

## MIXUE'S SURABAYA BRAND IMAGE, PRODUCT QUALITY, BRAND LOVE AND LOYALTY INFLUENCE

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### ABSTRACT

*This research aims to test the influence analysis of Brand Image and Product Quality on Brand Love and Brand Loyalty Mixue in Surabaya in order as (1) brand image affects brand love, (2) product quality affects brand love. (3) brand image affects brand loyalty, (4) product quality affects brand loyalty, and (5) brand love affects brand loyalty. The sampling technique used non-probability sampling with a purposive sampling method. The sample was taken from 160 respondents who were consumers from Mixue in Surabaya. The tools used to retrieve and collect data are online questionnaires via Google Forms. The data analysis technique uses Structural Equations Modeling (SEM) using the LISREL program. The results of this study state that Brand Image has a positive and insignificant effect on Brand Love, Product Quality has a positive and significant effect on Brand Love, Brand Image has a negative and insignificant effect on Brand Loyalty, Product Quality has a positive and insignificant effect on Brand Loyalty, Brand Love has a positive and significant effect on Brand Loyalty.*

### INTRODUCTION

Currently, consumers tend to choose trending or viral food and drinks and are willing to wait to get them (Afifah, 2021). Many processed drinks are made from milk. Ice cream is one of them. Ice cream is a dessert or snack with various colours and flavours (Pratiwi, 2021). Ice cream is made from milk, cream, and other food ingredients that produce various flavours. PT Unilever Indonesia recorded sales in the food category, especially Walls products, as March 2021 grew by 3,7% annually. This category's sales increase is the primary driver of corporate growth in the first quarter 2021.

Meanwhile, PT Campina Ice Cream Industry Tbk. It was recorded that net sales

totalled IDR 761.33 billion. This result increased by 6,41% compared to last year. Besides that, Sylvana Zhong, the manager of Aice Group, stated that releasing this new variant would further excite the bright prospect of the ice cream industry. Sylvana believes that with the launch of the new variant, it can estimate revenue growth of approximately 20% from before, as illustrated below:

**Table 1. Increasing Sales of Ice Cream in Indonesia (2021)**

No	Brand	Increase (%)
1.	Walls	3,7%
2.	Campina	6,41%
3.	Aice	20%

Source: Ayu (2021), Campina.co.id (2022)

From those results, it can be concluded that the growth and interest of the Indonesian people in buying and consuming ice cream has increased from the previous year.

According to the market line report, the ice cream industry's compound growth rate (CAGR) increased by 10,4% between 2015 and 2019. Meanwhile, market consumption increased by 6,3% compared to the same period, reaching 105,3 million kilograms in 2019. This favourable situation represents the ice cream industry in Indonesia as a whole.

**Table 2. Consumption of Ice Cream per Capita in 2018-2019**

No	Country	Consumption Level per Capita (L)
1.	Indonesia	0,7 - 0,8 L
2.	Malaysia	2 L
3.	Singapura	5 L

Source: Rini (2019)

The level of consumption of ice cream in Indonesia is relatively low compared to other countries; it is only 0,7-0,8 litres per capita per year. Currently, it is 2 litres per person in Malaysia and even 5 litres per person in Singapore. Even though Indonesia's consumption of ice cream is relatively low, steady economic growth has encouraged new players to enter the Indonesian market.

Mixue is relatively new to the Indonesian market compared to competitors who have been in the Indonesian market for a long time. However, the branding created by Mixue makes its products worthy of competing and being purchased by the Indonesian people. The price is relatively low but balanced with a good product and attractive packaging, making Mixue affordable and worth buying.

Brand images are something that consumers will remember when buying a certain branded product. In addition, a product's identity is good or bad when first seen in the brand image itself. Besides that, advertisements and logos are important in forming a brand image. According to Mangkini (2015, and Giantari et al., 2020),

Brand image is an identity, symbol, or sign that distinguishes a product from other products that have a similarity.

According to Wijaya (2011, in Maramis et al., 2018), Product quality is a combination of product characteristics resulting from marketing, production planning and maintenance that allows a product to meet a consumer's needs and expectations. Product quality is very important for a company's sustainability, so companies need to pay attention to the quality of their products. If the quality of a product is considered good, consumers will be delighted and repurchase the product. However, on the contrary, if the product is not suitable and not good enough, it will lead to customer disappointment with a product that makes consumers switch to other products.

