DOES BRAND LOVE MATTERS IN PREDICTLY REPURCHASE INTENTION AND WORD OF MOUTH MEDIATED BY HALAL BRAND LOYALTY

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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,stimulus-organism-response, 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 software 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,stimulus-organism-response, word of mouth

1. INTRODUCTION

The digital age continues to grow, the phenomenon of word-of-mouth, or the conversations and recommendations that one person gives to another, has become one of the most influential

aspects of the modern marketing world. People are globally connected, information and opinions spread quickly and consumers are more likely to trust the recommendations of friends, family or even strangers they meet online than marketing messages directly from the brand. Word of mouth has played a major role in influencing brand image, purchase decisions and business success. This phenomenon is the result of social interaction, which has become an integral part of consumers' daily lives.

The cosmetics industry has a very strong word of mouth influence. The existence of Halal certified products has become the main concern of cosmetic companies. Word of mouth regarding the halal of a product has a great impact on the company's reputation and sales. Consumers tend to have more confidence in products recommended by friends or family who have used them Hidayat, (2013). By ensuring that their products are halal certified, cosmetics companies can increase customer confidence and utilise the positive effects of 'word of mouth' to increase sales and business success.

The Indonesian cosmetics market is increasingly crowded with the presence of various locally-made cosmetics brands, especially local brands can survive and even develop by launching various lines of new products. It can be said that the quality of various local cosmetic brands is equivalent to foreign brands. Some things that attract the attention of Indonesian people to local cosmetics brands are quality, innovation, price and attractive packaging. Based on the survey conducted by Populix , the list of local cosmetic brands that will be widely used in 2022 is shown below.

7 Merek Kosmetik Lokal Paling Banyak Digunakan di Indonesia
Tahun 2022

Source: goodstats.id, 2017

Picture 1. 7 Popular Local Cosmetics

According to the survey findings from goodstats.id, (2017), the first place was Wardah local cosmetic brand with 48%. A wide range of products with contemporary packaging and colours and affordable prices are some of the reasons why Wardah is so popular among adults. Not only adults, but also a few teenagers like to use Wardah products.

Khan et al. (2021) have identified several factors that impact word-of-mouth and repurchase intention, such as brand love, brand love passion, and brand loyalty. While Ayuningsih & Kuswati's, (2023) research indicates that brand love has an impact on word-of-mouth, Naufal & Maftukhah's, (2017) study asserts that brand image and brand love will influence decision-making through word-of-mouth mediation.

The study examined hedonic items, and the findings suggested that WOM might be influenced by brand love characteristics. The investigation done by Bicakglio et al., (2016) yielded identical results to those reported above. In the context of fashion brands, research by Anggraeni, (2015) and Ismail & Passing, (2015) demonstrated that brand loyalty can motivate customers to spread word-of-mouth (WOM). While Shakeri & Alavi (2016) discovered that brand love had a negative impact on word-of-mouth (WOM).

Repurchase intention and want to buy both relate to the customer's intention to plan the purchase of goods or services; specifically, they relate to the customer's desire to purchase certain items from specific brands of Shahid et al., (2017). The most often used indicator of customer behavior prediction is purchase intention. Customers typically research products thoroughly before making a purchase based on their particular preferences or experiences. Following the gathering of data, customers will begin to assess the product and make a decision on whether or not to purchase it. Setiawan, (2017). Consumers are encouraged to consider the promises made about brand engagement and brand love and assess their strengths when they are building the intention to buy. Mental Expansion Purchase intention is influenced by brand participation and brand love quality information. Given that HSU et al., (2017)'s purchase intentions often reflect customers' behavior, it is critical to identify consumers' buying intents.

Brand loyalty is the response to one or more specific brands in terms of buying behavior that is periodically reflected by various decision-making units. Jacoby and others, (1978). client happiness is the primary driver of brand loyalty, and brand loyalty indicates the probability that a client would select the brand once more in the future Prus & Brand, (1995). Repurchase intention is positively impacted by brand loyalty. Anderson et al., (1990) found a positive correlation between a customer's intention to repurchase and their level of loyalty Feng & Yanru, (2013) claim that brand loyalty influences repurchase intention favorably. Thus, it may be said that repurchase is positively impacted by brand loyalty.

Therefore, these references take into account factors that affect judgments about word-of-mouth and inclinations to repurchase. This research intends to explore and increase knowledge of the mediating function performed by halal brand loyalty in boosting the influence between brand love, word of mouth, and repurchase intention by undertaking an in-depth

examination of data and love for the Wardah brand. Keeping in mind the backdrop mentioned above, a study titled "The Influence of Brand Love on Word of Mouth and Repurchase Intention Mediated by Halal Brand Loyalty" was carried out to examine the impact of brand love and determine its exact magnitude on word of mouth. and intend to repurchase, with halal brand loyalty as a intervening variable.

