

## Factor Influencing Brand Loyalty In The Indonesian Food And Beverage Sector

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**Abstract:** The purpose of this research is to determine whether brand identification, brand satisfaction, and social media marketing can predict brand loyalty of fast-food restaurants in Indonesia directly or indirectly through brand love. A total of 272 respondents who are customers of fast-food restaurants in Indonesia were successfully collected by using online questionnaire, then PLS-SEM was used to examine the data. The results implied that social media marketing, brand satisfaction, and brand love can positively and significantly predict brand loyalty. Furthermore, brand identification and brand satisfaction were able to predict brand love positively and significantly, while brand identification and brand satisfaction were able to positively and significantly predict brand loyalty through brand love. The expected contribution of this research is as a reference for firms to improve their products and formulate appropriate marketing strategies to increase customer loyalty and the excellence of restaurant business in Indonesia.

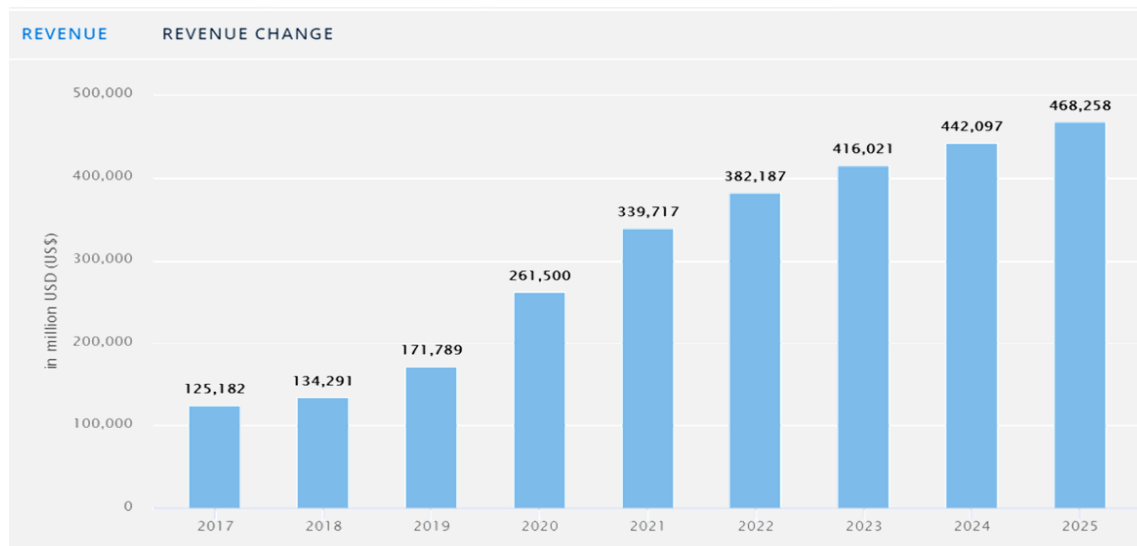
**Keywords:** brand identification, social media marketing, brand satisfaction, brand love.

**Abstrak:** Tujuan penelitian ini adalah untuk mengetahui apakah *brand identification*, *brand satisfaction*, dan *social media marketing* dapat memprediksi *brand loyalty* restoran cepat saji di Indonesia secara langsung maupun tidak langsung melalui *brand love*. Sebanyak 272 responden yang merupakan pelanggan restoran cepat saji di Indonesia berhasil dikumpulkan dengan menggunakan kuesioner secara *online*, kemudian data diolah dengan menggunakan PLS-SEM. Hasil penelitian ini menunjukkan bahwa *social media marketing*, *brand satisfaction*, dan *brand love* dapat memprediksi *brand loyalty* secara positif dan signifikan. Lebih lanjut, *brand identification* dan *brand satisfaction* mampu memprediksi *brand love* secara positif dan signifikan, sementara *brand identification* dan *brand satisfaction* dapat memprediksi *brand loyalty* secara positif dan signifikan ketika dimediasi oleh *brand love*. Penelitian ini diharapkan dapat memberikan kontribusi bagi perusahaan dalam melakukan pengembangan produk dan merumuskan strategi pemasaran yang tepat guna meningkatkan kesetiaan pelanggan dan keunggulan bisnis restoran di Indonesia.

**Keywords:** *brand identification, social media marketing, brand satisfaction, brand love.*

## INTRODUCTION

Food and beverage industry has been growing rapidly as the products are often consumed daily. Figure 1 shows that this industry will continue to grow and is expected to reach its highest point of 8.35 percent CAGR in 2025 (Statista, 2021). However, the intense competition due to the strong flow of globalization and the Covid-19 pandemic has made the industry face threats from superior competitors and decline in a revenue.



