THE IMPACT OF BRAND LOVE ON BRAND LOYALTY WITH SELF- ESTEEM AND SOCIAL INFLUENCE AS MEDIATING ROLE: INDONESIA PHOTOGRAPHY INDUSTRIES

FINAL PROJECT

To Fulfill the Requirements for
Obtaining a Bachelor's Degree

KAMAALUDDIN
B1024211027

MANAGEMENT STUDY PROGRAM INTERNATIONAL
CLASS FACULTY OF ECONOMICS & BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2025

THE IMPACT OF BRAND LOVE ON BRAND LOYALTY WITH SELF- ESTEEM AND SOCIAL INFLUENCE AS MEDIATING ROLE: INDONESIA PHOTOGRAPHY INDUSTRIES

FINAL PROJECT

To Fulfill the Requirements for
Obtaining a Bachelor's Degree

KAMAALUDDIN
B1024211027

MANAGEMENT STUDY PROGRAM INTERNATIONAL
CLASS FACULTY OF ECONOMICS & BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK
2025

STATEMENT OF ORIGINALITY

Name	: Kamaaluddin
Student ID	: B1024211027
Department	: Management
Study Program	: S1 Management
Concentration	: Marketing
Final Project Title	: The Impact of Brand Love on Brand Loyalty with Self-Esteem and Social Influence as Mediating Role: Indonesia Photography Industries

Stating truly that the Final Project with the title above, as a whole is purely the author's own work and not plagiarism from other people's work, except for parts that are referred to as library sources in accordance with applicable writing guidelines (plagiarism check sheet attached).
If it is proven that the author has committed plagiarism, then it is fully the responsibility of the author which may result in the cancellation of the Thesis/Dissertation with the above title.
Thus, this statement is made by the author truthfully.

Pontianak, January 10th 2025

Kamaaluddin

ACCOUNTABILITY STATEMENT

I, undersigned below:

Name	: Kamaaluddin
Department	: Management
Study Program	: S1 Management
Concentration	: Marketing
Date Test	: January 10th, 2025

Final Project Title :
The Impact of Brand Love on Brand Loyalty with Self-Esteem and Social Influence as Mediating Role: Indonesia Photography Industries

Declare that this Final Project is my own work, and all sources both quoted and referenced have been correctly stated sources both quoted and referred to I have stated correctly.

Pontianak, January 10th 2025



Kamaaluddin
B1024211027

JURIDICAL SHEET

The Impact of Brand Love on Brand Loyalty with Self-Esteem and Social Influence as Meditating Role: Indonesia Photography Industries

Juridical Responsible Person:

Kamaaluddin
B1024211027

Departement : Management
Study Program : Management
Major : Marketing
Date of Exam : January 10th, 2025

BOARD OF EXAMINER

Board of Examiner	Name	Date	Signature
Advisor 1	Prof. Dr. Ramadania, S.E., M.Si. NIP. 197509212000032005	01/18/2025	
Advisor 2	Heriyadi. S.E., M.E., Ph.D NIP. 196908171995121004	01/17/2025	
Examiner 1	Dr. Wenny Pebrianti, S.E., M.Sc. NIP. 198502072006042001	01/17/2025	
Examiner 2	Ahmadi, S.E., M.Sc NIP. 199111022024061001	01/17/2025	

Declared to have met the requirements and passed by the Board of Examiner in the Final Project Examination of the MBKM Research and Comprehensive Program to obtain a Bachelor's degree.

