

The Influence Of Brand Experience On Brand Loyalty Through Brand Satisfaction And Brand Trust In Indomie Mie In Sampit

Seanewati Oetama^{1*}, Hari Susanto²

^{1,2} Sampit High School of Economics (STIE), Indonesia

*Corresponding Author:

Email: Seanewati_oetama@yahoo.co.id

Abstract.

The title of this study is about the effect of brand experience on brand loyalty through brand satisfaction and brand trust Mie Indomie in Sampit, East Kotawaringin Regency, Central Kalimantan Province. This research uses purposive sampling. And the data was tested using validity tests (convergent validity and discriminant validity), reliability tests, mediation tests and analysis Structural Equation Model (SEM). Based on the results of the structural equation test, brand experience significantly influences brand satisfaction. With a part coefficient value of 0.700 and a p-value of 0.01, the hypothesis is accepted. In the structural equation test, brand experience significantly influences brand trust. With a part coefficient value of 0.749 and a p-value of 0.01, the hypothesis is accepted. In the structural equation test, brand experience significantly influences brand loyalty. With a part coefficient value of 0.745 and a p-value of 0.01, the hypothesis is accepted. In the structural equation test, brand satisfaction has no significant effect on brand loyalty. With a part coefficient value of 0.869 and a p-value of 0.01, the hypothesis is accepted. In the structural equation test, brand trust significantly influences brand loyalty. With a part coefficient value of 0.235 and a p-value of $p=0.05$, the hypothesis is accepted. In the structural equation test, brand experience has a significant effect on loyalty through brand satisfaction. The test results show that mediation test for indirect effect with a significant value of $P < 0.01$. While the direct effect with a significant value of 0.06. And the direct influence of the path coefficient value decreases from 0.75 to 0.16, so the hypothesis is accepted. In the structural equation test, brand experience has a significant effect on loyalty through brand trust. The test results show that mediation test for indirect effect with a significant value of 0.31. While the direct effect with a significant value $P < 0.01$. And the direct effect of the path coefficient value is decreasing from 0.75 to 0.36, so the hypothesis is accepted.

Keywords: Brand experience, brand loyalty, brand satisfaction and brand trust.

I. INTRODUCTION

In today's increasingly advanced development of the business and industrial world, this is mainly due to technological developments. Has spurred rapid growth both in quality and quantity. This happens in line with the increasing standard of living of the people and the development of the times which then influences a lot such as needs, lifestyles, increasing desires, and variety. To win the competition, companies must have a marketing strategy for their products. One of them is the decision in branding (branding). Having a brand will simplify the marketing strategy. Companies must always keep abreast of economic developments and must be more consumer-oriented, the needs of these consumers can be met with various variations of the same product or product. With so many products offered, consumers must be more selective in choosing a product. One type of product that has developed quite rapidly is instant food products. Today many instant food products appear with various variations. The types of instant food offered by the market are various types of brands. Based on field surveys, data was obtained that the experience of the Indomie brand was very strong. PT. Indofood Sukses Makmur Tbk with its superior product, Indomie, has controlled the market for more than 45 years. It is even included in the list of the top ten global brands by the Kantar World Panel in 2017. In the results of the research entitled Brand Footprint, Indomie is ranked as the 8th brand most purchased by urban households in the world.

But in Indonesia itself, especially in the City of Sampit, the experience of brands that are better known and memorable according to the people of Sampit City are other brands such as Mie Sedap which is produced by PT. Wings Food. Based on data released by Selera.id on June 10 2020 regarding Indomie VS

delicious noodles, which of the 1,920 samples taken online stated that more than 65% of them chose delicious noodles on the grounds that delicious noodles were produced by PT. Wings Food has a variety of flavors and complete fillings. In addition, according to them, Indomie contains chemicals in the form of metal p-hydroxybenzoate which can be dangerous if consumed in excess. So that is the reason that makes them prefer delicious noodles. Even though Mi Goreng was only launched in 2003, exactly 31 years after Indomie. Brand experience is about direct mental interaction with brands, brands can enhance and express strong emotional character in a positive way. By offering extraordinary products to become an unforgettable experience. Based on the results of the initial survey, the experience of the Indomie brand itself has experienced an emotional decline in society. The Indonesian people themselves are currently more familiar with products with other brands, especially Mie Sedap Goreng, a product of PT. Wings Food which has various flavor variants such as Sedap Tasty Noodles, Sedap Soto Noodles, Sedap Sambal Goreng Noodles, Sedap Chicken Onion Noodles, Sedap Curry Chicken Noodles, Sedap Goreng Mie, Sedap Baso Beef Noodles, Sedap Curry Noodles, Special Sedap Chicken Noodles and etc. The brand is easier to remember and recognize by the wider community. And the brand has its own magnet in capturing the hearts of consumers because it has a variety of flavors. Likewise with consumers in the Sampit city area. Sellers such as shopping centers, small shops, stalls and kiosks stock more delicious noodles with all variants of PT. Wings Food.

The reasons for choosing to store more of these products are almost the same, namely selling quickly, names that are easy to remember, having very attractive advertisements both from print and electronic, and the choice of flavors given has the advantage of giving crunchy, in accordance with the tongue of the Indonesian people. who likes complementary foods such as crackers. According to Kotler (2017) brand satisfaction is consumer satisfaction with a brand they use. In addition, satisfaction is a person's feeling of pleasure or disappointment which is the result of comparing the perceived performance of a product with his expectations. Feelings of satisfaction after purchase generally encourage consumers to buy indomie or make a buying habit. One of them stated by Richard Oliver (2015), satisfaction is a fulfillment response from consumers or habits. The habit in question is a way for consumers to satisfy needs on the basis of experience and try to avoid making new decisions by reducing information search for another product. This happens because consumers have a high commitment to a brand as a result of past satisfaction (Experience), and this will have an impact on increasing the value of the purchase. Brand trust is the brand's ability to be trusted, based on consumer confidence that the product is able to fulfill the promised value and based on consumer belief that the brand is able to prioritize consumer interests, Delgado (2014). Trust in the brand as the willingness of the average consumer to depend on the ability of a brand to carry out all its uses or functions. Specifically, trust can reduce uncertainty in an environment where consumers feel insecure in it, because they know they can rely on a trusted brand. According to Aecker (2014) brand loyalty is a measure of consumer attachment to a brand.

