



# The influence of brand experience and brand trust on brand loyalty mediated by brand love (a survey of eiger consumers in Purworejo Regency)

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## ABSTRACT

Outdoor adventure activities have increasingly become a popular hobby today, including exploring mountains, lakes, rivers, beaches, and other natural landscapes. Many people are attracted to various adventure activities such as hiking, riding, running, shooting, traveling, climbing, cycling, and others, which aim to enjoy natural beauty, test adrenaline, and improve physical fitness. In Indonesia's current era of rapid modernization, competition in the outdoor product industry has become increasingly competitive, raising concerns among companies regarding their business sustainability—whether the products they manufacture can be accepted by consumers and whether their business can survive amid the intensifying market competition. Eiger is one of Indonesia's local brands that has established a strong reputation in the outdoor and adventure equipment market. The rise of numerous local brands offering outdoor activity products has increased market competition, prompting companies to analyze the factors that may foster brand love, which in turn enhances consumer loyalty. This study aims to examine the influence of brand experience and brand trust on brand loyalty, mediated by brand love. The population in this study consists of Eiger consumers in Purworejo Regency. A sample of 150 respondents was selected using a purposive sampling technique. Data were collected through a questionnaire using a Likert scale. Data analysis was conducted using SmartPLS 4.0 with the Structural Equation Modeling (SEM) approach. The findings show that brand experience, brand trust, and brand love have a positive and significant effect on brand loyalty; brand experience and brand trust have a positive and significant effect on brand love; brand love provides complementary mediation in the relationship between brand experience and brand loyalty; and brand love also provides complementary mediation in the relationship between brand trust and brand loyalty.

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## 1. INTRODUCTION

Adventure activities or outdoor exploration have increasingly become a popular hobby today, such as exploring mountains, lakes, rivers, beaches, and other natural environments. Many people are interested in adventure activities such as hiking, riding, running, shooting, travelling, climbing, cycling, and others, which aim to enjoy natural beauty, test their adrenaline, and improve physical

endurance. In engaging in outdoor adventures, it is essential to pay attention to complete, safe, and comfortable equipment. With the growing popularity of these activities, numerous brands now provide various outdoor equipment. Brands have become an important instrument in marketing (Alvarez & Rubiyanti, 2021).

In Indonesia's current era of rapid modernization, competition in the outdoor product industry has intensified, raising concerns among companies about whether their products will be accepted by customers and whether their businesses can survive amid such fierce market rivalry. Therefore, companies must enhance their product superiority, increase creativity, continuously innovate, and pay attention to customer satisfaction in order to maintain customer loyalty and gain a competitive market advantage. These aspects greatly influence customers in making purchasing decisions. Customers whose needs and desires are fulfilled are more likely to remain loyal to a company. Several local brands offering outdoor equipment have emerged, such as Eiger, Consina, Arei Outdoorgear, Claw, and Antarestar.

Brand-related issues are continuous and never-ending. In an increasingly competitive market environment, brands serve as a crucial factor in business competition because they act as the identity of the products or services produced by a company, distinguishing them from similar offerings by competitors. A well-known and trusted brand is a valuable asset for a company. A brand represents a seller's promise to a buyer to consistently deliver features, benefits, and quality assurance (Rangkuti, 2009).

Among the many local outdoor brands favored by Indonesian consumers, results from the Top Brand Index survey indicate that consumer purchasing power for Eiger ranked fifth in 2022 in the sandal-shoe category with 9.70%. In 2023, Eiger ranked third with 10.00% in the same category. In Phase 1 of 2024, Eiger achieved first place as the Top Brand Index in the sandal-shoe category with 20.40%. These survey results demonstrate that Eiger is widely used and preferred by consumers.

The increasing number of local brands offering outdoor products intensifies competition in the market, making it necessary for companies to analyze factors that can foster brand love, which ultimately enhances consumer loyalty. The creation of such loyalty is highly desirable for companies (Agustina, 2018).

