

The Influence of Brand Experience, Perceived Value, Brand Personality, Brand Image, Product Quality and Service Quality on Brand Loyalty with Brand Trust as a Mediating Variable

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DOI: prefix/abbreviation journal.volume.number.article number

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Keywords:

Brand Experience;
Perceived Value;
Brand Personality;
Brand Image;
Product Quality

Abstract

This research was conducted with the aim of proving brand experience, perceived value, brand personality, brand image, product quality and service quality on brand loyalty with brand trust as a mediating variable among brand cellphone users in the city of Batam. The population in this research are Batam people who use smartphones. The purposive sampling method was used to collect samples by taking samples based on certain considerations, namely respondents who used smartphones. The smartphone brand is currently held by several brands, namely Xiaomi, Oppo, Samsung, Realme, Vivo, iPhone, and others. There are 35 questions in this research, so the minimum sample size required is $35 \times 10 = 350$ samples. Data was processed using the Smart Partial Least Square (PLS) 3.0 program. The results of this research show that the independent variable for the brand trust mediation variable is 0.553, which means that the independent variable can explain 55.3% of the mediation variable, while 44.7% is explained by other variables. The independent variable can explain the dependent variable as much as 80.3%. Meanwhile, 19.7% is explained by other variables. The results of the quality index are declared large because the GOF value is greater than 0.36.

1. Introduction

Smartphones represent a significant advancement in Indonesia and are experiencing rapid growth, as people seamlessly integrate them into their daily activities. Smartphones have evolved into a fundamental necessity for society, encompassing both millennials and other generations. Utilized for various activities from work to education, smartphones have gained widespread popularity, particularly heightened by the surge in online business activities during the global pandemic (Siti, 2021).

In terms of smartphone usage, Indonesia ranks fourth globally. The country has witnessed continuous growth in smartphone adoption over the years. Data collected in 2021 estimates that 76% of Indonesians use smartphones, with a projected annual increase (Pusparisa, 2020). This data indicates a substantial and promising business opportunity for the production and sale of smartphones. The smartphone sales market has become intensely competitive, with companies vying fiercely to

retain consumer loyalty and confidence in their brands.

The competition among companies for customer loyalty is intense, given the myriad options available to customers for selecting the best products and services. Brand loyalty, defined as a persistent consumer preference for a specific brand within certain product or service categories, demands a strong commitment to consistently make purchases from that brand in the future (Farkhan and Suwandari, 2020). This loyalty measure provides insights into a customer's likelihood to switch to a different product, especially when faced with a brand change. Brand loyalty establishes a lasting relationship between consumers and a specific brand, often driven by repeated purchases. Noteworthy smartphone brands in Indonesia include Xiaomi, Oppo, Samsung, Realme, Vivo, iPhone, and others (Khoirunnisa, 2021).

The development of consumer loyalty toward a specific brand is significantly influenced by brand trust. Brand trust, as defined by Farkhan and Suwandari (2020),

involves identifying crucial elements in the brand that can be realized and enhanced by controlling various aspects to surpass consumer satisfaction with the product's capabilities and distinctive features. Consumers must trust that the seller consistently provides the best, considering factors such as brand experience, perceived value, brand personality, brand image, product quality, and service quality.

Brand experience is shaped by consumers' internal subjective reactions, including sensations, feelings, and cognition, triggered by brand elements such as rules, identity, packaging, discourse, and the environment (Choi & Hyun, 2016). Positive brand experiences facilitate brand recall and establish an emotional connection between consumers and brands, leading to the development of brand trust and increased customer loyalty.

Perceived value, the assessment of what consumers receive compared to the sacrifices made to obtain a product or service, is another critical factor. Cuong and Khoi (2019) assert that perceived value is an evaluation of a product or service's usefulness for customers based on both upfront loyalty and post-performance. Consumer perceptions regarding the advantages and disadvantages of a product or service are closely tied to brand trust and loyalty.

Brand personality, a factor influencing brand trust and subsequently brand loyalty, refers to the personality embedded in a brand (Villagra et al., 2021). Brands with distinct personalities foster a sense of closeness with consumers, making it easier to remember and contributing to business success. Brands with unique personalities can increase consumer attraction, subsequently enhancing trust and interest in the products offered.