This measure is able to give an idea of whether or not a consumer will switch to another brand offered by a competitor, especially if there is a change in that brand in terms of price or other attributes. A complete understanding of brand loyalty cannot be obtained without an explanation of trust in a brand and how it relates to brand loyalty. In industrial marketing, researchers have found that trust in sales and suppliers is a source of loyalty.

The author's reasons for raising brand identity variables in this study are as follows:

1. The reason for the author taking the brand experience variable is to find out about the unique values of the Indomie brand. Until it becomes a differentiator from the main day.
2. Trying to find out what the community wants regarding the product or variant that is expected for the future based on existing experience.
3. Apart from that, the writer also wants to know more deeply about the experience felt by buyers when choosing Indomie products and what are their reasons for sticking around. Because the experience felt by the buyer can be an important part of the decision-making strategy from the buyer's side.

The purpose of this study is to obtain an in-depth picture and provide empirical evidence. This is what prompted researchers to conduct research entitled The Influence of Brand Experience on Brand Loyalty Through Brand Satisfaction and Brand Trust Indomie Di Sampit.

Formulation of Research Problems

Based on the background described, the formulation of the problem to be presented in this study is as follows:

1. Is there any influence of brand experience on brand satisfaction of Mie Indomie in Sampit.
2. Is there any influence of brand experience on brand trust Mie Indomie in Sampit.
3. Is there any influence of brand experience on brand loyalty Mie Indomie in Sampit.
4. Is there influence brand satisfaction on brand loyalty Mie Indomie in Sampit.
5. Is there any effect of brand trust on brand loyalty Mie Indomie in Sampit.
6. Is there anythe effect of brand experience on brand loyalty through brand satisfaction Mie Indomie in Sampit.
7. Is there anythe influence of brand experience on brand loyalty through brand trust Mie Indomie in Sampit.

II. LITERATURE REVIEW

Theoretical basis

The theoretical basis is a tool or reference used to discuss and solve the problems raised in this writing.

Brand Experience

Brand experiences are conceptualized as sensations, feelings, and cognitions behavioral responses elicited by brand-related stimuli which are part of the design and brand identity, packaging, communication, and environment, Brakus et al (2016). Over time, brand experience can result in emotional attachment, but emotion is only a result of internal stimulation that evokes experience. Thus, because of the brand experience different from brand evaluation, engagement, attachment, and pleasing consumers, Brand experience is also conceptually and empirically different from personality. Consumers who like the brand are characterized by passion and positive influence, and can be considered as an active component of satisfaction, Sahin (2011).

Brand Satisfaction

Brand or customer satisfaction is an important matter because it greatly influences loyalty and repeat purchases in the future. Brand satisfaction is the extent to which the perceived performance of a product matches the expectations of the buyer, Kotler (2013). Kotler (2013) defines satisfaction as a person's feeling of pleasure or disappointment which is the result of comparing the perceived performance of a product with his expectations. Consumers will be satisfied if the performance of a product meets expectations and if performance fails to meet expectations, consumers will be dissatisfied. Smart companies aim to satisfy customers by promising only what they can deliver and then delivering more than they promise.

Brand Trust

Brand trust(brand trust) is when consumers face a situation of uncertainty when choosing a product or brand when consuming, Gozali (2015). Brands depend on consumer willingness in the hope that it will build and maintain brand trust in the long term, Orzan (2016). According to Rahayu & Harsono (2017) brand trust that provides value to consumers to increase purchases for consumers repeatedly, of course there will be loyal consumers to the brands they consume and recommend to people. According to Ika & Kustini (2011), brand trust can be measured through the dimensions of viability and the dimensions of intentionality.

Dimension of viability,

Brand Loyalty

Consumer loyalty to a brand is an important factor for service organizations, because it indicates long-term viability, Chen (2010). Oliver (2026) defines that customer loyalty is a very strong commitment to repurchase or subscribe to a preferred product consistently in the future, even though the situation and marketing style has the potential to cause changing behavior. Brand loyalty indicates a relationship between

a customer and a particular brand and is often indicated by repeat purchases by these customers. Therefore a brand must provide a positive experience for customers, if their experience of a product is good it will increase their satisfaction and have an impact on loyalty.

Previous Research Results

As a reference material for previous research which is considered relevant to what the authors researched by Andrey, Rofiaty & Sudjanto with the title The Influence of Brand Experience on Brand Loyalty Through the Mediation of Brand Satisfaction and Brand Trust (a study on culinary specialties of Malang City). As for the results of previous studies:

1. Brand experience significantly influences brand satisfaction. This is supported by the results of the coefficient of influence of 0.494 and a probability of 0.000 (Sig p <0.05). Thus the results of this study are accepted and fulfilled.
2. Brand experience significantly influences brand trust. This is supported by the results of the effect coefficient of 0.495 and a probability of 0.000 (Sig p <0.05). Thus the results of this study are accepted and fulfilled.
3. Brand satisfaction significantly influences brand loyalty. This is supported by the results of the coefficient of influence of 0.192 and a probability of 0.021 (Sig p <0.05). Thus the results of this study are accepted and fulfilled.
4. Brand trust significantly influences brand loyalty. This is supported by the results of the coefficient of influence of 0.448 and a probability of 0.000 (Sig p <0.05). Thus the results of this study are accepted and fulfilled.
5. Brand experience has no significant effect on brand loyalty. This is supported by the results of the effect coefficient of 0.294 and a probability of 0.082 (Sig p <0.05). Thus the results of this study were rejected and not fulfilled.

Conceptual Framework

According to Sugiyono (2016), argues that in a conceptual framework is a conceptual model of how theory relates to various factors that have been identified as important issues. In this model there are two independent variables and one dependent variable or also called the multiple model, Sugiyono (2016). In this study, the conceptual framework used is a dual causal associative conceptual framework. Where the results of this study show the scope of one or more variables and have mediation as additional or supporting variables to strengthen the main variable, Sugiyono (2016).

