Brand Experience on Brand Loyalty through Brand Satisfaction and Brand Trust: Study on Altex Cat Customers in East Java

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Abstract

The paint industry in Indonesia is facing fierce competition from competitors and increasingly selective consumers. In this context, PT Atlantic Ocean Paint, a prominent company known for its product Altex, aims to understand customer needs and create positive brand experiences to foster brand loyalty and boost sales. This study, conducted in Papua Province, Indonesia, with 200 participants from various cities, explores how brand experience, brand satisfaction, and brand trust influence brand loyalty. Data was collected through a structured research instrument with validated scales for the mentioned variables. The findings indicate that brand experience directly affects brand satisfaction but not brand trust. Brand satisfaction, in turn, influences both brand trust and brand loyalty. However, brand experience does not have a direct impact on brand loyalty. Nevertheless, there is an indirect influence, as brand experience significantly affects brand loyalty through brand satisfaction and brand trust. By grasping these insights, PT Atlantic Ocean Paint can effectively enhance customer loyalty and improve its competitive edge in the challenging paint market in Indonesia.

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

Introduction

Paint products are widely used in buildings such as houses, malls/shopping centers, hotels, apartments, office buildings, multipurpose buildings, schools, universities, hospitals, sports fields, cars, motorcycles, ships, handicrafts, and others. This means that paint products have a very important role. The function of paint as a protector, this is to prevent corrosion (metal), weathering and attack by termites (wood), as well as damage to walls/concrete due to the influence of weather or the surrounding environment. PT Atlantic Ocean Paint is a paint and coating company in Indonesia located in Gresik, East Java, founded in 1956 by Budiono Amijo as the founder and owner. The production results are in the form of various types of paints that can be used/applied to the fields of metal, wood , stone, walls and concrete with various brands. one of them is the Altex brand. In addition to consumers being increasingly selective in choosing/determining paint products , many foreign paint products have entered the Indonesian market, Muliana (2016). A large number of products from abroad enter Indonesia in connection with the entry into force of the Asean Economic Community (MEA), starting December 31, 2021 (Ministry of Trade RI, 2021).

Table 1. Altex Brand Paint Sales Data for East Java region

No	Year	Sales (Kg)
1	2019	2,228,713
2	2020	1,980,970
3	2021	1,742,464

Source: Sales data of PT. Bandar Trisula (2023)

The decline in sales can be influenced by several reasons, such as the political year, unfavorable economic conditions, and competition from competitors. Besides experiencing a decline, Altex brand

paint is not too fast in increasing sales, this is because there are still many consumers who do not know Altex brand paint.

One of the strategies of every company in maintaining its long-term business is to retain potential customers. The results of research conducted by Khadka and Maharja (2017) customer loyalty is the root of success. Where the company is expected to perform tasks in accordance with 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 they share experiences with other people who create new customer possibilities. According to Sangadji and Sopiah (2013), a brand is defined as a name or symbol that identifies a product and distinguishes it from other products so that it is easily recognized by customers when they want to buy a product.

The brand identifies the source or maker of the product/service and allows the customer to claim responsibility for its performance against the provider of the product/service. For companies, brands are one of the most valuable strategic assets. Consequently, brand sustainability is essential for the survival of every organization, both business and non-business (Tjiptono & Chandra, 2017).

Experience includes all elements of life, usually caused by direct observation or participation in an event, regardless of whether the event is real, such as a dream or virtual Sahin et al. (2012). Brand experience according to Moreira et al. (2017) is a consumer mindset related to a brand that is generated based on customer interaction 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.

Furthermore, Chinomona and Maziriri (2017) conceptualized brand experience as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of brand design and identity, packaging, communication, and the environment. This brand experience engages the consumer with the benefits of the brand. Brand experience can also be interpreted as an internal response from customers and behavioral responses caused by related brand stimuli that are part of brand design, identity, packaging, communication and the environment.

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. 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, has a performance that is greater than expectations and the customer feels happy, then the possibility of complimenting behavior arises , and vice versa. From some of these definitions it can be concluded that satisfaction with a brand (brand satisfaction) can occur if the brand's performance can meet and even exceed what is expected by customers. Brand satisfaction can be described as an affective and emotional response to a buying situation and a positive reaction from the experiences they have with previous products/brands (Baser et al., 2015).

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. Furthermore, according to Sangadji and Sopiah (2013) 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 customers and all conclusions made by customers that the brand has benefits and the resulting performance.

Brand loyalty is a very important concept, especially for companies where they have to compete with their competitors. The existence of brand-loyal customers is essential for the company to survive and this effort to retain is often a much more effective strategy than attracting new customers. According to Peter and Olson (2010), brand loyalty is an intrinsic commitment to repeatedly buy a certain brand. Repeat purchase behavior is often associated with brand loyalty, but there is a difference between brand loyalty and repeat purchase behavior. Brand loyalty reflects the customer's commitment to a particular brand, while repeat buying behavior is solely about buying the same particular brand over and over again because only the brand is available, the cheapest, and so on, Tjiptono (2019). Brand loyalty shows the existence of a bond between the customer and the brand. Brand loyalty can be a measure of customer relationships in evaluating brands.

Theoretical Basic
Brand Experience

Marketing strategy is an organization's integrated decision pattern in determining important decisions regarding products, markets, marketing activities and resources in the creation,

communication of products that offer value to customers in exchange with the organization and thus enable the organization to achieve certain goals, Varadarajan (2010). In line with this, the marketing literature broadly indicates that a firm's marketing efforts have an impact on market and economic performance through the formulation and implementation of specific patterns of resource deployment designed to achieve marketing objectives within a target market (Katsikeas et al., 2015; Morgan, 2012).