Brands play a crucial role in business competition as they function as product identities and valuable corporate assets that differentiate offerings from competitors while conveying consistent quality and benefits to consumers (Rangkuti, 2009). In an increasingly competitive market environment, a strong and trusted brand becomes a key factor in influencing consumer purchasing decisions and sustaining business performance.

In Indonesia's outdoor product market, Eiger demonstrates strong brand performance. Based on the Top Brand Index, Eiger ranked fifth in the sandal-shoe category in 2022, improved to third place in 2023, and achieved first place in Phase 1 of 2024 with a significant increase in market share. These results indicate high consumer preference and confirm Eiger's position as a leading local outdoor brand.

Intensifying competition among local outdoor brands encourages companies to focus on building brand loyalty, which reflects consumers' commitment to repeatedly purchase a brand despite competitive pressures (Aaker, 2014). Brand loyalty provides strategic benefits, including increased sales, reduced marketing costs, and greater resistance to competitor offerings, making it a critical determinant of long-term business success.

One key factor influencing brand loyalty is brand experience, defined as consumers' sensory, emotional, cognitive, and behavioral responses to brand-related stimuli (Brakus et al., 2009). Eiger has created a distinctive brand experience through quality products, an adventurous brand image, and supportive customer service. However, challenges related to product quality, service responsiveness, and innovation highlight the need for continuous improvement in brand experience to strengthen brand love and sustain consumer loyalty (Bae & Kim, 2023).

Another important factor influencing brand loyalty is brand trust. According to Delgado-Ballester et al. (2003), brand trust is consumers' willingness to rely on a brand when facing risks because they believe the brand can meet expectations and deliver promised commitments. Brand trust develops through accumulated positive experiences, consistent product quality, and the

brand's ability to create mutually beneficial relationships with consumers. When consumers trust that a brand can consistently provide promised benefits, they develop a sense of security and attachment, which ultimately leads to brand loyalty (Lau & Lee, 1999).

Eiger has established strong brand trust through various aspects, such as a one-year product warranty, return policies, and its credibility built over more than three decades as a leading local outdoor brand. Eiger also emphasizes local values, sustainability, and safety in its products, strengthening consumer trust. However, some consumer complaints—such as complicated warranty claim procedures, slow customer service responses, and inconsistent product quality—pose challenges to maintaining long-term trust (Shao & Zhang, 2023).

This phenomenon highlights that brand trust is not solely built on a brand's history and reputation; it must also be maintained through consistent performance, transparent communication, and responsive service. Strong brand trust forms the foundation for emotional attachment (brand love) and long-term loyalty.

Brand love is a passionate emotional connection felt by satisfied consumers toward a particular brand (Carroll & Ahuvia, 2006). Brand love may develop naturally when a person has meaningful experiences with the brand (Madeline & O. Sihombing, 2019). Consumers who love a brand are more likely to have a strong desire to consume and remain loyal to it. Brand love also encourages consumers to share positive feedback and advocate for the brand (Beckman et al., 2013).

Eiger has successfully built strong emotional ties with its consumers, reflecting the presence of brand love. Many consumers feel proud to use Eiger products because they symbolize adventure, nationalism, and an active lifestyle closely connected to nature. This attachment is shaped not only by product quality but also by the values the brand represents—such as courage, freedom, and sustainability (Munandar & Efawati, 2020).

However, brand love may be disrupted by emerging issues such as complaints about product durability, after-sales service, or the lack of innovation needed to maintain emotional superiority amid competition from global brands. This highlights the importance of delivering consistent, meaningful experiences to sustain brand love (Batra et al., 2012).

Brand love is included as a mediating variable because it plays a key role in building emotional connections between consumers and brands, particularly in strengthening the influence of brand experience and brand trust on brand loyalty. For Eiger, positive brand experience and brand trust do not automatically translate into loyalty unless accompanied by strong emotional bonding. Brand love acts as an emotional bridge that transforms positive perceptions into loyal behavior. Consumers who “fall in love” with a brand remain loyal even under competitive pressure or occasional product shortcomings (Maduretno & Junaedi, 2022).