These results can be compared with the main values between the X and Y variables directly at different samples or times, or compared with the results where there is a mediation as an intermediary according to the form of a structural relationship. Based on the various theoretical studies described in the previous chapter, in order to facilitate the research process, the Influence of Brand Experience on Brand Loyalty Through Brand Satisfaction and Brand Trust Mie Indomie Di Sampit. The conceptual framework in this study describes the relationship of the independent variables which include brand experience to the dependent variable, namely brand loyalty through brand satisfaction and brand trust (Y). From the description above, a conceptual research framework can be made in the figure below:

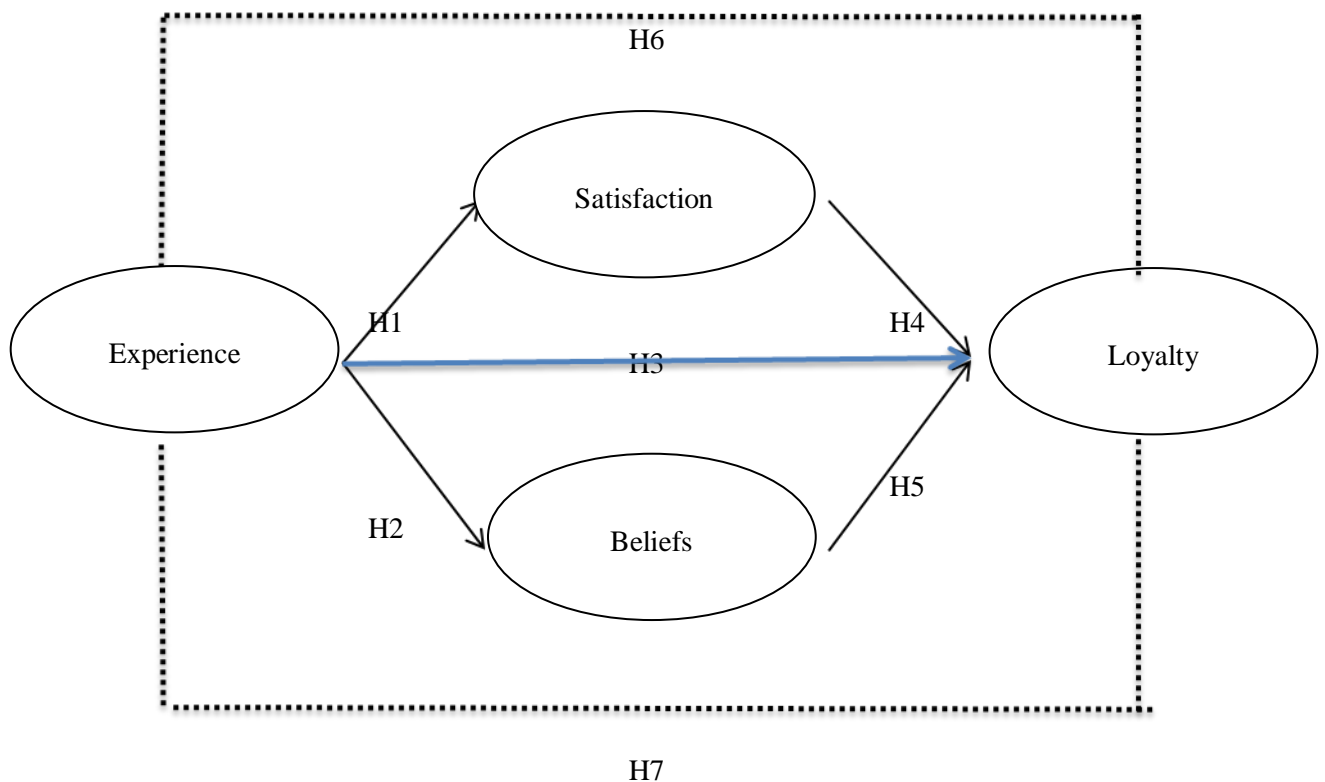


Fig 1. Conceptual Framework

Hypothesis

Sugiyono (2013) argues that, a hypothesis is a temporary answer to the formulation of a research problem, where the formulation of a research problem has been stated in the form of a question sentence.

Based on the background, problem formulation, research objectives and theoretical basis. Then the hypothesis proposed in this study is:

1. It is suspected that there is an influence of brand experience on brand satisfaction of Mie Indomie in Sampit.
2. It is suspected that there is an influence of brand experience on brand trust in Mie Indomie in Sampit.
3. It is suspected that there is an influence of brand experience on brand loyalty of Mie Indomie in Sampit.
4. It is suspected that there is influence brand satisfaction on brand loyalty Mie Indomie in Sampit.
5. It is suspected that there is an influence of brand trust on brand loyalty of Mie Indomie in Sampit.
6. Allegedly there isthe effect of brand experience on brand loyalty through brand satisfaction Mie Indomie in Sampit.
7. Allegedly there isthe influence of brand experience on brand loyalty through brand trust Mie Indomie in Sampit.

III. RESEARCH METHODS

Population and Sample

Population

According to Sugiyono (2016), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. As for this

study, the population that the authors took were respondents who came from the Sampit community elements who consumed Indomie noodles.

Sample

The sample is part of the number and characteristics possessed by the population, Sugiyono (2016). The sample technique used is incidental sampling, a sampling technique based on chance encounters with researchers can be used as a sample, if it is deemed that the person met by chance is suitable as a data source. Participants who have knowledge about the object of research are expected to be able to judge better. Determining the minimum number of samples in this study refers to the statement of Hair et al, (2010) that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire, assuming $n \geq 5$ the number of indicators. In this study, the number of items is 15 questions that are used to measure 4 variables. So the number of respondents used is: $15 \times 5 = 75$. So the sample taken is 75 consumers who consume Indomie Noodles.

Operational Definition of Research Variables

The operational definition according to Sugiyono (2016), is an attribute, nature, or value of people, objects or activities that have certain variations determined by researchers to be studied and then conclusions drawn. The variables analyzed in general can be classified into 3 (three) categories, namely independent variables (exogenous), dependent (endogenous) and mediating variables. The independent variable (X) used in this study is brand experience (X). for the dependent variable (Y) in this study is brand loyalty (Y). While the mediating variable (Z) in this study is brand satisfaction (Z1) and brand trust (Z2). The definitions of these variables are:

Brand Experience (X)

According to Tulianti (2013) brand experience is an internal response from customers and behavioral responses elicited by brand stimuli related parts such as brand design, identity, packaging, communication and environment.. The indicators of brand experience according to Keller (2018), namely:

1. Main ingredients and additional features
2. Reliability, durability and ease of service
3. Service effectiveness, efficiency and empathy
4. Style and design
5. Price

Brand Satisfaction (Z1)

Brandsatisfaction (brand satisfaction) is a customer response to the actual quality of a product and the expectations that the customer wants before after the customer consumes it, Kusuma (2014). According to Ercis, Unal, Candan, & Yildirimi (2012) brand satisfaction is measured by 3 indicators that is:

1. *equity* namely product satisfaction.
2. *Value* namely brand satisfaction.
3. *Quality* namely the pleasure of the product.

