THE INFLUENCE OF BRAND IMAGE, BRAND LOVE, AND BRAND TRUST ON BRAND LOYALTY IN LOCAL COFFEE SHOP BRAND NAMES

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Abstract: Brand loyalty or customer loyalty is an important concept for many companies that can bring many benefits to the company, such as repeated purchases and recommendations of that brand to others, which can then reduce marketing costs. This paper aims to test and analyze the influence of brand image, brand love, and brand trust on brand loyalty. The sample technique used in this study is a nonprobability sampling technique that is purposive sampling technique. A total of 257 pieces of data were analyzed through the Structural Equation Model (SEM) based on Partial Least Square (PLS) and using SmartPLS 3.0 Software. The data analysis technique in this study using. The results of this study show that there is a positive and significant influence of brand image, brand love, and brand trust on brand loyalty. From the data analyzed, this research supports previous research that brand image, brand love, and brand trust have a positive impact to brand loyalty.

Keywords: Brand Love; Brand Loyalty; Brand Love; Brand Trust.

INTRODUCTION

The increasing number of local coffee shops in Indonesia nowadays represents a business with a wide market share, and it can be started with a relatively small capital. Not only adults but also young people find coffee shops as a popular place to hang out or take a break after their daily activities. That's why the coffee shop business is always thriving and continuously flourishing with various innovations to attract customers. In Yogyakarta, as in many other places in Indonesia, the coffee shop business is highly competitive, and owners are constantly trying to capture a larger market share. Each coffee shop offers different variations of drinks, along with unique facilities and atmospheres to appeal to customers.

The millennials have five main reasons for choosing coffee shops as their hangout destinations, namely the uniqueness and Instagrammable appearance of the place, the comfort they feel while visiting, the convenience

to work or do their tasks, the variety of menu choices, and their love for coffee. These factors are crucial for coffee shop owners to attract their target market effectively and ensure that their customers feel connected to the coffee shop through its design, ambiance, and social interactions.

Creating a strong brand image is one effective way for a product to be easily recognized and remembered by consumers. Brand image distinguishes one product from others in the same category and plays a strategic role in penetrating an increasingly competitive market. A positive brand image can influence consumers' feelings, emotions, and perceptions, leading them to choose a particular product over others. Many consumers prioritize a brand when making a purchase decision due to their perception that using products with a good brand image provides comfort and trust, leading them to become repeat customers.

Some brands can become lovemarks, a term coined by Roberts (2004), indicating a strong emotional connection and loyalty between consumers and the brand. Lovemarks are rooted in theories of love and personal relationships. Each consumer has a unique attraction to certain brands, which resonate with their personality or emotional type.

Building brand trust is also vital to foster brand loyalty. Brand trust is the consumer's perception of the reliability of the product, based on their experience and satisfaction with its

performance (Costabile, 2004). Speakman (1998) stated that trust is highly valued in a relationship, where a group desires to commit to a bond with another.

Therefore, it is essential for a coffee shop to offer added value, ensuring customer satisfaction and positive experiences, whether they are new or returning customers. By doing so, new customers will feel that the coffee shop matches their preferences, leading to repeated visits. Meanwhile, loyal customers will continue to feel that the coffee shop consistently meets their expectations, maintaining their satisfaction and loyalty over time.

Customer loyalty towards a coffee shop is evidence that consumers have a positive attitude towards that particular business. Positive word-of-mouth responses about the products will attract more customers to the coffee shop. Highly loyal customers will consistently choose the products or services offered by that business, regardless of what competitors offer. Even when they encounter certain issues, loyal customers will provide feedback and suggestions to the business provider rather than sharing it with others.

The objective of this research is to examine and analyze the influence of brand image on brand love, brand trust, and brand loyalty; to test the impact of brand love on brand loyalty; to assess the influence of brand trust on brand loyalty; and to investigate the influence of brand image on brand loyalty mediated by brand love.

This study will be the first empirical application of the lovemark theory to the local branded coffee shop industry. The

research has implications not only for academics but also for the food and beverage industry. From an academic perspective, this study can be beneficial in explaining the mechanisms of brand loyalty through image and trust, combined with the utilization of the love brand theory. Additionally, this study will examine the role of brand love and brand trust as moderating factors in shaping the reputation of coffee shop brands, making the impact of brand loyalty clearer and more specific. Therefore, this research will differentiate from previous studies by making a new theoretical contribution to brand loyalty formation. Practical implications are suggested for coffee shop managers to effectively influence their brand image to create a lovemark, along with a high level of brand love, to maximize customer loyalty.

