

Research Article

Determinants of Brand Love in E-Commerce Platforms: The Role of Pop-Up Advertising, Satisfaction, Brand Awareness and Brand Association among Blibli Users in Jayapura City

Yohanis Rante^{1*}, Indra Eka Wardana Toii²

¹ Universitas Cenderawasih, Indonesia; e-mail : yohanesrante@feb.uncen.ac.id

² Universitas Cenderawasih, Indonesia; e-mail : indra.toii@feb.uncen.ac.id

* Corresponding Author : yohanesrante@feb.uncen.ac.id

Abstract: This study aims to examine the determinants of brand love in e-commerce platforms by analyzing the influence of pop-up advertising, satisfaction, brand awareness, and brand association on brand love among Blibli e-commerce application users. This research emphasizes understanding which factors contribute significantly to strengthening consumers' emotional attachment and affection toward the brand. This study was conducted in Jayapura City, Papua, Indonesia, focusing on users of the Blibli e-commerce application. This research applied a quantitative approach. Data were collected through structured questionnaires distributed to active Blibli users in Jayapura City. Respondents were selected using purposive sampling, with criteria including individuals who have used the Blibli application and have conducted transactions through the platform. Data analysis was performed using Structural Equation Modeling (SEM) with SmartPLS 4.0 to evaluate the proposed hypotheses and test the relationships among the variables. The findings reveal that brand awareness and brand association have a positive and significant effect on brand love among Blibli users in Jayapura City. However, pop-up advertising and satisfaction do not show a positive and significant influence on brand love, indicating that intrusive promotional formats and transactional satisfaction alone are insufficient to generate deep emotional attachment. The results suggest that consumer's emotional connection to the brand is more strongly shaped by brand perception and brand meaning rather than advertising exposure and short-term satisfaction. This study concludes that brand love in e-commerce platforms is significantly driven by consumer's cognitive perception of the brand, particularly through brand awareness and brand association. In contrast, pop-up advertising and satisfaction are not proven to strengthen brand love. Therefore, Blibli should prioritize strategies that enhance brand identity, strengthen brand image, and create distinctive associations in consumer's minds. This study contributes to branding literature and provides practical implications for e-commerce marketing strategies.

Keywords: Brand Association; Brand Awareness; Brand Love; E-Commerce; Jayapura City; Pop-up Advertising; Satisfaction.

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1. Introduction

The rapid growth of digital technology has significantly transformed consumer purchasing behavior, particularly through the emergence of e-commerce platforms (Man et al., 2025; Rustiyana et al., 2025; Rante and Toii, 2025; Toii et al., 2025). In Indonesia, the development of online shopping applications has intensified competition among e-commerce providers, forcing companies to adopt innovative marketing strategies in order to maintain customer interest and loyalty (Ediyanto et al., 2025; Toii et al., 2025; Toii et al., 2024; Toii et al., 2025). As competition becomes increasingly dynamic, e-commerce companies are no longer focused solely on increasing transaction volumes, but also on building long-term relationships with

consumers (Toii et al., 2025; Toii, 2026; Situmorang et al., 2025; Damanik et al., 2025). One of the strongest indicators of a long-term consumer brand relationship is brand love, which reflects emotional attachment, affection, and a deep sense of connection between consumers and a particular brand.

Brand love has become an important concept in marketing studies because it represents a higher level of consumer loyalty compared to satisfaction alone (Balo et al., 2024; Sari et al., 2026; Toii and Landjang, 2026; Supriyanto et al., 2026). Consumers who experience brand love tend to show strong commitment, positive word of mouth behavior, and repeated purchasing intentions. In the context of e-commerce, brand love can help companies survive intense competition, reduce the risk of customer switching, and strengthen the sustainability of their market position (Judijanto et al., 2025; Landjang et al., 2025; Harjiyanto et al., 2026; Rante et al., 2026). Therefore, understanding the factors that influence brand love is essential for e-commerce platforms seeking to develop effective branding strategies and maintain consumer engagement in the long term (Landjang et al., 2025; Landjang et al., 2025; Ahza et al., 2026; Suwardi and Oktarisan, 2025).