Brand Trust (Z2)

According to Kotler & Keller, (2017) defines brand loyalty itself as a strongly held commitment to repurchase or subscribe to certain products or services in the future, resulting in repeated purchases of the same brand or set of brands, despite situational influences and marketing efforts. that can potentially lead to a change in behavior. The indicators of brand loyalty according to Kanuk (2014), namely:

1. Positive Attitude
2. Commitment
3. Buy in the future

Brand Loyalty (Y)

According to Kotler & Keller, (2017) defines brand loyalty itself as a strongly held commitment to repurchase or subscribe to certain products or services in the future, resulting in repeated purchases of the

same brand or set of brands, despite situational influences and marketing efforts. that can potentially lead to a change in behavior. The indicators of brand loyalty according to Kanuk (2014), namely:

1. Positive Attitude
2. Commitment
3. Buy in the future
4. *Consumer-brand characteristics*

IV. ANALYSIS OF RESEARCH RESULTS AND DISCUSSION

Research result

Outer Model Testing

Evaluation of the outer model is carried out to test the feasibility of the measurement model used both in terms of validity and reliability. In evaluating the outer model with reflexive indicators, the level of validity is sought using the convergent validity and discriminant validity approaches, while in terms of reliability, it is sought with the Cronbach's alpha approach and composite reliability.

Research Validity Test

Convergent Validity Test

Testing on convergent validity through two approaches, namely combined loading and crossloading and average variance extracted (AVE).

Table 1. Convergent Validity Results

	PM	KP	KPC	LM	SE	P value
X1	(0.644)	0.397	0.135	-0.276	0.193	<0.001
X2	(0.794)	-0.109	-0.135	-0.454	0.274	0.002
X3	(0.702)	-0.326	-0.270	-0.223	0.272	0.006
X4	(0.719)	0.117	0.108	0.526	0.207	<0.001
X5	(0.744)	-0.033	0.177	0.426	0.199	<0.001
Z1.1	0.263	(0.790)	-0.106	-0.353	0.124	<0.001
Z1.2	-0.135	(0.843)	0.079	0.047	0.085	<0.001
Z1.3	-0.106	(0.893)	0.019	0.268	0.086	<0.001
Z2.1	-0.159	0.174	(0.778)	-0.048	0.109	<0.001
Z2.2	0.108	-0.087	(0.917)	-0.071	0.043	<0.001
Z2.3	0.027	-0.062	(0.892)	0.115	0.082	<0.001
Y1	0.078	-0.523	-0.058	(0.853)	0.093	<0.001
Y2	-0.110	0.297	0.061	(0.812)	0.093	<0.001
Y3	-0.189	0.178	0.116	(0.894)	0.080	<0.001
Y4	0.267	0.064	-0.144	(0.717)	0.164	<0.001

Source: Primary data created, 2022

Based on the table above, it can be concluded that all variable indicators are worth above 0.6. So it is said to meet the requirements of convergent validity.

Table 2. Results of Average Variance Extracted (AVE)

	PM	KP	KPC	LM
R-squared		0.412	0.031	0.774
Composite reliab.	0.845	0.880	0.898	0.892
Cronbach's alpha	0.769	0.795	0.829	0.837
Avg. var. extrac.	0.522	0.711	0.747	0.675
Full collin. VIF	2.033	3.796	1.037	4.424
Q-squared		0.403	0.035	0.761

Source: Primary data created, 2022

Based on the table above, it can be concluded that the AVE of all variables is above 0.3. So it meets the requirements of convergent validity.

Discriminant Validity Results

The discriminant validity assessment uses the pattern loading approach. Discriminant validity is carried out to ensure that each concept of each latent variable is different from other variables. The model has good discriminant validity if each loading value of each indicator of a latent variable has the largest

loading value with other loading values for other latent variables. The results of the cross loading test are obtained as follows:

Table 3. Discriminant Validity Results Before Modification

	PM	KP	KPC	LM
X1	(0.537)	0.397	0.135	-0.276
X2	(1.278)	-0.109	-0.135	-0.454
X3	(1.203)	-0.326	-0.270	-0.223
X4	(0.169)	0.117	0.108	0.526
X5	(0.380)	-0.033	0.177	0.426
Z1.1	0.263	(0.926)	-0.106	-0.353
Z1.2	-0.135	(0.900)	0.079	0.047
Z1.3	-0.106	(0.719)	0.019	0.268
Z2.1	-0.159	0.174	(0.805)	-0.048
Z2.2	0.108	-0.087	(0.908)	-0.071
Z2.3	0.027	-0.062	(0.878)	0.115
Y1	0.078	-0.523	-0.058	(1.274)
Y2	-0.110	0.297	0.061	(0.631)
Y3	-0.189	0.178	0.116	(0.872)
Y4	0.267	0.064	-0.144	(0.449)

Source: Primary data created, 2022

To assess pattern loadings can be seen in the correlation value of the variable with the indicator is greater than the correlation value of the variable indicator itself with other variables. In the indicators X4 and X5 in the variable PM, the correlation value of the indicator is smaller than the correlation value of the indicators X4 and X5 on the variables KP, KPC, LM, so X4 and X5 are deleted and re-tested.