This experience can lead to knowledge about the brand that satisfies his needs. Customer involvement with brands in event marketing offers direct brand experience as a form of opportunity to increase sales, Zarantonello and Schmitt (2013). Brand experience and customer experience are both inherently focused on one thing which is the customer. Brand experience serves customers before they even become customers, while customer experience helps guide customers during transactions or interactions from within the brand. Both concepts are rooted in customer wants and needs (Wily, 2018).

The theory of satisfaction (the expectancy disconfirmation model), explains the process of forming customer satisfaction or dissatisfaction which is the impact of comparisons between customer expectations before purchase or consumption with the actual performance obtained by customers, (Sudaryono, 2016). Satisfaction occurs from the development of a customer's positive attitude as a result of evaluating his consumption experience with a particular brand's product. Satisfaction with a brand (brand satisfaction) is the main concept in the marketing literature because it is one of the main goals in all business activities. The theory of consumer behavior according to Sudaryono (2016), satisfaction is more defined as the perspective of the customer experience after consuming or using a product or service. Brand satisfaction occurs when a customer is satisfied with the experience experienced in using/consuming repeatedly from products in the same brand.

Trust is formed because of the expectation that the marketer or service provider will act in accordance with the wishes and needs of the customer. When customers have trusted marketers or service providers, customers will have confidence that their expectations will be met and will not be disappointed. According to Hasan (2013), trust can be defined as the perception of customers who believe in the reliability of the company. Trusting customers tend to buy the product regularly because it is considered to be in accordance with what is expected. Trust is a customer attitude. According to Sangadji and Sopiah (2013), attitude is one of the most important concepts used by marketers in understanding customers.

Meanwhile, according to Tjiptono and Chandra (2019), 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 security in interacting with a brand because customers have a perception that the brand is responsible and reliable. The conclusion of some of these definitions is a positive customer perception of a brand arising from previous customer experiences who are satisfied with the brand's performance because the brand is reliable.

Brands play an important role in building customer loyalty, especially in the consumer shopping experience, Tjiptono and Diana (2016). The concept of customer loyalty according to Rimiyati and Widodo (2014) is more associated with behavior (behavior) when compared to attitude. Customers can be said to be loyal if they can show buying behavior which is defined as non-random purchases that are expressed from time to time in decision making. Customers are expected to have sensitivity to brands so that customers tend to repurchase the same brand and consider brand choice very important (Tjiptono, 2019).

According to Kotler and Keller (2016), loyalty is a deep commitment to buy or frequently visit a product or service regardless of situational factors and marketing efforts that might cause changes in buying behavior. According to Sudaryono (2016), 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. From several understandings of brand loyalty, it can be concluded that brand loyalty is the behavior of customers who have a positive attitude towards the brand so that customers do or use the product repeatedly. Brand loyalty will begin to arise and develop if customers have positive memories of the brand so that customers will make repeated purchases.

Effect of Brand Experience on Brand Satisfaction

Basically, the most important customer expectation is satisfaction where the customer thinks more about what he will buy and can satisfy him according to his expectations. Satisfaction is a positive emotional response resulting from previous experiences. According to Sangadji and Sopiah (2013), customer satisfaction is defined as a condition where customer expectations for a product are

in accordance with the reality received by the customer. The results of research from Chinomona (2013) prove that brand experience has a strong influence on brand satisfaction. Furthermore, research results from Vazifehdoost et al. (2014) and Lin (2015) shows that brand experience has a significant effect on brand satisfaction.

Effect of Brand Experience on Brand Trust

Customers who enjoy an affective experience with a brand will feel that the brand is trustworthy. When customers feel the affective feeling towards the brand increases, then the relationship between the customer and the brand becomes stronger so that they will increasingly believe in the brand. The results of an empirical study conducted by Huat et al. (2015) on small and medium-sized businesses show that trust is strongly influenced by brand experience. This is in accordance with research from Baser et al. (2016) which shows that brand experience has a positive effect on brand trust in several global brands such as Apple, Sony-Playstation, Coca-Cola, and Nike. Furthermore, the research results of Vazifehdoost et al. (2014) show the same thing that brand experience has a positive influence on brand trust on Apple Mobile Phones brand products in Tehran, Iran.

Effect of Brand Satisfaction on Brand Trust

Trust is often called an object-attribute relationship, namely consumer confidence about the possibility of a relationship between an object and its relevant attributes in this case is the brand, Sangadji and Sopiah (2013: 201). The creation of trust directly occurs when consumers carry out information processing activities about the brand, while the formation of trust indirectly occurs through affection for brand stimuli. The relationship between satisfaction and brand trust is in accordance with the research of Nam et al. (2011), that satisfaction with the brand produces a positive attitude towards the brand so as to form trust in the brand. This is in line with the research of Zhou et al. (2012) brand trust arises from experience of satisfaction with the brand and will continue to use the brand. Likewise with the research of Ercis et al. (2012), which states that brand satisfaction has a positive effect on brand trust.

