Analysis Of Brand Experience And Brand Satisfaction With Brand Loyalty Through Brand Trust As A Variable Mediation

Megasari Gusandra Saragih[1], Elfitra Desy Surya[2], Sri Rahayu[3], Harianto[4], Ramadhan Harahap[5], Slamet Widodo[6]
Management Study Program, Universitas Pembangunan Panca Budi, Medan, Indonesia[1,2,3,4,5,6]
Correspondence Email: megasarigusandrasaragih@dosen.pancabudi.ac.id

ABSTRACT

This research examines the influence of brand experience and brand satisfaction of brand loyalty with brand trust as intervening variable. The samples used in this study were 130 respondents who were Honda motorcycle customers in Medan city. Nonprobability sampling Technique by purposive sampling method is used as a sampling technique. The analysis method is Structural Equation Modeling (SEM) using the AMOS-20 (Analysis of Moment Structure) device. It was found that brand experience and brand Trust have significant effect on brand trust and brand loyalty. Brand Trust is a significant effect on brand loyalty. Brand Trust is a partial mediation the influence of brand experience and brand trust of brand loyalty.

Keywords: Brand Experience, Brand Satisfaction, Brand Trust, Brand Loyalty.

1. INTRODUCTION

Motor vehicles or motorcycles in Indonesia is one of the many transportation needed by the community. This is due to many factors, such as: rising FUEL prices, with less FUEL needed than cars, and motorcycles more practical and more agile in traffic when compared to cars. Motorcycles can still be reached by the wider community, maintenance and use is easier than the car. This is what makes most of the wider community prefer to use motorcycle vehicles. The increase in the purchase of motorcycles was a small impact on the ease of leasing by the banking sector. According to Saragih et al (2019) The use of online banking and credit cards is increased day by day. Plus in the span of the last three years, the price of the motor is relatively not going up, this is due to components or parts that are available also more than 90% local products. That makes this vehicle flexible against price changes (economic and business newspapers, 2019).

The growing need for transportation equipment brings fresh winds for automotive companies especially in the field of motorcycles. Today many motorcycle brands are emerging, such as: Honda, Yamaha, Suzuki, and Kawasaki as the main player in the motorcycle market in Indonesia, especially Medan city, where the automotive company is always competing for fighting Customer loyalty to their brand. Data of the Motorcycle Industry Association of Indonesia (AISI) mentioned the total motor market 2018 and then reached 6,383,111 units. Where Honda's motorcycle sales ruled a market share of 74.6 percent. This figure rose thinner compared to the previous year, where Honda controlled 74.51 percent of the motorcycle market share in Indonesia.

Based on the survey, when compared with the car community Medan more Select motorcycles as a personal vehicle used as a means of transportation to support their daily activities. Customer satisfaction against Honda motorcycles has been proven by the Charter of the Indonesia Customer Satifaction Awards (ICSA) 2015 as a company with the ability to provide the best customer satisfaction in the homeland. Survey conducted in 6 major cities namely Jakarta, Bandung, Semarang, Surabaya, Medan and Makassar with the number of respondents 7,500 people.

According to (Kotler, 2009), the brand is a function of the identification of goods or services as a differentiator of similar products from one or a group of other presenters. For consumer loyalty companies is a valuable asset because consumers will always buy products that have been issued a particular brand because consumers can recognize the brand from imagery, awareness and trust of a Brand from a positive consumer experience. Farrel in Sudaryono (2014) explained that understanding brand loyalty is a positive behavior towards a brand that encourages consumers to consistently buy the

brand when they need it. Brand loyalty is highly dependent on consumer satisfaction, the more satisfied a consumer is to a brand, the more loyal the consumer is to a brand. In addition to satisfaction, brand Trust also has influence on brand loyalty (Fatikhyaid, et al, 2019; Rizan et al, 2012).

The brand is also something that is formed in the minds of customers and has the power of building customer confidence (Peter, 2010:67). In addition, positive brand experiences tend to produce positive emotional and cognitive states that affect the psychological satisfaction with the brand (Kim, 2005). This positive brand experience can form if that of the customer's positive value is much more than the negative value (Christodoulides et al, 2006). Furthermore Widow & Ybarra (2006) stated that positive value is what is said to be a satisfaction towards the brand. Other studies have found that positive brand experiences are causing future repurchases, and if the positive experience of these repeat purchases is getting higher, it will further increase their confidence in the brand (Koufaris, 2002; Kim, 2005; Flavian & Guinaliu, 2006). It was concluded that the higher the positive level of the brand experience, the more they were satisfied and tended to trust that brand. Previous empirical evidence has found a positive relationship between brand experience and satisfaction and between brand experience and belief (Widow & Ybarra, 2006; Kim, 2005; Flavian & Guinaliu, 2006; Meyer & Schwager, 2007).