Brand Love is defined as a person's level of interest and emotional attachment to a brand name, according to Spinneli (2012, in Giantari et al., 2020). Someone who loves a brand is willing to pay more for the brand. Brand love is very important to a construct in marketing strategy because it can lead to a desire to repurchase, a willingness to pay a higher price, positive word of mouth and rejection of negative information.

Loyalty can be created because of a feeling of love from a consumer for a particular brand. The feeling of love can be created by consumers based on the product or brand they have used. Brand image and product quality will have an impact on brand love. The better the product quality they get, the higher the chance to create feelings of love for the brand. According to Kotler and Keller (2012, in Windayanti & Chrysnaputra, 2020), brand loyalty is a strong commitment from consumers to repurchase certain products or services in the future, regardless of circumstances that lead to behaviour changes.

Mixue is an ice cream company that entered the Indonesian market in 2020. This company already has stores in China and other countries, counting more than 10.000

outlets (Hermawati, 2022). Mixue entered Indonesia and opened its first outlet at Cihampelas Walk, Bandung, and now has several other outlets in various parts of Indonesia, including Surabaya.

Based on the background stated above, the formulation of the problem can be formulated as follows:

1. Does brand image affect brand love Mixue in Surabaya?
2. Does product quality affect brand love Mixue in Surabaya?
3. Does brand image affect brand loyalty Mixue in Surabaya?
4. Does product quality affect brand loyalty Mixue in Surabaya?
5. Does brand love affect brand loyalty Mixue in Surabaya?

## LITERATURE REVIEW

### Brand Image

Brand image is something consumers will remember when buying a product from a certain brand. According to Mangkini (2015, in Giantari et al., 2020), brand image is an identity, symbol, or sign distinguishing a product from similar products. This perception is based on the consumer's experience after using the brand.

According to Saini et al. (2021), brand image is the inner state of customer perception towards a product. The brand image is defined as a unique corporate bond associated in the minds of their customers through the brand symbol. It represents a set of beliefs on current consumer perception. The brand image conveys emotional value. Strong brand image has a direct impact on consumer purchase decision-making.

### Product Quality

Product Quality is one of the most important positioning tools for marketers. Quality can directly affect the performance of a product or service. Therefore, this is related to customer value and satisfaction

created by customers, according to Kotler & Armstrong (2012:230). According to Henard (2018:67, in Gustianto et al., 2022), Product Quality is the most reliable factor compared to other factors in marketing products. Therefore, paying attention to product quality and improving it can be an advantage for the company because high product quality can create an advantage in competing.

According to Deliyanti (2013:120, in Gustianto et al., 2022), product quality can be interpreted as a quality benchmark expected to meet and satisfy the needs of consumers. Therefore, quality is one of the factors determining a company's success, so it can be said that quality is the best guarantee of customer loyalty and the most robust protection against competition.

### Brand Love

Brand Love can be interpreted as a person's level of interest and emotional attachment to a particular brand name, according to Spinelli (2012, in Giantari et al., 2020). Brand Love is a marketing component that measures the emotional relationship between brands and consumers. After consumers have a sense of love, consumers begin to form an emotional connection with the brand. Rahman et al. (2021) find that brand love leads to higher consumer willingness to pay more, forgive brand fault, share positive word of mouth, and create brand loyalty. As Otero and Pérez (2020) highlight the consumer's emotional state of feelings, it is proven that brand love enables brand loyalty.

Brand Love arises when customers see the brand as an individual that customers like. Therefore, it can be interpreted that Brand Love is a love that arises from customers for products that satisfaction and pride these customers in using a brand based on their experience, according to Ranjbarian et al. (2013, in Frenredy & Dahrmawan, 2020).

