The Effect of Brand Experience on Brand Loyalty through Brand Satisfaction and Brand Trust in Altex Brand PT Atlantic Ocean Pain in East Java

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The Effect of Brand Experience on Brand Loyalty through Brand Satisfaction and Brand Trust in Altex Brand PT Atlantic Ocean Pain in East Java

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Abstract - This study aims to examine how brand experience through brand satisfaction and trust has an influence on brand loyalty using a sample of customers in the province of East Java, Indonesia. The sample used was 200 people spread across several cities: Surabaya, Lamongan, Malang, Madura, Probolinggo, Jember, Kediri, and Madiun. Data were collected using a structured questionnaire consisting of a validated scale. The analysis technique uses the Structural Equation Model to test the relationship between the eight hypotheses.The results of the direct influence study show that Brand Experience has a significant effect on Brand Satisfaction, Brand Experience has a significant effect on Brand Trust, Brand Satisfaction has a significant effect on Brand Trust, Brand Satisfaction has a significant effect on Brand Loyalty, Brand Trust has a significant effect on Brand Loyalty and Brand Experience has a significant effect on Brand Loyalty. to Brand Loyalty. Meanwhile, the indirect effect is that Brand Experience has a significant effect on Brand Loyalty through Brand Satisfaction and Brand Experience has a significant effect on Brand Loyalty through Brand Trust.

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

I. INTRODUCTION

A. Background

One of the strategies every company has in maintaining its long-term business is to retain potential customers. Therefore the company must understand what customers need by getting customer loyalty. Each company competes for customers by using a variety of sales approaches such as providing a positive customer experience, providing satisfaction and trust to customers in the products provided, which in turn, customers want to make repeat purchases and become loyal to the products and brands of service providers. Having loyal customers is expected to increase sales. According to Khadka and Maharjan (2017), customer loyalty is the root of success. Companies are expected to perform tasks following customer expectations, namely satisfaction and loyalty, and trust (Ali, et al., 2017) because this is the key to increasing sales as a result of customers consuming continuously and sharing experiences with others who create possible new customers. So it can be said that all of these things will bring profitability to the company.

This brand experience affects the quality of the relationship between customers and brands. Experiences as individual feedback events that occur in various responses such as marketing efforts (before and after purchase). Experience includes all elements of life, usually caused by direct observation or participation in events, regardless of whether the event is real, dream-like, or virtual (Sahin et al., 2012). Brand experience according to Moreira et al., (2017) is a customer mindset concerning the resulting brand based on customer interactions and stimulation of a brand, either as part of brand design and identity, packaging, marketing communications, or even the environment in which the brand is sold. . Meanwhile, Chinomona and Maziriri (2017), brand experience is conceptualized as sensation, feeling, cognition, and behavioral responses generated by stimuli related to brands that are part of brand design and identity, packaging, communication, and the environment.This brand experience engages customers with the benefits of the brand and can also be interpreted as internal responses from customers and behavioral responses generated by related brand stimuli that are part of brand design, identity, packaging, communication, and the environment. The brand experience begins when consumers search for products or services, buy and receive services, and when they consume/use products or services. Brand experience has a big influence on customer satisfaction because customers not only expect a superior function of the product purchased but also the experience gained when buying or consuming the product.

A positive attitude developed by customers as a result of an experience in using/consuming certain products is called satisfaction. Customer satisfaction is the beginning of brand loyalty where this has gone through a process. Satisfying a customer is quite difficult before it earns the customer's trust. Trust also affects customer satisfaction.According to Ercis et al., (2012), trust is defined as a predictor of loyalty and if consumer trust is built, consumers will be satisfied. Trustor satisfaction is an attitude that is the essence of the feeling of believing or not believing or liking or disliking someone towards a certain object (Sangadji and Sopiah, 2013: 176). Tjiptono and Chandra (2019: 261) define satisfaction as an effort to fulfill something or make something adequate. This means that satisfaction is the fulfillment of customer expectations of product performance/results.If a product/service, in this case, a brand, hasgreater performance than expectations and the customer feels happy, then a complimenting behavior may arise, and vice versa.Customer satisfaction is a specific measure for each transaction, situation, or interaction (encounter) that is short-term. Sangadji and Sopiah (2013:180) argue that customer satisfaction is an after-purchase evaluation where the alternatives were chosen are at

least the same or exceed customer expectations. Brand satisfaction can be described as an effective and emotional response to the buying situation and a positive reaction from the experiences they have had with the product/brand before this is by the research of Baser et al. (2015).

Sunyoto (2014:16) defines belief as a descriptive thought. This belief is the image of the product and brand. People act on their beliefs in determining purchases. Kabadayi and Alan (2012), brand trust arises as a result of the previous customer's experience (consuming) of the brand. Furthermore, according to Sangadji and Sopiah (2013:201), trust is a link between objects and attributes, namely regarding the possibility of a relationship between objects and their relevant attributes.So that customer trust in a brand is the power of knowledge possessed by the customer and all the conclusions made by the customer that the brand has the benefits and the resulting performance. Meanwhile, Susilawati and Wufron (2017) argue that brand trust is the sincerity of customers in using products openly in the long term because they feel comfortable and there are no complaints.For companies, consumer trust in a brand is an asset, so it is important to establish it. Companies must pay attention to and be able to maintain consumers using long-term products, meaning that consumers are sincere in using products such as voluntary use of products, the convenience of use, no complaints about products produced by the company.

