

The Role of Brand Love, Trust, and Commitment in Fostering Consumer Satisfaction and Loyalty

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Some logistic companies faced a lot of competition. The firms need to applying specific approach to exist and competitive advantage through specific brand. Yet, few research has examined consumer satisfaction with brand awareness-based consumer loyalty. So, it is essential to undertake this study in order to comprehend how customer satisfaction and loyalty are evolving over time. This study investigates the relationship between brand loyalty, brand love, and consumers' satisfaction with Indonesian logistic and courier services. A sample of 710 customers from a survey study and structural equation modeling are used to assess the research assumptions (SEM). The empirical data show that consumer pleasure has a positive and significant influence on consumer brand loyalty and trust. Customer pleasure has a detrimental effect on brand loyalty. Also, consumers' emotional connections have a positive and significant influence on their loyalty. Consumers' emotional connections act as mediators in the relationship between customer loyalty and contentment. Further research is needed to validate the findings across the region and industry because this study only looked at courier and logistics consumers in Indonesia. The marketing and psychological insights from the current study were helpful to the management of courier and logistics organizations. The leaders must improve the promotion of their brand and products in order to grow their relationships with customers. This study illuminated the psychology of consumer decision-making by developing and evaluating a model of emotional attachment and consumer psychology .

Keywords: Consumers' satisfaction, Consumers, emotional bonding, Consumers loyalty

JEL CODE: C63, C83, D12, D41, E21

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The pandemic of COVID-19 has influenced many effects on everything including in business (Blaique et al., 2022). Many companies failed and struggle to survive. Delivery service is one of the products which is currently important to the society in this country. Especially during the pandemic, the COVID-19 pandemic. The government recommends all citizens to undertake more activities from home in order to reduce the prevalence of the COVID-19. Most offices have started implementing work from home policies since last year (Gupta et al., 2022; Heinonen & Strandvik, 2021). In these conditions, delivery services are highly needed by the community. How can society fulfill all their needs even though they don't go out of home. It causes many new delivery services start to emerge. Starting from delivery goods, so many purchasing food to deliver from one place to another even til now. This condition is a big challenge for shipping services that existed for a long-time including company which provided shipping service. Consumers' retention depends on brand love, devotion, and trust in addition to happiness and loyalty (Karim et al., 2022; Suhan et al., 2022).

According to some research, a person's decision to continue with a brand can be influenced by a variety of things. Ali et al., (2020), Ali and Majid (2020), Makudza (2021), Miraj et al., (2021), and Närvänen et al., (2020) claim that cultural, experiential, motivational, and psychological factors affect consumers' decisions to utilize a product. In addition to these factors, brands that were developed in response to emotional and personal experiences have an impact on consumers' decisions to switch to alternative goods and services (Das et al., 2019; Fusva et al., 2021; Junaidi, 2022). But management philosophies and top-notch customer service also have a big influence on what consumers decide (Movarrei et al., 2021; Rocco & Selinšek, 2021). During and after the COVID-19 pandemic, some companies which provided courier and logistic services faced to economic downturn. Furthermore, the information and technology development brought the traffic competition and market share among service provider. However, the quality-of-service play significant role to consumer satisfaction in Indonesia (Junaidi et al., 2022), Malaysia (Othman et al., 2021), UK (Movarrei et al., 2021). In private sector, the COVID-19 pandemic also pursues the company to reframing service innovation (Blaique et al., 2022; Heinonen & Strandvik, 2021).

One of the actions to satisfy consumers are by providing services to consumers as well as possible. A service is defined as any action or sequence of acts that one party can perform for another party that are essentially intangible and do not result in ownership. If the services meet the required criteria and are good, consumer satisfaction will be high (Kotler & Armstrong, 2014; Saha & Mukherjee, 2022; Zhang et al., 2020). Consumer satisfaction measures how satisfied a person is with their experience after comparing it to their expectations (Ajmair et al., 2020; Othman et al., 2021; Su et al., 2022). After consumers feel satisfied with the products or services that they got, consumers will compare the services provided. Then they will recommend to other people to buy at the same place. In order to survive in this competitive world, the companies must be providing variety of services that offered. Not just package delivery, but also offers financial services businesses, such as Cargo, fund distribution and bank channeling. Especially during this current situation, which makes service quality is the main thing that must be prioritized to customers satisfaction.

One aspect of reliability that contributes to the quality of the service that will impact the degree of consumer satisfaction is offering good direct service from the first time the consumer makes a transaction (Suhartanto et al., 2019). However, prior studies more concern to banking and private company. Furthermore, there are also based on Western context. Moreover, lack of study which validate brand bonding as one of unity on the business and marketing

contexts. Hence, study in private and public companies in developing country such as Indonesia is worthy. It has the ability to develop into a creative business in order to fulfil its vital role as a means of good delivery and to live up to community expectations (Karim et al., 2022).