Effect of Brand Satisfaction on Brand Loyalty

Customer satisfaction with the brand can generate brand loyalty. Brand loyalty in general can be interpreted as a customer's loyalty to a particular brand product. Brand loyalty is a manifestation and continuation of customer satisfaction in using products provided by marketers or service providers so that they become regular customers for marketers or service providers. Satisfaction will encourage customers to repeat purchasing or consumption behavior and if they are not satisfied it will lead to disappointment which will stop the repetition of buying/consumption behavior, Sudaryono (2016). This is in accordance with the research of 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. Customer satisfaction is the beginning of brand loyalty, this happens after going through a process, namely the results of customer evaluations about the brand or product and the key factors in their decision to repurchase (Ercis et al. 2012).

The Effect of Brand Trust on Brand Loyalty

Loyalty and commitment is an ongoing process of establishing and maintaining a value relationship between customers and service providers through trust. While the creation of trust is indirectly through buying behavior which then forms trust. This is in line with 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. Research conducted by Ercis et al. (2012) that brand trust is a sufficient factor in influencing customer loyalty to the brand. While the research results of Vazifehdoost et al. (2014) show the same thing that brand trust has a positive influence on brand loyalty on Apple Mobile Phones brand products in Tehran, Iran. Furthermore, Idress et al. (2015) say that consumer brand loyalty or commitment is the result of trust.

The Effect of Brand Experience on Brand Loyalty

According to Chinomona (2013), branding of a product/brand can give rise to the character/identity of the brand and this is the main source of subjective responses from customers. Sangadji and Sopiah (2013: 181). According to Kotler and Keller (2016), loyalty to a brand can be influenced by behavior that arises from having a strong attitude loyalty, or the result of situational

factors related to habits or to product promotion in stores. According to Fransen et al. (2013), in their research on sponsorship of marathon events, customers who have positive experiences with brands specifically affect brand loyalty. this is in accordance with research from Maffezzolli et al. (2014) on perfume and bath soap products, as well as research from Ramaseshan and Stein (2014) on brands. Brand loyalty has been identified as a result of brand experience in services, retail, and through affective commitment, in products (Nysveen et al., 2013; Khan & Rahman, 2015).

Influence of Brand Experience on Brand Loyaty through Brand Satisfaction
Experiential marketing is a marketing approach that involves the emotions and feelings of customers by creating unforgettable positive experiences so that customers consume and are fanatical about certain products. In line with the passage of time, programs that are intended to pay special attention to the customer experience when consuming the product are increasing. The beneficial impact of experiential marketing is that the experience arises as a result of an event in this case is a fact in the environment where the customer takes place so that this can inspire and enhance the customer experience. The results of research from Chinomona (2013) prove that brand experience has a strong influence on brand satisfaction. While the research results of Clarke et al. (2012) show that customer loyalty to the brand is formed at a high level of brand satisfaction. Furthermore, Moreira et al. (2017) suggest the same thing, namely that brand experience can lead to brand loyalty through brand satisfaction. The expected end result of the formation and creation of a brand experience and brand satisfaction is the formation and creation of brand loyalty.

The Influence of Brand Experience on Brand Loyaty through Brand Trust
Brand experience arises from the experience of previous customers who have used the same brand, this shows that customers have made money purchases of the same brand. The results of research by Baser et al. (2015) show that brand experience has a strong influence on brand loyalty through brand trust. This is done by testing durable products (Apple, Nike, and Sony PlayStation) and fast moving consumer good products (Coca Cola). 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. By looking at the explanations that have been put forward, this study aims to explain the customer experience of the brand as a determinant of brand loyalty and discuss the factors that influence customer experience on the brand such as brand satisfaction and brand trust, as well as their relationship to brand loyalty.
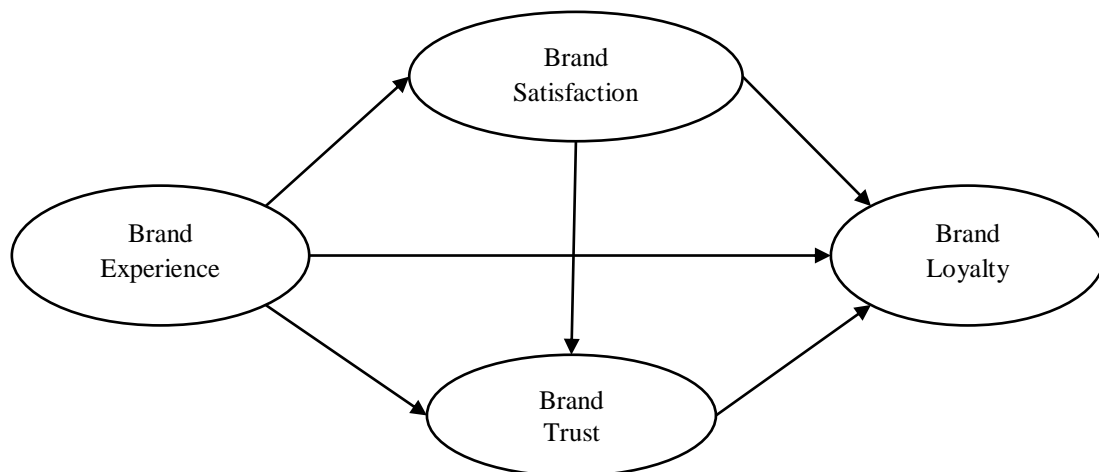

Figure 2. Research Model
Source: Results of Development by Researchers (2023)

This study aims to examine the influence between variables so that the design of this study is causality research. This study seeks to explain the relationship between brand experience , brand satisfaction , brand trust, and brand loyalty. This research is a hypothesis research accompanied by statistical testing which aims to test the hypotheses suspected in the previous chapter.
The hypotheses proposed in this study are:
H1. Brand experience has a positive effect on brand satisfaction on Altex brand paint from PT Atlantic Ocean Paint.

