THE RELATIONSHIP BETWEEN BRAND EXPERIENCE AND BRAND LOVE TO BRAND LOYALTY: THE ROLE OF BRAND ATTITUDE AS A MEDIATOR

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Abstract

The company creates its competitive advantage through brand loyalty. Brand loyalty can be achieved when a company can offer a unique brand that other brands do not. Brands must be well managed to provide a competitive advantage. Building brand loyalty takes matching the character of a product with the consumer's personality so that the more positive is the consumer and the attitude towards the brand, the more attractive and reliable it isthe more positive the consumer and attitude towards the brand. The purpose of this research is to define the role of brand attitude as a variable that mediates the relationship between brand experience and brand love and brand loyalty. This study focuses on consumers using local skin care brands in Indonesia. Local skin brands were chosen because the industry is currently growing rapidly. The method used in this study is purposive sampling. of respondents who currently use local skin care brands. This study used 250 respondents from Indonesia. The results of this study show that mediating of role the brand attitude cannot mediate the relationship of brand experience and brand love with brand loyalty.

***Keywords**: brand loyalty, brand experience, brand love; brand attitude*

INTRODUCTION

The moment competition between company the more strong so that making many companies compete to win a competition. One of method company for can survive and win a competition, namely by creating goods or services that are superior to the competition. However, creating a competitive advantage is not easy, there are challenges that must be faced company in sector industry. Currently one sector an industry that is very popular with most consumer is cosmetics industry sector, this is because cosmetic products are really needed by consumers to support an appearance, especially the appearance of the skin. Companies are required to produce safe and healthy skin care products for fulfil needs the consumer.
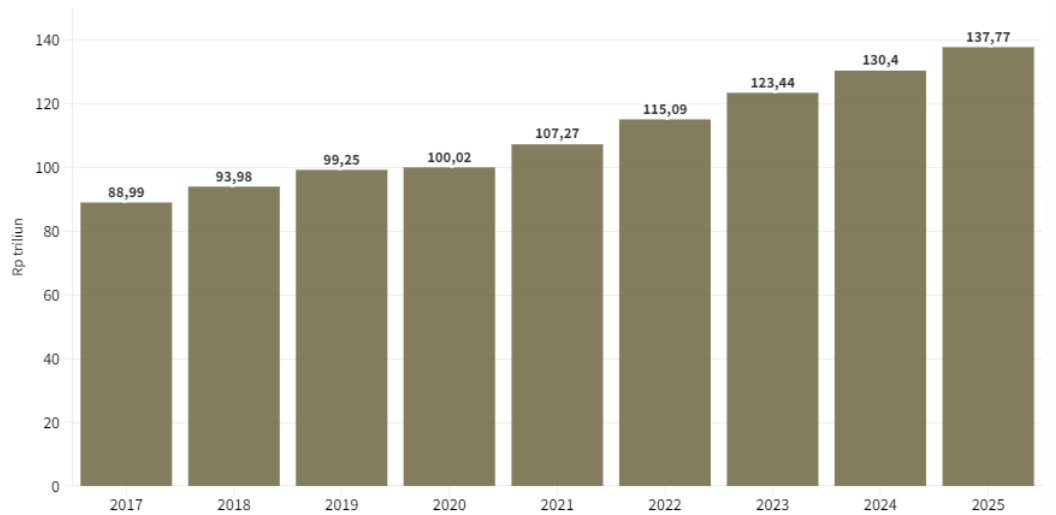
Figure 1. Income Product Maintenance Body and Beauty in Indonesia 2017 – 2025

Resource: The Statista Consumer Outlook (2021)

Based on the data quoted from Statista (2021) that from year to year income consistent skincare products experience increase, in 2022 revenue skincare products reached 115.09 trillion. Where increase income this skincare product Enough consistent increased by 5.81 % so It is estimated that in 2022 – 2025 skincare income will also increase experience increase with the same percentage . This indicates that skincare is a product that is highly sought after and sought after by consumers. Apart from that, currently there is a trend that skincare is not only consumed by women, but now men are also using skincare products. Companies are also currently trying to create skincare products that are suitable for both women and men so Now there are more and more skincare brands circulating on the market.

