# Brand Experience and Brand Loyalty: The Mediating Role of Brand Love and Susceptibility to Normative Influence

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**ABSTRACT**

**Purpose:** This research analyzes the effects of brand experience on brand loyalty for Le Minerale products, considering the mediating roles of brand love and susceptibility to normative influence. Six hypotheses are formulated to explore direct and indirect relationships among the variables.

**Research Method:** A quantitative approach is employed, utilizing an online survey. The sample consists of 173 university students in Indonesia who have consumed Le Minerale. Purposive sampling is used. Data analysis is conducted with Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0. Seventeen indicators are used to measure Brand Experience, Brand Love, Brand Loyalty, and Susceptibility to Normative Influence.

**Results and Discussion:** Brand Experience positively influences Brand Love, which affects both Brand Loyalty and Susceptibility to Normative Influence. Susceptibility to Normative Influence also directly impacts Brand Loyalty. Mediation analysis reveals that Brand Love mediates the effect of Brand Experience on Brand Loyalty, while Susceptibility to Normative Influence mediates the relationship between Brand Love and Brand Loyalty.

**Implications:** The study highlights the significant role of emotional and social influences in Le Minerale's marketing. Future research should consider broader populations and additional variables, such as brand trust and social media engagement, to gain a more comprehensive understanding of the topic.

**Keywords:** brand experience; brand love; brand loyalty; susceptibility to normative influence.

## Introduction

Competition in the packaged beverage industry, particularly in the mineral water sector, is intensifying as society's lifestyle shifts towards greater health consciousness. Le Minerale, as a new brand in the Indonesian bottled drinking water (AMDK) market, faces significant challenges in maintaining its position amid the dominance of major brands like Aqua. In a dynamic market, consumer loyalty becomes the key to sustaining a brand. Therefore, it is essential to comprehend the factors that influence this loyalty, both emotionally and socially.

Several previous studies have emphasized the significance of Brand Experience in fostering brand loyalty. Huang (2017) states that brand experience has an indirect effect on loyalty through

affective variables such as Brand Love and Brand Trust. Meanwhile, Minh T.H. Le (2021) illustrates that Brand Love significantly influences Brand Loyalty, mainly when influenced by social aspects such as Susceptibility to Normative Influence (SNI). Similar findings also emerge in studies of digital services and fashion products, which show that emotional experiences and social norms can strengthen consumer attachment to a brand.

However, research on the relationship between Brand Experience, Brand Love, SNI, and Brand Loyalty is still limited to the context of specific products such as digital services and technology. There are still few studies that examine this relationship in the context of everyday consumer products such as mineral water, especially involving young consumers in Indonesia. Additionally, the mediating roles of Brand Love and SNI in bridging the relationship between Brand Experience and Brand Loyalty have not been extensively researched within a single, integrated research model framework.

Based on this background, this study aims to examine the effect of Brand Experience on Brand Loyalty for Le Minerale beverage products, considering Brand Love and Susceptibility to Normative Influence as mediating variables. This research aims to answer the question: (1) Does Brand Experience affect Brand Love? (2) Does Brand Love influence SNI and Brand Loyalty? (3) Does SNI also affect Brand Loyalty? Moreover, (4) Do Brand Love and SNI mediate the relationship between Brand Experience and Brand Loyalty? The uniqueness of this research lies in its integrative approach, which combines emotional and social factors in explaining consumer loyalty to bottled mineral water products and involves respondents from various regions of Indonesia, including students.

## Literature Review and Hypothesis Development

Social Identity Theory

Social Identity Theory is a concept that explains how a person thinks, feels, and acts as a member of certain social groups, institutions, and cultures (Tajfel & Turner, 1986). This approach highlights that the reference framework of groups that individuals possess influences their social cognitive processes. For example, immigrants who feel they experience negative stigma due to dark skin color or foreign accents tend to be reluctant to adapt culturally. This is because they believe that negative perceptions persist, even though they demonstrate cultural competence within the majority culture. This theory emphasizes that individual behavior represents a larger social unit in which they exist. It demonstrates that the complex structure of society, including groups, organizations, and cultures, and, significantly, how individuals identify themselves with these collective entities, also shapes their internal dynamics. Cultural competence is at the core of this theory because attachment to collective groups helps shape the way individuals think and act (Markus, Kitayama, & Heiman, 1996).