Literature Review
Brand Image

Brand image is consumers' perception of a product brand shaped by information they gather through their experience with the product. According to Keller (2013), brand image is the consumer's response to a brand based on positive and negative aspects of the brand that the consumer remembers. Brand image represents beliefs formed in the consumer's mind about the object of the product they have experienced. Image refers to a representation, a main impression, or an outline, even a shadow that someone has about something; therefore, an image can be sustained.

Brand Love

Brand love is a phenomenon experienced by a satisfied group of consumers. As a construct, brand love

depicts the affective feelings of a satisfied consumer group. The positive feelings that consumers have towards the brand influence their evaluation and emotional reactions (Batra, Ahuvia & Bagozzi, 2012). Brand love originates from the topic of customer-brand relationship. Previous concepts of brand attachment focused on the connection between consumers and the brand, but it should also include the depth of consumers' love for the brand. The more consumers value a brand, the more they can accept an increase in its price, as losing a beloved brand would entail costs in terms of distress and anxiety (Albert & Merunka, 2013).

Brand Trust

Brand trust is the consumer's perception of the reliability of a brand based on experience, particularly in sequences of transactions or interactions characterized by fulfilling expectations of product performance and satisfaction (Giddens, 2011). Customer trust in a brand is defined as the willingness to rely on a brand with the risks faced, as expectations of the brand will result in positive outcomes (Delgado, 2011). Arjun & Morris (2011) argue that brand trust is a consumer's desire to trust oneself and believe in the availability of a certain product. Trust can reduce consumer uncertainty, as consumers not only know that the brand is valuable and reliable but also believe that relying on the brand for safe, dependable, and honest consumption scenarios is an essential link to brand trust.

Brand Loyalty

Aaker (2014) states that brand loyalty shows consistent purchasing

patterns towards a particular brand over time and a favorable attitude towards that brand. Giddens (2011) mentions that brand loyalty is the consumer's choice to buy a specific brand compared to other brands in the same product category. Sutisna (2012) defines brand loyalty as a favorable attitude towards a brand, manifested through consistent purchasing of that brand over time. Broadbent et al. (2010) define loyalty as a steadfast commitment to repurchase or subscribe to a product or service consistently in the future, resulting in repeated brand purchases, despite situational influences and marketing efforts that may potentially change behavior. Brand loyalty is defined as the extent to which an individual is committed to a brand and refers to the willingness to repurchase the same brand (Chaudhuri et al., 2012).

INTERRELATIONSHIP BETWEEN VARIABLES AND HYPOTHESIS DEVELOPMENT

The study by Ahdah (2015) showed that brand image has a significant positive impact on brand love. The research conducted by Ismail and Spinelli (2012) also demonstrated a significant positive effect of brand image on brand love. The findings of Han et al.'s study (2019) indicated that brand image significantly and positively influences brand love. Ahmed (2012) concluded in their research that brand image will have a positive impact on brand love. In other words, brand image has a positive relationship with consumers' love for the product. If the brand image is more positive, consumers' affection for the product will be stronger, whereas a negative brand image will result in lower affection for

the product.

H1: Brand image has a positive and significant effect on brand love.

In previous studies, brand trust has a significant positive effect on brand image (Anwar et al., 2011, Al Haddad 2015, Song et al., 2019). Setiadi's research (2003) found that consumers form perceptions about a brand through the information they receive, and with a positive perception of the brand, brand trust will also increase. When customers trust a brand, they are more likely to show positive attitudes and behaviors towards that brand because it delivers positive results (Tjahyadi, 2006).

H2: Brand image has a positive and significant effect on brand trust.

Yoo (2000) argued that there is a positive relationship between brand loyalty and brand image. The study conducted by Moh Rizan (2012) indicated that brand image has a significant positive influence on brand loyalty.

H3: Brand image has a positive and significant effect on brand loyalty.

Batra (2012) found in their research that brand love has a significant impact on brand loyalty. Reimen (2012) defined brand love as the level of emotional attachment to a specific brand that results in a stable relationship, loyalty, and positive word-of-mouth for that brand. Batra (2012) concluded that consumers display more loyalty to beloved brands. Khayeri (2013) demonstrated that emotionally attached consumers exhibit higher levels of loyalty and spread more word-of-mouth about the brand, and are willing to pay a higher price for the brand.

H4: Brand love has a positive and significant effect on brand loyalty.

Budi (2020) in their research showed that brand trust has a significant impact on brand loyalty. Arjun (2001) argued that brand trust reflects a consumer's desire to trust oneself and believe in the availability of a certain product. Brand trust is the feeling of security that consumers have in their interactions with a brand, based on perceptions of the brand's reliability and how it takes responsibility for the well-being and interests of consumers (Hernandez et al., 2019).

