

The Influence of Brand Experience Through Brand Trust and Brand Satisfaction Toward Brand Loyalty Consumer at Carl's Jr Surabaya

Eric Hariyanto
Fakultas Bisnis dan Ekonomi, Universitas Kristen Petra
Jl. Siwalankerto 121 – 131, Surabaya 60236
Email: bamuts@hotmail.com

ABSTRACT

One of the business world that continues to experience growth is the food and beverage business, like one restaurant in Indonesia is Carl's Jr. In the face of increasingly fierce competition, Carl's Jr. continues to enhance brand experience, brand trust, and brand satisfaction so as to foster consumer loyalty to Carl's Jr. brand. The aims of research is to know the influence of brand experience on brand trust, brand satisfaction and brand loyalty; know the effect of brand trust on brand loyalty; know the influence of brand satisfaction on brand loyalty and consumer trust brand at Carl's Jr. Surabaya. The type of research used is associative research. The population in this study were all customers of Carl's Jr. Surabaya, while the sample taken as many as 290 respondents by using purposive sampling technique. Data collection was done by distributing questionnaires. Data analysis technique used is SEM analysis by using AMOS program. The results in this study indicate that: (1) brand experience significant effect on brand trust; (2) brand experience have a significant effect on brand satisfaction; (3) brand experience has significant effect on brand loyalty; (4) brand trust has significant effect on brand loyalty; (5) brand satisfaction has significant effect on brand loyalty; (6) brand satisfaction has significant effect on brand trust.

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

1. INTRODUCTION

Today the world of competition in all areas of business is getting tighter. So that requires the company to continue to make innovations in order to maintain the company. One business world that continues to experience growth is the food and beverage business, this is due to the increasing number of business challenges and the birth of similar competitors. The growth of food and beverage business can be seen from the dozens of places to eat (warteg, cafe and restaurant) that continues to grow. The rise of restaurants in various places is the result of increasing market demand, especially in big cities, such as one in Surabaya. In addition, according to Chairman of the Association of Indonesian Cafe and Restaurant Entrepreneurs (Apkrindo) Jatim, Tjahjono Haryono said that the number of new entrepreneurs in the food and beverage sector continues to increase, especially in Surabaya and Malang. and cafe and restaurant entrepreneurs in East Java mentioned that the growth of café and restaurant industry in the first semester of 2016 is quite significant, reaching 20%. (Widarti, 2016). In the business of food and beverage, if the company wants to survive with competitors other food and beverage business companies and want to maintain the product or service, then the food and beverage company must be able to think about the right marketing strategy to increase brand competition in market competition. Therefore, one of the assets that is often used by companies to maintain the company is a brand (brand).

Kotler and Keller (2012) say that brands can be part of a personal moment that is relevant in the lives of consumers through brand activation and experience can expand and deepen the company or brand relationships with the target market.

Brand experience is a subjective internal consumer response (sensation, feeling, and cognition) and behavioral responses generated by brand-related stimuli that are part of the

design and brand identity, packaging, communication, and environment (Brakus et al. , 2009).

Murthy in Kertajaya (2009, p.11), brand trust is a brand that succeeds in creating a memorable brand experience in long term sustainable consumers, based on the integrity, honesty and courtesy of the brand. McAllister (1995) in Reast (2005) defines brand trust is "brand trust is the degree to which an individual is confident and eager to act on the basic of the word, action and result of other", which means brand trust is the extent to which someone is confident and wants to act on the words, actions, and actions of others. So, consumers will remember the good of a brand based on the experience of consumers after using the brand.

In addition to brand experience and brand trust, as for one variable that can increase consumer loyalty to the brand of a food and beverage product is brand satisfaction. Brand satisfaction is a customer's response to the actual quality of a product and the expectations that the customer wants after the customer has consumed it (Caruana, 2002). Consumer satisfaction with a brand is an important factor in brand competition of a product and forming consumer experience and trust to brand a product.

Aaker (1997) discusses the important role of brand loyalty in a brand equity process that generates several marketing advantages such as less marketing costs, more new customer base, and greater trade leverage. The organization's success depends on its ability to attract and leverage its customers.