This theory provides deep insights into how social identity is formed and influences social interactions. When individuals join specific groups, they tend to absorb the values and norms of those groups, which then shape their worldview and influence their actions within them. For example, an immigrant with dark skin may face prejudice or discrimination from members of the dominant society. Even though the immigrant strives to adapt to the new culture, the stigma attached to their identity can hinder the acculturation process. This suggests that social identity encompasses not only how an individual perceives themselves but also how others perceive them and how these perceptions shape their behavior.

Brand Experience on Brand Love

Madeline and Sihombing (2019) found that brand experience has a significant influence on consumer love for the brand, also known as brand love. They identified that brand experience consists of four main dimensions: sensory, affective, intellectual, and behavioral. These four dimensions work synergistically to create a comprehensive experience that affects consumers' perceptions and feelings towards a brand. Research conducted by Huang (2017) highlights that among the four dimensions of brand experience, sensory experience has a significant impact on brand love. This suggests that aspects involving the senses, such as visual appearance, sound, aroma, and touch, play a crucial role in fostering a strong emotional connection between consumers and the brand. In this regard, the relationship between brand experience and brand love becomes a very relevant and important topic for further research. The findings of this study can provide valuable insights into how brand experiences influence the level of consumer love for the brand, which in turn positively impacts consumer loyalty and satisfaction. H1 : Brand Experience mempunyai pengaruh pada Brand Love.

*H1: Brand Experience influences Brand Love*

Brand Love on Susceptibility to Normative Influence

Social influence emerges within friendship groups, where decisions can sometimes be shaped by the input of others in a social setting (Albert & Merunka, 2013). Social Network Influence (SNI) helps in the creation of brand communities (Algesheimer et al., 2005), which in turn strengthens the bond between the brand and its consumers (Casalo et al., 2008). Brand love refers to the desire to engage in co-creating shared values within the brand community, often expressed through prominent figures (Kaufmann et al., 2016). Brand love represents both cognitive and emotional connections to loyal consumers (Albert et al., 2009; Fedorikhin et al., 2008). Interactions with peers further deepen the emotional attachment to the brand, particularly among adolescent consumers (Huang et al., 2012). Consequently, brand love can amplify social network influence (SNI) in the context of peer influence. SNI is also shaped by one's social interactions (Savani et al., 2015), as consumers seek acceptance within their communities, such as in schools, campuses, or workplaces (Suki et al., 2016). Consumers with a strong interest in a brand are likely to share positive feedback with their friends and social networks (Flavian et al., 2009; Huang et al., 2012), motivating others to make purchases and reinforcing brand loyalty (Badrinarayanan & Sierra, 2018). Therefore, SNI serves as a bridge between brand love and brand loyalty.

*H2: Brand Love has an influence on Susceptibility to Normative Influence.*

Brand Love on Brand Loyalty

Madeline and Sihombing (2019) concluded that brand love has a significant influence on brand loyalty. They found that when consumers develop a strong emotional connection to a brand, they tend to be more loyal and committed to it. In addition, Bambang et al. (2017) also conducted a similar study and had consistent results. Their research findings show that brand love not only has a positive impact but also a significant one on brand loyalty. Thus, it can be concluded that brand love plays an important role in driving consumer loyalty to a brand. Therefore, the relationship between brand love and brand loyalty serves as an important foundation in this research, enabling an understanding of how brand

strategies can be developed to enhance consumer loyalty. This finding suggests that brands must establish strong emotional connections with consumers to foster greater loyalty and trust.