1.1 Stimulus Organism Response (SOR) Theory

The S -O -R theory, first proposed by Hovland, Janis and Kelly in 1953, stands for Stimulus (message) - Organism (communicator or recipient of the message) - Response (effect) of Noviri, (2016). This theory explains how a stimulus or message affects individuals and triggers certain responses. In this theory, the role of cognition, marked by the letter O between S and R, shows that cognition is a key component in the middle of this process. Cognition reflects the process of mind and spirit that involves the acquisition, storage, processing and modification of individual knowledge.

Stimuli can be experienced through the human senses, and these stimuli can be described as influences on the internal state of the individual Ayuningsih & Kuswati, (2023) As per this theory, external stimuli received by individuals elicit an internal response, which in turn generates an external response or behavior. These stimuli can encompass various elements such as sound, light, fragrance, taste, or touch. The S-O-R theory relationship with this study involves how the stimulus (brand love) affects the response of the organism (brand loyalty) and how the response of that organism, through mediating variables, affects the behavioural response (WOM). The use of S-O-R theory can help in understanding the complex relationships between elements in this study and how they interact with each other in the context of consumer behaviour related to the brand.

1.2 Word of Mouth

Word-of-mouth marketing is defined by Kotler and Keller, (2009: 511) as an activity wherein intermediaries sell items or services to others in their immediate vicinity utilizing oral, textual, and electronic communication means that are connected to the experience of making a service purchase or using a product. According to Kotler et al., (2012) as mentioned in Susetyo, (2019) explains that word of mouth occurs when consumers share their opinions about brands, product quality and services they have used with others. The intention is a form of individual communication between consumers and others about the product. One of the most powerful forms of advertising is word-of-mouth marketing. according to Sofia, (2023) is the sharing of ideas, remarks, or views by two or more customers whose sources are unrelated to formal marketing campaigns. They also explain that the information conveyed through word of mouth

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comes directly from the personal experience of consumers using a product, and is more persuasive to consumers than information found in advertising. Word of mouth has the potential to influence consumer purchasing decisions.

1.3 Repurchase Intention

According to Arif, (2019), repurchase intention is a commitment formed by consumers after purchasing goods or services. The propensity to participate in the subsequent repurchase behavior is known as repurchase intention. Soliha & Aquinia, 2020. As stated by Putra and Verinita, (2020). Repurchase intention is a decision taken by someone in making a re-purchase in the future based on satisfaction and trust, This may benefit the business, namely in terms of costs. Repurchase intention is an action taken by the customer to make a repurchase after feeling satisfied with the previous purchase Ardianto et al, (2021).

1.4 Brand Love

According to Sternberg, (1986) introduces theoretical concepts of love in the form of triangles; where elements such as closeness (intimacy), passion (passion) and commitment are seen as important components of romantic love. The concept of this theory is able to specify love through three main dimensions: intimacy, which reflects close and exclusive relationships; passion, which describes desire or excitement; and commitment, which shows consistency in behaviour.

1.5 The relationship between brand love intimacy and word of mouth

Research conducted by Riorini, (2017) determined that brand love has a noteworthy and advantageous impact on word-of-mouth. This is also in line with study by Purwanto & AR, (2022), which discovered that word-of-mouth is significantly and favorably impacted by brand love. This implies that a high degree of brand loyalty is correlated with a customer's passion for that brand., so the hypothesis is taken:

H1: Brand love intimacy intimacy has a positive effect on word of mouth.

1.6 The relationship between brand love intimacy and repurchase intenton

Given that brand intimacy is characterized as the extent to which a company engages with its customers on a psychological level, it is not unexpected that brand intimacy and consumers' buy intention behavior are significantly correlated. Tera and Wardhana, (2020). The studies Otero & Wilson, (2018) show that repurchase is positively impacted by brand love, which is expressed in brand intimacy, passion, and dedication, so the hypothesis is taken :

H2: Brand love intimacy has a positive effect on repurchase intention.

1.7 The relationship between brand love passion and repurchase intention

Khabib, (2014) asserts that repurchase intention is positively impacted by brand love and passion. According to Sukoco & Hartawan (2011), a customer's inclination to repurchase is positively correlated with their level of loyalty. Brand love influences repurchase intention positively, claim Feng & Yanru ,(2013). Thus, it can be said that repurchase intention is positively influenced by brand love. As a result, the following theory may be established.

H3. Brand love passion has a positive effect on repurchase intention

1.8 The relationship brand love passion and word of mouth

Brand love passion has an impact on several things, one of which is the level of purchase. Consumers who have higher brand love passion will make purchases of the brands they love at least once Pandir & Yasin, (2017). Additionally, prior studies have shown that good word-of-mouth and repurchase intentions are significantly influenced by brand love Fetscherin, (2014). As a result, the following theory may be established.