According to the brand experience acquired by consumers of a certain product brand, then from there formed brand loyalty in the consumer. The better the brand experience formed by Carl's Jr., the better the brand loyalty in the eyes of the consumer. Vice versa, if the brand experience formed by a bad restaurant, then the loyalty of the brand in the eyes of consumers will be bad. In addition, brand experience is formed because of the creation and influenced by brand trust and brand satisfaction in a particular product brand. The better the brand experience formed by Carl's Jr., the better the brand trust in the eyes of consumers and the perceived customer satisfaction through the restaurant. Vice versa, if the experience of the brand is bad restaurant, the confidence in the eyes of consumers and brand satisfaction that is felt bad too. Brand experience, brand trust and brand satisfaction are the three variables that form each other and affect the brand loyalty. The better the brand satisfaction formed by Carl's Jr., the better the brand loyalty in the eyes of the consumer. Vice versa, if brand satisfaction and brand trust formed by bad restaurants, then brand loyalty and brand trust in the eyes of consumers will be bad. This is in accordance with research conducted by Kusuma (2014) shows the results of research that brand experience has a significant influence on brand satisfaction, brand trust, and brand loyalty; Brand Satisfaction has a significant influence on brand loyalty; and brand trusts have a significant effect on brand loyalty. This research is also supported and in line with Kim, Yoon, and Yan (2015) research which shows that brand experience has significant effect on brand trust, brand satisfaction, and brand loyalty.

2. LITERATURE REVIEW

2.1 Brand Management

Every company or organization has a mission to achieve its goals effectively and efficiently with limited resources. In managing these resources, companies or organizations need management in their operations. Here is the definition of management menurut some experts. According to Bateman & Snell (2007, p.9), management is the process of working with people and resources to accomplish organizational goals. Definition of Management by Plunket, Allen (2005, p.17) is one or more managers individually and collectively setting and achieving goals by exercising related functions (coordinating various resources (information, materials, money , people).

2.2 Consumer Behavior

Consumer behavior is the behavior of consumers, where they can illustrate searches to buy, use, evaluate and improve a product and their services. The focus of consumer behavior is how individuals make decisions to use their existing resources to consume an item.

According to Shiffman and Kanuk (2008) consumer behavior is a behavior that consumers consider in searching, buying, using, evaluating and ignoring products, services, or ideas that hopefully satisfy consumers to be able to satisfy their needs by consuming products or services offered.

2.3 Brand Experience

Brand experience by Brakus, Schmitt, and Zarantonello (2009) are as subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioural responses evoked by brand-related stimuli that are part of brand's design and identity, packaging, communications, and environments. This means that an internal response of the consumer (senses, feelings, and cognition) and consumer responses generated by the brand, related to the stimuli generated by the brand design, brand identity, marketing communications, people and the brand environment are marketed. Brand experience begins when consumers search for products, buy, receive services and consume products. Brand experience can be felt directly or indirectly when consumers see ads or also when marketers communicate products through the website (Brakus, Schmitt, and Zarantonello, 2009).

2.4 Brand Trust

Robbins (2003, p.336) states that trust is a positive hope that others will not act opportunistically. From these definitions it can be explained that belief is a common hope maintained by an individual whose speech from one party to another can be trusted. Trust is the most important variable in building long-term relationships between one party and the other.

Costabile in Suhardi (2006, pp.51-52) trust or trust is defined as a perception of reliability from the point of view of consumers based on experience, or more on the order of transactions or interactions characterized by the fulfillment of expectations of product performance and satisfaction. The main characteristic of trust is the positive perception formed by experience.

2.5 Brand Satisfaction

Brand satisfaction is a customer's response to the actual quality of a product and the expectation that the customer wants after the customer has consumed it (Caruana, 2002 in Kusuma, 2014). Meanwhile, according to Durianto (2001, p.19) Satisfaction is a direct measurement of how customers remain loyal to a brand. Satisfaction is primarily a key measurement where the needs and wants of consumers of a product can be met.

2.6 Brand Loyalty

Rangkuti (2002, p.60), brand loyalty is a measure of consumer loyalty to a brand. Mowen & Minor (2002) argues that brand loyalty is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand, and intends to continue to buy it in the future. While Aaker (2009) defines brand loyalty as a measure of customer relationship to a brand. This measure is able to give an idea of the possibility of a customer switching to another product, especially in a brand that there is a change, whether related to price or other attributes.