According to Peter and Olson (2010:390), brand loyalty is an intrinsic commitment to repeatedly buy a certain brand. Repetitive purchasing behavior is often associated with brand loyalty, but there is a difference between brand loyalty and repeat buying behavior. Brand loyalty reflects customer commitment to a certain brand, whereas repeat buying behavior is solely about purchasing the same particular brand over and over again because only that brand is available, the cheapest, and so on (Tjiptono, 2019:417).Loyalty can be interpreted as a deep commitment to consistently repurchase a preferred product or service in the future by repurchasing the same brand even though there are situational influences and marketing efforts that can lead to shifting behavior towards the brand. Brand loyalty shows a bond between the customer and the brand. Brand loyalty can be a measure of customer relationships in evaluating brands.

Based on the description above, the authors are interested in researching with the title Influence of Brand Experience on Brand Loyalty through Brand Satisfaction and Brand Trust on Altex Paint from PT Atlantic Ocean Paint in East Java, this is to measure customer loyalty to Altex brand paint.

B. Statement of the problem

1. Does brand experience have a significant effect on brand satisfaction with the Altex brand paint from PT Atlantic Ocean Paint in East Java?
2. Does brand experience have a significant effect on brand trust with the Altex brand paint from PT Atlantic Ocean Paint in East Java?
3. Does brand satisfaction have a significant effect on brand trust with the Altex brand paint from PT Atlantic Ocean Paint in East Java?
4. Does brand satisfaction have a significant effect on brand loyalty with the Altex brand paint from PT Atlantic Ocean Paint in East Java?
5. Does brand trust have a significant effect on brand loyalty with the Altex brand paint from PT Atlantic Ocean Paint in East Java?

6. Does brand experience have a significant effect on brand loyalty with the Altex brand paint from PT Atlantic Ocean Paint in East Java?
7. Does brand experience have a significant effect on brand loyalty through brand satisfaction with PT Atlantic Ocean Paint's Altex brand paint in East Java?
8. Does brand experience have a significant effect on brand loyalty through brand trust with PT Atlantic Ocean Paint's Altex brand paint in East Java?

C. Research Objectives

The purpose of this study was to analyze the effects of:

1. Brand experience with brand satisfaction on Altex paint from PT Atlantic Ocean Paint in East Java.
2. Brand experience with brand trust on Altex paint from PT Atlantic Ocean Paint in East Java.
3. Brand satisfactionwith brand trust on Altex paint from PT Atlantic Ocean Paint in East Java.
4. Brand satisfaction with brand loyalty on Altex paint from PT Atlantic Ocean Paint in East Java.
5. Brand trust with brand loyalty on Altex paint from PT Atlantic Ocean Paint in East Java.
6. Brand experience with brand loyalty on Altex paint from PT Atlantic Ocean Paint in East Java.
7. Brand experience toward brand loyalty through brand satisfaction with the Altex brand paint from PT Atlantic Ocean Paint in East Java.
8. Brand experience toward brand loyalty through brand trust with the Altex brand paint from PT Atlantic Ocean Paint in East Java.

D. Research Benefits

Academic benefits, in addition to adding insight and knowledge to the author, this research is expected to provide suggestions and input and develop theories and concepts regarding the effect of brand experience on brand loyalty through brand satisfaction and brand trust.Practical benefits, the results of this study can provide input to the management of PT Atlantic Ocean Paint so that it can help in making decisions in increasing customer loyalty to Altex brand.

II. LITERATUR REVIEW

A. Previous Research

Previous research that became a reference in this study:

1. The first previous study from the study of Sahin et al. (2011), in Istanbul, Turkey on The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands. The target population for this study is customers in Turkey. The focus of this research is mainly on brand experience, satisfaction, trust, and brand loyalty to customers. This study uses a saturated sample technique (census) with a total of 258 customers as respondents who can be used for final data analysis. Samples were taken randomly from the population of customers who live in the metropolitan city of Istanbul, Turkey.The results showed that brand experience has a positive effect on brand satisfaction, brand trust, and brand loyalty. In this study, brand experience is conceptualized as a subjective customer response arising from experiences related to a particular brand in that setting. This study was designed to investigate the effects of brand experience on brand loyalty through brand satisfaction and trust in the durable goods industry (car industry).

2. The second previous study from the research of Rehman et al. (2014) in Punjab, Pakistan on The Effects of Brand Experience, Satisfaction, and Trust on Brand Loyalty; an Empirical Research on the Internet Services of Cellular Companies in Pakistan. The target population for this study was students of the Gujrat University in Punjab, Pakistan. Given that the younger generation is the largest share of cellular companies. This study used a saturated sample technique (census) consisting of 330 Gujrat University students by distributing questionnaires and questionnaires received back were 307 or 93.03% which were used for data analysis.This study was conducted to examine the relationship between customers and brands in the context of internet services provided by mobile companies operating in Pakistan. The results showed that brand experience has a positive and significant effect on brand satisfaction, brand trust, and brand loyalty. This study was designed to examine the influence of brand experience on brand loyalty through brand satisfaction and brand trust in the telecommunication industry of Punjab, Pakistan.