H4: Brand love passion has a positive effect on word of mouth

1.9 Brand love intimacy and word of mouth mediated by halal brand loyalty

According to Kotler & Keller, (2002), customer satisfaction is the emotion that emerges when a person compares the performance of a product they are considering to the performance they expected. Previous research conducted by Putra & Suryoko, (2017), Prasada & Ekawati, (2018), Istiyawari et al., (2021), Wahjoedi et al., (2022) explained that partially the brand loyalty variable has a noteworthy and favorable impact on word-of-mouth. so that if a mediation is formed, word-of-mouth will benefit. Referring to the explanation above, the following hypothesis can be formulated :

H5: Halal brand loyalty mediates the effect of brand love intimacy on word of mouth

1.10 Brand love intimacy dan repurchase intention dimediasi halal brand loyalty

Although brand loyalty and repeat purchase behavior are frequently linked, there is a distinction between the two. If the psychological attachment to a specific brand is reflected in brand loyalty, then repeat purchase behavior is the act of repeatedly purchasing the same brand. Customers may make repeat purchases because the brand is the cheapest or because it is the only one that is offered or available. Both of these reasons may contribute to repeat buy behavior. Market forces exerted by businesses that have been successful in making their products the sole option available to clients, preventing them from selecting other items, may lead to repeat purchases.

The findings of previous research on price perceptions and customer satisfaction, such as Juniantara and Reski, (2018), Hidayati et al., (2018), explain that partially brand loyalty

variables have a positive effect and repurchase. From this explanation, it can be formulated to make the mediating variable that the hypothesis is as follows :

H6 : Halal brand loyalty mediates the effect of brand love intimacy on repurchase intention

1.11 Brand love passion and wom are mediated by halal brand loyalty

One of the most significant and most studied elements is brand loyalty. One of them is Fandos Herrera & Flavián Blanco, (2011) studied by Salehzadeh et al., (2016) which gives an opinion in the context of cellphones, the factor that makes consumers have the intention to repurchase the same product because of Brand Loyalty. In order to preserve a strong bond between customers and the companies they adore, brand loyalty is equally crucial Sultan & Wong, (2019).

Brand Loyalty is strongly correlated with Brand Love Passion. Santos & Schlesinger, (2021) state that the reason this variable was included. Brand Love is closely related to consumer emotions which can foster loyalty. Exploration related to previous research researched by Le, (2021) has also been conducted in the country of Vietnam has research objects that contribute to the consumer psychology literature, only examining the relationship between consumers and brands that have many fans without focusing on one more specific brand or product so that the hypothesis is taken :

H7 : Halal brand loyalty mediates the effect of brand love passion on word of mouth

1.12 Brand love passion and repurchase intention mediated by halal brand loyalty

Brand Love is a concept that causes consumers to love brands or products with this love, there is a sense of not wanting to turn away from other brands because in the minds and minds of consumers there is a growing love for the brand not just like it. Namuan will buy back from the brand so that the brand will experience increased repurchases.

In addition to brand image, there are other factors such as love for brands that can influence consumers to choose, consume and buy products or goods from these brands not only to pursue benefits but also to get certain meanings such as arousing emotional bonds such as excitement, warmth, and a sense of happiness because they can use these brand products or goods, customers will develop a passion for the brand as a result of this. Utami & Sriyanto, (2016). According to research by Sriyanto et al., (2019), brand love significantly improves customer loyalty. So that the hypothesis is taken:

H8 : Halal brand loyalty mediates the effect of brand love passion on repurchase intention

1.13 Research Framework

Based on the comprehensive literature review, it is essential to establish a research framework in order to develop research hypotheses. The independent variable can be presumed

to exert an influence on the dependent variable, with mediation playing a significant role. In light of this, researchers can derive a research framework as presented below:
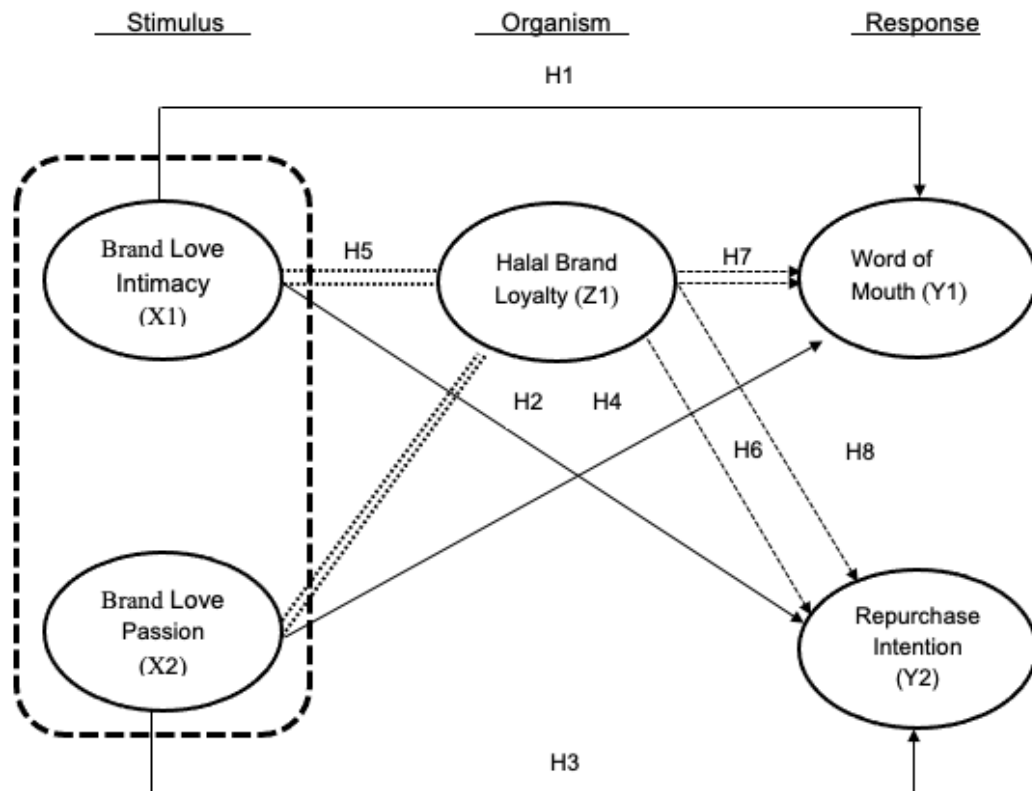
Picture 2. Theoritical Framework

