



## The impact of brand image and authenticity on Padang City users of Gojek's brand love and loyalty

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### ABSTRACT

This study is to analyze the effect of brand authenticity and brand image on brand love and brand loyalty among Gojek users in the city of Padang. The research method used is descriptive quantitative analysis with SmartPLS 3.0 as an analytical tool. With purposeful Sampling as a sampling technique and 250 samples for Gojek users in the city of Padang in 2022. The findings of the research are: (1) There is a significant influence between Brand authenticity and Brand Love. (2) There is a significant influence between Brand love and brand loyalty. (3) There is a significant influence between Brand image and brand love, and (4) There is a significant influence between Brand image and brand loyalty. (5) There is a significant effect of Brand Authenticity on Brand Loyalty in mediating Brand Love. (6) There is a significant effect of Brand Image on Brand Loyalty in mediating Brand love.

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## INTRODUCTION

Digital transformation and internet advances have opened up opportunities for businesses to improve workplace productivity, improve service quality and staff efficiency, enhance marketing, reduce costs, and improve skills (Taherdoost, 2019). Additionally, many innovative business models are being developed to tap into spatially and temporally constrained cyber markets, such as transportation services. Transportation is an important part of everyday travel. One of the impacts of technological innovation in the transportation sector is application-based online transportation services. America has developed a large number of online transportation services, such as Uber, Curb, and Lyft. Currently, in Europe and Asia, we have Cabify, Bolt, DiDi, Grab, Kakao T, and more. Indonesia itself also has popular online transportation services such as Gojek, Grab, and Maxim. An Indonesian technology startup called Gojek provides transportation through a motorbike taxi service. Nadiem Makarim started the business in 2009 in Jakarta. Traffic congestion in Indonesia's capital city of Jakarta served as inspiration for the creation of Gojek. In 2015, Gojek launched an application based on Android and iOS that made it easier to order motorcycle taxis and was able to increase Gojek's funding.

In addition, Gojek is also expanding its market in Southeast Asian countries such as Vietnam, Thailand, Singapore, and the Philippines. In addition to the expansion, Gojek also collaborates with SMEs in Indonesia and various companies that support service features on the Gojek application. However, in the city of Padang, Gojek is not the only online transportation service that is known and trusted by the public. Gojek, Grab, and Maxim continue to compete fiercely as they offer similar transportation services to their customers.

The survey results by the Indonesian Consumer Community show that two online transportation service brands, namely Gojek and Grab, are the most attached to consumers, with consumer preferences for Gojek at 36%, Grab at 32%, and those who use both at 32%. However, the survey noted that consumer preferences for choosing Grab services were higher in the aspect of fare affordability (53%), compared to Gojek, which recorded 47%. Based on the results of the 2018–2020 top brands index, Gojek decreased from 44.9% to 44.6% and experienced a subsequent increase to 47.3%. Although at the end of 2020, Gojek experienced an increase, this did not show Gojek's performance was good among customers who had used Gojek services, including some complaints about Gojek services such as the price not matching the application, the driver not being on time, and the service from the driver not being good. However, some of Gojek's services are also available to other transportation service companies, such as the use of applications in their service offerings and variations and developments of similar services, so there are also issues that make users reconsider using Gojek's services. Regarding the use of electronic money in payment transactions the services they provide are the same, but there are some service features that other online transport service providers do not have, such as hotel and bus booking services. In addition, other online transit service providers are competing to offer lucrative promotions to users who make e-money payments.

In addition, users of the Gojek Application may experience, among other things, Gojek drivers who may be slow to process orders, problematic application services, tariffs that do not match the services offered, slow or poor service in responding to user complaints, and complaining about problematic payment methods. These complaints may affect customer comfort and loyalty to the Gojek brand. Brand loyalty is important to a service provider's business success. Brand loyalty tends to discourage someone from purchasing a product again within the same time period and switching to a different brand rather than just buying it (Schoenbachler et al., 2013). However, other magazines stated that brand loyalty not only makes someone switch to another brand, creating opportunities to buy a product again, but also creates a psychological bond, or so-called loyalty, to a brand. (Schoenbachler et al., 2014). The concept of brand loyalty has been shown to have two components: attitudinal and behavioral factors (Li, Cai, et al., 2010). Test loyalty using dimensions of attitude (such as customer satisfaction) and behavior (such as repurchase intent). Brand loyalty has several dimensions: attitudes and Behavior (Kuikka & Laukkanen, 2012). Brand loyalty indicates a high level of emotion or attitude and is one of the outcomes of brand engagement and retention (Shukla et al., 2016).