**H5: Brand trust has a positive and significant effect on brand loyalty**.

In previous research, brand image had a significant positive effect on brand love (Anwar et al., 2011; Al Haddad, 2015; Song et al., 2019). Brand love is believed to act as a bridge between the product and consumers. The emotional attachment to a brand brings a key factor that influences brand selection and customer loyalty (Song et al., 2019). By looking at the relationship between brand and customer loyalty, brand love can be considered a construct that indicates the level of relationship between brand and customer and the quality of the brand-customer relationship (Yasin, 2017).

H6: Brand image has a positive and significant effect on brand loyalty mediated by brand love.

Arjun & Morris (2001) argued that brand trust is a consumer's desire to trust oneself and believe in the availability of a certain product. Trust can reduce consumer uncertainty, as consumers not only know that the brand is valuable and reliable but also believe that relying on the brand for safe, dependable, and honest consumption scenarios is crucial. Consumer trust in a brand contributes to reducing uncertainty in consumer purchases and is believed to enhance customer loyalty (Chung & Tan, 2008). Lau & Lee (1999) stated that trust in a brand is the consumer's willingness to trust the brand with all its risks because of the expectations promised by the brand to provide positive results for the consumer. Severi & Ling (2013) defined brand image as consumers' thoughts and feelings about a brand. According to Severi & Ling (2013), a strong brand image creates a superior brand in competition. This affects consumer behavior, which is influenced and determined by the brand image created by the company.

H7: Brand image has a positive and significant effect on brand loyalty mediated by brand trust.
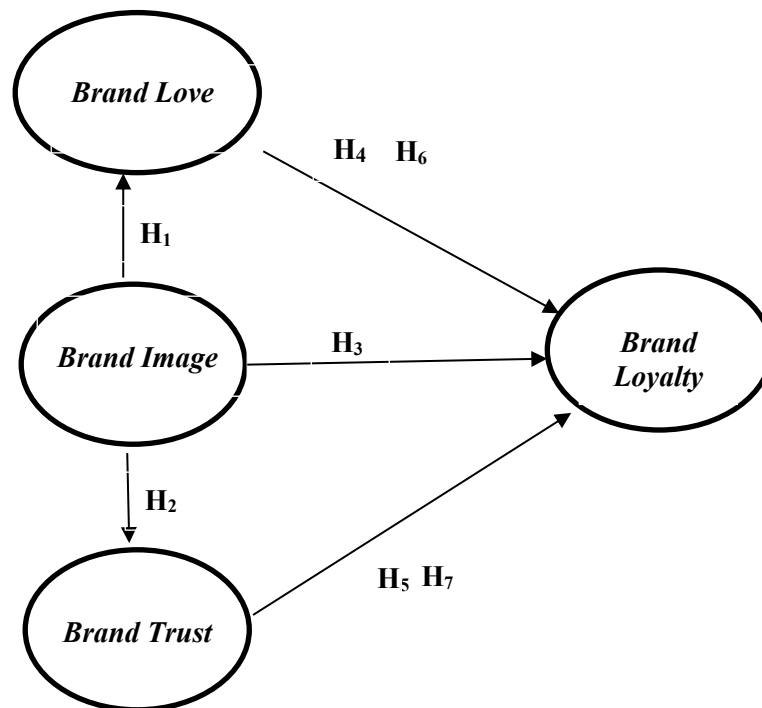
Figure 1. Conceptual Cramework

RESEARCH METHOD

The type of research used in this study is quantitative research. While the method used is a survey method. This study uses a correlational design, namely the relationship between *independent* variables*, namely Brand Image, Brand Love* and Brand Trust and *dependent* variables*,* namely *Brand Loyalty.* Of *the many coffee* shops *in Indonesia, especially in Yogyakarta, researchers are interested in conducting research at Awor* coffee shop because of the many frequent visits made by consumers to *this* coffee shop. The uniqueness of *this coffee shop* is that Awor has a different appeal from other *coffeeshops*. Awor uses a mininal industrial design concept design with a dominant black and white color so that it gives a modern impression with natural thoughts in the *outdoor* area so as to make visitors feel at home with the atmosphere provided by the Awor *coffee*

shop. By using the minimalist industrial design concept, Awor is able to create a comfortable atmosphere for visitors who come. In addition, Awor also provides facilities that support consumer activities such as comfortable tables and chairs, power plugs, air conditioners and fans, toilets, and also the presence of speakers connected to relaxing music to add comfort for consumers who are at *Awor Coffee*.