*H3: Brand Love influences Brand Loyalty*

Susceptibility to Normative Influence on Brand Loyalty

Products recommended by friends, colleagues, or relatives through Word of Mouth (WOM) can increase the intention to purchase the product, as well as being a strong indicator of purchase intention (Sharma & Klein, 2020). In addition, these recommendations often encourage other consumers also to purchase the same product, as they feel more confident and comfortable with the choices expressed in personal conversations. Based on this, SNI can indirectly contribute to increasing brand loyalty. When a product is well-received in the community and consumers are satisfied with their purchases, this strengthens the emotional connection with the brand. This satisfaction also contributes to increasing consumer confidence in the brand, ultimately strengthening brand loyalty. Satisfaction is an important factor influencing repurchase decisions and brand loyalty (Le, 2020).

*H4: Susceptibility to Normative Influence influences Brand Loyalty*

Mediating Role of Brand Love and Susceptibility to Normative Influence

According to a study conducted in the mobile phone sector, brand experience indirectly affects brand loyalty through brand love. Furthermore, several additional studies have demonstrated that factors similar to Brand Love act as mediators in the relationship between Brand Experience and Brand Loyalty (Mauricio Santos & Walesska Schlesinger, 2021). Customers seek goods with benefits that are readily apparent to others and base their decisions on the approval of others. However, product quality, customer satisfaction, brand identification, brand communities, and commitment all have an impact on brand loyalty, which in turn improves consumer connections and brand loyalty. Susceptibility to Normative Influence (SNI) and self-esteem (SE) are also considered factors that influence brand loyalty. Additionally, Brand Love fosters positive word-of-mouth (WOM) and enhances the overall brand experience. Thus, the relationship between brand loyalty and brand love may be mediated by SNI (Minh T.H. Le, 2021).
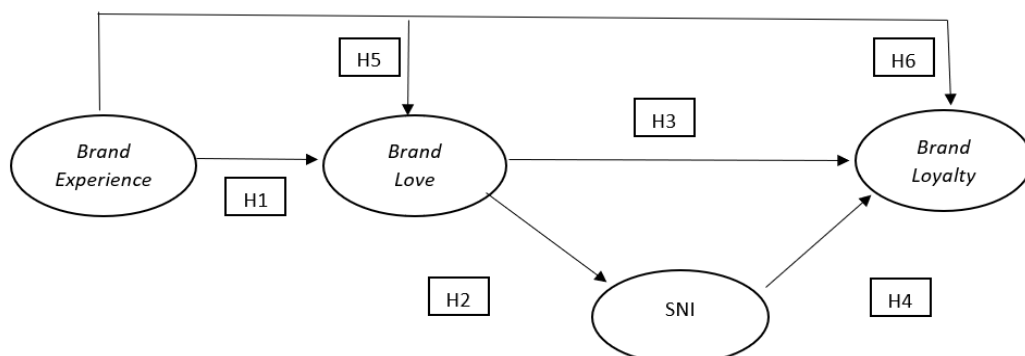


**Figure 1. Research Model**

*H5: Brand Love mediates the relationship between Brand Experience and Brand Loyalty*
*H6: Susceptibility to Normative Influence mediates the relationship between Brand Love and Brand Loyalty.*

## Research Method

Research Design

This type of research is explanatory, employing quantitative methods to describe the direct and indirect impacts of variables through structural modeling. The research model is grounded in existing theories and research, which are subsequently empirically tested using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach.

Population and sample

The population in this study is active students from several universities in Indonesia who have consumed Le Minerale products. The sampling technique employed is a non-probability sampling method, specifically a purposive sampling approach. The inclusion criteria used are: (1) active students, (2) aged over 18 years, and (3) aware of or have purchased Le Minerale products. The number of respondents involved is 173 people, which meets the minimum sample size requirements for PLS SEM analysis, based on the number of indicators (17).

Data Collection Sources and Research Instruments

Primary data is obtained by distributing questionnaires online and using Google Forms as the platform. The questionnaire is compiled based on indicators from the foregoing research that have been tested for validity and reliability. The scale used is a 1–5 Likert scale, where one indicates "strongly disagree" and five indicates "strongly agree."  The research instrument comprises 17 question items, representing four main variables: Brand Experience (4 items), Brand Love (5 items), Brand Loyalty (4 items), and Susceptibility to Normative Influence (4 items). Each indicator is adapted from relevant scientific journals and adjusted to the context of Le Minerale products.