The proposed model, depicted in Figure 2.2, aims to examine the relationships among various constructs. Specifically, this model investigates the links between brand love intimacy and word of mouth (H1), brand love intimacy and repurchase intention (H2), brand love passion and repurchase intention (H3), brand love passion and word of mouth (H4), halal brand loyalty, brand love intimacy and word of mouth (H5), halal brand loyalty, brand love intimacy and repurchase intention (H6), halal brand loyalty, brand love passion and word of mouth (H7), halal brand loyalty, brand love passion and repurchase intention (H8).

2. METHOD

2.1 Types of Research

This study adopted a quantitative methodology, which focuses on the analysis of numerical data using statistical techniques. Quantitative research primarily involves inferential research, including hypothesis testing, where the findings are used to assess the likelihood of rejecting the null hypothesis. It utilizes quantitative techniques to determine the significance of group differences or correlations between the variables under investigation (Sudaryana & Agusiady,

2022). In this study, the research variables pertain to the qualities and characteristics of individuals, factors, treatments, or actions that researchers have selected for study in order to draw conclusions based on their specific variations (Siyoto & Sodik, 2015). The independent variable in this study is Brand Experience (X). Brand Love, which is represented by Brand Love Intimacy (Z1) and Brand Love Passion (Z2), serves as the mediating variable. The dependent variables in this study are Brand Loyalty and Brand Trust (Y1 and Y2).

2.2 Sample and Population

Sample is a subset of the population's size and characteristics Sugiyono, (2017). According to Arikunto, (2012) there are several segments of the population. According to Sugiyono, sampling technique is a technique for sample preparation. Purposive sampling with non-probability sampling is the sample methodology employed in this investigation. The practice of choosing a sample using a few certain steps in line with the standards used to establish how many samples will be studied is known as purposeful sampling Sugiyono, (2018). Research consideration factors included in the study sample:

1) A participant who is older than 17 years old. It is anticipated that the respondent will be able to provide objective information about the statements made in the questionnaire that relate to the research variable.

2) Customers who have previously purchased Wardah products in Indonesian.

Determining the number of representative samples according to Hair et al., (1995) in Kiswati, (2010) depends on the number of indicators multiplied by 5 to 10. The number of samples in this study is:

Sample = Number of Indicators x 10 (1)

   = 18 x 10

   = 180

Based on the above calculations, a minimum sample of 180 customer respondents who purchased Wardah brand beauty products in Indonesia was obtained. The distribution of the questionnaires was done online in the form of questionnaires through Google-Form, which aims to obtain samples that meet the characteristics of the researcher's needs.

2.3 Respondents' profile

2.3.1 The result of Origin

Description of the respondents by origin are shown in the following table :

Table 1. Characteristics by City Origin Group

No	City Origin	Total	Percentage
1	Central of Java - DIY	113	63%

2	West Java	6	3%
3	East Java	3	2%
4	Etc (non Java)	58	32%
	Total	180	100%

Based on respondent characteristics, the most common origin that dominated the sample was Central of Java - DIY, with a total of 113 respondents (63%).

2.3.2 Gender Description Results

The response summary is based on the type of question that is presented in the table below:

Table 2. Characteristics by Gender Group

No	Gender	Total	Percentage
1	Men	61	33,9%
2	Women	119	66,1%
	Total	180	100%

Based on respondent demographics, the most common categories are women, accounting for 119 respondents (66,1%) and men, accounting for 61 respondents (33,9%).

2.3.3 Age Description Results

The description of the respondents by age is shown in the following table :

Table 3. Characteristics by Age Group

No	Age	Total	Percentage
1	17-22 years	114	63,4%
2	23-28 years	53	29,4%
3	29-34 years	5	2,8%
4	35-40 years	4	2,2%
5	>40 years	4	2,2%
	Jumlah	180	100%

According to respondent demographics, the majority of respondents (114) were between the ages of 17 and 22 (63,4%); followed by those between the ages of 23 and 28 (29,4%); those between the ages of 29 and 34 (approximately 5 respondents; 2,8%); and those between the ages of 35 and 40 and more than ages of 40 (approximately 4 respondents; 2,2%).