A. Theoretical Basis

1. Brand experience

The customer experience of a brand can also be said to be a process of evaluating customers on the consumption of a product (brand) or it is called post-consumption alternative evaluation (Sunyoto, 2014:49). Experience is a form of learning, which is a conscious process that impactscognitive, affective, and psychomotor changes consistently and relatively permanently (Sangadji and Sopiah, 2013: 45).According to Walter et al. (2013), brand experience is subjective which includes sensation, feeling, cognition, responses, and responses to consumer behavior caused by brand stimulation. Zarantonello and Schmitt (2010), brand experience refers to the internal response (sentimental, emotional, and cognitive) of consumers and also their behavioral responses to brand stimulants.Bapat and Thanigan (2016) suggest that a brand experience is a form of customer attachment to a brand through various perspectives such as emotional, mental, spiritual, and physical.

According to Tjiptono and Diana (2016:75), brand experience is an after-purchase evaluation of the brand that is consumed. In this stage, the customer may experience cognitive dissonance (doubt regarding the accuracy of the purchase decision).While Huang (2017) describes the brand experience as an individual internal customer response in the form of sensations, feelings, cognitions, and behaviors that arise as a result of brand stimulation because brands are part of brand identities such as packaging, communication, and the environment that can have a positive or negative impact on behavior. consumer. From these definitions, it can be concluded that brand experience is a subjective assessment of customers regarding what has been felt for a brand that has been consumed/used before and is evaluated which has an impact on subsequent purchasing decisions.According to Roswinanto and Strutton (2014), the dimension of brand experience comes from the concept of experience, namely sensory, affective, intellectual, and behavioral. Meanwhile, the dimensions of brand experience according to Zarantonello and Schmitt (2013), namely: sensory, refers to the visual, auditory, touch, tasting, and olfactory stimulation provided by the brand; affective, including mood and emotions; intellectual, including convergent/focused and analytical thinking, divergent/imaginative thinking; and behavior, including actions, bodily and interactive experiences.

2. Brand satisfaction

In the theory of satisfaction (the expectancy disconfirmation model), it explains theprocess of forming customer satisfaction or dissatisfaction, which is the impact of the comparison between customer expectations before purchase or consumption and the actual performance obtained by the customer (Sudaryono, 2016:80). According to Sangadji and Sophia (2013:180-181), satisfaction or dissatisfaction is a feeling of pleasure or disappointment for someone that comes from comparing their impressions of real/actual product performance with expected product performance. Satisfaction is measured by how much customer expectations of products and services are following the actual performance of products and services.Kotler and Keller (2016:150), satisfaction is defined as a positive or negative impression a customer has about the purchasing experience and/or consumption. This is the result of a comparison between his expectations about the product and the perceived performance. If the performance of a product that is consumed exceeds customer expectations, it will feel satisfied, and vice versa if the customer will feel dissatisfied.According to Tjiptono (2019:379), customer satisfaction with brands is formulated as an after-purchase evaluation where perceptions of the performance of the alternative product/service brands that are chosen meet or exceed expectations before purchase. If perceptions of performance do not meet expectations, what will happen is dissatisfaction.Baser et al. (2015), defines customer satisfaction (brand) as a positive assessment of the brand features provided by marketers because it can meet what customers expect. The conclusion of these definitions is that customer satisfaction with the brand (brand satisfaction) is a positive perception of the customer towards brand performance because it meets or exceeds customer expectations.Positive customer perceptions are customer responses to service providers about meeting customer expectations for a brand. This means that the factors that affect brand satisfaction are the gap between customer experience and customer expectations and customer positioning that shape expectations.Measurement of brand satisfaction in this study (Sangadji and Sopiah, 2013:188-189), are as follows: 1) performance, 2) employee interaction, friendliness, respect, and empathy, 3) reliability, 4) durability, 5) timeliness and convenience, 6) aesthetics and physical appearance of goods or shops7) brand awareness.

3. Brand trust

Brand trust is a cognitive component of attitude (Sangadji and Sopiah, 2013: 196). Furthermore, Sangadji and Sopiah (2013: 202), explain customer trust in a brand (brand trust) as the power of knowledge owned by customers and all the conclusions made by customers that brands have objects, attributes, and benefits. Trust in a brand can be said as a customer who feels comfortable with a brand based on his expectation that the brand can provide positive results.Idress et al., (2015) stated that trust is the willingness and willingness to depend on other parties in facing risks. Belaid and Behi (2011) in their research define brand trust concerning to the credibility of information provided about the brand, brand performance, and its ability to meet customer needs. Tjiptono and Chandra (2019: 275), customer trust in a brand (brand trust) is the impact of positive performance results received by customers on a brand (perceived performance). Huang (2017) defines brand trust as a customer's feeling of safety in interacting with a brand because customers have the perception that the brand

can be responsible and reliable. The conclusion of some of these definitions is positive customer perception of a brand that arises from the experience of previous customers who are satisfied with the performance of the brand because the brand is reliable.The measurement of brand trust in this study uses measurements from Delgado (2011), namely: viability andintentionality, The reliability dimension of brand trust have a technical nature because it involves the perception that the brand can meet or satisfy customer needs. Delgado believes that this dimension is necessary to put customers' trust in the brand in the future. At the base of this dimension is the predictable taste that the brand positively satisfies individual needs in a positive way. Therefore, reliability is recognized as the starting point for describing brand trust.