At the moment lots consumer tend use local skincare brands compared to artificial skincare brands product abroad though still enough many people use branded skincare products overseas will but a local skincare brand no lost great. Many consumers moment. This choose for use local skincare brands with reason price affordable, a lot discount however quality the product the same with foreign skincare products. Additionally, with many increasingly consumers clever choose safe and healthy skincare products make company more be careful in produce product skincare because with produces skincare with healthy ingredients naturally will make skin consumer become more good so that the more Lots consumers will believe with quality product company. Following researcher show the most frequent percentage of skincare brands used by consumers .
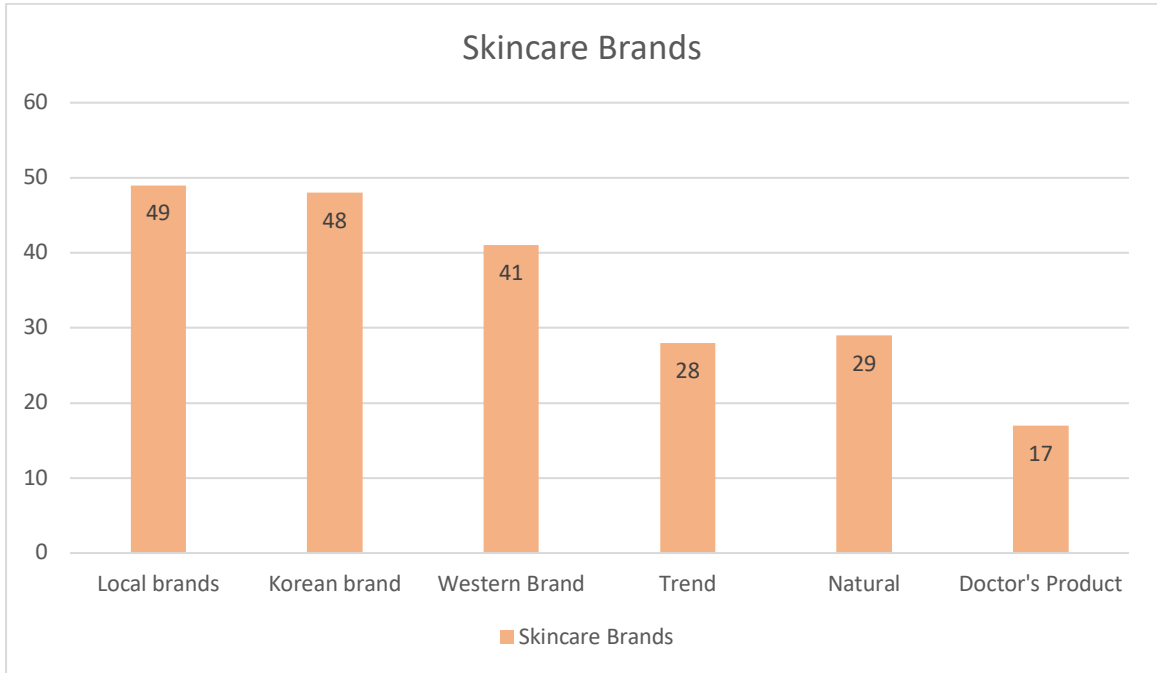
Figure 1. Percentage of Most Frequently Used Skincare Brands

Resource: Bukalapak (2018)

Based on the data quoted from Bukalapak (2018)) show that the most frequent skincare brand used by consumers is a local skincare brand with percentage 49%, p This because of the local skincare brand presented with objective For give solutions for experiencing consumers _problem skin like acne, dullness, wrinkles, and scars pimple as well as price products offered affordable with quality safe product. So, with price affordable skincare products of course you can consume No only circles intermediate to on just However circles intermediate to bottom can also be done consume. Apart from that, there are many local skincare brands circulating on the market already obtain permission for consumed by consumers or bombed, so matter This the more convincing consumer for brave use a local skincare brand.

