

**THE EFFECT OF BRAND LOVE ON WORD OF MOUTH AND  
REPURCHASE INTENTION MEDIATED BY HALAL BRAND  
LOYALTY**



**SKRIPSI**

Prepared to Fulfill the Assignment and Requirements for Obtaining a Bachelor's  
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**2024**

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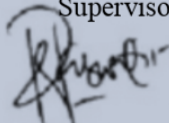
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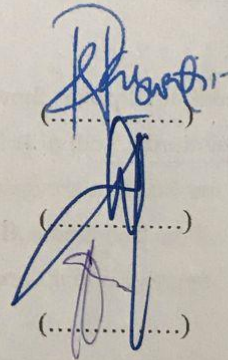
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Stating in truth that this thesis I made and submitted was of my work, except for the quotations and summaries, all of which I have explained the source of. If in the future it is proven and or can be proven that my thesis is a copy of the result of plagiarism, then I am willing to accept any sanctions from the Faculty of Economics and Business and or the degree and diploma given by the Muhammadiyah University of Surakarta I will not accept.

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## **MOTTO**

"Indeed, Allah will not change the fate of a people until they change the situation that exists within themselves."

**(QS. Ar-Ra'd: 11)**

“So truly with difficulty there is ease. Indeed, with difficulty there is ease.

So when you have finished (from something), keep working hard (on other matters). And only in your God you hope."

**(QS. Al-Insyirah: 6-8)**

" *Cogito ergo sum*"  
**(Rene Descartes)**

"Convince with faith, Strive with knowledge, Convey with charity."

**(YAKUSA)**

## **DEDICATION**

Thanks God,

I dedicate this thesis to my parents, my sister and my entire family, especially myself, who have been a motivation and inspiration as well as providing prayers and support all this time.

I also thank to my best friends who always provide encouragement and supporting me till I finished this thesis.

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There are so many lessons that the author has learned, various challenges and obstacles that the author has faced in the process of preparing this thesis. The author realizes that this thesis would be difficult to realize without guidance, direction and assistance from various parties. For this the author would like to thank: Prof. Dr. Sofyan Anif., M.Si. as Rector of Muhammadiyah University of Surakarta and all the leadership of the rectorate of the Muhammadiyah University of Surakarta.

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This thesis still has many shortcomings both from renewal and presentation. For this reason, all the suggestions and criticisms made may be useful for further research. Hopefully this thesis is useful for all those who need it and be successful in the future. Aamiin

Wassalamu'alaikum Warahmatullahi Wabarakatuh



## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh brand love bertujuan untuk mengetahui seberapa besar pengaruh brand love terhadap word of mouth dan repurchase intention dengan halal brand loyalty sebagai variabel. Jenis penelitian ini yaitu penelitian kuantitatif dan teknik pengumpulan data menggunakan kuisioner/angket. Sampel yang digunakan dalam penelitian ini sebanyak 180 responden. Analisa data pada penelitian ini menggunakan uji validitas, realibilitas, dan multikolinieritas atau outer model dan inner model. Pengujian hipotesis menggunakan path coefficient dan indirect path coefficient. Alat uji yang digunakan adalah SMART PLS versi 3.4. Hasil penelitian ini menunjukkan bahwa brand love intimacy berpengaruh signifikan terhadap word of mouth dan repurchase intention. Hasil dalam penelitian ini juga menunjukkan bahwa brand love passion berpengaruh signifikan terhadap word of mouth dan repurchase intention. Sedangkan hasil terakhir dalam penelitian ini menunjukkan bahwa halal brand loyalty tidak dapat memediasi secara positif dan signifikan antara brand love intimacy dan brand love passion terhadap word of mouth dan repurchase intention.

**Kata Kunci:** Brand Love, Halal Brand Loyalty, Repurchase Intention, SOR Theory, Word of Mouth

## ABSTRACT

This research aims to analyze the influence of brand love with the aim of finding out how much influence brand love on word of mouth and repurchase intentions with halal brand loyalty as a variable. This type of research is quantitative research and data collection techniques using questionnaires. The sample used in this research was 180 respondents. Data analysis in this study used validity, reliability and multicollinearity tests or outer models and inner models. Hypothesis testing uses path coefficients and indirect path coefficients. The test tool used is SMART PLS version 3.4. The results of this study indicate that brand love intimacy has a significant effect on word of mouth and repurchase intention. The results in this study also show that brand love passion has a significant effect on word of mouth and repurchase intentions. Meanwhile, the latest results in this study indicate that halal brand loyalty cannot mediate positively and significantly between brand love intimacy and brand love passion on word of mouth and repurchase intention.

**Keywords:** Brand Love, Halal Brand Loyalty, Repurchase Intention, SOR Theory, Word of Mouth

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