2.7 Research Hypotheses

According to Alloza in Momeni (2015) explains that brand experience can be defined as consumer perception at all times related to the brand, whether it is the image projected by the brand in advertising in the first personal contact, or the quality of personal behavior they receive. The brand experience is empirically different from other brands and it is a consumer-focused concept including brand engagement, brand engagement and consumer enjoyment. Brand experience has a strong correlation with brand trust because if the consumer has tried to use the product and is satisfied, the consumer will trust the brand (Wardani and Gustia, 2016). A belief in the brand refers to the expectation that consumers will get a positive assessment is an important element in the success of a relationship. In addition, a brand that can generate consumer trust if the brand can kosnisten with its added value of integrity, honesty and sincerity to consumers through a memorable and sustainable experience. Research conducted by Kim., Et al. (2015) found that brand experience consisting of sensory, emotional, behavioral, and intellectual affects brand trust.

H1: Brand Experience significant effect on Brand Trust Carl's Jr. Surabaya

Brand satisfaction according to Kotler (2013, p.70) is the degree to which perceived performance of the product is in line with expectations. Consumers who feel that the performance of a product exceeds what is expected, then consumers will feel its own satisfaction with the brand. According to Chinomona (2013) positive brand experience leads to the psychological brand satisfaction. So, if the consumer experience on the brand is good then it will determine consumer satisfaction of the brand is also good. Research conducted by Kusuma (2014) found that Brand Experience has a significant influence on brand satisfaction in Harley Davidson brand. The better the brand experience formed by Harley Davidson, the better the brand satisfaction in the eyes of consumers. Bernd H. Schmitt (2003) in Ervina (2015) states that a good and pleasant experience between consumers and brands can create consumer loyalty through consumer satisfaction when expectations are met.

H2: Brand Experience significant influence on Brand Satisfaction Carl's Jr. Surabaya

Brand experience can be positive or negative, short-term or long-term and can affect consumer satisfaction and brand loyalty that can be as effective as brand trust. Brand experience is empirically different from other brands and the concept of customer focus includes attachment, brand and consumer pleasure. Results of research conducted by Kim., Et al. (2015) found that brand experience consisting of sensory, emotional, behavioral, and intellectual affect brand loyalty. Larasati, Lestari, and Widagdo (2012) research revealed that brand experience has an effect on brand loyalty variable. Brand experience affects consumer satisfaction and loyalty directly or indirectly through brand personality. Wismiarsi and Purnama (2015) argue that experience will potentially affect long-term customer memory that ultimately affects customer behavior, thereby significantly affecting customer loyalty to a brand.

H3: Brand Experience significant influence on Carl's Jr. Brand Loyalty Surabaya

Brand trusts have an enormous influence on consumer loyalty. If consumers do not believe in the brand again the consumer will move on to another brand. As Alhaddad (2015) proved in his research on the perception of quality, brand image, and brand trust as a determinant of brand loyalty shows that brand trust influences

brand loyalty. Jumiatic Research (2012) revealed that there is a strong and significant influence of brand trust variables that include brand characteristics, corporate characteristics and brand customer characteristics simultaneously to brand loyalty. Ngatno's research (2017) shows that brand trust directly affects brand loyalty. Larasati, Lestari, and Widagdo (2012) research revealed that brand trust influences variable of brand loyalty. Brand trust is an important mediator of factors in customer behavior before and after product purchase, and it causes long-term loyalty and the strength of relationships between the two parties.

H4: Brand Trust has significant influence on Carl's Jr. Brand Loyalty Surabaya

Loyalty to a brand is one of the success factors of a company not only in the short term, but a sustainable competitive advantage. Brand loyalty is a consistent consumer preference for purchasing on the same brand on a specific product or service category (Schiffman and Kanuk in Kusuman 2014). Brand satisfaction has an effect on brand loyalty. The satisfaction of the brand given by the consumer is the authorized capital of the company to get brand loyalty and enable the company to develop a larger market share. On the other hand, a satisfied consumer of a brand will always make repeat purchases and recommend the brand to a known person. Research conducted by Najib., Et al. (2014), where the results show that brand satisfaction affects brand loyalty.

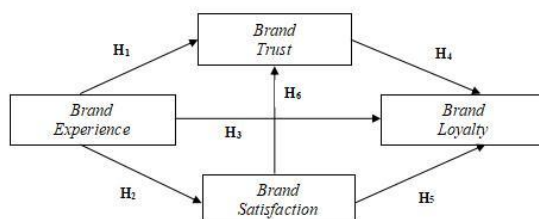
H5: Brand Satisfaction has significant effect on Brand Loyalty of Carl's Jr. Surabaya

Brand satisfaction according to Caruana in Kusuma (2014), is the customer's response to the quality of a product in actuality and expectations desired by previous customers after customers consume it. The creation of consumer satisfaction of a product is based on the desire of consumers who are satisfied by a brand that can provide benefits. If a brand can be trusted by consumers then indirectly will provide satisfaction guarantee. Research conducted by Najib., Et al. (2014), where the results show that brand satisfaction effect on brand trust.