H2. Brand experience has a positive effect on brand trust on Altex brand paint from PT Atlantic Ocean Paint

H3. Brand Satisfaction has a positive effect on brand trust in Altex brand paint from PT Atlantic Ocean Paint

H4. Brand satisfaction has a positive effect on brand loyalty on Altex paint from PT Atlantic Ocean Paint.

H5. Brand trust has a positive effect on brand loyalty in Altex paint from PT Atlantic Ocean Paint

H6. Brand experience has a positive effect on brand loyalty on the Altex brand from PT Atlantic Ocean Paint

H7. Brand experience has a positive effect on brand loyalty through brand satisfaction on Altex brand paint from PT Atlantic Ocean Paint

H8. Brand experience has a positive effect on brand loyalty through brand trust in Altex brand paint from PT Atlantic Ocean Paint

Methods

The research method used is quantitative, which can be defined as a research method based on the philosophy of positivism, used to examine certain populations or samples, collect data using research instruments, and analyze quantitative/statistical data (Sugiono 2018). This study wanted to prove the relationship between brand experience, brand satisfaction, brand trust, and brand loyalty. The population is not just people but objects and other objects and not just the number contained in the subject/object but includes all the characteristics possessed by the subject/object being studied.

According to Lind et al. (2018) "A sample is a portion or part of the population of interest." Meanwhile, according to Sugiyono (2018), the sample is part of the number and characteristics possessed by the population. The samples taken must truly represent the population given the limited time and conditions during the Covid-19 pandemic. Researchers determine samples from the population that have the following criteria: The minimum age is 21 years old, one of the adult sizes (the Civil Code) so that researchers assume that respondents can make their own choices. Have used Altex brand paint from PT Atlantic Ocean Paint more than once. Domicile in East Java, such as Surabaya, Lamongan, Malang, Madura, Probolinggo, Jember, Kediri, and Madiun. This is based on the marketing carried out by the product provider and the absorption of the product in some of these areas.

Valid instrument means that the data is able to measure what is to be measured. Data analysis techniques in quantitative research use statistics, Sugiyono (2018). Data analysis in testing the hypothesis of this study using the Structural Equation Model (SEM). SEM according to Sarwono (2010) from several definitions is a statistical modeling technique that is highly cross -sectional, linear and general, including factor analysis, path analysis, and regression. SEM has characteristics that are analytical techniques to emphasize more than explain..

Results and Discussion

Researchers circulated 200 questionnaires which were used for research. This section presents the data obtained from primary data sources through the distribution of questionnaires to the respondents. This data collection aims to obtain the characteristics of the respondents regarding the questions contained in the questionnaire. Structural model feasibility testing aims to determine the suitability of the data with the results of observations built and estimated using standardized regression weights values. The structural model built and estimated consists of direct and indirect relationships referring to the formulation of the problem and research objectives. The structural model is said to be in accordance with the observation data if the Chi-square is small and non-significant at $\alpha= 0.05$; probability value 0.05; CMIN/DF 2.00; RMSEA 0.80; GFI, AGFI $\geq$0.90; and TLI, CFI $\geq$0.95.

To meet the requirements in the Goodness of fit tests which have not been met in Model 1 (Initial), then modification indices are carried out, as shown by the results of the structural model feasibility test through the path diagram presented in the following figure:
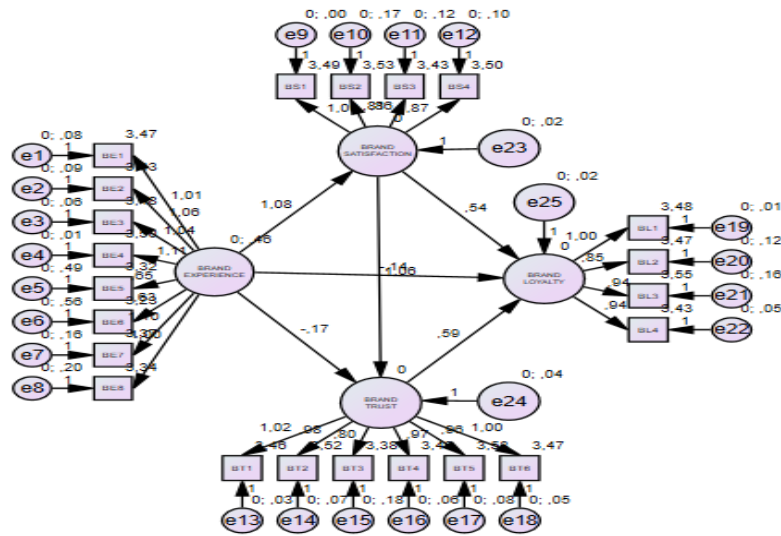
Figure 2. Model Full Structural Model Testing Model
Source: Data Processed (2023)

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To meet the requirements in the Goodness of fit tests which in Model 1 (Initial) have not been met, modification indices are carried out, as shown by the results of the structural model feasibility test through the path diagram presented in the following figure:

Table 2. The Results of Testing the Hypothesis of Direct Effect

Hypothesis	Independent Variable	Dependent Variable	Direct Effects			Information
			Standardize	CR	p-value	
H1	Brand Experience	Brand Satisfaction	0.984	20,435	0.000	Positive and significant
H2	Brand Experience	Brand Trust	-0.168	-0.800	0.423	Negative and insignificant
H3	Brand Satisfaction	Brand Trust	1.125	5,298	0.000	Positive and Significant
H4	Brand Satisfaction	Brand Loyalty	0.553	3,004	0.003	Positive and significant
H5	Brand Trust	Brand Loyalty	0.569	7,010	0.000	Positive and significant
H6	Brand Experience	Brand Loyalty	-0.134	-0.950	0.342	Negative and insignificant