By examining the connection between consumer happiness and emotional bonding, such as brand loyalty, consumer commitment, and brand trust, this study bridges the information gap mentioned earlier. It also supports the notion that emotional bonds between clients can act as a bridge between client loyalty and client satisfaction. Närvänen et al., (2020) and Othman et al., (2021) also recommended to examine brand as facilitator to bridge relationship between company and consumer. Hence, there is a need study based on developing countries such as Indonesia.

RQ1. Can the emotional bond between consumers have a positive and significant impact on consumer satisfaction?

RQ2. Does an emotional connection affect a customer's loyalty?

RQ3. Can emotional ties between patrons influence how loyal patrons behave and how satisfied they are?

Both theoretical and practical advancements were accomplished in this effort including the relationship between consumer pleasure, consumer emotional attachment, and consumer loyalty is examined; previous studies such as Suhartanto et al., (2019), and Zhang et al., (2020) have reviewed this relationship.

Literature Review

Service quality

Service quality defined as the whole evaluation which carried out in providing services to consumers (Mursid & Wu, 2022). Furthermore, consumers evaluate the superiority and features of product or service which provided by the firm. The impressions, unique experiences, and views of the users ultimately determine how well a service is rated. Consumer satisfaction or dissatisfaction essentially refers to the discrepancy between expectations and actual performance. If the perceived service is as expected, then the quality is perceived as good and satisfying. When consumers feel high value from their experience, consumers will tend to express positive behavior and intention to use the same of product and service. The perceived value of the product in terms of tangibles, responsiveness, reliability, certainty, and businesses' empathy all have a significant impact on consumer purchasing decisions (Fida et al., 2020). The resource, information, personal interaction, and innovation quality are additional five service quality characteristics (Gupta et al., 2022). It is shown that service quality can be assessed by comparing consumers' perceptions of the goods and services they actually receive or accept (perceived service value) with the services they genuinely anticipate or desire (expected service). It suggests a strong relationship between consumer satisfaction and brand loyalty.

For every marketing company, including consumer happiness and loyalty for both manufacturing and services, Saha and Mukherjee (2022) claim that service quality care or service quality greatly helps to the construction of differentiation, positioning, and competitive strategies. Generally, service is a pleasant feeling provided to a customer lengthways with accessibilities and rewarding all their needs. This service is an effort to provide pleasure to consumers and meet their needs. The dimensions of facility superiority SERVQUAL is a scopes of amenity quality

which the service that offered has several aspects that can be used to determine the level of quality. From the whole theory refers to service quality (SERVQUAL) concept, based on five dimensions of quality, which are tangibles (direct evidence), reliability, responsiveness, assurance and empathy (Hanaysha, 2016; Jain et al., 2022). Consequently, SERVQUAL is a main issue to enhance the consumers' satisfaction and loyalty. Today, the global business competition has extremely dynamic, hence organizations need to develop innovation and embrace consumers' satisfaction through customers' attraction and and satisfaction (Marcos & Coelho, 2021; Nasir et al., 2021). It plays important role to enhance consumers' loyalty. The service quality also leads to improved consumers' satisfaction and value attributions toward emotional response and initial service evaluation.

Customer Satisfaction

Customer satisfaction is the emotion of contentment or dissatisfaction that someone has after comparing the results of the product or service under consideration to the results that were anticipated (Grönross & Voima, 2013; Kotler & Armstrong, 2014). Consumers who are happy with the goods and services they receive are more likely to repurchase goods and employ the same services when they need similar goods in the future because they feel they received value. two types of co-creation. It occurred because of positive interaction between companies and consumers. It suggests that in order for consumers to make repeat purchases, which make up the majority of the business's revenue, they must be satisfied. On the other hand, clients may switch to competing products if their satisfaction levels are low. In addition, how a person feels after comparing the performance or results to his or her expectations affects how happy they feel. Hence, satisfaction can be determined by contrasting the services or results that customer received with their expectations. The products or outcomes must at least live up to or even beyond the expectations of the customers. Furthermore, in this context, companies and consumers' have same opportunity and position.