One of the strategies frequently applied in digital marketing is pop-up advertising, which is designed to attract consumer attention instantly through direct promotional messages displayed while using an application (Nggabut et al., 2025). Pop-up advertisements are commonly used to promote discounts, flash sales, and product recommendations. However, pop-up advertising is often considered intrusive and disruptive, potentially causing negative consumer responses such as irritation and avoidance (Adisti et al., 2024). This raises a critical question regarding whether pop-up advertising truly contributes to strengthening consumer's emotional bonds with the brand or whether it merely increases short term attention without generating long-term affection.

In addition to promotional strategies, customer satisfaction is widely regarded as a key factor in building positive consumer attitudes toward a brand (Taufik and Asih, 2024). Satisfaction reflects consumer's evaluation of their experience after using a product or service, which may lead to repeated purchases and favorable perceptions. Nevertheless, in highly competitive digital markets, satisfaction alone may not be sufficient to create a deep emotional relationship (Widyaningrum and Suwandari, 2025). Consumers may feel satisfied with an e-commerce service but still easily switch to competitors offering better promotions or more attractive features. This indicates that satisfaction may not automatically translate into brand love, particularly in the context of e-commerce platforms where switching costs are relatively low.

Furthermore, brand related cognitive perceptions such as brand awareness and brand association play a vital role in shaping consumer emotional attachment (Pramudya et al., 2026). Brand awareness refers to the extent to which consumers can recognize and recall a brand when making purchasing decisions. A strong level of awareness increases the likelihood of consumers choosing the brand over competitors (Saifudin et al., 2025). Meanwhile, brand association refers to the mental connections consumers form regarding a brand, including perceptions of quality, trustworthiness, innovation, and brand image (Vianita et al., 2025). Positive brand associations can strengthen consumer's emotional connection and contribute to the formation of brand love, as consumers tend to develop affection toward brands that align with their expectations, values, and identity.

Although many studies have investigated the relationship between advertising, satisfaction, and brand-related factors, empirical evidence regarding their influence on brand love remains inconsistent, particularly within the context of e-commerce platforms in Indonesia (Yuli dan Aisah, 2025). Moreover, limited studies have focused on consumer behavior in eastern Indonesian cities such as Jayapura, where digital adoption continues to expand and consumer preferences may differ from those in major metropolitan areas. Jayapura City represents an important research setting because it reflects the growing influence of e-commerce in regional markets and provides valuable insights into consumer brand relationships beyond Indonesia's main economic centers.

Based on these considerations, this study aims to analyze the determinants of brand love by examining the effects of pop-up advertising, satisfaction, brand awareness, and brand association on brand love among Bibli users in Jayapura City. This research is expected to contribute to marketing and consumer behavior literature by clarifying the key factors that significantly shape brand love in the digital commerce environment. Additionally, the findings may provide practical implications for Bibli and other e-commerce platforms in developing branding strategies that emphasize long term emotional attachment rather than relying solely on promotional intensity and transactional satisfaction.

2. Literature review

Pop-Up Advertising

Pop-up advertising is a form of digital advertising that appears automatically when users access a particular application or website (Faizal et al., 2025). Pop-up advertisements are commonly used to deliver promotional messages such as discounts, vouchers, cashback offers, or product recommendations with the purpose of quickly attracting consumer's attention (Ramdhani et al., 2024). In the context of e-commerce, this strategy is often implemented to increase user engagement and encourage purchasing decisions in a short period of time (Hidayati et al., 2025). However, pop-up advertising may also be perceived negatively due to its intrusive nature. Advertisements that appear suddenly can cause discomfort, reduce the user experience, and trigger consumer avoidance behavior. This indicates that the effectiveness of pop-up advertising does not always directly contribute to consumer's emotional relationships with a brand, particularly in developing brand love. H1: Pop-up advertising has a positive and significant effect on brand love among Blibli e-commerce application users in Jayapura City.

