

Research Article

The Influence of Brand Image and Brand Love on Customer Loyalty with Customer Engagement as an Intervening Variable on Consumers Somethinc Brand at Delipark Mall Medan

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Abstract: The purpose of study This is For analyze in a way direct and indirect direct Influence Brand Image and Brand Love Towards Customer Loyalty With Customer Engagement As An Intervening Variable On Somethinc Brand Consumers at Delipark Mall Medan . Population in study This is all over consumer Somethinc brand at Delipark Mall Medan with amount population that is not known with sure . Technique in taking sample in study This is use technique taking sample with method nonprobability sampling with technique purposive sampling . Purposive sampling is technique taking sample based on consideration certain . The data analysis method used is SEM-PLS. In research This consists of from 2 variables independent variable , 1 intervening variable , and 1 dependent variable bound . Total statement in study This is 32 statements , so the minimum size is sample study This is $32 \times 5 = 160$, so amount sample taken in study This is 160 respondents . The results of the study show that variable brand image and brand love in a way direct influential significant to customer engagement, variable brand image in a way direct No influential significant to customer loyalty , brand love in a way direct influential significant to customer loyalty, furthermore customer engagement in a way direct influential significant to customer loyalty , brand image in a way No direct influential significant to customer loyalty through customer engagement , as well as variable brand love in a way No direct influential significant to customer loyalty through customer engagement.

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Keywords: Brand Image, Brand Love, Customer Engagement, Customer Loyalty

1. Introduction

The development of the beauty industry in Indonesia is experiencing growth rapid in a number of year Last. Product market Indonesian beauty shows significant development, driven by increasing awareness public to maintenance self and style healthy life (Nugraha , 2021). Product diverse beauty, starting from from skincare, makeup, to product maintenance hair , become the more popular among consumer local. The beauty industry in Indonesia shows potential huge growth, both at the level of local and also international with continuing

demand increase along with change style alive and growing access to information through digital media (Firmansyah, 2023)

Something is one of the brand beauty local with fast get popularity among Indonesian consumers, including in Medan. Founded in 2019, Something offer series quality skincare and makeup products tall with affordable prices (Hannaresa & Hasanah, 2023). Products Something formulated with safe, tested ingredients clinical, as well as follow trend global beauty like use material vegan and cruelty-free. Something succeed positioning self as serum champion in Indonesia with capable created 25 different serums content For fulfil need skin healthy and well maintained Indonesian women. Sales Something brand spread across several malls in Medan City, one of which is is Delipark Mall Medan. Products Something usually available at the outlet beauty that sells various brands, such as Guardian, Watsons, or Sociolla Store.

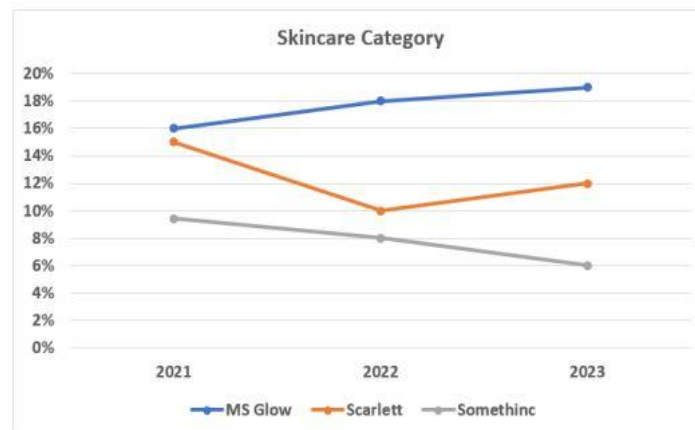


Figure 1. Skincare Category for 2021-2023

Source : MarketHac (2024)

Based on Figure 1 above show market share 2021-2023 is known problems experienced Something Still low the market share it has be below other competitors such as MS Glow and Scarlett. Market share Something experience decline in 2 years final where in 2021 get market share by 9.43%, then in 2022 and 2023 it experienced decline market share by 8% and 6%. The decrease market share experienced by Something brand occurred in 2022-2023 due to Because competition in the industry beauty the more tight, with the amount brand that offers quality skincare products and use influencer and digital marketing strategies for interesting attention consumers.