The sample in the study was 257 consumers who had made purchases more than twice at Awor *Coffee* Yogyakarta in various ages. The sample technique used in this study is a *nonprobability sampling technique*, namely *purposive sampling* due to an unknown population size. While the data collection technique uses questionnaires. The data analysis technique in this study was carried out with a *Structural Equation Model* (SEM) based on *Partial Least Square* (PLS),

which uses *SmartPLS 3.0 Software*. with *a two-step approach*. The stages passed include the *outer model* and *inner model.*

RESULT AND DISCUSSION
RESULT
Outer Model

Outer model *testing* is a test used to measure the level of validity and reliability of each indicator on latent variables. The following is the stage of testing the *outer model* in this study:

Convergent Validity

An indicator can be said to be valid through a *convergent validity* test through *a loading factor* value of > 0.7 and an AVE value of > 0.5 (Ghozali, 2016). Based on the results *of outer loading* in **Table 1** all indicators of each variable have a correlation value of > 0.70, it can be stated that all indicators are valid indicators.

Discriminant Validity

Based on the results of the calculation of AVE values in **Table 1**, all variables have AVE values > 0.50 (Ghozali, 2016), it can be stated that all variables are valid variables.

Table 1.
Hasil *Average Variance Extracted* (Ave)

	AVE	INFORMATION
Brand Image (X1)	0.724	**VALID**
Brand Love (X2)	0.764	**VALID**
Brand Trust (X3)	0.822	**VALID**
Brand Loyalty (Y)	0.772	**VALID**

Sumber: *Data primer diolah*

Reliability Test

Reliability tests are conducted by looking at the value of *Cronbach's Alpha*. This value reflects the reliability of all indicators in the model. The minimum value is 0.7 while ideally it is 0.8 or 0.9 (Ghozali, 2016). In addition to *Cronbach's Alpha, the value of ρc (*composite reliability) is also used *which is interpreted the same as the value of* Cronbach's Alpha. Reflective indicators should be removed from the measurement model if they have an outer standard *loadings* value below 0.4 (Ghozali, 2016). Based on the results of the reliability test in **Table 2**, it can be stated that all variables in this study are reliable variables because *the value of Cronbach's Alpha* in all variables is at an ideal value above 0.8. So it can be stated that all variables in this study are reliable variables.

Table 2.
Results *of Cronbach's Alpha* and *Composite Reliability*

	Cronbach's Alpha	Composite Reliability	Information
Brand Image (X1)	0.957	0.963	**Reliabel**
Brand Love (X2)	0.937	0.951	**Reliabel**
Brand Trust (X3)	0.928	0.953	**Reliabel**
Brand Loyalty (Y)	0.941	0.948	**Reliabel**

Source: *Primary data processed*

Inner model *test*

The *inner model test (*structural test) is carried out after going through *the outer model* test (indicator test). This test is used to see the relationship between variables. **Table 3** below is the result of the inner *model output* in this study:

Table 3.
Table *Inner* Model Test

Testing	Test Results	Criterion
Coefficient of Determination (R-Square)		
Brand Love (R1)	0,750	Strong
Brand Trust (R2)	0,782	Strong
Brand Loyalty (R3)	0,648	Moderat
Q^2 *Predictive Relevance*		
$Q^2 = 1-(1-R1^2)\ (1-R2^2)\ (1-R3^2)$		Predictive relevance. Value
$= 1-(1-0,750^2)(1-0,782^2)(1-0,648^2)$		observed
$= 1-(0,4375)(0,3884)(0,580096)$	0,901	reconstructed with
$= 1-(0,098592)$		good.
$= 0,901408$		
P Value		
Brand Image (X1) → *Brand Love* (X2)	0,000	Significant
Brand Image (X1) → *Brand Loyalty* (Y)	0,025	Signifikan
Brand Image (X1) → *Brand Trust* (X3)	0,000	Signifikan
Brand Love (X2) → *Brand Loyalty* (Y)	0,000	Signifikan
Brand Trust (X3) → *Brand Loyalty* (Y)	0,019	Signifikan
Koefisien Parameter (Original Sample)		
Brand Image (X1) → *Brand Love* (X2)	0,866	Positif
Brand Image (X1) → *Brand Loyalty* (Y)	0,282	Positif
Brand Image (X1) → *Brand Trust* (X3)	0,805	Positif
Brand Love (X2) → *Brand Loyalty* (Y)	0,456	Positif
Brand Trust (X3) → *Brand Loyalty* (Y)	0,202	Positif
T-Statistics		
Brand Image (X1) → *Brand Love* (X2)	24,637	Signifikan
Brand Image (X1) → *Brand Loyalty* (Y)	1,962	Signifikan
Brand Image (X1) → *Brand Trust* (X3)	12,601	Signifikan
Brand Love (X2) → *Brand Loyalty* (Y)	3,473	Signifikan
Brand Trust (X3) → *Brand Loyalty* (Y)	2,089	Signifikan

