

Brand Satisfaction, Brand Love, and Emotional Brand Attachment on ARUMI Brand Loyalty

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Abstrak

Penelitian ini bertujuan menganalisis pengaruh brand satisfaction, brand love, dan emotional brand attachment terhadap brand loyalty pada konsumen aksesoris motor merek ARUMI di Kota Madiun. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Sampel terdiri dari 100 penghobi motor yang pernah membeli atau menggunakan produk ARUMI, yang dipilih melalui purposive sampling. Data dikumpulkan menggunakan kuesioner skala Likert empat poin dan dianalisis dengan regresi linear berganda menggunakan SPSS 25. Hasil menunjukkan bahwa brand satisfaction, brand love, dan emotional brand attachment masing-masing berpengaruh positif dan signifikan terhadap brand loyalty. Ketiga variabel secara bersama-sama juga berpengaruh signifikan. Brand satisfaction memiliki pengaruh relatif paling kuat berdasarkan standardized beta. Nilai adjusted R square menunjukkan bahwa model menjelaskan 63,8% variasi brand loyalty, sedangkan 36,2% dipengaruhi faktor lain di luar model. Temuan ini menunjukkan pentingnya membangun kepuasan fungsional sekaligus hubungan emosional untuk memperkuat loyalitas konsumen ARUMI.

Kata Kunci: brand satisfaction, brand love, emotional brand attachment, brand loyalty, ARUMI

Abstract

This study examines the effects of brand satisfaction, brand love, and emotional brand attachment on brand loyalty among consumers of ARUMI motorcycle accessories in Madiun City. A quantitative survey design was employed. The sample consisted of 100 motorcycle enthusiasts who had purchased or used ARUMI products and were selected using purposive sampling. Data were collected through a four-point Likert questionnaire and analyzed using multiple linear regression with SPSS 25. The findings show that brand satisfaction, brand love, and emotional brand attachment each have a positive and significant effect on brand loyalty. The three predictors also have a significant joint effect on brand loyalty. Brand satisfaction has the strongest relative effect based on its standardized beta coefficient. The adjusted R-square indicates that the model explains 63.8% of the variance in brand loyalty, while the remaining 36.2% is explained by factors outside the model. The findings highlight

the importance of combining functional satisfaction with emotional relationship-building to strengthen consumer loyalty toward ARUMI.

Keywords: brand satisfaction, brand love, emotional brand attachment, brand loyalty, ARUMI

A. INTRODUCTION

The motorcycle accessories market is increasingly competitive as consumers are exposed to many brands, product innovations, and trends in motorcycle modification. In this environment, maintaining brand loyalty cannot rely only on product availability or functional performance. Consumers may remain loyal when they obtain satisfying experiences and develop positive emotional relationships with a brand. Therefore, brand loyalty needs to be understood through both cognitive evaluation and emotional attachment.

Brand satisfaction reflects consumers' evaluation of whether a brand and its products meet or exceed expectations. Positive experiences can strengthen favorable attitudes and encourage consumers to repurchase and maintain relationships with the brand. Brand love goes beyond satisfaction because consumers develop affection, pride, attraction, and a desire to maintain relationships with a brand (Batra et al., 2012). Emotional brand attachment represents a deeper psychological bond that makes a brand personally meaningful to consumers (Thomson et al., 2005).

The relevance of these variables can be observed in ARUMI, a motorcycle-accessories brand that competes with other established brands. The thesis research documents strong digital interaction and positive marketplace reviews for ARUMI. Observational data in 2026 reported 545,300 Instagram/TikTok followers, an average engagement rate of 2.4%, and 98% positive user reviews. Several ARUMI products also recorded monthly marketplace sales above one thousand units with ratings of approximately 4.8–4.9. These indicators suggest favorable consumer responses, but high satisfaction does not automatically guarantee long-term loyalty because consumers can still switch to competing brands offering new designs, trends, or community influence.

