respondent are the size of the sample by the population, in this study using famous shoe brand. The type of data used in this research is primary data, data collected by questionnaire method. The data in this research were processed using SEM-PLS analysis technique with software namely SmartPLS 3.0. The outcome of this research are that brand experience has a significant impact on brand love, and brand love has a significant impact on e-WOM, but brand experience has no significant impact on e-WOM. So it can be concluded by indirect effect hypothesis test this brand love is fully mediated the effect experience of the brand towards e-WOM.

Keywords: Brand experience · Brand love · e-WOM · SmartPLS

1 Introduction

In this day, changes are rapidly making developments in the field of technology and science are so fast. With the evolution of science and technology and industrial science can participate tightly widely globally. Many lifestyle changes have occurred among Indonesian people, especially teenagers. Adolescence is a period in which there is a process of becoming oneself. This causes teenagers to be very easily influenced in various ways, one of which is the influence of lifestyle. Lifestyle becomes the identity and value attached to a person, this is what makes teenagers buy fashion attributes to reflect themselves. The driving factors for changing people's lifestyles are fashion and technology.

One of the youth processes before looking for the desired product is through the process of seeking recommendations. The way to seek recommendations by asking for opinions from other people is regularly known as word-of-mouth (WOM). WOM is a person's opinion about the experience or exposure of a product. WOM has a major impact on consumer behaviour [1]. WOM can affect consumer perceptions of a product or brand. WOM has evolved into electronic word of mouth (e-WOM) as internet technology has developed. Social media is a way of communicating for each individual, especially

among teenagers. Among Indonesian teenagers, Instagram, tikok, twitter, and other are some of the very well liked social media platforms. In addition to communicating, the internet can be used as a place to sell online through social media or e-commerce platforms. It is in social media and e-commerce that e-WOM works.

E-WOM communication is increasingly attracting the attention of academics. The number of articles on e-WOM published every year shows the increasing interest of researchers in online interpersonal communication [2]. Therefore, the researcher is one who is interested in e-WOM, besides that e-WOM is a new breakthrough from WOM to be researched. According to Henning-Thurau et.al. (2004) in the article [3]. E-WOM is any negative and positive affirmation built by potential, actual, or former buyer regarding a corporation and products that is accessible to many people. From people and organization by the social media and internet [4].

E-WOM can be either positive or negative. To convey positive things on social media, a positive consumer experience is needed for a brand, besides that, consumers' love for a brand is needed. Consumer trust and satisfaction in the brand experience is needed to maintain positive consumer e-WOM.

Brand experience has enticed a lot of awareness in the market. Marketers have realized that the brand experience for consumers is very important to develop a marketing strategy for goods and services. According to Hoch (2002) in [5], explains that product experience happen when consumers depend on with products, for example when buyer explore for evaluate and compare a products. With the increasing significant of customer experience, many service or product are designed to build an unforgettable experience for consumers. Many consumers are more concerned with the experience, consumers especially teenagers are very interested in the experience provided by the brand. Consumers can get experiences from consumers who share their experiences on internet or social media, this is called e-WOM. To compete in the market, marketers need good experience in determining their strategy.

A previous research showed that brand experience has a significant and positive effect on brand love [6]. Brand love is the reaction consumers after consuming a product and experiencing an extraordinary of pleasure, so it can work on consumer's love for a brand [7]. Cultivating a love for a brand requires consumers to have positive brand attitudes and experiences [8]. In the observations of Ahuvia et.al. (2009) consumers believe that their favorite items are integrated into their identity. As such, well-loved brands play a main part in people's daily lives.

This study focus to analyse the effect of brand experience on e-WOM which is mediated by brand love. Most previous studies examined the effect of brand experience on consumer satisfaction or consumer loyalty and other, but researchers decided to use e-WOM because e-WOM is a new breakthrough from WOM and requires further research. In addition, there are still few studies using e-WOM as the impact of brand experience. This study uses a population, sample, and research object that is different from previous studies.

2 Theoretical Background

2.1 Brand Experience

One of the newest concepts to measure brand response is brand experience. Brand experience has been widely talk over as an idea in the marketing literature and brand experience has acquire a lot of attention from researchers [9]. Consumer behaviour is likely to influenced by brand experience. Therefore, marketers prioritize selling through the consumer experience itself especially because the brand experience can attract a lot of sales.