Data Analysis Techniques

Version 3.0 of the SmartPLS software is used for data analysis. In order to determine construct validity and reliability, the analytical stages consist of (1) an outer model test; (2) an inner model test that looks at the relationships between latent variables; and (3) direct and indirect hypothesis testing. Cronbach's Alpha and Composite Reliability are used in reliability testing, whilst outer loading findings and Average Variance Extracted (AVE) are used in validity testing. The bootstrapping technique is used to test hypotheses, and a 95% confidence level (p-value < 0.05) is used to evaluate the significance of the results.

## Results and Discussion

### Analysis Result

This section aims to provide a comprehensive clarification of the study's findings, which were conducted through stages based on a sound research methodology. This research aims to explain the Impact of Brand Experience on Brand Loyalty for Le Minerale beverage products, mediated by Brand Love and Susceptibility to Normative Influence. To continue this research, the researcher needs to take 173 respondents, namely consumers of Le Minerale beverage products. This analysis is conducted using the SmartPLS 3.0 application.

**Table 1. Outer loading**

| Variable | Indicator | Outer Loading |
|---|---|---|
| Brand Experience | BE1 | 0.904 |
| | BE2 | 0.804 |
| | BE3 | 0.830 |
| | BE4 | 0.747 |
| Brand Loyalty | BL1 | 0.817 |
| | BL2 | 0.814 |
| | BL3 | 0.901 |
| | BL4 | 0.777 |
| Brand Love | BLO1 | 0.805 |
| | BLO2 | 0.836 |
| | BLO3 | 0.878 |
| | BLO4 | 0.770 |
| | BLO5 | 0.884 |
| Susceptibility to Normative Influence | SNI1 | 0.930 |
| | SNI2 | 0.842 |
| | SNI3 | 0.815 |
| | SNI4 | 0.840 |

**Source: Primary data processed in 2025**

All latent variables must be able to explain at least 50% of the variation of several indicator variables. Therefore, the correlation value between the latent variable and its indicators must exceed 0.7, which is known as the outer loading value (absolute standard loading value). Based on the findings of the outer loading calculation, all indicators in the research variable have results above 0.70. This indicates that the indicators used meet the criteria for convergent validity.

**Table 2. Average Variance Extracted**

| Variable | AVE (Average Variance Extracted) | Explanation |
|---|---|---|
| Brand Experience | 0.678 | Valid |
| Brand Loyalty | 0.687 | Valid |
| Brand Love | 0.698 | Valid |
| Susceptibility to Normative Influence | 0.736 | Valid |

**Source: Primary data processed in 2025**

Based on the analysis results of the Average Variance Extracted (AVE) value, all variables in this study yield values above 0.5, indicating that the criteria for discriminant validity are met. The AVE value for Brand Experience is 0.678, Brand Loyalty is 0.687, Brand Love is 0.698, and Susceptibility to Normative Influence is 0.736. Thus, each indicator in these variables can be said to be valid because it accurately represents the constructs being measured.

**Table 3. Heteroit-Monotrait Ratio (HTMT)**

| | Brand Experience | Brand Loyalty | Brand Love | Susceptibility to Normative Influence |
|---|---|---|---|---|
| Brand Experience | | | | |
| Brand Loyalty | 0.873 | | | |
| Brand Love | 0.641 | 0.734 | | |
| Susceptibility to Normative Influence | 0.881 | 0.811 | 0.775 | |

**Source: Primary data processed in 2025**

Based on findings in the table, most of the HTMT values between constructs are below the figure of 0.85. For example, the HTMT value between Brand Love and Brand Loyalty is 0.734, while the value between Brand Love and Susceptibility to Normative Influence is 0.775. However, there are two pairs of constructs with HTMT values slightly exceeding the limit of 0.85: between Brand Experience and Brand Loyalty (0.873) and between Brand Experience and Susceptibility to Normative Influence (0.881). Nevertheless, because these results are still below 0.90, the overall discriminant validity can still be considered fulfilled in the context of this research.