A study conducted (M. Mody et al., 2019) has shown that brand love has a positive impact on brand loyalty. Brand love specifically creates brand loyalty. thus, further increasing customer loyalty to purchasing and using a particular brand. Conducted research (M. Mody et al., 2019) also shows that brand love is important in building and increasing brand loyalty. Fescherin et al. (2014) found that brand loyalty positively impacts brand loyalty because consumers are more attached to the brands they use, make them their first choice, and develop deep emotional relationships. This indicates that the more popular a product is with customers, the higher the consumer's loyalty to that brand. Moreover, the brand attachment that customers feel towards a brand is the most important factor in determining brand loyalty. According to a study conducted (M. Mody et al., 2019), the higher the level of brand trust, the higher the level of brand love. Additionally, Riivits et al. (2014) identified authenticity as one of the key factors that generate brand loyalty. Similarity to Yannopoulou et al. (2013): Brand authenticity describes a key component of the brand-loving consumer experience. (Batra et al., 2012) found that creating a positive emotional connection with a brand, or love of a brand, is "a brand's origin and history, its founder's vision, and its credibility from its corporate culture." It can be achieved by infusing a feeling into the brand. "You can make the buyer of your brand feel connected to it.

This sense of family is at the heart of brand love—the feeling that customers and brands are emotionally connected. As Batra (2012) points out, this brand love is a natural outgrowth of authentic brands, so the relationships between these components deserve investigation. Brand authenticity is based on the association of 'original, authentic, and untouched' (Alexander, 2009), and brand authenticity ratings are subjective and depend on the consumer's perspective (Beverland et al., 2010).

The concept that authenticity is subjective and perceived by individual consumers is central, especially in the hospitality industry, where customers value the authenticity of brand experiences over products (Beverland et al., 2010). Therefore, brand credibility is an important part of the overall concept of consumer credibility, as the brand name itself represents a tangible promise to consumers that is unique to each brand. In addition, several empirical studies also show that brand image is the beginning of the emergence of brand love and has a positive impact on brand love (Islam & Rahman, 2016; Ismail & Spinelli, 2012). Ahmed (2012) concluded in a study that 'brand image has a positive impact on brand love'. In addition to brand love, brand loyalty can also be influenced by brand image. A study by Anwar, Gulzar, et al. (2011) found that brand image has a positive impact on brand loyalty and can increase consumer loyalty to brands. A good brand image creates brand loyalty on the part of consumers. Given the above background, further research needs to be done to examine the factors that influence brand loyalty. The purpose of this study was to identify the factors that influence the brand loyalty of Gojek users in Padang City. The study is expected to help online transportation service providers select marketing strategies to maximize brand loyalty to their products.

## LITERATURE REVIEW

### Brand Loyalty

Brand loyalty is a strongly held determination to regularly buy or use a product or service in the future, leading to recurrent brand purchases despite external pressures and marketing campaigns that may change behavior (Broadbent et al., 2010). Consumers' dedication and steadfast resolve to continue using or purchasing the same brand over an extended period of time is referred to as brand loyalty (Wilson, 2018). Similar to this, brand loyalty can also be defined as the drive behind consumers continuing engagement in all manner of communication and transactional activities with a specific brand moving forward while ignoring other brands that concurrently provide comparable goods or services.

Similarly, brand loyalty encourages consumers to continue engaging in all types of communication and transactional activities with a particular brand in the future while ignoring other brands that simultaneously offer similar types of products and services. can also be understood as motivating (Lee et al., 2015). Brand loyalty indicates a high level of emotion or attitude and is one of the outcomes of brand engagement and retention (Shukla et al., 2016). This loyalty is reflected in his aggressive WOM, willingness to pay a premium price, and commitment to the brand (Grisaffe and Nguyen, 2011). Brand loyalty is primarily understood to mean the positive behavioral aspects of loyal consumers who prefer to use brands in a socially responsible manner.

As further described by Schiffman and Kanuk (2010), brand loyalty is the consistent consumer preference to purchase a particular product or service category from the same brand. This view is supported by Kotler and Keller (2016), who state that loyalty is the ability to make regular purchases in the future, even in the presence of external influences such as promotions from competitors that may induce behavioral change. is a deep commitment. According to Schiffman & Wisenblit (2015), brand loyalty means that consumers learn to buy a brand without considering other available options. Brand loyalty is a core marketing concept as it is a measure of a customer's loyalty to a brand. According to Kataria et al., (2019) there are several metrics to measure brand loyalty, including:

1. Reuse Go-Jek services
2. Stick with Gojek services
3. Better than others
4. Willing to pay a higher price

5. Recommend our services to others
6. Immediately come to mind

According to Santoso (2013) by Marconi, the factors that influence brand loyalty are:

1. Value (price and quality), price and quality are important factors. A slight drop in quality and an unreasonable increase in price may cause loyal consumers to turn to other brands that meet their expectations for quality and price.
2. Brand image, a good corporate and brand image increases brand awareness among consumers. In this way, consumers are encouraged to maintain brand loyalty.
3. Convenience and easy brand maintenance, therefore, companies have to meet the market demand by offering products according to the market demand.
4. Consumer satisfaction, consumer satisfaction is the beginning of building loyalty. Consumer satisfaction occurs when the quality of the products a company provides meets or exceeds consumer expectations.
5. Service, service is one of the key elements in building brand loyalty. By providing excellent service, brands can increase consumer loyalty to the brand.
6. Warranties and Warranties, such warranties cover the cost of replacement if the product is damaged.