Some factors which potentially influence consumers' satisfaction upon the business sector including products and services relations between companies and consumers, as well as brand and consumers' trust. Consumers' satisfaction is related to the quality service of the firms provided. It also correlation to company performance (Anantharaman et al., 2022; Basit et al., 2021; Ghorbanzadeh & Rahehagh, 2021). Consumers' satisfaction is pursuing the companies provide services continuously. The consumer loyalty, commitment, company image, trust, and being proud of using the products and services. Customer loyalty can be measured based on these as indicators (Hanaysha, 2016; Kalia et al., 2021; Su et al., 2022). The companies must obtain consumers loyalty to ensure their existence and competitive advantage within a global market (Anantharaman et al., 2022; Gupta et al., 2022). Several previous studies have stated that there is a relationship between consumer satisfaction and services provided by the firm. Furthermore, consumers' satisfaction is one of the factors that influences consumers' loyalty (Fusva et al., 2021; Jain et al., 2022). Quality and consumers' satisfaction thus remain a significant source of competitive advantage for businesses existency. Consumers' loyalty also comprises of attitude and behavior components about the interest object.

Emotional bonding

Consumers' emotional and psychological reactions to a brand are referred to as emotional bonding (Das et al., 2019; Ghorbanzadeh & Rahehagh, 2021). It demonstrates how closely a brand and the psychology of its audience are related. Moreover, emotions were shown in consumer assessments of their own experiences. Also, there is a connection between customer behaviour and brand awareness, showing that consumers' brand experiences act as emotional

stimuli (Mostafa & Kasamani, 2021). The emotion factor also has a correlation with consumers' brand connection, passion, and affection. The awareness and loyalty of consumers are the results of the emotional brand of consumers. Additionally, consumers' pleasure is determined by their emotional characteristics, such as emotional attachment and brand loyalty. The feeling of emotional connection is undoubtedly linked to brand love, consumer loyalty, and brand trust. The term "emotional quality" also refers to psychological elements that consumers use to convey their loyalty to and trust in a brand. Also, there is a direct link between how an organisation is seen by its audience and how successfully it interacts with them. Because of this, how customers feel about a company's products affects how they act. As a result, the logistics and courier services offered to clients might take into account their feelings (Kalia et al., 2021). Emotional bonding includes all forms of brand commitment, brand love, and brand loyalty (Ghorbanzadeh & Rahehagh, 2021).

- H1 Consumer happiness has a strong and positive impact on customer brand loyalty.
- H2 Consumer happiness has a positive and significant impact on a brand's ability to retain consumers.
- H3 Consumer happiness has a big and positive impact on consumer brand trust.

Consumers' Loyalty

In marketing literature, the loyalty and contentment of consumers are critical and strategic topics. It became apparent how consumers behaved towards various product categories, retailers, services, and brands (Mostafa & Kasamani, 2021). Furthermore, this process influenced by consumers' satisfaction and how far their relationship to brand. It depends on the positive value of products and services which consumers obtain from business process. Loyal consumers usually make the same purchases again. These consumers are willing to recommend the brand's products to other consumers. In addition to making purchases across all product and service categories (Ghorbanzadeh & Rahehagh, 2021; Mursid & Wu, 2022). Yet, a person who continues to use a product could not be loyal because they lack other moving options, for example, because of the cost of moving, the suitability of the services, the product quality, or even because they worry about losing out on deals or discounts (Karim et al., 2022). Emotional ties seem to have an impact on consumers' resistance to switching brands. Consumers are more likely to stay with a brand or business if they have positive feelings about it, trust it because it satisfies their needs and wants, and feel proud to use it. These favourable feelings may manifest as loving (or even falling in love with) the service or business.

- H4 Consumer brand love has a large and positive impact on brand trust among consumers.
- H5 Consumer trust has a large and beneficial impact on brand loyalty.
- H6 Consumers' brand loyalty is positively and significantly impacted by their love of the brands they use.
- H7 Consumer brand trust has a huge and positive impact on customer loyalty.
- H8 Brand loyalty has a big and positive impact on customer loyalty.

Method

Research Design

The biases of all the measurement items were investigated in this study using pretest and pilot testing. It was used to identify different participant replies to the questions (Hair Jr et al., 2019). An online survey was distributed to Indonesian courier and logistics users to help weed out research participants who weren't qualified. Data collected during February 1, 2022 to March 30, 2022 and obtained 755 samples, these respondents were invited by social media platform and asked about their personal experience before fill the questionnaires. This study rejected 15 samples due to the unsuitability (and non-consistency) of the samples: for example, the consumers experiences were more than 1 year. This study collected 710 valid data and the respondent rate was 94.03%. Thus, nonresponse bias should not be a concern. The items scale of consumers' satisfaction refers to Ghorbanzadeh and Rahegh (2021), brand trust was adopted from Anantharaman et al., (2022), brand commitment refers to Kalia et al., (2021), and the scale for brand love from Basit et al., (2021), while consumers' loyalty was derived from Kalia et al., (2021) and Mursid and Wu (2022).