Still limited research that connects between brand experience and brand satisfaction of brand loyalty that mediated by Brand Trust is the reason for researchers to do this research.

2. LITERATURE REVIEW

2.1 Brand Experience

There is a growing number of evidence from marketing research showing that branding exposes customers or consumers to a variety of specific brand-related stimuli, such as brand-identifier colors (Ofir & Simonson, 2007), Shapes (Joy & Sherry, 2003), typography, Background design elements (Mandel & Johnson, 2002), and the slogan, mascot, and brand character (Johar, Sengupta, & Aaker, 2005). This brand-related Stimulus appears as part of the design and brand identity (e.g., name, logo, signage), packaging, and marketing communications (e.g., advertising, brochures, websites) and in environments where brands are marketed or sold (such as: Shop , events). While this brand-related stimulation is a major source of subjective and internal consumer feedback, the main evaluation of a service occurs after ingestion (Arnold, et al, 2005). Brand experience is a source of personal information that can be utilized to form the basis of future decisions, such as the intention of buyback (Brakus, et al, 2008). The idea was sustained by Sahina et al (2011) who found that previous experiences with the service had a huge impact on the brand's choice for subsequent service purchases. Thus, attitudes towards the brand are mainly formed after the first purchase. This evaluation, in turn, is used as a pre-evaluation for repeat purchases. Brand loyalty is thus developed through a brand repurchase experience over time (Ercis et al, 2012). Consistent with this idea is the findings that suggest that the more frequent the previous experience, the stronger his attitude (Grace & O'Cass, 2004). An understanding of previous experience roles with purchasing decisions is crucial to an understanding of the development of brand loyalty attitudes. In this study, the brand experience was defined according to Brakus et al, (2009) stating it as subjective, internal consumer response and behavioral response posed by brand-related stimuli that were part of the design and identity The brand, packaging, communication, and environment.

2.2 Brand Satisfaction

According to He, Li and Harris (2012), satisfaction occurs when the performance of a brand meets the expectations of buyers. Nam, Ekinci and Whyatt (2011) Describe brand satisfaction as a evaluative summary of the direct consumption experience, based on the differences between previous expectations and the actual performance felt after ingestion (Kuenzel & Halliday, 2008). However, in this study, brand satisfaction was defined according to Grisaffe & Nguyen (2011) stating it as a cumulative satisfaction as a overall consumer evaluation based on total purchasing and consumer experience with the product brand or service.

2.3 Brand Trust

Brand Trust is "the average consumer's willingness to rely on the brand's ability to perform the functions it says" (Chaudhuri & Holbrook, 2001; Schau, Muniz & Arnould, 2009). This notion is more prominent in situations of uncertainty, information asymmetry, and fear of opportunism; Thus, the role of belief is to reduce the uncertainty and asymmetry of information and make customers feel comfortable with their brand (Chiu, Huang, & Yen, 2010; Gefen, Karahanna, & Straub, 2003; Pavlou, Liang, & Xue, 2007). In marketing literature, trust is considered a key element for the development of brand bonding and has been recognized as a very significant tool for enhancing brand performance (Carroll & Ahuvia, 2006; McAlexander, Schouten & Koenig, 2002; Ruyter, Moorman & Lemmink, 2001). This literature notes that repeated interactions with brand and brand experiences are the key to building trust (Wang & Emurian, 2005; Schau et al., 2009). In fact, according to Zhou, Zhang, Su & Zhou (2012), an increase in the level of interaction between consumers and brands is the practice of value creation that makes them trust and love a brand. In this study, brand trust is defined as the average consumer will to rely on the brand's ability to perform the functions it says (Wang & Emurian, 2005).

2.4 Brand Loyalty

Loyalitas merek adalah preferensi konsumen secara konsisten untuk melakukan pembelian pada merek yang sama pada produk yang spesifik atau kategori pelayanan tertentu. Loyalitas merek adalah sebuah komitmen yang kuat dalam berlangganan atau membeli suatu merek secara konsisten di masa yang akan datang (Schiffman dan Kanuk, 2004). Rangkuti (2004) menjelaskan bahwa loyalitas merek dapat diukur melalui: Behavior measures, Measuring switch cost, Measuring satisfaction, Measuring liking brand dan Measuring commitment.

