The Influence of Brand Experience on Brand Loyalty through Perceived Quality, Brand Trust and Customer Satisfaction as Mediation

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Abstract

The purpose of this study is to determine the influence of brand experience on brand loyalty by adding perceived quality, brand trust and customer satisfaction as mediating variables. The collection method in this study was by non-probability sampling method and purposive sampling technique. The data used in this study are quantitative data obtained from a questionnaire with a total of 306 respondents. With a 5-point Likert Scale it ranges from 1 (Strongly Disagree) to 5 (Strongly Agree). The results of the study revealed that there is a positive relationship between Brand Experience to Perceived Quality, Brand Experience to Customer satisfaction, Brand Experience to Brand Trus, Brand Experience to Brand Loyalty and Brand Trust to Brand Loyalty. The managerial implication in this study is that the shoe rodusen is to add innovation as an example, namely adding the latest model model that suits the interests of the market or consumers, so that consumers will be interested in buying shoe products produced by manufacturers. In addition, manufacturers must conduct more surveys about what the market wants, while also being actively involved in social media in order to survive in the manufacturing and fashion industries because market interest is also influenced, one of which is by technological advances and social media.

Keywords: *Brand Experience, Brand Loyalty, Perceived Quality, Brand Trust, Customer Satisfaction.*

Abstrak

Penelitian ini bertujuan guna mengetahui pengaruh pengalaman merek terhadap loyalitas merek dengan menambahkan kualitas yang dirasakan, kepercayaan merek dan kepuasan pelanggan sebagai variable mediasi. Metode pengumpulan pada penelitian ini dengan metode non-probability sampling dan teknik purposive sampling. Data yang dipakai pada penelitian ini ialah data kuantitatif yang didapatkan dari kuesioner dengan jumlah responden 306 responden. Dengan Skala Likert 5 poin berkisar dari 1 (Sangat Tidak Setuju) hingga 5 (Sangat Setuju). Hasil penelitian mengungkapkan bahwa adanya hubungan positif antara Brand Experience terhadap Perceived Quality, Brand Experience terhadap Costumer satisfaction, Brand Experience terhadap Brand trus, Brand Experience terhadap Brand Loyalty dan Brand Trust terhadap Brand Loyalty. Implikasi manajerial dalam penelitian ini yaitu produsen sepatu adalah untuk menambah melakukan inovasi sebagai contoh yakni menambahkan model model yang terbaru yang sesuai dengan minat pasar ataupun konsumen,sehingga konsumen akan tertarik untuk membeli produk sepatu yang dihasilkan oleh produsen. Selain itu produsen harus lebih banyak melakukan survey tentang apa yang diinginkan pasar selain itu juga terlibat aktif di media sosial agar tetap bisa bertahan di industri manufaktur dan fashion karena minat pasar juga dipengaruhi salah satunya oleh kemajuan teknologi dan sosial media.

Kata Kunci : *Brand Experience, Brand Loyalty, Perceived Quality, Brand Trust, Customer Satisfaction.*

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INTRODUCTION

With the increasing public awareness of the importance of exercise, it encourages manufacturers of sports products to always make updates from ancient to more modern. By updating in terms of design or color, it will make consumers feel more about the products produced by the manufacturer. But it does not rule out the possibility that the public already knows what products or brands have become their mainstay in this context of sports product brands. Thus, manufacturers of sports products in the current era have competed to carry out various innovations that will hopefully in the future make their companies can become pioneers in the sports product sector, such as examples of combinations of intangible services (for example sports organizations that offer sports consultations) and tangible products (such as sports shoes, sportswear and other sports equipment).

Sports shoe products have become popular among the public due to the change in the lifestyle of consumers who are more relaxed with versatility and comfort. This situation has prompted shoe manufacturers such as Nike, Adidas and Reebok to expand the range of their sports shoe products to generate higher sales volumes. In the digital report in Indonesia in 2022 Adidas is in the first place of the most sales with a percentage of 33.6%, Nike is in the second position of 19.9%, and Reebok is in the fourth position of 9.1% (Digital top award report 2022). On the other hand, in the business world, companies must be aware of technological developments in the field of marketing such as using advantages based on targets, taste trends, many choices and identification of potential customers who provide quick access to customers to access business products on the market.

In this case, the company must be able to create a good brand experience in order to attract buyers to make repurchases in the future. Through this brand experience, consumers connect to the brand personality and develop strong relationships with the brand (Akoglu and Özbek 2021). Consumers provide a perception of a brand based on sensations, feelings, knowledge, and behavioral responses. If this perception is positive then the customer remains loyal to the brand and makes a repurchase.

In this study , the relationship between brand experience and brand loyalty, which has been tested with mediation variables in various sectors by various researchers, was evaluated through brand trust and perceived quality. However, for this study, researchers think that consumer satisfaction is one of the variables that need to be added .

Based on the research background, consumers are more interested in buying because of the positive experience they feel in buying a brand. This is evidenced by the theory of brand experience which states that compared to the function of features and benefits in traditional products, brand experience can create a long-term effect in the minds of consumers (Khan and Rahman 2015). Based on this, it can be said that the brand experience is the beginning of the consumer's relationship with the brand that determines their brand loyalty. So that there are various variables that will be raised in this research to achieve consumer loyalty to the brand, namely perceived quality, brand trust, and customer satisfaction.