Results

Pilot study and descriptive statistic

All constructs had Cronbach's alpha values more than 0.8, showing strong reliability for all assessment items, as measured by the pre-test and pilot test values. Thus, it fits the observed data well. Table 2 shows that the value of mean differences is stated in standard deviations. Therefore, the result of this step is one-half of the standard deviation. It implies that Indonesian courier and logistic consumers satisfaction play important role to influence their decision and intention to use the company services. Moreover, the standard deviation for customer loyalty and emotional bonding is low compared to mean values. It therefore closely matches the observed facts. The Pearson's correlation coefficient analysis was utilised to ascertain the relationships between the variables (such as consumer happiness, emotional attachments, and consumer loyalty). It is employed to evaluate the parametric statistic and interval data for each of the variables described (Hair Jr et al., 2019).

Table 2

Correlation matrix for measurement scales

Constructs	Mean	SD	CS	BL	BT	BC	CL
CS	5.34	0.78	0.852				
BL	5.53	0.64	0.584**	0.818			
BT	5.50	0.64	0.692**	0.548**	0.824		
BC	5.69	0.68	0.541**	0.417**	0.692**	0.438**	
CL	5.73	0.68	0.330**	0.525**	0.399**	0.330**	0.489**

Note: CS: Consumers' satisfaction, BL: Brand Love, BT: Brand Trust, BC: Brand Commitment, CL: Consumers' Loyalty

SD: standard Deviation

Diagonal elements are the square roots of the AVE for each construct

Pearson correlations are shown below the diagonal

Significant at *: $p < 0.05$, **: $p < 0.01$, ***: $p < 0.001$

Measurement model

Maximal likelihood estimation was used in this study's measurement model, which was run using the AMOS 22 programme. Table 3 demonstrates that the confirmatory factor analysis (CFA) model accurately recreates the covariance matrix of the measured variables (Hair et al., 2019). All measurement items and constructs have outstanding convergent validity and reliability, according to the model fit and Cronbach's alpha for each construct.

Table 3
Measurement and Confirmatory factor analysis (CFA) results

Constructs	MLE estimates factor loading/ measurement error	Squared multiple correlation (SMC)	Composite reliability (CR)	Average of variance extracted (AVE)	Cronbach's α
Consumers' Satisfaction			0.917	0.615	0.908
CS1	0.718	0.484	0.516		
CS2	0.809	0.346	0.654		
CS3	0.766	0.413	0.587		
CS4	0.804	0.354	0.646		
CS5	0.787	0.381	0.619		
CS6	0.870	0.242	0.757		
CS7	0.723	0.477	0.523		
Brand Love			0.928	0.616	0.909
BL1	0.766	0.413	0.587		
BL2	0.832	0.308	0.692		
BL3	0.800	0.360	0.640		
BL4	0.809	0.346	0.654		
BL5	0.765	0.415	0.585		
BL6	0.774	0.401	0.599		
BL7	0.796	0.366	0.634		
BL8	0.733	0.463	0.537		
Brand Trust			0.902	0.570	0.900
BT1	0.806	0.350	0.650		
BT2	0.801	0.358	0.642		
BT3	0.754	0.431	0.569		
BT4	0.728	0.470	0.530		
BT5	0.717	0.486	0.514		
BT6	0.751	0.436	0.564		
BT7	0.722	0.479	0.521		
Brand Commitment			0.846	0.579	0.854
BC1	0.765	0.415	0.585		
BC2	0.738	0.455	0.545		
BC3	0.789	0.377	0.623		
BC4	0.751	0.436	0.564		
Consumers' Loyalty			0.892	0.581	0.902
CL1	0.753	0.433	0.567		
CL2	0.728	0.470	0.530		
CL3	0.731	0.466	0.534		
CL4	0.806	0.250	0.650		
CL5	0.809	0.346	0.654		
CL6	0.740	0.452	0.548		

Fit statistics (N = 710)

$\chi^2/df = 3.728$, Goodness-of-Fit Index (GFI) = 0.918, Nonnormed fit index (NFI) = 0.934, Comparative Fit Index (CFI) = 0.931, Incremental fit index (IFI) = 0.924, and Root Mean Square Error of Approximation (RMSEA) = 0.067

