



Pengaruh *Brand Experience* terhadap *Brand Loyalty* yang Dimediasi oleh *Brand Love* dan *Brand Trust*

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Abstrak

Research peneliti dilakukan sebagai penelitian yang meneliti dampak Pengalaman merek terhadap loyalitas *brand* yang dimediasi oleh *brand love* beserta *brand trust*. Metode penelitian yang dipergunakan yakni kuantitatif melalui pengumpulan data melewati kuesioner. Selanjutnya data kuesioner tersebut diolah melalui pemanfaatan analisis SmartPLS 3 yang di dalamnya terdapat pengujian *outer model* serta *inner model*. Sejumlah 194 responden yang merupakan pengguna mobil jenis *hatchback* lebih dari 1 tahun dan anggota komunitas mobil jenis *hatchback* di Malang terpilih menjadi sampel. Hasil penelitian membuktikan bahwasanya *brand experience* membawa dampak yang positif serta signifikan pada *brand love*. Kemudian *brand experience* membawa dampak yang baik dan penting terhadap *brand trust*. *Brand experience* membawa dampak yang baik dan penting terhadap *brand loyalty*. Kemudian *brand love* membawa dampak yang baik dan penting terhadap *brand loyalty*. Yang terakhir yaitu *brand trust* memiliki efek yang cukup kuat dan positif terhadap *brand loyalty*.

The Influence of Brand Experience to Brand Loyalty Mediated by Brand Love and Brand Trust

Abstract

The goal of this study is to explore how Brand experience influences brand allegiance or brand loyalty, with the help of brand love and brand trust. The research method used is quantitative through data collection through questionnaires. Furthermore, the questionnaire data is processed through the use of SmartPLS 3 analysis in which there is testing of the outer model and inner model. A total of 194 respondents who are hatchback car users for more than 1 year and members of the hatchback car community in Malang were selected as samples. The findings demonstrate that brand experience exerts a considerable and favorable impact on brand love. Subsequently, brand experience exerts a favorable and meaningful impact on brand trust. Brand experience exerts a favorable and meaningful impact on brand loyalty. In addition, brand love exerts a favorable and meaningful impact on brand loyalty. Finally, brand trust yields a constructive and noteworthy influence on brand loyalty.

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At the start of the hatchback, sales of this type of vehicle are quite promising. Proved in 2012, this type of vehicle is on sale in the market that makes it in a time of success. According to data provided by Gaikindo (2012), it is mentioned that the hatchback car sales reached 73,196 units. As time passed, this type of car experienced a decline in the following year due to the emergence of several other types of cars that provide more practicality and features at prices similar to the hatchback type. Examples of car purchases according to Gooto.com (2014) are when the previous year consumers bought a hatchback car, but the following year the consumer bought a crossover car. This is demonstrated in the wholesale diagram of hatchback car sales in Indonesia in 2012 - 2018 below.

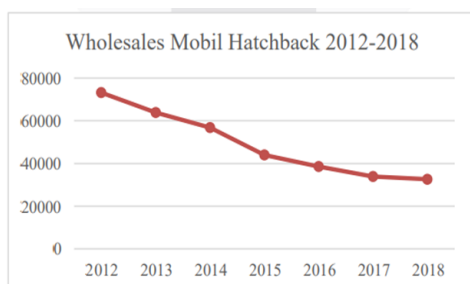


Figure 1. Wholesale Car Hatchback 2012-2018

Source: Gaikindo Report Data

Brand Loyalty is a commitment made by a customer to decide to re-purchase a preferred product. (Oliver, 1999). Brand Loyalty can arise as consumers feel satisfaction from the product or service provided by the brand. This satisfaction can be seen from the functionality of a product that is capable of meeting all consumer needs, such as having a driving feeling that is fun to drive, having an optimal energy and fuel-efficient, having adequate accommodation, both for passengers and goods and the last is a durable selling price. On the other hand, the indicator created Brand Loyalty is because consumers are so fond of the brand of the product because they have been using it for a long time so that customers return to buy that product or different

products that are adapted to the current needs, but still buy from the same brand. Rangkuti (2009), stated that there are five indicators on brand loyalty, namely Measuring Commitment, Measuring Switch Cost, Behavior Measures, Measuring Liking Brand and Measuring Satisfaction.