2.3.4 Results of Education Level Description

The description of respondents based on education level is shown in the following table::

Table 4. Characteristics by Educational Level Group

No	Educational Level	Total	Percentage
1	SD Sederajat	1	0,6%
2	SMA/Sederajat	81	45,0%
3	Diploma	12	6,7%
4	Sarjana	82	45,6%

5	Pasca Sarjana	4	2,2%
	Total	180	100%

Based on respondent demographics, the most common educational attainment levels are sarjana, which has 82 respondents (45,6%), followed by SMA/Sederajat, which has 81 respondents (45,0%), diploma, which has 12 respondents (6,7%), Pasca Sarjana, which has 4 respondents (2,2%), and SD Sederajat, which has 1 respondent (0,6%).

3. RESULT AND DISCUSSION

3.1 Questionnaire and Measurement

3.1.1 Data Analysis

This study employs Structural Equation Model (SEM) data analysis with Partial Least Square (PLS) using the SmartPLS software tool. Three methods are used in this study's data analysis: the outer model, the inner model and the hypothesis test.

1. Outer Model

Using the SmartPLS 3.0 tool and the partial least squares (PLS) data analysis approach, the study's hypothesis testing is conducted. Below is the model of the PLS that was selected:
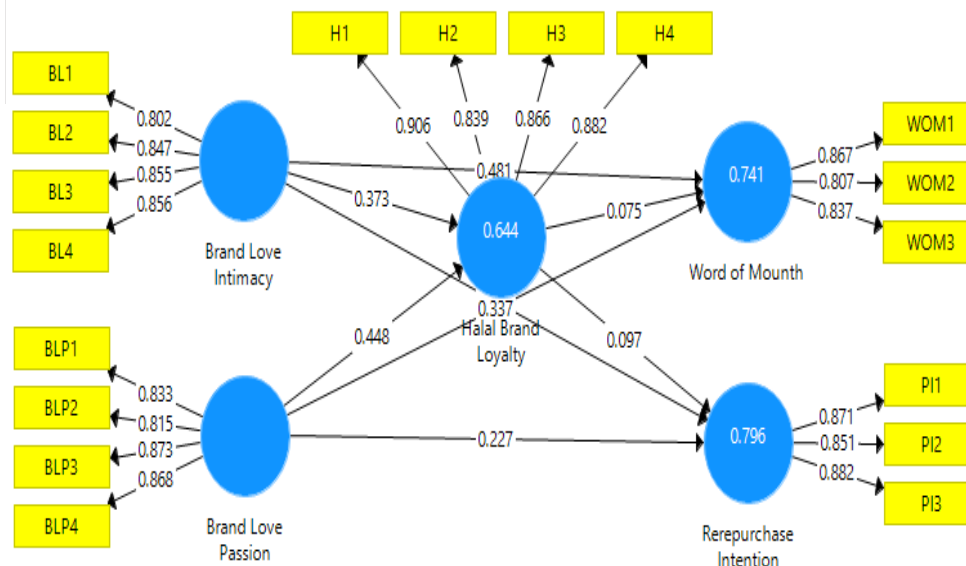
Picture 3. Outer Model

Source: Primary Analysis Data, 2024

This chapter describes the validity, reliability, and multicollinearity tests:

Table 5. Convergent Validity Analysis Results

	Convergent Validity	Information
BL1	0,802	Valid
BL2	0,847	Valid
BL3	0,855	Valid
BL4	0,856	Valid
BLP1	0,833	Valid
BLP2	0,815	Valid
BLP3	0,873	Valid
BLP4	0,868	Valid
H1	0,906	Valid
H2	0,839	Valid
H3	0,866	Valid
H4	0,882	Valid
PI1	0,871	Valid
PI2	0,851	Valid
PI3	0,882	Valid
WOM1	0,867	Valid
WOM2	0,807	Valid
WOM3	0,837	Valid

Source: Primary Analysis Data, 2024

Table 6. Convergent Validity Analysis Results

	Convergent Validity	Information
BL1	0,802	Valid
BL2	0,847	Valid
BL3	0,855	Valid
BL4	0,856	Valid
BLP1	0,833	Valid
BLP2	0,815	Valid
BLP3	0,873	Valid
BLP4	0,868	Valid
H1	0,906	Valid
H2	0,839	Valid
H3	0,866	Valid
H4	0,882	Valid
PI1	0,871	Valid
PI2	0,851	Valid
PI3	0,882	Valid
WOM1	0,867	Valid
WOM2	0,807	Valid
WOM3	0,837	Valid