4. Brand loyalty

Brand loyalty can be formed due to habits and a long history of customers using the brand. Loyalty to a brand is influenced by several factors (Pritandhari, 2015), namely: the number of costs to switch to another brand, the same quality, quality, or service of the type of substitute product, the risk of changing costs due to substituting products, and changes in the level of customer satisfaction obtained from brand new compared to the experience of the previous brand that had been used.Kotler and Keller (2016: 153), loyalty is a deep commitment to buy or frequently visit a product or service regardless of situational factors and marketing efforts that may cause changes in purchasing behavior. According to Sudaryono (2016: 81-82), brand loyalty is defined as a positive customer attitude towards a brand, and customers have a strong desire to repurchase the same product now and in the future. Brand loyalty or customer loyalty are two terms that have almost similar meanings that are often referred to as brand loyalty. Meanwhile, according to Sunyoto (2014: 55), brand loyalty is defined as a positive customer attitude towards a brand, customers have a strong desire to repurchase the same brand now and in the future.

Brand loyalty can provide security through predictable demand by marketers or service providers, this can create obstacles for other competitors to compete. Tjiptono and Diana (2016: 134), citing Aaker (1991), suggest that brand loyalty is the level of attachment (attachment) of a consumer to a particular brand. The measurement of loyalty in this study is byTjiptono and Diana (2016:149) which are viewed from three main perspectives, namely: first, a behavioral perspective (stochastic), purchase order, and purchase probability,second, the attitude perspective (deterministic), which focuses on the psychological commitment of customers in purchasing without having to consider specifically the actual buying behavior.
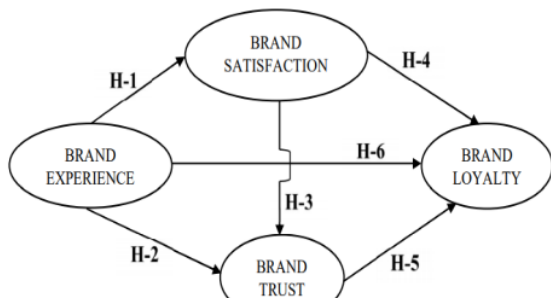
B. Research Model

Figure 1. Research Model

Figure 1 demonstrates the research model proposed in the study which illustrates the relationship between brand experience, brand satisfaction, brand trust, and brand loyalty.

C. Hypothesis

1. Brand experience has a significant effect on brand satisfaction with the Altex brand paint from PT Atlantic Ocean Paint in East Java.

2. Brand experience has a significant effect on brand trust with the Altex brand paint from PT Atlantic Ocean Paint in East Java.

3. Brand satisfaction has a significant effect on brand trust with the Altex brand paint from PT Atlantic Ocean Paint in East Java.

4. Brand satisfaction has a significant effect on brand loyalty with the Altex brand paint from PT Atlantic Ocean Paint in East Java.

5. Brand trust has a significant effect on brand loyalty with the Altex brand paint from PT Atlantic Ocean Paint in East Java.

6. Brand experience has a significant effect on brand loyalty with the Altex brand paint from PT Atlantic Ocean Paint in East Java.

7. Brand experience has a significant effect on brand loyalty through brand satisfaction with the Altex brand paint from PT Atlantic Ocean Paint in East Java.

8. Brand experience has a significant effect on brand loyalty through brand trust with the Altex brand paint from PT Atlantic Ocean Paint in East Java.

III. RESEARCH METHODOLOGY

The research method used is quantitative in testing the hypothesis. The data measurement scale used in this study is a Likert scale. The data collection tool used in this study was a questionnaire containing a list of questions and submitted to respondents to obtain information and responses to the object under study. The questionnaire was distributed to 200 respondents with the minimum age criteria of 21 years, had used and residential in Jawa Timur.Surabaya, Lamongan, Malang, Madura, Probolinggo, Jember, Kediri, and Madiun. The data analysis technique used the Structural Equation Model (SEM).

IV. RESULTS AND DISCUSSION

A. Result

1. Characteristics of Respondents

Table 4.1 Characteristics of Respondents

Gender	Total Respondents	Percentage (%)
Male	151	75,5
Female	49	24,5
Total	200	100,0
Age	Total Respondents	Percentage (%)
21 – 30 years old	43	21,5
31 – 40 years old	69	34,5
41 – 50 years old	55	27,5
51 – 60 years old	24	12,0
61 – 70 years old	6	3,0
> 70 years old	3	1,5
Total	200	100,0