Brand Experience is an activity that is present as a reaction to the presence of stimuli generated by a particular brand. (Huang, 2017). In 2024, the car companies that play in the hatchback car segment remain optimistic and much demanded by consumers because of the image known to consumers as small and lightweight cars, powered and fuel-efficient, have good passenger accommodation and have sufficient practicality. The fact that the field is happening, the hatchback segment is experiencing a decline in sales. This is explained by the Head of Marketing and Customer Relationship Division of Sales Operations namely Mr. Hendrayadi Lastiyoso who works at PT Astra International Daihatsu, stating that indeed in the last 2-3 years the city car hatchback segment has been declining and only a few brands are still in the segment. This is demonstrated by the market sales data in the city car hatchback segment of 1.5% - 1.75% of all product sales in Indonesia that reaches 80,000 units per year. Besides, the reason for the decline of this city car segment hatchbacks due to the presence of the 3 largest market segments in Indonesia, Now there are three types of cars that are sold, namely Low Multi Purpose Vehicle (LMPV), Low Cost Green Car (LCGC) and the latest market segment is Sport Utility Vehicles (SUV). In a study in 2009, it was mentioned that there are four important things that affect how we feel about a brand, namely what we feel with our senses, our feelings, how we act, and what we think intelligently.

Brand Love is an affection associated with the great feelings of a customer to a brand that is the main element in the relationship created

between the consumer and the brand. (Bagozzi et al., 2017). When Brand Love on the customer has appeared, then the customer will dig more information related to the product of the brand he purchased so that the product can be used well when it has reached the consumer's hands. One way to find information about the product is to use social media. In this case, the dissemination of data is done using social media on the community of hatchback car users in Malang. By using the social media used to publish the activity of the Hatchback community in Malang, then consumers can monitor their activity and can share with members of the community about the products they use or even join the community. Sallam. (2014), stated that there are four indicators of Brand Love, namely Passion for a Brand, Brand Attachment, Positive Evaluation of the Brand, and Declarations of Love Toward the Brand.

Brand Trust is a willingness for customers to trust the reliability and ability of the brand when performing their functions so that the brand that has been given the trust can keep its promise to the consumer consistently that can be seen through product development, product production, product sales, service provided to the seller and product advertising. At this Brand Trust, consumers will fully give confidence to the car brand they demand because they believe in the experience in selling the product or serving the needs of consumers supported by consumer loyalty to the cars they own and love to the brands they demand from year to year. Lau and Lee (in Handayani and Martini, (2015:5)), stated that there are six indicators on Brand Trust, namely Brand Reputation, Brand Predictability, Trust in Brand, Company Reputation, Corporate Integrity, and (Peer Support).

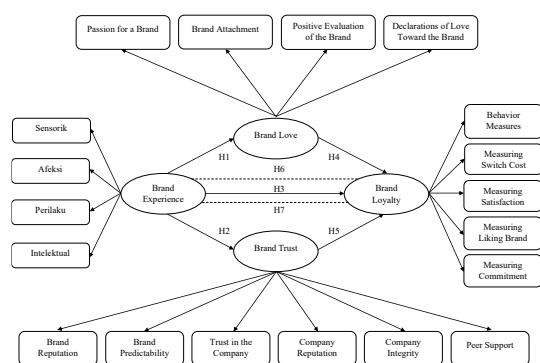
In this study, there is a difference from the previous research. The first difference is that the object of this study is a hatchback car user over 1 year and a member of the hatchbacks community in Malang. Then the second difference is the

results of the research, which in the previous study has an uninfluent hypothesis. The uninfluent hypotheses come from the researcher named Angelina, et, al., (2023), who explains that brand experience has no positive and significant effect on brand trust. In addition, there are other researchers named Bae, Ryul, Byung, (2022), explaining that experience toward brand does not have a sufficiently definite impact on brand loyalty mediated by brand confidence. Huang, Chao-Chin, (2022) Explains that experience with a brand has no major and positive impact on trust in a brand. Then the last one is from the results of previous research by Putra, Wilson, Thomas and Keni, (2020), explaining that experiences with brands have a negative and significant impact on brand loyalty. As for the approach used refer to Maduretno, et, al. (2022). The results of this study indicate that there is a significant and positive direct impact of brand experience on Brand Love, has a significant as well as positive impact of Brand experience on brand trust, there is an immediate and positive effect of Brand Experience on Brand Loyalty, there are significant and negative impacts of brand love on brand loyalty, and there is also a positive and beneficial effect of brand experiences on brand loyalties mediated by brand trust.