The research gap arises from the limited empirical evidence simultaneously examining brand satisfaction, brand love, and emotional brand attachment in the context of a local motorcycle-accessories brand, particularly among motorcycle enthusiasts in Madiun City. Previous

studies have generally examined these variables separately or in different product categories. This study therefore focuses on ARUMI to provide empirical evidence regarding the determinants of brand loyalty in a specialized automotive-consumer context.

The study is grounded in the Theory of Planned Behavior (TPB). Ajzen (1991) explains that behavior is preceded by intention, which is shaped by psychological evaluations and perceived influences. In this study, satisfying experiences can strengthen positive attitudes, brand love can reinforce favorable affective evaluations, and emotional attachment can strengthen the intention to maintain a relationship with the brand. These mechanisms are expected to contribute to brand loyalty.

1. Research Hypotheses

H1: Brand satisfaction has a positive and significant effect on brand loyalty.

H2: Brand love has a positive and significant effect on brand loyalty.

H3: Emotional brand attachment has a positive and significant effect on brand loyalty.

H4: Brand satisfaction, brand love, and emotional brand attachment simultaneously have a significant effect on brand loyalty.

B. METHOD

1. Research Design and Sample

This study used a quantitative explanatory design with a survey method. The population consisted of motorcycle enthusiasts in Madiun City who had purchased or used ARUMI motorcycle accessories. Because the exact population size was unknown, the sample size was determined using the indicator-to-sample approach. The study contained 20 indicators across four variables, and five respondents were assigned to each indicator, resulting in a minimum sample of 100 respondents. Purposive sampling was used with the following criteria: respondents were motorcycle enthusiasts domiciled in Madiun City, had purchased or used ARUMI products, were at least 18 years old, and were willing to complete the questionnaire.

2. Measurement and Data Analysis

Data were collected through a questionnaire using a four-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree. Brand satisfaction was measured through product–expectation fit, product quality, product performance, usage experience, and overall satisfaction. Brand love was measured through liking, comfort, pride, attraction, and the desire to maintain a relationship with the brand. Emotional brand attachment was measured through emotional closeness, sense of belonging, emotional bond, personal relationship, and commitment. Brand loyalty was measured through repurchase intention, resistance to switching, willingness to recommend, continued-use commitment, and making ARUMI the primary choice.

Data analysis was performed using SPSS 25. The analysis included validity and reliability testing, classical assumption testing, multiple linear regression, partial significance testing (t-test), and the coefficient of determination. The significance level was set at 5%.

C. RESULTS AND DISCUSSIONS

1. Respondent and Descriptive Results

The study involved 100 respondents. The descriptive results show that all four variables were in the high category. Brand satisfaction had the highest overall mean, indicating that respondents generally perceived ARUMI products as capable of providing positive experiences and meeting their expectations.

Variable	Mean	Category
Brand Satisfaction	3.22	High
Brand Love	3.12	High
Emotional Brand Attachment	3.11	High
Brand Loyalty	—	High

Source: Primary data processed from the thesis research, 2026.

2. Multiple Linear Regression Results

Predictor	B	Std. Error	Beta	t	Sig.
Constant	-2.598	1.361	—	-1.910	.059
Brand Satisfaction	0.530	0.084	0.434	6.325	.000
Brand Love	0.245	0.107	0.219	2.283	.025
Emotional Brand Attachment	0.350	0.105	0.317	3.343	.001

Source: SPSS 25 output, 2026.

The regression equation is $Y = -2.598 + 0.530X_1 + 0.245X_2 + 0.350X_3 + e$. All three regression coefficients are positive, indicating that increases in brand satisfaction, brand love, and emotional brand attachment are associated with higher brand loyalty. The standardized beta coefficient is highest for brand satisfaction (0.434), followed by emotional brand attachment (0.317) and brand love (0.219). Thus, brand satisfaction is the strongest predictor in the model.

Model	R	R Square	Adjusted R Square	Std. Error
1	0.806	0.649	0.638	1.99257

Source: SPSS 25 output, 2026.

The adjusted R-square of 0.638 indicates that 63.8% of the variation in ARUMI brand loyalty can be explained by brand satisfaction, brand love, and emotional brand attachment. The remaining 36.2% is associated with other factors not included in the model.