Structural model

The fit of data to the proposed model was adequate (Byrne, 2016; Hair *et al.*, 2019): $\chi^2 = 1,808.721$, $df = 457$, $\chi^2/df = 3.956$, $GFI = 0.903$, $NFI = 0.914$, $CFI = 0.939$, $IFI = 0.940$, and $RMSEA = 0.065$. This study empirically validates that consumers' satisfaction has a significant and positive effect on consumers' brand love ($\gamma_{11} = 0.635$, $p < 0.001$) and consumers' brand trust ($\gamma_{21} = 0.575$, $p < 0.001$), respectively, supporting H1 and H2. This implies that the consumers' satisfaction toward personal experience about company service in courier and logistic has strong correlation to consumers' convenience and intention to use the company brand and services. It has positive and significant effect to consumers' psychology and confidence that the brand is good and guarantee that the brand is honest to consumers and also consumers have motivation to use this brand in the future. Besides, brand love consumers' satisfaction also has positive and significant effect to consumers' brand trust with regard to their service in line to their expectation because the employees have commitment to help consumers. Furthermore, the consumers also feel safety when use the company service and solve the problem. Interestingly, consumers' satisfaction has less effect on consumers' brand commitment for use this company long time. Hence, H3 was unsupported ($\gamma_{31} = 0.041$, $p > 0.005$). It supported by Anantharaman *et al.*, (2022), Das *et al.*, (2019) and Fida *et al.*, (2020) who revealed that consumers' satisfaction plays important role on consumer brand awareness.

This study further confirms that consumers' brand love has a significant and positive effect on consumers brand trust ($\beta_{21} = 0.301$, $p < 0.001$) and consumers' loyalty ($\beta_{41} = 0.551$, $p > 0.001$). H3 and H4 are supported. It means that the quality of service has a crucial effect on consumers' psychology and adoption of products compliant with the company brand by Kalia *et al.*, (2021), Mbango (2018) and Miraj *et al.*, (2021). It has a good impact on boosting consumer confidence, provides the business with a way to increase customer loyalty, and explains why customers are drawn to the brand. Moreover, consumers' brand trust has positive effect to consumers' brand commitment ($\beta_{31} = 0.755$, $p < 0.001$) and negative effect on consumers' loyalty ($\beta_{43} = 0.031$, $p > 0.005$). Hence, H6 is supported, meanwhile H7 is unsupported. As well as, H8 is unsupported where consumers' brand commitment has negative effect on consumers' loyalty ($\beta_{43} = 0.031$, $p > 0.005$). Despite having low satisfaction with the company's service, forgiveness, price, and psychology component, consumers still utilise and recommend the business. This is as a result of the business offering value and a remedy. This result opposite with prior studies by Karim *et al.*, (2022) and Suhartanto *et al.*, (2019) who found that brand play important role on consumers' loyalty. Table 4 shows the results of the research hypotheses.

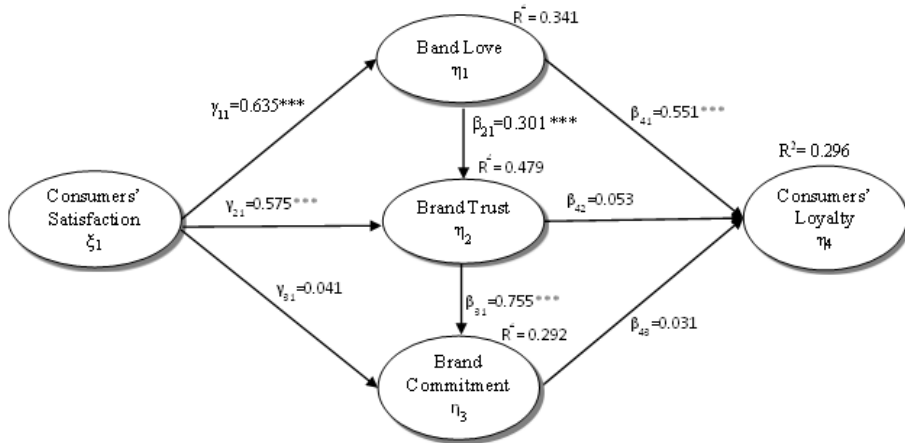
Table 4

Proposed model and Structural Equation Modelling (SEM) results

Hypotheses	Symbol	Path	Coefficients	Test results
H1	γ_{11}	Consumers' satisfaction → Brand Love	0.635***	Supported
H2	γ_{12}	Consumers' satisfaction → Brand Trust	0.575***	Supported
H3	γ_{13}	Consumers' satisfaction → Brand Commitment	0.041	Unsupported
H4	β_{21}	Brand Love → Brand Trust	0.301***	Supported
H5	β_{41}	Brand Love → Consumers' Loyalty	0.551***	Supported
H6	β_{31}	Brand Trust → Brand Commitment	0.755***	Supported
H7	β_{42}	Brand Trust → Consumers' Loyalty	0.053	Unsupported
H8	β_{43}	Brand Commitment → Consumers' Loyalty	0.031	Unsupported

Note: Model fit: $\chi^2 = 1,808.721$, $df = 457$, $\chi^2/df = 3.956$, $GFI = 0.903$, $NFI = 0.914$, $CFI = 0.939$, $IFI = 0.940$, and $RMSEA = 0.065$.