Satisfaction

Satisfaction refers to consumer's evaluation of their experience after using a particular product or service (Muphimin dan Djaddang, 2024). Satisfaction occurs when the service received meets or exceeds consumer expectations (Hendriana dan Irawan, 2024). In the e-commerce industry, satisfaction can be influenced by various factors such as application convenience, delivery speed, product quality, and transaction security (Risma et al., 2024). Satisfaction is often considered an important factor that can enhance loyalty and long term relationships. However, satisfaction does not always create deep emotional attachment. Satisfied consumers may still switch to other platforms if competitors offer more attractive promotions or benefits. Therefore, the relationship between customer satisfaction and brand love needs to be further examined in the context of e-commerce users. H2: Satisfaction has a positive and significant effect on brand love among Blibli e-commerce application users in Jayapura City.

Brand Awareness

Brand awareness is the ability of consumers to recognize and recall a brand within a specific product category (Ramdanni dan Sirait, 2025). Brand awareness reflects how strongly a brand is embedded in consumer's minds (Sukmalengkawati dan Purwandi, 2025). In e-commerce, a high level of brand awareness makes it easier for consumers to consider the brand when conducting online transactions (Sabilla dan Yuliana, 2025). Brand awareness is an important initial factor in building consumer-brand relationships. The more frequently consumers see and recognize a brand, the greater the likelihood they will develop familiarity and trust. This familiarity can become the foundation for developing stronger emotional relationships such as brand love. H3: Brand awareness has a positive and significant effect on brand love among Blibli e-commerce application users in Jayapura City.

Brand Association

Brand association refers to all perceptions, impressions, or mental images that arise in consumer's minds when thinking about a particular brand (Barkah et al., 2023). Brand association may include brand image, service quality, company reputation, innovation, and consumer experience (Mulyono dan Kunto, 2022). In the e-commerce context, positive associations may be formed through ease of transactions, fast service, and the impression that the platform is safe and trustworthy (Hidayat et al., 2024). Strong and positive brand associations help build a clear brand identity in consumers' minds. When consumers hold positive associations toward a brand, they are more likely to develop emotional attachment and deeper affection. Therefore, brand association is expected to be an important factor in increasing brand love. H4: Brand association has a positive and significant effect on brand love among Blibli e-commerce application users in Jayapura City.

Brand Love

Brand love is a marketing concept that describes a deep emotional attachment and strong affection that consumers develop toward a particular brand. It reflects not only consumer's satisfaction with the brand but also their emotional connection, passion, and long-term commitment (Chariri et al., 2025). Brand love represents a higher stage of consumer brand relationship where consumers feel emotionally bonded and personally connected to the brand, similar to interpersonal love relationships (Tanamal et al., 2022). In the context of marketing,

brand love is considered an important indicator of strong brand equity because it shows that consumers have moved beyond rational evaluation and have developed emotional loyalty.

In the e-commerce context, brand love is essential because online shopping platforms offer similar products and services, making it easier for consumers to switch to competitors (Benefita et al., 2026). When consumers develop brand love, they are less likely to switch even when competitors offer promotions or price advantages (Wijayanto dan Tamzil, 2025). Brand love can be shaped by consumer's positive experiences, strong brand image, and meaningful brand associations. Thus, understanding brand love helps companies design effective branding strategies that focus on emotional engagement and long-term consumer relationships (Rahmawati dan Riyanto, 2023).

In the consumer behavior perspective, brand love is often associated with positive feelings such as happiness, excitement, trust, and pride when using or interacting with a brand (Kristiningsih dan Nurrania, 2024). Consumers who experience brand love tend to show strong loyalty and are more likely to repurchase, recommend the brand to others, and defend the brand against negative opinions (Burhanudin dan Febryanti, 2023). This indicates that brand love can strengthen consumer retention and increase the sustainability of a company's competitive advantage. Therefore, brand love has become an important variable in branding research, particularly in highly competitive industries such as e-commerce.

Hypothesis

Based on the theoretical framework above, the hypotheses of this research are as follows:

- a. It is hypothesized that pop-up advertising has a positive and significant effect on brand love.
- b. It is hypothesized that satisfaction has a positive and significant effect on brand love.
- c. It is hypothesized that brand awareness has a positive and significant effect on brand love.
- d. It is hypothesized that brand association has a positive and significant effect on brand love.