Source: Data Processed (2023)

Table 3. The Results of Testing the Indirect Effect Hypothesis

Hypothesis	Independent Variable	Dependent Variable	Intervening Variables	Standardize	Information
H7	Brand Experience	Brand Loyalty	Brand Satisfaction	1.163	Positive and significant
H8	Brand Experience	Brand Loyalty	Brand Trust	0.626	Positive and significant

Source: Data Processed (2023)

The estimation results of standardized regression weights , CR (critical ratio) which are equated with the t test in the regression and probability analysis are in table 2 and 3, and in figure 2 shows that there are seven models of direct effects and three indirect effects resulting from the data analysis in this study, which are as follows:

Hypothesis Testing and Direct Effect Path Coefficient

Based on the facts that became the findings in this study, hypothesis testing was carried out to answer whether the proposed hypothesis could be accepted or rejected. The significance level of parameter estimation in hypothesis testing is set at 95% or = 0.05 as follows:

1. **Brand Experience has a positive and significant effect on Brand Satisfaction**
    The first hypothesis testing is Brand Experience's significant positive effect on Brand satisfaction can be proven by the standardized regression weight estimate value of 0.984 in a positive direction. Means that Brand Experience has a positive influence, Brand Experience is an ability based on Altex, which is a paint brand product, reminiscent of experience, has certain feelings, does not use other brands, makes things normal, finds out about the Altex brand and makes respondents think the benefit.
    These results can also be proven by the value of the critical ratio (cr) = 20.435 > 2.00 and the probability value of $0.000 < α = 0.05$. The results of testing the first hypothesis prove that brand experience has a positive and significant effect on brand satisfaction. Thus, the first hypothesis proposed that brand experience has a positive and significant effect on brand satisfaction can be accepted or supported by empirical facts.

2. **Brand Experience has no significant negative effect on Brand Trust**
    Testing the second hypothesis, namely Brand experience's significant effect on Brand trust can be proven by the standardized regression weight estimate value of -0.168 in a negative direction. This means that Brand experience has a negative influence, Brand Experience is an ability based on Altex, which is a paint brand product, reminiscent of experience, has certain feelings, does not use other brands, makes things normal, finds out about the Altex brand and makes respondents think the benefit.
    These results can also be proven by the critical ratio (cr) = -0.800 > 2.00 and the probability value of $0.423 > α = 0.05$. The results of testing the second hypothesis prove that brand experience has a negative and insignificant effect on the Brand trust of regular customers of Altex brand paint. Thus, the second hypothesis proposed is that the brand experience a significant effect on Brand trust accepted or supported by empirical facts.

3. **Brand Satisfaction has a positive and significant effect on Brand Trust**
    Testing the third hypothesis that brand satisfaction has a significant effect on brand trust can be proven by the standardized regression weight estimate value of -0.022 in a positive direction. It means that brand satisfaction has a positive influence, brand satisfaction which consists of Altex brand paint has good performance; The Altex brand paint that the respondent uses is in accordance with the respondent's expectations; have awareness of a brand; Using a brand of paint without consideration. It can be stated that brand satisfaction has an impact on brand trust. Satisfaction with the brand (brand satisfaction) as well as customers being satisfied with a brand that is used.
    These results can also be proven by the critical ratio (c.r) = 5.298 > 2.00 (critical) and the probability value of $0.000 < = 0.05$. The results of testing the third hypothesis prove that brand satisfaction has a positive and significant effect on brand trust on regular customers of Altex brand paint. Thus the third hypothesis proposed that brand satisfaction has a significant effect on brand trust can be accepted or supported by empirical facts.

4. **Brand Satisfaction has a positive and significant effect on Brand Loyalty**

Testing the fourth hypothesis, namely that brand satisfaction has a significant effect on brand loyalty can be proven by the standardized regression weight estimate value of 0.553 in a positive direction. It means that brand satisfaction has a positive influence, brand satisfaction which consists of Altex brand paint has good performance; The Altex brand paint that the respondent uses is in accordance with the respondent's expectations; have awareness of a brand; Using a brand of paint without consideration. It can be stated that brand satisfaction has an impact on brand trust.

These results can also be proven by the critical ratio (c.r) = 3.004 > 2.00 and the probability value of 0.003 < = 0.05. The results of testing the fourth hypothesis prove that brand satisfaction has a positive and significant effect on brand loyalty to regular customers of the Altex brand paint. Thus, the fourth hypothesis proposed that brand satisfaction has a significant effect on brand loyalty to regular customers of Alte brand paint can be accepted or supported by empirical facts.

5. **Brand Trust has a positive and significant effect on Brand Loyalty**

Testing the fifth hypothesis, namely that brand trust has a significant effect on brand loyalty can be proven by the standardized regression weight estimate value of 0.569 in a positive direction. It means that brand trust has a positive influence, brand trust is the result of customer trust in a brand that arises as a result of previous customer experiences who are satisfied with the performance of the brand. Therefore it can be interpreted that Trust is formed because of the expectation that the marketer or service provider will act in accordance with the wishes and needs of the customer. These results can also be proven by the value of the critical ratio (cr) = 7.010 > 2.00 and the probability value of 0.000 < α= 0.05. The results of testing the fifth hypothesis prove that brand trust has a positive and significant effect on brand loyalty to regular customers of Altex brand paint. Thus, the fifth hypothesis proposed is that brand trust's significant effect on brand loyalty to regular customers of Altex brand paint can be accepted or supported by empirical facts.