Significant at *: $p < 0.05$, **: $p < 0.01$, ***: $p < 0.001$



Note: Model fit: $\chi^2 = 1,808.721$, $df = 457$, $\chi^2/df = 3.956$, GFI = 0.903, NFI = 0.914, CFI = 0.939, IFI = 0.940, and RMSEA = 0.065.

Figure. 1
Structural Equation Modelling (SEM) result.

Mediating effect

This study adopted the procedure recommended by Hayes (2018) and the PROCESS macro for SPSS to calculate the mediation effects of consumers’ emotional bonding (see table 5). Bootstrapping is a nonparametric statistical procedure in which the dataset is repeatedly sampled. It concluded that brand love has crucial role to mediate relationship between consumers’ satisfaction and brand trust. However, brand love has less role on bridge relationship between consumers’ satisfaction and consumers’ loyalty. Furthermore, brand trust has direct effect to mediate relationship between consumers’ satisfaction and consumers’ loyalty and also consumers’ brand commitment. Moreover, customers' brand loyalty significantly and favourably influences the relationship between consumer pleasure and loyalty. This result confirm preliminary studies which concluded consumers’ brand awareness and attitude play important role in mediating the relationship between consumers’ satisfaction and loyalty (Karim et al., 2022; Mursid & Wu, 2022; Othman et al., 2021; Suhan et al., 2022). It means that consumers’ emotional bonding play important role to keep company going concern and competitive advantage.

Table 5
Mediation effects result

IV	M	DV	IV->DV (c)	IV->M (a)	IV+M->DV		Bootstrapping 95% CI	
					IV (c')	M(b)	Percentile method	Bias-corrected
CS	BL	CL	0.284***	0.476***	0.030	0.533***	[0.036, 0.224]	[0.097, 0.344]
Standard Error			0.030	0.025	0.034	0.041		

CS	BL	BT	0.572***	0.476***	0.467***	0.221***	[0.414, 0.528]	[0.520, 0.616]
		Standard Error	0.022	0.025	0.027	0.032		
CS	BT	CL	0.284***	0.572***	0.089*	0.341***	[0.009, 0.170]	[0.224, 0.344]
		Standard Error	0.030	0.022	0.041	0.050		
CS	BT	BC	0.471***	0.572***	0.103**	0.643***	[0.039, 0.167]	[0.417, 0.526]
		Standard Error	0.027	0.022	0.032	0.039		
CS	BC	CL	0.184***	0.471***	0.184***	0.212***	[0.114, 0.224]	[0.254, 0.344]
		Standard Error	0.036	0.027	0.036	0.040		

Note: CS: Consumers' satisfaction, BL: Brand Love, BT: Brand Trust, BC: Brand Commitment, CL: Consumers' Loyalty

Significant at *: $p < 0.05$, **: $p < 0.01$, ***: $p < 0.001$

Discussion

Key findings

Ultimately, it is clear that customer happiness affects consumers' emotional ties to brand loyalty, affection, and commitment. Also, it enhances customer loyalty. Consumers' contentment, as shown in Table 4, does not, however, significantly affect their brand loyalty. Furthermore, consumers' brand trust and brand commitment also have negative effect to consumers' loyalty. Consumers' satisfaction influence consumers' brand love toward a positive feeling for a company product and services. The psychology of consumers is characterised by a need for the product (in this example, courier and logistic services), a readiness to offer feedback, and a sense of having a particular relationship with the business with which they are dealing. This part confirms prior studies that concluded consumers' satisfaction has strong correlation to consumers' brand love (Ghorbanzadeh & Rahehagh, 2021; Gupta et al., 2022; Hanaysha, 2016; Othman et al., 2021; Zhang et al., 2020). As catalysator product and service quality, consumers' satisfaction also has positive effect to consumers' brand trust. It supports prior studies which concluded consumers' satisfaction play important role on consumers' brand trust (Heinonen & Strandvik, 2021; Jain et al., 2022). It implies consumers' satisfaction makes a sense of belonging to consumers' brand love and brand trust of selected courier and logistic services. However, the recent study opposite with prior studies which concluded that consumers' satisfaction has positive effect on consumers' brand commitment (Das et al., 2019; Junaidi et al., 2022; Kalia et al., 2021). It means that consumers do not make to brand commitment.