Brand image serves as a fundamental basis that influences brand trust and, consequently, brand loyalty. The brand image is a mental representation of a product in the minds of consumers. A positive brand image, built over time, continues to grow in consumers' minds (Diputra & Yasa, 2021). Brand image

formation is closely linked to the company persona as the focal point of the released trademark. A strong brand and increased attention contribute to people remembering a product with a positive brand image.

Companies producing high-quality products develop a positive image in the eyes of consumers over time. This positive image is closely connected to consumers' views of the products being sold, considering whether the product offers good value. Over time, consumers develop trust and loyalty to a particular brand. Product quality encompasses the ability of a product to perform its functions effectively, including durability, reliability, accuracy, ease of operation, and other valuable attributes (Qibtiyah & Setyawati, 2021).

Companies providing excellent service can gain consumers' trust and loyalty, as service quality is a primary determinant of consumer satisfaction levels. Good service quality is considered the main basis for assessing consumer satisfaction. When consumers feel satisfied, it fosters trust in the brand (Khawaja et al., 2021). Service quality adds value to a brand, providing consumers with reasons to choose one brand over others. Services that meet and exceed consumer expectations not only convince them but also enhance customer loyalty to a brand.

In summary, the author recognizes the importance of investigating the influence of brand experience, perceived value, brand personality, brand image, product quality, and service quality on brand loyalty. Brand trust is proposed as a mediating variable in this relationship, particularly among mobile users in Batam City. This research aims to shed light on the intricate dynamics shaping consumer perceptions and loyalty in the rapidly evolving smartphone market in Indonesia.

2. Literatur Review

Brand loyalty is a phenomenon in which customers tend to remain faithful to a particular brand over a specific period. Farkhan and Suwandari (2020) emphasize that brand loyalty reflects the extent to which a customer's relationship is established with a brand.

Contributing factors to brand loyalty involve positive brand experiences, consumer-perceived value, and the level of trust they have in the brand. On the other hand, brand trust is a key element in forming the relationship between customers and a brand. Brand trust encompasses customers' belief in the reliability and credibility of a brand. Farkhan and Suwandari (2020) explain that this level of trust significantly impacts the long-term relationship between customers and the brand.

Brand experience, as an internal subjective response to brand stimuli, plays a crucial role in forming an emotional connection between the brand and customers. Choi and Hyun (2016) highlight the importance of brand experience in creating positive encounters that contribute to building emotional bonds and strong brand recall in the minds of consumers. Perceived value, or consumers' assessment of the benefits received from a product or service relative to the sacrifices made, is also a key factor. Cuong and Khoi (2019) argue that a positive perceived value can strengthen consumers' trust in the brand and ultimately influence brand loyalty.

Brand personality, characterizing the personality traits of a brand, can enhance consumer attraction and foster deeper relationships. Villagra et al. (2021) underscore the role of brand personality in creating a unique and appealing brand identity for consumers. Brand image, representing the mental picture of a product in consumers' minds, directly impacts brand loyalty. Diputra and Yasa (2021) note that a positive brand image can reinforce consumers' emotional attachment to the brand, foster trust, and elevate brand loyalty.

Product quality is another significant factor. Qibtiyah and Setyawati (2021) state that good product quality plays a vital role in shaping consumer perceptions of the brand and contributes to high levels of brand loyalty. Lastly, service quality, or the level of service satisfaction provided by a brand, adds value to consumers' perceptions of the brand. Khawaja et al. (2021) emphasize that good service can

enhance customer satisfaction and, as a result, strengthen brand loyalty.

3. Methodology

The author used quantitative research method analysis in this research to test the relationship between variables. The research data source is based on primary data collected through questionnaires with the aim of completing the research being carried out. The population in this research are Batam residents who use smartphones. How to take samples using Non Probability Sampling in determining samples that are able to represent the population. The purposive sampling method was used to collect samples by taking samples based on certain considerations, namely respondents who used smartphones. Hair et al. (2018) stated that the sample size should be approximately 100 or more.

The smallest sample size is at least five times the total number of questions studied, and a ratio of 10:1 will produce a better sample size. There are 35 questions in this research, so the minimum sample size required is $35 \times 10 = 350$ samples. The analysis procedure used is structural equation modeling (SEM). SEM is a statistical method used to analyze multiple models simultaneously that cannot be solved by linear regression equations (Hamid & Anwar, 2019). There are 2 types of structural models, namely Covariance-Based-Structural Equation Modeling (CB-SEM) and Partial Least Square Path Modeling (PLS-SEM), but researchers only use the related PLS method study.