Table 4. Discriminant Validity Results After Modification

	PM	KP	KPC	LM
X1	(0.298)	-0.247	0.149	0.068
X2	(0.936)	0.142	0.048	-0.107
X3	(0.931)	-0.082	-0.085	0.091
Z1.1	0.163	(0.944)	-0.077	-0.238
Z1.2	-0.104	(0.893)	0.060	-0.005
Z1.3	-0.046	(0.710)	0.012	0.215
Z2.1	-0.116	0.096	(0.784)	-0.056
Z2.2	0.082	-0.046	(0.922)	-0.056
Z2.3	0.017	-0.036	(0.882)	0.107
Y1	0.058	-0.473	-0.047	(1.265)
Y2	-0.092	0.318	0.044	(0.562)
Y3	-0.123	0.136	0.093	(0.814)
Y4	0.188	0.034	-0.110	(0.610)

Source: Primary data created, 2022

After modification by deleting the indicators X4 and X5, the PM variable, the correlation value of the PM variable indicators (X1, X2, and X3) is greater than the correlation value of the indicators with the KP, KPC, and LM variables. Likewise with other variables such as KP, KPC, and LM variables. From the results of the convergent and discriminant validity above, it can be concluded that this research instrument is valid and feasible to use

Research Reliability Test

Reliability criteria can also be seen from the reliability value of a construct from each construct. The construct is said to have high reliability if the value of composite reliability is above 0.70, and Cronbach's alpha is above 0.6.

Table 5. Composite Reliability and Cronbach's Alpha results

	PM	KP	KPC	LM
R-squared		0.412	0.031	0.774
Composite reliab.	0.845	0.880	0.898	0.892
Cronbach's alpha	0.769	0.795	0.829	0.837
Avg. var. extrac.	0.522	0.711	0.747	0.675
Full collin. VIF	2.033	3.796	1.037	4.424
Q-squared		0.403	0.035	0.761

Source: Primary data created, 2022

Based on the table above, it can be concluded that all constructs meet the criteria of being reliable. This is indicated by the value of composite reliability above 0.70 and Cronbach's alpha above 0.6 according to predetermined criteria.

Inner Model Testing

R Square (Variants)

The inner model is evaluated using R-Square for the dependent variable. Changes in the R-Square value can be used to assess the effect of certain independent latent variables on the dependent latent variable. The results of the R-Square value in this study can be seen in the following figure:

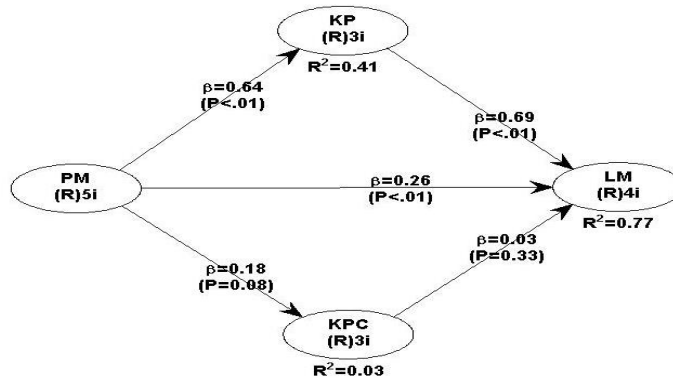


Fig 1.R-Square results

Based on the results of the picture above, the R-Square value for the brand loyalty construct is 0.77, which means that this value can identify that brand loyalty can be explained by the construct of brand experience, brand satisfaction, and brand trust of 77%. While the remaining 23% is influenced by other constructs that are not included in the research model used in this study. So that the R-square value in this study is in the good category.

Research Mediation Test

The mediation test is a set of statistical procedures used to investigate whether a particular data set exhibits a mediating structure, Dawn (2008). A mediating structure presupposes a certain conceptualization of the mechanism through which exogenous variables can affect endogenous variables not directly, but through additional intervening processes captured by the mediating variables. Intermediate variables are additional variables placed between exogenous and endogenous variables. An intermediary variable (mediator) passes on the effects of exogenous variables to endogenous variables. To determine the level of influence in the mediation pathway, we use the Variance Accounted For (VAF) method, namely to measure the criteria for mediating effect based on the VAF value. What if the VAF value is > 80% then the mediation variable is Full Mediation, if the VAF is between 20% - 80% then the mediating variable is partial mediation, and what if VAF <20% then the mediating variable is not mediating, Hair, (2013).

Determining the Path Coefficients of the X, Z and Y Variables

The mediation test in this study was taken by 75 respondents, with the results to be described as follows:

1. Determine the direct influence between brand experience variables (X) and Loyalty (Y). The results of the direct effect test can be seen as follows:

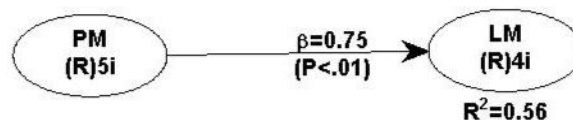


Fig 2.Results of the X and Y Direct Effect Test

From the picture above, it can be said that between the variables X and Y have a significant direct influence, so mediation calculations can be carried out.

2. Determine the indirect effect between the variables brand experience (X), brand satisfaction (Z1) and loyalty (Y). The results of the direct effect test can be seen as follows:

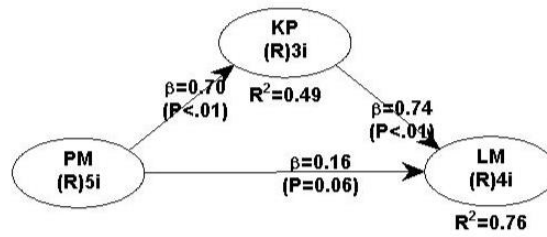


Fig 3.Mediation Test Results of Indirect Effects of X, Z and Y

Based on the picture above, the results of the mediation test for a significant indirect effect and a direct effect of the path coefficient value decreased from 0.75 to 0.16. So in this case a VAF calculation will be carried out to determine how big the role of the Mediator is.

$$VAF = \frac{\text{Indirect influence}}{\text{Total influence}} \times 100\%$$

$$\begin{aligned} VAF &= 0.75 \times 0.75 / 0.75 \times 0.75 + 0.16 \\ &= 0.5625 : 0.7225 \\ &= 0.7785467128 \\ &= 0.7785467128 \times 100\% \end{aligned}$$

VAF= **77.85%**

From the calculation above, it can be concluded that the role of mediation is partially identified and fulfilled or the mediating variable is partial mediation, in this case shows that the brand satisfaction variable mediates between brand experience and loyalty.