2.5 Conceptual Framework

Based on the theories previously outlined, the conceptual framework in this study can be described as follows:
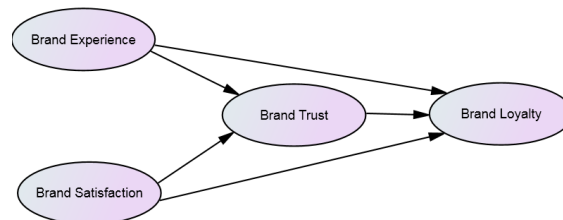

Figure 1. Conceptual Framework

2.6 Hypotheses

Hypotheses in this study can be described as follows:

1. Effect of brand experience on brand Trust

   Research from Chaudhuri and Holbrook (2001), found a positive relationship between perceived brand value and trust. Therefore, the higher the level of positive brand experience that customers realize, the more they are satisfied and tend to trust that brand. Previous empirical evidence has found a positive relationship between brand experience and satisfaction and between brand experience and belief (Widow & Ybarra, 2006; Kim, 2005; Flavian & Guinaliu, 2006; Meyer & Schwager, 2007). Thus the 1st hypothesis (H1) in this study may be expressed as follows:

   H1: Brand experience has significant effect on the brand of Honda motorcycle brands in Medan City.

2. Influence of brand satisfaction on the brand Trust

   According to Nam, Ekinci & Whyatt (2011), satisfaction with brand consumption resulted in a positive attitude towards the brand, which leads to brand trust. Brand Trust, in this tone, expresses consumer confidence that the satisfaction of an experienced brand will continue to be fulfilled by the brand (Zhou, Zhang, Su & Zhou, 2012). Thus, the higher the customer's conscious brand satisfaction rate, the higher the brand confidence level. Further research from Chinomona (2013) found

that brand satisfaction has significant effect on the brand trust. Thus the 2 hypothesis (H2) in this study can be expressed as follows:

H2: Brand satisfaction significantly affects the brand trust of Honda motorcycles in Medan city.

3. Effect of brand experience on brand loyalty

The research from Samuel and Putra (2018) found that the brand experince has no significant effect on brand loyalty. While research from Nyohardi (2016) found that the brand experince has a significant effect on brand loyalty. Thus the 3 hypothesis (H3) in this study can be expressed as follows:

H3: Brand experience has significant effect on Honda motorcycle brand loyalty in Medan city.

4. Influence of brand satisfaction on the brand loyalty

Research from Nyohardi (2016) found that brand satisfaction has significant effect on brand loyalty. Thus the 4th hypothesis (H4) in this study can be expressed as follows:

H4: Brand satisfaction has significant effect on Honda motorcycle brand loyalty in Medan city.

5. Influence of brand trust in brand loyalty

Research from Ahmed et al (2014), Rizan et al (2012), and Fatikhyaid (2019) found that brand trusts have a significant impact on brand loyalty. Thus the 5 hypothesis (H5) in this study can be expressed as follows:

H5: Brand Trust has a significant effect on Honda motorcycle brand loyalty in Medan city.

6. Brand Trust to have the influence of brand experience on brand loyalty

Koufaris (2002), Kim (2005), Flavian & Guinaliu (2006) found that positive brand experiences require future buyback and increasingly higher positive experiences from this recurring purchase, more and more customers tend to trust Brand. Research from Ratnawati and Ayu Lestari found that the brand has been the effect of the brand experience of brand loyalty. The hypothesis 6 (H6) In this study can be expressed as follows:

H6: Brand Trust has been the influence of brand experience of Honda motorcycle brand loyalty in Medan city.

7. Brand Trust to influence the brand satisfaction on the brand loyalty

Researchers have previously found a positive relationship between brand satisfaction and brand Trust (Whang, Allen, Sahoury & Zhang, 2004; Suh & Han, 2003; Yoon, 2002; Kuenzel & Halliday, 2008). Further research from Rizan et al (2012), found that the brand Trust has a significant effect on brand loyalty. Thus the 7 hypothesis (H7) in this study can be expressed as follows:

H7: Brand Trust has been the influence of the brand satisfaction of the Honda motorcycle brand loyalty in Medan city.