Profession	Total Respondents	Percentage (%)
Self-Employed	139	69,5
Employees	25	12,5
Civil Servant	5	2,5
Army/Police	1	0,5
Pension	2	1,0
Etc	28	14
Total	200	100,0
Education Level	**Total Respondents**	**Percentage (%)**
J/H School	149	74,5
Diploma	14	7,0
Bachelor's	34	17,0
Master's	3	1,5
Total	200	100,0
Have Use	**Total Respondents**	**Percentage (%)**
Used	200	100,0
Total	200	100,0
Frequency of Using	**Total Respondents**	**Percentage (%)**
1	29	14,5
>1	171	85,5
Total	200	100,0
Domicile	**Total Respondents**	**Percentage (%)**
Surabaya	23	11,5
Lamongan	20	10,0
Malang	18	9,0
Madura	45	22,5
Probolinggo	20	10,0
Jember	27	13,5
Kediri	24	12,0
Madiun	23	11,5
Total	200	100,0

Source: Primary data, processed in 2020

Based on Table 4.1, the gender of Altex paint users is mostly male, as many as 151 respondents or 75.5%, while 49 respondents or 24.5% are female. It can be seen that the majority of respondents in this study were aged 31-40 years old, namely 69 respondents or 34.5%, 55 respondents or 27.5% aged 41-50 years old, 43 respondents or 21.5% with 21-30 years old, then 24 respondents or 12.0% aged 51-60 years old, 6 respondents or 3% aged 61-70 years old and 3 respondents or 1.5% aged> 70 years old. A total of 200 respondents stated that they had used, while 171 respondents had used, more than once or as much as 85.5% and those who used Altex paint only once were 29 respondents or 14.5 %. Respondents who work as self-employed are 139 respondents or 69.5%, 28 respondents or 14% etc, employees are 25 respondents or 12.5%, 5 respondents or 2, 5% civil servant, 2 respondents or 1.0% work as retirees and 1 respondent as army /police or 0.5%. The educational characteristics of respondents were 149 respondents or 74.5% JHS/SHS, 14 respondents or 7% diploma, 34 respondents or 17% bachelor's, and 3 respondents or 1.5% master's. Furthermore, the characteristics of domicile, respondents were 23 or 11.5% in the city of Surabaya, 20 respondents or 10% in the city of Lamongan, 18 respondents or 9% in the city of Malang, 45 respondents or 22.5% in the

island of Madura, 20 respondents or 10% in the city of Probolinggo, 27 respondents or 13.5% in the city of Jember, 24 respondents or 12% in the city of Kediri, and 23 respondents or 11.5% in the city of Madiun.

2. Descriptive Statistics of Research Variables

To find out the respondent's response to the variables to be studied, this study used the maximum and minimum methods (Durianto and Sitinjak, 2001). This research scale uses a scale of 1-5 so that the average respondent's answer can form an assessment interval of 0.8.

1. Variable Brand Experience

Table 4.2 Description of Brand Experience Indicator

No	Statements	Mean	St. Dev.	Criteria
1	The Altex brand makes a strong impression on my sight or other senses.(X1.1)	3,470	0,743	Agree
2	Seeing the Altex brand reminds me of the experience of using it. (X1.2)	3,430	0,780	Agree
3	The Altex brand brings out a certain feeling. (X1.3)	3,475	0,750	Agree
4	I have more or less an emotional connection to the Altex brand. (X1.4)	3,495	0,757	Agree
5	I am physically and behaviorally involved when I use the Altex brand. (X1.5)	3,320	0,831	Agree
6	The Altex brand is experience-oriented. (X1.6)	3,225	0,865	Agree
7	The Altex brand got me thinking before I used it. (X1.7)	3,370	0,847	Agree
8	The Altex brand stimulates curiosity and problem-solving.(X1.8)	3,335	0,810	Agree
	Mean	3,390	0,7979	Agree

Source: Primary data, processed in 2020

Descriptions of respondents' answers to brand experience are presented in table 4.2, where an average value of 3,390 and a standard deviation of 0.7979 is obtained, which means that the majority of respondents perceive both with the brand experience. The highest average value can be seen from the fourth indicator with a value of 3.495 meaning that most respondents agree that the respondent has an emotional relationship.

2. Variable Brand Satisfaction

Table 4.3 Description of Brand Satisfaction Indicator

No	Statements	Mean	St. Dev.	Criteria
1	I am very satisfied with the Altex brand. (Y1.1)	3,485	0,750	Agree
2	I am very satisfied with the services provided by the Altex brand. (Y1.2)	3,530	0,729	Agree
3	The Altex brand can do a	3,430	0,726	Agree

No	Statements			
	great job satisfying my needs.(Y1.3)			
4	The product service provided by the Altex brand is better than that of other brands. (Y1.4)	3,495	0,723	Agree
	Mean	3,485	0,732	Agree

Source: Primary data, processed in 2020

Descriptions of respondents' answers to brand satisfaction (Y1) are presented in Table 4.3, an average value of 3.485 and a standard deviation of 0.732 is obtained, which means that the majority of respondents perceive good with brand satisfaction. The highest average value on the second indicator is 3.53 where respondents agree that respondents are very satisfied with the services provided by Altex brand.