**Figure 1.** World Food and Beverage Revenue

Source: Statista (2021)

Similarly, with the global food and beverage industry, Indonesia also experienced the biggest impact of decline in income due to the pandemic, which was 92.47 percent due to the weakening of people's purchasing power and changes in customer behavior (Katadata, 2020). Restaurants are the most affected business sector and provide bad news, ranging from reducing the number of employees, conflicts with the workforce, significant losses, and finally being forced to close their business (Bisnis, 2020). Furthermore, the existing competitors who are superior and new competitors that are increasingly emerging with various innovations also threaten the sustainability and success of the fast-food restaurant.

To increase success and maintain sustainability, the fast-food restaurant business requires concrete solutions that can be implemented appropriately, such as increasing loyal customer to maintain its business existence in Indonesia and increase sales. Brand loyalty that has been formed can increase competitive advantage and higher profitability (Su & Chang, 2018). According to Singh et al. (2021), loyal customers of a brand tend to not easily switch to another brand and prioritize buying certain brands as the main choice. Previous studies have shown several variables that can increase brand loyalty, such as social media marketing, brand identification brand satisfaction, and brand love.

Customers will be more loyal to use brand that is able to raise their self-image through similar characteristics and self concepts (Shin, Back, Lee, & Lee, 2020). This

statement is supported by Nyamekye et al. (2021) and Kim and Lee (2021) that brand identification can affect brand loyalty. However, there has been differences in research results, whereas brand identification doesn't affect brand loyalty (Fitriani & Achmad, 2021; Alnawas & Altarifi, 2015).

Ismail (2017) stated that social media can be used as a digital marketing platform to promote the advantages and uniqueness of a brand, which can affect customer loyalty. The ease of interaction, communication, and interesting posts as a form of marketing that is shared through certain social media brands, can encourage customer loyalty to purchase the brand (Orzan, Platon, Ștefănescu, & Orzan, 2016). The results of previous studies also implied that social media marketing positively and significantly affect brand loyalty (Puspaningrum, 2020; Hidajat & Keni, 2019; Bilgin, 2018).

According to Kittur and Chatterjee (2021), if a brand is able to meet or even exceed customer expectations, it will encourage customers to make repeat purchases. The better the customer's assessment after consuming a brand, it will be in line with the higher loyalty to use the brand (Singh et al., 2021; Uddin, 2019). However, there is contradictory result according to Ghorbanzadeh (2021) that brand satisfaction doesn't significantly affect brand loyalty.

Ghorbanzadeh and Rahehagh (2021) stated that the feeling of love that is built towards a brand can form purchase consistency for only one brand in the long term. Based on the previous studies, it is known that brand love can affect brand loyalty positively and significantly (Shetty & Fitzsimmons, 2021; Fitriani & Achmad, 2021). In addition, brand love mediates the effect of brand identification on brand loyalty (Fernandes & Inverneiro, 2021). Meanwhile, according to Salem, Tarofder, and Musah (2019) and brand love positively mediates the effect of social media marketing on brand loyalty. Furthermore, brand love is able to mediate the prediction of brand satisfaction on brand loyalty (Ghorbanzadeh & Rahehagh, 2021).

The existence of inconsistent research results on how brand satisfaction and brand identification affect brand loyalty, as well as how covid-19 pandemic affects customer loyalty is a gap in this study. In accordance with this gap, this study was conducted to examine factors that can predict brand loyalty.

## THEORITICAL REVIEW

**Self-Concept Theory.** According to Sirgy (1982), the individual as a whole makes himself a benchmark for a brand. According to this theory, customers will be loyal to a brand that has similarities and conformity with the self-concept, because it relates to what they want to be and how the individual is seen by others when using a particular brand. Through this theory, customer loyalty is formed because of the similarity with a brand's characteristics, marketing content that is in accordance with self-concept, as well as high satisfaction and love that can show customers' characteristics that a brand can represent.

**Triangular Theory of Love.** This theory by Sternberg (1986), explains that the emergence of a sense of love between individuals can create long-term relationships with the same person. This theory analogizes a loyal relationship due to the formation of people's love for people, the same as the relationship of customer loyalty to the brand. The emergence

of loyalty can occur because of a sense of love from the similarity of self-concept with the brand, memorable social media marketing, and the fulfillment of customer expectations when consuming the brand.

**Brand Identification.** According to Alnawas and Altarifi (2015), brand identification is defined as the similarity of customers' self-concept with the brand, while Nyamekye et al. (2021) described brand identification as the perception of a customer's sense of belonging or similarity to a brand. Based on the definitions that have been put forward, it can be concluded that brand identification is the feeling of customers who have the same self-concept so that they become one unit with the brand.