- Determine the indirect effect between the variables brand experience (X), brand satisfaction (Z2) and loyalty (Y). The results of the direct effect test can be seen as follows:

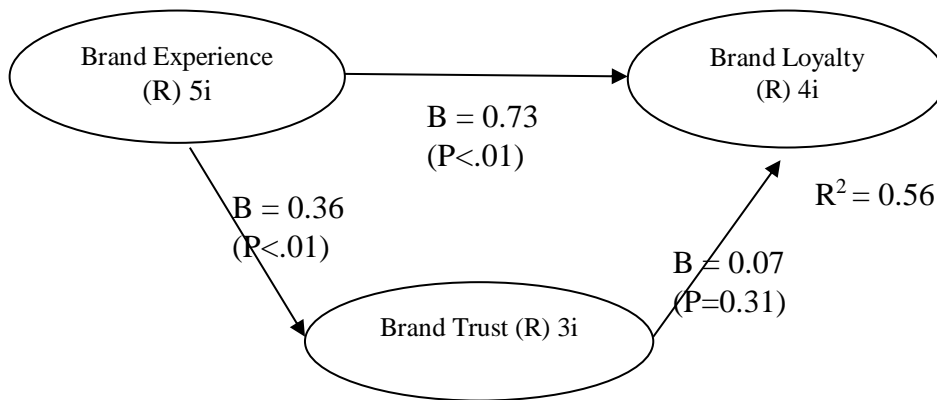


Fig 4. Mediation Test F $R^2 = 0.13$ ect Effects of X, Z, and Y

Based on the picture above, the results of the mediation test for significant indirect effects and direct effects of the path coefficient value decreased from 0.75 to 0.73. So in this case a VAF calculation will be carried out to determine how big the role of the mediation is.

$$VAF = \frac{\text{Indirect influence}}{\text{Total influence}} \times 100\%$$

$$\begin{aligned} VAF &= 0.75 \times 0.75 / 0.75 \times 0.75 + 0.73 \\ &= 0.5625 : 1.2925 \\ &= 0.4352030948 \\ &= 0.4352030948 \times 100\% \end{aligned}$$

VAF= **43.52%**

From the calculation above, it can be concluded that the role of mediation is partially identified and fulfilled or the mediating variable is partial mediation, in this case shows that the brand trust variable mediates between brand experience and loyalty.

Goodness Of Fit Test Results

The Goodness Of Fit test or compatibility hypothesis testing is a hypothesis test to determine whether a set of expected frequencies is the same as the frequency obtained from a distribution. The results of the goodness of fit test in this study are:

Table 6. Results *Goodness Of Fit*

Model fit indices and P values
APC=0.409, P<0.001
ARS=0.467, P<0.001
AVIF=2.124, Good if < 5

Source: Primary data created, 2022

Based on the table above, it is known that the probability value (p-value) of the Average path coefficient and Average R-squared (ARS) is significant, namely the Average path coefficient (APC) with a P-Value <0.001 and the Average R-squared (ARS) with a P-Value < 0.001, which means a significant level < 0.05 with an Average block VIF (AVIF) value of 2.124 < 5. So the model that has been proposed meets the fit requirements.

Hypothesis Test Results

According to Sugiono (2014) the hypothesis is a temporary answer to the formulation of the research problem. The truth of the hypothesis must be proven by the data collected. Hypothesis testing is carried out based on the results of testing the inner model (structural model) which includes the output r-square, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected by considering the significant value between the construct, t-statistics, and p-value. Testing the research hypothesis was carried out with the help of SEM PLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rules of thumb used in this study are with a significant level of p-value of 0.05 (5%) and the beta coefficient is positive. The value of testing the hypothesis of this study can be seen from the following figure:

1. is brand experience effect on Indomie noodle brand satisfaction in Sampit?

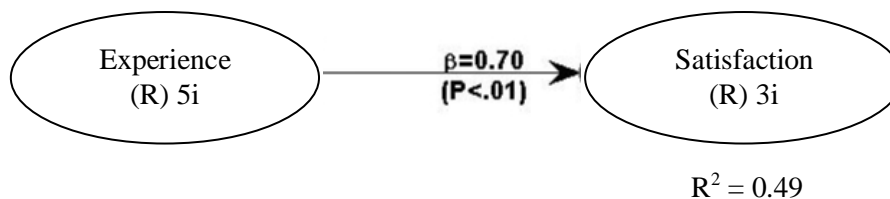


Fig 5. Hypothesis Test Results 1

The test results show that there is a significant influence between brand experience on brand satisfaction Mie Indomie in Sampit. Because the p-value is 0.01 <0.05 so the hypothesis is accepted.

2. is brand experience effect on Indomie Mie brand trust in Sampit?

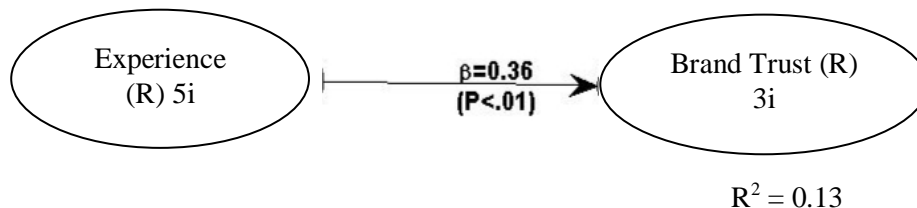


Fig 6. Hypothesis Test Results 2

The test results show that there is a significant effect. between brand experience and brand trust Mie Indomie in Sampit. Because the p-value is $0.01 < 0.05$ so the hypothesis is accepted.

3. isbrand experienceeffect onMie Indomie brand loyalty in Sampit?

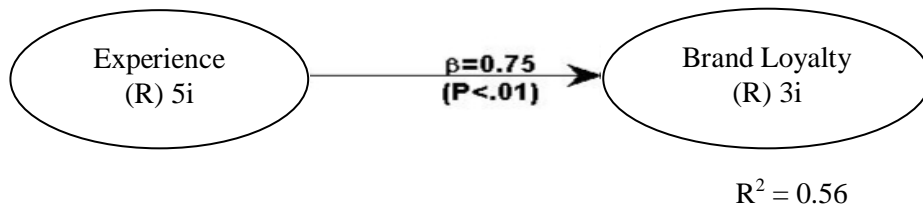


Fig 7. Hypothesis Test Results 3

The test results show that there is a significant effect. between brand experience and brand loyalty Mie Indomie in Sampit. Because the p-value is $0.01 < 0.05$ so the hypothesis is accepted.