Brakus et.al. (2009) state brand experience is explicate as affection, perception, sensations, and consumer behaviour summon by the brand. Brand experience is a reaction after using or consuming the product. This reaction starts from searching for a product, purchasing a product, using or consuming a product to analyzing the product.

The study of brand experience is key for organization and companies because companies realize that the aspect influence customer buying behaviour have a positive impact on the company. In addition, brand experience is a source of information that is used as a base for future resolve making. Brand experience is the main element of marketing activities, such as brand names, sales assistance, recommendations, exposure in the mass media [10].

2.2 Brand Love

Love is a strong emotional experience, and is common in everyday life. Love is built with products or services and brands [1]. According to Aron and Westbay (1996) in [8] love is acknowledge as an experienced blend of the proportion of closeness, passion and dedication. The conception of brand love is implant in relational love theory, which embrace brand associations, positive emotions, favorable evaluations, and demonstrations of love [11].

Satisfied consumers show love to a brand when they are emotionally attached to it [7]. Emotional interest in a brand can show a person's emotional connection with a particular object. Consumer and brand have an important bond through brand love. In order for consumers to falling in love with a brand, they have to receive a positive brand experience and feel positive about the brand. For a brand dominate the market, love for the brand is essential. If consumers already love a product or brand, it is quite difficult for consumers to switch to brand love. When consumers already love a certain product or brand, it can affect the way consumers view the product.

2.3 e-Wom

According to East et.al. (2008) in [1] Word of Mouth (WOM) is a customer's opinion about the experience of products and services exchanged among customers. WOM has a major impact on consumer behaviour, most consumers want information by word of mouth because they do not believe in advertisements issued by companies.

Technological advances have an impact on WOM developing into e-WOM. E-WOM is the latest concept to be researched, e-WOM replaces the previous WOM concept. WOM is a traditional concept transformed into a e-WOM, which means informal communications via internet-based technology directed consumers about certain companies, product, and services [2]. While according to Henning-Thuarau et.al. (2004) in [3] electronic word-of-mouth (e-WOM) is explain as negative or positive declaration about a product or company from potential, actual or former customers, which are accessible by many people and organization through the internet.

Although the essence of word-of-mouth is consistently good, there are dissimilar whether it is based on offline or online. E-WOM is mainly based on written communication, but there are also many oral communication in the form of video, while WOM is completely oral communication. E-WOM can occur in several forms of communication, one-to-one, one-to-many, and many-to-many and WOM mostly occurs in the form of one-to-one communication. According to Schiffman & Kanuk (2004) in an article [12] Due to the fact that the informer does not gain from buyer purchasing decisions in the future, WOM is viewed as more persuasive. E-WOM is different from WOM, because e-WOM through internet media can be easily spread apart from that e-WOM can easily hide its identity. This is one of the characteristics of e-WOM, which is anonymous. Anonymous really shapes people who want to have an opinion without knowing their identity.

3 Hypothesis Development

3.1 The Relationship Between Brand Experience and Brand Love

Interactions that occur continuously will increase consumer experience with a brand which from time to time will be strengthened and bound. Owing to its positive outcomes, such as brand satisfaction, brand experience has been widely discuss between academics because of its positive outcome such as brand satisfaction. According to Brakus et.al. (2009) in [13] explains that brand experience has four proportion specifically sensory, affection, behavioural, and intellectual. Consumers tend to be highly influenced by the brand experience when searching or buying product or using service. Feelings of passion for a brand that are influenced by a positive brand experience. In addition, brand love is influenced alongside the brand experience dimension.

According to Carroll and Ahuvia (2006) in an article [9] that brand love as a related construct, is understood as the level of passionate affecting attraction that satisfied consumers have for a separate brand. Various predictors of brand love have been recognize in the marketing guidelines with an emphasis on structure, similar as brand distinctiveness and brand reputation [14]. Previous research found that [9] where the results of brand experience research on brand love have a significant effect. This hypothesis is formed on the basis of research results from [9] where the results of brand experience research on brand love have a significant impact. Dependent by previous theory also research, the researcher formulated following by the hypothesis.