3. Proposed Method

Data Types and Sources

This study employed a quantitative research approach. The purpose of this study is to analyze the causal relationships between the independent variables, namely pop-up advertising, satisfaction, brand awareness, and brand association and the dependent variable, brand love. This research seeks to identify the key determinants that influence brand love among users of the Blibli e-commerce application. The research was conducted in Jayapura City, Papua, Indonesia, focusing on consumers who actively use the Blibli e-commerce application. Data were collected through an online questionnaire distributed via Google Forms and shared through social media platforms. The questionnaire was structured using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consisted of respondent demographic information and measurement items related to each research variable. The collected data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method. The analysis was conducted using SmartPLS 4.0 software.

Population and Sample

The population of this study consisted of all Blibli e-commerce application users in Jayapura City. Since the exact number of Blibli users in Jayapura City is not publicly available, the population was considered infinite. The sample was selected using a non-probability sampling technique, specifically purposive sampling. Respondents were chosen based on the following criteria: Individuals residing in Jayapura City, Individuals who have used the Blibli application, Individuals who have made at least one purchase transaction through Blibli, Individuals aged 17 years or above. The minimum sample size in this study was 100 respondents, which is considered adequate for data analysis using the SEM-PLS approach (Ghazali and Latan, 2015).

Research Variables and Operational Variables

In this study, there are two types of variables, namely independent variables and the dependent variable.

a. Independent Variables

Independent variables are those that cause or influence changes in the dependent variable. The independent variables in this study are Pop-Up Advertising (X_1), Satisfaction (X_2), Brand Awareness (X_3), and Brand Association (X_4).

b. Dependent Variable

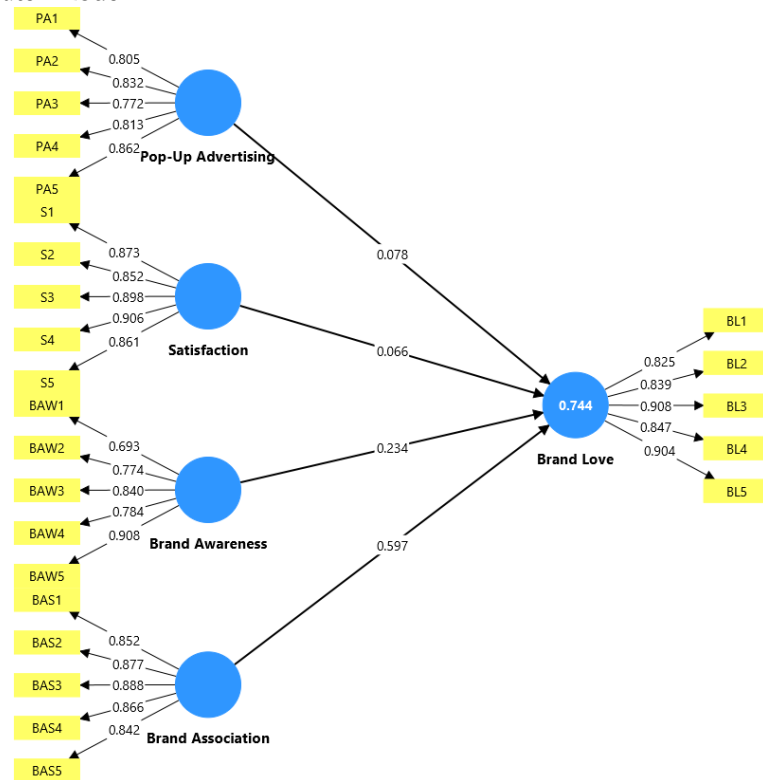
The dependent variable is the variable that is influenced by or becomes the outcome of the independent variables. The dependent variable in this study is Brand Love (Y).

4. Results and Discussion

Outer Model

Outer model measurements are used to test Convergent Validity, Discriminant Validity, AVE, Cronbach's Alpha and Composite Reliability.