### Brand Loyalty

Brand Loyalty is a commitment to buy continuously and repeatedly on a product or service with consistency in the future. According to Solomon (2006:289), Brand loyalty is a form of repeated buying behaviour that reflects a conscious choice to buy the same brand. Companies that have customers with very high loyalty can benefit these companies because they can reduce or reduce marketing costs used. This is because acquiring new customers is more expensive than retaining customers. Solomon (2011:360) says Brand Loyalty is a repeat purchase behaviour that describes consumers who are conscious of making purchasing decisions when these consumers continue to buy products from the same brand.

### Relationship between Brand Image and Brand Love

There is a reasonably strong relationship between Brand Image and Brand Love. The previous statement shows that the more positive the consumer's assessment of a brand's image, the more positive the love generated by the customer. Conversely, if a brand's image is considered bad, it will also negatively affect the brand's love. Simamora (2004, in Dwiputranto, 2017) says that image is a relatively consistent long-term view, so forming an image of a product is not easy. If it has been formed, it will be difficult to change. Previous research evidence has determined that Brand Image significantly affects Brand Love (Dwiputranto, 2017). This is also proven by research conducted by Achmad et al. (2020), where there is a significant favourable influence between Brand Image and Brand Love.

*H1: Brand Image has a significant effect on Brand Love*

### Relationship between Product Quality and Brand Love

According to Deliyanti (2013:120, in Gustianto et al., 2022), product quality can be interpreted as a quality benchmark

expected to meet and satisfy the needs of consumers. If consumer needs are met, it will lead to feelings of pleasure and satisfaction that can trigger love for a product. The more positive the consumer is in assessing product quality, the better the love for the brand, and if the consumer judges the product quality to be bad enough, it will affect the love for the brand. Previous research has determined that Product Quality positively and significantly influences Brand Love (Dwiputranto, 2017).  
*H2: Product Quality has a significant effect on Brand Love*

### Relationship between Brand Image and Brand Loyalty

Brand Image represents the general perception of the brand and is shaped by prior knowledge and experience with the brand. Brand image is related to beliefs and views about a brand. Consumers who perceive a positive brand image of a product can create a higher desire to make repeat purchases. Brand image contains consumers' potential beliefs, perceptions, feelings, and attitudes, directly shaping customer satisfaction (Song et al., 2019; Wai Lai, 2019) and brand loyalty (Kim et al., 2018). Research conducted by (Dwiputranto, 2017) states that Brand Image has a positive and significant influence on Brand Loyalty. This shows that the better and more positive the consumer's view of the image of a product, the more indirectly it can create loyalty, but conversely, if a consumer thinks the image of a brand is bad, it will also harm Brand Loyalty.

*H3: Brand Image has a significant effect on Brand Loyalty*

### Relationship between Product Quality and Brand Loyalty

Alfin (2013) found that Product Quality directly affects Brand Loyalty. The impact of perceived product quality on customer loyalty to the brand is positive. High-perceived product quality leads to higher customer loyalty, and low-perceived product quality leads to lower customer loyalty. When making a purchase,

consumers will repeatedly buy products believed to provide benefits or advantages to consumers, which means that consumers will choose products considered to have high quality. Research evidence (Dwiputranto, 2017) says that Product Quality positively and significantly influences Brand Loyalty. This means showing that the better the quality of a product, the more consumer loyalty can be created. Conversely, if the user assesses Product Quality as bad, it will indirectly impact Brand Loyalty.

*H4: Product Quality has a significant effect on Brand Loyalty*

#### Relationship between Brand Love and Brand Loyalty

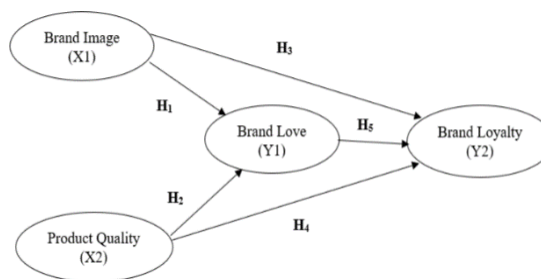
Niyomsart and Khamwon (2015) show that Brand Love has a positive relationship with Brand Loyalty. The relationship between brand love and brand loyalty is also shown by the statement that brand love has a strong relationship and significantly affects loyalty (Loureiro et al., 2012). The study results show that brand love has a positive and significant influence on brand loyalty, so it can be concluded that the more consumers love a product, the more loyalty will arise from the consumer over time.