Brand Experience

Brand experience is a consumer experience or insight that is formed when interacting with a brand. Brand experience is defined as subjective internal (e.g. sensation, emotion, and cognition) as well as consumer behavior responses related to

stimuli that are part of brand design, communication, packaging, identity, packaging, and the environment (Akoglu and Özbek 2021).

Brand Loyalty

Brand Loyalty is a firm commitment of consumers to stay on the brand of products and services, which will later affect repeated purchases in the future even though there are situational factors and market conditions that can trigger consumer behavior to change (Revaldi et al. 2022). In (Kusuma 2014) states that brand loyalty is a fairly strong agreement when subscribing or purchasing a brand permanently in the future.

Perceived Quality

Perceived Quality can be interpreted as a form of service that must be adjusted to the expectations and satisfaction of consumers to meet the wants and needs of consumers, perceived quality prepares value for consumers by giving consumers a reason to buy and convey the difference between the company's brand and competitor's brand. Perceived Quality is also described as an evaluation and assessment of customers as a whole regarding the quality and excellence of a service (Asep Hermawan, Wisnu 2011).

Brand Trust

Brand trust or consumer trust in the brand is described as the consumer's desire to choose a brand with various risks must be felt due to expectations related to the brand that will bring positive results (Iman 2017).

Customer Satisfaction

Customer satisfaction is also interpreted as a consequence of the difference between their initial expectations related to a brand as well as how the brand actually performs (Revaldi et al. 2022).

Hypotheses and Conceptual Frameworks

Brand Experience has a positive impact on Perceived Quality, Based on the results of research showing when the direct influence of brand experience on perceived quality is examined and this hypothesis is confirmed. Studies measuring the perceived effects of quality (Xixiang, Gilal, and Gilal 2016) with brand experience support the results of this study. The finding that brand experience is the driving force of quality perceived within the framework of brand resonance models is rarely found in the literature of sports consumers and sports brands. This research is directly proportional to research conducted by (Shanahan, Tran, and Taylor 2019) stated in their study on students that the perception of sportswear quality has an impact on brand loyalty. Therefore, hypotheses are proposed, including:

H1 : Brand Experience has a positive impact on Perceived Quality

Brand Experience has a positive impact on Customer Satisfaction, based on the results of research that shows that brand experience has an influence related to Customer Satisfaction. The test results of H2 are in line with the results of research that has been carried out by (Anon n.d.-b) which shows that the brand experience variable

has a positive influence related to Customer Satisfaction. The test results show that consumers are satisfied with the use of BlackBerry smartphones. This is driven by a series of consumer experiences when using BlackBerry that are created through the satisfaction of applications that BlackBerry has, this research is in line with the results of research that shows that brand experience has an influence related to Customer Satisfaction. The test results are in line with the results of research that has been carried out by (Anon n.d.-a) which shows that the brand experience variable has a positive influence related to Customer Satisfaction. The research is also in line with the research researched by (Hasian Ekaputri, Rahayu, and Adi Wibowo 2016) which obtained results if brand experience has a significant influence on customer satisfaction in consumers of Skin Care Clinics in the city of Bandung. Therefore, a hypothesis is proposed:

H2: Brand Experience has a positive impact on Customer Satisfaction

Brand Experience has a positive impact on Brand Trust, based on research carried out by (Widari, Suartina, and Komang Ary Pratiwi 2017) which shows that satisfaction is the beginning of the creation of brand loyalty where satisfaction that increases will also have an impact on increasing brand loyalty. Directly proportional to the research conducted by (Kusuma 2014) Brand Experience has a significant influence on brand trust on the Harley Davidson brand. Harley Davidson, which creates a better brand experience, will also have an impact on brand trust which is also getting better. Vice versa, if the company has a bad brand experience, then the customer's sense of trust in the brand will be bad too. The research is also in line with research conducted by (Aprilha and Engkur 2015) Experiences that can bring consumer confidence can be formed by sellers or companies. But in creating an experience that can bring this trust, various characteristics must be possessed by the seller or company, for example, creating an atmosphere as well as a good impression of, a product that provides a different experience, optimal service. Some of these aspects make consumers have high trust in sellers or companies. Therefore, the hypothesis includes:

H3 : Brand Experience has a positive impact on Brand Trust

Brand Experience has a positive impact on Brand Loyalty, in research (Aprilha and Engkur 2015) Brand experience is defined as a sensation, sensation, or also the taste caused by a brand through the design they display, and also a communication in the form of marketing that can be felt by consumers. Brand experience begins when a customer searches for a product, makes a purchase and gets service and consumes the product. If from this experience consumers feel satisfied with a brand, then there is a repurchase or reuse and feel trust in one brand, this is called brand trust or trust in a brand. As previously said, high consumer confidence will determine strong consumer loyalty to a brand. So brand trust will be high if the brand experience felt by consumers is also high so that it will cause loyalty in a brand. In line with the research carried out by (Rahmat and Marso 2020) is that brand experience has a direct positive and also significant influence related to the brand loyalty of smartphone users in the Tarakan region. In line with the research carried out by (Anon 2015) whose results show that brand experience has an influence related to customer loyalty, brand experience has an influence related to customer satisfaction, customer satisfaction has an influence related to customer loyalty, and customer satisfaction can mediate the influence of

brand experience related to customer loyalty. Therefore, the hypotheses proposed include:

H4: Brand Experience has a positive impact on Brand Loyalty

Perceived Quality has a positive impact on Brand Loyalty, in research (Gunadi, Adiwijaya, and Subagio 2017) shows that Perceived quality has an influence related to brand loyalty. This is because the impression of laptop users regarding good performance on laptops made in Indonesia can make laptop users like laptops made in Indonesia. In line with the research conducted (Pan, Liu, and Ha 2022) in Chinese department stores that shows that the perception of quality has a positive relationship with the loyalty of the brand. Therefore, the hypotheses proposed include:

H5: Perceived Quality has a positive impact on Brand Loyalty

Customer Satisfaction has a positive impact on Brand Loyalty, according to (Mohsan et al. 2011) a company that has customers with satisfaction has a fairly good opportunity to change consumers as loyal customers who purchase products owned by the company over a long period of time. The sense of satisfaction that customers feel is a form of achievement from a company. This was also conveyed (Amanda and Dharmayanti 2016), if the satisfaction that a customer has has a significant impact related to customer loyalty for the brand. In line with the research that (Wahyuni 2021) carried out shows that hila customer satisfaction has a significant influence related to the variable brand loyalty. This research shows that the quality of products and services must be maintained by companies so that satisfaction is still felt by consumers. Therefore, the hypotheses proposed include:

H6 : Customer Satisfaction has a positive impact on Brand Loyalty

Brand Trust has a positive impact on Brand Loyalty, In the research conducted (RIzan, Saidani, and Sari 2012), brand trust has a fairly important role in consumer decision making to trust the brand so that it becomes loyal related to a product. This research is in line with research (Anon 2012) which shows that trust in the brand is the willingness of the consumers themselves to trust the brand with various risks due to the brand promising the hope that it will provide positive results for its consumers. Also when a brand succeeds in meeting or exceeding the expectations of its consumers also provides a guarantee related to quality, consumers will be loyal and make consistent purchases of products from the brand. Therefore, hypotheses are proposed, including:

H7 : Brand Trust has a positive impact on Brand Loyalty

Perceived Quality has a mediation effect on the relationship between Brand Experience and Brand Loyalty, Other brand-related stimuli that result in a brand experience are traditional communication such as advertising, below-line tools, public relations, and event marketing practices. The literature is sufficient to show that event marketing has a positive influence on brand experience which in turn affects brand equity (Hussein 2018). Slater (1997) explained that if the perception of quality is a sufficiently important thing to understand consumer behavior, because consumer perception is related to the influence of consumer decisions for product purchases, which ultimately creates brand loyalty. In the previous study in the explanation above,

the research was carried out partially so that the relationship of each variable was positive. However, in this study, we want to know the relationship between brand experience and brand loyalty through Perceived Quality as mediation. Therefore, the hypothesis is proposed as follows :

H8 : Perceived Quality has a mediating effect on the relationship between Brand Experience and Brand Loyalty

Customer Satisfaction has a mediation effect on the relationship between Brand Experience and Brand Loyalty, research carried out (Revaldi et al. 2022) shows that customer satisfaction mediates a relationship between brand experience and brand loyalty with a p-value (1,2,3) of 0.000 < 0.05 on model one and model two is significant. For a p-value at number 4 with a p-value of 0.000 < 0.005 indicates its partly mediated mediation role. Because customer happiness is a key aspect that can make customers loyal, there is a connection between brand experience and brand loyalty if followed by customer satisfaction. Previous research has shown that the higher the customer satisfaction, the higher the customer loyalty. (Aprilha and Engkur 2015). The service quality experience predicts if the satisfaction that occurs in customers where in turn will predict customer loyalty (Farooq et al. 2019). Client satisfaction mediation is the first step in building customer loyalty, which will lead to long-term partnerships and a better corporate image (Revaldi et al. 2022). Therefore the following hypothesis is proposed:

H9 : Customer Satisfaction has a mediating effect on the relationship between Brand Experience and Brand Loyalty

Brand Trust has a mediation effect on the relationship between Brand Experience and Brand Loyalty, The influence of brand experience on the level of trust in the brand, based on research before previously obtained different results. Sahin, (Şahin, Zehir, and Kitapçi 2011) explained that brand experience has a significant positive influence on brand trusts. The influence of trust in brands on brand loyalty, based on previous research, obtained different research results. Dewanti, Ismail, Tasrihanto, and Prabowo (2010) explained that brand trust has a positive influence on brand loyalty. However, in this study, Brand Trust is a mediation variable where you want to see how influential Bran trust is if it becomes a mediation between brand trust and brand satisfaction. Therefore this is proposed the following hypothesis:

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H10 : Brand Trust has a mediation effect on the relationship between Brand Experience and Brand Loyalty

METHODOLOGY

Respondents in this study were customers who used Adidas, Nike and Reebok brand shoe products. The *non-probability sampling* method along with *the purposive sampling* technique were used in this study which was then adjusted to the *framework*. Prospective respondents were obtained through the collection of data obtained for the distribution of questionnaires through google forms. By encouraging respondents to complete the survey, important information that includes the introduction and purpose of the research is conveyed so that the confidentiality of the data can be guaranteed. A total of 306 respondents in this study, of which 306 (100%) already knew the products of the Adidas, Nike and Reebook brands, which used the highest percentage of nike brand products by 150 respondents (49%). The majority of respondents who used brand products in this study were men as many as 170 respondents with a percentage of 55.6%. All of these questions received scoring points using the Likert scale which contained 5 point items, namely strongly disagreeing (1) to strongly agreeing (5).

RESULTS AND DISCUSSION

Characteristics of respondents

The respondents in this study were Indonesian citizens who already knew and bought brand products in this study. The results of the processing in table 1 were seen based on gender, the majority of respondents were men by 55.6% as many as 170 respondents the rest were women at 44.4% as many as 136 respondents. The majority of respondents in this study have bought products 1 time in 12 months as many as 155 respondents by 50.7% then in second place respondents bought products 1 time in 6 months as many as 119 respondents by 38.9% and third respondents bought 1 time in 3 months as many as 32 respondents and by 10.5%. In this study, the majority of respondents knew and bought Nike products as many as 150 respondents with a percentage of 49.0%, in the second order there were Adidas brand products as many as 119 respondents as many as 38.9% and in the third order there were Reebook brand products as many as 37 respondents as many as 12.1%. The majority of respondents in this study had 21-30 years of age as many as 244 by 79.9%. In this study, respondents who had an income of <4,000,000 who knew and bought brand products in this study were 93 respondents at 30.4%.

Table 1 Characteristics of respondents

Valid	Frekuensi	Presentase(%)
Ya	306	100
Berapa kali membeli produk		
1 kali atau lebih dalam 3 bulan	32	10.5
1 kali atau lebih dalam 6 bulan	119	38.9
1 kali atau lebih dalam 12 bulan	155	50.7
Merek yang sudah terbeli		
Adidas	119	38.9
Nike	150	49.0
Reebok	37	12.1
Lama menggunakan produk		
1 tahun	31	10.1
2 tahun	66	21.6
3 tahun	82	26.8
> 3 tahun	127	41.5
Jenis Kelamin		
Laki-laki	170	55.6
Perempuan	136	44.4
Usia		
21 - 30 tahun	244	79.7
31 - 40 tahun	59	19.3
41 - 50 tahun	3	1.0
Pendapatan		
< 4.000.000	93	30.4
4.000.000 - 6.000.000	78	25.5
6.000.000 - 8.000.000	71	23.2
8.000.000 - 10.000.000	49	16.0
> 10.000.000	15	4.9

Source: Processed SPSS data

Descriptive statistics

In the validity test, it can be concluded that if the fifteen indicators of the statement have a factor loading value of > 0.35, it can be interpreted that each point of the statement used in the measurement of the variable is considered valid. While testing reliability based on the four variables can be drawn the conclusion of having Cronbach's alpha with a larger assessment of 0.60, until the item on each statement is *acceptable (reliable)*. The descriptive statistics of the conclusion in the *Brand Experience* use the measurement of item 12 statements and the average average rating of *the mean* of 4.0003. For the highest average assessment of 4.5523 which exposes this brand to good quality While the lowest average assessment is 2.9542 which explains if this brand is not attractive to my senses. Perceived *Quality* uses six-statement item measurements with a mean average rating of 4.4548. for the highest average assessment of 4.5523 which explains if the brand is durable. Meanwhile, the lowest average rating is 4.2680 which states that this brand is better than other sports brands. Customer *Satisfaction* uses a measurement of four points of revelation with an average *mean* assessment of 4.4175. For the highest average assessment of 4.5033 which exposes if my current brand is as good as I expected. Meanwhile, the lowest average rating is 4.3791 which explains if my current brand is worth the same price for it. The *Brand Trust* uses a three-point measurement of revelation and a mean average assessment of 4.4172. For the highest average assessment of 4.5033 which is explained if I believe this brand. Meanwhile, the lowest average value is 4.3693 which explains if I feel safe when buying this brand because I know it will never disappoint me. In *Brand Loyalty*, it uses a six-statement item measurement and a mean average rating of 4.0692. For the highest average assessment of 4.3693 which explains if I feel better when I use this brand. Meanwhile, the lowest average rating is 3.7680 which explains that apart from this brand, there are no other brands that catch my eye.