6. **Brand Experience has a negative and insignificant effect on Brand Loyalty**

Testing the sixth hypothesis, namely Brand Experience has a negative and insignificant effect on Brand Loyalty can be proven by the standardized regression weight estimate value of -0.950 in a positive direction. Means that Brand experience has a negative influence, Brand Experience is an ability based on Altex, which is a paint brand product, reminiscent of experience, has certain feelings, does not use other brands, makes things normal, finds out about the Altex brand and makes respondents think the benefit. These results can also be proven by the critical ratio (cr) = -0.134 < 2.00 and the probability value of 0.342 > α= 0.05. The results of testing the sixth hypothesis prove that brand experience has a negative and insignificant effect on brand loyalty to regular customers of Altex brand paint. Thus, the sixth hypothesis proposed that brand experience has a negative and insignificant effect on brand loyalty to regular customers of Altex brand paint can be accepted or supported by empirical facts.

Hypothesis Testing and Path Coefficients of Indirect Effect (Mediation)

In this study, three channels of indirect influence (mediation) were built. The indirect effect test (mediation) aims to detect the position of the intervening variable in the model. Mediation testing was conducted to determine the nature of the relationship between the variables, either as a complete mediation variable, as a partial mediation, or not as a mediating variable. The SEM (AMOS) approach in testing the mediating variable can be done by multiplying the path coefficient value of the influence of the exogenous variable on the mediating variable by the path coefficient of the influence of the mediating variable on the endogenous variable and the difference in the coefficient value.

According to Solomon (2012), there are several methods of examining mediating variables using the approach to differences in coefficient values and significance, namely: (1) examining the direct effect of exogenous variables on endogenous models by involving mediating variables; (2) examine the direct effect of exogenous variables on endogenous variables without involving mediating variables; (3) examine the effect of exogenous variables on mediating variables; (4) examine the effect of mediating variables on endogenous variables.

1. **Brand Experience has a positive and significant effect on Brand Loyalty through Brand Satisfaction**

Brand experience mediation to brand loyalty on the model is presented in the path diagram in the following Figure:
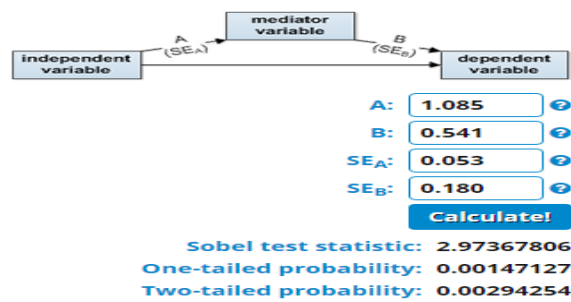
Figure 3. Path Diagram of Brand Satisfaction Mediation Variable Testing Brand Experience to Brand Loyalty
Source: Data Processed (2023)

The results of data processing in Figure 3 show that the path coefficient values (a) and (c) are significant while (b) are not significant, then the brand satisfaction variable in the research model is said to be a mediating variable, that brand satisfaction proven to be a mediating variable in explaining the effect of Brand experience against brand loyalty.

It means the influence of Brand experience has a direct negative and not significant effect on increasing brand loyalty , and so does brand satisfaction towards brand loyal positive and real effect. So it can be concluded that Brand experience high will affect brand satisfaction high and Brand experience directly has a significant effect on increasing Brand Loyalty in the high direction.

2. **Brand Experience has a positive and significant effect on Brand loyalty through Brand Trusts**
Based on the results of the examination of the influence of the mediating variable brand trust in explaining the effect of brand experience on brand loyalty. Brand _ trust shows as a mediating variable between brand experience directly has a negative and insignificant effect on brand loyalty , while Brand trust significantly influenced by brand loyalty. Referring to the results of the examination to determine the nature/type of the mediating variable Brand trust In explaining the effect of brand experience on brand loyalty , in this research model, it is presented in the following path diagram:
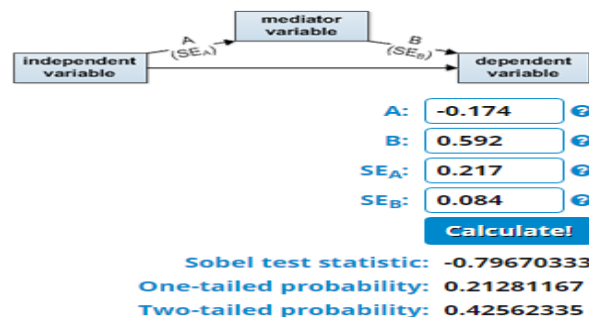

Figure 4. Brand Experience has a positive and significant effect on Brand loyalty through Brand Trust
Source: Data Processed (2023)

Figure 4 shows that the path coefficient values (a), (b) are significant and path (c) are negative and insignificant, so the brand trust variable in explaining the effect of brand experience on brand loyalty in this research model is stated as a mediating variable, that brand trust proved not to be a mediating variable in explaining the influence of brand experience on brand loyalty. That is, that the influence of brand experience Indirectly significant effect on increasing brand loyalty while brand trust directly has a significant effect on increasing brand loyalty. So it can be concluded that high brand experience can increase brand loyalty to a higher direction if it is supported by brand trust tall one.