Customer loyalty at Something brand referring to tightness market competition in the industry beauty Lots brand local and international offering product similar, so that maintain loyalty consumer become the more difficult. High expectations from consumers also become problems, especially when product new No always in accordance with hope, potential cause consumer switch to other brands.

Customer engagement on something brand refers to competition content on social media is increasingly tight. Many brands Other beauties also use it influencers and similar digital marketing strategies, so interesting attention and maintain involvement consumer become more challenging. In addition, changes trend fast beauty can make consumer switch to other brands if Something No fast innovate or respond trend the.

Brand image on Something brand referring to increasingly fierce competition strict in industry beauty. Many other brands also offer quality skincare products high, so that differentiate self become challenge alone. Refers to dissatisfaction to products, such as reaction skin that is not wanted or mismatch with expectations, can damage image consumer to brand. In addition, consistency communication brand that is not in line with values and expectations consumers can also create distance emotional.

Brand love for some brands referring to perception consumer to brand can influenced by reviews negative or issues that arise on social media. If product experience problem quality or No fulfil expectations, things This can damage image brand and reduce trust consumers.

Based on background back on top can concluded that loyalty Customers of the Something brand in Medan City are influenced by various factors. factor such as brand image, brand love and engagement customers. Although the brand something own excellence in innovation and materials, but they Still face challenge in maintain customer Because

competition with beauty brand others . Therefore that , research This important For analyze how brand image and brand love can improve loyalty customer through involvement customers , so that the Somethinc brand can continue compete and thrive in the midst of change trend beauty in Medan City.

2. Literature Review

Brand image

Keller & Swaminalahan (2020), brand image is delivery A benefits and positioning a distinctive product . Even when competitive offers seen same , buyer feel difference based on differentiation image brand . Brand image is a description from overall perception and involvement to brand and formed from information and experience to brand (Firmansyah , 2023). According to Rastogi et al., (2024), brand image referring to the image or reputation that is owned brand in the eyes consumers , based on experience them , the advertisements , and the information received . This image play role important in to form perception consumers and influence decision they For choose or avoid brand (Mahrinasari & Roslina , 2024). Brand image is method brand viewed and remembered by consumers based on various factor like design , message marketing , and reputation (Azizan & Yusr, 2019; Durmaz et al., 2018).

Brand Love

Bagozzi et al., (2017), brand love is connection emotional and full the passion that is present between satisfied customers with A brand . Brand love related with view consumption irrational this , where consumers build Lots fact use experience consumption (Sarkar & Sarkar, 2016). Brand love is bond emotional deep between customers and brands , marked with a strong sense of attachment , appreciation , and loyalty , which drives preferences and advocacy brand in a way consistent (Joshi & Garg, 2021). Brand love is involvement a series emotion positive like desire and also the pleasure experienced by consumers moment using , knowing , and exposed to the brand (Sohaib et al., 2022). According to Widiastuti & Sukaatmadja (2021), brand love experienced by consumers can lasts a long time because brand the has loved consumers and considered brand the No replaced , so that consumer will increasingly loyal to brand . Brand love that is felt consjmen functioning in lower emotion consumer moment brand experience failure as well as existence internal problems that have an impact to consumers . This is Can happen Because consumer own quality high relationship and have a sense of love to brand , so that brand love become role in matter lower desire For do revenge to brand moment consumer experience problem (Tijjang et al., 2023 ; et al., 2019).