H1: Brand experience has a significant effect on brand love.

3.2 The Relationship Between Brand Love and e-WOM

According to East et.al. (2008) in [1] Word of Mouth (WOM) is a customer opinion regarding the experience of products and services that are exchanged between customers. Word-of-Mouth (WOM) based internet or online is called Electronic Word of Mouth (e-WOM). According to Huang et.al. (2011) in the article [13] says that e-WOM is easier to control by companies compared to WOM. With the passion of love for a brand, consumers can easily convey positive e-WOM through the internet on social media. Previous research found that [1] shows that brand love has a positive and significant effect on positive WOM.

This hypothesis was compiled on the basis of research from [1], research [1] using positive WOM as a variable, but in this study the researcher modified it using the positive e-WOM variable. The outcome of the study (DAM, 2020) show that brand love has a positive and significant impact on positive WOM. Dependent on previous theory and research, the researcher formulated following by the hypothesis.

H2: Brand love has a significant effect on e-WOM.

3.3 The Relationship Between Brand Experience and e-WOM

Brand experience is describe as the sensations, feelings, perception and consumer behaviour evocade by a brand. Brand experience is a reaction after using or consuming a product even before buying the product [5]. Brand experience do an important part in the context of several related variables such as brand loyalty and one of them is e-WOM. E-WOM according to Belch & Belch (2018) in [12] e-WOM is referred to as an act of bringing everyone first-hand and encouraging the to speak over a brand. Whether negative or positive describe a services or products via the internet has an impact on the company This hypothesis was prepared on the basis of research from [15] where the result of the study showed significant results. Dependent on the theory and previous research, the researcher formulated following by the hypothesis.

H3: Brand experience has a significant effect on e-WOM.

3.4 The Mediating Effect of Brand Love Between Brand Experience and e-WOM

Brand love as a mediating variable has a very important influence on the independent variable, namely brand experience and the dependent variable is positive e-WOM. Brand experience is explain as a subjective assessment owned by customers, interest in brands that are able to have an influence on brand love [16]. Researchers assume that brand love can mediate brand experience and e-WOM. Dependent on previous theory and research, the researcher formulated following by the hypothesis (Fig. 1).

H4: Brand love mediates the influence of brand experience on positive e-WOM.

4 Research Method

This study uses a deductive quantitative approach, namely to find direct and indirect effects of the independent variable, namely brand experience, the dependent variable of e-WOM with the mediating variable of brand love. With the object of research is one of

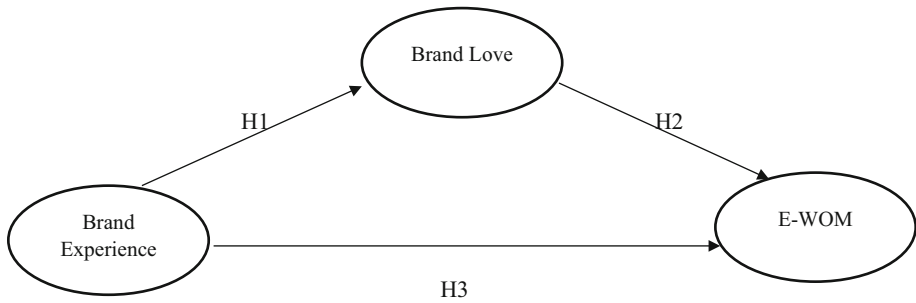


Fig. 1. Framework Model, Source: Modified Model by [13] and [1]

the most famous shoe brands. Probability sampling usage in this research as the sampling technique. Probability sampling is a sampling method where all of the population have the same opportunity to be taken as samples [17].

The size of samples in this study were 190 respondents. The determination of a samples of 190 is considered sufficient to represent the sample in this study, where the sample is greater than the minimum requirement of 30 respondents. The data analysis technique used descriptive analysis technique and SEM-PLS operate by software namely SmartPLS 3.0 by outer and inner model.

5 Result and Discussion

The sample size of this research used 190 respondents. Then in this research analysis technique using software namely SmartPLS 3.0 to analyse the data from this study.

