The Relationship of Brand Love, Self-Esteem, Brand Attitude and Brand Loyalty in Facial Care Product Users

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Abstract

Today's consumers not only fulfill basic needs but also prioritize physical appearance, especially facial care, which is a priority to look better. Having healthy, clean and bright facial skin is the dream of every Indonesian woman. Cosmetics companies certainly carry out strategies to provide benefits and benefits to their consumers to produce an increase in Brand Loyalty. The aim of this research is to determine the relationship between Brand Love, Self-Esteem, Brand Attitude and Brand Loyalty among users of facial care products. This research was conducted on 250 female respondents who used Scarlett, Emina and Whitelab products aged 15 - 40 years in the JABODETABEK area. Data collection was obtained through distributing questionnaires online which was carried out from January to February 2023. This research used the Lisrel Structural Equation Model (SEM) to test the research model. The results of this research show that the four hypotheses proposed are acceptable and one hypothesis is unacceptable. Then, the brand attitude variable has the greatest influence on brand love. Meanwhile, the results show that the proposed research hypothesis does not support the existing hypothesis, namely that the brand attitude variable has no influence on brand loyalty. Therefore, this research implies that brand loyalty is an important factor for a business to be able to maintain its business.

Keywords	brand love, self-esteem, brand attitude, brand loyalty

INTRODUCTION

In order to increase a company's success, it is necessary to develop a marketing strategy that is implemented effectively so that it can create customer loyalty towards a brand (Zeren & Kara, 2021). Brand loyalty gets a lot of attention, because developing brand loyalty can help a company develop a viable advantage in the market (Kaur et al., 2019). Brand Loyalty also has an important role in maintaining a close relationship between consumers and the brands they like (Sultan et al., 2019). Thus, brand loyalty has an important role in the company's development and brand durability in the future (Synodinos & Sharp, 2019). Furthermore Ghorbanzadeh & Rahehagh (2020) states that brand loyalty is the highest measure of the relationship between consumers and a brand.

One of the main keys in creating brand loyalty is brand love or love for a brand (Albert & Merunka, 2013; Aro et al., 2018;Bergkvist & Larsen, 2010; Carroll & Ahuvia, 2006). Consumers increase their loyalty to a brand when they fall in love with a particular brand (Carroll & Ahuvia, 2006; Roy et al., 2012). Then obeyGhorbanzadeh & Rahehagh (2020)Brand love is one of the strongest antecedent factors of brand loyalty.

In creating brand loyalty, brand love can be formed through consumer self-esteem. The mediating role of self-esteem can determine the relationship between self-conformity and brand loyalty (Le, 2021). Self-concept correlates with self-esteem in maintaining internal consistency (Campbell, 1990). Consumers with high self-esteem tend to be more loyal and emotional towards brands than consumers with low self-esteem (Brown & Dutton,

1995). Thus, self-esteem influences brand loyalty through self-identity (Kressmann et al., 2006; Sirgy et al., 2008).

Another key factor that has a strong influence on brand loyalty and brand love is brand attitude (Quezado*et al*., 2022; Hwang*et al*., 2022). *Brand Attitude* if consumers have a brand attitude, and the brand also has a positive impact on consumers, then brand love will arise for the brand. This was developed considering that brand attitudes can originate from consumers' beliefs and feelings about the characteristics and benefits of the brand (Keller, 2003). Brand attitude is very important, because its consequences impact brand evaluation (Collins-dodd & Lindley, 2003). Thus, it can be said that brand attitude reflects the level of sympathy for a brand, from a brand, and can also be expressed through positive views from consumers (Patrick et al., 2010).

Research related to the variables brand love, brand loyalty, self-esteem and brand attitude has been carried out before, where brand love can positively influence self-esteem (Bagozzi et al., 2016; Lisjak et al., 2012; Albert et al., 2007). Self-esteem shows a positive impact on brand loyalty (Lee, 2021;Sirgy et al., 2008). Brand attitude has a positive impact on brand love (Grace et al., 2020;Quezado et al., 2022). *Brand attitude*has a positive impact on brand loyalty (Oh & Park, 2020; Liu et al., 2020; *Hwang et al*., 2021). Brand love has a positive impact on brand loyalty (Ghorbanzadeh & Rahehagh, 2020).