Source: *Primary data processed*

Analysis *R-Square*

This analysis shows that Brand Love (X2) is influenced by Brand Image (X1) by 75%, while the remaining 25% is influenced by other factors not included in the model. Brand Trust (X3) is influenced by Brand Image (X1) and Brand Love (X2) by 78.2%, with the remaining 21.8% influenced by other factors not included in the model. Brand Loyalty (Y) is influenced by Brand Image (X1), Brand Love (X2), and Brand Trust (X3) by 64.8%, with the remaining 35.2% influenced by other factors not included in the model.

Q-Square Analysis

Brand Loyalty (Y) is influenced by Brand Love (X2) and Brand Trust (X3) by 0.901. This means that the observed values have been well reconstructed and have predictive relevance.

P-Value Analysis

The variables Brand Image (X1), Brand Love (X2), and Brand Trust (X3) have a significant influence on Brand Loyalty (Y) because all three variables have p-values lower than 0.05. Brand Image (X1) is declared to have a significant influence on Brand Loyalty (Y) with a p-value of 0.025. Brand Love (X2) is declared to have a significant influence on Brand Loyalty (Y) with a p-value of 0.000. Brand Trust (X3) is declared to have a significant influence on Brand Loyalty (Y) with a p-value of 0.019. Additionally, the variable Brand Image (X1) also has a significant influence on Brand Love (X2) and Brand Trust (X3) with a p-value of 0.000 for both.

Parameter Coefficients

The parameter coefficient of Brand Image (X1) on Brand Love (X2) is 0.866, which means there is a positive influence of Brand Image (X1) on Brand Love (X2). The parameter coefficient of Brand Image (X1) on Brand Loyalty (Y) is 0.282, which means there is a positive influence of Brand Image (X1) on Brand Loyalty (Y).

The parameter coefficient of Brand Image (X1) on Brand Trust (X3) is 0.805, which means there is a positive influence of Brand Image (X1) on Brand Trust (X3). The parameter coefficient of Brand Love (X2) on Brand Loyalty (Y) is 0.456, which means there is a positive influence of Brand Love (X2) on Brand Loyalty (Y). The parameter coefficient of Brand Trust (X3) on Brand Loyalty (Y) is 0.202, which means there is a positive influence of Brand Trust (X3) on Brand Loyalty (Y).