### **Brand Authenticity**

Brand authenticity is the authenticity of a product/service or other real object and the product is not an imitation (Chhabra and Kim, 2018). Brand authenticity can be defined as "the extent to which a brand is considered original and genuine, meaning that the brand is unique and not derivative, and honest with what it claims" (Akbar & Wymer, 2017). Brand authenticity is a product/service that can be relied upon, cares for consumers, helps build and explain the company's identity, and illustrates sustainability over time. Despite the need for significant investment in developing brand value and consistent brand behavior, authenticity is believed to be an important and desired brand characteristic by consumers (Morhart et al., 2014).

Brand authenticity is conceptualized as a multidimensional construct consisting of originality and authenticity. Originality describes how unique, new, and novel a brand is considered. Credibility, on the other hand, includes the degree to which a brand is perceived to be true to its customers' claims, legitimate (legal) and honest (honest) (Akbar & Wymer, 2017). The extent to which consumers perceive the brand as being sincere and keeping its promises (Morhart et al., 2014). Based on Kelley's theory in Schallen (2014), brand credibility depends on the aforementioned variables, brand personality and brand consistency. This theory concludes that brand credibility is the credibility of a brand that is demonstrated when the brand is able to offer benefits that are commensurate with the functionality of its products. There are many ways a brand expresses its authenticity. However, (Lu et al., 2015) argues that when building credibility, companies need to pay attention to two things: honesty and purity.

According to Schallehn et al. (2014) there are several indicators or measures of brand credibility.

1. Keep promises
2. According to nature and character
3. Don't pretend
4. Target groups not supported

### **Brand Love**

In terms of both interpersonal relationships and interactions between customers and brands, brand love is a very potent emotional experience, according to Hwang and Kandampully (2012). Brand love, according to Albert et

al. (2013), the levels of emotional connection and desire an individual has for a brand and includes a propensity to think, feel, and act in particular ways toward the brand. Brand love is the level of emotional attachment and affection that indicates consumer satisfaction with a brand (Sallam, 2014). Manthiou et al. (2018) explained that brand love is described as the level of passionate emotional attachment satisfied consumers have to a particular brand name.

Brand love is understood as a model of satisfaction experienced by some consumers (Airey, 2012). Love for a brand leads people to use the same product continuously. Zarantonello, et al. (2016) defines brand love as the deep affection that a customer feels for a particular brand. Battra et al. (2012) Generating a positive emotional connection with a brand, love for a brand, "infuses the brand with its origins and history, the vision of its founders, and the cultural credibility of its culture, you can do it by making sure that buyers feel connected about it." At the heart of brand love – the feeling of an emotional connection between the customer and the brand. In other words, brand love is the emotion experienced by customers in the form of a deep affection and passion for a particular brand's products, which leads them to use the same products over and over again (Batra et al., 2012).

Also, Kazami et al. (2013) defined brand love as a one-way relationship and interpersonal love as a two-way relationship. Bergkvist and Bech-Larsen (2010) defined brand loyalty as the positive value and high level of emotion that consumers attach to a brand, similar to brand loyalty and other emotional structures such as brand loyalty. is. According to Langner et al. (2015), brand love is the strongest emotional relationship between consumers and brands. Brand love is intended as a form of emotional response and excitement based on a brand's experience with the brand's products. Love for a brand forms a strong foundation between consumers and brands, and encourages repeat purchases by consumers. Brands that consumers love have many positive effects on consumer behavior, and consumers are even willing to pay exorbitant prices for certain brands they love (Langner et al., 2015). A dimension of brand love identified by A. Manthiou et al. (2018) is expressed as:

1. Great (great brand)
2. It feels good
3. So gorgeous
4. Positive emotions
5. Happy (Happy)
6. Love
7. Pure Joy

## **Brand Image**

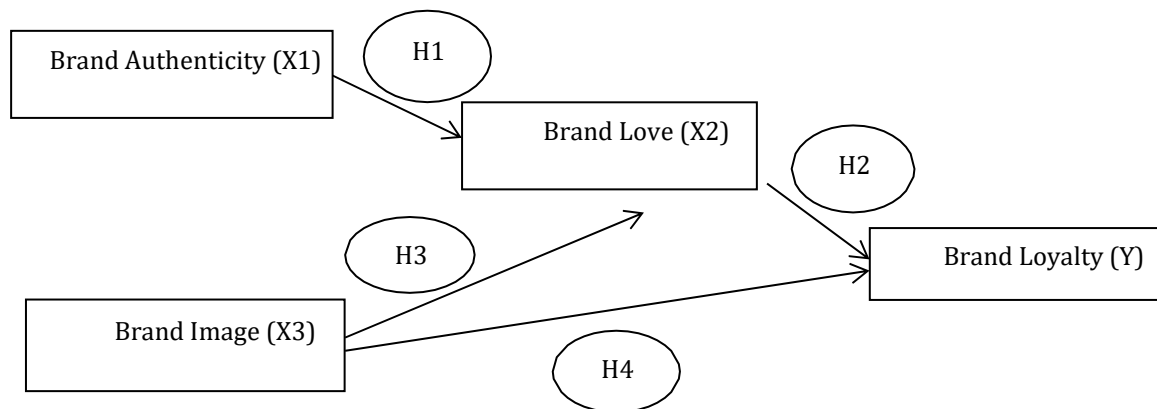
Because a strong brand image ensures product quality, which might lower customer uncertainty, it is thought of as a signal phenomenon (Hazeem et al., 2017). Brand image, as defined by (Aria, Ko et al., 2013), is the consumer's perception of the brand as expressed by a collection of brand associations that are retained in the consumer's memory. (Yuan et al., 2016), brand image is the value of a brand in the mind of consumers. (Zembik, 2015) A brand image is the idea, perception, hope, belief or mental representation of a product or service in the mind of a consumer. (Roy & Banerjee, 2014), brand image is the consumer perception that emerges in the process of deciphering aspects of brand identity. (Anselmsson et al., 2014) define brand image as the associations and beliefs consumers have about a brand. A strong brand image induces consumers to pay higher prices, which gives firms a competitive advantage and market success (Aranda et al., 2015). Brand image consists of functional brand image and pleasure brand image. Functional brand image relates to aspects of brand performance and usage. Hedonic brand image, on the other hand, is related to consumer feelings and sentiments towards the brand (Bruhn et al., 2012).

A brand image represents a company's public image and can be recognized by consumer ratings and market awareness of the company or brand (Wu & Wang, 2014). Consumer perceptions of brand image are influenced by brand attributes, brand name, packaging, price, reputation and prestige, which are factors that

influence brand image (Kim & Lee, 2010). Your image is the foundation of your brand. Therefore, it is important for companies to add or present relevant features to create a brand image. Arslan & Altuna (2010) list a number of marketing tools that marketers can use to create a strong brand image. Specifically, the products themselves, brand names, colors, logos, packaging/labels, merchandising, advertising, retailers, and tools of all kinds. promotion.

Others include price, country of origin, brand owner, and even target market and product users. According to Lien et al. (2015) there are five metrics that can be used to measure brand image is a reliable, attractive, fun (fun), good image (good reputation), and symbol of social status.

### Conceptual Framework



**Picture 1 Conceptual Framework**

From picture 1 above, the hypothesis for this study is:

- H1: There is a significant relationship between Brand Authenticity and Brand love.
- H2: There is a significant effect of Brand Love and Brand loyalty.
- H3: There is a significant effect of Brand Image and Brand love.
- H4: There is a significant effect of Brand Image and Brand loyalty on
- H5: There is a significant effect of Brand Authenticity on Brand Loyalty in mediating Brand love.
- H6: There is a significant effect of Brand Image on Brand Loyalty in mediating Brand love

### METHOD

This study attempts to explain the influence of brand trust and brand image on brand love and brand loyalty of Gojek users in Padang city. This research belongs to research using quantitative research methods. Quantitative research is research conducted on specific populations or samples using specific data collection techniques involving quantitative or statistical data analysis with the aim of testing established hypotheses. (Sugiyono, 2016). Based on the nature of the problem in this study, there is a causal relationship in this study, ie a causal relationship between the independent and dependent variables. This study uses the effect of the independent variables brand trust, brand love, and brand image on the dependent variable brand loyalty.

The study was conducted in Padang city by distributing the questionnaire online (Google Forms) to the target audience of this study, i.e. users of Gojek application service in Padang city. According to (Hair Black et al., 2010), sample numbers for SEM-based studies (structural equation models) range from 5 to 10 times the number of existing indicators. The researchers used the number 10 to determine the sample size, so the minimum sample size for this study was 220. The sampling methodology for this study used a highly-targeted sample of unlikely

customers totaling 250 customers. Non-probabilistic sampling techniques are techniques in which not all members of the population have an equal probability or chance of being sampled (Sugiyono, 2016). Targeted sampling is part of the sampling technique by making certain considerations based on the required criteria so that the number of samples to be analyzed can be determined (Sugiyono, 2016). The customer criteria for this survey are 1) people living in Padang city and 2) users of Gojek application services.