**Table 4. Composite Reliability**

| Variable | Composite Reliability |
|---|---|
| Brand Experience | 0.893 |
| Brand Loyalty | 0.897 |
| Brand Love | 0.920 |
| Susceptibility to Normative Influence | 0.918 |

**Source: Primary data processed in 2025**

Based on the calculation results of Composite Reliability, all variables in this study yield results above the threshold of 0.7, indicating that the instruments used are considered reliable. The Brand Experience variable obtained a value of 0.893, Brand Loyalty a value of 0.897, Brand Love a value of 0.920, and Susceptibility to Normative Influence a value of 0.918. These values indicate that each indicator within the variable is capable of consistently and stably measuring the intended construct.

**Table 5. Cronbach Alpha**

| Variable | Cronbachs Alpha |
|---|---|
| Brand Experience | 0.840 |
| Brand Loyalty | 0.847 |
| Brand Love | 0.891 |
| Susceptibility to Normative Influence | 0.880 |

**Source: Primary data processed in 2025**

Based on the table above, each variable in the study has a Cronbach's Alpha value that exceeds the threshold of 0.6, as follows: Brand Experience (0.840), Brand Loyalty (0.847), Brand Love (0.891), and Susceptibility to Normative Influence (0.880). This indicates that the instrument has a high level of reliability.

**Table 6. R-Square**

| Variable | R-Square |
|---|---|
| Brand Experience | 0.788 |
| Brand Love | O.770 |
| Susceptibility to Normative Influence | 0.784 |

**Source: Primary data processed in 2025**

Based on the findings presented in the R-squared value table, it is evident that the three endogenous variables in this study exhibit a high degree of explanatory power. The Purchase Intention variable has an R Square value of 0.788, meaning that approximately 78.8% of the variation in Purchase Intention can be accounted for by the independent variables included in the model. The Brand Love variable has an R Square value of 0.770, suggesting that the model can explain 77.0% of its variation. Similarly, the Susceptibility to Normative Influence variable has an R Square value of 0.784, indicating that the exogenous variables explain 78.4% of its variation. With all three R-squared values exceeding 0.75, we can infer that the model in this study provides a good fit for understanding the relationships between the variables in the structural model and exhibits a high degree of predictive ability.

**Table 7. Path Coefficient**

| | Hipotesis | Original Sample | t-Statistics | P Values | Explanation |
|---|---|---|---|---|---|
| Brand Experience ➔ Brand Love | H1 | 0.878 | 5.181 | 0.000 | Significant |
| Brand Love ➔ SNI | H2 | 0.885 | 5.151 | 0.000 | Significant |
| Brand Love ➔ Brand Loyalty | H3 | 0.654 | 8.356 | 0.000 | Significant |
| SNI ➔ Brand Loyalty | H4 | 0.254 | 3.085 | 0.002 | Significant |

**Source: Primary data processed in 2025**

The findings of the first hypothesis indicate that Brand Experience has a positive and significant effect on Brand Love, with an original sample value of 0.878, a t-statistic of 5.181, and a p-value of 0.000. This indicates that the stronger the consumer's experience when interacting with the brand, whether emotionally, sensorially, or cognitively, the greater the likelihood of forming a strong emotional connection, or Brand Love. This positive experience can foster a deep emotional connection and form a strong bond between consumers and the brand.

Using a coefficient of 0.885, a t-statistic of 5.151, and a p-value of 0.000, the results of the second hypothesis demonstrate that there is a substantial association between Brand Love and Susceptibility to Normative Influence. This implies that customers who have a deep emotional connection to a brand typically have a higher opinion of the caliber and standards of the goods the brand sells. In this situation, Susceptibility to Normative Influence is perceived more positively if consumers have developed a love for the brand, indicating that emotional aspects also strengthen perceptions of the dimensions of standards and product reliability.