Conversely, if consumers do not have a sense of love for a product, then it will not lead to loyalty from the consumer itself (Dwiputranto, 2017). Brandão et al. (2019) state that the consequence of brand love is brand loyalty. In addition, in research conducted by Achmad et al. (2020), there was a significant positive influence between Brand Love and Brand Loyalty.

*H5: Brand Love has a significant effect on Brand Loyalty*

#### Conceptual Framework

Based on the hypothesis, this study's framework can be formulated below.



**Figure 1. Conceptual Model**

## RESEARCH METHOD

The research was conducted through a survey using a quantitative research method. Research collected data via an online questionnaire. This research is causal. The data used are primary, and the information collected comes directly from the participants.

Brand image is measured by using three indicators from Kurniawan (2017). Product Quality is measured by adopting the four indicators from Sari (2019). Brand Love is measured using the four indicators in Mansyur et al. (2021). Brand loyalty is measured using three indicators from Kurniawan (2017).

The population in this study are people who have already bought Mixue. Calculate the number of respondents in this study using the theory of Hair et al. (2013, in Ariesty, 2017), where the number of research indicators will be multiplied by 10. In this study, there are 14 indicators, which are then multiplied by 10 (14x10=140). The number of samples taken in this study amounted to 160 samples.

The research set the sample criteria as follows:

1. Minimum 17 years old
2. Have purchased and consumed any product from Mixue at least two times in 3 months
3. Lives in Surabaya

The data analysis technique used Structural Equation Modeling (SEM). The LISREL 8.80. software will utilized in this research. The hypothesis requires testing to determine the significance of the SEM results. If the standard value is positive, then the variable correlates. Thus, the

hypothesis is accepted if the expected value is positive. The significance testing criteria cut-off is 1.96, and if it has a t-value > 1.96, it is explained that the value is significant.

## RESULT AND DISCUSSION

### Respondent's Profile

Respondents in this study were 160 people domiciled in Surabaya, aged 17 years minimum, and have already bought Mixue. Most respondents were students, numbering 115 people (71,9%). Also, most respondents were women with the number 93 people (58,1%), and most were between the ages of 17-25 years with the number 140 people (87,5%).

### Normality Test

This study will use two testing models: univariate normality and multivariate normality. The univariate normality test is for each indicator to determine whether the data has a normal distribution function. Meanwhile, the multivariate normality test is a normality test for all indicators that make up the research model. It can be considered normal if the p-value is more than 0.05 and abnormal if the p-value is less than 0.05. The results of calculations and univariate normality testing can be seen in the table below:

**Table 3. Univariate Normality**

No	Indicator	Skewness and Kurtosis		Information
		Chi-Square	P-Value	
1	BI1	4,568	0,102	Normal
2	BI2	10,715	0,005	Tidak Normal
3	BI3	4,498	0,106	Normal
4	PQ1	10,143	0,006	Tidak Normal
5	PQ2	9,039	0,011	Tidak Normal
6	PQ3	1,071	0,585	Normal
7	PQ4	4,515	0,105	Normal
8	BLV1	4,992	0,082	Normal
9	BLV2	6,513	0,039	Tidak Normal
10	BLV3	1,672	0,434	Normal
11	BLV4	3,005	0,223	Normal
12	BLY1	22,425	0,000	Tidak Normal
13	BLY2	17,870	0,000	Tidak Normal
14	BLY3	14,655	0,001	Tidak Normal

**Table 4. Multivariate Normality**

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
38,059	11,024	0,000	265,608	8,063	0,000	186,548	0,000

The calculation result indicates seven indicators with a p-value of more than 5% or 0.05. In other words, seven indicators are typically distributed. Meanwhile, seven indicators have a p-value of less than 5% or 0.05, which means that these seven indicators are generally not distributed. Therefore, the test can be continued using a multivariate normality test. The multivariate normality test displays a p-value of less than 5% or 0.05 and is interpreted as not meeting the normality requirements. However, the amount of data > 150 is considered normal.