Discussion

The formation of brand loyalty to Cat Altex customers cannot be separated from the marketing process which is the antecedent of brand experience, brand satisfaction, and brand trust so that it raises the desire of researchers to research them together in a research in the field of marketing management by using customers as a unit of analysis with the reason that these customers are the spearhead of the organization in the Altex paint customers.

Effect of Brand Experience on Brand Satisfaction

Facts in the field based on respondents' assessment of the brand experience variable , it can be seen that the majority of respondents are able to perceive that they are good in assessing the Altex paint product. This means that when observed from actual empirical facts through customer perceptions of Altex brand paint products related to Altex are paint brand products, reminiscent of experience, have certain feelings, do not use other brands, make things normal, find out about the Altex brand and make respondents think the benefits are good. This condition can be reflected through the attitude or response of customers to Altex paint products that can be said to be good.

Hypothesis test results found that brand experience is able to increase brand satisfaction. Conditions support the study of Sahin et al. (2011) brand experience has a positive effect on brand satisfaction. The results of the study also strengthen the previous research conducted by Brakus et al. (2009), Zarantenello and Schmit (2000); Ha and Perks (2005) state that brand experience has a positive effect on brand satisfaction. Brand experience is shaped by knowledge as well as previous purchase experience where customers have expectations of the brand. These expectations from time to time develop along with the increasing customer experience and knowledge of the brand.

Findings in the field support the research conducted by Sangadji and Sopiah(2013), customer satisfaction is defined as a situation where customer expectations for a product are in accordance with the reality received by customers. The findings of the study support what was stated by Katsikeas et al. (2015) which stated that in line with this, the marketing literature broadly shows that a company's marketing efforts have an impact on market and economic performance through the formulation and implementation of specific patterns of resource deployment that designed to achieve marketing objectives within a target market. In line with this, the marketing literature broadly suggests that a firm's marketing efforts have an impact on market and economic performance through the formulation and implementation of specific patterns of resource deployment designed to achieve marketing objectives within a target market.

Effect of Brand Experience on Brand Trust

Research in the field is inconsistent with research findings from the results of an empirical study conducted by Ong, et al., (2015) on small and medium-sized businesses showing that trust is strongly influenced by brand experience. This is in accordance with research from Baser et al., (2016) which shows that brand experience has a positive effect on brand trust in several global brands such as Apple, Sony-Playstation, Coca-Cola, and Nike. This study supports the opinion of Chinomona (2013), brand experience is something that is attached to the minds of customers that causes a response to the brand. Chinomona continues by conducting research on brand experience as a predictor of brand satisfaction and trust which ultimately leads to brand engagement.

Brand experience on brand trust is that many customers do not understand in detail about changes in the customer's mindset so as not to switch to other paint brands, but in fact the socialization carried out by researchers so that the facts on the ground are different from the desired expectations. Apart from that, customer experience continuously makes customers have the habit of using the Altex brand but in reality it is no different, customers feel bored using the same brand and are willing to try other brands.

The influence of brand experience on brand trust is due to the saturation of using the same product , so that customers who should be accustomed to using the same brand do not guarantee that customers will remain loyal to the Altex brand. The level of customer saturation can be seen from a decrease in the level of customer confidence in using the Altex paint.

The results of empirical studies which contradict the results of research by Vazifehdoost et al., (2014) show the same thing that brand experience has a positive influence on brand trust on Apple Mobile Phones brand products in Tehran, Iran. Furthermore, the results of Naggar and Bendary's research (2017) show the same results in research on cellular operations services in Egypt which states that brand experience has a positive influence on brand trust.

The low interest in latex products is none other than due to a decrease in promotions that should be done by cutting prices or giving gifts or discounts to regular customers who are loyal to Altex paint products, but in reality it is not as expected, regular customers who come from millennials are actually more interested of paint products in terms of price and prizes, which are crowded with new brand paint products, so that this reduces the interest and trust of its customers.

Effect of Brand Satisfaction on Brand Trust
This finding illustrates that in order to increase Brand Satisfaction towards brand trust , it is necessary to increase customer satisfaction first. After the customer is satisfied, the customer will put more trust in Altex paint products. The results of this study are supported by the results of research from Nam et al. (2011), that satisfaction with the brand produces a positive attitude towards the brand so as to form trust in the brand. This is also in line with the results of research by Zhou et al. (2012) brand trust arises from experience of satisfaction with the brand and will continue to use the brand.

This condition is supported by the findings of 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 an object-attribute relationship, namely consumer confidence about the possibility of a relationship between an object and its relevant attributes in this case is the brand (Sangadji & Sopiah, 2013).

Therefore, brand trust can eliminate the doubts of customers in choosing products and services. If a business has loyal customers, it means that the customer has believed in the Altex paint brand, it is highly likely that these products and services will be sought after by their customers. Brand Trust is one of the factors in the Altex paint company to create customer satisfaction. Trust in Brand according to Lau and Lee in Hasan (2010) is the willingness or willingness of consumers to face the risks associated with the purchased brand will give positive or profitable results.

Effect of Brand Satisfaction on Brand Loyalty
Customer satisfaction with the brand can generate brand loyalty. Brand loyalty in general can be interpreted as a customer's loyalty to a particular brand product. Brand loyalty is a manifestation and continuation of customer satisfaction in using products provided by marketers or service providers so that they become regular customers for marketers or service providers.