Studies related to Brand Love, Brand Loyalty, Self-Esteem have been carried out previously (Le, 2021; Sirgy et al., 2008; Ghorbanzadeh & Rahehagh, 2020). However, it is still rarely combined with attitude towards the brand. Therefore, this study includes the brand attitude variable as a factor that increases customer loyalty to the brand. Brand attitude was added because it was based on previous empirical data (Hwang et al., 2022;Oh & Park, 2020;Liu et al., 2020; Hwang et al., 2021)a positive attitude towards the brand increases brand loyalty. Apart from that, Brand Attitude has a positive influence on brand love (Quezado et al., 2022). In previous research, several product categories were carried out simultaneously, whereas in this research the focus is more on facial care products. Facial care products were chosen because since the Covid 19 pandemic there has been an increase in the use of facial care products (Amanda, 2021). Then obeyAngelia (2021) Facial care products are the care products that are widely used throughout 2021.

The aim of the research carried out was to explore the relationship between Brand Love, Brand Loyalty, Self-Esteem, and Brand Attitude. It is hoped that this research can contribute to the level of management science by developing a better theoretical understanding of the variables studied and can provide positive managerial implications for increasing customer loyalty in the facial care product business.

LITERATURE REVIEW
BrandLove

According toFournier (1998) interpreting brand love is designed as a long-term relationship with a particular brand. Carroll & Ahuvia (2006) Brand love is a relatively new marketing strategy that can explain and predict a variety of long-term relationship behaviors

among satisfied consumers. Carroll & Ahuvia (2006) states that
brand love is the level of strong emotional attachment of consumers to a particular brand.

Brand love is a high level of value and positive emotions that consumers place on a brand, similar to other emotional components such as brand loyalty and brand attachment (Bergkvist & Larsen, 2010). Pandowo (2016) defines brand love as a relationship of feelings of attachment, passion, and loyalty between consumers and a brand, which is characterized by reciprocal attributes and dynamic goals as characteristics. Ghorbanzadeh & Rahehagh (2021) stated brand love is an important outcome for managers and plays a strategic role in building long-term, sustainable relationships between consumers and brands. Park et al. (2010) states that brand love is an emotion that can develop due to strong attraction, while attachment based on attraction does not develop into love. Thus, brand love will show attractiveness (Patwardhan & Balasubramanian, 2011).

Brand Loyalty

According toDick & Basu (1994)loyalty is expressed as a relationship between attitudes and repeat patronage. Bergkvist & Larsen (2010) states that brand loyalty and active involvement are two consequences of brand love. Oliver (1999) Brand loyalty is defined as a consumer's willingness to continue to purchase the same product or service again in the future, leading to repeat purchases of the same brand regardless of the impact of the situation and competitors' efforts that may encourage switching.Lenggono et al. (2019) defining brand Loyalty is a privilege, and customers buy repeatedly from their suppliers rather than from other suppliers. Brand loyalty is also said to be a relatively fanatical behavioral response when shopping (Lenggono et al., 2019).

Ramadhan et al. (2020) defines brand loyalty as a type of consistent consumer preference to buy certain products or services from the same brand. Brand loyalty is repeat purchasing behavior that reflects consumers' conscious decisions when they continue to buy the same brand (Heskiano et al., 2020). Heskiano et al. (2020) Brand loyalty is a consumer's decision to buy a certain brand over another brand in the product category. Afriani et al. (2019) Brand loyalty is defined as having a connection to increasing consumer communication towards the brand so that consumers become more familiar with the brand in question.Afriani et al. (2019) also states that brand loyalty measures the extent to which a customer shows a positive attitude towards a brand.

Januarko et al. (2018) states brand loyalty as a consumer's positive feeling to buy the same brand more often and use the same brand for a long time.