H6: Brand Satisfaction has significant effect on Carl's Jr. Brand Trust Surabaya.

2.8 Conceptual Model

This research is an analysis of causal relationship (causal) between independent variable and dependent variable.



3. METHODOLOGY

3.1 Sampling

The type of research used by the writer is associative research where the research is done to know the relationship between two or more variables, with this research it will be

able to build a conclusion that can serve to explain, predict and control a symptom (Sugiyono, 2007, p.11) . In this research will be analyzed relationship between brand experience, brand trust, brand satisfaction with brand loyalty.

3.2 Population and Sample

According Sugiyono (2007, p.73) population is a generalization region consisting of objects / subjects that have certain qualities and characteristics that are set to be studied and then drawn conclusions. The population in this study were all customers of Carl's Jr. Surabaya.

The sample is a group of population elements selected to participate in the study (Malholtra, 2004, p.314). In this study, the sample size used was a multivariate type which refers to the sample measurement guidelines by Hair et al in Ferdinand (2002, p.51) using 5-10 times the indicator variables. So this research using sample $10 \times 29 = 290$ respondents who are customers of Carl's Jr. Surabaya.

Sampling method used is non probability sampling. According to Syamsul (2006, p.82), "non probability sampling is a sampling technique that does not provide the same opportunity or opportunity for every element or member of the population to be selected to be sampled". Non probability sampling consists of systematic sampling, quota sampling, accidental sampling, purposive sampling, saturated sampling, snowball sampling (Sugiyono, 2005, p.77). The type of non probability sampling used is purposive sampling. According to Santoso and Tjiptono (2001, p.89), "purposive sampling is a method of selecting samples that have certain characteristics".

3.3 Measures

The process of data retrieval is done through the distribution of questionnaires to respondents to obtain the necessary data. And also online for respondents who have knowledge about the brand and who are making purchases in this store.

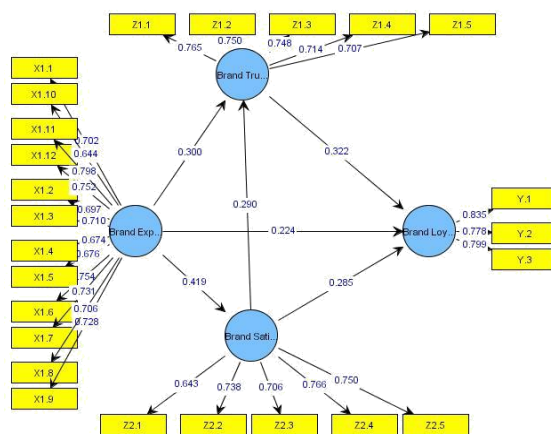
According to Malhotra (2005, p.258) the Likert scale is a measurement of a scale with five categories ranging from "strongly disagree" to "strongly agree", requiring respondents to show approval or disapproval with regard to a given set of questions. In this study, researchers provide statements that can be answered in accordance with predetermined answers.

The answer form of this questionnaire is as follows:

Strongly Disagree (STS)	= score 1
Disagree (S)	= score 2
Neutral (N)	= score 3
Agree (S)	= score 4
Strongly Agree (SS)	= score 5

3.4 Data Analysis

In this research, researcher use survey method by using questionnaire which contains about statements hence in technique of measuring data of researcher using Likert Scale. According to (Sugiyono, 2014) Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. Translation of variables into indicators of variables serve as a starting point for compiling instrument items that can be statements or questions. This study uses Likert scale that has gradation from very positive to very negative into five levels, following table 3.6 which is the measurement of measurement scale.



4. RESULT AND DISCUSSION

4.1 Request Test

A construct or variable is said to be reliable if it has a cronbach alpha value > 0.6 (Ghozali, 2016, p.48).