Tabel 2 Statistik Deskriptif

Variable / Indikator	Factor Loading	Crombach Alpha	Simpulan	Mean	Std Deviation
Brand Experience		0.920	Realible	4.0003	0.79504
Merek ini membuat kesan yang kuat pada indra visual saya atau indra lain	0.698		Valid	4.4118	0.74684
Saya menemukan merek ini menarik dalam cara sensorik	0.689		Valid	4.2680	.85320
Merek ini tidak menarik bagi indra saya	0.370		Valid	2.9542	1.27184
Merek ini menimbulkan perasaan dan sentiment	0.828		Valid	3.8791	1.23145
Saya tidak memiliki emosi yang kuat untuk merek ini	0.717		Valid	3.7712	1.32069
Merek ini adalah merek yang emosional	0.829		Valid	3.8922	1.19211
Saya terlibat dalam tindakan dan perilaku fisik ketika saya menggunakan merek ini	0.805		Valid	4.0850	1.10408
Merek ini menghasilkan pengalaman fisik	0.814		Valid	4.3007	0.84609
Merek ini tidak berorientasi pada tindakan intelektual	0.769		Valid	3.8366	1.30802
Saya terlibat dalam banyak pemikiran ketika saya menemukan merek ini	0.817		Valid	4.1732	0.97480
Merek ini tidak membuat saya berpikir	0.718		Valid	4.2582	0.99607
Merek ini merangsang rasa ingin tahu dan pemecahan masalah saya	0.808		Valid	4.1732	1.05554
Peceived Quality		0.879	Realible	4.4548	0.60466
Merek ini dapat diandalkan	0.804		Valid	4.4510	0.73276
Merek ini berkualitas baik	0.795		Valid	4.5392	0.69194
Merek ini memenuhi syarat	0.736		Valid	4.5065	0.76069
Merek ini tahan lama	0.818		Valid	4.5523	0.70050
Merek ini cocok untuk tujuan saya	0.841		Valid	4.4118	0.77273
Merek ini lebih baik dari pada merek olahraga lainnya	0.766		Valid	4.2680	0.91620
Costumer Satisfaction		0.912	Realible	4.4175	0.65812
Merek saya saat ini sebaik yang saya harapkan	0.911		Valid	4.5033	0.72088
Merek saya saat ini sepadan dengan harga yang saya bayarkan untuk itu	0.858		Valid	4.3791	0.77677
Merek ini sepenuhnya memenuhi kebutuhan saya	0.886		Valid	4.3693	0.78776
Merek ini secara umum memenuhi harapan saya	0.906		Valid	4.4183	0.76062
Brand Trust		0.887	Realible	4.4172	0.7577
Saya percaya merek ini	0.858		Valid	4.5033	0.72088
Saya mengandalkan mereknya ini adalah merek yang jujur	0.880		Valid	4.3791	0.77677
Saya merasa aman ketika membeli merek ini karena saya tahu itu tidak akan pernah mengecewakan saya	0.845		Valid	4.3693	0.78776
Brand Loyalty		0.932	Realible	4.0692	0.94581
Saya merasa lebih baik ketika saya menggunakan merek ini	0.808		Valid	4.3693	0.80423
Merek ini menggairahkan saya lebih dari merek lain	0.823		Valid	4.2582	0.86575
Ketika saya pergi berbelanja, merek ini adalah satu-satunya merek yang akan saya beli	0.908		Valid	3.9575	1.16570
Selain merek ini, tidak ada merek lain yang menarik perhatian saya	0.927		Valid	3.7680	1.32631
Jika merek ini tidak tersedia di tempat saya berbelanja, saya tidak akan membeli merek lain atau mencari di toko lain	0.902		Valid	3.8627	1.29594
Saya akan terus menggunakan produk merek ini di masa mendatang	0.854		Valid	4.1993	0.99645

Source : Amos data processing, 2022

Fit Model Testing

The results of the improvement of the fit model are seen in table 3. The information in the table shows from 8 criteria for the fit model, as many as 2 criteria for producing poor fit models, namely chisquare and GFI, 2 criteria for producing conclusions of fit models, namely RMSEA and CMIN / DF and as many as 4 indicators resulting in marginal fit conclusions, namely NFI, IFI, TLI and CFI. Since most fit models can be fulfilled, the hypothesis of theory can be continued.

Table 3 *Goodness-of-Fits* Test after revision

Jenis Pengukuran	Pengukuran	Keputusan Model Fit	Hasil Olahan	Keputusan
Absolute fit measures	*Chi-square*	low Chi Square	1757.515	
	p-value Chi-Square	≥ 0.05	0000	Poor fit
	GFI	≥ 0.90	685	Poor fit
	RMSEA	≤ 0.10	0.097	Model fit
	NFI	≥ 0.90	0.815	Marginal fit
	IFI	≥ 0.90	0.856	Marginal fit
	TLI	≥ 0.90	0.841	Marginal fit
	CFI	≥ 0.90	0.855	Marginal fit
Parsimonius fit meassure	CMIN/DF	Antara 1 sampai 5	3.880	Model fit

Sumber : Olahan data Amos

Research Hypothesis Testing

The results of processing hypothesis data were carried out using AMOS 23 which can be considered in table 4. Based on the results of the hypothesis run by the researcher that there are 10 hypotheses. Of the 10 hypotheses present in this study H1,H2,H3,H4,H7 are supported, but H5,H6,H8,H9 and H10 are not supported.