Self-Esteem

*Self-esteem*expressed at the collective level refers to a self-concept that corresponds to the preferred identity within the group (Luhtanen & Crocker, 1992; Rubin & Hewstone, 1998) and shows commitment to the group (Bergami & Bagozzi, 2000; Fuller et al., 2003). Vogel et al. (2014) states that social identity theory influences self-esteem's tendency to compare oneself with others, which has a positive impact on loyalty to the brand one loves (He et al., 2012; Kuo & Hou, 2017). According toLuhtanen & Crocker (1992) defines the

term "self-esteem" as referring to the assessment of individual identity and includes four aspects: respect, collective self-esteem, personal collective self-Esteem and the meaning of identity. Campbell, (1990) states that someone with high self-esteem tends to have a positive and clear self-image. According to Delgado et al. (2017) And Malär et al. (2011) stated that the presence of product involvement and self-esteem increases the positive impact of actual self-conformity and brand integration on emotional brand involvement. Similar results were shown by (Campbell, 1990; Luhtanen & Crocker, 1992) which says that individuals show self-esteem to evaluate self-identity.

Brand Attitude

According to Grace et al. (2020) defines that brand attitude has brand benefits and attributes which are the basis for building consumer relationships with a brand. Hwang & Ok (2012) stated that brand attitude is known as a bigger concept than customer satisfaction.Keller (2003) defining brand attitude is a summary of the overall assessment and evaluation for any information related to the brand. Colliander & Marder (2018) states that brand attitude shapes global consumers' perceptions of evaluation of a brand.Patrick et al. (2010)states brand attitude, the level of sympathy for a brand and can also be expressed through consumers' positive views.Regina & Anindita (2022) states that a positive brand attitude creates a desire to buy in the minds of consumers.

Relationship Between Variables
Relationship Between BrandLove, **Brand Loyalty and Self-Esteem**

According toBagozzi et al. (2016) Brand love shows the consumer's bond with the brand and consumer self-esteem. Customers tend to maintain and be loyal to a brand if the brand is considered consistent and in accordance with their identity, values and can maintain self-confidence (Lisjak et al., 2012). Consumer behavior shows that products develop self-esteem by flattering individual feelings (Arndt & Greenberg 1999) and ties to self-concept (Campbell, 1990). Consumers like a brand because of motives related to the consumer's self-esteem and self-image (Albert et al., 2007). Brand love can increase self-esteem in consumers when developing a unique identity (Alnawas & Altarifi, 2015). Tsai et al. (2013) consumers tend to favor luxury brands to show their standing and wealth to others. Algesheimer et al. (2005) Brand fans will show their self-identity and fan style to differentiate other brand fans and are willing to pay a high price for the brand. There is a level of brand love due to the relationship and desire that can make consumers fall in love with the brand (Batra et al., 2012; Fedorikhin et al., 2008; Mac Innis & Folkes, 2017). The existence of self-esteem is considered to be able to maintain brand-loving relationships with individuals or groups (Cast & Burke, 2002). Thus, the chosen hypothesis is as follows:

H1. Brand love has a positive effect on self-esteem.

Kressmann et al. (2006) Brand loyalty directly influences consumer self-conformity and is indirectly connected to the brand through product attachment and suitability. Malär et al. (2011) Brand loyalty can positively increase self-conformity with product involvement

and self-esteem. Self-esteem shows an assessment of one's
identity (Campbell, 1990; Luhtanen & Crocker, 1992). Brand quality and image can increase consumers' feelings of self which can increase brand loyalty (Kressmann et al., 2006). Then Le (2021) The role of self-esteem can determine the relationship between self-conformity and brand loyalty. Sirgy et al. (2008) shows that there is a prediction of brand loyalty due to suitability to the consumer. Based on the description above, the hypothesis obtained is:

H2. Self-esteem has a positive effect on brand loyalty.

Relationship Between Brand love, Brand loyalty and Brand Attitude

According to Colliander & Marder (2018) Brand attitude refers to consumers' global assessment perceptions of a brand. Finally, brand attitude comes from consumers' beliefs and feelings about the characteristics and benefits of the brand (Keller, 2003). Brand attitude is very important because the results will affect brand reputation (Collins-dodd & Lindley, 2003). Brand attitude refers to consumers' overall assessment of a brand (Chernatony & Riley, 1998). A study by Grace et al. (2020) shows that brand attitude as well as brand benefits and characteristics are the basis for building consumer relationships with brands. The conceptual model can show that brand attitude is an important thing in the existence of Brand Love (Quezado*et al*., 2022). Thus, the hypothesis formulated is:

H3. Brand attitude has a positive effect on brand love.