The findings of the third hypothesis indicate that Brand Love has a significant impact on Brand Loyalty, with a coefficient value of 0.654, a t-statistic of 8.356, and a p-value of 0.000. This confirms that consumers who have Brand Love tend to show high loyalty to that brand. This loyalty is not only reflected in repeat purchasing behavior but also in terms of emotional involvement that encourages

consumers to recommend the brand, reject competitor products, and remain loyal despite temptations from other brands.

The findings of the fourth hypothesis reveal a significant relationship between Susceptibility to Normative Influence and Brand Loyalty, with a coefficient of 0.254, a t-statistic of 3.085, and a p-value of 0.002. This relationship is also statistically significant. These findings suggest that a positive perception of a product's compliance with Susceptibility to Normative Influence can positively impact Brand Loyalty. Consumers feel more confident and assured of the quality of products that meet influencer standards, thereby tending to build long-term commitments to those brands.

**Table 8. Indirect Effect**

|  | Hypothesis | Original Sample | t-Statistic | P Values | Explanation |
|---|---|---|---|---|---|
| Brand Experience ➔ Brand Love ➔ Brand Loyalty | H5 | 0.574 | 8.090 | 0.000 | Significant |
| Brand Love ➔ Susceptibility to normative Influence ➔ Brand Loyalty | H6 | 0.225 | 3.101 | 0.002 | Significant |

**Source: Primary data processed in 2025**

According to the fifth hypothesis, this path has a p-value of 0.000, a t-statistic value of 8.090, and an original sample value of 0.574. This finding suggests that brand experience influences brand loyalty indirectly through brand love. This implies that satisfying customer interactions with a brand can cultivate Brand Love, which in turn helps to build brand loyalty. Stated differently, Brand Love is a key mediator in this relationship. With a t-statistic of 3.101 and a p-value of 0.002, the sixth hypothesis indicates that the initial sample value was 0.225. This suggests that Susceptibility to Normative Influence, which mediates the indirect relationship between Brand Love and Brand Loyalty, has a substantial impact. To put it another way, when customers develop a strong affinity for a product or brand, they are more susceptible to social influences (such as the opinions of others around them), which strengthens their brand loyalty. As a result, the relationship between customer loyalty and emotional attachment to the brand is mediated by susceptibility to normative influence.
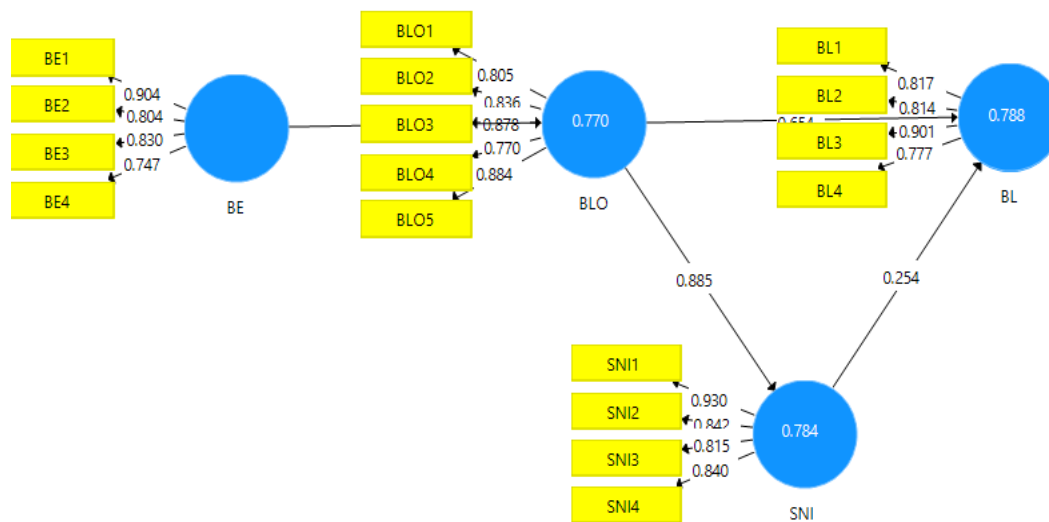
**Figure 2. Outer Model**