Pontianak,
Coordinator of Management Study Program

Bintoro Bagus Purmono, S.E., M.M.
NIP. 199205082019031006

ACKNOWLEDGMENT

All praise and gratitude to Allah SWT for all His abundance of grace so that I can complete this Final Project with the title "The Effect of Brand Image, Celebrity Endorser, and Online Customer Review on Purchasing Decisions for Skintific Beauty Products with Fear of Missing Out (FOMO) as a Mediating Role". In the process of writing this Final Project, I realize that this work cannot be completed without the help of various parties, both directly and indirectly. Therefore, I would like to express my deepest gratitude either individuals or groups who have played an important role in helping me complete this Final Project with support, guidance, and advice for me in running my university life until the time of completing this Final Project, especially to:

1. Prof. Dr. Garuda Wiko, S.H., M.Si., as the Rector of Universitas Tanjungpura;
2. Dr. Barkah, S.E., M.Si., as the Dean of Faculty of Economic and Business, Universitas Tanjungpura and also as my Academic Advisor who has given guidance and advice during my university life;
3. Heriyadi. S.E., M.E., Ph.D., as the Head of Management Department of Faculty of Economic and Business, Universitas Tanjungpura;
4. Dr. Wenny Pebrianti, S.E., M.Sc., as the Secretary of Management Major of Faculty of Economic and Business;
5. Bintoro Bagus Purmono, S.E., M.M., as the Head Management Program Study of Faculty of Economic and Business, Universitas Tanjungpura ;
6. Prof. Dr. Ramadania, S.E., M.Si., as my Advisor and Supervisor who has given guidance and advice during MBKM Research process;
7. Dr. Wenny Pebrianti, S.E., M.Sc., and Ahmadi, S.E., M.Sc, as my Thesis Examiner who has given guidance and advice to the writer during the thesis process;
8. All esteemed lecturers and staff in the Faculty of Economics and Business, particularly within the International Management major, who have imparted extensive knowledge and provided guidance and assistance throughout all academic administrative procedures;
9. My Parents Dr. Afrizal, S.E., M.Si., and Leny Mediantary, S.Pd., M.Pd., who have made significant sacrifices for my education and have consistenly offered support, prayers, love, and encouragement, demonstrating remarkable patience that serves as a source of strength and motivation, both morally and spiritually;

10. My sister Adila who are always there, a good advisor, and a role model in everything;
11. To Putri, Ipa who always provide information and always support me since this program begin;
12. To my brother and sister from another mother Anggana, Daffa, Zahra, Akil as my best friends who are always there since day one thru ups and downs;
13. To my throughout the years Abim and Haikal who taught me to move forward not necessarily together;
14. For Viecensa who has been the one who was by my side at that time and may you always be healthy;
15. To Putri, Ipa who always provide information and always support me since this program begin;
16. To PACE8 which became a place to play during the last seconds before graduation even though it was very emotionally and energetically draining, it was very happy to be with surrounded by those of you.
17. To all the MBKM friends who supports and strengthen each other;
18. To all the respondents who had been willing to provide assistance in filling out the questionnaires related to this Final Project;
19. Last but not least, I want to thank me, for believing in myself that I could, for doing all this hard work, for never stopping to try and give more than I receive, for being myself at all times.

The author hopes that all those who have helped will get all the good things in the world. Suggestions and critiques will be accepted and utilize them to improve future drafts. It is anticipated that this final project will be of great use to anyone who reads it and seeks further knowledge or information.

Pontianak, January 10th 2025



Kamaaluddin

B1024211027

DAMPAK KECINTAAN MEREK TERHADAP LOYALITAS MEREK DENGAN HARGA DIRI DAN PENGARUH SOSIAL SEBAGAI PEMEDIASI: INDUSTRI FOTOGRAFI INDONESIA