On research This researcher only take a number of representative of a local skincare brand, which skincare brand it is the best -selling skincare brand or highly sought after by consumers.

Table 1. Best Selling Local Skincare Brands

No	Skincare Brands	Sales (Bilion)	No	Skincare Brands	Sales (Bilion)
1	Somethinc	53,2	6	Azarine	22,8
2	Scarlett	40,9	7	Wardah	18,3
3	MS Glow	29,4	8	Erha	11,5
4	Avoskin	28,0	9	Emina	7,4
5	Whitelab	25,3	10	Bio Beauty Lab	5,7

Resource: Compas (2022)

The data above show that Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab into five local skincare brands' bestsellers or own the highest sales. This is the basis researcher will choose respondents who use skincare from the five best-selling local brands the as well as researchers also think that the five local brands the capable represent the level of loyalty consumers of local skincare brands. Based on the description above can be concluded that with increasing competition _ tight in the sector industry specifically sector industry cosmetics naturally companies sued To create

superior products *(competitive advantage)* and capable of making consumers feel suitable for the products consumed. Kotler (2006) explained that brand names, terms, symbols, emblems, designs, or combinations differentiate something product or service from its competitors.

Brands need to be managed, developed, strengthened, and improved in quality to create competitive advantages (Keller, 2020) . With the competitive advantage of a brand, it is hoped that it will be able to create loyalty among consumers. This is because when a company can create a superior brand and consumers feel that they are suitable for the products from the brand created by the company, this will of course make consumers loyal (brand loyalty). Brand loyalty is the preference of consumers who continuously buy the same brand of product or service (Schiffman, L. G & Kanuk, 2000). High loyalty to a brand greatly influences the sales of a brand. Brand loyalty is defined as consumers who commit to use the product or service again in the future various influences trigger consumers to switch to using another brand (Oliver, 1999). Consumers who are loyal to the product or service they use must first feel how their experience with a brand creates a positive impression. Consumers can be loyal to a brand, usually influenced by having a good experience with the brand used (brand experience) and feeling an emotional attachment and love for the brand used (brand love).

Brand experience is a thing The most important thing about experiential marketing is experiencing positive consumers towards brands, starting from searching, selecting, and purchasing products, interacting through customer service, to using the product, then this experience can add brand value. Brand experience is Consumer perceptions, attitudes, cognitive and emotional responses to brand-related stimuli, including product, company model, branding, packaging, selling, buying, and environmental experiences (Smith & Hanover, 2016) . When consumers feel emotional, this of course has a positive impact on the products consumed which triggers a stimulus related to the brand chosen and purchased so that this will create loyalty towards consumers.

Research conducted by Sivarajah (2014) explains that there is a positive and significant direct relationship between brand experience and brand loyalty. Other research is in line with Şahin et al. (2011) which states that there is the positive effect between brand experience and brand loyalty. Apart from that, it has done study by Carrizo Moreira et al. (2017) stated brand experience has an influence on loyalty studies in the telecommunications multiple-play service market provides evidence of this influence in a way positive and significant brand experience towards loyalty. However, exists positive experience of a brand not yet, of course, strengthens the confidence of consumers for no switch to brand other. This matters because the moment consumers get a positive experience of a brand product used naturally for still consistently use brand product previously or not switch to brand other consumer products must own strong attitude so that consumers no there is a desire to switch to brand product other. So, consumers get experiences and impressions positive to a brand naturally will push consumers will own strong attitude to make loyal consumers.

According to Haubl (1996), attitude is defined as behavior for helps the consumer in making purchasing decisions for a product. According to Mitchell et al. (1981), attitude is defined as an internal evaluation of a person of something object like a product branded and creates a positive attitude toward product the which often gives trend stable and long-lasting behavior. So attitude defined as deciding to determine the desired product and deliver trend-stable and long-lasting behavior can make consumers loyal to the brand product used. This matters because with consumers get a positive

experience with brand consumed products naturally consumer will decide to still use brand-consumed products before and will own trend will consistently use brand products. So, researchers add attitude as a Mediator variable in the relationship between brand experience and brand loyalty.