## Discussion

Impact of Brand Experience on Brand Love

The analysis reveals that Brand Experience has a positive and significant influence on Brand Love. This aligns with the findings of Santos and Schlesinger, who state that a strong brand experience can create a deep emotional attachment in consumers, generating feelings of love for the brand. Consumer interaction with the brand, whether sensory, affective, intellectual, or behavioral, shapes positive perceptions and strengthens emotional connections to the brand (Santos & Schlesinger, 2021). In the context of the Le Minerale brand, the brand experience for Indonesian students encompasses perceptions of product quality, attractive packaging design, and a healthy image, all of which are consistently communicated through health campaigns. This marketing effort is reinforced by the presence of public figures such as Dr. Reisa as endorsers, which enhances the credibility of the message and strengthens positive perceptions of the brand. The combination of these elements forms a comprehensive and meaningful experience for consumers, thus encouraging the creation of a deep emotional attachment to Le Minerale, which ultimately generates Brand Love. This emotional connection plays a crucial role in fostering long-term brand loyalty.

Impact of Brand Love on Susceptibility to Normative Influence

Findings of the analysis show that this hypothesis has a t statistic 5.151, an original sample 0.885, and a P value 0.000, so Brand Love significantly influences Susceptibility to Normative Influence in this study, consistent with foregoing research, namely the findings from Le, which show that SNI plays an important mediating role in the relationship between Brand Love and Brand Loyalty (Minh T.H. Le, 2021). Consumers who have a strong emotional connection to a brand tend to want to demonstrate social conformity with their surroundings, and thus are more susceptible to normative social influences, such as the opinions of friends, family, or role models. Le Minerale, a brand promoted by public figures with a positive image, benefits from consumers' tendency to follow social norms prevalent in their environment, such as choosing products considered healthy and recommended by trusted figures.

## Impact of Brand Love on Brand Loyalty

According to the analysis's findings, Brand Love has a significant effect on Brand Loyalty, as evidenced by the hypothesis's t-statistic of 8.356 with a p-value of 0.000. This finding is consistent with other research that demonstrated a favorable relationship between brand loyalty and brand love. According to research by Minh T.H. Le, one of the key factors in developing strong brand loyalty is brand love, which supports these findings (Minh T.H. Le, 2021). Consumers will not only repurchase a brand but also usually recommend it to others, even if it means ignoring other alternatives that may be cheaper or more readily available. Le Minerale can build consumer loyalty by forming strong emotional bonds, which stem from positive and consistent brand experiences. Consumers who are satisfied and have an emotional connection with the brand tend to develop a high sense of attachment, so they prefer to continue using Le Minerale products even though there are many alternatives on the market. This loyalty is not only reflected in repurchase decisions, but also in consumers' willingness to recommend the product to others and maintain their preferences despite external influences such as promotions from competing brands. Thus, Le Minerale's success in creating a memorable brand experience is the main key to forming sustainable consumer loyalty.

## Impact of Susceptibility to Normative Influence on Brand Loyalty

The findings of this analysis indicate that the hypothesis has a t-statistic value of 3.085, with an original sample size of 0.254 and a P-value of 0.002. This shows that Susceptibility to Normative Influence (SNI) has a significant impact on Brand Loyalty. This analysis aligns with the foregoing studies, as SNI has a positive impact on Brand Loyalty. Consumers who are influenced by social norms tend to reinforce their loyalty to brands favored by their social environment. Le stated that normative influence from peer groups and social references plays a significant part in forming brand loyalty, as consumers seek to maintain their social identity by consuming products approved by their group (Minh T.H. Le, 2021). In the context of Le Minerale, the presence of social media, campus communities, and support from health influencers significantly strengthens Susceptibility to Normative Influence (SNI) among consumers, particularly students. When social environments, such as peer groups, academic communities, and public figures, demonstrate a preference for Le Minerale as a healthy and high-quality choice, it encourages consumers to align with that norm. This social support not only enhances the brand image but also creates the perception that choosing Le Minerale is a decision that aligns with the expectations and values of their social group. Ultimately, this strong social influence contributes to the continuous increase in consumer loyalty toward the Le Minerale brand.