This study demonstrates that customer brand trust and loyalty are positively impacted by brand love. Also, it plays a significant role in influencing consumers' decisions to utilise courier and logistic companies and tell others about their individual experiences. This is a critical result because, to our knowledge, not many studies have confirmed the association between the different aspects of emotional bonding. Moreover, the findings demonstrate that brand love has a bigger impact on customers' loyalty than brand trust, which also revealed to keep using the company's services. This result confirms preliminary studies which concluded consumers' brand love has positive and significant effect in brand trust (Grönross & Voima, 2013; Jain et al., 2022) and consumers' loyalty (Anantharaman et al., 2022; Fida et al., 2020; Ghorbanzadeh & Rahehagh, 2021). Consumers' brand trust also has a significant positive effect on customers'

brand commitment. Thus, if consumers' satisfaction on company service quality will strength relationship between consumers and company. Jain et al. (2022), and Kalia et al. (2021) state that consumers' trust is the desire to maintain a valuable relationship with the company and services. It has positive effect on consumers' commitment. Hence, the consumers will maintain the relationship if it is deemed more valuable. Meanwhile, consumers, brand trust has negative effect to influence consumers' loyalty. This result contradicts to previous studies, for example, by Suhan et al., (2022). The authors concluded that brand trust has positively correlates to consumers' loyalty. In addition, consumers' awareness will appear if the company can provide more value to the products offered. It will maintain the relationship between consumers and company. Lastly, consumers' commitment has negative effect on consumers' loyalty. It means that consumers more prone to use courier and logistics company in short time than long time. Because, the rapid competition and new competitor always provide innovation product to invite and promote their company and brand. Its drawback to prior studies which revealed that consumers' commitment has positive effect on consumers' loyalty (Othman et al., 2021; Su et al., 2022; Zhang et al., 2020).

As mediator variables, emotional bonding has positive role to mediates relationship between consumers' satisfaction and loyalty. During the pandemic COVID-19 which lead the society to do all their activities at home cause the delivery service is increasingly needed by the community to fulfil all their needs without leaving home. The various types of new delivery and logistic services cause the existence of the courier companies. Hence, among the service provider must be able to compete in order to attract the consumers satisfaction and still perform during this pandemic. Improving consumers' satisfaction through service quality is important to survive countiously. Based on this research it is showed partially mediation effect, that the emotional bonding play important role to bridge relationship between service quality, toward reliability, responsiveness, and empathy and consumers' satisfaction, which subsequently influence consumers' loyalty. These prove that during the COVID-19 pandemic, people are very concerned about how a delivery service is able to provide the accurate information, validity time of service, responsive to complaints, service in accordance with the procedures, and provide solutions to problems that faced by consumers. Furthermore, brand love, it is known that this variable has indirect effect to mediates relationship between consumers' satisfaction and loyalty. This result confirm that consumers' satisfaction plays important role on consmers' loyalty toward consumers' psychology and company brand (Mursid & Wu, 2022; Närvänen et al., 2020; Othman et al., 2021; Saha & Mukherjee, 2022).

Besides consumers satisfaction, brand love, brand trust and brand commitment, in the marketing field, plays an important role in influencing consumers' loyalty because the consumers have a positive feel and are more comfortable using the companies' brand and product. The consumers also believe that the product's quality and performance are in line with expectations and make the product the first choice that will be used compared to other products from the competitor. It implies the main motive is the service quality and consmers' value rather than how much price they pay. Hence, it also corroborates that consumers' satisfaction and emotional bonding (e.g., brand love, brand trust and brand commitment) have pivotal role in bridging consumers' minds and views about company and consumers' co-creation value.

Conclusions

As a rapid competition, company need to enhance their service quality. It has crucial role to enhance consumers' satisfaction and consumers psychology toward emotional bonding (e.g., brand love, brand trust and brand commitment). The result provides substantial insights to encourage courier and logistic consumers and company managers to combine service quality and consumers' emotional, and also economic and social values of the servide. For instance, the service quality and emotional field of service are justified for consumers' behavior and loyalty. Most importantly, company and brand by consumers' expectation are crucial roles in influencing consumers' decision-making process. This is because during the COVID-19 pandemic people are seldom to visit the office directly, most consumers' use delivery services from home, even deliver and picking up delivery or online access of various types of products that offered by companies, so that the condition of the office building, the space of room and the comfort of the waiting room are not felt by consumer and these conditions are not affect the level of perceived satisfaction. Consequently, regarding the relationship between emotional bonding and consumers' according to our findings, brand and consumers' psychology have the ultimate role in the success of companies and consumers'. Hence, this study shows that brands play an important role in determining consumers' satisfaction and loyalty.