**Social Media Marketing.** Previous study defined social media marketing as a firm's system that helps the firm interacts with social media users for marketing purposes (Chikandiwa et al., 2013). Furthermore, social media marketing is also defined as a marketing system that utilizes social media features to advertise and facilitate interaction with customers and potential customers (Yadav & Rahman, 2017). This study describes social media marketing as a form of brand communication through social media, which facilitates interaction, sharing information, offering personalized purchase recommendations, and spreading word-of-mouth about products and services according to customers' needs and trends.

**Brand Satisfaction.** Cuong (2020) interpret satisfaction as a customer's thinking when consuming products that are contrary to expectations of pleasure or not. The same thing was stated by Ghorbanzadeh and Rahehagh (2021) that brand satisfaction is the satisfaction obtained from the experience felt after using a brand. This study defines brand satisfaction as an evaluation or customer's assessment of a brand related to products, services, and experiences felt after buying or consuming products or services.

**Brand Love.** Langner et al. (2016) posited that brand love is a durable and inseparable relationship between customers and a brand. Meanwhile, Khan et al. (2020) explains that love for brands is more than just an emotional connection, but involves the senses when consuming brands. Through the previous definition, brand love is the closeness of thoughts, feelings, and behaviors of customers that form devotion, good judgment, positive sentiment, and a deep and long-lasting affection for a brand.

**Brand Loyalty.** Schiffman and Wisenblit (2015) explained that brand loyalty is related to customer's attachment towards a brand that is seen through a commitment to make purchases consistently. Meanwhile, brand loyalty is defined as a positive feeling towards a brand that shows consumer's commitment to purchase repeatedly (Fenetta & Keni, 2019). In addition, according to Oliver (1999), brand loyalty is the commitment of customers to buy the brand repeatedly. Through the understanding of experts' definitions, this study describes brand loyalty as a behavior of customers who are committed to buy products from the same brand repeatedly and consistently, as well as recommending the brand to others.

**The relationship between Brand Identification, Social Media Marketing, Brand Satisfaction, and Brand Loyalty.** According to Rather, Tehseen, and Parrey (2018), customers will be more loyal towards a brand that represents their self-concept well. The results of previous studies implied that brand identification can positively and significantly affect brand loyalty (Kim & Lee, 2020; Nyamekye et al., 2021). However, according to Fitriani and Achmad (2021), brand identification cannot directly affect brand loyalty of smartphone users in Indonesia.

The existence of various marketing content through social media that facilitates communication of the advantages and uniqueness of a brand can encourage customer loyalty (Cacho-Elizondo, Dato-on, & Harmon-Kizer, 2021). The results of previous studies implied that social media marketing can positively and significantly influence brand loyalty (Puspaningrum, 2020; Hidajat & Keni, 2019; Ismail, 2017; Muchardie, Yudianta, & Gunawan, 2016).

Customers with a high level of satisfaction tend to use the same brand consistently and recommend the brand positively (Aro, Suomi, & Saraniemi, 2018). This statement is consistent with the previous researches that brand satisfaction positively and significantly affects brand loyalty (Marcos & Coelho, 2021; Singh et al., 2021; Cuong, 2020; Keni et al., 2018). However, there is a contradictory result from previous research which implied that brand satisfaction doesn't significantly affect brand loyalty (Ghorbanzadeh, 2021). Based on the results of the description above, the research hypothesis can be formulated:

**H1a:** Brand identification can positively predict brand loyalty.

**H1b:** Social media marketing can positively predict brand loyalty.

**H1c:** Brand satisfaction can positively predict brand loyalty.

**Relationship between Brand Identification, Social Media Marketing, Brand Satisfaction, and Brand Love.** Love for a brand will be formed because of brand characteristics that are identified according to customers' identity (Ghorbanzadeh, 2021). The results of previous studies implied that brand identification positively and significantly affect brand love (Kim & Lee, 2020; Nyamekye et al., 2021; Fitriani & Achmad, 2021). To increase brand love, a positive feeling of attachment towards a brand is needed which is formed through the similarity of the customer's self-concept with a brand. Customers tend to develop love for a brand that has been identified according to their self-concept (Wallace, Torres, Augusto, & Stefury, 2021).

Salem et al. (2019) stated that the marketing content of a brand that is fun and memorable can form a sense of customers' love. This statement is in line with the research of Hafez (2021), Wallace et al. (2021), and Algharabat (2017) which showed a positive effect of social media marketing towards brand love. Social media marketing content that is entertaining and in accordance with what is needed and the customer's lifestyle will create an emotional attachment as the basis for the emergence of brand love (Cheung et al., 2020).