Brand Experience affects Perceived Quality

Hypothesis 1 is carried out to test the positive influence of Brand Experience on Perceived Quality. The processed results are shown using an estimated coefficient value of 0.637 which means that increasing Brand Experience will increase Perceived Quality and decreasing Brand Experience will reduce Perceived Quality. With a statistical t assessment of 14,635 obtained a p-value of 0.000 < 0.05 then Ho can be rejected and Ha can be accepted so that the conclusion is that it is proven that Brand Experience has a positive effect on Perceived Quality. Agreeing with the research by (Naggar and Bendary 2017) states that there is a direct influence between brand experience and perceived quality in their research on mobile users.

Brand Experience affects Customer Satisfaction

Hypothesis 2 is carried out aimed at testing the presence of a positive influence of Brand Experience has a positive impact on Customer Satisfaction. The processed results are indicated by an estimated coefficient value of 0.796 which means that increasing Brand Experience will increase Customer Satisfaction and a decrease in Brand Experience will reduce Customerr Satisfaction. In line with research by A Sholikin (2021) it is proven that Brand Experience has a positive influence on Customer

Satisfaction. The brand experience variable affects customer satisfaction. That's because the value of the sig is 0.034 < 0.05. Then the assessment from the Standardized Coefficients Beta brand experience amounted to 0.177. Agreed with research conducted by O Wongsosaputro (2014) Brand Experience has an influence on customer satisfaction. When consumers feel that if the wants and jnaji kiehl's needs are met, a satisfaction will appear in the consumer concerned. A product that displays the results of physical changes provides its own satisfaction to consumers. The thing that Kiehl's promises about the product has properties and has a sensation is indeed successfully proven and consumers are satisfied.

Brand Experience has an effect on Brand Trust

Hypothesis 3 was carried out aimed at testing the positive influence of Brand Experience has a positive impact on Brand Trust. The processed results are shown with an estimated coefficient value of 0.692 which means that increasing Brand Experience will increase Brand Trust and decrease in Brand Experience will decrease Brand Trust. With a statistical t value of 15.419 obtained a p-value of 0.000 < 0.05 then Ho can be rejected and Ha can be accepted until the conclusion is proven brand experience has a positive influence on brand trust. In a study run by (Ramaseshan and Stein 2014), it was revealed in their study that, contrary to our findings, brand experience does not affect brand trust. As in studies conducted in different sectors, it is normal for individuals who have experienced a brand in the sports sector and are satisfied with the idiom, to trust the brand. The reason can be explained because the sports brands included in the study are well-known sports brands. This research is not in line due to differences between respondents and the country in which they are researching.

Brand Experience affects Brand Loyalty

Hypothesis 4 is carried out aimed at testing the positive influence of Brand Experience has a positive impact on Brand Loyalty. The processed results are shown with an estimated coefficient value of 1,243 which means that increasing Brand Experience will increase Brand Loyalty and a decrease in Brand Experience will reduce Brand Loyalty. With a statistical t assessment of 5,959, a p-value of 0.000 < 0.05, Ho can be rejected and Ha can be accepted until the conclusion is proven that Brand Experience has a positive influence on Brand Loyalty. The hypothesis was supported and found that brands with strong Brand Experience influence Brand Loyalty. Studies in the literature support our findings (Huang 2017). Based on (Atulkar 2020), it has been explained that brand trust has a direct influence on brand loyalty, which plays an important role in creating repeat buying behavior in customers. Based on (Huang 2017), these findings can be well explained by the long-term characteristics of brand trust and loyalty. Advertising and the use of celebrities can be a factor in consumer confidence in sports brands. In a trusted brand, customers want to be repurchased and create loyalty to the brand.

Perceived Quality affects Brand Loyalty

Hypothesis 5 was carried out aimed at testing the positive influence of Perceived Quality on Brand Loyalty. The processed results are shown by an assessment of the estimation coefficient of -1.309 which means that the increase in Perceived Quality increases Brand Loyalty and vice versa the decrease in Perceived Quality decreases Brand Loyalty The p-value value of t statistics amounts to -6.698 > 0.05 then Ho can be

Accepted until the conclusion perceived quality is not proven to have an influence on Brand Loyalty. The study agrees with the research carried out by (Xixiang, Gilal, and Gilal 2016) reached the conclusion that the perception of quality does not affect brand loyalty in their research on the electronics and consumer industry of the fast food industry in China. The author also relates this to the fact that there may be other factors associated with creating brand loyalty rather than the perceived quality in the context of Chinese culture. This research is in line with the research (Brand and Against 2022). The results of the study showed that the t-statistical assessment of the perceived quality variable < 1.96 was 0.739 with a p-value of > 0.05 was 0.460 until it did not have a significant influence. This is because Aqua mineral water cannot provide maximum benefits to consumers. Aqua mineeal water can only provide benefits in the form of disappearing thirst only so that it cannot affect the brand loyalty on Aqua mineral water in the Solo Raya area.