With the phenomenon previously, this study aims to test the relationship between Brand experience and Brand loyalty medied by Brand Love brand and Brand Trust in the community of hatchback-type vehicle users in Malang. Therefore, from this study, entitled "The Influence of Brand Experience on Brand Loyalty Mediated by Brand Love and Brand Trust (The Study on The Community of Hatchback Cars User in Malang)". The question is how the independent variable (Brand Experience) affects Brand Loyalty, either directly or through Brand Love and Brand Trust. From the previous references and the development of the concept framework, it was found that:

- H1: "Brand Experience influences Brand Love."
- H2: "Brand Experience influences Brand Trust."
- H3: "Brand Experience influences Brand Loyalty."
- H4: "Brand Love influences Brand Loyalty."
- H5: "Brand Trust influences Brand Loyalty."
- H6: "Brand Experience influences Brand Loyalty through Brand Love."
- H7: "Brand Experience influences Brand Loyalty through Brand Trust."

Figure 2. Measurement Model



Source: Data Processed by Researchers (2024)

METHOD

This research utilizes a quantitative method derived from the type of explanatory and descriptive research that explains the cause-and-effect relationship between the variables composed of the exogenous variable, which is the variable that affects the research is the Brand Experience, then the Endogene variable is the affected Brand Loyalty, and Brand Love, Brand Trust acts as the Intervening variable. In this case, the researchers used a population of hatchback car users for more than 1 year and members of the Hatchback community in Malang so belonged to the infinite population. The Sampling technique uses non-probability sampling and with some criteria then this research is also a kind of purposive sampling. For the number of respondents or samples used is calculated using the Hair formula. According to the formula Hair (2012), the sample number is 190 respondents obtained from $n \times 5$, where n is the amount of question items, so the result is 38×5 and for the samples taken by the researchers is 194 respondents.

The measurement tool to compile the results of the questionnaire in this study uses an angket along with an online questionnaire that uses a **likert scale** of digits **one to five** measured from STS (1) to SS. (5). Descriptive statistical analysis along with SEM-PLS analysis is used as a technique for data analysis.

RESULTS

Respondents Based on Age

From the table 1 we can see that 194 people who filled in this questionnaire are the majority aged 21-30 consisting of 120 people or 61.9%. This shows that at that age many respondents use cars for everyday activities, such as college, work or going out of town with friends/families. Then at this age can be said as the age of transition from college to work time where respondents can set aside monthly money / salary money for car care needs or even modify the car for those who like modifications to make the appearance of the car they own more attractive to see, both for the owner and for the community around them.

Table 1. Respondents Based on Age

No	Age	Amount	Percentage (%)
1	≤ 20 Years	1	0,5%
2	21 – 30 Years	120	61,9%
3	31 – 40 Years	64	33%
4	41 – 50 Years	9	4,6%
Total		194	100%

Source: Data Processed by Researchers (2024)

Respondents Based on Gender

From the table 2 it can be seen that of the 194 people who filled in this questionnaire the majority of female types as 105 people or 54.1%. It's proven when on the highway, many female drivers use cars to support their daily activities. Besides driving a car, female drivers also need to know how to carry the car, how to repair the car when in a desperate situation and how to take care of the car. The information can be obtained through the community's social media accounts, which daily share information about cars and activities carried out. By following the social media account of the community, women drivers

can search for information and share it with other users of the same brand of cars.

Table 2. Respondents Based on Gender

No	Gender	Amount	Percentage (%)
1	Man	89	45,9%
2	Woman	105	54,1%
Total		194	100%

Source: Data Processed by Researchers (2024)

Respondents Based on Job

From the table 3, we can see that as many as 194 people who filled out this questionnaire, the majority were employed as private employees of 90 people or 46.4%. This is evidenced by the number of drivers driven by consumers who work as private workers scattered on the highways. The reason why the majority is owned by private employees is that there is a lot of daily mobility that requires cars to support their activities. Moreover, the reason why it is dominated by private workers is because the car that they own can be used as a modifier material, either for the appearance or for racing or drifting purposes. By following the community's social media accounts, the consumer can see the activities carried out by the community and also be inspired about interesting modifications to suit the tastes that are in demand on the street today.