Brand loyalty is also influenced by consumers feeling attached to a brand where consumers like and love using products from the brand they choose and buy (brand love). Brand love is defined as wanting a brand, an attached attitude against a particular brand, results in that brand being positive, positive reaction and positive attitude towards the brand, and certain characteristics of the brand (Kucuk, 2018). Apart from that, brand love is also defined as the level of emotional attachment and love Darling shows consumers who are satisfied with the brand (Rodrigues et al., 2006; Sallam, 2014). When consumers feel an attachment to a particular brand and feel satisfied, this will give rise to consumer satisfaction and ultimately form loyalty. Research conducted by Bıçakcıoğlu et al. (2018) stated brand love matters positively towards brand loyalty. Besides that, Drennan et al. (2015) conducted a study that developed and tested the model through their research in five wine-producing countries (Australia, Chile, France, Mexico, and Portugal) and discovered it existed influence in a way positive and significant brand love towards brand loyalty in Australia, France, and Portugal, while in Chile and Mexico it does not show a positive influence. With brand love research previously already many have been researched and the results found inconsistent study so here researcher wants to add variable attitude as a relationship mediator between brand love and brand loyalty. Brand attitude is considered as the attitude you have a consumer in disclosing to a brand particularly who they are meet (De Chernatony & Riley, 1998). Attitude affective consisting of feelings, atmosphere heart, and emotions have a big impact on loyalty (Barsky & Leonard Nash, 2002). So, existing consumers own attachment or feel suitable with brand consumed products previously not yet of course makes consumers increasingly loyal. So it is necessary to attitude towards one self consumer to brand product consistent and present compatibility character between a consumer with brand products and things this will the more strengthen consumer loyal or no switch use the brand product other.

METHODS
Data Collection Method
This research uses quantitative research using primary data sources. Researchers use primary data, namely by spreading questionnaires online. Online via Google Forms which can be accessed via the internet network. The Google Forms website link is distributed via WhatsApp, Instagram, and Facebook. To reach respondents in a way more wide so study This is not limited by the city certain. Study This starts in August and until December 2023.

Sampling Method
Sample in research This is 250 respondents. How to take a sample that is with purposive sampling. Purposive sampling is a method to determine a sample with consider criteria certain. Criteria study This is :
1. Age Respondents must be at least 17 years old.
2. Medium respondents use Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab
3. Respondent with usage skincare brands Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab for at least 3 months

Table 2. Demographics Respondent

Criteria	Classification	Number of Respondents
Gender	Man	90
	Woman	160
Age	17-25 years old	190
	26-35 years old	41
	>35 years	19
Last education	SMA/SMK equivalent	40
	Diploma (D1-D3)	14
	S1 (Bachelor)	161
	S2 (Master)	35
Income	< 1 Million	78
	1- 2 Million	93
	2 Million – 3 Million	31
	3 Million – 5 Million	26
	> 5 Million	22
Skincare Brand	Somethinc	58
	Scarlett	62
	MS Glow	48
	Avoskin	43
	Whitelab	39

Variable Measurement Methods

Brand Experience

Indicator variable *brand experience* have four dimensions measure with 5 item Likert scale use 5 question items, one of them namely " *This brand stimulates my curiosity* " (Brakus et al., 2009) .

Brand Love

Indicator variable *brand love* use scale Likert 5 points , with 7 question items one of them namely " *This brand is totally awesome* " (Carroll & Ahuvia, 2006) .

Brand Attitude

Indicator variable *brand attitude* use scale Likert 5 points , with 4 question items, one of them namely " *This brand is totally awesome* " (Rafiq et al. , 20 20) .

Brand Loyalty

Indicator For Measuring brand loyalty has two dimensions measure with 5 point Likert scale with 5 question items, one of them namely " *Overall, I buy this brand most often* " (Chaudhuri & Holbrook, 2001; Odin et al., 2001; Oliver, 1999) .