The higher customer satisfaction towards a brand, the higher the love for the brand will be (Cuong, 2020; Drennan et al., 2015; Kittur & Chatterje, 2021). If the satisfaction felt by customers is accumulated over a certain period of time, it can create a positive

emotional response that leads to brand love (Ghorbanzadeh & Rahehagh, 2021). Based on the findings from previous studies, three hypothesis can be formulated as follows:

**H2a:** Brand identification can positively predict brand love.

**H2b:** Social media marketing positively predict brand love.

**H2c:** Brand satisfaction positively predict brand love.

**Relationship between Brand Love and Brand Loyalty.** Brand love can form customer loyalty, which encourages consistent repeat purchases to only one brand (Cacho-Elizondo et al., 2021). Customers will further increase loyalty if they feel a positive emotional attachment to a brand (Le, 2021). The findings of previous studies also implied that brand love positively and significantly affects brand loyalty (Shetty & Fitzsimmons, 2021; Fitriani & Achmad, 2021; Zhang et al., 2020). The stronger the customer's love, the more loyal the customer relationship is to the brand (Khan, Mohammad, & Muhammad, 2020). Based on various researches, this study formulated hypothesis as follows:

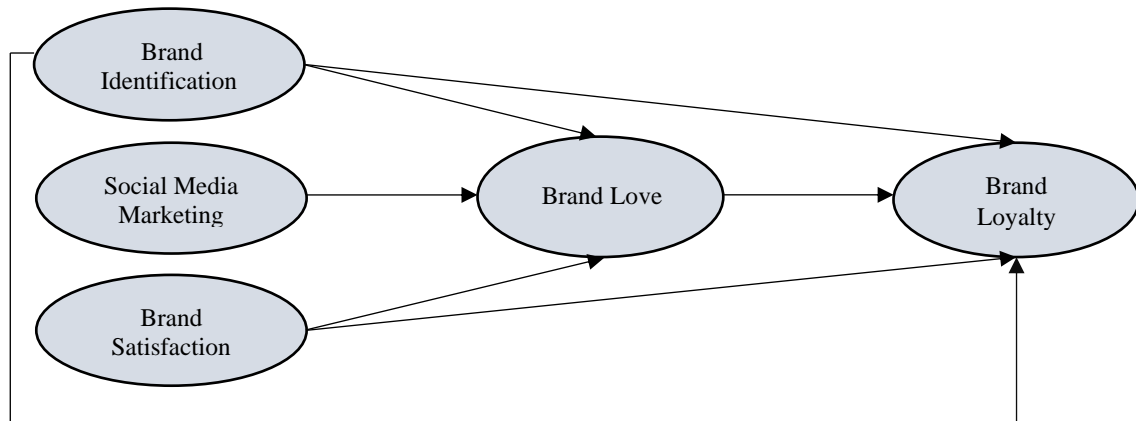
**H3:** Brand love can positively predict brand loyalty.

**Brand Love Mediating the Relationship between Brand Identification, Social Media Marketing, Brand Satisfaction, and Brand Loyalty.** The similarity of customer characteristics represented by a brand will lead to a positive feeling attachment (brand love) and develop strong loyalty (Khamitov, Wang, & Thomson, 2019). The statement is supported by Fitriani and Achmad (2021) who found that brand love mediates the effect of brand identification towards brand loyalty partially and positively. Meanwhile, full mediating role of brand love in predicting brand identification and brand loyalty is also known from the results of previous studies (Nyamekye et al., 2021; Kim & Lee, 2020). When customers feel the similarity of their self-concept with the brand, supported by the formation of emotional closeness (brand love), those feelings will motivate customers to make repeat orders consistently to one brand or signify the formation of high loyalty.

Customers who are happy because they have an emotional attachment (brand love) with marketing content on social media, showed greater loyalty to a brand when compared to without brand love (Drennan et al., 2015). This statement is reinforced by the results of researches by Mohammadi, Azizi, Rahimi, and Kamali (2019), Salem et al. (2019), and Sikandar and Ahmed (2019) which showed that brand love was able to fully and positively mediate the effect of social media marketing on brand loyalty. To increase loyalty to the brand, it must be supported by a strong sense of love from the interesting and memorable marketing content on social media (Algharabat, 2017).