KAMAALUDDIN
BACHELOR DEGREE OF MANAGEMEN PROGRAM

ABSTRAK

Di era digital saat ini, industri fotografi mengalami pertumbuhan yang pesat, didorong oleh meningkatnya minat masyarakat terhadap fotografi, kemajuan teknologi kamera, dan pengaruh media sosial. Seiring dengan meningkatnya persaingan di antara perusahaan fotografi sebagai hasil dari pertumbuhan ini, penting untuk mengenali elemen-elemen yang mempengaruhi loyalitas merek. Penelitian ini meneliti bagaimana Brand Love mempengaruhi Brand Loyalty di industri fotografi Indonesia, dengan harga diri dan pengaruh sosial sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif, dengan mengumpulkan data dari para fotografer dan penggemar fotografi di Indonesia. Menggunakan Structural Equation Modeling (SEM) dengan SmartPLS Versi 4.0, penelitian ini menganalisis hubungan antar variabel. Hasil penelitian menunjukkan bahwa Brand Love secara signifikan meningkatkan Brand Loyalty, dan hubungan ini dimediasi oleh pengaruh sosial dan harga diri. Penelitian ini memberikan kontribusi wawasan yang berharga tentang dinamika merek dalam industri fotografi dan memberikan rekomendasi praktis bagi para pemasar yang ingin meningkatkan loyalitas merek dalam lingkungan pasar yang kompetitif.

Kata Kunci: Kecintaan Merek, Harga Diri, Pengaruh Sosial, Loyalitas Merek, Industri Fotografi Indonesia

THE IMPACT OF BRAND LOVE ON BRAND LOYALTY WITH SELF-ESTEEM AND SOCIAL INFLUENCE AS MEDIATING ROLE: INDONESIA PHOTOGRAPHY INDUSTRIES

KAMAALUDDIN
BACHELOR DEGREE OF MANAGEMEN PROGRAM

ABSTRACT

In today's digital age, the photography industry is experiencing rapid growth, fueled by increasing public interest in photography, advancing camera technology, and social media's influence. Along with the increased competition among photography companies as a result of this growth, it important to recognise the elements influencing brand loyalty. This study examines how Brand Love influences Brand Loyalty in Indonesia's photography industry, with self-esteem and social influence as mediating variables. The research employs a quantitative approach, gathering data from photographers and photography enthusiasts in Indonesia. Using Structural Equation Modeling (SEM) with SmartPLS Version 4.0, the study analyzes the relationships between variables. The results show that Brand Love significantly improves Brand Loyalty, and that this link is mediated by social influence and self-esteem. This research contributes valuable insights into brand dynamics within the photography industry and provides practical recommendations for marketers seeking to enhance brand loyalty in a competitive market environment.

Keywords: Brand Love, Self Esteem, Social Influence, Brand Loyalty, Photography Industry

DAMPAK KECINTAAN MEREK TERHADAP LOYALITAS MEREK DENGAN HARGA DIRI DAN PENGARUH SOSIAL SEBAGAI MEDIASI: INDUSTRI FOTOGRAFI INDONESIA

RINGKASAN

1. Latar Belakang

Industri fotografi telah berkembang pesat melalui kemajuan teknologi, khususnya dalam teknologi digital, yang menghadirkan peningkatan dalam kualitas kamera, pemrosesan gambar, dan kemampuan penyimpanan. Di Indonesia, industri fotografi merupakan bagian penting dari ekonomi kreatif, dengan kontribusi sebesar IDR 5,90 triliun terhadap PDB nasional pada tahun 2020. Pasar ini melibatkan fotografer dari berbagai tingkat keahlian, mulai dari amatir hingga profesional, dengan kamera mirrorless menjadi semakin populer karena kualitas dan portabilitasnya. Merek-merek besar seperti Canon, Sony, Nikon, dan Fujifilm bersaing di pasar Indonesia, di mana perilaku konsumen dipengaruhi oleh faktor-faktor seperti pengaruh sosial, harga diri, dan kecintaan terhadap merek. Faktor-faktor ini berperan penting dalam mengembangkan loyalitas merek, karena konsumen cenderung membentuk ikatan emosional dengan merek kamera yang sesuai dengan citra diri dan lingkaran sosial mereka, yang mengarah pada perilaku pembelian yang konsisten dan hubungan merek jangka Panjang.