### Overall Model Fit Test

The model fit test aims to test the model that has been hypothesized and to analyze whether a model can be classified as a good model based on research results. The results of estimation and model fitting carried out using the LISREL program are shown in the table below:

**Table 5. Goodness of Fit**

Ukuran Goodness of Fit	Match Target	Result	Information
GFI	≥ 0,9	0,84	Marginal Fit
RMSEA	< 0,08	0,094	Marginal Fit
AGFI	≥ 0,90	0,76	Marginal Fit
NFI	≥ 0,90	0,95	Good Fit
IFI	≥ 0,90	0,97	Good Fit
CFI	≥ 0,90	0,97	Good Fit
RFI	≥ 0,90	0,93	Good Fit
NNFI/TLI	≥ 0,90	0,96	Good Fit

From the table above, it can be seen that three of the eight overall fit tests of the model show marginal fit—meanwhile, the remaining five show good fit, which means that the model fit value is good.

### Validity Test

The validity test determines how far an indicator can measure a construct. A variable can be categorized as a valid level if the factor loading value is more than 1.96.

**Table 6. Validity Test**

Variable	Code	Factor Loading	Cut Off	Information
Brand Image (BI)	BI1	6,20	> 1,96	Valid
	BI2	6,41	> 1,96	Valid
	BI3	6,72	> 1,96	Valid
Product Quality (PQ)	PQ1	7,64	> 1,96	Valid
	PQ2	6,97	> 1,96	Valid
	PQ3	6,56	> 1,96	Valid
	PQ4	7,04	> 1,96	Valid
Brand Love (BLV)	BLV1	7,96	> 1,96	Valid
	BLV2	6,73	> 1,96	Valid
	BLV3	8,03	> 1,96	Valid
	BLV4	7,65	> 1,96	Valid
Brand Loyalty (BLY)	BLY1	7,30	> 1,96	Valid
	BLY2	6,36	> 1,96	Valid
	BLY3	7,46	> 1,96	Valid

Based on the table above, it is known that all indicators in this study are valid. This is evidenced by the t-value, which is more than 1.96.

Reliability Test

Reliability is used to show data's trust, reliability, or consistency. In this study, reliability was used using CR (construct reliability), which provided that the CR value must be more than 0.70.

**Table 7. Reliability Test**

Variabel	Indikator	Standardized Factor Loading	Error	Construct Reliability
BI	BI1	0,75	0,44	0,771
	BI2	0,77	0,41	
	BI3	0,66	0,56	
<b>TOTAL</b>		<b>2,18</b>	<b>1,41</b>	
PQ	PQ1	0,57	0,68	0,704
	PQ2	0,60	0,64	
	PQ3	0,53	0,72	
	PQ4	0,74	0,45	
<b>TOTAL</b>		<b>2,44</b>	<b>2,49</b>	
BLV	BLV1	0,74	0,45	0,850
	BLV2	0,81	0,35	
	BLV3	0,79	0,37	
	BLV4	0,72	0,48	
<b>TOTAL</b>		<b>3,06</b>	<b>1,65</b>	
BLY	BLY1	0,78	0,40	0,795
	BLY2	0,77	0,40	
	BLY3	0,70	0,50	
<b>TOTAL</b>		<b>2,25</b>	<b>1,30</b>	
<b>Acceptable Limit</b>				<b>&gt;0,70</b>

From the table above, it can be seen that the construct reliability is more than 0.70.

Model Fit Test

The overall model fit test measurement in this research is determined by the overall model fit test, as NFI, IFI, CFI, RFI, and NNFI/TLI are greater than 0,9. All variables are considered valid as t-values are all bigger than 1,96. The structural equation is

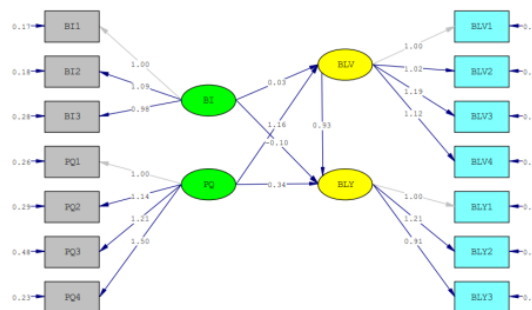
purposed to explain the impact amount of two variables or more. The structural equations of this research can be written as:

$$BLV = 0.027*BI + 1.16*PQ, Errorvar = 0.16, R^2 = 0.54$$

(0.34) (0.46) (0.032)  
0.080 2.50 4.82

$$BLY = 0.93*BLV - 0.100*BI + 0.34*PQ, Errorvar = 0.016, R^2 = 0.96$$

(0.16) (0.27) (0.30) (0.022)  
5.75 -0.37 1.14 0.71



**Figure 2. Lisrel Output Path Analysis**

The structural equation's descriptions can be formulated as follows:

1. Brand Image (BI) positively influences Brand Love (BLV) with a value of 0.027. From this value, it can be interpreted that Brand Image (BI) and Brand Loyalty (BLY) influence each other.
2. Product Quality (PQ) positively influences Brand Love (BLV) with a value of 1.16. From this value, it can be interpreted that Product Quality (PQ) and Brand Love (BLV) affect one another.
3. Brand Image (BI) negatively influences Brand Loyalty (BLY) with a value of -0.100. From this value, it can be interpreted that Brand Image (BI) and Brand Loyalty (BLY) do not affect one another.
4. Product Quality (PQ) positively influences Brand Loyalty (BLY) with a value of 0.34. From this value, it can be interpreted that Product Quality (PQ) and Brand Loyalty (BLY) affect one another.
5. Brand Love (BLV) positively influences Brand Loyalty (BLY) with a value of 0.93. From this value, it can be interpreted that Brand Love (BLV) and Brand Loyalty (BLY) affect one another.

Hypothesis Testing

Hypothesis testing is one of the tools to determine the significance of the calculation results with SEM. Hypothesis testing is done by testing the coefficients of structural equations by specifying a certain significance level – criteria for significance testing with a cut-off of 1,96 from the t-value calculation.

**Table 8. Hypothesis Result**

H	Relationship	Estimate	T-Value	Cut Off	Description
H1	BI→BLV	0,027	0,08	>1,96	Insignificant
H2	PQ→BLV	1,16	2,50	>1,96	Significant
H3	BI→BLY	-0,100	-0,37	>1,96	Insignificant
H4	PQ→BLY	0,34	1,14	>1,96	Insignificant
H5	BLV→BLY	0,93	5,75	>1,96	Significant

Based on the test results in the table above, it can be summarized that:

1. Brand Image (BI) has a positive and insignificant effect on Brand Love (BLV). This is indicated by the estimated value of 0.027, which indicates that it is positive, followed by a t-value of 0.08, which means that the t-value is smaller than 1.96. From these results, it can be concluded that hypothesis 1 is rejected.
2. Product Quality (PQ) positively and significantly affects Brand Love (BLV). This is indicated by the estimated value of 1.16, which is positive, followed by a t-value of 2.50, which means that the t-value is greater than 1.96. From these results, it can be concluded that hypothesis 2 is accepted.
3. Brand Image (BI) negatively and insignificantly affects Brand Loyalty (BLY). This is indicated by the estimated value of -0.100, which indicates that it is negative, followed by a t-value of -0.37, which means that the t-value is smaller than the t-table of 1.96. From these results, it can be concluded that hypothesis 3 is rejected.
4. Product Quality (PQ) has a positive and insignificant effect on Brand Loyalty (BLY). This is indicated by the estimated value of 0.34, which is positive, followed

by a t-value of 1.14, which means that the t-value is smaller than 1.96. From these results, it can be concluded that hypothesis 4 is rejected.

5. Brand Love (BLV) positively and significantly affects Brand Loyalty (BLY). This is indicated by the estimated value of 0.93, which is positive, followed by a t-value of 5.75, which means that the t-value is greater than the t-table of 1.96. From these results, it can be concluded that hypothesis 5 is accepted.