Figure 1. Outer Model



Source: Processed by the author with SmartPLS 4.0 in 2026.

Convergent Validity

Table 1. Convergent validity.

Variable	Pop-Up Advertising	Satisfaction	Brand Awareness	Brand Association	Brand Love
PA1	0,805				
PA2	0,832				
PA3	0,772				
PA4	0,813				
PA5	0,862				
S1		0,873			
S2		0,852			
S3		0,898			
S4		0,906			
S5		0,861			
BAW1			0,693		
BAW2			0,774		
BAW3			0,840		
BAW4			0,784		
BAW5			0,908		
BAS1				0,852	
BAS2				0,877	
BAS3				0,888	
BAS4				0,866	
BAS5				0,842	
BL1					0,825

BL2	0,839
BL3	0,908
BL4	0,847
BL5	0,904

Source: Processed by the author with SmartPLS 4.0 in 2026.

Based on Figure 1 and Table 1, it is known that each indicator in each variable in the study meets the convergent validity criteria with a value of > 0.7 , so it is called Valid except variable BAW1 because BAW1 has a value of 0,693 which is < 0.7

Discriminant Validity

Table 2. Discriminant validity.

Variable	Pop-Up Advertising	Satisfaction	Brand Awareness	Brand Association	Brand Love
PA1	0,805	0,540	0,193	0,254	0,301
PA2	0,832	0,537	0,471	0,456	0,385
PA3	0,772	0,641	0,418	0,449	0,504
PA4	0,813	0,510	0,343	0,289	0,410
PA5	0,862	0,619	0,456	0,401	0,441
S1	0,673	0,873	0,372	0,492	0,471
S2	0,571	0,852	0,394	0,395	0,418
S3	0,600	0,898	0,429	0,433	0,511
S4	0,603	0,906	0,493	0,498	0,511
S5	0,643	0,861	0,506	0,575	0,562
BAW1	0,382	0,476	0,693	0,538	0,447
BAW2	0,401	0,399	0,774	0,485	0,536
BAW3	0,336	0,348	0,840	0,586	0,573
BAW4	0,392	0,420	0,784	0,589	0,662
BAW5	0,406	0,404	0,908	0,595	0,637
BAS1	0,448	0,523	0,661	0,852	0,828
BAS2	0,400	0,478	0,604	0,877	0,804
BAS3	0,402	0,451	0,578	0,888	0,710
BAS4	0,390	0,474	0,555	0,866	0,619
BAS5	0,354	0,443	0,600	0,842	0,575
BL1	0,419	0,422	0,740	0,740	0,825
BL2	0,432	0,580	0,543	0,610	0,839
BL3	0,531	0,588	0,614	0,803	0,908
BL4	0,397	0,438	0,619	0,706	0,847
BL5	0,436	0,435	0,588	0,724	0,904

Source: Processed by the author with SmartPLS 4.0 in 2026.

Based on Table 3, the cross loading factor value for each indicator on its construct is greater than that of other constructs, which can be concluded to meet the discriminant validity criteria.

Average Variance Extraded (AVE)

Table 3. Average Variance Extraded (AVE).

Variables	AVE	Criteria	Information
Pop-Up Advertising	0,668	$>0,5$	Valid
Satisfaction	0,771	$>0,5$	Valid
Brand Awareness	0,645	$>0,5$	Valid
Brand Association	0,749	$>0,5$	Valid
Brand Love	0,749	$>0,5$	Valid

Source: Processed by the author with SmartPLS 4.0 in 2026.

Based on Table 3, it is known that each variable in the study has an AVE value > 0.5 , where all variables are declared valid and meet the Average Variance Extraded (AVE) criteria.

Composite Reliability

Table 4. Composite Reliability.

Variables	Composite Reliability	Criteria	Information
Pop-Up Advertising	0,909	>0,7	Valid
Satisfaction	0,944	>0,7	Valid
Brand Awareness	0,900	>0,7	Valid
Brand Association	0,937	>0,7	Valid
Brand Love	0,937	>0,7	Valid

Source: Processed by the author with SmartPLS 4.0 in 2026.