5.1 Descriptive Analysis

Descriptive analysis aims to transform raw data sets into easy-to-understand forms in a more concise form [17]. The definition of descriptive analysis is a series of activities to collecting any information without experimental manipulation, descriptive analysis also identifies events that correlate with the occurrence of several target responses [18].

The mean (average value) is the total of the values of observations in a distribution cleave by the number of observations [17]. The mean can be used to find the average value of the total score of all the answers given by the respondent.

Respondent data is used to identify respondents including gender, age, occupation, domicile, and frequency of purchase. Based on respondents' answers to the gender characteristics questionnaire, female dominated with a percentage of 74.7% while male sex was 25.3%. In terms of age characteristics of respondents, millennial age dominates, namely 19–25 years with a percentage of 10.5%, at age > 19 years at 10.5% and age < 25 years at 28.4%. In the characteristics of work, students dominate as much as 66.8%, 6.8% are employees, civil servants are 16%, self-employed with a percentage of 10.5%, and others with a percentage of 14.2%. Furthermore, the domicile characteristics of West Java are 5.8%, Central Java dominates with a percentage of 77.9%, East Java with a percentage of 12.1%, and others at 4.2%. The last characteristic is the frequency of

purchases, 34.2% of respondents who have never bought before, 16.8% of respondents who have bought one time, then 14.2% of respondents who have bought twice, and 34.7% more than three times.

6 Measurement Model

The data analysis technique used in this research was SEM-PLS using software namely SmartPLS. Structural Equation Modeling (SEM) was used analyze the proposed structural to causality relationship among the proposed variables and constructs. PLS is a multivariate statistical technique that can handle a large number of responder and explanatory variables.

SmartPLS approach is considered more powerful because it is not based on assumptions, SmartPLS can test SEM models with various forms of scale such as Likert, ratio, ordinal, and others. PLS-SEM analysis comprise of two model, namely the measurement model (outer model) and structural model (inner model) [19].

6.1 Outer Model

The outer model is a measurement to assess the reliability and validity of the model. The external model is carried out to ensure that the instrument used is suitable as a measuring tool in research. It is said that the instrument must be tested to be valid and reliable. A questionnaire is considered valid if the question in it say something about what the questionnaire measures [20]. The benefit of the validity testing is to find out whether the items in the questionnaire can really and positively say what is being. The measures performed through the outer model are discriminant and convergent validity.

The reliability of a measurement instrument indicates how a research instrument of a construct or variable is consistent and unbiased [17]. Consistency appear how well the part measuring the concept are linked to each other as a set. Reliability test is a measure of the confidence level of the instrument used as a data collection tool. There are two measurements made through the outer model, namely Composite reliability and Cronbach's Alpha (Fig. 2).

Based on the result of the respondents to the questionnaire that has been updated with a total of 190 respondents. The outer model in this research uses discriminant and convergent validity to test the validity. The convergent validity test is an indicator valid if the value of outer loading is > 0.70 , and the Average Variance Extracted AVE is > 0.50 [21].

Base on the result of testing the values in Table 3 it is perceive that the factor loading results for each variable are > 0.70 . Each latent variable must be able to explain each indicator at least 50%. Table 3 shows the AVE results of all variables > 0.5 so that all variables have good discriminant validity values.

A variable can be considered reliable on condition that composite reliability value is > 0.7 . it can be seen from Table 3 that can be perceive that the composite reliability value of every variables is > 0.7 , this indicates that every variables are reliable. Cronbach's alpha can be use to check the reliability of composite reliability. A variable can be said to be reliable if it has a Cronbach's alpha value > 0.7 . According to Table 3 Cronbach's