3. Variable Brand Trust

Tabel 4.4 Description of Brand Trust Indicator

No	Statements	Mean	St. Dev.	Criteria
1	I believe in the Altex brand. (Y2.1)	3,455	0,742	Agree
2	The company's good reputation made me trust the Altex brand. (Y2.2)	3,515	0,737	Agree
3	I agree that the Altex brand is an honest product. (Y2.3)	3,375	0,705	Agree
4	I agree that the Altex brand is consistent with the quality of its products. (Y2.4)	3,485	0,730	Agree
5	I feel safe using the Altex brand as it avoids downsides. (Y2.5)	3,525	0,736	Agree
6	I believe that the Altex brand has the competence to help me solve problems. (Y2.6)	3,470	0,736	Agree
	Mean	3,471	0,731	Agree

Source: Primary data, processed in 2020

The descriptions of the respondents' answers to brand trust (Y2) are presented in Table 4.4, where an average value of 3.471 and a standard deviation of 0.731 is obtained, which means that the majority of respondents perceive good with brand trust. The highest average value on the fifth indicator is 3.525 where respondents feel safe using the Altex brand because it can avoid losses.

4. Variable Brand Loyalty

Table 4.5 Description of Brand Loyalty Indicator

No	Statements	Mean	St. Dev.	Criteria
1	Altex brands can be exclusive if they are my favorite brand of choice. (Y3.1)	3,475	0,736	Agree
2	I am willing to make a repeat purchase for the Altex brand. (Y3.2)	3,470	0,715	Agree
3	I have always been an Altex brand user. (Y3.3)	3,550	0,794	Agree
4	The Altex brand attribute	3,430	0,720	Agree

No	Statements			
	made my consideration to my use of the product. (Y3.4)			
	Mean	3,481	0,741	Agree

Source: Primary data, processed in 2020

Descriptions of respondents' answers to brand loyalty (Y3) are presented in Table 4.5, with an average value of 3.481 and a standard deviation of 0.741, which means that the majority of respondents perceive a good relationship with brand loyalty. The highest average value on the third indicator is 3.55 where the respondents have been users of the Altex brand so far.

B. Validity Test

Tabel 4.6 Validity Test

Variable	Indicator Code	Cut Off > 0.05	Validity
Brand Experience	X1.1	0.892	Valid
	X1.2	0.899	Valid
	X1.3	0.915	Valid
	X1.4	0.953	Valid
	X1.5	0.705	Valid
	X1.6	0.678	Valid
	X1.7	0.873	Valid
	X1.8	0.837	Valid
Brand Satisfaction	Y1.1	0.973	Valid
	Y1.2.	0.892	Valid
	Y1.3	0.908	Valid
	Y1.4	0.922	Valid
Brand Trust	Y2.1	0.961	Valid
	Y2.2	0.940	Valid
	Y2.3	0.859	Valid
	Y2.4	0.940	Valid
	Y2.5	0.946	Valid
	Y2.6	0.954	Valid
Brand Loyalty	Y3.1	0.971	Valid
	Y3.2	0.914	Valid
	Y3.3	0.914	Valid
	Y3.4	0.957	Valid

Source: LISREL Data Processing Results 8.8 – 2020

Based on Table 4.6 the loading factor value of all items is> 0.50 which indicates that all indicator items are valid in measuring variables.

C. Reliability Test

Tabel 4.7 Reliability Results

Variable	Construct Reliability	Information
Brand Experience	0.9456	Reliable
Brand Satisfaction	0.9457	Reliable
Brand Trust	0.9705	Reliable
Brand Loyalty	0.9559	Reliable

Source: Primary data, processed in 2020

Reliability is a measure of the internal consistency of the indicators of a construct which shows the extent to which each

indicator shows the same construct. Reliability test is also used to test research instruments which, if used several times to measure the same object, will produce the same data. In SEM analysis in this study, reliability testing was carried out using construct reliability. A latent variable is declared to have good reliability if its construct reliability is ≥0.70.

D. Model Fit Test

Tabel 4.8 All Model Fit Testing

Goodness of Fit Measure	Test Results	Cut-offValue	Note
Chi-square (X^2)	681,53		
GFI	0,79	>0,9	Marginal Fit
RMSEA	0,079	≤ 0,08	Fit
AGFI	0,74	≥ 0,95	Marginal Fit
NFI	0,98	≥ 0,95	Good Fit
CFI	0,99	> 0,9	Good Fit
IFI	0,99	> 0,9	Good Fit
RFI	0,98	> 0,9	Good Fit

Source: LISRELL Data Processing Results 8.8 – 2020

The results of model testing in Table 4.8 show that of the eight criteria for goodness of fit, the structural model index built to estimate parameters according to the observed data has met the required minimum cut-off point requirements, namely the Chi-square value; GFI, RMSEA, AGFI, NFI, CFI, IFI, and RFI. According to Hair et al., (2010) in Latan (2013: 49), that the use of 4-5 goodness of fit criteria is considered sufficient to assess the feasibility of a model provided that each goodness of fit criterion is represented.