Theoretical implications

This study contributes to some literature by proposing and testing a model regarding the formation of consumers satisfaction, consumers' emotional bonding and consumers' loyalty in courier and logistic sector. The recent study contributes to the theory of consumers' behavior and consumers' emotional bonding, such as brand love, brand trust and brand commitment in two ways. Firstly, the findings of this research demonstrate the effects of consumers' satisfaction on mediator variables namely consumers' brand love, brand trust and brand commitment, which subsequently influence consumers' loyalty. Hence, it provides deep information on the relationship among variables examined. Although, prior studies concluded that some consumers prefer brand and value such as (e.g., interest and price) to use courier and logistic service. However, consumers' psychology toward brand products and services are more essential than others. It provides new insight due to emotional bonding brand is a new issue and quite different with brand loyalty and equity. Secondly, this research demonstrates that emotions in line with brand and consumers can be used simultaneously. It provides a theoretical insight for future study. This study also provided valuable information on the current situation and practice of logistic companies.

Practical implications

This study's practical application is that courier and logistics businesses should concentrate on the elements that affect client happiness and emotional attachment in order to retain clients. The study's conclusions indicate that emotional connection aids in moderating the relationship between consumer satisfaction and loyalty. So, companies still need to develop stronger strategies for forging an emotional bond with their clients. Nonetheless, a business must actively promote brand love and loyalty among its clients if it wants them to continue to do business with it. The discovery provides academics and business executives with the knowledge they need to further conversations on important issues regarding brands and consumer behavior. Hence, the company managers need to communicate actively with their consumers, which provides valuable services. In addition, issues of consumers should be addressed in order to increase their knowledge and loyalty. To preserve or perhaps increase consumer happiness, the organisation also recommended that service quality be improved in all areas. Particularly now and following the COVID-19 pandemic, when delivery services are crucial for the majority of

people not just in Indonesia but all over the world. By fulfilling all community needs so that people do not have to leave their homes in order to meet them, the company's success in enhancing the quality of service would greatly aid the government in containing the spread of the corona virus, which is on the rise.

Limitations and future research directions

There are some limitations to this study. First, the current study was only courier and logistic consumers in Indonesia. Hence, the finding cannot be generalized. Therefore, future studies should use other regions and perspectives. With the greater sample, future work is also possibly more representative. It can also help practitioners and researchers to examine the actions of consumers' attitudes and behavior to elaborate on the impact of consumers' satisfaction on consumers emotional bonding and loyalty. Second, consumers' desire and commitment to a brand might potentially impact their love for, trust in, and devotion to it, which can accurately predict their behaviour and loyalty. Finally, the recent study primarily examines the viewpoint of the logistics and courier industry. Future research could examine other aspects such as hospitality, tourism and retail sector based on the antecedent of consumers' awareness and behavior. It would lead to a more comprehensive result. Finally, in order to develop and assess present frameworks and regulations as well as how to tackle this issue, new empirical research is critically needed in the disciplines of consumer psychology, business dan brand image. Numerous theoretical and empirical studies could also examine how strong environmental factors might mediate or moderate the asserted link.

Appendix

Consumers' satisfaction

1. I have had a positive experience overall with this business.
2. Given what I've learned about this company, I'm satisfied.
3. I have confidence in this business.
4. I would rather purchase this brand if there was another that was just as nice.
5. I favour this business more than others.
6. I would use this business more frequently than I would other businesses.
7. I'm more likely to choose this business over others.

Brand Love

1. I adore this company
2. There is a warranty when using this brand.
3. I feel secure with this brand.
4. This company values its customers.
5. This company is trustworthy with its clients.
6. This company cares about its customers.
7. In my opinion, this company strives to better serve its consumers' demands every single time.
8. This company should upgrade its products to reflect the most recent scientific findings.

Brand trust

1. This brand satisfies my requirements.
2. I have faith in this company's personnel.

3. I'm never disappointed by this business.
4. I feel secure using this firm.
5. This company would address my concerns in an honest and true manner.
6. I could trust this company to find a solution.
7. This company would go above and above to meet my needs.

Brand Commitment

1. I'll continue to use this brand for a long time.
2. I won't be able to quit using this brand tomorrow
3. I see the benefit of utilising this brand.
4. This company has assimilated into my family.

Consumers' Loyalty

1. I am happy to recommend this organisation to others for logistical services.
2. If the business offered better service and prices, I would utilise it.
3. I feel very loyal to the company
4. The company contacts consumers to find out their loyalty and commitment
5. The competitive strategies of the company are strong enough to make its market position
6. I feel sense well-being when use the company service

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