T-Statistics Analysis

The variables Brand Image (X1), Brand Love (X2), and Brand Trust (X3) have a significant influence on Brand Loyalty (Y) because all three variables have t-statistics values higher than 1.64. Brand Image (X1) is declared to have a significant influence on Brand Loyalty (Y) with a t-statistics value of 1.962. Brand Love (X2) is declared to have a significant influence on Brand Loyalty (Y) with a t-statistics value of 3.473. Brand Trust (X3) is declared to have a significant influence on Brand Loyalty (Y) with a t-statistics value of 2.089. Additionally, the variable Brand Image (X1) also has a significant influence on Brand Love (X2) with a t-statistics value of 24.637, and on Brand Trust (X3) with a t-statistics value of 12.601. The following is the model of the results of the PLS Algorithm and Bootstrapping data processing.
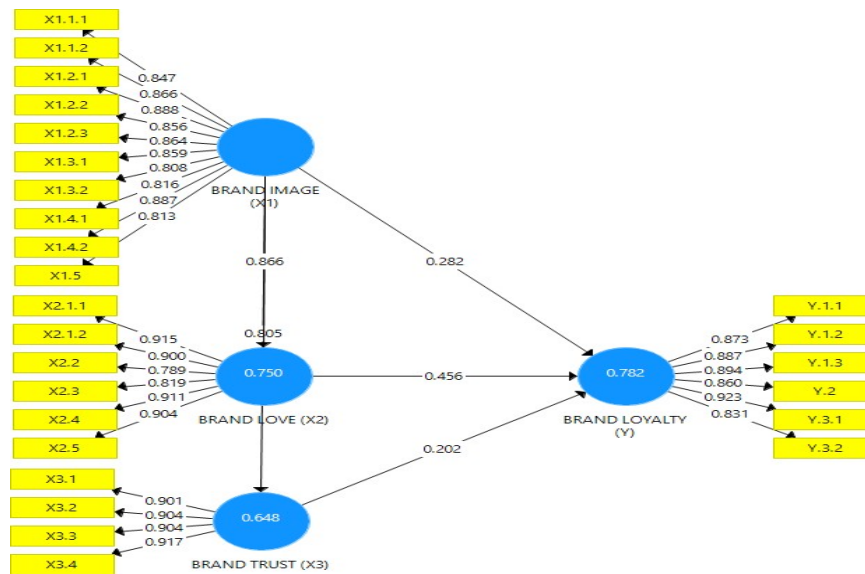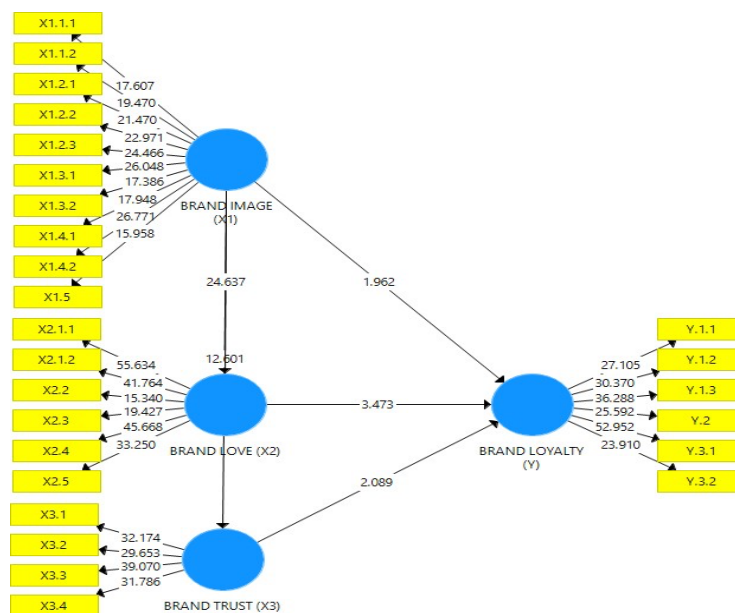
Figure 2. PLS Algorithm Results

Figure 2. Bootstrapping Results

Hypothesis Testing
Direct Hypothesis Test
Hypothesis 1: There is a positive and significant influence of *brand image* on *brand love*.

Testing in this study proves that brand *image* has a positive and significant effect directly on *brand love*. Based on the *path coefficient table* in the bootsrapping test, *brand image* has a positive influence on *brand love* of 0.866 and has a significant effect with t-statistics *values of* 24.637 > 1.64 and p *values* of 0.000 < 0.05. It states that **H1 is acceptable.**

Hypothesis 2: There is a positive and significant influence of *brand image*

on *brand trust*.

Testing in this study proves that brand *image* has a positive and significant effect directly on *brand trust*. Based on the *path coefficient table* in the bootsrapping test, *brand image* has a positive influence on *brand trust* of 0.805 and has a significant effect with t-statistics *values of* 12.601 > 1.64 and p *values* of 0.000 < 0.05. It states that and **H2 are accepted.**

Hypothesis 3: There is a positive and significant influence of *brand image* on *brand loyalty*.

Testing in this study proves that brand *image* has a positive and significant effect directly on *brand loyalty*. Based on the *path coefficient table* in the bootsrapping test, *brand image* has a positive influence on *brand loyalty* of 0.282 and has a significant effect with t-statistics *values of* 1.962 > 1.64 and p values *of* 0.025 < 0.05. It states that **H3 is acceptable.**

Hypothesis 4: There is a positive and significant influence of *brand love* on *brand loyalty*.

Testing in this study proves that brand *love* has a positive and significant effect directly on *brand loyalty*. Based on the *path coefficient table* in the bootsrapping test, *brand love* has a positive influence on *brand loyalty* of 0.456 and has a significant effect with t-statistics *values of* 3.473 > 1.64 and p *values* of 0.000 < 0.05. It states that **H4 is accepted.**

Hypothesis 5: There is a positive and significant influence of *brand trust* on *brand loyalty*.