RESULTS AND DISCUSSION

Validity Test Results

Researchers conducted by testing the validity of each item in the questionnaire. IBM SPSS Statistics version 26 software is *the software* used to test validity. Values deemed invalid will not be included as hypothesized. *Confirmatory Factor Analysis* (CFA) is used to test validity, see mark outer *Kaiser-Meyer-Olkin Measure of Sampling Adequacy* (KMO MSA). KMO MSA values are several between zero (0) with one (1). This value produces bigger from 0.5 (>0.5) and then analyzed with factor Can next. Use the results test with Confirmatory Factor Analysis (CFA) you can look at Table 3 below:

Table 3 . Confirmatory Factor Analysis (CFA) Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0 .916
Bartlett's Test of Sphericity	Approx. Chi-Square	5934,479
	Df	249
	Sig.	0 ,000

Table 2 shows the value Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) = 0.916 is greater than the given value, namely 0.5. This matter showed From this questionnaire data it is feasible to use factor analysis tests. The results of the analysis of each variable factor are shown in Table 3.1 below:

Table 3.1 Factor Analysis Results

Code	Brand Experience Items	Factor Loading	Status
BXP1	Local skincare brands (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab) give strong impression _ visually _	0 , 791	Valid
BXP2	Local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab) interesting from facet sensory (sight , smell , taste , touch , hearing)	0 , 876	Valid
BXP3	Local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab) encourage feeling I in a way positive	0 , 788	Valid
BXP4	I feel own bond positive emotions _ to local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab)	0 , 876	Valid
BXP5	I feel own bond positive emotions _ to local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab)	0 , 788	Valid

Code	Brand Love items	Factor Loading	Status
BLO1	Local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab) makes I feel impressed	0 , 664	Valid
BLO2	I feel more Good when use local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab)	0 , 801	Valid
BLO3	Local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab) which I am use is good brand _	0 , 719	Valid
BLO4	I love local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab)	0 , 652	Valid
BLO5	I have interest to local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab)	0 , 622	Valid

Code	Brand Attitude Items	Factor Loading	Status
BA1	I think local skincare brands (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab) are suitable brand	0 , 642	Valid

Code		Factor Loading	Status
BA2	I think local skincare brands (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab) are brands that offer product good performance _	0 , 853	Valid
BA3	I think local skincare brands (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab) are brands that can I rely on	0 , 806	Valid
BA4	I think local skincare brands (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab) is brand with good image _	0 , 686	Valid

Code	Brand Loyalty Items	Factor Loading	Status
BLY1	I do most of the time buy local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab)	0 , 938	Valid
BLY2	I will say matter positive about local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab) to other people.	0 , 757	Valid
BLY3	I will recommend local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab) to other people	0 , 930	Valid
BLY4	I am willing pay more tall For buy local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab)	0 , 549	Valid
BLY5	I will committed For Keep going use local skincare brand (Somethinc, Scarlett, MS Glow, Avoskin, and Whitelab)	0.935	Valid

Reliability Test Results

Researchers used SPSS 26 as a tool to test the reliability of the questionnaire see *Cronbach's alpha* to assess reliability is of >0.6. The results were tested on Each reliability s and variables are presented in Table 4 as follows:

Table 4 Test Results Reliability

Code	Variable	Cronbach's alpha	Category
BXP	Brand Experience	0 .9 30	Very Reliable
BLO	BrandLove	0 .8 19	Very Reliable
B.A	Brand Attitude	0 .8 20	Very Reliable
BLY	Brand Loyalty	0 , 915	Very Reliable

Table 4 of this study shows that the results of all variables are reliable. So it is stated from the Cronbach's alpha value above 0.60 for each variable. So we can say that the variables consisting of brand experience, brand love, brand attitude and brand loyalty have high reliability, meaning that the accuracy of these variables is high so they can be used as variables in research.