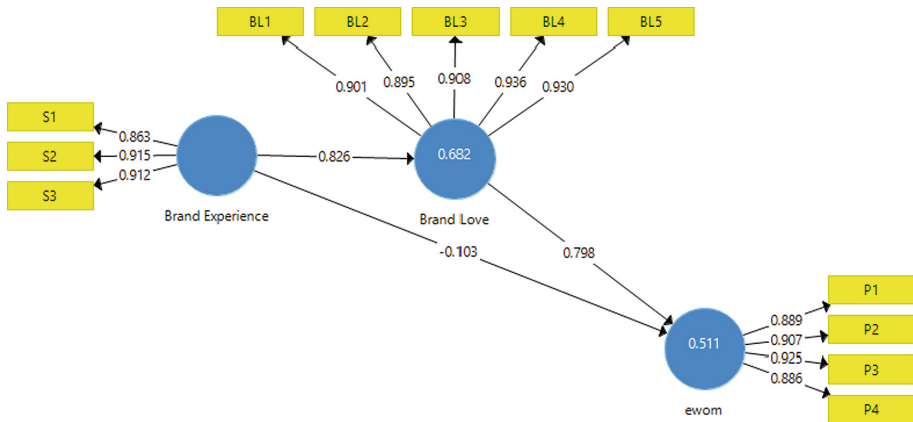


Fig. 2. Outer Model

Table 1. Mean Values.

	Mean	Median	Std. Dev
BE1	3,979	4,000	0,906
BE2	3,916	4,000	0,920
BE3	4,021	4,000	0,984
BL1	3,847	4,000	0,991
BL2	3,889	4,000	0,925
BL3	3,753	4,000	0,944
BL4	3,826	4,000	0,904
BL5	3,853	4,000	0,946
Pe1	2,916	3,000	1,176
Pe2	3,221	3,000	1,144
Pe3	3,374	4,000	1,072
Pe4	3,500	4,000	1,045

Source: Primary processed data, 2022

alpha values show a value of 0.7 for all variables, so in this research all variables are considered reliable.

6.2 Inner Model

Inner model is a structural model to foretell causality in the between of latent variables. The primary occasion of SEM analysis is to look over the fit of a proposed model, namely the suitability between the theoretical model that has been built or developed with the empirical data that has been obtained. SEM in this study was measured by the fit criteria

Table 2. Descriptive statistics.

	Frequency	Percentage
Gender		
Male	48	25,3
Female	147	74,7
Age		
> 19 years old	20	10,5
19–25 years old	116	61,1
< 25 years old	54	28,4
Job Description		
Student	127	66,8
Employees	13	6,8
Government employees	3	1,6
Entrepreneur	20	10,5
Other	27	14,2
Domicile		
West Java	11	5,8
Central Java	148	77,9
East Java	23	12,1
Other	8	4,2
Purchase frequency		
Never	65	34,2
One time	32	16,8
Twice	27	14,2
> 3 time	66	34,7

Source: Primary processed data, 2022

of a model or goodness-of-fit. This research model describes goodness of fit test, the path coefficient, and hypothesis test (Fig. 3).

6.3 Path Coefficient Test and Goodness of Fit Test

Path coefficient is used to reveal how strong the impact of the independent variable on the mediating variable and the dependent variable. While Coefficient Determination (R^2) is a way to evaluate how much endogenous constructs can be explained by exogenous constructs. R^2 values are expected to be between 0 and 1. R^2 values are 0.75 indicates that the model is strong, 0.50 indicates as moderate model and 0.25 indicates as weak model. Q square analysis is used to analyse whether a variable is relevant or not (Chin, 1998).

Table 3. Construct Validity and Reliability

Variable	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE
BE	0,863	0,878	0,925	0,804
	0,915			
	0,912			
BL	0,901	0,951	0,962	0,835
	0,895			
	0,908			
	0,936			
	0,930			
e-WOM	0,889	0,923	0,946	0,813
	0,907			
	0,925			
	0,886			