Brand love mediates the relationship between brand experience and brand trust toward brand loyalty. Kazmi & Khaliq (2019) argue that consumers tend to purchase brands they love and postpone purchases if their preferred brand is unavailable. This behavior reflects an emotional bond that stimulates loyalty. Better brand experiences lead to stronger brand love, which increases brand loyalty (Widiasuari & Sukaatmadja, 2021). High brand trust not only encourages direct loyalty but also fosters deeper positive emotions in the form of brand love (Albert & Merunka, 2013). Research by Ghorbanzadeh & Rahehagh (2020) shows that brand love significantly influences brand loyalty and is the strongest antecedent of loyalty.

Despite the extensive body of literature examining the relationships among brand experience, brand trust, and brand loyalty, previous research findings remain inconclusive and fragmented. Some studies report that brand experience and brand trust have a direct and significant influence on brand loyalty, while others suggest that these relationships are weak, indirect, or context-dependent. This inconsistency indicates a theoretical gap regarding the underlying mechanisms through which brand experience and brand trust translate into loyal consumer behavior.

Furthermore, prior studies often emphasize cognitive and functional evaluations of brands while underestimating the role of emotional attachment in shaping long-term loyalty. As a result, there is limited theoretical clarity on whether positive brand experience and trust alone are

sufficient to foster loyalty, or whether they must be accompanied by strong emotional bonds, such as brand love.

In addition, many existing models have been developed and tested primarily in service industries or global brand contexts, leaving a gap in understanding how these relationships operate within local product-based industries, particularly in emerging markets like Indonesia's outdoor equipment sector. This limitation raises questions about the generalizability of established branding theories across different cultural and competitive environments.

Therefore, a clear theoretical gap exists in explaining how and when brand experience and brand trust influence brand loyalty, and whether brand love functions as a crucial mediating variable that integrates rational evaluations and emotional attachment into a comprehensive loyalty formation process. Addressing this gap is essential for advancing branding theory and providing a more holistic understanding of consumer-brand relationships in highly competitive markets.

Consumers who develop brand love toward Eiger perceive the brand not only as an outdoor equipment provider but also as a partner in their adventurous lifestyle. This emotional attachment strengthens brand loyalty, which is reflected in repeat purchases, positive word-of-mouth, and resistance to competing brands (Handique & Sarkar, 2024).

Eiger was selected as the research object because it is one of Indonesia's leading local outdoor brands with a strong market reputation. Established in 1989, Eiger serves outdoor enthusiasts through its Mountaineering, Riding, and Authentic 1989 product lines and actively engages consumers through product innovation, digital campaigns, and community-based activities across various consumer touchpoints (Eiger Adventure, 2024).

Despite its strong brand identity, Eiger faces challenges related to product durability, limited design variation, and service responsiveness, which may affect brand experience and trust. In addition, increasing competition from global outdoor brands underscores the importance of continuously strengthening brand experience, brand trust, and brand love to sustain long-term consumer loyalty (Arshad & Haroon, 2023; Sarkar et al., 2024).

Eiger's inclusion in the Top 250 Indonesia Original Brands and its recognition as an Indonesia Superbrand indicate high consumer loyalty. However, this loyalty is not yet fully stable due to consumer switching driven by quality, innovation, or unmet expectations (Patil et al., 2025).

Based on the background described, the researcher aims to examine the relationship among brand experience, brand trust, and brand loyalty while considering the mediating role of brand love. This interest arises from the phenomenon observed in Eiger as a prominent local brand that has successfully created distinctive brand experiences, built trust, and developed strong emotional connections with its consumers, yet still faces challenges that may threaten consumer loyalty. Therefore, this study focuses on Eiger consumers to analyze these variables simultaneously. The research questions are as follows: Does brand experience positively influence brand loyalty. Does brand experience positively influence brand love. Does brand trust positively influence brand loyalty. Does brand trust positively influence brand love. Does brand love positively influence brand loyalty. Can brand love mediate the influence of brand experience on brand loyalty. Can brand love mediate the influence of brand trust on brand loyalty.

## 2. RESEARCH METHOD

This study adopts a quantitative research design using a self-administered survey approach. Data were collected through an online questionnaire distributed via Google Forms, with measurement items developed based on established indicators for each research variable. The research design encompasses sampling procedures, data collection techniques, and analytical methods to address the proposed research objectives.