Based on Table 4, it is known that each variable in the study has a composite reliability value > 0.7 so that all variables are declared reliable and meet the composite reliability criteria.

Cronbach's Alpha

Table 5. Cronbach's Alpha.

Variables	Cronbach's Alpha	Criteria	Information
Pop-Up Advertising	0,877	>0,7	Valid
Satisfaction	0,926	>0,7	Valid
Brand Awareness	0,861	>0,7	Valid
Brand Association	0,917	>0,7	Valid
Brand Love	0,916	>0,7	Valid

Source: Processed by the author with SmartPLS 4.0 in 2026.

Based on Table 5, it is known that each variable in the study has a Cronbach's alpha value > 0.7 so that all variables are declared reliable and meet the Cronbach's alpha criteria.

Inner Model

Inner model testing includes testing that can show the relationship between independent latent variables and dependent latent variables, where the structural model in question can be described as a hypothesis test, also known as an influence test (Ghazali dan Latan, 2015). Inner model testing is explained by the R-Square test (coefficient of determination).

Table 6. R-Square.

Variables	R-Square	Adjusted R-Square
Brand Love	0,744	0,734

Source: Processed by the author with SmartPLS 4.0 in 2026.

The R-Square test (coefficient of determination) is used to measure the magnitude of the influence of the independent variable on its influence on the dependent variable, where in Table 6 it is known that the brand love variable is influenced by the Pop-Up Advertising, Satisfaction, Brand Awareness and Brand Association variables by 73.84% and the remaining 26.6% is influenced by other factors not included in the study.

In the use of SmartPLS 4.0, there are criteria for accepting hypotheses which are carried out by bootstrapping which determines the relationship between the influence of independent variables on dependent variables, where a hypothesis can be accepted and is significant if the p-value is <0.5 and the t-statistic value is > t-table (1.96).

Table 7. Path Coefficient Results.

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics	P Values	Information
Pop-Up Advertising on Brand Love	0,078	0,080	0,103	0,765	0,444	Declined
Satisfaction on Brand Love	0,066	0,069	0,103	0,647	0,518	Declined
Brand Awareness on Brand Love	0,234	0,227	0,091	2.556	0,011	Accepted
Brand Association on Brand Love	0,597	0,601	0,093	6.418	0,000	Accepted

Source: Processed by the author with SmartPLS 4.0 in 2026.

Based on Table 7, it is known that the path coefficient results through the Original Sample (O) column in the results of testing the pop-up advertising variable on brand love obtained

a value of 0.078 or 7.8% and the T Statistic result was $0.765 < t\text{-table (1.96)}$ with the conclusion that the hypothesis is declined and does not has a positive influence in the relationship between the pop-up advertising variable on brand love which has a level of significance by looking at the P values owned by $0.444 > 0.05$ with the conclusion that the pop-up advertising variable does not has a significant effect on brand love, thus hypothesis 1 (H1) is declined because the pop-up advertising variable does not has a positive and significant influence on brand love because the T statistic is smaller than the t table (1.96) and P values > 0.05 .

For next hypothesis it is known that the path coefficient results through the Original Sample (O) column in the results of testing the satisfaction variable on brand love obtained a value of 0.066 or 6.6% and the T Statistic result was $0.647 < t\text{-table (1.96)}$ with the conclusion that the hypothesis is declined and does not has a positive influence in the relationship between the satisfaction variable on brand love which has a level of significance by looking at the P values owned by $0.518 > 0.05$ with the conclusion that the satisfaction variable does not has a significant effect on brand love, thus hypothesis 2 (H2) is declined because the satisfaction variable does not has a positive and significant influence on brand love because the T statistic is smaller than the t table (1.96) and P values > 0.05 .

For next hypothesis it is known that the path coefficient results through the Original Sample (O) column in the results of testing the brand awareness variable on brand love obtained a value of 0.234 or 23.4% and the T Statistic result was $2.556 > t\text{-table (1.96)}$ with the conclusion that the hypothesis is accepted and has a positive influence in the relationship between the brand awareness variable on brand love which has a level of significance by looking at the P values owned by $0.011 < 0.05$ with the conclusion that the brand awareness variable has a significant effect on brand love, thus hypothesis 3 (H3) is accepted because the brand awareness variable has a positive and significant influence on brand love because the T statistic is greater than the t table (1.96) and P values < 0.05 .