The type of data used in this study is primary data in quantitative form. Quantitative data is a type of data that directly measures or calculates information that is numerically measured (Sugiyono, 2016). The primary data source for this study is data from questionnaires filled out by research samples from predetermined populations. In this study, we use the Likert scale as the measurement scale. In this study, data analysis is performed using SmartPLS software.

## RESULTS AND DISCUSSION

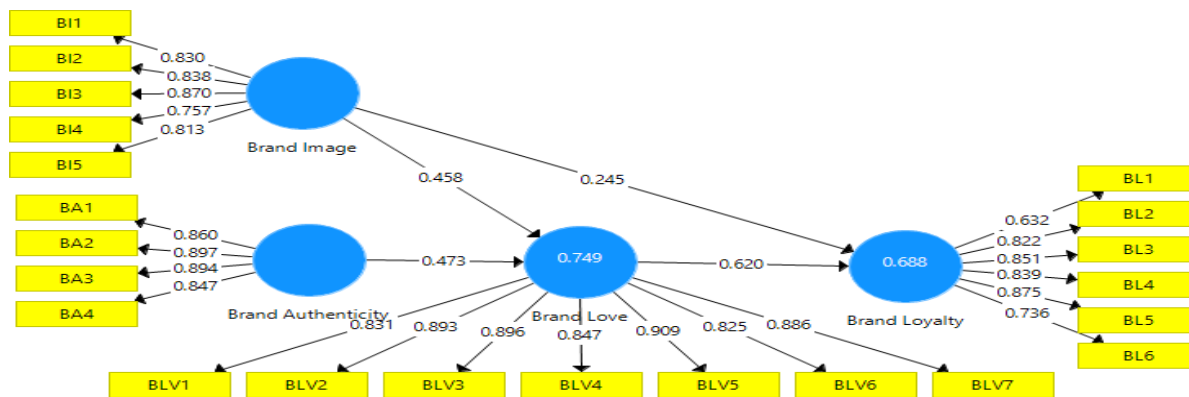


Figure 2 Outer Model

Validity testing is carried out to check the AVE value and outer loading to ensure that the latent variable was distinct from other variables. The model is succeeding if the AVE (sample mean variance) value is (0.5) and the external load is >0.6. The framework among the constructs is depicted in Picture 2 above. External stress values for each variable reach >0.6, and correlation values exceed >0.5 in this model. Then the construct model is declared valid the framework among the constructs is depicted in Picture 2 above. External stress values for each variable reach >0.6, and correlation values exceed >0.5 in this model. Then the construct model is declared valid.

Comparison of the average sample variance (AVE) of each component within the framework is a method of evaluating discriminant validity. If the AVE value >0.5 then the construct is valid.

Table 1. (AVE)

Variable	AVE
Brand authenticity	0.765
Brand love	0.757
Brand image	0.676
Brand loyalty	0.635

Source: Result from process SmartPLS (2022)

The AVE values (sampled mean variance) for all variables are already above 0.5, as can be seen from Table 1 above. The construct has a high level of validity, it may be said.

**Table 2 Outer Model**

	<b>Brand authenticity</b>	<b>Brand love</b>	<b>Brand image</b>	<b>Brand loyalty</b>
Keeping promises	0.860			
According to essence and character	0.897			
Not pretending	0.894			
Not supporting target groups	0.847			
Reliable			0.830	
Interesting			0.838	
Pleasant			0.870	
Social status symbol			0.757	
Good image			0.813	
Reusing				0.632
Continue using				0.822
Superior quality				0.851
Pay more				0.839
Recommendations to friends				0.875
Comes to mind				0.736
Great		0.831		
Feel good		0.893		
Extraordinary		0.896		
Positive feelings		0.847		
Very happy		0.909		
Like/love		0.825		
Pure pleasure		0.886		

Source: Results from process Smart PLS (2022)

From the table above, we can see that the external load values for all indicators are above 0.6. This means that all these metrics are valid. Based on the results of the AVE test and the external stress test, the results of the convergence validity test are declared valid.