4. isbrand satisfactioneffect onMie Indomie brand loyalty in Sampit?

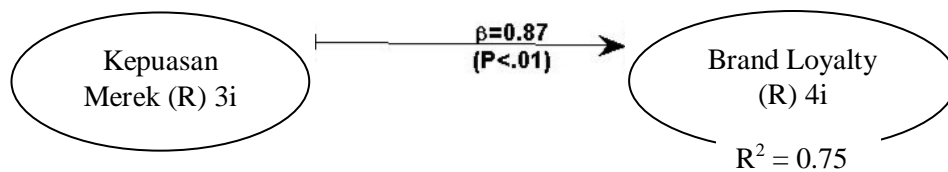


Fig 8. Hypothesis Test Results 4

The test results show that there is a significant effect. between brand satisfaction and brand loyalty Mie Indomie in Sampit. Because the p-value is $0.01 < 0.05$ so the hypothesis is accepted.

5. istrustbrand influenceMie Indomie brand loyalty in Sampit?

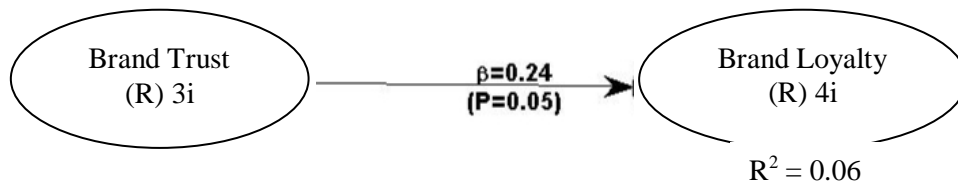


Fig 9. Hypothesis Test Results 5

The test results show that there is a significant influence between brand trust and brand loyalty Mie Indomie in Sampit because the p-value is $p=0.05$ so the hypothesis is accepted.

6. Does brand experience affect brand loyalty through brand satisfaction Mie Indomie in Sampit?

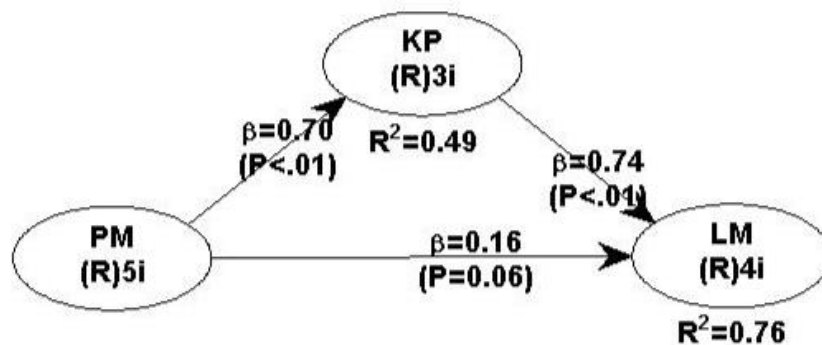


Fig 10. Hypothesis Test Results 6

The test results show thatmediation test for indirect effect with a significant value of $P < 0.01$. While the direct effect with a significant value of 0.06 . And the direct effect of the path coefficient value decreases from 0.75 to 0.16 , this shows that the mediating variable is able to absorb the direct influence of the model without mediation.so the hypothesis is accepted.

7. Does brand experience affect brand loyalty through brand trust Mie Indomie in Sampit?

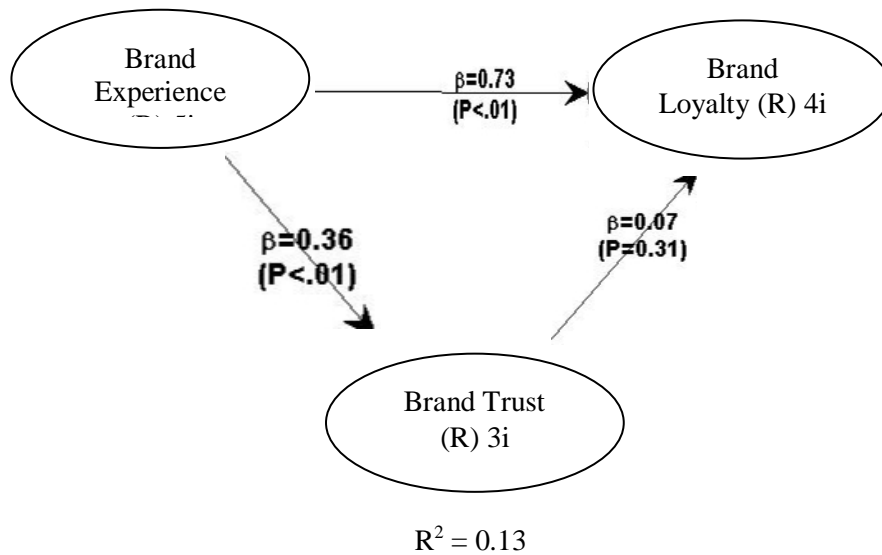


Fig 11. Hypothesis Test Results7

The test results show that mediation test for indirect effect with a significant value of 0.31. While the direct effect with a significant value $P < 0.01$. And the direct effect of the path coefficient value is decreasing from 0.75 to 0.73. This shows that the mediating variable is able to absorb direct influence. so the hypothesis is accepted.

V. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research on the influence of brand experience on brand loyalty through brand satisfaction and brand trust in Indomie in Sampit, the following conclusions can be drawn:

1. Based on the structural equation test, brand experience significantly influences Indomie brand satisfaction in Sampit. Because the p-value is $0.01 < 0.05$ so the hypothesis is accepted.
2. Based on the structural equation test, brand experience significantly influences Indomie brand trust in Sampit. Because the p-value is $0.01 < 0.05$ so the hypothesis is accepted.
3. Based on the structural equation test, brand experience significantly influences Indomie brand loyalty in Sampit. Because the p-value is $0.01 < 0.05$ so the hypothesis is accepted.
4. Based on the structural equation test, brand satisfaction significantly influences Indomie brand loyalty in Sampit. Because the p-value is $0.01 < 0.05$ so the hypothesis is accepted.
5. Based on the structural equation test, brand trust significantly influences Indomie brand loyalty in Sampit. Because the p-value is $p = 0.05$ so the hypothesis is accepted.
6. Based on the structural equation test brand experience influences brand loyalty through brand satisfaction. The test results show that mediation test for indirect effect with a significant value of $P < 0.01$. While the direct effect with a significant value of 0.06. And the direct effect of the path coefficient value decreases from 0.75 to 0.16, this shows that the mediating variable is able to absorb the direct influence of the model without mediation. so the hypothesis is accepted.
7. Based on the structural equation test brand experience influences brand loyalty through brand trust. The test results show that mediation test for indirect effect with a significant value of 0.31. While the direct effect with a significant value $P < 0.01$. And the direct effect of the path coefficient value is decreasing from 0.75 to 0.73. This shows that the mediating variable is able to absorb direct influence. so the hypothesis is accepted.
8. Based on the analysis of variance, the R-Square value for the construct of brand loyalty is 0.77, which means that this value can identify that brand loyalty can be explained by the construct of brand experience, brand satisfaction and brand trust of 77%. While the remaining 23% is influenced by other constructs that are not included in the research model used in this study.

Suggestion

Based on the above conclusions, the researcher can provide the following suggestions:

1. For Companies
 - a. DaFrom the results of this study, it can be seen that brand trust in brand loyalty gets the lowest value, namely the part coefficient of 0.235 with a p-value level of $p = 0.05$. For this reason, it is hoped that the company will continue to increase the trust of the Indomie brand to the public. Such as increasing changes in product appearance, offering new flavors, and increasing promotional efforts according to the products offered, and reconsidering the prices offered. This is because the price of the Indomie brand is higher than that of a bargain competitor.
 - b. Besides brand trust to brand loyalty which gets the lowest result. There is another lowest structural test result, namely experience on brand loyalty through brand trust which is also known to have no effect. Therefore, the company needs to re-survey the brand experience in the field. Because brand experience is an important factor in terms of marketing to increase consumer confidence. The experience felt by the community will have a major influence on repurchasing. Not only that, companies must also show evidence that it is safe to consume instant food. So that the level of brand trust consuming Indomie always has a positive impression and is popular with the public.
2. For Further Researchers.
 - a. Research certainly has its own advantages and disadvantages. Likewise, this research is only seen in terms of brand experience on brand loyalty through brand satisfaction and Indomie brand trust in the company. Therefore it is hoped that there will be further research on how things should be done in improving employee performance at companies in Sampit outside the variables that have been studied.
 - b. Given the research variable this time, brand trust in brand loyalty gets the lowest value of 0.055 or 5.5%. So the next researcher is expected to be able to develop this research or combine research with other constructs.
3. For Academics.

As reading material and support for subsequent research.

REFERENCES

- [1] Aaker, D. 2014. Building Strong Brands. Jakarta: Earth Script.
- [2] Aaker, D, A. 2018. Managing Brand Equity: Capitalizing On The Value Of Brand Names. New York: Free Press.
- [3] Brakus, JJ, Schmitt, BH, Zarantonello, L. 2009. Brand experience: what is it? How is it Measured? Does it Affect Loyalty?. *Journal of Marketing*, Vol.73, No.3, P. 52-68.
- [4] Delgado., et al. 2014. Development and Validation Of A Brand Trus Scale. *International Journal Of Marketing Research* Vol 45 Pol 1 PP 35-34.
- [5] Ercis, A., Unal, S., Candan, FB, Yildirim, H. 2012. The Effect of Brand Satisfaction, Trust and Brand Commitment on Loyalty and Repurchase Intentions. *Procedia– Social and Behavioral Sciences*, Vol.58, P.1395-1404.
- [6] Giddens, Nancy. 2018. Brand Loyalty. University Of Missouri: Missouri Value-added Development Center.
- [7] Gozali, A. 2015. The Effect of Risk Aversion, Brand Trust, and Brand Affect on Brand Loyalty of Apple Brand Gadgets in Surabaya. *University of Surabaya Student Scientific Journal*, 4, 1 - 16.
- [8] Hurriyati, R. 2015. Marketing Mix and Consumer Loyalty. Bandung: Alfabeta.
- [9] Ika, N., & Kustini. 2011. Experiential Marketing, Emotional Branding, and Brand Trust and Their Effect on Loyalty on Honda Motorcycle Products. *Journal of Economics, Business and Accountancy Ventures*, 14, 19 - 28.
- [10] Kotler, P. 2017. Marketing Management. Jakarta: Erlangga.
- [11] Kotler, Philip and Kevin Lane Keller. 2016. Marketing Management, 15th Edition. New Jersey: Pearson Education, Inc.
- [12] Lau, GT, Lee, SH 2015. Consumer's Trust and The Link to Brand Loyalty. *Journal of Market-Focus Management: ABI/INFORM Complete*.
- [13] Marconi, J. 2015. Beyond Branding. Malaysia: Prentice Hall.
- [14] Mowen. JC & Gates, R. 2017. Consumer Behavior Volume I (Edition 5). Jakarta: Erlangga.

- [15] Oliver, R. L and WS Desarbo. 2015. Customer Delight: Foundations, Findings and Managerial Insight. *Journal Of Retailing*. Vol. 73 No. 3 311-36
- [16] Oliver, R. L and WS Desarbo. 2016. Response Determinants In Satisfaction Judgments. *Journal Of Customer Research*. Vol. 14 No. 495-507.
- [17] Orzan, G. 2016. Conceptual Model Regarding The Influence Of Social Media Marketing Communication On Brand Trust, Brand Affect And Brand Loyalty. *Economic Computation and Economic Cybernetics Studies and Research*, 50 (1/2016), 141 - 156.
- [18] Rehman, A., Ahmed, MA, Mahmood, F., Shadid, M. 2014. The Effects of Brand Experience, Satisfaction and Trust on Brand Loyalty; and Empirical Research *on the Internet Services of Cellular Companies in Pakistan*. *International Journal of Management Sciences and Business Research*, Vol.3, No.9.
- [19] Sahin, A., Zehir, C., Kitapci, H. 2011. *The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; And Empirical Research on Global Brands*. *Procedia - Social and Behavioral Sciences*, Vol. 24, P.1288-1301.