According to Unal and Aydin (2013), the expectations that are met when consuming a brand will lead to a positive emotional bond (brand love), which then leads to the formation of brand loyalty. This statement is supported by the results of previous researches which showed that satisfaction and loyalty are fully mediated by brand love (Ghorbanzadeh, 2021; Ghorbanzadeh & Rahehagh, 2021). In addition, brand love is able to partially mediate the effect of brand satisfaction on brand loyalty as well (Sallam, 2015). Based on the findings of previous studies, the following hypothesis can be formulated:

- H4a:** Brand identification can positively predict brand loyalty through brand love.  
**H4b:** Social media marketing can positively predict brand loyalty through brand love.  
**H4c:** Brand satisfaction can positively predict brand loyalty through brand love.



**Figure 2.** Research Model  
 Source: Author’s Personal Conception (2021)

**METHODS**

**Measures.** Data collection in this study used online questionnaire which was distributed to respondents via Google Form. The operationalization of the variables used to measure the total of each variable consists of 33 indicators. Indicators adapted from previous research are shown in Table 1.

**Table 1.** Variables and Indicators

Variable	Item	Adapted from
1. Brand identification	5	Nyamekye et al. (2021); Rather et al. (2018)
2. Social Media Marketing	12	Cheung et al. (2020); Sohail, Hasan, and Sohail. (2020); Bilgin (2018); Yadav and Rahman (2017).
3. Brand Satisfaction	6	Khan et al. (2020); Carranza et al. (2018).
4. Brand Love	5	Hafez (2021); Fernandes and Inverneiro (2021); Song et al. (2019); Ghorbanzadeh (2021).
5. Brand loyalty	5	Marcos and Coelho (2021); Kim et al. (2018); Kim and Lee (2020).

**Sample and Procedure.** Data collection that was conducted in October until November 2021 by using convenience sampling technique gathered 303 respondents. However, there were 31 respondents who could not be used in the study because the respondent was not a customer who had consumed fast-food restaurant products in Indonesia more than once. Therefore, only 272 respondents that can be used for the data analysis

Furthermore, the respondents are mostly female (163 respondents or 60 percent), the last education is high school (145 respondents, which is 53 percent), 188 respondents (68 percent) is aged range from 21 to 30 years, and 183 respondents (67 percent) are students.

Furthermore, the majority of respondents have expenses range from Rp500,001 to Rp 2,000,000 (109 people or 40 percent), 153 respondents with percentage of 56 live in West Jakarta, and last the reason for choosing a fast-food restaurant is because of the quality of products and services as many as 168 people (61 percent).

## RESULTS

This study analyzed the collected data by using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS 3.2.9 software. The PLS-SEM data analysis technique is divided into 2, namely, the outer model (validity and reliability analysis) and the inner model to determine the results of hypothesis testing.

**Outer Model Analysis.** The purpose of this analysis is to determine the validity of the analysis in the extent to which an indicator can accurately represent the abstract variables that want to be studied through the data that has been collected (Sekaran & Bougie, 2016). The type of validity measurement used is discriminant validity and convergent validity. Hair, Black, Babin, & Anderson (2019) posited that convergent validity is measured through two kinds of measurements, namely Average Extracted Variance (AVE) of 0.5 or more than 0.5 and factor loadings of more than 0.7. Furthermore, discriminant validity is seen through cross loadings, whereas each indicator construct must have a higher value than the cross-loading value of each indicator. Furthermore, discriminant validity also uses the heterotrait-monotrait (HTMT) ratio, i.e. the indicator measurement value does not exceed 0.85 with an acceptable maximum of 0.90 so that the discriminant validity requirements are met (Hair et al., 2019).

Reliability testing is known as an indication of the stability and consistency of the instrument to create a good measurement (Sekaran & Bougie, 2016). The data can be accepted and considered as reliable if the value of Cronbach's alpha is above 0.60 with a maximum of 0.95 (Hair et al., 2019) and the composite reliability value is above 0.70 according to Garson (2016). Table 2 illustrates the results of the outer model analysis.



**Table 2.** Convergent Validity and Reliability Analysis Result

Variable	Denotations	AVE	Factor Loadings	Composite Reliability	Cronbach's Alpha
Brand Identification (BI)	BI01	0.664	0.801	0.908	0.874
	BI02		0.836		
	BI03		0.813		
	BI04		0.769		
	BI05		0.852		
Social Media Marketing (SM)	SM01	0.747	0.868	0.898	0.830
	SM02		0.877		
	SM03		0.846		
	SM04	0.682	0.807	0.768	0.865
	SM05		0.838		
	SM06		0.832		
	SM07	0.723	0.853	0.809	0.887
	SM08		0.838		
	SM09		0.861		
	SM10	0.747	0.882	0.830	0.898
	SM11		0.884		
	SM12		0.825		
Brand Satisfaction (BS)	BS01	0.707	0.780	0.916	0.935
	BS02		0.789		
	BS03		0.845		
	BS04		0.870		
	BS05		0.879		
	BS06		0.876		
Brand Love (BL)	BL01	0.772	0.907	0.944	0.926
	BL02		0.902		
	BL03		0.827		
	BL04		0.899		
	BL05		0.855		
Brand Loyalty (BLY)	BLY01	0.664	0.796	0.873	0.908
	BLY02		0.746		
	BLY03		0.843		
	BLY04		0.835		
	BLY05		0.851		