Customers who are loyal to a particular brand will commit to that brand by continuing to make purchases in the future (Hwang et al., 2022). A study found a relationship between brand attitude and brand loyalty based on the following theoretical and empirical background, according to the theory of planned behavior Ajen (1991) When individuals show a positive attitude, they are more likely to take action. Then, previous empirical research found the influence of brand attitude on brand loyalty, Oh & Park (2020) found that consumer brand attitude plays an important role in forming brand loyalty in an industry.Liu et al. (2020) also found that brand attitude positively influences brand loyalty in the restaurant industry. Hwang et al. (2021) When customers have a positive attitude towards a brand, they tend to show a high level of brand loyalty. In line with the argument above, the research proposes the following hypothesis:

H4. Brand attitude has a positive effect on brand loyalty.

Relationship Between BrandLove and Brand Loyalty

Consumer satisfaction with brand love is expected to deepen understanding and predict behavior after consumption (Hsu & Chen, 2018). More specifically, the results of research by Ghorbanzadeh & Rahehagh (2020) hypothesized the positive influence of brand love on brand loyalty in satisfied and engaged consumers. Bergkvist & Larsen (2010) Brand love is a positive reaction and level of love The high level that consumers direct towards a brand, then creates brand loyalty or brand attachment. When consumers fall in love with a particular brand, they become more loyal to that brand (Carroll & Ahuvia, 2006; Roy et al., 2012). The same research by (Aro et al., 2018; Bergkvist & Larsen, 2010; Carroll & Ahuvia, 2006;

Drennan et al., 2015; Fetscherin et al., 2014; Hwang & Kandampully, 2012; Loureiro et al., 2012)which shows that satisfied consumers have a tendency to be more loyal to a brand. Therefore, the hypothesis obtained is:

H5. Brand love-positive influence on Brand Loyalty.

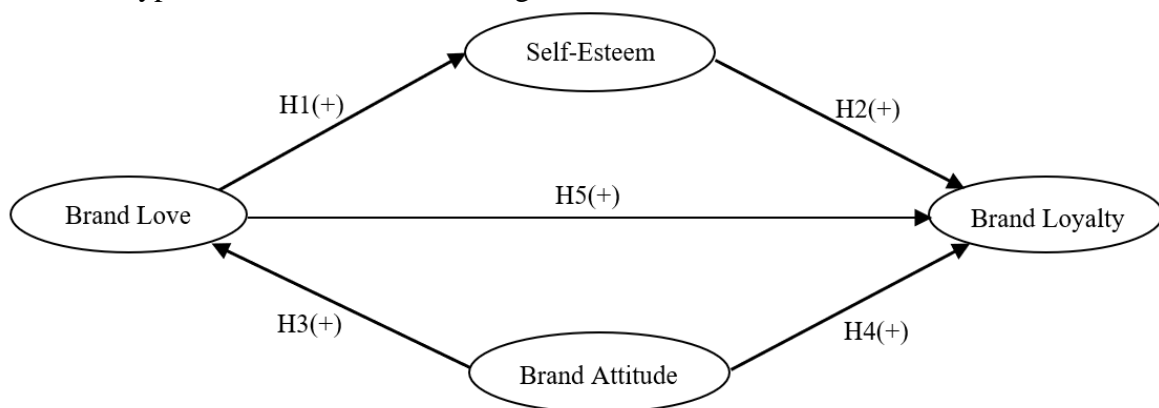From the hypothesis above, the following is the research model framework:

Figure 1. Research Models

METHOD

The data collection method was carried out by distributing questionnaires online using Google Form. In this research, the data collected will be measured using a Likert scale adopted from the literature for Brand Love, Brand Attitude, Self Esteem and Brand Loyalty on a scale of 1-4 (strongly disagree/disagree/agree/strongly agree). The measurement of the Brand Love variable is adopted fromLe (2021)consists of 5 statements. Self-Esteem Indicator adopted fromRosenberg (1979)consists of 5 statements. Brand Attitude with 4 statements adopted fromWagner et al. (2009) And Quezado et al. (2022). Next adopt fromMrad & Cui (2017) And Le (2021) Brand Loyalty is measured by 4 statements. The total statements in this research questionnaire are 18 items and can be seen in more detail in Appendix 2.