Table 3. Respondents Based on Job

No	Job	Amount	Percentage (%)
1	Student	21	10,8%
2	Civil Service Officer	42	21,6%
3	Private Officer	90	46,4%
4	Entrepreneur	39	20,1%
5	Freelance	1	0,5%
6	Internship Docter	1	0,5%
Total		194	100%

Source: Data Processed by Researchers (2024)

Respondents Based on Monthly Income

From the above table it can be seen that as many as 194 people who filled in this questionnaire the majority have income of Rs 3,000.001 - Rs 5,000,000 that earned as much as 89 people or 45.9%. This is because the cost for

car care is not cheap so must leave a part of the income earned per month.

Table 4. Respondents Based on Monthly Income

No	Monthly Income	Amount	Percentage (%)
1	≤ Rp 1.000.000	1	0,5%
2	Rp 1.000.001 - Rp 3.000.000	61	31,4%
3	Rp 3.000.001 - Rp 5.000.000	89	45,9%
4	≥ Rp 5.000.001	43	22,2%
Total		194	100%

Source: Data Processed by Researchers (2024)

Respondents Based on Hatchback Type Car Users Over 1 Year

Table 5. Respondents Based on Hatchback Type Car Users over 1 year

Hatchback Car User for More Than 1 Year	Amount	Percentage (%)
Yes	194	100%

Source: Data Processed by Researchers (2024)

From the above table it can be seen that as many as 194 people who filled in this questionnaire the majority are hatchback car users over 1 year as much as 194 persons or 100%. This is because hatchbacks have a driving feeling that is fun to drive, energetic, fuel-efficient, have an attractive exterior and interior design, easy car care and have a high car selling price.

Respondents Based on Community Members of Hatchback Type Car in Malang

From the above table it can be seen that as many as 194 people who filled in this questionnaire the majority are members of the hatchback car community in Malang as 194 persons or 100%. Data on this study shows that although hatchbacks are not as popular as in the old days, but the fans of hatch backs car in Malang is still high enough to create a hatchbacks car community at Malang that can be followed by respondents, both from Malang and from outside Malang.

Table 6. Respondents Based on Community Members of Hatchback Type Car in Malang

Members of the Hatchback Car Community in Malang	Amount	Percentage (%)
Yes	194	100%

Source: Data Processed by Researchers (2024)

Respondents Based on Community Origin of Hatchback Type Car in Malang

From the table above we can see that as many as 194 people who filled in this questionnaire came from different communities. In this case it is divided into three segments, namely the first compact hatchback segment consisting of Honda Jazz, Honda City Hatchback, Mazda 2, Suzuki Swift and Toyota Yaris. The reason why the Compact Hatchback segment is still in demand in Indonesia is because the segment is a pioneer of the presence of the Hatchbacks segment in Indonesia, which is where the criteria of this segment is to have engines with a capacity of 1,400 cc to 1,500 cc, consumers who want to look for a larger engine power, consumer who wants to find a driving feeling that fun to drive, the consumer that wants to switch from the LCGC segment to Compact hatchback as well as for consumers that love with cars of this type due to the brand name that has existed for a long time, so has tested its durability. Then for the second segment is the Low Cost Green Car (LCGC) segment consisting of Daihatsu Ayla, Honda Brio, Suzuki Karimun Wagon R and Toyota Agya. The reason why this segment is in great demand is the relatively affordable price of cars due to obtaining concession from the government, allocated to consumers who want to find the first car with affordable prices and attractive designs as well as for consumers that prefer to fuel consumption. The last one is the Medium Hatchback segment consisting of the Mazda 3 hatchback and the Honda Civic Turbo Hatchbacks. The reason why this segment is in demand is that it is reserved for consumers who have more funds to switch from the Compact Hatchback segment to Medium hatchback, consumers looking for more luxurious

designs and features from the compact hatchback segment as well as consumers wanting to perform differently on the highway, thereby increasing more confidence in the car owners.

Table 7. Respondents Based on Origin Community Car Hatchback Type In Malang

No	Community Origin	Amount	Percentage (%)
1	Honda Jazz Fit Club Area Malang	28	14,4%
2	Honda City Hatchback Indonesia Chapter Malang	15	7,7%
3	Toyota Yaris Club Indonesia Chapter Malang	20	10,3%
4	Suzuki Swift Club Indonesia Chapter Malang	25	12,9%
5	Mazda 2 Malang Community	15	7,7%
6	Mazda 3 Malang Community	12	6,2%
7	Civic Turbo Indonesia Chapter Malang	14	7,2%
8	Agya Ayla Malang Community	22	11,3%
9	Karimun Club Malang	18	9,3%
10	Malang Brio Community	25	12,9%
Total		194	100%