The study was conducted in Purworejo, Indonesia, in October 2024, targeting consumers of Eiger products. The population comprises all Eiger product users, with a sample of 150 respondents selected using non-probability purposive sampling. The sample size follows Roscoe's guideline (Sekaran & Bougie, 2017), and respondents were required to be at least 17 years old and active users of Eiger products.

The research model includes Brand Experience and Brand Trust as independent variables, Brand Loyalty as the dependent variable, and Brand Love as a mediating variable. All constructs

were measured using a five-point Likert scale and operationalized based on established theories (Oliver, 1999; Brakus et al., 2009; Chaudhuri & Holbrook, 2001; Sallam, 2014). Data were analyzed using PLS-SEM with SmartPLS 4, involving measurement and structural model evaluations. Hypothesis testing employed bootstrapping at a 5% significance level, and mediation effects were examined following the approach proposed by Zhao et al. (2010).

From a scientific perspective, the adequacy of the sample size is justified by the characteristics of PLS-SEM, which is suitable for predictive-oriented research, complex structural models, and mediation analysis with relatively moderate sample sizes. The sample of 150 respondents exceeds the minimum requirement suggested by the “10-times rule” and is sufficient to ensure statistical power, parameter stability, and reliable estimation of both direct and indirect effects. Moreover, this sample size allows robust bootstrapping procedures, enhancing the accuracy and credibility of hypothesis testing in structural and mediation models.

### 3. RESULTS AND DISCUSSIONS

#### Data Description

##### Data Collection

In this study, data collection was carried out through the distribution of online questionnaires to the respondents. The data collection process was conducted by the researcher by distributing the questionnaire via Google Form (<https://forms.gle/Mo57jyE16Pqndac8>) to consumers of Eiger products in Purworejo Regency. Data collection took place from September 8, 2025 to September 25, 2025. A total of 150 questionnaires were distributed, and all of them were completed in full, met the criteria, and were considered suitable for analysis.

##### Respondent Characteristics

The respondents in this study were consumers of the Eiger brand in Purworejo Regency. Based on the results of the research, the respondent characteristics are described as follows:

1. Characteristics Based on Gender, Respondent characteristics based on gender are presented in Table 1 below:

**Table 1.** Respondent characteristics based on gender

Gender	Frequency	Percentage
Female	77	51.33%
Male	73	48.67%
Total	150	100%

*Source: Processed Primary Data, 2025*

Table 1 shows that there were 77 female respondents (51.33%), while male respondents totaled 73 individuals (48.67%).

2. Characteristics Based on Age, respondent characteristics based on age are presented in Table 2 below:

**Table 2.** Respondent characteristics based on age

Age Group	Frequency	Percentage
18 – < 28 years	61	40.67%
28 – < 38 years	48	32%
38 – < 48 years	23	15.33%
≥ 48 years	18	12%
Total	150	100%

*Source: Processed Primary Data, 2025*

Table 2 indicates that 61 respondents (40.67%) were between 18 and 28 years old, 48 respondents (32%) were between 28 and 38 years old, 23 respondents (15.33%) were between 38 and 48 years old, and 18 respondents (12%) were aged above 48 years.

3. Characteristics Based on Educational Status, respondent characteristics based on education level are presented in Table 3 below:

**Table 3.** Respondent characteristics based on education level

Education Level	Frequency	Percentage
Senior High School/Vocational School	80	53.34%
Diploma (D3)	20	13.33%
Bachelor's Degree (S1)	50	33.33%
Master's Degree (S2)	0	0%
Total	150	100%

Source: Primary Data, 2025

Table 3 shows that respondents with a Senior High School/Vocational School background totaled 80 individuals (53.34%), Diploma (D3) holders numbered 20 individuals (13.33%), Bachelor's degree holders amounted to 50 individuals (33.33%), and none of the respondents held a Master's degree (0%).