The population in this study were users of Emina, Scarlett and Whitelab facial care products.These three brands were chosen because they are included in the list of 10 best-selling local skincare brands in 2021 (Kompas, 2022).The population in this study is unknown, so the research sample was selected using purposive sampling with the criteria for respondents being women, aged 15 - 40 years, using the product for at least 3 months and making repeat purchases at least 2 times in the last 3 months. Based on the terms of Lisrel's SEM analysis, the number of respondents required is 10 times the number of questionnaire questions (Hair Jr et al., 2019) namely (18x10) 180 people. This study uses Google Form as a means of distributing previously prepared questionnaires.

This study uses the dimension reduction factor in SPSS to determine the reliability status of each question that will be used in the questionnaire. This research is quantitative research with data collection using the Lisrel structural equation modeling (SEM) method. Validity and reliability tests were carried out using factor analysis. The validity test was

carried out by looking at the KaiserMayer-Olkin (KMO) and
Measure of Sampling Adequacy (MSA) measurement values. KMO and MSA values above 0.5 indicate that factor analysis is appropriate. The reliability test uses Cronbach's Alpha measurement. Cronbach's Alpha value, the closer the value is to 1, the better the reliability test (Hair Jr et al., 2019).

Based on the results of the pre-test, which was carried out on 30 respondents, factor analysis was then carried out, validity tests and reliability tests using SPSS software, all of which were declared valid. Thus, this research requires a minimum sample of 180 respondents in accordance with the Rules of Thumb (Hair Jr et al., 2019). However, we distributed a total of 321 respondents to the questionnaire and 250 respondents were declared valid.

RESULTS AND DISCUSSION

Based on a total distribution of 321 respondents, the data obtained was in accordance with the criteria, namely 250 respondents. There were 71 respondents who did not meet the criteria because the data obtained on the respondents did not meet the criteria for using the product for 3 months and did not meet the criteria for purchasing 2 times in the last 3 months. From the results of the research data, it was found that more respondents used the product for more than 3 months, 53.6% with 134 respondents. By making purchases twice in the last 3 months as much as 65.0% with 140 respondents. All respondent data collection based on age was carried out on respondents aged 15 years - 40 years as much as 100%.

Then in this study the majority of respondents had a high school/vocational school/equivalent education with 77.6% of 194 respondents. With the majority of respondents domiciled in Tangerang with 65.6%, there were 164 respondents. Furthermore, the majority of respondents' jobs were students, 44.0% with 110 respondents. Most of the average monthly expenditure for purchasing facial care products is IDR. 500,000-Rp.1,000,000 as much as 48.0% with 120 respondents. With the majority of respondents being Scarlett users amounting to 43.6% or 109 Scarlett user respondents.

The results of measuring construct validity in this study show that the indicators for the variables brand love, brand attitude, self-esteem, and brand loyalty are acceptable, because the factor loading value for each variable has a good value (> 0.50), and the value t-value is greater than t-table (1.96), but variable *brand attitude*and brand loyalty does not have a good t-value match because it is smaller than the t-table (1.96). Furthermore, in the construct reliability test, the construct reliability (CR) values for the brand love, brand attitude, self-esteem and brand loyalty variables have construct reliability (CR) figures above 0.50. Then, the variance extracted (VE) value for the brand love, brand attitude, self-esteem, brand loyalty variables have a variance extracted (VE) number above 0.50. Further explanation regarding the construct reliability test as the results obtained is attached in attachment 5 table 14.

The results of the structural test analysis are by looking at the R^2 value. The R^2 value in each equation shows how far the independent variable is able to explain the dependent variable. The results of the first analysis, BL (brand love) is influenced by BA (brand

attitude) with an R2 value of 0.84. This means that 84% of the BL (brand love) variable is influenced by the BA (brand attitude) variable, while as much as 16% can be influenced by other variables outside this research. The second result, SE (self-esteem) is influenced by BL (brand love) with an R2 value of 0.81. This means that 81% of the SE (self-esteem) variable is influenced by the BL (brand love) variable, while as much as 19% can be influenced by other variables outside this research. The third result, BLO (brand loyalty) is influenced by BL (brand love), SE (self-esteem), BA (brand attitude) with an R2 value of 0.94.