Table 5. Descriptive Statistics

Variable	Min	Max	*Mean*	Std. Deviation	EXP	LOV	ATT	LOY
EXP	2.00	5.00	4.29	0.658	1	0.538 **	0.409 **	0.431 **
LOV	3.00	5.00	4.50	0.486	0.538 **	1	0.559 **	0.408 **
ATT	3.00	5.00	4.55	0.484	0.409 **	0.559 **	1	0.329 **
LOY	2.00	5.00	3.95	0.667	0.431 **	0.408 **	0.329 **	1

**Significant <0.01
*Significant <0.05
N = 250
Information:
EXP= Brand Experience
LOV = Brand Love
ATT = Brand Attitude
LOY= Brand Loyalty

Based on Table 5 above, it can be concluded that the average obtained from the four variables is even, because the average is between (three) 3 to (four) 4. So this shows that the existence of these variables is worthy of continuing.

Hypothesis testing
Model Fit Test
This step tests the suitability of the model so that it is known model the research provided is appropriate to the material or not And shown the quality of the model. You can find out whether the model being tested is feasible or not, you have to test *the goodness of fit index criteria* .

Table 6. Model Fit Test Results

Index	Criteria	Index	P-Value	Information
APC	<0.05	0.261	<0.001	Model accepted
ARS	<0.05	0.311	<0.001	Model accepted
AARS	<0.05	0.304	<0.001	Model accepted
AVIF	Acceptable if ≤ 5 ideally ≤ 3.3	1,436		Model accepted
AFVIF	Acceptable if ≤ 5 ideally ≤ 3.3	1,533		Model accepted
GoF	>0.36	0.465		Model accepted
SPR	Acceptable if = 0.7, ideally = 1	1,000		Model accepted
RSCR	Acceptable if = 0.9, ideally = 1	1,000		Model accepted
SSR	Acceptable if = 0.7, ideally = 1	1,000		Model accepted
NLBCDR	Acceptable if = 0.7, ideally = 1	1,000		Model accepted

According to data from table so showed _ There is a suitable model if the p-value of APC , ARS and AARS is less than or equal to 0.05 when APC = <0.001, ARS = <0.001, AARS = <0.001. Apart from that, AVIF is 1.436 and AFVIF is 1.533 It shows that the AVIF and AFVIF indices are ideal because they are ≤ 3.3. Then the GoF obtained is equal to 0.465 > 0.36 which means the model used is appropriate. The indices SPR = 1000, RSCR = 1000, SSR = 1000, NLBCDR = 1000 indicate that there is no causal problem in the model. Therefore, you can conclude If the model used in this research is appropriate or appropriate to the material, it can be continued for further testing.
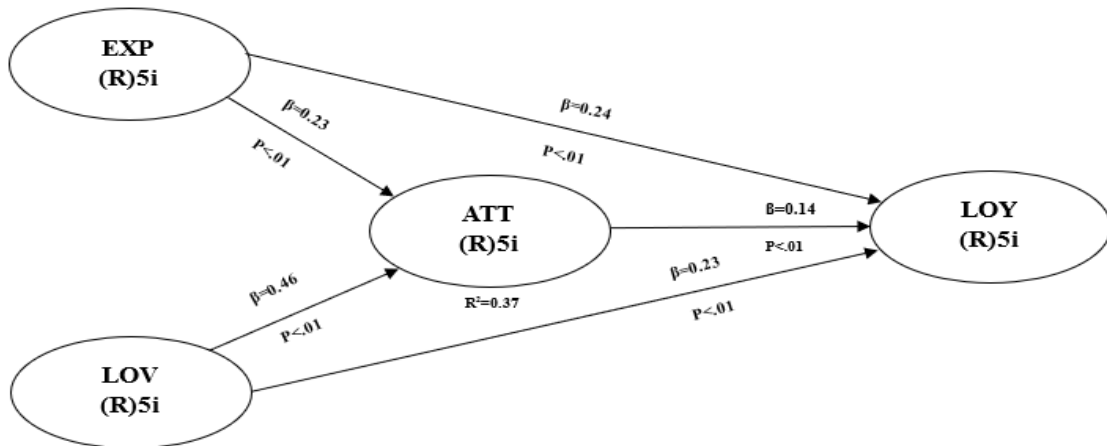
Hypothesis test