Testing in this study proves that brand *trust* has a positive and significant effect directly on *brand loyalty*. Based on the *path coefficient table* in the bootsrapping test, *brand trust* has a positive influence on *brand loyalty* of 0.202 and has a significant effect with t-statistics *values of* 2.089 > 1.64 and p *values* of 0.019 < 0.05. It states that **H5 is acceptable.**

Indirect Hypothesis Test

Testing the relationship between variables indirectly in this study is shown in **Table 4.** This below :

Table 4. *Indirect Effects Test Results*

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P Value
Brand Image (X1) → *BrandLove* (X2) → *Brand Loyalty* (Y)	0,394	0,379	0,115	3,438	0,000
Brand Image (X1) → *BrandTrust* (X3) → *Brand Loyalty* (Y)	0,163	0,152	0,077	2,104	0,018

Source: Data processed

Based on the tests shown in **Table 4.** It can be stated that the influence of Brand Image (X1) indirectly through Brand Love (X2) on Brand Loyalty (Y) is 39.4% significant, while the influence of Brand Image (X1) indirectly through Brand Trust (X3) on Brand Loyalty (Y) is 16.3% significant.

Hypothesis 6: Brand image has a positive and significant effect on brand loyalty mediated by brand love.

Indirect effects testing proves that

brand image has an indirect effect on brand loyalty through brand love of 0.394 and has a significant effect with t-statistics values of 3.438 > 1.64 and p values of 0.000 < 0.05. The test means that brand image has a positive and significant effect on brand loyalty through brand love as a mediation variable. It states that **H6 is accepted.**

Hypothesis 7: Brand image has a positive and significant effect on brand loyalty mediated by brand trust.

Indirect effects testing proves that brand image has an indirect effect on brand loyalty through brand trust of 0.163 and has a significant effect with t-statistics values of 2.104 > 1.64 and p values of 0.018 < 0.05. The test means that brand image has a positive and significant effect on brand loyalty through brand trust as a mediation variable. It states that **H7 is accepted.**

DISCUSSION

Brand image directly and significantly influences brand love at Awor Coffee Shop Yogyakarta (Hypothesis 1). This indicates a positive and significant direct influence of brand image on brand love at Awor Coffee Shop Yogyakarta. It means that the better the brand image of Awor Coffee Shop Yogyakarta, the stronger the brand love for the shop. These results support the research conducted by Ahdah (2015), which shows that brand image has a positive and significant influence on brand love. A positive brand image enhances consumers' affection for the product (Ahmed, 2012).

Brand image directly and significantly influences brand trust at Awor Coffee Shop Yogyakarta (Hypothesis 2). The results of this study demonstrate a positive and significant direct influence of brand image on brand trust at Awor Coffee Shop Yogyakarta. This means that the better the brand image of Awor Coffee Shop Yogyakarta, the stronger the brand trust in the shop. These findings align with previous research conducted by Anwar et al. (2011), Al Haddad (2015), and Song et al. (2019), which show that brand image has a positive and significant influence on brand trust.

Brand image directly and significantly influences brand loyalty at Awor Coffee Shop Yogyakarta (Hypothesis 3). The results of this study show a positive and significant direct influence of brand image on brand loyalty at Awor Coffee Shop Yogyakarta. It means that the better the brand image of Awor Coffee Shop Yogyakarta, the higher the brand loyalty for the shop. These results are consistent with the research conducted by Yoo (2000), which shows that brand image has a positive and significant influence on brand loyalty. Taman et al. (2004) state that brand loyalty is determined by brand image. By maintaining a strong brand image, Awor Coffee Shop Yogyakarta can enhance consumer brand loyalty.

Brand love directly and significantly influences brand loyalty at Awor Coffee Shop Yogyakarta (Hypothesis 4). This study proves a positive and significant direct influence of brand love on brand loyalty at Awor Coffee Shop Yogyakarta. It means that the stronger the brand love for Awor Coffee Shop Yogyakarta, the higher the brand loyalty for the shop. These findings align with the research

conducted by Batra et al. (2012), which shows that brand love has a positive and significant influence on brand loyalty. Khayeri et al. (2013) demonstrate that consumers with emotional attachment show higher levels of loyalty, spread positive word-of-mouth about the brand, and are willing to pay higher prices for the brand.

Brand trust directly and significantly influences brand loyalty at Awor Coffee Shop Yogyakarta (Hypothesis 5). This study shows a positive and significant direct influence of brand trust on brand loyalty at Awor Coffee Shop Yogyakarta. It means that the higher the brand trust in Awor Coffee Shop Yogyakarta, the higher the brand loyalty for the shop. These results are in line with the research conducted by Budi and Ni Made (2020), which shows that brand trust has a positive and significant influence on brand loyalty. Awor Coffee Shop Yogyakarta should continue to maintain emotional attachment to the brand, positive impressions of the brand, and consumers' love for the brand to preserve the brand love. By maintaining brand love, Awor Coffee Shop Yogyakarta can enhance consumer brand loyalty. Anwar et al. (2011) state that loyalty can be developed through trust elements.