The Impact of Brand Image on Brand Love

Based on the tests that have been carried out, the results show that Brand Image has a positive and not significant effect on Brand Love in Mixue in Surabaya. This shows that the image formed by Mixue, such as offering affordable prices so that it can cover all consumers, may not necessarily affect a love for its products. Besides that, some consumers think that even though the price is cheap, Mixue does not reduce the quality of its products. This shows that even though the consumers give a positive image of Mixue, it does not guarantee that it will create a feeling of love for the product. Not creating consumer love for Mixue can be caused by several things, one of which is that there are similar products that are more in line with the tastes of these consumers, so according to some people, the products owned by Mixue do not have a product signature because they are almost the same as other brands. The price is also cheap, so many substitute products are better than Mixue. Therefore, even though the Brand Image created by Mixue is good, some people do not necessarily like or even love Mixue's products as a whole.

The results of this study are not in line with previous research, namely Dwiputranto (2017), where there is a significant positive effect between Brand Image and Brand Love. In addition, this research is also not in line with research by Achmad et al. (2020), which states that Brand Image has a positive and significant



effect on Brand Love. From the results of the discussion above, it can be concluded that Brand Image has a positive and insignificant effect on Brand Love, so hypothesis 1 is rejected.

#### *The Impact of Product Quality on Brand Love*

Based on the tests that have been carried out, the results show that Product Quality has a positive and significant effect on Brand Love in Mixue in Surabaya. This shows that the product quality Mixue provides to its consumers can create a feeling of love for the brand. If consumer needs are met, it will lead to feelings of pleasure and satisfaction that can trigger love for a product. It can be said that Mixue has tried to meet the needs of every consumer, as evidenced by its product offering several variants according to the needs and interests of consumers. Therefore, it can be concluded that the better the product quality, the more the consumer's love for the product will increase, and vice versa. If consumers judge product quality as bad, it will impact brand love, which will also be bad.

This study's results align with previous research by Dwiputranto (2017), which states that Product Quality has a positive and significant influence on Brand Love. From the results of the discussion above, it can be concluded that Product Quality has a positive and significant effect on Brand Love, so hypothesis 2 is accepted.

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

Based on the tests that have been carried out, the results show that Brand Image has no positive and insignificant effect on Brand Loyalty in Mixue in Surabaya. This can be caused because not all customers refer to the image of a product to create product loyalty. Not all consumers who consider Mixue's product image positive and attractive will guarantee and create loyalty to the brand. Even though the image created by Mixue itself or consumers is positive, this does not guarantee consumer loyalty to Mixue itself,

considering that Mixue is still considered new to Indonesia compared to similar competitors, so high loyalty has not been created from consumers, as evidenced by their unwillingness to place Mixue as the first choice compared to similar products. From the test results, it was also found that the effect was negative or not positive, which indicated that there was no relationship between the two variables.

The results of this study are not in line with previous research by Dwiputranto (2017), which states that Brand Image has a positive and significant influence on Brand Loyalty. However, this research is in line with Rasputri (2018), who also states that brand image has no significant effect on brand loyalty. This research is also supported by research conducted by Noor (2014), which states that brand image has no significant effect on brand loyalty. From the results of the discussion above, it can be concluded that Brand Image has a negative and insignificant effect on Brand Loyalty, so hypothesis 3 is rejected.

#### *The Impact of Product Quality on Brand Loyalty*

Based on the tests that have been carried out, the results show that Product Quality has a positive and not significant effect on Brand Loyalty in the Mixue in Surabaya. This can be caused because even though the quality of the products offered by Mixue is good, such as having various types of product variants that will meet the needs of each customer, and also the service provided is good, this does not guarantee the loyalty consumers will give. After all, there are several factors. One of the factors that cause loyalty not to be created can be because consumers already have a place or brand that is similar to Mixue and suits them better, and some of them decide to try this Mixue product out of curiosity and have not created a loyalty that has been created. In addition, they also thought that the place and atmosphere offered were less comfortable, such as a narrow area and quite a few tables, so they could not linger there.

The results of this study are not in line with Dwiputranto's research (2017), which states that Product Quality has a positive and significant influence on Brand Loyalty. In addition, this study is inconsistent with research conducted by Alfin (2013), which states that product quality directly affects brand loyalty. However, this research is in line with research conducted by Rasputri (2018), which states that Product Quality has a positive and insignificant effect on Brand Loyalty. There is also research that supports these results, namely research conducted by Ferdinansyah et al. (2022), which states that Product Quality shows no significant effect on Brand Loyalty. From the results of the discussion above, it can be concluded that Product Quality has a positive and insignificant effect on Brand Loyalty, so hypothesis 4 is rejected.