## Impact of Brand Experience and Brand Loyalty with Brand Love as a Mediating Variable

The findings of this analysis indicate that the hypothesis has a t-statistic value of 8.090, with an original sample size of 0.574 and a P-value of 0.000. This suggests that Brand Love mediates the relationship between Brand Experience and Brand Loyalty in this analysis. This finding is consistent with foregoing research, particularly that of Santos and Schlesinger, who stated that Brand Experience not only enhances loyalty directly but also indirectly through Brand Love as a mediator (Santos & Schlesinger, 2021). The positive experiences consumers have with the Le Minerale brand form a crucial

foundation for developing feelings of affection toward the brand, known as Brand Love. When consumers experience satisfaction across various aspects, such as the quality of taste, attractive packaging, and brand messaging that aligns with a healthy lifestyle, they create a strong emotional attachment. This love for the brand then evolves into loyalty, as reflected in consumer behaviors such as consistent repeat purchases, recommendations to others, and a willingness to stick with Le Minerale despite the presence of many alternatives in the market. Therefore, a pleasant brand experience not only influences momentary perceptions but also fosters long-term commitment to the brand.

Impact of Brand Love and Brand Loyalty with Susceptibility to Normative Influence as a Mediating Variable

The findings of this analysis indicate that the hypothesis has a t-statistic value of 3.101, with an original sample size of 0.225 and a P-value of 0.002. This implies that the relationship between brand love and brand loyalty is mediated by susceptibility to normative influence. These results are in line with previous research, especially that of Minh T.H. Le, who found that the association between Brand Experience and Brand Loyalty can be strengthened by the mediation of Brand Love and Susceptibility to Normative Influence (Minh T.H. Le, 2021). A solid basis for customer loyalty to Le Minerale is established via the interaction of social influence and emotional attachment. Additionally, the results demonstrate that Brand Loyalty is significantly shaped by both Brand Love and Susceptibility to Normative Influence (SNI). Customers and brands develop a deep emotional bond through brand love, making them feel personally and positively attached to the product. On the other hand, SNI reflects the social influence that encourages consumers to conform to prevailing norms or habits within their social environment, such as choosing products that are widely used or recommended by close peers. These two factors complement each other in reinforcing consumer loyalty, both emotionally and socially, thereby increasing the likelihood that consumers will consistently choose the Le Minerale brand.

## Conclusion

Based on the analysis and discussion findings, this study concludes that Brand Experience has a positive and significant impact on Brand Love. Furthermore, Brand Love significantly influences consumers' susceptibility to social norms (Susceptibility to Normative Influence / SNI) and encourages the development of Brand Loyalty. In addition, SNI also positively contributes to Brand Loyalty. Other findings reveal that both Brand Love and SNI act as mediating variables in the relationship between Brand Experience and Brand Loyalty. Thus, positive consumer experiences with the brand can foster emotional attachment and social alignment, ultimately leading to consumer loyalty toward Le Minerale.

This study provides valuable contributions to both academic and practical domains. From a theoretical perspective, it enriches the understanding of consumer behavior by incorporating emotional and social dimensions in the formation of Brand Loyalty. From a practical standpoint, the findings suggest that companies should create enjoyable and meaningful Brand Experiences to build emotional connections with consumers. Additionally, social norms can be leveraged through marketing strategies that involve consumer testimonials, public figure endorsements, or community-based approaches to strengthen consumer commitment to the brand.

However, this study has certain limitations that should be acknowledged. The focus on a single brand within a specific product category limits the generalizability of the findings to other brands or

industry contexts. Moreover, the cross-sectional research design does not allow for the observation of changes or causal relationships over time. Therefore, future research is recommended to expand the study object to various brands or industrial sectors, use longitudinal data, and consider other variables such as cultural background, age, or digital engagement to gain a more comprehensive understanding of the formation of Brand Loyalty.

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