Customer Engagement

Kaur et al., (2023), customer engagement is a building process strong and sustainable relationship between customers and brands through relevant , consistent , and meaningful interactions . This is covers communication , experience customers , as well as involvement emotional driving loyalty , satisfaction , and participation active customer in activity brands , such as give bait come back or share content . Customer engagement is how much big attention and involvement active consumer in do communication that reflects more response active compared to impression mere and tend to create A mark for company (Kotler & Keller, 2021). Effective customer engagement can increase loyalty and strengthen bond emotional consumer with brand (Bozkurt et al., 2021). According to Chuah et al., (2020), customer engagement is the relationship that is established between consumers and brands through meaningful and relevant interactions . Customer engagement is interaction repeating that strengthens investment emotional , psychological , or physical possession customer in a brand (Ting et al., 2021).

Customer Loyalty

Griffin (2019), customer loyalty is commitment given by customers to a brand or product certain after through experience positive in a way consistent . Loyal customers tend to do purchase repeat and recommend product or service the to others. Loyalty This No only formed from quality product only , but also from experience good customers , like fast , friendly , and satisfying service (Dam & Dam, 2021; Khan et al., 2022). Loyal consumers will

do purchase repeated on the same product , even though Lots product offer discounts and promotions (Aghaa et al., 2021). Explained more continued by Huang et al., (2020), that customer loyalty Can interpreted as connection term long intertwined between consumers and brands , which are formed through interaction positive and trust . Loyal consumers will Keep going choose brand the even If There is offer interesting from competitors (Tannady & Purnamaningsih , 2023). customer loyalty is form loyalty shown customer to a brands , where they are Keep going choose product or service the over and over again because feel satisfied with benefits provided (Abbas et al., 2021 ; Rane et al., 2023).

3. Proposed Method

Types of research This use approach quantitative survey . Approach quantitative survey is one of the strategies in study quantitative aiming measure variables studied through numerical data collection from respondents . Survey allow researcher For to obtain information from a number of big individual and then analyze the data with method statistics For look for pattern or connection between variables (Creswell, 2021). The types of data used are primary data and secondary data obtained from questionnaires. Population in study This is all over consumer Somethinc brand at Delipark Mall Medan with amount population that is not known with sure . Technique in taking sample in study This is use technique taking sample with method nonprobability sampling with technique purposive sampling . Purposive sampling is technique taking sample which is based on consideration certain . The data analysis method used is SEM-PLS. In research This consists of from 2 variables independent variable , 1 intervening variable , and 1 dependent variable bound . Total statement in study This is 32 statements , so the minimum size is sample study This is $32 \times 5 = 160$, so amount sample taken in study This is 160 respondents

4. Results and Discussion

a. Outer Model

Convergent Validity

Indicator with mark low outer loading show that indicator the No work on its measurement model. Loading factor value can accepted if more from > 0.7 so that convergent validity can fulfilled (Ghozali , 2017: 37).

Table 1. Loading Factor

Variables	Statement	Outer Loading	Information
Brand Image	BI1	0.840	Valid
	BI2	0.845	Valid
	BI3	0.847	Valid
	BI4	0.869	Valid
	BI5	0.844	Valid
	BI6	0.826	Valid
	BI7	0.893	Valid
	BI8	0.859	Valid
Brand Love	BL1	0.792	Valid
	BL2	0.828	Valid
	BL3	0.829	Valid
	BL4	0.774	Valid
	BL5	0.801	Valid
	BL6	0.850	Valid
	BL7	0.858	Valid
	BL8	0.864	Valid
Customer Engagement	CE1	0.837	Valid
	CE2	0.867	Valid
	CE3	0.842	Valid
	CE4	0.894	Valid
	CE5	0.882	Valid

Variables	Statement	Outer Loading	Information
	CE6	0.849	Valid
	CE7	0.895	Valid
	CE8	0.701	Valid
Customer Loyalty	CL1	0.845	Valid
	CL2	0.784	Valid
	CL3	0.869	Valid
	CL4	0.847	Valid
	CL5	0.792	Valid
	CL6	0.870	Valid
	CL7	0.743	Valid
	CL8	0.807	Valid

Source : Data processed by Smart-PLS (2025)

Based on Table 2 above known there is some statement items are omitted Because No fulfil conditions , so that after the data is processed back , all statement items on have outer loading value > 0.7.