For next hypothesis it is known that the path coefficient results through the Original Sample (O) column in the results of testing the brand association variable on brand love obtained a value of 0.597 or 59.7% and the T Statistic result was $6.418 > t\text{-table (1.96)}$ with the conclusion that the hypothesis is accepted and has a positive influence in the relationship between the brand association variable on brand love which has a level of significance by looking at the P values owned by $0.000 < 0.05$ with the conclusion that the brand association variable has a significant effect on brand love, thus hypothesis 4 (H4) is accepted because the brand association variable has a positive and significant influence on brand love because the T statistic is greater than the t table (1.96) and P values < 0.05 .

Discussion of Results

The Effect of Pop-Up Advertising (X₁) on Brand Love (Y)

H1 stated that pop-up advertising has a positive and significant effect on brand love among Blibli users in Jayapura City. However, the results of this study indicate that pop-up advertising does not have a positive and significant influence on brand love, meaning that H1 is rejected. This finding suggests that pop-up advertising, although commonly used in e-commerce platforms to attract consumer attention, is not effective in creating emotional attachment toward the brand. Pop-up advertisements tend to be perceived as intrusive because they interrupt user activities while browsing products or completing transactions (Ristiand and Abdi, 2024). As a result, consumers may respond with annoyance or avoidance, which prevents the formation of deeper emotional feelings such as brand love. Therefore, pop-up advertising may only generate short-term awareness or purchase motivation, but it does not significantly contribute to building long-term emotional relationships with Blibli.

The Effect of Satisfaction (X₂) on Brand Love (Y)

H2 proposed that customer satisfaction has a positive and significant effect on brand love among Blibli users in Jayapura City. Based on the research findings, customer satisfaction does not have a positive and significant impact on brand love, thus H2 is rejected. This result indicates that satisfaction in the e-commerce context is more transactional and functional rather than emotional. Consumers may feel satisfied with Blibli's services such as delivery speed, product availability, and payment convenience, but such satisfaction does not necessarily develop into emotional attachment (Winata, 2023). In a highly competitive market, consumers may still switch to other platforms offering better promotions or benefits, even if they are satisfied with Blibli. This implies that satisfaction alone is not strong enough to create brand love, as brand love requires deeper psychological engagement and emotional connection.

The Effect of Brand Awareness (X3) on Brand Love (Y)

H3 stated that brand awareness has a positive and significant effect on brand love among Blibli users in Jayapura City. The findings show that brand awareness has a positive and significant influence on brand love, meaning H3 is accepted. This result suggests that consumers who can easily recognize and recall Blibli are more likely to develop emotional attachment toward the brand. High brand awareness creates familiarity, and familiarity strengthens trust and comfort when using the platform. When consumers repeatedly encounter the brand and perceive it as credible, they tend to feel more connected, which supports the development of brand love (Alfian et al., 2024). Therefore, increasing brand awareness through consistent marketing communication and strong brand presence is essential for strengthening emotional relationships with consumers.

The Effect of Brand Association (X4) on Brand Love (Y)

H4 proposed that brand association has a positive and significant effect on brand love among Blibli users in Jayapura City. The results confirm that brand association positively and significantly affects brand love, thus H4 is accepted. This finding indicates that the positive impressions and mental images consumers hold about Blibli play a crucial role in building brand love. Brand associations such as trustworthiness, service quality, convenience, innovation, and security can strengthen consumers' emotional feelings toward the brand. When Blibli is associated with positive values and benefits, consumers are more likely to develop affection and emotional commitment (Winata et al., 2023). This supports the idea that brand love is formed through strong and favorable brand meaning rather than promotional exposure alone.