From the suitability test on the model, results have been obtained with good fit so that the good fit criteria can be met, including Chi Square, ECVI, AIC and CAIC, Fit Index. Meanwhile, the level of fit in RMSEA and Critical N is close fit. Then, the following T-Value path diagram produced in this study is as follows:
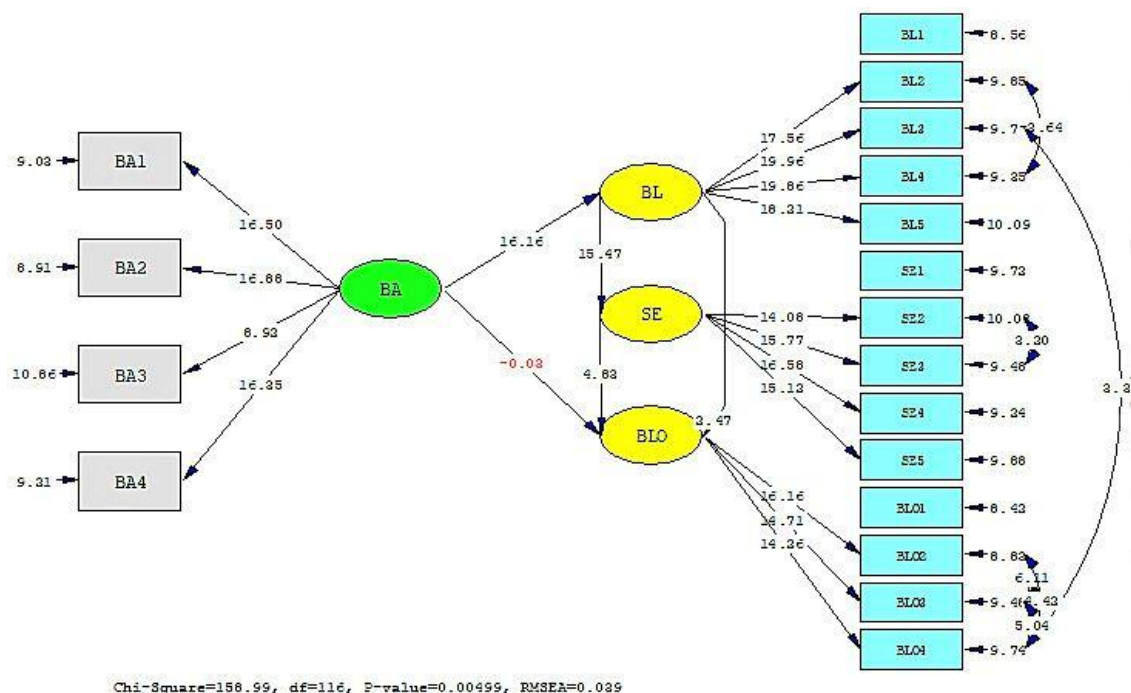

Figure 2.T-Value Diagram Path

Based on the T-Value Path Diagram as in Figure 2 above, it can be presented testing the research model hypothesis as follows:

Table 1. Research Model Hypothesis Testing

Hypothesis	Hypothesis Statement	Mark T-Value	Information
H1	*Brand love*has a positive effect on self-esteem	15.47	Data supports the hypothesis
H2	*Self-esteem*has a positive effect on brand loyalty	4.83	Data supports the hypothesis

H3	*Brand attitude*has a positive effect on brand love	16.16	Data supports the hypothesis
H4	*Brand attitude*has a positive effect on brand loyalty	-0.03	Data do not support the hypothesis
H5	*Brand love*positive influence on Brand Loyalty	2.47	Data supports the hypothesis

Source: LISREL SEM processed data (2023)

Based on the hypothesis testing table above, all variables that have a T-Value value above 1.96 in this study support the research hypothesis created. The SEM analysis of this research can be seen in Appendix 5. Of the five hypotheses above, 1 of them is not supported and the remaining 4 hypotheses are supportive. Hypotheses that are not supported include: *H4. Brand attitude has a positive effect on brand loyalty.*

This research was conducted to determine the relationship between brand love, self-esteem, brand attitude and brand loyalty among users of facial care products.