**Table 3 Cross Landing**

	<b>Brand authenticity</b>	<b>Brand love</b>	<b>Brand image</b>	<b>Brand loyalty</b>
Keeping promises	0.860	0.696	0.628	0.676
According to essence and character	0.897	0.744	0.678	0.696
Not pretending	0.894	0.732	0.658	0.666
Not supporting target groups	0.847	0.645	0.578	0.615
Reliable	0.618	0.690	0.830	0.672
Interesting	0.579	0.619	0.838	0.542
Pleasant	0.633	0.743	0.870	0.693
Social status symbol	0.583	0.595	0.757	0.563
Good image	0.577	0.635	0.813	0.559
Reusing	0.399	0.443	0.458	0.632
Continue using	0.582	0.596	0.575	0.822
Superior quality	0.668	0.711	0.658	0.851
Pay more	0.722	0.712	0.603	0.839
Recommendations to friends	0.686	0.724	0.628	0.875
Comes to mind	0.516	0.663	0.602	0.736
Great	0.682	0.831	0.754	0.678
Feel good	0.716	0.893	0.690	0.725
Extraordinary	0.706	0.896	0.697	0.736
Positive feelings	0.689	0.847	0.735	0.653
Very happy	0.732	0.909	0.667	0.715
Like/love	0.660	0.825	0.692	0.739
Pure pleasure	0.726	0.886	0.653	0.721

Source: results from process Smart PLS 2022

In the table above, we can see that the correlation values of indicators and constructs are always higher than the correlation values of indicators and other constructs. Therefore, all measures satisfy the validity of the discriminant.

**Reliability Test**

To demonstrate the consistency and precision of the equipment in measuring the construct, a reliability test was carried out. If a variable's composite reliability value is more than 0.6, it is deemed dependable. The reliability test's findings are as follows:

**Table 4 Analysis Reliability**

<b>Variable</b>	<b>Reliability</b>
Brand Authenticity	0.929
Brand Love	0.956
Brand Image	0.912
Brand Loyalty	0.912

Source: Result process SmartPLS (2022)

The reliability values for each variable in the table above have all been greater than 0.6. According to the general rule, A study instrument is considered valid if the confidence score is greater than 0.6.

**R-Square**

When evaluating, consider the R-square of each dependent variable as predictive power of structural models. To determine whether the dependent variable has a significant impact on other variables, the R-Square value is used to test the structural model.

**Table 5 R-Square**

Variable	R-Square
Brand Love	0.749
Brand Loyalty	0.688

Source: Result processing SmartPLS (2022)

According to the analysis above, brand authenticity and brand image can influence 74.9% of brand love, while other variables can influence 25.1% of it. The R-Squared value (X2) of brand love is 0.749. Then, brand loyalty (Y) has an R-Square value of 0.688, which can be used to denote that 68.8% brand love and brand image affect brand loyalty. The remaining factors are influenced by factors outside the scope of this study.

**Hypothesis**

The hypothesis is accepted if the significance level is 0.05 or if the t-value is above the critical value, the hypothesis is accepted and if all data meets the requirements for measuring the bootstrap function of the SmartPLS software, perform the hypothesis test can. 1.96 is the t-table value for 5% significance.

**Direct Influence**

**Table 6 Inner Model**

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Hypothesis Test Results	
Brand Authenticity -> Brand Love	H1	0.473	0.476	0.049	9.600	0.000	Accepted
Brand Love -> Brand Loyalty	H2	0.620	0.619	0.071	8.757	0.000	Accepted
Brand Image -> Brand Love	H3	0.458	0.456	0.052	8.897	0.000	Accepted
Brand Image -> Brand Loyalty	H4	0.245	0.246	0.071	3.260	0.001	Accepted

Source: Result process SmartPLS 2022

**The First Hypothesis: The Effect of Brand Authenticity on Brand Love**

According to the data processing findings mentioned above, the t-statistic on brand authenticity and brand are 9.600, This is higher than the t-table value of 1.96. Therefore, the first hypothesis is supported as there is an important link between Brand Authenticity and Brand Love.

**The Second Hypothesis: The Impact of Brand Love on Brand Loyalty**

According to the data processing results discussed above, the t-statistic value for relationship between brand love and brand loyalty is 8.757, which is higher than the t-table value of 1.96. Therefore, the second hypothesis is accepted as there is an important link between brand love and brand loyalty.

**The Third Hypothesis: The Effect of Brand Image on Brand Love**

According to the data processing findings shown above, the t-statistic for Brand Image and Brand Love is 8.897, this is higher than the t-table value of 1.96. Thus, the third hypothesis is accepted because there is a significant correlation between Brand Image and Brand Love.

**The Fourth Hypothesis: The Impact of Brand Image on Brand Loyalty**

According to the data processing results discussed above, the t-statistic for brand image and brand loyalty is 3.260, which is higher than the t-table value of 1.96. Thus, the fourth hypothesis is accepted because there is a significant relationship between brand image and brand loyalty.