3. Discussion

a. The Effect of Brand Satisfaction on Brand Loyalty

Brand satisfaction has a positive and significant effect on brand loyalty ($B = 0.530$; $t = 6.325$; $p < 0.001$). Therefore, H1 is supported. The descriptive mean for brand satisfaction was 3.22, with the highest item score of 3.43 for the statement concerning a pleasant usage experience. This indicates that positive experiences with ARUMI products are an important foundation for loyalty.

From a TPB perspective, satisfying experiences contribute to favorable attitudes toward continued use. Consumers who perceive that ARUMI products meet expectations, provide adequate quality and performance, and deliver enjoyable usage experiences are more likely to repurchase, recommend the brand, and continue using it. This finding is consistent with Aini et al. (2022) and the prior evidence cited in the thesis, which indicates that satisfied consumers tend to show stronger brand loyalty.

b. The Effect of Brand Love on Brand Loyalty

Brand love has a positive and significant effect on brand loyalty ($B = 0.245$; $t = 2.283$; $p = 0.025$). Thus, H2 is supported. The descriptive mean for brand love was 3.12. The strongest response reflected consumers' preference for ARUMI over similar brands, while deeper emotional closeness remained an area for improvement.

Brand love encourages consumers to move beyond purely functional evaluations. Feelings of liking, pride, attraction, and emotional closeness can make consumers less willing to switch brands. This result is consistent with research cited in the thesis, including Hajjid et al. (2022), which found a positive relationship between brand love and brand loyalty. In the ARUMI context, emotional marketing and consumer engagement can therefore complement product-based strategies.

c. The Effect of Emotional Brand Attachment on Brand Loyalty

Emotional brand attachment has a positive and significant effect on brand loyalty ($B = 0.350$; $t = 3.343$; $p = 0.001$). Therefore, H3 is supported. The mean score for emotional brand attachment was 3.11. The highest item score was 3.29 for feeling comfortable when using ARUMI products, while the lowest was 3.02 for perceiving ARUMI as part of the respondent's automotive experience.

The result indicates that loyalty is strengthened when consumers perceive ARUMI as personally meaningful and psychologically connected to their identity as motorcycle enthusiasts. Emotional attachment can encourage consumers to maintain product use, resist

switching, and develop longer-term relationships with the brand. This finding is in line with Thomson et al. (2005) and the empirical studies cited in the thesis concerning emotional brand attachment and brand loyalty.

d. Simultaneous Effect and Dominant Predictor

The three independent variables jointly have a significant effect on brand loyalty, supporting H4. The model explains a substantial proportion of brand loyalty variation, as reflected by the adjusted R-square of 63.8%. Among the predictors, brand satisfaction has the largest standardized beta coefficient (0.434). This suggests that, although emotional variables are important, consumers' fundamental satisfaction with ARUMI products remains the strongest relative driver of loyalty in this sample.

D. CONCLUSIONS

The study concludes that brand satisfaction, brand love, and emotional brand attachment each contribute positively to ARUMI brand loyalty among motorcycle enthusiasts in Madiun City. Consumers who obtain satisfying product experiences, develop affection for the brand, and feel emotionally connected to ARUMI are more likely to maintain their relationship with the brand. The three variables also work jointly in explaining brand loyalty, with brand satisfaction showing the strongest relative contribution in the model. The study is limited to 100 respondents, one local motorcycle-accessories brand, and three explanatory variables, so the findings should not be generalized beyond comparable contexts without further testing.

E. SUGGESTIONS

For ARUMI, product quality and functional performance should be maintained consistently because brand satisfaction is the strongest predictor of loyalty in this study. The company should also strengthen emotional marketing through motorcycle communities, user-generated content, product storytelling, and activities that build pride and a sense of belonging. Future researchers are encouraged to examine additional determinants of brand loyalty, such as brand

trust, brand experience, perceived value, community engagement, price perception, and service quality, and to use larger samples or comparative multi-brand designs.

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