2. Tujuan Penelitian

a) Untuk menguji dan menganalisis pengaruh kecintaan merek terhadap harga diri
b) Untuk menguji dan menganalisis pengaruh kecintaan merek terhadap pengaruh sosial
c) Untuk menguji dan menganalisis pengaruh kecintaan merek terhadap loyalitas merek
d) Untuk menguji dan menganalisis pengaruh harga diri terhadap loyalitas merek
e) Untuk menguji dan menganalisis pengaruh social terhadap loyalitas merek
f) Untuk menguji dan menganalisis mediasi harga diri antara kecintaan merek terhadap loyalitas merek
g) Untuk menguji dan menganalisis mediasi harga pengaruh sosial antara kecintaan merek terhadap loyalitas merek

3. Metode Penelitian

Untuk mengumpulkan data dalam penelitian ini, digunakan strategi sampel dan pendekatan penyebaran kuesioner, yaitu purposive sampling. Sumber data yang digunakan berasal dari kuesioner dengan skala likert yang disebarkan menggunakan

google form. Sampel penelitian ini terdiri dari 214 responden yang merupakan pengguna kamera dari berbagai wilayah di Indonesia. Untuk menguji hubungan antara variabel independen dan dependen, data diuji dengan menggunakan Structural Equation Model (SEM) dengan SmartPLS versi 4.0.

4. Hasil dan Pembahasan

Sampel penelitian ini terdiri dari 214 responden yang merupakan pengguna kamera dari berbagai wilayah di Indonesia. Penelitian ini menunjukkan bahwa kecintaan merek dan loyalitas merek secara signifikan dan positif mempengaruhi harga diri dan pengaruh sosial. Penelitian ini juga menunjukkan bahwa harga diri dan pengaruh sosial berperan dalam memediasi pengaruh kecintaan merek dan loyalitas merek terhadap keputusan pengguna kamera di Indonesia.

5. Kesimpulan dan Rekomendasi

Penelitian ini mengkaji pengaruh brand love terhadap loyalitas merek di sektor fotografi Indonesia, dengan pengaruh sosial dan self-esteem sebagai mediator. Hasil penelitian menunjukkan bahwa brand love meningkatkan loyalitas, diperkuat oleh kepercayaan diri konsumen dan interaksi sosial. Studi ini memberikan wawasan bagi pemasar dalam mengembangkan strategi untuk meningkatkan brand love pada produk emosional seperti kamera, namun memiliki keterbatasan karena kurangnya hasil penelitian mengenai fotografi industri. Kontribusi penelitian ini terletak pada pemahaman yang lebih komprehensif tentang hubungan antara brand love dan loyalitas merek melalui kerangka kerja yang menggabungkan faktor emosional, psikologis, dan sosial, yang dapat menjadi dasar untuk penelitian masa depan di pasar berbasis teknologi.

THE IMPACT OF BRAND LOVE ON BRAND LOYALTY WITH SELF-ESTEEM AND SOCIAL INFLUENCE AS MEDIATING ROLE: INDONESIA PHOTOGRAPHY INDUSTRIES

SUMMARY

1. Background

The photography industry has evolved significantly through technological advancements, particularly in digital technology, leading to improvements in camera quality, image processing, and storage capabilities. In Indonesia, the photography industry is a vital part of the creative economy, contributing IDR 5.90 trillion to the national GDP in 2020. The market involves photographers of various skill levels, from amateurs to professionals, with mirrorless cameras becoming increasingly popular due to their quality and portability. Major brands like Canon, Sony, Nikon, and Fujifilm compete in the Indonesian market, where consumer behavior is influenced by factors such as social influence, self-esteem, and brand love. These factors play crucial roles in developing brand loyalty, as consumers tend to form emotional attachments to camera brands that align with their self-image and social circles, leading to consistent purchasing behavior and long-term brand relationships.