4. Characteristics Based on Occupation, respondent characteristics based on occupation are presented in Table 4 below:

**Table 4.** Respondent characteristics based on occupation

Occupation	Frequency	Percentage
Students/College Students	55	36.67%
Civil Servants/Military/Police	35	23.33%
Private Employees	30	20%
Entrepreneurs	15	10%
Others	15	10%
Total	150	100%

Source: Primary Data, 2025

Table 4 indicates that 55 respondents (36.67%) were students or college students, 35 respondents (23.33%) were civil servants/military/police officers, 30 respondents (20%) were private employees, 15 respondents (10%) were entrepreneurs, and 15 respondents (10%) belonged to other categories.

5. Characteristics Based on Monthly Income, respondent characteristics based on monthly income are presented in Table 5 below:

**Table 5.** Respondent characteristics based on monthly income

Monthly Income	Frequency	Percentage
< Rp 1,000,000	55	36.67%
Rp 1,000,000 – < Rp 3,000,000	46	30.67%
Rp 3,000,000 – < Rp 5,000,000	35	23.33%
≥ Rp 5,000,000	14	9.33%
Total	150	100%

Source: Primary Data, 2025

Table 5 shows that 55 respondents (36.67%) earned less than Rp 1,000,000 per month, 46 respondents (30.67%) had a monthly income of Rp 1,000,000 to < Rp 3,000,000, 35 respondents (23.33%) had a monthly income of Rp 3,000,000 to < Rp 5,000,000, and 14 respondents (9.33%) earned ≥ Rp 5,000,000 per month.

### Instrument Testing Results

1. Measurement Model (Outer Model), the measurement model (outer model), also referred to as the *outer relation* or *measurement model*, defines how each block of indicators is associated with other variables. The outer model is used to evaluate the validity and reliability of the model, which in this study was conducted using data from 60 respondents. Validity testing can be assessed by examining the composite reliability. Further explanation regarding the measurement model (outer model) used to test validity and reliability—including convergent validity, discriminant validity, and composite reliability—is presented as follows:



Figure 1. Measurement model (outer model)

1. Convergent Validity, refers to the principle that measurements of a construct should correlate highly with one another. In PLS, convergent validity for reflective indicators is assessed based on a loading factor > 0.70 (correlation between item scores or component scores with the construct score) and based on the average variance extracted (AVE) > 0.50 (Ghozali, 2021). The results of the convergent validity test using SmartPLS 4 are presented below:

Table 6. Outer loading factor

Variable	Indicator	Outer Loading Factor
Brand Experience (X1)	X1.1	0.837
	X1.2	0.849
	X1.3	0.804
	X1.4	0.832
Brand Trust (X2)	X2.1	0.845
	X2.2	0.791
	X2.3	0.783
	X2.4	0.875
Brand Love (M)	M1	0.803
	M2	0.748
	M3	0.850
	M4	0.764
	M5	0.745
Brand Loyalty (Y)	Y1	0.867
	Y2	0.805
	Y3	0.856
	Y4	0.730

Source: Processed Primary Data, 2025

Based on the outer loading values in Table 6, it is evident that all research indicators have outer loading factors > 0.70, indicating that the indicators meet the convergent validity criteria. Thus, all indicators are considered valid and suitable for further analysis.

In addition to observing the outer loading factor, convergent validity can also be assessed by examining the average variance extracted (AVE). A good model requires that each construct have an AVE value > 0.50.

Table 7. Average variance extracted (ave)

Variable	AVE	Description
Brand Experience (X1)	0.761	Valid
Brand Trust (X2)	0.719	Valid
Brand Love (M)	0.678	Valid
Brand Loyalty (Y)	0.664	Valid

Source: Processed Primary Data, 2025

Based on the AVE results in Table 7, each variable has an AVE > 0.50. Therefore, it can be concluded that each variable in this study has good convergent validity.