**Table 3.** Discriminant Validity Analysis Result

Item	Brand Identification	Brand Love	Brand Loyalty	Brand Satisfaction
Brand Love	0.856			
Brand Loyalty	0.776	0.896		
Brand Satisfaction	0.672	0.797	0.893	
Social Media Marketing	0.718	0.719	0.870	0.781

Based on Tables 2 and 3, every indicator in this research is reliable and valid to use. The analysis is then continued to inner model analysis.

**Inner Model Analysis and Hypothesis Testing Results.** Coefficient of determination analysis implied that the  $R^2$  value of brand loyalty variable is 0.789, which means that 78.9 percent of brand loyalty variable can be explained by brand identification, social media marketing, brand satisfaction, and brand love variables, while 21.1 percent can be explained by other variables. In addition, the  $R^2$  value of brand love variable is 0.713. This shows that 71.3 percent of brand love variables can be explained by brand identification, brand satisfaction, and social media marketing, while 28.7 percent can be explained by other variables.

Based on the Table 3, the predictive relevance ( $Q^2$ ) of the brand loyalty variable is 0.516 and the brand love variable is 0.543. Thus, it can be concluded that the purchase intention and attitude towards brand variables have a value of  $Q^2$  more than 0, which means that the variables in the study can explain the model well. In the effect size test ( $f^2$ ), brand identification has no effect on predicting brand loyalty. Furthermore, social media marketing, brand satisfaction, and brand love have a moderate effect towards brand loyalty. Moreover, the brand identification variable has a large impact on the brand love variable with a value of 0.425, while social media marketing has no effect on brand love, and brand satisfaction has a moderate effect on brand love. Then, the goodness of fit (GoF) value is 0.500 and is included in the large category, thereby this study's research model has a good level of suitability and fit. The results of path coefficient analysis are presented in Figure 4.

Based on the test results using the PLS Algorithm technique, the results of path coefficient analysis and hypothesis testing are summarized in Table 4.

**Table 4.** T-Statistics Result and Significance

Path Analysis	Path-coefficient	t-statistics	p-values	Result
<i>Brand Identification</i> → <i>Brand Loyalty</i>	0.018	0.347	0.728	Not Significant
<i>Social Media Marketing</i> → <i>Brand Loyalty</i>	0.315	5.717	0.000	Significant
<i>Brand Satisfaction</i> → <i>Brand Loyalty</i>	0.302	5.501	0.000	Significant
<i>Brand Identification</i> → <i>Brand Love</i>	0.356	10.247	0.000	Significant
<i>Social Media Marketing</i> → <i>Brand Love</i>	0.481	1.766	0.087	Not Significant
<i>Brand Satisfaction</i> → <i>Brand Love</i>	0.087	7.125	0.000	Significant
<i>Brand Love</i> → <i>Brand Loyalty</i>	0.383	6.105	0.000	Significant
<i>Brand Identification</i> → <i>Brand Love</i> → <i>Brand Loyalty</i>	0.171	5.225	0.000	Significant
<i>Social Media Marketing</i> → <i>Brand Love</i> → <i>Brand Loyalty</i>	0.031	1.648	0.099	Not Significant
<i>Brand Satisfaction</i> → <i>Brand Love</i> → <i>Brand Loyalty</i>	0.136	4.923	0.000	Significant

Based on the Table 4, brand identification, brand love, brand satisfaction, and social media marketing have a positive impact on brand loyalty with path-coefficient values of 0.018; 0.383; 0.302; and 0.315, respectively. The brand love variable gives the biggest contribution to the changes of brand loyalty variable with a value of 0.356. In addition, the brand identification, social media marketing, and brand satisfaction also have a positive impact towards brand love, whereas the path-coefficient values are 0.356; 0.481; and 0.087

respectively. The variable that gives the biggest contribution towards brand love is brand identification with 0.481.

Moreover, a hypothesis is not rejected if the t-statistics value is higher than 1.96 and the p-value is lower than 0.05. Table 4 showed that hypothesis H1a produces t-statistics values of 0.347 and p-values of 0.728. Thus, hypothesis (H1a) is rejected, thereby brand identification cannot positively predict brand loyalty. Meanwhile, the results of hypothesis testing of H1b and H1c showed p-values below 0.000 and t-statistics values above 1.96. This shows that H1b and H1c are not rejected, which means that social media marketing and brand satisfaction can positively predict brand loyalty.