Variabel	Cronbach's Alpha	Kesimpulan
Brand Experience	0,895	Reliabel
Brand Trust	0,791	Reliabel
Brand Satisfaction	0,743	Reliabel
Brand Loyalty	0,727	Reliabel

shows that the results of reliability testing indicator variable brand experience, brand trust, brand satisfaction and brand loyalty shows reliable, because the value of Cronbach's Alpha is greater than 0.6, Therefore all the variables reliable and can be used for further processing.

4.2 Partial Least Square Analysis (PLS)

In this study to test the research hypothesis used Partial Least Square (PLS) analysis with SmartPLS program. Here is a picture of the proposed PLS model.

The result of inner weight value above shows that Brand Loyalty is influenced by Brand Satisfaction, Brand Trust and Brand Experience, Brand Trust influenced Brand Experience and Brand Satisfaction while Brand Satisfaction influenced by Brand Experience which is shown in the following equation.

$$Y3 = 0.224 X \text{ Brand Experience} + 0.332 Y1 \text{ Brand Trust} + 0.285 Y2 \text{ Brand Satisfaction}$$

$$Y1 = 0.300 X \text{ Brand Experience} + 0.290 Y2 \text{ Brand Satisfaction}$$

$$Y2 = 0.419 X \text{ Brand Experience}$$

4.3 Composite Reliability

Another test is the composite reliability of the block of indicators that measure the constructs (Ghozali, 2009). The result of composite reliability for Brand Experience (X) is 0.926, Brand Trust (Y1) composite reliability is 0.856, Brand Reliability (Y2) composite reliability 0.844 and Brand Loyalty (Y3) composite reliability of 0.846. The provision if the value of composite reliability > 0.60 interpreted very satisfactory (Ghozali, 2009).

	Composite Reliability
Brand Experience (X)	0.926
Brand Trust (Y ₁)	0.856
Brand Loyalty (Y ₃)	0.846
Brand Satisfaction (Y ₂)	0.844

Based on table can be explained that the provision of composite reliability can be declared keseluruhan constructed studied meet the criteria of composite reliability, so that each construct capable of positioned as research variables. It indicates that the composite of all variables has adequate internal consistency in measuring the measured latent / constructed variables so that they can be used in further analysis.

4.4 Uji Goodnes-Of-Fit

In assessing the model with PLS begins by looking at R-square for each dependent latent variable. Changes in R-square values 變銀議 an be used to assess the effect of certain latent independent variables on latent dependent variables whether they have substantive effects. For endogenous latent variables in the structural model having R² yields of 0.67 indicates that the "good" model, R² of 0.33 indicates that the "moderet" model, R² of 0.19 indicates that the "weak" model (Ghozali, 2009) . The PLS output as described below:

	R-square
Brand Experience (X)	
Brand Trust (Y ₁)	0.223
Brand Loyalty (Y)	0.267
Brand Satisfaction (Y ₂)	0.176

For the latent variables Brand Experience (X), Brand Trust (Y₁), and Brand Satisfaction (Y₂) influence Brand Loyalty (Y₃) variable in structural model has R² Brand Trust (Y₁) value of 0.267, Brand Experience (X) and Brand Satisfaction (Y₂) affects Brand Trust (Y₁) variable with R² value 0.223,

while Brand Experience (X) influences Brand Satisfaction (Y₂) in structural model has R² value equal to 0,176.

The suitability of the structural model can be seen from Q², as follows:

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R_1) * (1 - R_2) * (1 - R_3)] \\
 &= 1 - [(1 - 0,267) * (1 - 0,223) * (1 - 0,176)] \\
 &= 1 - [(0, 0.777) * (0, 0.733) * (0.824)] \\
 &= 1 - [0.469] \\
 &= 0.531
 \end{aligned}$$

The result of calculation Q² shows that the value of Q² 0,531. According to Ghozali (2014), the value of Q² can be used to measure how well the observation value is generated by the model and also its parameter estimation. So the Q² value of prediction made by the model is considered to have been moderate / predictive relevant.