3. Discriminant Validity, refers to the principle that measurements of different constructs should not correlate too highly. Discriminant validity is assessed using cross-loadings (where values should be > 0.70) and by comparing the square root of the AVE for each construct with the correlations between constructs using the Fornell-Larcker Criterion (Ghozali, 2021:68). Discriminant validity can also be measured using the Heterotrait-Monotrait Ratio (HTMT), where values < 0.90 indicate that discriminant validity has been achieved between reflective

construct pairs. The results of the discriminant validity test using SmartPLS 4.0 are presented as follows:

**Table 8.** Cross loading

Indicator	Variable				Note
	X1	X2	M	Y	
X1.1	0,837	-0,080	0,527	0,402	Valid
X1.2	0,849	-0,016	0,595	0,558	Valid
X1.3	0,804	-0,037	0,557	0,504	Valid
X1.4	0,832	-0,173	0,417	0,331	Valid
X2.1	-0,071	0,845	0,434	0,312	Valid
X2.2	-0,116	0,791	0,315	0,249	Valid
X2.3	-0,010	0,783	0,373	0,230	Valid
X2.4	-0,069	0,875	0,507	0,395	Valid
M1	0,491	0,425	0,803	0,648	Valid
M2	0,448	0,473	0,748	0,551	Valid
M3	0,474	0,471	0,850	0,643	Valid
M4	0,594	0,246	0,764	0,548	Valid
M5	0,517	0,403	0,745	0,525	Valid
Y1	0,440	0,361	0,689	0,867	Valid
Y2	0,462	0,214	0,554	0,805	Valid
Y3	0,437	0,312	0,580	0,856	Valid
Y4	0,384	0,281	0,468	0,730	Valid

Source: Processed Primary Data, 2025

Based on the cross-loading results in Table 8, each indicator has a higher loading value on its respective variable compared to other variables. This indicates that the indicators used in this study possess good discriminant validity for their respective constructs. Discriminant validity can also be examined using the Fornell-Larcker Criterion, where discriminant validity is demonstrated if the square root of the AVE for each construct is higher than the correlations among constructs.

**Table 9.** Fornell-larcker criterion

	X1	X2	M	Y	Description
X1	0.873				Valid
X2	0.777	0.848			Valid
M	0.611	0.546	0.823		Valid
Y	0.529	0.361	0.710	0.815	Valid

Source: Processed Primary Data, 2025

Based on Table 9, the diagonal values (square roots of AVE) are higher than the inter-construct correlations, which confirms that discriminant validity has been met. Discriminant validity is further assessed using the Heterotrait-Monotrait Ratio (HTMT), where  $HTMT < 0.90$  indicates very good discriminant validity.

**Table 10.** Heterotrait-Monotrait Ratio (HTMT)

	X1	X2	M	Y	Description
X1	—				Valid
X2	0.103	—			Valid
M	0.678	0.546	—		Valid
Y	0.598	0.410	0.823	—	Valid

Source: Processed Primary Data, 2025

Based on the HTMT results in Table 10, each variable has an HTMT value  $< 0.90$ . Therefore, it can be concluded that all variables achieve very good discriminant validity.

- Composite Reliability, is used to assess the reliability of indicators within a construct. The rule of thumb for reliability assessment is that Cronbach's alpha and composite reliability values must exceed 0.70 (Ghozali, 2021). The composite reliability test using SmartPLS 4.0 is presented below:

**Table 11.** Composite reliability

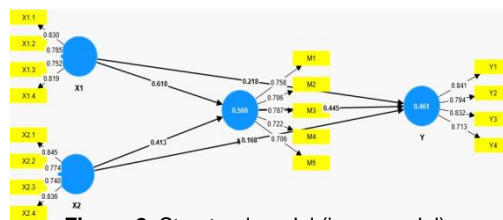
Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Description
Brand Experience (X1)	0.897	0.913	Reliable
Brand Trust (X2)	0.870	0.901	Reliable
Brand Love (M)	0.881	0.883	Reliable
Brand Loyalty (Y)	0.829	0.844	Reliable

Source: Processed Primary Data, 2025

Based on Table 11, all variables have Cronbach's alpha and composite reliability values > 0.70. This indicates that each variable meets the composite reliability criteria, and thus all variables exhibit high reliability.