Customer Satisfaction affects Brand Loyalty

Hypothesis 6 was carried out aimed at testing the positive influence of Customerr Satisfaction on Brand Loyalty. The processed results are shown based on the value of the estimated coefficient of 0.027 which means that the increase in Customerr Satisfaction increases Brand Loyalty and the decrease in Customer Satisfaction decreases Brand Loyalty p-value assessment from t statistics of 0.0220 > 0.05 then Ho can be Accepted until the conclusion customer satisfaction is not proven to have an effect on Brand Loyalty. According to research conducted by Ole H Samuel (2019) if customer satisfaction has a positive influence on Aqua's brand loyalty around Denpasar City. The study did not agree with the results of the processed hypothesis data in this study because there were differences in respondents, objects and places of research.

Brand Trust has an effect on Brand Loyalty

Hypothesis 7 was carried out aimed at testing the positive influence of Brand Trust on Brand Loyalty. The processed results are shown based on the value of the estimated coefficient of 0.0271 which means that the increase in Brand Trust increases Brand Loyalty and the decrease in Brand Trust decreases Brand Loyalty. The p-value of the statistical t amounts to 2.144 > 0.05 then Ho can be Accepted until the conclusion that Brand Trust is not proven to have any influence on Brand Loyalty. Studies in the literature support our findings (Huang 2017). Based on (Atulkar 2020), it has been suggested that trust in brands has a direct influence on brand loyalty, which plays an important role in creating repeat buying behavior in customers. Based on (Huang 2017), these findings can be well explained by the long-term characteristics of brand trust and loyalty. Advertising and the use of celebrities can be a factor in consumer confidence in sports brands. In a trusted brand, customers want to be repurchased and create loyalty to the brand.

Perceived Quality has a mediating effect on the relationship between Brand Experience and Brand Loyalty

Hypothesis 8 is carried out with the aim of testing the influence of Brand Experience on Brand Loyalty which is included by Perceived Quality. From the processed results, an estimated coefficient value of -0.834 was obtained, which means

that the increase in Brand Expereince will reduce Brand Lolyalty with Perceived Quality as mediation and vice versa, the decrease in Brand Experience will increase Brand Loyalty with Perceived Qualty as a mediation variable. These results show that the coefiiencative sign of the resulting estimation is not in accordance with the theory so that Ho is accepted or can be implied that it is not proven that Brand Experience has a positive influence on Brand Loyalty with Perceived Quality as a mediation varaiel. which says the brand experience has a significantly positive influence on the perceived quality. In research (Xixiang et al. 2016) A rich and memorable brand experience can create a lasting impression in the minds of customers because brands perceive quality. Or we can expose if when the brand is full of rich experiences, customers see it as unique and a symbol of superior quality. The results of the study are in accordance with the research carried out by (Alhaddad 2015), which explains that the perception of quality has a significant influence on brand loyalty. The results of this study are corroborated by research conducted by Kayaman and (Kayaman and Arasli 2007) if the perception of quality has a positive and significant influence on brand loyalty. However, there are differences in the results in this study dal previous research because of differences in the placement of variables where the previous study partially examined while in this study made perceived quality as a mediation variable.

Customer Satisfaction has a mediating effect on the relationship between Brand Experience and Brand Loyalty

Hypothesis 9 aims to test the influence of Brand Experience on Brand Loyalty which is included by Customer Satisfaction. Based on the processed results, an assessment of the estimated coefficient of 0.021 was obtained, which means that the increase in Brand Expereince will reduce Brand Lolyalty with Customer Satisfaction as mediation and vice versa, the decrease in Brand Experience will increase Brand Loyalty with Customer Satisfaction for mediation variables. This result shows that the coefiiencative sign of the resulting estimate is not in accordance with the theory so that Ho is accepted or it can be concluded that it is not proven that Brand Experience has a positive influence on Brand Loyalty with Customr Satisfaction as a mediation varaiel. The research does not agree with the research conducted by (Irawati 2021) which explains that Customer satisfaction can include positively the influence of brand experiice on brand loyalty. This displays the more unique and greater the experience that customers experience, and is driven by the satisfaction that customers feel, the customers are increasingly loyal to the BonCabe brand. This is in line with previous research conducted by (Hussein 2018), when a positive brand experience wants to have an impact on good customer satisfaction; and good memory is also to be felt by customers. In customer memory, the strong brand experience will stay, and will affect the decision when making a repurchase, recommending others, and not looking for other options because customers can minimize the length of time in considering product options (Moreira, Da Silva, and Ferreira Moutinho 2017). BonCabe provides experience guidance to its customers so that it cannot be forgotten easily, besides that BonCabe itself is also a pioneer of customer education in the use of sow-shaped chili sauce is a difficult business. However, as a product that is unique and different from other products, BonCabe certainly wants to provide an excellent experience for its customers. BonCabe itself has a quality that is quite timggi so it is easy when explaining it to friends or friends. The entire positive path brought by the commentary is part of the indirect brand ambassador and also an indicator based on brand loyalty

itself. This study is different from the results in this study because of the differences in respondents and research objects.