4. Results and Discussion

4.1 Common Method Bias (CMB)

Common Method Biases (CMB) is a collection of data originating from a collection of single source numbers, such as a self-report questionnaire which has the potential for common method biases. The value of the results of Harman's single factor test which has been tested using the SPSS version 25.0 program, the variance results in this test are 43,96% or less than 50%. From these tests it can be concluded that this research does not cause common method biases.

Table 1 . Common Method Biases (CMB) Test Results

Total	% of Variance	Cumulative (%)
15,386	43,961	43,961

Source: Primary data processed (2022)

4.2 Evaluation Result Model

a. Outer Model (Model Evaluation Measurement)

1) Test results Validity

Validity tests are essential to determine the accuracy of statements in the research, and the data for this test included 350 sample respondents. An indicator is considered valid if the Average Variance Extracted (AVE) value is equal to or greater than 0.5 (Hamid & Anwar, 2019). The table below presents the AVE values for each variable:

- Brand experience: AVE = 0.823 (valid, as it exceeds the requirement of 0.5).
- Brand image: AVE = 0.801 (valid, as it exceeds the requirement of 0.5).
- Brand loyalty: AVE = 0.682 (valid, as it exceeds the requirement of 0.5).

- Brand personality: AVE = 0.710 (valid, as it exceeds the requirement of 0.5).
- Brand trust: AVE = 0.672 (valid, as it exceeds the requirement of 0.5).
- Perceived value: AVE = 0.800 (valid, as it exceeds the requirement of 0.5).
- Product quality: AVE = 0.801 (valid, as it exceeds the requirement of 0.5).
- Service quality: AVE = 0.566 (valid, as it exceeds the requirement of 0.5).

The results of the data validity test, as presented in Table 2, confirm the validity of all variables, as each AVE value surpasses the required threshold of 0.5. This signifies that the indicators accurately reflect the constructs they are meant to measure in the research..

Table 2. Validity Test Results

Statement	AVE	Conclusion
Brand Experience	0,823	Reliable
Brand Image	0,801	Reliable
Brand Loyalty	0,682	Reliable
Brand Personality	0,710	Reliable
Brand Trust	0,672	Reliable
Perceived Value	0,800	Reliable
Product Quality	0,801	Reliable
Service Quality	0,566	Reliable

Source: Primary data processed (2022)

2) Reliability Test Results

The reliability test conducted in this research aimed to assess the consistency and accuracy of the questionnaire provided to respondents. Questionnaires are deemed reliable when individuals' responses to the same set of questions remain consistent over different time periods. Composite Reliability serves as a more accurate approximation under the assumption that parameter estimates are precise. A construct is considered reliable if the

Composite Reliability value exceeds 0.70 (Hamid & Anwar, 2019).

The outcomes of the reliability testing reveal that the composite reliability values for each variable are as follows: brand experience (0.949), brand image (0.924), brand loyalty (0.915), brand personality (0.924), brand trust (0.891), perceived value (0.941), product quality (0.953), and service quality (0.867). As indicated by the results in Table 4.9, all variables exhibit composite reliability values surpassing 0.7. This implies that all

questionnaire questions are reliable, providing a solid foundation for the accuracy and consistency of the data collected.

Table 3 . Reliability Test Results

Statement	Cronbach's Alpha	Composite Reliability	Conclusion
Brand Experience	0.928	0,949	Reliable
Brand Image	0.876	0,924	Reliable
Brand Loyalty	0.883	0,915	Reliable
Brand Personality	0.898	0,924	Reliable
Brand Trust	0.837	0,891	Reliable
Perceived Value	0.917	0,941	Reliable
Product Quality	0.938	0,953	Reliable
Service Quality	0.819	0,867	Realible

Source: Primary data processed (2022)

b. Inner Model (Structural Model Evaluation)

1) Structural Test Results Without Mediation

This test is carried out to assess the relationship between the independent variable

and the dependent variable. Following are the test results:

Table 4. Structural Test Results Without Mediation

Statement	T Statistics	P Values	Conclusion
Brand Experience -> Brand Loyalty	2,449	0.015	Significant
Perceived Value -> Brand Loyalty	4,847	0,000	Significant
Brand Personality -> Brand Loyalty	8,931	0,000	Significant
Brand Image -> Brand Loyalty	4,185	0,000	Significant
Product Quality -> Brand Loyalty	4.106	0,000	Significant
Service Quality -> Brand Loyalty	6,225	0,000	Significant
Brand Trust -> Brand Loyalty	21,391	0,000	Significant

Source: Primary data processed (2022)

The first hypothesis posits that brand experience has a positive and significant effect on brand loyalty. This hypothesis is accepted based on the T-Statistics table, where the value exceeds 1.96, and the P-Value (Betta) is smaller than 0.05, indicating a positive and significant influence. Farkhan and Suwandari (2020) emphasized the importance of creating brand experiences that evoke sensations, emotions, perceptions, and consumer reactions to enhance brand loyalty. Building consumer trust in the brand through exploration and identification fosters loyalty by establishing an emotional connection.

The second hypothesis asserts that perceived value has a positive and significant effect on brand loyalty. This hypothesis is accepted as the T-Statistics table value surpasses 1.96, and the P-Value (Betta) is smaller than 0.05, signifying a positive and significant influence. Perceived value positively impacts brand loyalty by instilling confidence in the brand's existence, function, image, and quality. Customers with positive perceptions are motivated to trust a brand and remain loyal to it, as proven by the mediating role of brand trust in the relationship between perceived quality and brand loyalty.

The third hypothesis suggests that brand personality has a positive and significant effect on brand loyalty. This hypothesis is accepted as the T-Statistics table value exceeds 1.96, and the P-Value (Betta) is smaller than 0.05, indicating a positive and significant influence. Brand personality, with its unique characteristics, contributes to brand loyalty by creating a distinct and competitive advantage. Successful brand positioning in the minds of consumers leads to increased consumer attachment and loyalty.

The fourth hypothesis proposes that brand image has a positive and significant effect on brand loyalty. This hypothesis is accepted as the T-Statistics table value surpasses 1.96, and the P-Value (Betta) is smaller than 0.05, signifying a positive and significant influence. A positive brand image enhances brand loyalty by increasing consumer trust and availability. Higher brand awareness correlates with increased trust and consumer willingness to buy, emphasizing the significant positive impact of brand image on brand loyalty.

The fifth hypothesis states that product quality has a positive and significant effect on brand loyalty. This hypothesis is accepted as the T-Statistics table value exceeds 1.96, and the P-Value (Betta) is smaller than 0.05, indicating a positive and significant influence. Product quality, encompassing the product's ability to fulfill its function and various attributes, positively affects brand loyalty. Research studies by Qibtiyah and Setyawati (2021) and Diputra and Yasa (2021) support the notion that product quality significantly contributes to brand loyalty.

The sixth hypothesis posits that service quality has a positive and significant effect on brand loyalty. This hypothesis is accepted as the T-Statistics table value surpasses 1.96, and the P-Value (Betta) is smaller than 0.05, indicating a positive and significant influence. Service quality, known as a key determinant of consumer satisfaction, adds value to a brand. Good service quality provides consumers with compelling reasons to choose a brand over competitors, supporting the positive and significant impact of service quality on brand loyalty.

The seventh hypothesis suggests that brand trust has a positive and significant effect on brand loyalty. This hypothesis is accepted as the T-Statistics table value exceeds 1.96, and the P-Value (Betta) is smaller than 0.05, signifying a positive and significant influence. Brand trust, reflecting the creation and development of brand value, influences brand loyalty beyond customer satisfaction. Positive consumer behavior, driven by trust, leads to brand loyalty, aligning with research findings that emphasize the positive and significant impact of brand trust on brand loyalty (Fard et al., 2016; Puspaningrum, 2020; Sahin et al., 2017; Hokky and Bernardo, 2021).