Source: Primary Analysis Data, 2024

Table 7. Cross Loading Analysis Results

	Brand Love Intimacy	Brand Love Passion	Halal Brand Loyalty	Repurchase Intention	Word of Mouth
BL1	0,802	0,722	0,541	0,680	0,749
BL2	0,847	0,781	0,741	0,766	0,703
BL3	0,855	0,781	0,643	0,741	0,739
BL4	0,856	0,764	0,689	0,777	0,653
BLP1	0,684	0,833	0,558	0,652	0,702
BLP2	0,760	0,815	0,626	0,667	0,717
BLP3	0,809	0,873	0,708	0,745	0,720
BLP4	0,815	0,868	0,760	0,803	0,687
H1	0,741	0,753	0,906	0,714	0,692
H2	0,596	0,592	0,839	0,586	0,525
H3	0,704	0,698	0,866	0,640	0,653
H4	0,674	0,694	0,882	0,653	0,614
PI1	0,760	0,728	0,592	0,871	0,664
PI2	0,805	0,775	0,694	0,851	0,719
PI3	0,730	0,704	0,650	0,882	0,641
WOM1	0,747	0,722	0,654	0,672	0,867
WOM2	0,666	0,698	0,609	0,656	0,807
WOM3	0,707	0,669	0,531	0,630	0,837

Source: Primary Analysis Data, 2024

Table 8. Composite Reliability Analysis Results

Variables	Composite Reliability	Information
Brand love intimacy	0,906	Reliabel
Brand love passion	0,910	Reliabel
Halal brand loyalty	0,928	Reliabel
Rerepurchase intention	0,902	Reliabel
Word of mouth.	0,875	Reliabel

Source: Primary Analysis Data, 2024

Table 9. Cronbach's Alpha

| Variables	Cronbach\s Alpha	Information
Brand Love Intimacy	0,861	Reliabel
Brand Love Passion	0,869	Reliabel
halal Brand Loyalty	0,897	Reliabel
Rerepurchase intention	0,837	Reliabel
Word of Mouth	0,786	Reliabel

Source: Primary Analysis Data, 2024

Table 10. Analysis Multikolinieritas (VIF) Results

Variables	Halal Brand Loyalty	Repurchase intention	Word of Mouth	Information
Brand Love Intimacy	3,694	4,086	4,086	No multicollinearity
Brand Love Passion	3,694	4,260	4,260	No multicollinearity
Halal Brand Loyalty		2,812	2,812	No multicollinearity
Rerepurchase intention				
Word of Mouth				

Source: Primary Analysis Data, 2024

2. Structure Model Analysis (Inner Model)
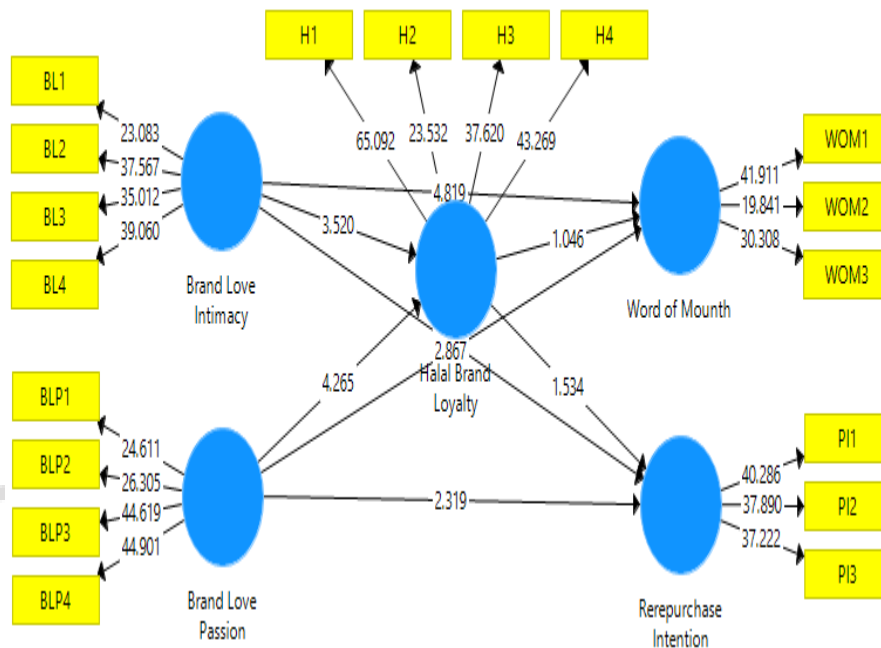
Picture 4. Inner Model

Source: Primary Analysis Data, 2024

Table 11. R Square Results

Models	R Square	R Square Adjusted
Halal Brand Loyalty	0,644	0,640
Rerepurchase Intention	0,796	0,793
Word of Mouth	0,741	0,736

Source: Primary Analysis Data, 2024

The following Table R-Square can be used to observe the effects of the variables "brand love intimacy" and "brand love passion" on "halal brand loyalty," while "brand love intimacy,"

"brand love passion," and "halal brand loyalty" are used to examine the effects of word-of-mouth and the significant effects of the variables "brand love intimacy," "brand love passion," "halal brand loyalty," and "repurchase intention." Based on the data in the above table, it can be inferred that the highest impact of the variables "brand love intimacy" and "brand love passion" on "halal brand loyalty" is 0.640, or 64.0%, while the highest impact of the variables "brand love intimacy, brand love passion, and halal brand loyalty" on "word of mouth" is 0.793, or 79.3%, and the highest impact of the variables "brand love intimacy, brand love passion, and halal brand loyalty" on "rerepurchase intention" is 0,736, or 73.6%.