**Hypothesis Testing Results**

Hypothesis testing in this study was conducted using the inner model (structural model). The inner model is used to assess the relationships between constructs or latent variables. This structural evaluation analyzes the relationships among Brand Experience (X1), Brand Trust (X2), Brand Love (M), and Brand Loyalty (Y).



**Figure 2.** Structural model (inner model)

**R-Squares**

The structural model is evaluated based on the percentage of variance explained by the endogenous latent variables, which is indicated by the R-square value. The R-square results are presented as follows:

**Table 12.** R-square

Variable	R-square	R-square Adjusted
Brand Love (M)	0.566	0.560
Brand Loyalty (Y)	0.461	0.450

Source: Primary data processed, 2025

Based on the R-square results in Table 12, the R-square value for the Brand Love (M) variable is 0.566, while Brand Loyalty (Y) has an R-square value of 0.461. This indicates that 56.6% of the variance in Brand Love can be explained by the independent variables included in the model. Meanwhile, the remaining 43.4% is influenced by other factors outside the model. These R-square values indicate a moderate level of explanatory power.

For the Brand Loyalty variable (Y), the R-square value of 0.461 means that 46.1% of its variance can be explained by the independent variables in the model, while the remaining 53.9% is influenced by factors not included in the model. This also indicates that the research model has moderate explanatory power.

**Significance Test**

To determine whether a hypothesis is accepted or rejected, a bootstrapping procedure is conducted by examining the significance values between constructs, t-statistics, and p-values. Through this procedure, the estimates of measurements and standard errors are no longer calculated based on statistical assumptions but on empirical observations. A hypothesis is

accepted if the t-statistic value is greater than 1.96 or the p-value is less than 0.05 (Ghozali, 2021:75). The bootstrapping results using SmartPLS 4.01 are shown below:

**Table 13.** Significance test of direct effects (bootstrapping)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Note
X1 -> Y	0,218	0,220	0,103	2,118	0,034	Supported
X1 -> M	0,618	0,620	0,051	12,201	0,000	Supported
X2 -> Y	0,168	0,167	0,078	2,162	0,031	Supported
X2 -> M	0,413	0,414	0,060	6,845	0,000	Supported
M -> Y	0,445	0,456	0,112	3,973	0,000	Supported

Source: Primary data processed, 2025

1. Effect of Brand Experience on Brand Loyalty, the results indicate that brand experience (X1) has a positive and significant effect on brand loyalty (Y), with a coefficient of 0.218, a t-statistic of 2.118 ( $> 1.96$ ), and a significance level of 0.034 ( $p < 0.05$ ). This finding confirms the acceptance of H1, suggesting that positive and memorable brand experiences enhance consumer loyalty to Eiger, in line with previous studies highlighting the role of brand experience in fostering loyalty.
2. Effect of Brand Experience on Brand Love, the results show that brand experience (X1) has a positive and highly significant effect on brand love (M), with a coefficient of 0.618, a t-statistic of 12.201 ( $> 1.96$ ), and a significance level of 0.000. This confirms the acceptance of H2, indicating that positive experiences with Eiger strengthen consumers' emotional attachment to the brand, in line with findings by Roy et al. (2013) and Breckler (1984).
3. Effect of Brand Trust on Brand Loyalty, the results indicate that brand trust (X2) has a positive and significant effect on brand loyalty (Y), with a coefficient of 0.168, a t-statistic of 2.162 ( $> 1.96$ ), and a significance level of 0.031. This confirms the acceptance of H3, suggesting that higher consumer trust in Eiger enhances brand loyalty, consistent with the findings of Huang (2017) and Riyanto and Nasir (2023).
4. Effect of Brand Trust on Brand Love, the effect of brand trust (X2) on brand love (M) shows a significantly positive effect with a coefficient of 0.413 and a t-statistic of 6.845 ( $> 1.96$ ), with a significance level of 0.000. Thus, H4 is accepted. This suggests that higher consumer trust in Eiger increases their emotional attachment and affection toward the brand. Trust generated through consistent product quality, reliability, and fulfilled brand promises develops into emotional attachment. This result aligns with Lau & Lee (in Tjiptono, 2014), who stated that trust is crucial in forming brand loyalty. Similarly, Machado & Rodhiah (2021) stated that brand trust is an antecedent of brand love.
5. Effect of Brand Love on Brand Loyalty, the effect of brand love (M) on brand loyalty (Y) shows a significantly positive influence with a coefficient value of 0.445 and a t-statistic of 3.973 ( $> 1.96$ ) at a significance level of 0.000. Thus, H5 is accepted. This suggests that the higher the consumer's love for the Eiger brand, the higher their loyalty. Consumers who feel strong affection and pride in the brand are more likely to repurchase, recommend, and remain committed to Eiger. This finding is supported by Carroll & Ahuvia (2006), who argued that consumers with strong brand love exhibit higher loyalty. Batra et al. (2012) also stated that emotional bonds involving passion, attachment, and long-term commitment strengthen both attitudinal and behavioral loyalty.