Figure 3. Results from testing using WarpPLS version 7.0

Hypothesis Test Results

Table 7. Hypothesis Test Results

	Hypothesis	β	P Value	Information
H1	Brand experience has a positive effect on brand loyalty	0.24	<0.01	Accepted
H2	Brand love has a positive effect on brand loyalty	0.23	<0.01	Accepted
H3	Brand experience has a positive effect on brand attitude	0.23	<0.01	Accepted
H4	Brand love has a positive effect on brand attitude	0.46	<0.01	Accepted
H5	Brand attitude has a positive effect on brand loyalty	0.14	<0.01	Accepted
H6	Brand attitude mediates the relationship between brand experience and brand loyalty	0.03	0.229	Rejected
H7	Brand attitude mediates the relationship between brand love and brand loyalty	0.06	0.06	Rejected

DISCUSSION

The Influence of Brand Experience on Brand Loyalty
Table 7 shows brand experience's influence on brand loyalty is positive and significant, p This Can is known with mark β is 0.24 which is significant that brand experience influences brand loyalty that is as big as 24 % and significant showed that p-value < 0.01 < 0.05 so Can conclude if H1 is accepted. This matter means existing brands consumed by consumers are capable of creating impressions and experiences positive in mind consumers so that they want to make more purchases and have no desire to switch to another brand and remain loyal to the brand they consume. Besides that capable brand share superior experience can reach preference , differentiation as well as build loyalty. Study This supported exists research previously that is (Brakus et al., 2009; Carrizo Moreira et al., 2017; Şahin et al., 2011; Sivarajah, 2014a) .

The Influence of Brand Love on Brand Loyalty
Table 7 shows the influence of brand love on brand loyalty is positive and significant, p This Can is known with mark β is 0.23 which means _ exists influence brand love towards brand loyalty that is There is 23 % and significant showed from p-value < 0.01 < 0.05 so Can conclude if H2 accepted. This shows the existence of a brand skincare Local consumption is able to provide a positive emotional attachment in the minds of consumers so that they feel satisfaction with the skincare brand they consume and have a tendency to remain loyal and have no desire to switch to another brand . This research is supported by statements Roy et al. (2013) exists brand love This have trend For produce more loyalty strong, in comparison brand loyalty without brand love . Study This in accordance with results study previously that is exists influence positive and significant brand love to brand loyalty (Bıçakcıoğlu et al., 2018; Drennan et al., 2015; Huang, 2017) .

The Influence of Brand Experience on Brand Attitude
Table 7 show influence positive and significant brand experience to brand attitude , p This Can is known with mark β is 0.23 which is significant If influence brand experience to brand attitude ie as big as 23 % and significant showed from p - value < 0.01 < 0.05 so Can concluded if H3 accepted . This shows the existence of a brand skincare local food consumed is able to meet consumer expectations so that it provides a positive experience and consumers will feel that the character of a product is suitable with his personality, the consumer's attitude will be positive towards the brand he consumes. The research is consistent with the statement made by Sirgy et al. (2007) & Liu et al. (2012) that the more the character of a product matches the consumer's personality, the more the more positive the consumer's attitude towards the brand (Ofori et al., 2020; Roy et al., 2013)

The Influence of Brand Love on Brand Attitude
Table 7 shows the influence of positive and significant brand experience on brand attitude, p This is known with mark β is 0.46 which is significant If the influence of brand love towards the brand attitude is as big as 46 % and significant showed from p-value < 0.01 < 0.05 so can conclude that H4 accepted. This shows a brand skincare Local consumption can stimulate deep love in the minds of consumers, making consumers take a stance to express their feelings of pleasure towards the brand consumed because of its suitability. the character of a brand with its personality. This research is in accordance with the statement from Albert et al. (2008) ; Huber et al. (2015) & Wallace et al., (

2014) that brands are loved is is an integral part of expression self consumers and with use brands certain consumer show love towards him as well as consumer take a stand for express himself to other people (Albert et al., 2008; Huber et al., 2015; Wallace et al., 2014) .