Next, the goodness of fit analysis using Q-square with a slope:

$$Q \text{ square} = 1 - [(1-R^2_1) \times (1-R^2_2)] \tag{2}$$
$$= 1-[(1-0{,}640) \times (1-0{,}793) \times (1-0{,}736)]$$
$$= 1 - (0{,}360 \times 0{,}207 \times 0{,}264)$$
$$= 1 - 0{,}094193$$
$$= 0{,}906$$

The amount of agreement between the independent variable and the dependent variable, which is defined as 0,906 or 90.6%, and 9,4198%, which is significantly impacted by other factors, is indicated by a Q square of 0.906, according to the analysis findings. Thus, it may be inferred from these findings that the study model has a good goodness of fit.

Table 12. Analysis NFI Results

	Saturated Model	Estimated Model
SRMR	0,067	0,067
d_ULS	0,761	0,762
d_G	0,564	0,564
Chi-Square	560,268	560,378
NFI	0,801	0,801

Source: Primary Analysis Data, 2024

According to the results of the analysis in the model fit indicator above, if the NFI is greater than or equal to 0,1 or more, the model can be said to be more accurate.

Table 13. Instrument Direct Effect (Path Coefficients)

Models	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Information
Brand Love Intimacy -> Rerepurchase Intention	0,602	5,999	0,000	positive not significant
Brand Love Intimacy -> Word of Mouth	0,481	4,819	0,000	positive not significant

Brand Love Passion -> Rerepurchase Intention	0,227	2,319	0,021	positive not significant
Brand Love Passion -> Word of Mouth	0,337	2,867	0,004	positive not significant

Source: Primary Analysis Data, 2024

Table 14. Hypothesis Testing Instrument Direct Effect (Path Coefficients)

Models	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Information
Brand Love Intimacy -> Rerepurchase Intention	0,602	5,999	0,000	positive significant
Brand Love Intimacy -> Word of Mouth	0,481	4,819	0,000	positive significant
Brand Love Passion -> Rerepurchase Intention	0,227	2,319	0,021	positive significant
Brand Love Passion -> Word of Mouth	0,337	2,867	0,004	positive significant

Source: Primary Analysis Data, 2024

In order to ascertain its significance, the analytical findings produced in Table 4.14 with p Value are as follows t table value 1.984 according to Ghozali, (2012).

1. The value obtained on the brand love intimacy variable on word of mouth with t statistics 4.819, whose p value is 0.000, can be explained by the t statistical value of 4.819> t table 1.984 or p value 0.000 <0.05, so statistically Ho is rejected or Ha is accepted, meaning that the brand love intimacy variable has a significant effect on word of mouth.

2. The value generated on the brand love intimacy variable on repurchase intention with a t statistic of 5.999 whose p value is 0.000 can be explained by the t statistical value of 5.999> t table 1.984 or p value 0.000 <0.05, so statistically Ho is rejected or Ha is accepted, meaning that the brand love intimacy variable has a significant effect on repurchase intention.

3. The value generated on the brand love passion variable on word of mouth with a t statistic of 2.867 whose p value is 0.004 can be explained by the t statistical value of 2.867> t table 1.984 or p value 0.004 <0.05, so statistically Ho is rejected or Ha is accepted, meaning that the brand love passion variable has a significant effect on word of mouth.

4. The value generated on the brand love passion variable on repurchase intention with t statistics 2.319 whose p value is 0.021 can be explained by the t statistical value of 2.319>

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t table 1.984 or p value 0.021 <0.05, so statistically Ho is rejected or Ha is accepted, meaning that the brand love passion variable has a significant effect on repurchase intention.

Table 15. Indirect Effect Analysis Results

Variabel	Original Sample (O)	TStatistics (|O/STDEV|)	P Values	Information
Brand Love Intimacy -> Halal Brand Loyalty -> Repurchase Intention	0,036	1,331	0,184	positive not significant
Brand Love Passion -> Halal Brand Loyalty -> Repurchase Intention	0,043	1,450	0,148	positive not significant
Brand Love Intimacy -> Halal Brand Loyalty -> Word of Mouth	0,028	0,944	0,346	positive not significant
Brand Love Passion -> Halal Brand Loyalty -> Word of Mouth	0,033	1,016	0,310	positive not significant

Source: Primary Analysis Data, 2024

3.2 DISCUSSION

The results of this study discuss "The Effect of Brand Love on Word of Mouth and Repurchase Intention Mediated By Halal Brand Loyalty". The results of this study based on hypothesis testing, the results of the analysis are as follows:

3.2.1 The effect of brand love intimacy has a positive effect on word of mouth

Based on the results, it shows that the brand love intimacy variable on word of mouth with t statistics 4.819, whose p value is 0.000, it can be explained that the t statistical value is 4.819> t table 1.984 or p value 0.000 <0.05, so statistically Ho is rejected or Ha is accepted, meaning that the brand love intimacy variable has a significant effect on word of mouth.