**Inderecr Influence**

**Table 7 Inner Model**

	Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Hypothesis Test Results
Brand Authenticity -> Brand Love -> Brand Loyalty	H5	0.293	0.294	0.044	6.661	0.000	Accepted
Brand Image -> Brand Love -> Brand Loyalty	H6	0.284	0.283	0.047	5.999	0.000	Accepted

Source: Result Process SmartPLS 2022

**The Fifth Hypothesis: The Impact of Brand Authenticity on Brand Loyalty Trough Brand Love as a Mediating**

According to the data processing results discussed above, the t-statistic for brand authenticity and brand loyalty in mediating brand love is 6.661 this is higher than the t-table value of 1.96. Thus, the fifth hypothesis is accepted because of the significant relationship between brand authenticity and brand loyalty mediated by brand love.

**The Sixth Hypothesis: The Impact of Brand Image on Brand Loyalty Trough Brand Love as a Mediating**

According to the data processing results discussed above, the t-statistic for brand image and brand loyalty in mediating brand love is 5.999 which is higher than the t-table value of 1.96. Thus, the sixth hypothesis is accepted because there is a significant relationship between brand image and brand loyalty mediated brand love.

**DISCUSSION**

This study looked at how brand loyalty and brand love among Gojek users in Padang City were affected by brand image and brand authenticity.

### **The Effect of Brand Authenticity on Brand Love**

From the results of the analysis that has been done, brand authenticity has a great impact on brand love among Gojek users in the city of Padang. This analysis shows that the more authentic Gojek products are perceived by customers, the higher the customer's love for the products offered by Gojek. The analysis of this study shows that brand authenticity significantly affects brand love to show certain behavior towards Gojek Products. Thus, the more character-fitting, keeping promises, and not pretending to be a Gojek, the more aware customers are about the authenticity of the products and services offered. The results are supported by the result of research conducted by Manthiou et al., (2018) found that brand authenticity affects brand love, love for a brand occurs when expectations for authentic experiences have been fulfilled. Furthermore, Mody et al. (2019) also found a significant influence between brand authenticity and brand love with high levels of brand authenticity leading to high levels of brand love. Batra et al. (2012) Generating a positive emotional connection with a brand, love for a brand is defined as "infusing a brand with a sense of trust from its origins and history, its founder's vision and its corporate culture." By doing so, brand buyers can feel a kinship in that respect." At the heart of brand love – customers and brands feel emotionally connected. As reported by Batra et al. (2012) found that brand love is a natural consequence of brand authenticity. The association between brand authenticity and brand loyalty has been the subject of many studies in the consumer behavior literature. Castano and Perez (2014) found that when evaluating consumer relationships between authentic and counterfeit brands, customers felt a higher level of brand loyalty to brand authenticity, with a positive impact I discovered something. Between brand love and brand authenticity. Riivits et al. (2014) emphasized authenticity as a key factor in creating brand loyalty. Yannopoulou et al. (2013) found that brand authenticity is an important factor in experiencing brand love.

### **The Effect of Brand Love on Brand Loyalty**

From the results of the analysis of the brand love, it has a significant effect on brand loyalty to Gojek user in Padang city. In this study, brand love refers to positive, happy, and love feelings experienced by customers when using Gojek services, so customers will reuse the service and recommend it to others and customers feel that Gojek is superior to others. Where it refers to the creation of brand loyalty from customers. The more effective the brand love aspect of Gojek, the higher the customer's loyalty to Gojek. The results of this study are in line with research conducted by Minh TH Le (2020) which showed that result that brand love has a significant effect on brand loyalty. Additionally, Fescherin et al., (2014) found that if a consumer has a high degree of attachment to the brand they use, that brand is their first choice, and they have a deep emotional relationship (interest), then brand love positively impacts their loyalty to the brand. found to be influential. People who genuinely love and are satisfied with the brand's results. Brand loyalty is he one of the main consequences of brand love (Albert and Merunka, 2013; Aro et al., 2018; Bergkvist and Bech-Larsen, 2010). Brand love "accepts loyal brand customers and turns them into brand supporters or influencers" (Schrean, 2020). When consumers fall in love with a particular brand, they develop brand loyalty towards that brand (Roy et al., 2013). Results of Huang (2017), Bairrada et al. (2018), Song et al. (2019) and Sarkar et al. (2019) show that brand love has a positive impact on brand loyalty. A study by Bairrada et al. (2018) concluded that brand love has a positive impact on brand loyalty and is an important factor for companies with a long-term vision that aims to strengthen customer- brand relationships.