Source: Data Processed by Researchers (2024)

Outer Model Evaluation

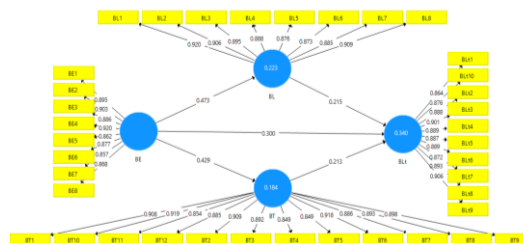


Figure 3. Outer Model

Source: Data processed by researchers using SmartPLS 3, (2024)

Convergent Validity

Results for validity testing, using the Convergent Validity method with the SmartPLS application. And if observed from the loading factor value in Figure 3. Outer Model of each indicator construction. Individual reflectivity is considered good if it has a number > 0.70 with other constructions. However, in the context of scale

research, values ranging from 0.50 to 0.60 can still be continued. (Ghozali & Latan, 2015).

There are facts that are understood as follows each indicator on the study variable indicates an Outer Loading number of more than 0.60. According to Ghozali & Latan (2015), a valid indicator occurs when Outer Loading > 0.50. Therefore, the results of the Convergent Validity test in table 2 state that the whole of this indicator can be declared worthy of continuation for and declared valid.

Table 8. Average Variance Extracted (AVE)

Variable	AVE	Description
<i>Brand Experience</i>	0,781	Valid
<i>Brand Love</i>	0,799	Valid
<i>Brand Loyalty</i>	0,786	Valid
<i>Brand Trust</i>	0,790	Valid

Source: Data processed by researchers using SmartPLS 3, (2024)

In addition, testing using Convergent Validity can also be done by reviewing the AVE (Average Variance Extracted) value. According to Ghozali & Latan (2015), the Average variance extracted value is said to be Valid when the value exceeds 0.50. Therefore, based on the results listed in table 8, a review of each variable may have an AVE extract value greater than 0.50. Where the value is in line with the recommended value then the entire variable can be declared valid in Convergence.

Discriminant Validity

The validity test with the discrimination validity method can be observed on the cross-loading value table or the AVE square root between the indicator and its construction. In this case, an indicator on the Discriminant Validity can be stated to have a good one if there is a relationship between the indicator more closely related to its own variable compared to other variables. On the other hand, the validity Discrimination reviewed from the square root AVE has a criterion on each construction should the value of such indicator be

much higher than the other. The table below is the results of the Discriminant Validity test:

Table 9. AVE Square Root

Variable	X	Z1	Y	Z2
<i>Brand Experience</i>	0,884			
<i>Brand Love</i>	0,473	0,894		
<i>Brand Loyalty</i>	0,493	0,457	0,887	
<i>Brand Trust</i>	0,429	0,471	0,443	0,889

Source: Data processed by researchers using SmartPLS 3, (2024)

Data obtained from table 9 indicates that the number of square root values of the AVE or Fornell-Larcker Criterion found on each construction has a larger number compared to other variables, so the Discriminant Validity in this study is either or valid.

Reliability Test

In this case, the reliability test aims to ensure consistency, accuracy, to evaluate the precision of the instrument in testing the construction, reliability of a variable with an indicator assessed using reliable if the Alpha or composite reliability value reaches a specified standard that exceeds the specified figure of 0.70. (Ghozali & Latan, 2015). Reliability test data can be reviewed in the table below:

Table 10. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	Description
<i>Brand Experience</i>	0,960	0,966	Reliabel
<i>Brand Love</i>	0,964	0,970	Reliabel
<i>Brand Loyalty</i>	0,970	0,974	Reliabel
<i>Brand Trust</i>	0,976	0,978	Reliabel

Source: Data processed by researchers using SmartPLS 3, (2024)

From the results of the table 10 above, it can be observed that each variable shows an Alpha value and its composite reliability > 0.70. This means that every variable has met the reliability standard specified by Cronbach's Alpha and Composite Reliability Scores in reliability tests, so that the entire variable in this test shows a high reliability value.