5. Comparison

The findings of this study indicate that pop-up advertising does not have a positive and significant effect on brand love among Blibli users in Jayapura City. This result suggests that pop-up advertisements tend to be perceived as intrusive and disruptive, which reduces their effectiveness in building emotional attachment. This finding is consistent with previous studies in digital advertising literature which argue that intrusive advertising formats often generate irritation and avoidance behavior, preventing consumers from developing positive emotional connections with a brand. Therefore, the role of pop-up advertising is more likely to influence short-term attention rather than long-term emotional bonding such as brand love.

This study reveals that customer satisfaction does not have a positive and significant effect on brand love. This result supports the argument in prior research that satisfaction is often transactional and functional, particularly in e-commerce settings where switching costs are low. Several previous studies highlight that satisfied customers may still shift to competing platforms when better promotions or services are offered. Thus, satisfaction does not automatically create deep emotional attachment. This study strengthens the perspective that brand love requires more than meeting expectations; it requires emotional engagement, identity relevance, and meaningful brand experience.

The results confirm that brand awareness has a positive and significant influence on brand love. This finding aligns with many branding studies which emphasize that awareness is a fundamental requirement for consumers to develop emotional attachment. Previous research suggests that familiarity with a brand increases trust, reduces uncertainty, and strengthens consumer preference, which eventually contributes to stronger emotional bonds. Therefore, the findings of this study reinforce the idea that high brand awareness is a critical driver in building brand love in the e-commerce industry.

This study also shows that brand association has a positive and significant effect on brand love. This finding is consistent with previous studies which indicate that positive associations such as trust, quality, and reliability shape consumer perceptions and create strong emotional relationships with a brand. Prior research argues that brand love is often developed when consumers attach meaningful and positive attributes to a brand. The results of this study confirm that in e-commerce platforms, strong and favorable brand associations are essential for building consumer emotional attachment and affection toward the brand.

Overall, the findings of this study are in line with previous branding and consumer behavior literature which emphasizes that brand love is primarily influenced by strong brand perceptions such as awareness and association. On the other hand, promotional exposure

through pop-up advertising and functional satisfaction do not necessarily contribute significantly to emotional attachment. This comparison highlights that emotional branding strategies are more effective for building brand love than intrusive promotional tactics or satisfaction-based approaches alone.

6. Conclusions

This study concludes that the determinants of brand love among Blibli e-commerce application users in Jayapura City are mainly influenced by branding-related factors rather than promotional and transactional factors. The findings show that pop-up advertising does not have a positive and significant effect on brand love, indicating that intrusive advertising formats are not effective in building consumers' emotional attachment to the brand. In addition, customer satisfaction also does not have a positive and significant influence on brand love, suggesting that satisfaction in e-commerce tends to be functional and does not automatically develop into emotional bonding.

On the other hand, the results confirm that brand awareness has a positive and significant effect on brand love, meaning that consumers who recognize and easily recall the Blibli brand are more likely to develop emotional attachment. Furthermore, brand association is proven to have a positive and significant effect on brand love, indicating that positive impressions and strong brand image contribute significantly to strengthening consumers' emotional connection with the brand.

Overall, this study emphasizes that brand love in the e-commerce industry is primarily shaped by consumers' cognitive perceptions of the brand, especially through awareness and association. Therefore, Blibli should prioritize strategies that enhance brand visibility and strengthen positive brand associations in order to build long-term emotional relationships and sustainable brand love among consumers.

The authors contributed collectively to the completion of this article. Yohanis Rante contributed to the development of the research concept and design, formulation of the theoretical framework, preparation of the questionnaire, data collection, data analysis using SmartPLS 4.0, interpretation of the findings, and writing the initial draft of the manuscript. Indra Eka Wardana Toii contributed to the development of the literature review, refinement of the research methodology, validation of the analysis results, critical revision of the manuscript, improvement of academic writing quality, and final approval of the manuscript for publication. This research received no external funding, and the study was fully funded by the authors using personal resources for data collection, analysis, and manuscript preparation. The data presented in this study are available from the corresponding author upon reasonable request; however, the data are not publicly available due to privacy and confidentiality considerations of the respondents. The authors declare that there are no conflicts of interest regarding the publication of this manuscript.

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