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3. RESEARCH METHODOLOGY

This type of research is a quantitative method with an associative approach. The population in this research is all Honda motorcycle owners in the city of Medan. Sample selection is done by nonprobability sampling method with purposive sampling technique. The criteria in this study are Honda motorcycle users who have had at least 2 motorcycles under the Honda brand. The number of samples was set to 130 respondents. The selection of this sample is based on the opinion of Hair (2009) which says that in quantitative studies allowed to use the sample amount between 100 to 200 Reponden. Subsequent Hair (2009) says that the number of samples in SEM is determined by the number of indicators multiplied by 5-10. In this study there were 18 indicators, 18 x 7 = 126. Coupled with 4 samples in case of outlier data. The number of samples became 130 respondents.

Data collection techniques use questionnaires with a Likert 5-1 scale. Data analysis techniques by using the path analysis by using SEM through the help of Amos 20.0. The indices used to test the feasibility of the model are as follows:

Table 1. Model Feasibility Testing Index

Goodness Of Fit Index	Cut-off Value
χ^2 C-square Statistics	df, $\alpha = 5\%$
Probability	$\geq 0,05$
CMIN/DF	$\leq 2,00$
GFI	$\geq 0,90$
AGFI	$\geq 0,90$
TLI	$\geq 0,95$
CFI	$\geq 0,95$
RMSEA	$\leq 0,08$

Sumber: Ghozali (2013)

Interpretation of C. R test and significance test according to the opinion of Ferdinand (2014). The mediation test used the Sobel Test of Barron & Kenny (1989) which was later developed by Preachers & Hayes (2001).

4. RESULTS AND DISCUSSION
4.1 Research Results
4. 1.1 Confirmatory Factor Analysis (CFA) test
The following are the indicator values of the CFA test results:

Tabel 2 CFA Test Result

No.	Indicator			Value	Cut of value	Description
1	BE1	<---	BrandExperience	,747	0,60	Valid
2	BE2	<---	BrandExperience	,736	0,60	Valid
3	BE3	<---	BrandExperience	,766	0,60	Valid
4	BE4	<---	BrandExperience	,769	0,60	Valid
5	BS1	<---	BrandSatisfaction	,756	0,60	Valid
6	BS2	<---	BrandSatisfaction	,799	0,60	Valid
7	BS3	<---	BrandSatisfaction	,743	0,60	Valid
8	BS4	<---	BrandSatisfaction	,729	0,60	Valid
9	BT1	<---	BrandTrust	,783	0,60	Valid
10	BT2	<---	BrandTrust	,750	0,60	Valid
11	BT3	<---	BrandTrust	,720	0,60	Valid
12	BT4	<---	BrandTrust	,748	0,60	Valid
13	BL1	<---	BrandLoyalty	,697	0,60	Valid
14	BL2	<---	BrandLoyalty	,749	0,60	Valid
15	BL3	<---	BrandLoyalty	,762	0,60	Valid
16	BL4	<---	BrandLoyalty	,762	0,60	Valid
17	BL5	<---	BrandLoyalty	,789	0,60	Valid
1	BL6	<---	BrandLoyalty	,738	0,60	Valid

Based on table 2 It is known that the indicator of each variable is valid, judging by its value greater than 0.60. Therefore this model is worth testing for the next stage.

4.2 Model Conformance Test
A model conformance test is done to see how far the construct can meet the Goodness of Fit (GOF) criteria. The following will be presented images of model conformance tests:
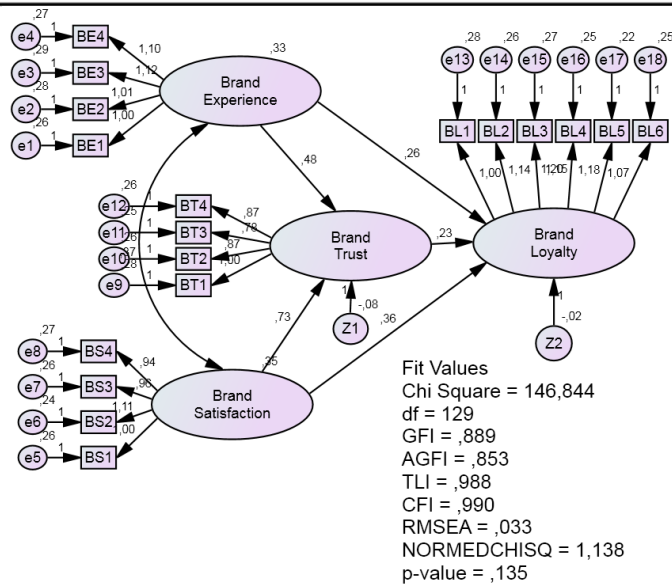
Figure 2. Model Conformance Test

In Figure 2 can be seen that the construct used to form this research model has fulfilled the criteria of GOF. Like the Chi-square, TLI, CFI, RMSEA, CMIN/DF values that have fulfilled the required criteria and more reemphasized with the P-value value of 0.135 which is greater than 0.05 indicates that the model formed has been very significant. Except the GFI and AGFI values are still marginal but are approaching well.