4.1.3 Hypothesis Testing

Tabel 4.9 Research Hypothesis Direct Variable

H	Variable Relationships	Loading Factor	t-value	Cut off value	Conclusion
H1	Brand Experience➔ Brand Satisfaction	1,08	26,05	> 1,96	Significant
H2	Brand Experience➔ Brand Trust	0,99	20,60	> 1,96	Significant
H3	Brand Satisfaction➔ Brand Trust	1,08	6,23	> 1,96	Significant
H4	Brand Satisfaction➔ Brand Loyalty	1,17	6,01	> 1,96	Significant
H5	Brand Trust➔ Brand Loyalty	0,58	3,23	> 1,96	Significant
H6	Brand Experience➔ Brand Loyalty	1,01	21,49	> 1,96	Significant

Source: Primary data, processed in 2020

The results of hypothesis testing in Table 4.9 show that there are six models of direct effects (direct effects) resulting from data analysis in this study that is findings, then hypothesis testing is carried out to answer whether the proposed hypothesis is acceptable. or rejected. The significance level of parameter estimation in hypothesis testing is set at> 1.96 as follows:

H1. Brand experience has a positive and significant effect on brand satisfaction, it can be proven by the loading factor value of 1.08 and has a t-count of 26.05, which means t-count> t-table of 1.96.

H2. Brand experience has a positive and significant effect on brand trust, it can be proven by the loading factor value of 0.99 and has a t-count of 20.60, which means t-count >t-table of 1.96.

H3. Brand satisfaction has a positive and significant effect on brand trust,it can be proven by the loading factor value of 1.08 and has a t-count of 6.23, which means that t-count> t-table is 1.96.

H4. Brand satisfaction has a positive and significant effect on brand loyalty, it can be proven by the loading factor value of 1.17 and has a t-count of 6.01, which means t-count> t-table of 1.96.

H5. Brand trust has a positive and significant effect on brand loyalty, it can be proven by the loading factor value of 0.58 and has a t-count of 3.23, which means that t-count> t-table is 1.96.

H6. Brand experience has a positive and significant effect on Brand Loyalty, it can be proven by the loading factor value of 1.01 and has a t-count of 21.49, which means t-count >t-table of 1.96.

Tabel 4.10 Research Hypothesis Indirect Variable

H	Variable Relationships	Loading Factor	t-value	Cut off value	Conclusion
H7	Brand Experience➔ Brand Satisfaction ➔ Brand Loyalty	1,15	8,06	> 1,96	Significant
H8	Brand Experience➔ Brand Trust ➔ Brand Loyalty	0,57		> 1,96	Significant

Source: Primary data, processed in 2020

H7. Brand experience has a positive and significant effect on brand loyalty through brand satisfaction. It can be proven by the loading factor value of 1.15 and has a t-count of 8.06, which means that t-count >t-table is 1.96.

H8. Brand experience has a positive and significant effect on brand loyalty through a brand trust which can be proven by the loading factor value of 0.57.

H8 The coefficient of 0.57 on the relationship between the brand experience variable and brand loyalty through brand trust is obtained from the coefficient of the relationship between the brand experience variable and the brand trust variable of 0.99 multiplied by the coefficient of the relationship between the brand trust variable and brand loyalty, which is 0.58. According to Yamin (2014: 71), to obtain the value of the indirect effect can be done by multiplying the direct influence variable.

V. DISCUSSION

The characteristics of respondents in this study were grouped by gender, age, occupation, education, use, frequency of use, and domicile. Characteristics of respondents based on the results of the study were the majority of men were 75.5%, 34.5% aged 31-40 years, 69.5% were self-employed, 74.5% had a junior high/high school education, 100% had used, 85,

5% use more than once, and 22.5% live on the island of Madura.

A. Brand experience against brand satisfaction

The results of this study prove that brand experience on brand satisfaction is proven to be accepted. The research hypothesis testing shows that brand experience has a significant effect on brand satisfaction. The results of this study are consistent with research from Sahin et al. (2011) brand experience has a positive effect on brand satisfaction. The findings of the study support what Chinomona (2013) proposes proves that brand experience has a strong influence on brand satisfaction. For customers, the most important expectation is satisfaction where the customer is more than what customers will buy can satisfy him according to his expectations. Satisfaction is a positive emotional response that results from previous experiences. Customer satisfaction with the brand arises from the experience of using the brand with the performance and features that have a positive value.

B. Brand experience against brand trust

The results of this study prove that the brand experience on brand trust is proven to be accepted. The research hypothesis testing shows that brand experience has a significant effect on brand trust. The results of the study are in line with the results of previous research conducted by Ong, et al., (2015) on small and medium enterprises which show that trust is highly reliable by brand experience. Baser et al., (2015) show that brand experience has a positive effect on brand trust in several global brands such as Apple, Sony-Playstation, Coca-Cola, and Nike. Chinomona (2013) states that brand experience is something that sticks to the minds of customers that creates a brand response.

C. Brand satisfaction against brand trust

This finding illustrates that to increase brand satisfaction with brand trust, it is necessary to first increase customer satisfaction. After the customer is satisfied, the customer will have more confidence. The results of this study are supported by the results of research by Nam, et al., (2011), which states that brand satisfaction results in a positive attitude towards the brand, thus forming trust in the brand. This is also in line with the results of research by Zhou, et al., (2012) that brand trust arises from experience with brand satisfaction and will continue to use the brand. Including research by Ercis, et al., (2012), which states that brand satisfaction has a positive effect on brand trust. So that the higher the level of customer satisfaction with the brand, the higher the level of customer trust in the brand. Trust is often called the object-attribute linkage, namely consumer belief about the possibility of a relationship between an object and its relevant attributes, in this case, is the brand (Sangadji and Sopiah, 2013: 201).