3.2.2 The effect of brand love intimacy has a positive effect on repurchase intention

Based on the results, it shows that the brand love intimacy variable on repurchase intention with a t statistic of 5.999 whose p value is 0.000, it can be explained that the t statistical value is 5.999> t table 1.984 or p value 0.000 <0.05, so statistically Ho is rejected or Ha is accepted, meaning that the brand love intimacy variable has a significant effect on repurchase intention.

3.2.3 The effect of brand love passion has a positive effect on word of mouth

Based on the results, it shows that the brand love passion variable on word of mouth with a t statistic of 2.867 whose p value is 0.004, it can be explained that the t statistical value is 2.867>

t table 1.984 or p value 0.004 <0.05, so statistically Ho is rejected or Ha is accepted, meaning that the brand love passion variable has a significant effect on word of mouth

3.2.4 The effect of brand love passion has a positive effect on repurchase intention

Based on the results, it shows that the brand love passion variable on repurchase intention with t statistics 2.319, whose p value is 0.021, it can be explained that the t statistical value is 2.319> t table 1.984 or p value 0.021 <0.05, so statistically Ho is rejected or Ha is accepted, meaning that the brand love passion variable has a significant effect on repurchase intention.

3.2.5 Halal brand loyalty mediates the effect of brand love intimacy on word of mouth

The results show that the t statistical value is 0.944 and the p value is 0.346 and with a coefficient of 0.028 on brand love intimacy on word of mouth mediated by halal brand loyalty, it turns out that the t statistical value is 0.944 < t table 1.984 or p value 0.346> 0.05 and the coefficient shows a positive direction of 0.033, meaning that halal brand loyalty cannot mediate positively and significantly between brand love intimacy and word of mouth

3.2.6 Halal brand loyalty mediates the effect of brand love intimacy on repurchase intention

The results show that the t statistical value is 1.331 and the p value is 0.184 and with a coefficient of 0.036 on brand love intimacy on repurchase intention mediated by halal brand loyalty, it turns out that the t statistical value is 1.331 < t table 1.984 or p value 0.184> 0.05 and the coefficient shows a positive direction of 0.036, meaning that halal brand loyalty cannot mediate positively and significantly between brand love passion and repurchase intention.

3.2.7 Halal brand loyalty mediates the effect of brand love passion on word of mouth

The results show that the statistical t value is 1.016 and the p value is 0.310 and with a coefficient of 0.033 on brand love passion for word of mouth which is mediated by halal brand loyalty, it turns out that the statistical t value is 1.016 < t table 1.984 or p value 0.310 < 0.05 and the coefficient shows a positive direction of 0.033, meaning that halal brand loyalty cannot mediate positively and significantly between brand love passion for word of mouth.

3.2.8 Halal brand loyalty mediates the effect of brand love passion on repurchase intention

The results show that the t statistical value is 1.450 and the p value is 0.148 and with a coefficient of 0.043 on brand love passion on repurchase intention mediated by halal brand loyalty, it turns out that the t statistical value is 1.450 < t table 1.984 or p value 0.148> 0.05 and the coefficient shows a positive direction of 0.043, meaning that halal brand loyalty cannot mediate positively and significantly between brand love passion and repurchase intention.

4. CLOSING

4.1 Conclusion

Based on the research results from "The Effect of Brand Love on Word of Mouth and Repurchase Intention Mediated By Halal Brand Loyalty", it can be concluded :

1. The brand love intimacy variable has a positive and significant effect on word of mouth.
2. The brand love intimacy variable has a positive and significant effect on repurchase intention.
3. The brand love passion variable has a positive and significant effect on word of mouth.
4. The brand love passion variable has a positive and significant effect on repurchase intention.
5. The mediation results show that halal brand loyalty cannot positively and significantly mediate between brand love intimacy and word of mouth.
6. The mediation results show that halal brand loyalty cannot positively and significantly mediate between brand love intimacy and repurchase intention.
7. The mediation results show that halal brand loyalty cannot positively and significantly mediate between brand love passion and word of mouth.
8. The mediation results show that halal brand loyalty cannot positively and significantly mediate between brand love passion and repurchase intention.

4.2 Implication

The implications derived from this study indicate that companies should prioritize the creation of positive brand experiences as a means to enhance brand loyalty among customers. Strategies aimed at improving brand experiences may involve elevating the quality of products or services, providing exceptional customer support, and establishing effective communication channels. The findings underscore the significance of brand love intimacy and brand love passion in shaping the relationship between brand experience and brand loyalty. Consequently, companies should integrate these factors into their marketing strategies to cultivate brand experiences that evoke both intimate and passionate brand love.

Furthermore, this study suggests that brand love intimacy plays a critical role in mediating the association between brand trust and brand experience. Companies should, therefore, concentrate on fostering brand love intimacy as a mechanism to enhance consumers' trust in their brand. Additionally, given the partial mediation of brand love passion, companies should also incorporate strategies aimed at nurturing brand love passion among their customers to bolster brand loyalty. The overall conclusion of this study highlights the importance of developing brand loyalty and trust through brand experience, brand love intimacy, and brand love passion. Hence, companies should emphasize the implementation of strategies that

encompass these factors in order to generate positive brand experiences, foster trust, and ultimately, increase brand loyalty.

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