Brand image indirectly and significantly influences brand loyalty through brand love as a mediating variable at Awor Coffee Shop Yogyakarta (Hypothesis 6). This study shows a positive and significant indirect influence of brand image on brand loyalty through brand love as a mediating variable at Awor Coffee Shop Yogyakarta. It means that the better the brand image of Awor Coffee Shop

Yogyakarta, the higher the brand loyalty for the shop through brand love. These results support the research conducted by Song et al. (2019), which shows that brand image has a positive and significant influence on brand loyalty through brand love as a mediating variable. In this study, the mediating variable plays a partial mediating role, which means the presence or absence of the mediating variable does not affect the influence of brand image on brand loyalty. Brand love is believed to act as a bridge between the product and the consumer. It brings emotional attitudes towards the brand and is a key factor influencing brand choice and consumer brand loyalty (Song et al., 2019).

Brand image indirectly and significantly influences brand loyalty through brand trust as a mediating variable at Awor Coffee Shop Yogyakarta (Hypothesis 7). The results of this study show a positive and significant indirect influence of brand image on brand loyalty through brand trust as a mediating variable at Awor Coffee Shop Yogyakarta. It means that the better the brand image of Awor Coffee Shop Yogyakarta, the higher the brand loyalty for the shop through brand trust. These findings are in line with the research conducted by Chung & Tan (2008), which shows that brand image has a positive and significant influence on brand loyalty through brand trust as a mediating variable. In this case, the mediating variable also plays a partial mediating role, indicating that the presence or absence of the mediating variable does not affect the influence of brand image on brand loyalty. According to Hsieh & Li (2008) in Severi & Ling (2013), a strong brand image creates a superior brand in the competition. This

influences consumer behavior and decisions, which are determined by the brand image created by the company.

MANAGERIAL IMPLICATIONS

Awor *Coffee Shop Yogyakarta must continue to pay attention to its characteristics so* that the brand image *that Awor* Coffee Shop Yogyakarta already has is maintained. Awor *Coffee Shop* Yogyakarta must also pay attention to its consistency in meeting the needs, desires and expectations of consumers. With a *maintained brand image*, Awor *Coffee Shop* Yogyakarta will increase the value of *brand love* from consumers. Awor *Coffee Shop Yogyakarta must continue to pay attention to its characteristics so* that the brand image *that Awor* Coffee Shop Yogyakarta already has is maintained. Awor *Coffee Shop* Yogyakarta must also pay attention to its consistency in meeting the needs, desires and expectations of consumers. With a *maintained brand image*, Awor *Coffee Shop* Yogyakarta will increase the value of *brand trust* from consumers.

Awor *Coffee Shop Yogyakarta must continue to pay attention to its characteristics so* that the brand image *that Awor* Coffee Shop Yogyakarta already has is maintained. Awor *Coffee Shop* Yogyakarta must also pay attention to its consistency in meeting the needs, desires and expectations of consumers. Awor Coffee Shop Yogyakarta *must continue to maintain consumers' emotional attachment to the brand, a positive impression on the brand and consumers' love for the brand so that the brand love that Awor* Coffee Shop

Yogyakarta already has is maintained. With *brand love* maintained, Awor *Coffee Shop* Yogyakarta will increase the value of *brand loyalty* from consumers. With *brand trust* maintained, Awor *Coffee Shop* Yogyakarta will increase the value of *brand loyalty* from consumers. Awor *Coffee Shop Yogyakarta must continue to show its consistency in fostering consumer trust through reliability, honesty and providing a sense of security to consumers so* that the brand trust *that Awor* Coffee Shop *Yogyakarta already has is maintained.*

Awor Coffee Shop Yogyakarta must continue to pay attention to its characteristics and pay attention to its consistency in meeting the needs, desires and expectations *of consumers, and through the ability of Awor* Coffee Shop Yogyakarta to continue to give a positive impression and consumer love for the brand, it will increase brand *loyalty* from consumers. With a *maintained brand image*, Awor *Coffee Shop* Yogyakarta will increase the value of *brand loyalty* from consumers. By continuing to pay attention to its characteristics and paying attention to its consistency in meeting consumer needs, desires and expectations, and through the ability of Awor *Coffee Shop* Yogyakarta to continue to grow consumer trust through reliability, honesty and providing a sense of security to consumers, it will increase *brand loyalty* from consumers. With a *maintained brand image*, Awor *Coffee Shop* Yogyakarta will increase the value of *brand loyalty* from consumers.

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