4.3 Discussion

Statistical tests were conducted by observing the significance level of inter-variable relationships indicated by the C. R (Critical Ratio) value identical to the-t test in regression and the probability (P) value. Significant relationships are marked with a C. R value greater than 2.58 and a value of P is smaller than 0.05 (Ferdinand, 2014). To see how large the influence of an independent variable (brand experience and brand satisfaction) or the dependent (brand trust and brand loyalty) is shown in the following table 3:

Table 3. Effect of independent variables on dependent variables

			Std. Estimate	Estimate	S.E.	C.R.	P
BrandTrust	<---	BrandExperience	,411	,477	,101	4,731	***
BrandTrust	<---	BrandSatisfaction	,651	,729	,106	6,886	***
BrandLoyalty	<---	BrandExperience	,296	,265	,060	4,447	***
BrandLoyalty	<---	BrandTrust	,302	,232	,053	4,407	***
BrandLoyalty	<---	BrandSatisfaction	,411	,355	,080	4,427	***

According to table 3 will be elaborated in detail to be able to clearly answer the hypothesis of this research as follows:

The effect of Brand Experience on Brand Trust

The table 3 brand experience has significant effect on the brand trust with a standardized estimate value of 0.411 (41.1%), a critical ratio of 4.731 and a significant probability (* * * or 0.0001) value. This proves that the brand experience has a significant impact on the brand of Honda motorcycles in Medan city.

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In the automotive business, brand experience is the key to successful success of the automotive business itself. Brand experience is very important role in the creation of motorcycle brand Trust. Nowadays there are some automotive companies that are less concerned about the brand experience and brand trust of the products they produce, as a result there are some motorcycles that eventually disappear from the circulation because it loses competition with products Other motorcycles. Many of them are solely focused on the price of a motorcycle that is inexpensive and and is competing to attract customers with the various offers offered without regard to the quality of the products they make so that customers view That the company lacks experience in creating a good brand in the eyes of customers who make customer confidence in their brand to fade. But it does not happen to Honda motorcycles in the city of Medan. Brand experience that is perceived by customers already owned well by Honda motorcycle makes Honda motorcycle in Medan city has high brand trust.

The Effect of Brand Satisfaction on Brand Trust

Based on table 3 brand satisfaction it has significant effect on the brand trust with a standardized estimate value of 0.651 (65.1%), a critical ratio of 6.886 and a significant probability (* * * or 0.0001) value. This proves that the brand satisfaction significantly affects the brand trust Honda motorcycle in Medan city.

Motorcycle Customer satisfaction is an aspect that should be considered, if the customer is satisfied with the brand offered of course will give positive psychological effect that will impact on the brand trust every motorcycle brand that is in City of Medan. If customers are satisfied with the brand being offered, it can be ensured that the customer will have a high level of confidence in the brand and will not turn to another motorcycle brand. This is the case with Honda motorcycles in the city of Medan. Customers are satisfied with the brand being offered so that their trust in the Honda motorcycle brand is also high.

The effect of brand Experience on Brand Loyalty

According to table 3 brand experience significant impact on brand loyalty with standardized estimate value of 0.296 (29.6%), critical ratio value of 4.447 and value of probability (* * * or 0.0001) are very significant. This proves that the brand experience has a significant effect on the Honda motorcycle brand loyalty in Medan city.

The experience of someone he felt when using a motorcycle brand gave a reference to the person to re-buy and reuse a motorcycle brand. The positive impression they feel when using motorcycles will form a long-term, loyalty attitude that can even make the person recommend the brand for free to others whom he considers appropriate The needs of the person he recommends. So it can be stated that a good brand experience will give a strong effect on the creation of the Honda motorcycle brand loyalty in Medan city.

The Effect of Brand Satisfaction on Brand Loyalty

According to table 3 brand satisfaction it has significant effect on brand loyalty with standardized estimate value of 0.411 (41.1%), the critical ratio value of 4.427 and the value of probability (* * * or 0.0001) which is very significant. This proves that the brand satisfaction has a significant effect on Honda motorcycle brand loyalty in Medan city.