Hypothesis testing of H2a and H2c were not rejected, because they had p-values below 0.000 and t-statistics values above 1.96. This shows that brand identification and brand satisfaction can positively predict brand love. However, it is known that H2b shows a t-statistics value of 1.766 and p-values being 0.087. Hence, it can be concluded that H2b is rejected. This shows that social media marketing cannot positively predict brand love.

Furthermore, on the results of testing the third hypothesis (H3), t-statistics showed a value of 6.105, while the p-value is 0.000. Based on the results of testing the hypothesis, it can be concluded that the Hypothesis 3 (H3) is not rejected, thereby brand love is a positive predictor of brand loyalty.

Hypothesis testing of H4a and H4c produced t-statistics above 1.96 and p-values below 0.000. The results implied that brand identification and brand satisfaction are positive predictors of brand loyalty through brand love. However, on H4b, the t-statistics value is 1.648, which means it is not greater than the minimum requirement of 1.96 and the p-value is 0.099. From these results, it can be concluded that H4b is rejected, meaning that the brand love variable doesn't have a mediating role on the relationship of social media marketing and brand loyalty. Table 5 summarized the results of hypothesis testing.

**Table 5.** Results of Hypothesis Testing

	<b>Hypothesis</b>	<b>Result</b>
H1a	<i>Brand identification</i> can positively predict <i>brand loyalty</i>	Not Supported
H1b	<i>Social media marketing</i> can positively predict <i>brand loyalty</i>	Supported
H1c	<i>Brand satisfaction</i> can positively predict <i>brand loyalty</i>	Supported
H2a	Brand identification can positively predict brand love	Supported
H2b	<i>Social media marketing</i> can positively predict brand love	Not Supported
H2c	<i>Brand satisfaction</i> can positively predict brand love	Supported
H3	<i>Brand love</i> can positively predict <i>brand loyalty</i>	Supported
H4a	<i>Brand identification</i> can positively predict brand loyalty through brand love	Supported
H4b	<i>Social media marketing</i> can positively predict <i>brand loyalty</i> through brand love	Not Supported
H4c	<i>Brand satisfaction</i> can positively predict <i>brand loyalty</i> through brand love	Supported

## DISCUSSION

Hypothesis 1a is rejected, which means that brand identification is not a positive predictor of brand loyalty. The result is consistent with Fitriani and Achmad (2021) which stated that brand identification doesn't directly affect brand loyalty. Hence, the compatibility or similarity of customer characteristics that can be represented by the brand

is not enough to increase customer loyalty in Indonesia. Fast-food restaurants that have new characteristics to represent the healthy lifestyle of customers who are trending during the pandemic, cannot encourage customer loyalty. Fast-food brand no need to adapt customer characteristics to develop new menu.

The H1b testing results showed that social media marketing can positively predict brand loyalty. The result is consistent with Puspaningrum (2020) and Hidajat and Keni (2019). Customers tend to seek information through social media. The existence of various marketing content that is entertaining, according to what is needed by customers, contains attractive advertisements and clear information is a motivating factor for fast-food restaurant customers to make purchases consistently and recommend positively to others. If fast-food restaurants cannot maintain unique marketing content and are able to attract attention on social media, it is possible that customers will prefer other fast-food restaurant brands. The fast-food restaurant brand should using social media marketing for example mini games.

Meanwhile, the results of the H1c testing showed that brand satisfaction can positively predict brand loyalty. The result is consistent with Singh et al. (2021) and Cuong (2020) who researched fast-food restaurants. According to Aro et al. (2018), customers who feel highly satisfied will always be loyal to use the same brand and recommend the brand positively. When fast-food restaurants are able to meet or even exceed the quality of products and services expected, it can increase customer loyalty in making repeat purchases of fast-food restaurants compared to other competing brands, and recommending the fast-food restaurant to others. Fast-food brand can develop new product with good taste to fulfill customer satisfaction.

Furthermore, the results of H2a hypothesis testing showed that brand identification is able to positively predict brand love and is the largest predictor. The result is supported by Kim and Lee (2020) and Nyamekye et al. (2021), which showed that brand identification is a positive and significant predictor of brand love. Customers tend to develop a sense of love for brands that are differentiated from competitors through conformity with their self-concept. The existence of menus, logos, and new slogans for fast-food restaurants that match self-concept can form positive emotional attachments for customers. The better the brand represents the characteristics of customers who want to be shown in front of others, the higher the customer's love will be.