Brand Trust has a mediating effect on the relationship between Brand Experience and Brand Loyalty

Hypothesis 10 aims to test the influence of Brand Experience on Brand Loyalty which is included by brand trusts. Based on the processed results, an estimated coefficient value of 0.188 is obtained, which means that the increase in Brand Expereince will reduce Brand Lolyalty with Brand Trust as participation and a decrease in Brand Experience will increase Brand Loyalty with Brand Trust as a variable of participation. This result shows that the coefiiencative sign of the resulting estimate is not in accordance with the theory so that Ho can be accepted or can be included, it is not proven that Brand Experience has a positive influence on Brand Loyalty with Brand Trust as a variable of participation. These results differ based on researchers run by (Panjaitan and Rofiaty 2016) who show that good brand experiences want to make brand loyalty increase through the participation of brand trust. The coefficient of influence that indirectly the brand experience has on brand loyalty passes the participation of brand trust is 0.222. This shows that brand experience has a significant positive influence on brand loyalty through the participation of brand trust. Therefore, it is also good that the increase in brand trust caused by the development of the brand experience tends to increase brand loyalty. This research is not in line due to differences in respondents and the products studied.

Table 4 Testing research hypotheses

Hipotesis		Koefisien	$T_{statistik}$	P-value	Decision
H_1	Brand Experience mempunyai dampak positif pada Perceived Quality	0.637	14.635	0,000	Didukung
H_2	Brand Experience mempunyai dampak positif pada Customer Satisfaction	0.796	16.841	0,000	Didukung
H_3	Brand Experience mempunyai dampak positif pada Brand Trust	0.692	15.419	0.000	Didukung
H_4	Brand Experience mempunyai dampak positif pada Brand Loyalty	1.243	5.959	0,000	Didukung
H_5	Perceived Quality mempunyai dampak positif terhadap Brand Loyalty	-1.309	-6.698	0.000	Tidak didukung
H_6	Customer Satisfaction mempunyai dampak positif terhadap Brand Loyalty	0,027	0.220	0,413	Tidak didukung
H_7	Brand Trust mempunyai dampak positif terhadap Brand Loyalty	0.271	2.144	0.016	Didukung
H_8	Perceived Quality mempunyai efek mediasi pada hubungan antara Brand Experience dan Brand Loyalty	0.637*-1.309 = -0.834	-6.089	0.000	Tidak didukung

H9	Customer Satisfaction mempunyai efek mediasi pada hubungan antara Brand Experience dan Brand Loyalty	0,796*0.027 = 0,021	0.223	0.411	Tidak didukung
H10	Brand Trust memiliki efek mediasi terhadap hubungan antara Brand Experience dan Brand Loyalty	0.692*0.271 = 0.188	2.130	0.016	Tidak didukung

CONCLUSION

In this research, it aims to realize the influence of Brand Experience, Perceived Quality, Brand Trust and Customer Satisfaction with Brand Loyalty, besides that this research also sees the influence of Perceived Quality mediating the influence of Brand Experience with Brand Loyalty, Customer Satisfaction mediating the influence of Brand Experience with Brand Loyalty and Brand Trust mediating the influence of Brand Experience with Brand Loyalty. After the study was carried out, based on the results of the processed data, there were 5 hypotheses supported including H1, H2, H3, H4, H7 and 5 hypotheses that were not supported including H5, H6, H8, H9 and H10. So that this can be used as an impetus for sports product producers to build a consumer brand experience through perceived quality and trust in the brand produced by producers so that it can cause satisfaction with the brand and then create brand loyalty for consumers.

The first y ymanagerial implication is that this brand is not attractive to my senses where companies that produce sports brand products must pay more attention to product development innovation because this is the main thing in order to attract the sense of sight of consumers or potential consumers who will buy the sports brand's products. The second is that this brand is better than other sports brands, assuming this is the task of the manufacturer to convince his potential buyers to be more confident in the products produced by the manufacturer. The third one of these brands fully meets my needs because the products presented by this brand are appropriate based on what I expect and I can take advantage of as needed. The fourth one I felt safe at the purchase of this brand I am sure that this brand has never disappointed me. The fifth besides this brand there is no other brand that catches my eye because this brand is already my choice with the various advantages and points of excellence offered by this brand, making I will continue to use this brand. The advice that can be given to shoe manufacturers is to add innovations as an example, namely adding the latest model models that are in accordance with market or customer interests, to make customers interested in purchasing shoe products produced by manufacturers. In addition, manufacturers must conduct more surveys about what the market wants, while also being actively involved in social media in order to survive in the manufacturing and fashion industries because market interest is also influenced, one of which is by technological advances and social media.

In this research, which is a limitation, the first concerns the generalization of the results, because the study was carried out only on people living in Indonesia who used sports products, the results could not go beyond the current sample framework. Future research can examine different countries together. Secondly, the study includes only a sample of users of products of the Nike, Adidas and Reebok brands. Third, due to the COVID-19 pandemic, data filling can only be done with an online form (google form). While the model's ability to predict brand relationships is remarkable, other factors

may be added to increase the predictive power of the proposed model. The brand resonance model suggests other possible variables such as brand loyalty, brand equity, brand community, engagement, and product performance, and therefore further research could use these important factors as mediation. Finally, the study focuses on models created only on sports brands. However, this model can be applied to different industries.

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