Customer satisfaction of motorcycle brands is key to the success of automotive business. Creating brand satisfaction is not something that can be done in an instant. But it requires the whole process of starting the product before use and after use. The impression left of a product brand is very important as a deciding customer satisfaction towards the brand. If customers are satisfied with the brand being offered, it can be ensured that the customer will have a high level of confidence in the brand and will not turn to another motorcycle brand. This is the case with Honda motorcycles in the city of Medan. Customers are satisfied with the brand being offered so that their trust in the Honda motorcycle brand is also high.

The Effect of Brand Trust on Brand Loyalty

Based on table 3, the brand Trust has significant impact on brand loyalty with a standardized estimate value of 0.302 (30.2%), a critical ratio of 4.407 and significant probability (* * * or 0.0001) value. This proves that the brand Trust has a significant effect on the Honda motorcycle brand loyalty in Medan city.

The principle of brand Trust is a principle that lubricated the relationship between Honda motorcycles and their customers. Repeated purchases made by customers are certainly based on

the trust of customers on the Honda motorcycle brand, so Honda is deemed necessary to maintain the brand's good name while maintaining and maintaining Community confidence. Customer confidence in the Honda motorcycle brand will increase the value of strong relationship between the customer and the Honda motorcycle brand. With that will increase the likelihood of the customer to do re-consumption and can be able to influence the decrease in the possibility to make a move on another motorcycle brand so that the brand loyalty Honda motorcycle in Medan City will be formed firmly.

Brand Trust mediates the effect of Brand Experience on Brand Loyalty

To find out whether or not mediating brand trust on the influence of brand experience with brand loyalty, can be seen in the picture of the following sobel test results:

Input:		Test statistic:	Std. Error:	p-value:
a 0.411	Sobel test:	3.31154398	0.03748161	0.00092783
b 0.302	Aroian test:	3.27827984	0.03786193	0.00104442
s_a 0.101	Goodman test:	3.34584168	0.03709739	0.00082033
s_b 0.053	Reset all		Calculate	

figure 3. Sobel Test Result I

Based on table 3 and Figure 3, the significance of the A-line (0.0001), path – b (0.0001), line-C (0.0001), and C-line ' (0.0009) was found. Then it can be concluded that the brand trust is a partial mediation influence the brand experience of the Honda motorcycle brand loyalty in the city of Medan. This means that the brand trust not only directly influence to increase the brand loyalty of Honda motorcycle customers in the city of Medan but also can be an intermediary between the brand experience of the Honda motorcycle brand loyalty in Medan city.

Brand Trust mediates the effect of Brand Satisfaction on Brand Loyalty

To determine whether or not the brand Trust on the influence of brand satisfaction with brand loyalty, can be seen in the image of the test results of Sobel test:

Input:		Test statistic:	Std. Error:	p-value:
a 0.651	Sobel test:	4.17713965	0.04706618	0.00002952
b 0.302	Aroian test:	4.14769653	0.04740029	0.00003358
s_a 0.106	Goodman test:	4.20721882	0.04672968	0.00002585
s_b 0.053	Reset all		Calculate	

Figure 4. Sobel Test Result II

Based on table 3 and Figure 4, the significance of the A-line (0.0001), line-B (0.0001), line-C (0.0001), and C-line ' (0.00002) was found. Then it can be concluded that the brand trust is a partial mediation the influence of brand satisfaction of the Honda motorcycle brand loyalty in the city of Medan. This means that the brand trust not only directly influence to increase the brand loyalty of the Honda motorcycle in Medan City but also can be an intermediary between the brand satisfaction of the Honda motorcycle brand loyalty in the city of Medan.

5. CONCLUSION

Conclusions based on the results of the analysis in this study, among others: (1) The Brand experience significant effect on the brand trust Honda motorcycle in Medan city; 2) Brand satisfaction significantly affects the brand trust Honda motorcycle in Medan city; 3) Brand experience significant effect on Honda motorcycle brand loyalty in Medan city; 4) Brand satisfaction has significant effect on Honda motorcycle Brand loyalty in Medan city; 5) Brand Trust has a significant effect on the Honda motorcycle Brand loyalty in Medan city; 6) Brand Trust is a partial mediation influence of Brand experience of Honda motorcycle brand loyalty in Medan city; 7) Brand Trust is a partial mediation influence Brand satisfaction of the Honda motorcycle brand loyalty in Medan city.

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