Inner Model Evaluation

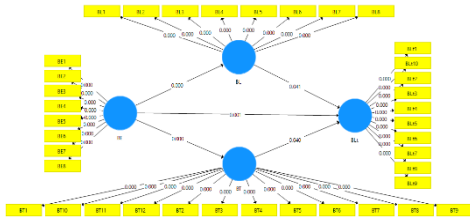


Figure 4. Inner Model

Source: Data processed by researchers using SmartPLS 3, (2024)

R-Square

The results of the evaluation calculations on the inner model, it can be seen from how large R-Square is included in the goodness-fit model or alignment test. The higher the R-Square value, the greater the effect of the exogenous latent on the endogeneous variable. Thus, the conclusion is that the R-Square value of 0.75 represents strong; 0.50 represents moderate; and 0.25 represents weak (Ghozali & Latan, 2015). The table below represents the R-Square value:

Table 11. R-Square

Variable	R Square
<i>Brand Love</i>	0,223
<i>Brand Loyalty</i>	0,340
<i>Brand Trust</i>	0,184

Source: Data processed by researchers using SmartPLS 3, (2024)

The data obtained from table 11 shows that the percentages on the variables Brand Love, Brand Loyalty and Brand Trust are in the category of weak influence. This is because the total amount of data is below 0.50, so it is in the weaker influence category.

F-Square

In evaluating the inner model, the F-Square test plays an important role in assessing the goodness of the model. In this context, the F-Square values have numbers 0.02, 0.15, and 0.35 aimed at

interpreting how much of the influence of the endogenous latent variable predictor on the structural level. These values indicate whether its influence can be considered weak, moderate, or strong. (Ghozali & Latan, 2015). The F-Square value can be estimated through the table below:

Table 12. F-Square

Variable	X	Z1	Y	Z2
<i>Brand Experience</i>		0,288	0,099	0,225
<i>Brand Love</i>			0,048	
<i>Brand Loyalty</i>				
<i>Brand Trust</i>			0,050	

Source: Data processed by researchers using SmartPLS 3, (2024)

From all the data outputs presented in table 12 shows that for variables not related to the Brand Loyalty variable (Y) belongs to the middle category. As for the variables related to Brand Loyalty (Y), they are in the weaker category. This data shows that not all consumers are loyal to the brand and brand of hatchback cars they own. This is because consumers who buy such hatchbacks feel that the services they provide are not good or the hatchback cars they have are less suitable for what they need so that consumers first think to buy or use the car.

Estimate for Path Coefficients

The estimate of the path coefficient is present in the internal evaluation of the model. It serves for the testing of the hypothesis by looking at the influence between variables as well as using the bootstrapping method to find out the value of the parameter factor and the level of significance resulting from the t-statistical test. (Ghozali & Latan, 2015). In this case, the criterion required in the hypothesis test if the relationship is stated has a positive influence when the value of the coefficient or the original sample value (O) exists on the positive properties and shows a significant impact. The initial variable affects the final variable if the statistical t value exceeds 1.96 and the p-value is below the 0.05 threshold. Here is

the result of the data using Path Coefficients which can be explained through the attachment below:

Table 13. Hypothesis Test Results

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
X -> Z1	0.473	0.470	0.062	7.572	0.000
X -> Y	0.300	0.307	0.091	3.295	0.001
X -> Z2	0.429	0.427	0.071	6.080	0.000
Z1 -> Y	0.215	0.213	0.105	2.045	0.041
Z2 -> Y	0.213	0.209	0.103	2.057	0.040

Source: Data processed by researchers using SmartPLS 3, (2024), Description: X: Brand Experience, Y: Brand Loyalty, Z1: Brand Love, Z2: Brand Trust

Table 14. Mediation Test Results

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
X -> Z1 -> Y	0.102	0.099	0.050	2.050	0.041
X -> Z2 -> Y	0.091	0.087	0.043	2.102	0.036

Source: Data processed by researchers using SmartPLS 3, (2024), Description: X: Brand Experience, Y: Brand Loyalty, Z1: Brand Love, Z2: Brand Trust