The Influence of Brand Attitude on Brand Loyalty
Table 7 show influence brand attitude to brand loyalty is positive and significant , p This can is known with mark β is 0.14 which means _ exists influence brand attitude towards brand loyalty that is as big as 14 % and significant showed from p - value < 0.01 < 0.05 so Can conclude if H5 accepted. This shows the existence of the brand skincare Local consumption is able to create a match to the character of a product with consumer personality, so that consumer attitudes will be positive towards the brand consumed and consumers will be loyal and have no desire to switch to another brand . This research is consistent with research conducted by (Esmaeilpour, 2015; Parwati et al., 2021) which shows that there is influence positive brand attitude towards brand loyalty.

The Brand attitude mediates connection between brand experience and brand loyalty
Table 7 shows the influence of mediation brand experience on brand loyalty by the brand attitude they have mark β is 0.03 from the p-value 0.229 > 0.05 then Can conclude that H6 is rejected. This shows positive experience and impression of the use of skincare brands are enough for consumers to be loyal or have no desire to switch to another skincare brand. Statement this is in accordance with research presented by Brakus et al. (2009) with state that consumers who have experienced positive to certain brands will behave as loyal consumers brand such and accordingly overall, a capable brand shares superior experience can reach preferences and differentiation from other brands and build brand loyalty as well as push marketing from mouth to mouth (wom). So, a brand that can create a certain impression from the various stimuli it causes will be firmly embedded in the minds of consumers so that positive experiences and impressions of the brand are considered sufficient to encourage consumers to become loyal.

The Brand attitude mediates connection between brand love and brand loyalty
Table 7 show influence mediation brand love to brand loyalty by the brand attitude they have β value is 0.06 from p-value 0.06 > 0.05 then Can conclude that H7 is rejected. This shows that there is an emotional attachment felt by consumers who are satisfied with a particular brand, creating a feeling of wanting to always use the brand they are using and no desire to switch to another brand, so that feelings of love for a brand are felt to be sufficient to make consumers loyal. This research is in accordance with the statement submitted Yang (2010) exists stimulating brand deep love from customer tend reach brand loyalty and gain superiority sustainable competitiveness compared to other brands .

CONCLUSION

Increasingly tight competition between companies forces companies to do this to make brands that not only superior from facet the benefits but also capable of offering other aspects that can be made differentiator from other brands. Brands are expected capable create impression strong positive that can realized with the existing experience consumers with the brand. Apart from that, the brand stimulates deep love from customers and tends to reach brand loyalty and gain superiority and sustainable competitiveness compared to other brands. In research this, researchers want to prove that inconsistency results in previous research on brand experience and brand love to brand loyalty where researchers add brand attitude as a mediating variable so that by being mediated by brand attitude it is hoped that the effect will be significant. IBM SPSS Statistics version 26 and WarpPLS 7.0 were used For the deep data processing study This

The researcher collecting data begins in August and until December 2023. Study This involves a sample of as many as 250 people using it local skincare brand. Things to do before testing the hypothesis is to test validity and reliability using IBM SPSS Statistics version 26, after performing a path test with WarpPLS 7 .0. Based on the seven hypotheses put forward in this research, two hypotheses are rejected, namely the role of brand attitude as a mediating variable which is unable to mediate the relationship between brand experience and brand love on brand loyalty. This matters Because consumers who have experienced positive certain brands will behave as loyal consumers brands such and accordingly Overall, a capable brand shares superior experience can reach preferences and differentiation from other brands. So, a brand that can create a certain impression from the various stimuli it causes will be firmly embedded in the minds of consumers so that positive experiences and impressions of the brand are considered sufficient to encourage consumers to become loyal. Apart from that, the emotional attachment felt by consumers who are satisfied with a particular brand creates a feeling of wanting to always use the brand they are using and no desire to switch to another brand so that feelings of love for a brand are felt to be sufficient to make consumers loyal.

SUGGESTION

This research is expected to pay attention to the number of respondents who will be the research sample so that a balance between the number of female and male respondents is possible. This research adds the mediating variable of brand attitude. It is hoped that future research will further deepen the precise dimensions of the brand attitude variable to build consumer loyalty. especially in the skincare industry.

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