2) Structural Test Results With Mediation

In testing the structural model with a mediating role, testing was carried out simultaneously with the Smart PLS version 3.0 program to see the effect of the mediating variable on the relationship between the dependent variables. Following are the test results:

Table 5. Structural Test Results with Mediation

	T Statistics	P Values	Conclusion
Brand Experience -> Brand Trust -> Brand Loyalty	2,662	0.008	Significant
Perceived Value -> Brand Trust -> Brand Loyalty	4,798	0,000	Significant
Brand Personality -> Brand Trust -> Brand Loyalty	8,215	0,000	Significant
Brand Image -> Brand Trust -> Brand Loyalty	0.937	0.349	Not significant
Product Quality -> Brand Trust -> Brand Loyalty	1,040	0.299	Not significant
Service Quality -> Brand Trust -> Brand Loyalty	10,440	0,000	Significant

Source: Primary data processed (2022)

The eighth hypothesis states brand experience influential positive and significant to brand loyalty which is mediated by brand trust . This hypothesis statement is accepted because in the T-Statistics table the value must be more than >1.96 , or the P-Value (Betta) is smaller than 0.05 so it is declared to have influence positive and significant.

Hypothesis nine states perceived value influential positive and significant towards brand loyalty which is mediated by brand trust . This hypothesis statement is accepted because in the T-Statistics table the value must be more than >1.96 , or the P-Value (Betta) is smaller than 0.05 so it is declared to have influence positive and significant.

Hypothesis ten states brand personality influential positive and significant to brand loyalty which is mediated by brand trust . This hypothesis statement is accepted because in the T-Statistics table the value must be more than >1.96 , or the P-Value (Betta) is smaller than 0.05 so it is declared to have influence positive and significant.

Hypothesis eleven states brand image influential positive and significant to brand loyalty which is mediated by brand trust . The results of this hypothesis were rejected because based on existing research results it was stated that the significant value in the test was greater than 0.05 so it was declared not significant. The research results stated the brand image have no relationship significant to brand loyalty which is mediated by brand trust .

Hypothesis twelve states product quality influential positive and significant to brand

loyalty which is mediated by brand trust . The results of this hypothesis were rejected because in because based on the results of existing research it is stated that the significant value in this test is greater than 0.05 so it is declared not significant. The research results stated product quality have no relationship significant to brand loyalty which is mediated by brand trust .

Hypothesis three twelve states service quality influential positive and significant towards brand loyalty which is mediated by brand trust . This hypothesis statement is accepted because in the T-Statistics table the value must be more than >1.96 , or the P-Value (Betta) is smaller than 0.05 so it is declared to have influence positive and significant.

3) R Test Results Square

R Square test can be seen in Table 4.11. This table shows the amount of adjusted R^2 with the mediating variable brand trust. In table 4.1 1, the R Square value of the independent variable is large for the mediating variable brand trust is 0.553 which means the independent variable can explain the mediating variable as much as $55,3\%$ while $44,7\%$ is explained by other variables. The R Square value of the independent variable for the dependent variable brand loyalty is 0.803 , which means the independent variable can explain the dependent variable as much as 80.3% . Meanwhile, 19.7% is explained by other variables. The R Square test results can be seen in table 4.1 1 in lower.

Table 6. Adjusted R^2 Test Results

Variable	Adjusted R Square
Brand Trust	0.553
Brand Loyalty	0,803

Source: Primary data processed (2022)

4) Quality Test Results Index

Quality index is a method that is analyzed to see whether a research model is appropriate or not. In PLS , the quality index used is goodness of fit . GOF is a comparison

between models specified with a covariance matrix between indicators or observed variables . The results are declared large because the GOF value is greater than 0.36 .


Table 7. Test results Quality Index

Variable	AVE	Adjusted R Square	GoF	Conclusion
Brand Loyalty	0,682	0,803	0.715	Big
Brand Trust	0,672	0.553		
Brand Experience	0,823			
Brand Image	0,801			
Brand Personality	0,710			
Perceived Value	0,800			
Product Quality	0,801			

5. Conclusion

The study reveals several key findings regarding the relationships between various factors and brand loyalty. Firstly, there are direct positive and significant effects observed: brand experience, perceived value, brand personality, brand image, product quality, service quality, and brand trust all contribute significantly to brand loyalty. In addition to these direct effects, the study explores the mediating role of brand trust in influencing brand loyalty.

The positive and significant effects of brand experience, perceived value, brand personality, and brand image on brand loyalty are found to be mediated by brand trust. Surprisingly, the study indicates that the relationship between product quality and brand loyalty is not significant when mediated by brand trust. On the other hand, service quality shows a positive and significant effect on brand loyalty, and this relationship is also mediated by brand trust. These nuanced insights into the interplay of factors provide valuable implications for businesses seeking to enhance brand loyalty in a competitive market.

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