2. Research Problem

a) What is the effect of brand love on self-esteem?
b) What is the effect of brand love on social influence?
c) What is the effect of brand love on brand loyalty?
d) What is the effect of self-esteem on brand loyalty?
e) What is the effect of social influence on brand loyalty?
f) Does self-esteem mediate the relationship between brand love and brand loyalty?
g) Does social influence mediate the relationship between brand love and brand loyalty?

3. Research Objective

a) To test and analyze the effect of brand love on self-esteem
b) To test and analyze the effect of brand love on social influence
c) To test and analyze the effect of brand love on brand loyalty
d) To test and analyze the effect of self-esteem on brand loyalty
e) To test and analyze the influence of social on brand loyalty
f) To test and analyze the mediation of self-esteem between brand love and brand loyalty
g) To test and analyze the mediation of social influence price between brand love and brand loyalty

4. Research Method

To collect data in this study, a sample strategy and questionnaire distribution approach was used, namely purposive sampling. The data source used comes from a questionnaire with a Likert scale distributed using Google Form. The sample of this study consisted of 214 respondents who were camera users from various regions in Indonesia. To test the relationship between the independent and dependent variables, the data was tested using the Structural Equation Model (SEM) with SmartPLS version 4.0.

5. Result and Discussion

The sample of this study consisted of 214 respondents who were camera users from various regions in Indonesia. This study shows that brand love and brand loyalty significantly and positively affect self-esteem and social influence. This study also shows that self-esteem and social influence play a role in mediating the influence of brand love and brand loyalty on camera user decisions in Indonesia.

6. Conclusions and Recommendations

This study examines the influence of brand love on brand loyalty in Indonesia's photography sector, with social influence and self-esteem serving as mediators. The findings reveal that brand love enhances loyalty, strengthened by consumer confidence and social interactions. The study provides insights for marketers in developing strategies to boost brand love for emotional products like cameras, though it is limited by insufficient research on industrial photography. The research's contribution lies in its comprehensive understanding of the relationship between brand love and brand loyalty through a framework combining emotional, psychological, and social factors, which can serve as a foundation for future research in technology-driven markets.

TABLE OF CONTENT

STATEMENT OF ORIGINALITY ..... **i**
ACCOUNTABILITY STATEMENT ..... **ii**
JURIDICAL SHEET ..... **ii**
ACKNOWLEDGMENT ..... **iv**
ABSTRAK ..... **vi**
ABSTRACT ..... **vii**
RINGKASAN ..... **viii**
SUMMARY ..... **x**
TABLE OF CONTENT ..... **xii**
LIST OF TABLES ..... **xiii**
LIST OF FIGURE ..... **xiv**
LIST OF APPENDIX ..... **xv**
1. INTRODUCTION **1**
2. LITERATURE REVIEW **3**
Brand Love 3
Self Esteem 3
Social Influence 3
Brand Loyalty 4
Brand Love and Self Esteem 4
Brand Love and Social Influence 4
Brand Love and Brand Loyalty 5
Self Esteem and Brand Loyalty 5
Social Influence and Brand Loyalty 5
Brand Love affects Brand Loyalty through Self Esteem 5
Brand Love affects Brand Loyalty through Social Influence 6
3. RESEARCH METHOD **6**
4. RESULTS AND DISCUSSION **9**
4.1 Results 9
4.2 Discussion 12
5. CONCLUSION **13**
REFERENCE **13**
APPENDIX ..... **xvi**

LIST OF TABLES

Table 1. Characteristics of Respondent..... 6
Table 2. Validity and realibility 10
Table 3. Discriminant Validity..... 11
Table 4. Hypothesis testing direct and indirect effects 11

LIST OF FIGURE

Figure 1. Research Framework 9
Figure 2. Validity outer model test 10

LIST OF APPENDIX

Appendix 1 Deans Decree xvi
Appendix 2 Letter of Acceptance xxix
Appendix 3 Article Information xxxi
Appendix 4 Operational Table xxxiii
Appendix 5 Questionnaire xxxviii
Appendix 6 Data xlvi
Appendix 7 Data Processed lvii