The H2b testing showed that social media marketing cannot positively predict brand love. The result contradicts those of Hafez (2021) and Wallace et al. (2021) who found that social media marketing is a positive predictor of brand love. It is known that marketing content shared on social media is not strong enough to create deep affection. Given the many competitors in the fast-food industry, of course there will be many competitors who are able to offer marketing content that is more attractive and memorable.

The results of the H2c testing indicated that brand satisfaction can be used to positively predict brand love. The result is supported by Kittur and Chatterje (2020) and Cuong (2020). According to Ghorbanzadeh and Rahehagh (2021), if the satisfaction felt by customers is accumulated over a certain period of time, it can create a positive emotional response that leads to the formation of brand love. Customers whose expectations are fulfilled will form a positive emotional attachment to a brand, compared

to buying from other brands that are not able to provide the level of satisfaction as expected.

Moreover, the results of testing the third hypothesis (H3) showed that brand love is a positive predictor of brand loyalty. The results of this test also showed that brand love is the variable that gives the greatest prediction of brand loyalty. The result is in line with Shetty and Fitzsimmons (2021) and Fitriani and Achmad (2021). Customers will create a loyal and consistent long-term relationship with a particular brand when there is a special attachment and connection that drives love. Customers are reluctant to part and will find it difficult to stop consuming fast-food restaurant that consistently provide the best menu and service. Fast-food brand can make exclusive service only for customer to increase their loyalty.

Furthermore, the results of testing the H4a hypothesis showed that brand love has the role of full mediation. The result is consistent with Fitriani and Achmad (2021) and Fernandes & Inverneiro (2021) which showed that brand love positively mediates the prediction of brand identification on brand loyalty (Fitriani & Achmad, 2021; Fernandes & Inverneiro, 2021). According to Nyamekye et al., (2021), the ability of a brand to represent the characteristics that customers want to be seen well in the eyes of others, will create a sense of love that creates loyalty towards a brand consistently and continuously. The existence of logo, packaging, and new menus that are able to represent customer characteristics, can form a sense of love, and then encourage the emergence of brand loyalty consistently.

Moreover, the H4b testing showed that brand love cannot mediate social media marketing on predicting brand loyalty. The result contradicts Mohammadi et al. (2019) and Salem et al. (2019), considering the differences in the subjects and phenomena studied. Furthermore, the social media marketing carried out by fast-food restaurants in Indonesia is not as intensive and mostly only features information about discounts and promotions that are packaged less attractively. Marketing content on social media that is shared by fast-food restaurants in Indonesia is not able to create a strong emotional attachment when compared to competitors, so it is not able to encourage customer loyalty.

Lastly, the results of hypothesis testing H4c. This test showed that brand satisfaction is able to predict brand loyalty positively through brand love. The result is consistent with previous researches that brand satisfaction positively predict brand loyalty through brand love (Ghorbanzadeh, 2021; Ghorbanzadeh & Rahehagh, 2021). According to S et al. (2016), fulfilling expectations when consuming a brand will cause a positive emotional bond (brand love), which then leads to the formation of brand loyalty. Fast-food restaurants in Indonesia that are always consistent in meeting customer expectations and are committed to serving fast-food menus that are delicious and healthy, create a sense of love and then encourage customer loyalty to prioritize consumption of a certain fast-food restaurant as the main choice. In addition, the formation of loyalty, can encourage customers to recommend positively to others. Thus, it can be concluded that brand love has a partial mediating role on the relationship between brand satisfaction and brand loyalty.

## CONCLUSION

This study concluded that only social media marketing, brand love, and brand satisfaction that can positively and significantly predict brand loyalty, while brand identification is unable to predict brand loyalty. Furthermore, brand identification and brand satisfaction can be used to positively predict brand loyalty of fast-food restaurant, while social media marketing is not a positive predictor of brand loyalty. Furthermore, brand love can be used to positively mediate brand identification and brand satisfaction on predicting brand loyalty, while brand love cannot be used to positively mediate social media marketing on predicting brand loyalty of fast-food restaurants in Indonesia.

From the results of this study, it is suggested for fast-food restaurants to explore marketing content on social media that is unique, creative, and in accordance with trends and customers' needs to increase customer loyalty. Fast-food restaurants must also continue to optimize the quality of the products and services provided. In addition, fast-food restaurants can also create new products according to what customers expect both in terms of taste, visual, and service. Moreover, fast-food restaurants can create exclusive products and special services that can only be felt by customers.

Finally, there are suggestions for further researchers to use or add other variables that can affect brand loyalty. It is expected that further researchers will use more samples to obtain higher validity results. Furthermore, further researchers can also examine other business sectors as research subjects to add new information and knowledge.

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