- 1) H1 : There is a direct positive and significant influence between Brand Experience (X) and Brand Love (Z1). Based on the results obtained in the table above, it is known that the coefficient value or value of the Original Sample (O) is positive (0,473) and has a significant impact with a statistical t value of 7,572 (>1,96) or a p value of 0,000 (<0,05), so the results of the study on H1 are acceptable.
- 2) H2 : There is a direct positive and significant influence between Brand Experience (X) and Brand Trust (Z2). Based on the results obtained in the table above, it is known that the coefficient value or value of the Original Sample (O) is positive (0,429) and has a significant impact with a statistical t value of 6,080 (>1,96) or a p value of 0,000 (<0,05), so the results of the research on H2 are acceptable.
- 3) H3 : There is a direct positive and significant influence between Brand Experience (X) and Brand Loyalty (Y). Based on the results obtained in the table above, it is known that the coefficient value or the value of the Original Sample (O) is positive (0,300) and has a significant impact with a statistical t value of 3,295 (>1,96) or a p value of 0,001 (<0,05), so the results of the research on H3 are acceptable.
- 4) H4 : There is a direct positive and significant influence between Brand Love (Z1) and Brand Loyalty (Y). Based on the results obtained in the table above it is known that the value of the coefficient or value of Original Sample (O) is positive (0,215) and has a significant impact with a statistical t value of 2,045 (>1,96) or a p value of 0,041 (<0,05), so the results of the study on H4 are acceptable.
- 5) H5: There is a direct positive and significant influence between Brand Trust (Z2) and Brand Loyalty (Y). Based on the results obtained in the table above, it is known that the coefficient value or the value of the Original Sample (O) is positive (0,213) and has a significant impact with a statistical t value of 2,057 (>1,96) or a p value of 0,040 (<0,05), so that the results of the research on H5 are acceptable.
- 6) H6 : There is a direct positive and significant influence between Brand Experience (X) and Brand Loyalty (Y) mediated by Brand Love (Z1). Based on the results obtained in the table above, it is known that the coefficient or value of the Original Sample (O) is positive (0,102) and has a significant impact with a statistical t value of 2,050 (>1,96) or a p value of 0,041 (<0,05), so that the results of the study on H6 are acceptable.
- 7) H7 : There is a direct positive and significant influence between Brand Experience (X) and Brand Loyalty (Y) mediated by Brand Trust (Z2). Based on the results obtained in the table above, it is known that the coefficient value or value of Original Sample (O) is positive (0,091) which indicates that the relationship between X, Y and Z2 is positive and has a significant effect with a statistical t value of 2,102 (>1,96)

or a p value of 0,036 ($<0,05$), so that the results of the study on H7 are acceptable.

DISCUSSION

The Influence of Brand Experience on Brand Love

Referring to the calculations that have been announced earlier, the result is that the variable Experience to the brand has a positive and significant influence on the Brand Love. With the presence of the Brand Experience, then the consumer can find out in advance about the car that will be in demand. One way of doing this is by experiencing an exciting experience of the services and products of the brand. After the consumer gets a good Brand Experience of a brand, then the brand Love will appear on that brand. When the Brand Love of the consumers has been present, the customer will dig around the knowledge about the product from the brand he purchased so that the product can be used well when it has reached the hands of consumers. According to a study conducted by Bae Ryul Byung (2022), Brand Experience has a significant influence on Brand Love. Then based on the research Kazmi, et al. (2019) did, which revealed that brand experience has a positive and substantial impact on brand love.

The Influence of Brand Experience on Brand Trust

Referring to the test count of tests previously announced, it has been found that the Brand Experience variable has a positive and significant impact on the Brand Trust. Through the presence of the brand experience, then the consumer can find out in advance about the car that will be in demand. One way of doing this is by feeling the exciting experience of the services and products of the brand. When the sense of the experience appears and the consumer feels interested, then there will be a sense of trust in that brand. Therefore, Brand Trust plays an important role in

keeping the trust that has been given to consumers in the brand so that they will try to maintain that trust, from the good service, car care, and on the other side too. The findings made by this researcher are very relevant from his reference to Sahin, et al. (2014) did, which revealed that Brand Experience has a positive and substantial impact on Brand Trust. Then based on the results of research that Maduretno, et al. (2022) did, that reveals that brand experience has positive and significant influence on brand trust.

The Influence of Brand Experience on Brand Loyalty

Referring to the results of previously announced tests, it was found that the Brand Experience variable has a positive and significant impact on Brand Loyalty. Through the Brand Experience, consumers can first find out about the car they will be in demand for. One way of doing this is by feeling an exciting experience of the services and products of the brand. After feeling the experience of a brand, then the consumer will commit to buying a car of the same brand continuously. This commitment can be seen from the consumers who want to buy the latest product, of course the customer will look first about the brand of the product. According to research by Bambang, et al. (2017), Brand Experience has a positive and substantial impact on Brand Loyalty. Based on the results of research by Baser, et al. (2015) which revealed that brand experience has a significant and positive impact on brand loyalty.