First, the research results prove that brand love has a positive effect on self-esteem. It is found that if consumers feel that their facial care products are very good products and suit the user's needs, they will have high self-esteem. These results are in line with findings in previous research which stated that brand love shows consumer bonds with the brand and consumer self-esteem (Bagozzi et al., 2016). Which is when a user is attached to a product, especially if the product can increase the user's self-esteem, the user of the product will make the product their favorite facial treatment. The conformity with the needs and suitability obtained from using this product will make the user feel valuable. The relationship between the two is interrelated, this finding is also strengthened by the results of previous research that brand love can increase consumers' self-esteem(Alnawas & Altarifi, 2015). Self-esteem is a positive effect of love or brand love which provides benefits from the user's side in increasing self-esteem, and company profits because the product gets love from users. The love of users with high self-esteem or self-esteem when the product meets their needs will be tied to the product brand. So, from the love of the brand of facial care products and the user's self-worth, this can be said to mean that brand love has an influence on self-esteem.

Furthermore, the results show that self-esteem has a positive effect on brand loyalty. In the research, it was shown by users who received results from using facial products that could make users have self-confidence. Self-confidence can be gained through good product quality by causing facial skin to become bright and soft. Users tend to consider whether the product can make them feel valuable by increasing self-esteem and increasing self-confidence. If this is fulfilled, the higher the level of loyalty that users will have towards the product brand. This finding is supported by research results which say that brand quality and image can increase consumers' feelings which can increase brand loyalty(Kressmann et al., 2006). Therefore, compatibility between users when using the product is the reason for creating brand loyalty. Users who are shown and proven to have high self-esteem will ultimately create attachment, satisfaction, self-confidence so that they will not hesitate to

make purchases with the same product and will be loyal to using the product brand continuously. This is supported by previous research that consumer self-conformity directly influences brand loyalty and is indirectly connected to the brand through product attachment and suitability. (Kressmann et al., 2006). Thus, this research has similarities with previous research in stating that self-esteem has an impact on creating brand loyalty.

Then, this research shows that brand attitude has a positive effect on brand love. This is shown through user responses, where when the product they use for facial care has good effectiveness, it will cause users to have a good assessment of their attitude regarding the product. The creation of this will make users love products with that brand more. This explains that if users get satisfaction, benefits, pleasure from changes in facial skin for the better, it will create users who love the product. These findings confirm the results which are in line with previous research which states that the existence of a brand attitude through the benefits and characteristics of the brand is the basis for building consumer relationships with the brand (Grace et al., 2020). It can be interpreted that consumers with a good attitude towards the brand will prefer the brand. Looking at the ratings or responses of users who have good feelings and are happy because the use provided meets expectations and is in accordance with the characteristics of the product. Which, if the product claims can provide changing results in just a few weeks. Then the product can provide real effectiveness in brightening the face in just a few weeks, it will create a good feeling response to the product so that users love the product. With this, the overall evaluation and assessment of profits which is used as an attitude towards the brand or brand attitude generated by users helps the product to gain the love of its users and helps the company attract consumers to gain love for its products and attract profits. The higher the attitude towards the brand, the more the brand loves. With these results, it can strengthen the hypothesis in this research.

Furthermore, the results of the research conducted do not prove that brand attitude has a positive effect on brand loyalty. Based on responses from facial care users, the products used have not given them pleasure. This means that users do not feel happy when using the product. This can happen because the product has not been able to provide a positive effect or influence changes on facial skin for its users. There are still inconsistencies in the effects, results in less effectiveness or even harm to the user. If there is a mismatch in the use of facial care products, it will give an unsatisfactory attitude. With this, the product actually gets poor overall assessment results from users, where the product should receive good overall assessment results from users in order to create loyalty for the brand's products. So, brand attitude is not a determinant of brand loyalty or brand loyalty. By, not influencing users to continue using, make repeat purchases, and recommend the product to others. The results found were in line with previous research which also stated that if the attitude towards the brand among consumers who use products or services is not high, then it does not strengthen loyalty to the brand used. does not influence users to continue using, make repeat purchases, and recommend the product to others. The results found were in line with previous research which also stated that if the attitude towards the brand among consumers who use products or services is not high, then it does not strengthen loyalty to the brand used. does not influence users to continue using, make repeat purchases, and recommend the