Discriminant Validity

Discriminant Validity is a measurement model with reflexive indicators assessed based on cross-loading measurements with constructs. If the correlation between the construct and the measurement item is greater than the size of the other constructs, it shows that their block size is better than the other blocks. Meanwhile, according to another method for assessing discriminant validity, namely by comparing the squareroot value of average variance extracted (AVE) (Hair et al., 2017).

Table 2. Average Variance Extracted (AVE) Test Results

Variables	Average Variance Extracted (AVE)
Brand Image	0.728
Brand Love	0.781
Customer Engagement	0.719
Customer Loyalty	0.774

Source : Data processed by Smart-PLS (2025)

Based on Table 4.3, it is known that that AVE (Average Variant Extracted) value for each variable is more big from 0.7. So that can concluded that variable or construct used is valid.

Composite Reliability and Cronbach's Alpha

Composite reliability is an indicator for measuring a construct which can be seen in the latent variable coefficients view. To evaluate composite reliability, there are two measuring tools, namely internal consistency and Cronbach's alpha. In this measurement, if the value achieved is > 0.70, it can be said that the construct has high reliability. Cronbach's Alpha is a reliability test that is carried out to strengthen the results of composite reliability. A variable can be declared reliable if it has a Cronbach's alpha value > 0.70 (Hair et al., 2017).

Table 3. Cronbach's Alpha & Composite Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability
Brand Image	0.946	0.955
Brand Love	0.933	0.945
Customer Engagement	0.943	0.953
Customer Loyalty	0.930	0.943

Source : Data processed by Smart-PLS (2025)

Based on Table 4.4, it is known that that each variable study own mark cronbach's alpha and composite reliability > 0.70. Based on results obtained said , can stated that variables used in study stated reliable .

b. Inner Model

Inner model analysis is usually also called inner relations or structural model and substantive theory which describes the relationship between latent variables based on substantive theory. Changes in the value of R-square can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect (Hair et al., 2017).

Table 4. R-Square Test Results (R²)

Variables	R Square (R ²)
Customer Engagement	0.421
Customer Loyalty	0.727

Source : Data processed by Smart-PLS (2025)

Based on Table 4.9. R Square Value For variable customer engagement of 0.421, p. This means the magnitude percentage influence brand image and brand love to customer engagement that is by 42.1%, while The remaining 57.9% is explained by other variables that are not investigated in study this . Next mark R Square For customer loyalty variable is 0.727, this is This means that the magnitude percentage influence brand image , brand love and customer engagement towards customer loyalty is by 72.7%, while the rest namely 27.3% can explained by other variables that are not investigated in study This.

c. Hypothesis Test

Direct Effect

Table 5. Results of the Influence Test Direct (Direct Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Brand image -> Customer engagement	0.452	0.452	0.108	4.197	0.000
Brand image -> Customer loyalty	-0.016	-0.013	0.093	0.175	0.861
Brand Love -> Customer Engagement	0.244	0.245	0.105	2.323	0.021
Brand Love -> Customer Loyalty	0.435	0.438	0.090	4.858	0.000
Customer Engagement -> Customer Loyalty	0.541	0.537	0.089	6,085	0.000

Source : Data processed by Smart-PLS (2025)

Based on Table 4.10. results the test can used For answer hypothesis in research this . Testing hypothesis in research This with see track coefficient (original sample), t- statistic value or p- value . With significance 5%, hypothesis can accepted if t- statistic > t- table 1.65 (nk= 160-4= 156 at 0.5/5%) or p- value < 0.05 . include:

- 1) X₁ to Z: T-Statistic value (|O/STDEV|) = 4.197 and P-Values = 0.000 < 0.05, meaning , brand image in a way direct influential and significant to customer engagement.
- 2) X₂ to Z: T-Statistic value (|O/STDEV|) = 2.323 and P-Values = 0.021 < 0.05, meaning , brand love in a way direct influential and significant to customer engagement .
- 3) X₁ to Y: T-Statistic value (|O/STDEV|) = 0.175 and P-Values = 0.861 > 0.05 , meaning that brand image in a way direct No influential and significant to customer loyalty .
- 4) X₂ to Y: T-Statistic value (|O/STDEV|) = 4.858 and P-Values = 0.000 < 0.05, meaning , brand love in a way direct influential and significant to customer loyalty .