Source: Primary processed data, 2022

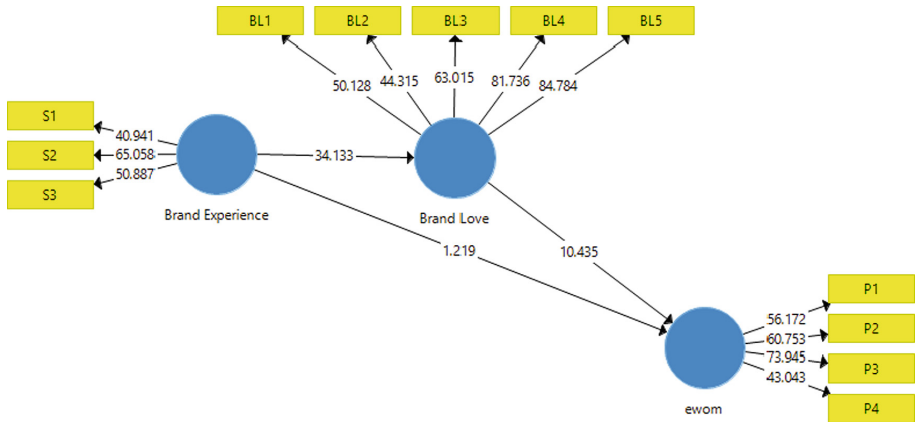


Fig. 3. Inner Model

Based on Table 4 shows that brand experience (X) has an effect on e-WOM (Y) of 0.511 or 51.1%, has a moderate value. While the variable brand experience (X) has an effect on brand love (Z) of 0.682 or 68.2%, has a strong value.

Based on Table 4 shows that the value of q square on e-WOM (Y) is 0.411. By looking at this, it can be concluded that this study has a good observation value because the Q value is $0.411 > 1$.

Hypothesis Test.

Direct Effect.

Table 4. R-Square & Q-Square Analysis Result

Variable	R ²	Q ²
Brand Love	0,682	0,563
e-WOM	0,511	0,411

Source: Primary processed data, 2022

Table 5. Direct Effect Hypothesis Result

Variable	T-Statistic	P-Value	Explanation
Brand Experience→; Brand Love	32.716	0.000	Supported
Brand Love→; e-WOM	10.427	0.000	Supported
Brand experience→; e-WOM	1.266	0.206	Rejected

Source: Primary processed data, 2022

Direct effect as an result that is not mediated by other variable in the model [22].

To determine the significant value can be determined by p-value. This can be perceive in Table 5 that the p-value of the Brand experience variable on e-WOM shows a value of 0.206 or 20.6%, this shows that the results are not significant. So H3 is rejected. Dependent the research outcome, it can be show that brand experience has no significant impact on e-WOM. With this it can be described that towering experience about the brand does not affect e-WOM, so brand love is needed as a mediation.

Can be seen based on Table 5 H1 that is brand experience of brand love p-value shows a value of 0.000, with this showing H1 is accepted. Likewise with H2 brand love for e-WOM showing a p-value of 0.000, with this it can be concluded that H2 is acceptable. Dependent the outcome of statistical tests in Table 5, it can be show that bran love has a significant and positive effect on e-WOM. It can be concluded that if consumers like the product, then consumers will spread positive things through social media. This is can be concluded brand love is fully mediating brand experience towards e-WOM.

Indirect Effect.

Based on Table 6, brand love mediates brand experience towards e-WOM. Dependent by the results of the P-value based on Table 6 is 0.000 < 0.5 (5%), which means significant. Because in the hypothesis analysis the direct effect of brand experience has

Table 6. Indirect Effect Hypothesis Result

Variable	T-statistics	P-value	Explanation
Brand Experience→; Brand Love→; e-WOM	10.355	0.000	Brand love fully mediated

Source: Primary processed data, 2022

no significant impact on e-WOM, therefore brand love is fully mediated the effect of brand experience on e-WOM. So H4 was accepted.

7 Conclusion

This study focus to analyze the effect about brand experience on e-WOM mediated by brand love. In this study using one of the most famous shoe brands as the object in this research. Dependent by outcome of the analysis above, it can be concluded that brand experience has a significant impact on brand love. Likewise, brand love has a significant impact on e-WOM. However, brand experience has no significant impact, but the indirect effect hypothesis test shows that brand love can mediate brand experience and e-WOM. Brand love can mediate completely. So that if it is only the experience of the customer without the customer's love for the brand, it will be difficult for customers to spread things about the brand on social media. And it will be easier if the customer has experience with the brand and love for the brand.

Further research can examine a wider scope. Many further studies can examine factors such as brand love, brand awareness, self-expressive brand, and there are many factors that need to be studied further. In this study it was found that brand experience has no direct effect and still requires brand love as mediation for e-WOM, it is hoped that further research can explain this further.

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