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

Based on the tests, the results show that Brand Love has a positive and significant effect on Brand Loyalty in Mixue in Surabaya. This can be influenced by consumers' love for Mixue products, creating a feeling of loyalty to the products they love. The feeling of love for Mixue that appears can be influenced by several things, such as satisfying service for these consumers, as well as the quality of the products offered that meet the needs of consumers. The feeling of love that arises for Mixue products makes these consumers make repeated purchases so that, over time, feelings of loyalty will arise. Therefore, it can be concluded that the greater a person's love for a product, it tends to increase the loyalty to that product.

This study's results align with research conducted by Dwiputranto (2017), which states that there is a significant positive influence between Brand Love and Brand Loyalty. In addition, the results of this test reinforce the statement that brand love has a strong relationship and has a significant effect on loyalty (Loureiro et al., 2012). So, it can be concluded that the higher a consumer's love for a brand, the more

loyalty is, but conversely, if consumers feel no love, it will not create loyalty either. (Dwiputranto, 2017). This research is also in line with research conducted by Achmad et al. (2020), which states that Brand Love has a positive and significant effect on Brand Loyalty. From the results of the discussion above, it can be concluded that Brand Love has a positive and significant effect on Brand Loyalty, so hypothesis 5 is accepted.

#### **CONCLUSIONS**

In this study, researchers examined the influence analysis of Brand Image and Product Quality on Brand Love and Brand Loyalty Mixue in Surabaya. Based on the test results and discussion in the previous chapter, a conclusion can be drawn as follows:

1. Brand Image has a positive and insignificant effect on Brand Love, which can be interpreted that a good and positive image does not necessarily lead to love for a product
2. Product quality has a positive and significant effect on brand love, which can be interpreted as the better the product quality, the higher the probability of creating love for a product.
3. Brand Image has a negative and insignificant effect on Brand Loyalty, which means that a positive image may not necessarily create consumer loyalty to a brand.
4. Product quality has a positive and insignificant effect on brand loyalty, which can be interpreted as good product quality not necessarily guaranteeing the creation of loyalty by consumers towards a brand.
5. Brand love positively and significantly affects brand loyalty, interpreted as love for a brand that can lead to prolonged loyalty or loyalty.

Based on this study, there are several limitations that the researchers encountered, such as this research being limited to respondents, namely only taking

respondents who live in Surabaya, and this research being conducted using a questionnaire. Sometimes, the respondents' answers did not reflect the actual situation. Theoretically, Brand Love and Brand Loyalty are influenced by Brand Image and Product Quality and can also be influenced by other variables such as Brand Personality, Brand Experience, etc. This research can be used as a reference for future researchers and is expected to carry out ongoing research more broadly by considering other variables and influencing Brand Love and Brand Loyalty, such as Brand Experience, Brand Personality, etc. The researcher also suggests adding several theories that have not been included in this study and adding area coverage so that they can provide more results than this study.

The managerial implications of this research, especially for Mixue, will be explained as follows:

1. In the Brand Image section, the variable in the statement "Mixue has a uniqueness that distinguishes it from other products" is an indicator that gets the lowest average. Therefore, Mixue must emphasize more and increase the level of uniqueness or innovation, and Mixue must have a product signature that differentiates it from other products.
2. In the Product Quality section, the variable in the statement "Mixue products have sufficient durability" is an indicator that gets the lowest average. Therefore, Mixue must pay more attention and improve its services by informing consumers about the shelf life of each Mixue product.
3. In the Brand Love section, the variable in the statement "I feel that I am already comfortable with Mixue and do not want to switch to another product" is the indicator that gets the lowest average. Therefore, Mixue must further improve its service and product quality to create feelings of love from consumers. This can be done by creating a comfortable

atmosphere so that consumers feel at home.

4. In the Brand Loyalty section, the variable in the statement "Mixue is the first choice compared to other products" is an indicator that gets the lowest average. Therefore, Mixue must increase loyalty so that consumers survive and are loyal to Mixue products by maintaining the reputation and quality of Mixue's products.

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