The Influence of Brand Love on Brand Loyalty

Referring to previously tests, the results showed that the variable love of a brand has a significant and positive influence on brand loyalty. Through the existence of Brand Love, then the consumer will buy a car from the brand he loves. When Brand Love on the consumers has been present,

then customers will dig deeper about the product offer of the brand so that it can be used well when it has reached the hands of consumers. Whereas with the presence of Brand Loyalty, then consumers will commit to buy the car of the same brand continuously. This commitment can be seen from consumers who want to buy new products, of course consumers must look for related brand of the product first. This finding is in line with a previous study by Nursalamah Desi (2021), which revealed that Brand Love has a positive and substantial impact on Brand Loyalty. Then based on a study by Kazmi, et, al. (2019) that reveals that Brand love has a significant and positive impact on brand loyalty.

The Influence of Brand Trust on Brand Loyalty

Referring to reviewing the results of previously announced testing, it was found that the Brand Trust variable has a positive and significant impact on Brand Loyalty. Through the existence of Brand Trust, the car brand concerned will maintain the trust given by the consumer, both from the service side, car care, and from the other side. This commitment can be seen from consumers who want to buy the latest product, of course consumers will later look for the brand of the product first. This finding is in line with the previous research that Wongsansukcharoen, Jedsada. (2022) did, which revealed that Brand Trust had a positive and substantial impact on Brand Loyalty. Then substantially the research that was carried out. On the other hand, according to Kazmi, et, al. (2019), it stated that the Brand Trust has a positive as well as substantive impact on brand loyalty.

The Influence of Brand Experience on Brand Loyalty Mediated by Brand Love

Referring to the results of previously announced test analysis, it was found that the Brand Experience variable has a positive and significant

impact on brand loyalty mediated by Brand Love. This finding indicates that Brand Love is able to play a positive role as a mediator between the brand experience variable and Brand Loyalty. This story shows that when the information consumers obtained has a high level of usability, then they buy to be collected and promoted to others. With Brand Experience, consumers can get services and products from the brand they want. After experiencing a brand, then consumers will commit to buying a car from the same brand continuously. Of course, the experience and loyalty given by consumers to the brand concerned is mediated by the love of the consumer. With the existence of Brand Love, then customers will buy cars from the brands they love. These three hypotheses have been confirmed by previous researchers. Based on the research that Kazmi, et, al. (2019) did, which revealed that Brand Experience has a positive and substantial impact on brand love affects brand loyalty. Then based on research that Maduretno, et al. (2022), did reveal that brand experience has a positively and substantively impact on Brand Loyalty mediated with Brand Love.

The Influence of Brand Experience on Brand Loyalty Mediated by Brand Trust

Referring to the results of the previously announced test analysis, it was found that the Brand Experience variable has a positive and significant impact on brand loyalty mediated by trust in the brand. This story shows that when the information consumers obtained has a high level of usability, then they buy to be collected and promoted to others. With Brand Experience, consumers can get services and products from the brand they are looking for. After feeling the experience of a brand, then the consumer will commit to buying a car from the same brand continuously. Certainly with the experience and loyalty that makes consumers build confidence in the brand. With the existence of Brand Trust,

then brand car concerned will keep the confidence given by consumers, both from the service side, car care, or from the other side. These three hypotheses have been confirmed by previous researchers. Based on the research that Kazmi, et, al. (2019) did, which revealed that Brand Experience has a positive and substantial impact on brand loyalty mediated by trust in the brand. Then based on the study that Maduretno, et al. (2022) did, that reveals that brand experience had a positive as well as significant influence on the loyalty to the brand assigned to the Brand Trust.

CONCLUSIONS

From the results of this test, it was intended to find out the impact of the Brand Experience variable on the Brand Loyalty mediated by Brand Love and Brand Trust. From the descriptive analysis results showed that respondents obtained a good brand experience, brand loyalty, brand love and brand trust from the community of hatchback car users in Malang. This is because of the enthusiasm of the hatchbacks car users for more than 1 year and members of the Hatchback community in Malang who are actually looking for information about the community to simply share or even join the community, so that the respondents who participated in this study obtain information around the car they possessed. This was demonstrated by the frequency distribution data that showed on the Brand Experience, that the average consumer agreed that the hatchback car had an attractive appearance. Then on Brand Loyalty, it showed that average consumers agreed with a hatchbacks car they used had good after-sales and abundant spare parts. On the Brand Trust, the average customer agreed to buy a car from the brand they currently use was the right choice.

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