**Table 14.** Significance test of indirect effects (bootstrapping)

Path	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Note
X1 → M → Y	0.275	0.277	0.074	3.737	0.000	Supported
X2 → M → Y	0.184	0.187	0.060	3.070	0.002	Supported

Source: Primary data processed, 2025

6. Effect of Brand Experience on Brand Loyalty Mediated by Brand Love, the indirect effect of brand experience (X1) on brand loyalty (Y) through brand love (M) is positive and significant,

with a coefficient value of 0.275 and a t-statistic of 3.737 ( $>1.96$ ) at a significance level of 0.000. Therefore, H6 is accepted. This indicates that brand love partially mediates the effect of brand experience on brand loyalty. Positive brand experiences—such as reliable quality, appealing product design, and satisfying interactions—generate brand love, which in turn strengthens consumer loyalty toward Eiger. This result aligns with Keller (2013), who explained that positive brand experiences increase brand love, which then stimulates brand loyalty. Rodrigues (2018) also supported that brand experience influences brand love, which subsequently affects brand loyalty.

7. Effect of Brand Trust on Brand Loyalty Mediated by Brand Love, the indirect effect of brand trust (X2) on brand loyalty (Y) through brand love (M) is positive and significant, with a coefficient value of 0.184 and a t-statistic of 3.070 ( $>1.96$ ) at a significance level of 0.002. Thus, H7 is accepted. This indicates that the higher the consumer trust in Eiger—regarding product quality, brand honesty, and reliability—the stronger their love for the brand, which then strengthens their loyalty. Brand love acts as a mediator that enhances the positive effect of trust on loyalty. This result is consistent with Cristina et al. (2018), who stated that brand love strengthens brand loyalty as a fundamental emotional bond between consumers and brands. Atulkar (2020) also noted that increased brand trust elevates brand love, which ultimately drives repurchase behavior and brand loyalty.

#### 4. CONCLUSION

Based on the findings, Brand Experience and Brand Trust have positive and significant effects on Brand Loyalty and Brand Love among Eiger consumers. Brand Love also has a positive and significant effect on Brand Loyalty and plays a complementary mediating role in the relationship between Brand Experience and Brand Loyalty, as well as between Brand Trust and Brand Loyalty. These results confirm that positive brand experiences and strong brand trust foster emotional attachment, which in turn strengthens consumer loyalty to the brand.

The findings support previous studies that emphasize the importance of brand experience, brand trust, and brand love in building brand loyalty. Practically, Eiger should enhance emotional and sensory brand experiences, maintain consistent product quality, strengthen transparent brand communication, and foster deeper emotional connections through engaging marketing strategies and community involvement. Future research is encouraged to include additional mediating variables such as customer satisfaction, brand engagement, or brand passion, apply qualitative approaches, and extend the study to other outdoor brands to enrich empirical insights

Furthermore, future research should be directed toward examining the stability of brand love under conditions of market change or brand crisis, such as product failure, negative publicity, or intensified competition. Longitudinal research designs are particularly needed to observe how brand love evolves over time and to determine whether strong emotional attachment can buffer the negative effects of crises on brand loyalty. Additionally, experimental or scenario-based studies may provide deeper insights into consumers' emotional resilience and behavioral responses when trusted brands face unexpected challenges.

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