product to others. The results found were in line with previous
research which also stated that if the attitude towards the brand among consumers who use products or services is not high, then it does not strengthen loyalty to the brand used.(Arma et al., 2022). It is known that if consumers have a good brand attitude towards a product or service, it will have an effect on brand loyalty. In order to create this, it is better for a company to prioritize integrity, if a product advertisement says it will be white and clean for one month then the content of facial care products must be increased so that users can get a good assessment or impression of the product and users are willing to buy the product continuously with this. the emergence of brand loyalty and being able to compete with competitors.

No less important, this research shows that brand love has a positive effect on brand loyalty. This shows that the existence of users who have a very close attachment to the product can motivate users to continue a good relationship with the product in the long term. This behavior can be said to be the user's love of closeness, interest, and a high desire to remain loyal to the brand. In this research, it was also found that if the user's facial skin needs are met, the user will be attached to the product and the higher the level of loyalty they will have. Attachment to appropriate needs makes the product a favorite product and people are willing to buy the product continuously and recommend the product to others. This statement of findings is in line with researchBergkvist & Larsen, 2010which states that brand love is a positive response and a high level of pleasure directed by consumers towards a brand, then creating brand loyalty and attachment to the brand. Apart from that, the research found users who felt it was suitable. This match can be achieved because of the love of the good quality of the product ingredients, as well as the attractive product packaging. The emergence of feelings of liking that arise in the user's mind is able to provide love for the brand and can prioritize loyalty. Users who are willing to use the product and have continuous purchase intention illustrate the user's consistent commitment to the product they love. The results of this statement are again strengthened by the research conducted(Carroll & Ahuvia, 2006;Roy et al., 2012)which states that when consumers fall in love with a particular brand, they become more loyal to that brand. So, it can be stated that the brand love hypothesis has a positive impact on brand loyalty and the research conducted has similarities with previous research.

CONCLUSION

All hypotheses in this research have proven that there is a relationship between several variables, although some have no effect on each other. Based on the results, this research can conclude that attitude towards a brand or brand attitude comes from a good assessment or impression felt by users of facial care products which is a driving factor in creating love for a product or brand love. However, there are different results, namely, a good attitude does not necessarily make a user of facial care products loyal, by making repeat purchases and long-term use of that brand's products. This shows that brand attitude does not influence users in creating brand loyalty because it is not a driving factor for loyalty. The aspect of self-esteem or self-esteem of users is also a very detailed aspect felt by users of facial care

products which comes from love for the product or brand love. With this, users with high self-esteem will also become loyal to a product by creating brand loyalty.

This research has limitations or limitations, so they can be improved in further research. First, this research was conducted in the JABODETABEK area, so the research was limited to certain areas. It is hoped that future research will be able to overcome this limitation by conducting a wider distribution of the area used in this research. Second, data collection was carried out online using a questionnaire on Google Form, where the data entered had several shortcomings and the respondents did not complete the questionnaire wholeheartedly. Therefore, it is hoped that future research will use a different method so that respondents fill out the questionnaire wholeheartedly and obtain data that meets expectations. Third, this study only used 3 facial care products that are widely used by women, which is expected in future research to add or focus on one product and not only used by women. Fourth, future research is expected to be able to add other variables such as: price, emotional brand attachment, and purchase intention.

Furthermore, this research has several managerial implications that are important to carry out, namely that facial care product companies should focus and pay greater attention to the brand attitude aspect. To be able to improve brand attitude, companies must continue to prioritize priority strategies that come from assessing the effectiveness of product usability. This can be done by maintaining product quality, product integrity and product quality as well as the effectiveness of the ingredients. It is important for companies to do this because it will create a good assessment of users' attitudes towards the brand's products. So that when using the product as facial care, users have pleasure and satisfaction with the effect of the product's effectiveness on themselves and make a good assessment of the product in the eyes of its users. If the user has a higher brand attitude and gets more profits, the user will increase their love for the company's brand products.

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