5) Z to Y: T-Statistic value ($|O/STDEV|$) = 6.985 and P-Values = 0.000 < 0.05, meaning, customer engagement in a way direct influential and significant to customer loyalty .

Indirect Effect

Table 6. Results of Indirect Effect Test (Indirect Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ($ O/STDEV $)	P Values
Brand Image -> Customer Engagement -> Customer Loyalty	0.244	0.243	0.074	3.291	0.001
Brand Love -> Customer Engagement -> Customer Loyalty	0.132	0.129	0.057	2,332	0.020

Source : Data processed by Smart-PLS (2025)

Based on Table 4.11, it is known that that brand image in a way No direct influential significant to customer loyalty through customer engagement with mark p-value 0.001 < 0.05. Next known that brand love in a way No direct influential significant to customer loyalty through customer engagement with mark p-value 0.020 < 0.05.

Total Effect

Table 7. Results of Total Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ($ O/STDEV $)	P Values
Brand Image -> Customer Engagement	0.452	0.452	0.108	4.197	0.000
Brand Image -> Customer Loyalty	0.228	0.231	0.082	2,771	0.006
Brand Love -> Customer Engagement	0.244	0.245	0.105	2.323	0.021
Brand Love -> Customer Loyalty	0.567	0.568	0.081	7.003	0.000
Customer Engagement -> Customer Loyalty	0.541	0.537	0.089	6,085	0.000

Source : Data processed by Smart-PLS (2025)

Based on Table 4.12. then can synthesized that mark total influence on the table above is as following :

- 1) Total effect relationship , brand image in a way direct and indirect direct influential significant to customer loyalty through customer engagement with The T-statistics value ($O/STDEV|$) is of 2,771 with p-values 0.006 < 0.05.
- 2) Total effect relationship , brand love in general direct and indirect direct influential significant to customer loyalty through customer engagement with The T-statistics value ($O/STDEV|$) is of 7,003 with p-values 0.000 < 0.05.

5. Conclusion And Suggestion

- a. Brand image influential positive significant to customer engagement with consumers Somethinc brands at Delipark Mall Medan.
- b. Brand love has an effect positive significant to customer engagement with consumers Somethinc brands at Delipark Mall Medan.
- c. Brand image influential negative significant to customer loyalty to consumers Somethinc brands at Delipark Mall Medan.
- d. Brand love influential positive significant to customer loyalty to consumers Somethinc brands at Delipark Mall Medan.
- e. Customer engagement is influential positive significant to customer loyalty to consumers Somethinc brands at Delipark Mall Medan.
- f. Brand image influential positive significant to customer loyalty through customer engagement with consumers Somethinc brands at Delipark Mall Medan.
- g. Brand love in a way influential positive significant to customer loyalty through customer engagement with consumers Somethinc brands at Delipark Mall Medan.

Based on the above conclusions, the following suggestions can be made:

- a. Based on statistical test results on statement on brand image with the lowest mean First variable contained in the statement " Somethinc give education to consumers " (3.73), then researcher suggest that Somethinc improve education programs consumer through workshops, webinars, and digital content , to strengthen brand image and improve understanding .
- b. Based on statistical test results on statement on brand image with the lowest mean second variable contained in the statement " Somethinc own trusted reputation in the market " (3.78), then researcher suggest that Somethinc increase transparency and communication about quality products , as well as strengthen testimoni customer through social media campaign For build more reputation trusted in the market .
- c. Based on statistical test results on statement on brand love with the lowest mean First variable contained in the statement " Active give bait come back positive about product This to others" (3.72), then researcher suggest that Somethinc always push customer share experience positive through referral programs and 133 incentives , as well as utilizing social media For increase engagement and creating more community strong .

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