4.5 Test of Hypotheses

To answer the research hypothesis can be seen t-statistic the following:

	original sample estimate	mean of subsamples	Standard deviation	t-Statistic
Brand Experience (X) -> Brand Trust (Y ₁)	0.300	0.301	0.124	2.413
Brand Satisfaction (Y ₂) -> Brand Trust (Y ₁)	0.290	0.279	0.156	1.976
Brand Experience (X) -> Brand Loyalty (Y ₃)	0.224	0.223	0.169	1.325
Brand Trust (Y ₁) -> Brand Loyalty (Y ₃)	0.322	0.225	0.153	2.547
Brand Satisfaction (Y ₂) -> Brand Loyalty (Y ₃)	0.285	0.228	0.138	1.972
Brand Experience (X) -> Brand Satisfaction (Y ₂)	0.419	0.445	0.108	3.885

1. Branding Experience has a significant influence on Brand Trust, because the value of t statistics of 2.413 which means greater than 1.96, so the hypothesis H1 that says "Brand Experience significant effect on Brand Trust Carl's Jr. Surabaya", can be declared accepted.
2. Branding Experience has a significant influence on Brand Satisfaction, because the value of t statistics of 3.885 which means greater than 1.96, so the hypothesis H2 that says "Brand Experience significant effect on Brand Satisfaction Carl's Jr. Surabaya", can be declared accepted.
3. Branding Experience has a significant influence on Brand Loyalty, because the value of t statistics of 1.325 which means greater than 1.96, so the hypothesis H3 that says "Brand Experience significant effect on Brand Loyalty Carl's Jr. Surabaya", can be declared rejected. Brand Trust has significant influence on Brand Loyalty, because the value of t statistic is 2,547 which means bigger than 1,96, so H4 hypothesis that "Brand Trust has significant effect on Brand Loyalty of Carl's Jr. Surabaya", can be declared accepted.
4. Brand Satisfaction has a significant influence on Brand Loyalty, because the value of statistic t is 1.972 which means greater than 1.96, so the hypothesis H5 which reads "Brand Satisfaction significant effect on Brand Loyalty Carl's Jr. Surabaya", can be declared accepted.
5. Brand Satisfaction has a significant influence on Brand Trust, because the value of statistic t is 1.976 which means greater than 1.96, so the hypothesis H6 which reads "Brand Satisfaction significant effect on Brand Trust Carl's Jr. Surabaya", can be declared accepted.

5. CONCLUSION

Based on the research about brand experience through brand trust and brand satisfaction towards brand loyalty, then based on test results obtained, the researchers took some conclusions to answer the formulation of problems and hypotheses that have been stated previously. The conclusions can be drawn from:

1. Brand experience significantly influence consumer brand trust in Carl's Jr. Surabaya. These results indicate that the hypothesis that "brand experience has significant effect on brand trust Carl's Jr. Surabaya", proven otherwise.
2. Brand experience strong influence consumer brand satisfaction at Carl's Jr. Surabaya. These results indicate that the hypothesis that "brand experience significant effect on brand satisfaction of Carl's Jr. Surabaya", other proven.
3. Brand experience has no significant effect on consumer brand loyalty at Carl's Jr. Surabaya. These results indicate that the hypothesis that "brand experience has significant effect on Carl's Jr. brand loyalty Surabaya", is not proven.
4. Brand trust significant effect on consumer loyalty brand at Carl's Jr. Surabaya. These results indicate that the hypothesis that "brand trust has significant influence on Carl's Jr. brand loyalty Surabaya", is proven.
5. Brand satisfaction has a significant effect on consumer brand loyalty at Carl's Jr. Surabaya. These results indicate that the hypothesis which reads "brand satisfaction has a significant effect on Carl's Jr. brand loyalty Surabaya", proven otherwise\

6. Brand satisfaction significantly influence consumer brand trust in Carl's Jr. Surabaya. These results indicate that the hypothesis that "brand satisfaction has significant effect on brand trust Carl's Jr. Surabaya", proven otherwise.