### **The Effect of Brand Image on Brand Love**

From the conclusion of the analysis, the brand image has a significant effect on brand love for Gojek customers in the city of Padang. Is because the social status symbol and good image of Gojek cause customers to feel happy and in love when they use Gojek service, with these feelings it will cause customers love for Gojek to increase. Therefore, it can be seen that Gojek customers view a brand image as a good, attractive, fun, and reliable image as something to build a love for the brand. The results of this study are in line with the results of research by Sallam M (2014) it also shows that brand image has a significant impact on brand love. Another study by Ismail & Spinelli

(2012) found that brand image is the beginning of the development of brand love and has a positive impact on brand love. A study by Islam J and Rahman Z (2016) found that brand image is the beginning of brand love. DAM Tri Cuong (2020) found in a study that brand image has a positive impact on brand love. Brand image is the beginning of brand love. Ahmed (2012) concluded in a study that brand image is positively associated with consumer affection for a product. If the brand image is positive, the consumers' desire for the product is strong, and conversely, if the brand image is positive or negative, the consumer's attachment to the product is low. A study by Reza & Alwie (2017) shows that brand image has a significant positive impact on brand love. Cintya Agatha & Widiaartanto (2020) found that brand image positively influences brand love.

### **The Effect of Brand Image on Brand Loyalty**

From the results of the analysis, the brand image has had a significant impact on the brand loyalty of Gojek users in Padang city. This means that if the social status symbol and image are good and attractive, enjoyable, and reliable, the Gojek service, then the customers are willing to reuse the Gojek service and continue to use it and recommend it to others. The more effective the brand image aspect, the higher customer's loyalty to Gojek. This is in line with research by Anwar & Gulzar (2011) found that brand image has a positive impact on brand loyalty and can increase consumer loyalty to the brand. In addition, a good brand image leads to brand loyalty among consumers, as consumers perceive brands with a good image to offer more guaranteed quality. Compared to brands with a bad image. Additionally, research by Reza & Alwie (2017) shows that brand image has a significant positive impact on brand loyalty. A study by Alhaddad A (2015) found that brand image has a positive impact on brand loyalty. Brand image has a significant positive impact on brand loyalty (Mabkhot et al., 2017). Research (Upamannyu et al., 2014) suggests that brand image has a strong positive impact on brand loyalty.

### **Impact of Brand Authenticity on Brand Loyalty in Mediating Brand Love**

Our analysis shows that brand authenticity has a significant impact on brand loyalty with brand love as mediation for Gojek users in Padang City. This is in line with research by Ying and Shen (2016) found that brand credibility is an important factor in consumer affection and loyalty to a particular brand. This means that the consumer's love of authenticity helps brands build her loyalty. Additionally, companies continue to maintain brand credibility to achieve higher levels of brand love and attract consumers to their brands (Building Brand Love and Loyalty in Luxury Hospitality, 2017). According to Back and Park, Mody et al. (2019) found that brand trustworthiness directly leads to high levels of brand love, which in turn leads to high brand loyalty. Consistent with Mody et al. (2019) they found that high (brand) credibility coupled with great love also leads to high brand loyalty.

### **Impact of Brand Image on Brand Loyalty in Mediating Brand Love**

Our analysis shows that brand image has a significant impact on brand loyalty with brand love as mediation for Gojek users in Padang City. This is in line with research by Halim A (2017) found a positive and significant impact of brand image on brand loyalty through brand love. This requires businesses to maintain their brand image in order to make customers love their products and create customer awareness. Product loyalty. Additionally, a study by Agatha and Widiaartanto (2020) found a strong and significant association between brand image and brand loyalty, with brand love acting as a mediator. Broadbent, S. et al. (2010) found that brand image has a significant impact on brand loyalty, and brand love acts as an intermediary. A study conducted by Frenredy W (2020) also found a significant impact between brand image to brand loyalty and brand love as an intermediary.

## CONCLUSION

The purpose of this study is to investigate the impact of brand image and brand loyalty on Gojek users in Padang city. We use the Partial Least Square (PLS) method and the analysis and discussion from above. From this we can draw the following conclusions:

1. Brand Authenticity has a great impact on the brand love of Gojek customers in the city of Padang. From this we can conclude that the more authentic a brand is, the more customers love the brand. Thus, customers who can see the authenticity of a brand tend to have a higher sense of love compared to customers who cannot see and feel the authenticity of the brand.
2. Brand Love has a significant effect on brand loyalty to Gojek customers in the city of Padang. It can be concluded that the sense of security and comfort that customers feel when using a brand that is in accordance with their expectations, causes a sense of love that can be increasing their sense of loyalty to a brand.
3. Brand Image has a great influence on brand love for Gojek in the city of Padang. It can be concluded that the better the image and reputation of a brand, the stronger the customer's love to that brand.
4. Brand image has a great impact on the brand loyalty of Gojek customers in Padang city. From this we can conclude the better the brand image and reputation, the higher the customer loyalty to the brand.
5. Brand authenticity has a significant impact on brand loyalty through brand love as mediation for Gojek users in the city of Padang. It can be concluded that the more authentic the Gojek, the more customer loyalty can arise through their love for Gojek.
6. Brand image has a great impact on brand loyalty through brand love as mediation for Gojek users in the city of Padang. It can be concluded that the better the image of Gojek, the more customer loyalty will increase through their love for Gojek.

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