D. Brand satisfaction against brand loyalty

Hypothesis test results found that brand satisfaction has a significant effect on Brand Loyalty. The findings in the field support the opinion of Sudaryono (2016: 81) that satisfaction will encourage customers to repeat their purchasing or consumption behavior and if they are not satisfied, it will cause disappointment which will stop the repetition of purchasing/consumption behavior. This condition is supported by research from Clarke et al., (2012) that customer commitment in the long term in buying a particular product and brand can be created at a high level of brand satisfaction.

E. Brand trust against brand loyalty

Hypothesis test results found that brand trust can increase brand loyalty. This condition supports research from the results of research conducted by Moreira et al., (2017) where the results show that customer trust in brands (brand trust) has a significant effect on brand loyalty. When the relationship between trust and loyalty is considered, it is found that there is a positive relationship between these two variables. Therefore, when the trust that consumers feel in a brand increases, their trust will form loyalty.The findings in the field support research conducted by Ercis et al., (2012) that brand trust is a sufficient factor in influencing customer loyalty to brands. Furthermore, it is said that the more someone believes in a product, the more loyal customers will be to that product. Meanwhile, the research results of Vazifehdoost et al., (2014) show the same thing that brand trust has a positive influence on brand loyalty for the Apple Mobile Phones brand in Tehran, Iran.

F. Brand experience against brand loyalty

The results of this study indicate that brand experience has a positive and significant effect on brand loyalty. Testing the research hypothesis shows that the higher the level of brand experience can increase brand loyalty and have a significant effect. The results of the study are consistent with previous research from Fransen et al., (2013), in their research on marathon sponsorship, that customers who have a positive experience with a brand specifically affect brand loyalty. This study supports Chinomona's (2013) opinion that branding on a product/brand can lead to the character/brand identity and this is the main source of subjective responses from customers. Maffezzolli et al., (2014) on perfume and bath soap products, as well as research from Ramaseshan and Stein (2014) regarding brands.

G. Brand satisfaction has a positive effect as mediation of brand experience towards brand loyalty

Based on respondents' perceptions, the Altex brand is a priority choice of respondents who describe the brand loyalty variable. The estimated loading value becomes the dominant indicator with the highest loading factor value. Thus, testing the measurement model of the brand loyalty variable which has a dominant contribution is an indicator of when the respondent will use Altex brand paint if he needs Altexbrand.

This is in line with Chinomona's (2013) opinion proving that brand experience has a strong influence on brand satisfaction. While the research results of Clarke et al., (2012) show that customer loyalty to brands is formed at a high level of brand satisfaction.

H. Brand trust has a positive effect as mediation of brand experience towards brand loyalty

Brand loyalty in this research is translated into statement indicators including Altex brand is a priority choice of respondents, has a commitment to Altex brand, agrees that so far the respondent is a loyal customer and the respondent will use Altex brand in the future if needed is an indicator used to measure the variable brand loyalty in customers of Altex brand. Facts in the field based on the respondents' assessment of the brand loyalty variable, it is known that the majority of respondents perceive brand loyalty as good. This means that if we look at the real empirical facts through the perception of Altexbrand customers on brand loyalty related to using Altexbrand in the future, it is the respondent's most appropriate answer, on average the respondent's answer shows that brand loyalty is good. Furthermore, the respondent's assessment stated that Altex paint was the priority of the respondent's

choice.The intervening variable in this study is brand trust. The important role of brand trust to increase brand loyalty can be seen from several previous researchers, namely the results of research by Baser et al., (2015) show that brand experience has a strong effect on brand loyalty through brand trust, this is tested on durable products (Apple, Nike, and Sony PlayStation) and fast-moving consumer good (Coca Cola) products. This is in line with the research of Moreira et al., (2017) which shows that brand experience can lead to brand loyalty through brand trust.

CONCLUSION

Based on the results and discussion it can be concluded that the hypothesis which states:

1. H1: Brand experience on brand satisfaction on Altexbrand from PT Atlantic Ocean Paint in East Java which is positive and significant, is accepted.
2. H2:Brand experience on brand trust on Altexbrand from PT Atlantic Ocean Paint in East Java proved to be positive and significant, is accepted.
3. H3: Brand satisfaction with brand trust on Altexbrand from PT Atlantic Ocean Paint in East Java which is positive and significant, is accepted.
4. H4: Brand satisfaction with brand loyalty on Altexbrand from PT Atlantic Ocean Paint in East Java which is positive and significant, is accepted.
5. H5: Brand trust on brand loyalty on the Altex brand from PT Atlantic Ocean Paint in East Java proved to be positive and significant, is accepted.
6. H6: Brand experience towards brand loyalty on Altexbrand from PT Atlantic Ocean Paint in East Java which is positive and significant, is accepted.
7. H7: Brand experience towards brand loyalty through brand satisfaction on Altex brand from PT Atlantic Ocean Paint in East Java proved to be positive and significant, is accepted.
8. H8: Brand Experience towards brand loyalty through brand trust on Altex brand from PT Atlantic Ocean Paint in East Java proved to be positive and significant, is accepted.

SUGGESTION

It is necessary to do further research with other variables that affect brand loyalty and further research can be carried out to confirm this model in similar companies whether it gives the same results or not.

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