REFERENCES

- Aaker, D. A. (2009). *Strategic Market Management*. New York: John Wiley & Sons, Inc.
- Ahmed, Z., Ahmad, M., & Haq, M. (2014). "Effect of brand trust and customer satisfaction on brand loyalty in Bahawalpur", *Journal of Sociological Research*, Vol. 5, No. 1
- Alhaddad, A. (2015). "Perceived quality, brand image, and brand trust as determinants of brand loyalty", *Journal of Research in Business and Management*, Vol. 3, No. 4, pp. 01-08
- American Marketing Association. (2007). *Definition of Marketing. Approved by the AMA Board of Directors*
- Ballester, Delgado, E., & Aleman, J. L. M. (2001), "Brand trust in the Context of consumer loyalty", *European Journal of Marketing*, Vol. 35, No. 11/12, pp 1238-1258.
- Bateman, T. S., & Snell, S. A. (2007). *Management: Leading & collaborating in a competitive world*. Boston: McGraw-Hill.
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. 2009. Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, (73), 52-68
- Brakus, J. J., Schmitt, B. H., & Zhang, S. 2008. *Experiential attributes and consumer judgments*. In: B. H. Schmitt and D. Rogers (eds.): *Handbook*
- Caruana, A. 2002. Service loyalty: The effects of service quality and the mediating role of customer satisfaction. *European journal of marketing*, 36(7/8), 811-828
- Chinomona, R. 2013. The influence of brand experience on brand satisfaction, trust and attachment in South Africa. *International Business and Economics Research Journal*, 12(10), 1303-1316
- Deutsch, M.A. 1958. Trust and suspicion. *Journal of Conflict Resolution*, pp. 265-279
- Esch, F., R., & T. Langner, Bernd H. Schmitt, Patrick Geus. 2006. Are brands forever? How brand knowledge and relationships affect current and future purchases: *Journal of Product & Brand Management*, Vol. 15 No.2, pp. 98-105
- Fathi, M., & S.L. Esfahani. 2017. The Effect of Trust, Quality Service, Brand Image and Perceived Value Customer Loyalty to the Brand in the Hotel Industry Isfahan, Case Study: Hotel Kosar Isfahan. *Pal. Jour.* V.16, I.2, 140-148
- Gremler dan Brown. 2009. *Customer Relationship Marketing: A Strategic Imperative in the World of e.Business*, Canada: John Wiley & Sons Ltd
- Johnson, C. 2008. Event marketing or product sampling? *Journal of Consumer Marketing*, 25(5), 269-271. <http://dx.doi.org/10.1108/07363760810890499>
- Kim, R.B., D.H. Yoon, & C. Yan. 2015. "Effects of Brand Experience On Brand Trust, Brand Satisfaction & Brand Loyalty: Building SPAC Brands in South Korea". *Actual Problems Of Economics* #6((168)
- Lee, H. J., & dan Kang, M. S. 2012. The effect of brand experience on brand relationship quality. *Academy of Marketing Studies Journal*, 16(1), 87-98
- Malhotra, N.K. 2004. *Marketing Research: An Applied Orientation*. 4th Edition. New Jersey: Pearson Education Inc.
- Momeni, A., & A. Akhavanfar. 2015. Review Article: Brand Experience, Brand Loyalty, Satisfaction and Brand Trust. *International Research Journal of Management Sciences*. Vol., 3 (3), 84-87
- Najib, M., A. I. Marist., & L.N. Yuliati. 2014. The Role of Event in Building Brand Satisfaction, Trust and Loyalty of Isotonic Drink. *International Journal of Marketing*

- Studies*; Vol. 6, No. 6; 1918-7203. Published by Canadian Center of Science and Education
- Park, G., Jaesin O., & K. Chung. 2016. The Relationship among Perceived Value, User Satisfaction, Brand Trust, and Loyalty in Mobile Phone Context. *International Journal of u- and e- Service, Science and Technology* Vol.9, No. 7, pp.139-146
- Peter, J. Paul & Jerry C. Olson. 1996. *Consumer Behavior and Marketing Strategy*. 4th ed. The McGraw-Hill Companies, Inc.
- Plunkett, W.R., Attner, R.F. & Allen, G.S. 2005. *Management: Meeting and Exceeding Customer Expectations*. Eighth Edition. Mason:Thomson South Western
- Reast, J.D., 2005. Brand Trust and Brand Extension Acceptance: The Relationship. *Journal of Product and Brand Management*, 14 (1), 4-13.
- Rehman, A., & Awan, A. G., 2014. Impact of customer satisfaction on brand loyalty-an empirical analysis of home appliances in Pakistan. *British Journal of Marketing Studies*, 2, 18-32
- Schultz, D.E. & Barnes, B.E. 1999. *Strategic Brand Communication Campaigns*. Illinois: NTC Business Books.
- Zehir, C., Sahin, A., Kitapci, H., & Ozsahin, M. 2011. The Effects of Brand Communication and Service Quality In Building Brand Loyalty Through Brand Trust; The Empirical Research On Global Brands. *Procedia Social and Behavioral Sciences*, 1218–1231
- Zhang, J., S. Rajumesh., & V. Sritharan. 2013. Brand Affect, Brand Trust, And Perceived Value: Their Impact On Brand Loyalty. *EXCEL International Journal of Multidisciplinary Management Studies EIJMMS*, Vol.3 (12)