

Letter of Paper Acceptance

Date: September 3, 2025 | No: 25090006-JIMKES

Dear **Galuh Mira Saktiana**,

I would like to confirm that your paper entitled "***Experience, Love and Trust Affect Brand Loyalty***" has been blind reviewed and accepted for publication in Vol. 13 No. 6 the issue of Jurnal Ilmiah Manajemen Kesatuan (JIMKES) (e-ISSN: 2721-169X; p-ISSN: 2337-7860) in 2025.

On behalf of the Editorial Board and publisher, thank you very much for your submission to our journal.

Sincerely,

Editorial Team

Jurnal Ilmiah Manajemen Kesatuan (JIMKES)



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ABSTRACT

The consumer market for traditional food products like Baisjts is a highly competitive one and is undergoing rapid changes. Quality, Trust, and Love are the key factors that influence consumer loyalty. This study explores the impact of brand experience on consumer loyalty through the mediating role of trust and love. The study uses a quantitative approach to test the hypotheses. The results show that brand experience has a significant positive impact on trust and love, which in turn leads to higher consumer loyalty. The study also identifies the key factors that influence brand experience and provides practical implications for marketers.

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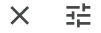
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The competitive market for traditional food brands underscores the need to understand factors driving consumer loyalty. This study examines how brand experience influences brand loyalty, mediated by brand trust, perceived quality, and brand love. The objective is to

clarify the mediating roles of these variables and address inconsistencies in prior research regarding their impact on

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