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

The final result of the level of customer satisfaction will produce customers who have a strong commitment, are willing to repurchase so that they become loyal, Tjiptono and Diana (2016). If this keeps happening over and over again, it can be said that the customer has a commitment to the brand. Commitment occurs when the customer has a very high level of satisfaction.

The Effect of Brand Trust on Brand Loyalty
Brand trust has a positive influence, brand trust is the result of customer trust in a brand that arises as a result of previous customer experiences that are satisfied with the performance of the brand. The findings in the field support the research conducted by Ercis et al. (2012) that brand trust is a sufficient factor in influencing customer loyalty to the brand. Furthermore, it is said that the more someone believes in a product, the more loyal the customer will be to the product. While the research results of Vazifehdoost et al. (2014) show the same thing that brand trust has a positive influence on brand loyalty on Apple Mobile Phones brand products in Tehran, Iran. Loyalty and trust are key if a company wants to survive in a competitive market. This relationship must be taken seriously by marketers or service providers because brand trust has a positive influence on brand loyalty.

The findings of this study are in line with the opinion of Idress et al. (2015) which says that consumer brand loyalty or commitment is the result of trust. Furthermore, in the research of Naggar and Bendary (2017), trust is a key point in building and maintaining customer relationships with products, this is one of the most important factors in marketing.

The Effect of Brand Experience on Brand Loyalty

Based on the path analysis model, the inner model shows that brand experience does not contribute to brand loyalty. The research in the field is inconsistent with the research findings from According to Fransen et al. (2013), in their research on sponsoring marathon events, that customers who have positive experiences with brands specifically affect brand loyalty. This study supports the opinion of Chinomona (2013), branding a product/brand can lead to the character/identity of the brand and this is the main source of subjective responses from customers. According to Kotler and Keller (2016), loyalty to a brand can be influenced by behavior that arises from having a strong attitude loyalty, or the result of situational factors related to habits or to product promotion in stores.

These findings do not support the opinion of Maffezzolli et al. (2014) on perfume and bath soap products, as well as research from Ramaseshan and Stein (2014) on brands. Brand loyalty has been identified as a result of brand experience in services, retail, and through affective commitment, in products (Nysveen et al., 2013; Khan & Rahman, 2015). A positive brand experience can shape brand loyalty as a result of the accumulation of customer experience. This is in line with research by Walter et al. (2013) on the BMW brand which shows that customers who have positive experiences with certain brands will behave as loyal customers.

The fact that there is no effect on brand experience on brand loyalty can be seen from the facts on the ground stating that so far, customers who use Altex paint are related to the brand experience variable on Altex products, they already believe and are fanatical about Altex products, but can shift to using other products if the price of Altex in the market is considered too expensive. That is, if a competitor's product gives users gifts or the customer shifts to a product that gives gifts, even though in the future they will return to using Altex products.

The Influence of Brand Experience on Brand Loyalty through Brand Satisfaction

Facts in the field based on respondents' assessment of the brand loyalty variable, it is known that the majority of respondents perceive brand loyalty as good. This means that if observed from actual empirical facts through customer perceptions of Altex paint on brand loyalty related to the use of Altex paint in the future, this is the most appropriate respondent's answer, the average respondent's answer shows that brand loyalty is good. Furthermore, the respondent's assessment stated that Altex paint was the respondent's priority choice.

This is in line with the opinion of Chinomona (2013) 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 the brand is formed at a high level of brand satisfaction. Experiential marketing is a marketing approach that involves the emotions and feelings of customers by creating unforgettable positive experiences so that customers consume and are fanatical about certain products.

Furthermore, Moreira et al. (2017) suggest the same thing, namely that brand experience can lead to brand loyalty through brand satisfaction. The expected end result of the formation and creation of a brand experience and brand satisfaction is the formation and creation of brand loyalty. Brand loyalty is what makes customers make repeat purchases in the future, recommend the perceived brand performance, and become loyal to the brand.

The Influence of Brand Experience on Brand Loyalty through Brand Trust

Facts in the field based on respondents' assessment of the brand loyalty variable, it is known that the majority of respondents perceive brand loyalty as good. This means that if observed from actual empirical facts through customer perceptions of Altex paint on brand loyalty related to the use of Altex paint in the future, this is the most appropriate respondent's answer, the average respondent's answer shows that brand loyalty is good. Furthermore, the respondent's assessment stated that Altex paint was the respondent's priority choice.

The intervening variable in this study is brand trust. The important role of brand trust in increasing brand loyalty can be seen from several previous researchers, namely the results of research by Baser et al., (2015) showing that brand experience has a strong influence on brand loyalty through brand trust. Nike, and Sony PlayStation) and fast moving consumer good products (Coca Cola). 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.

Trust from customers in a brand can be a positive, profitable, and potentially important target to be achieved for marketers or service providers because the continuity or existence of the company or product of the company is very dependent on customer trust. According to Hasan (2013), trust can be

defined as the perception of customers who believe in the reliability of the company. Trusting customers tend to buy the product regularly because it is considered to be in accordance with what is expected.

Conclusion

Based on the results and discussion of quantitative research as has been done previously, several conclusions and suggestions can be drawn from this research. The conclusions and suggestions of each can be stated as follows: 1) Brand Experience has an effect on brand satisfaction. This is because Altex paint customers can make these customers have a sense of commitment and always recommend to other customers and be loyal to the product. 2) Brand Experience has no effect on brand trust. This is because the loyal customers of Altex paint are not millennials so they are unable to give trust to millennial customers because other products have low prices and get prizes, this causes the brand experience to be unable to increase brand trust. 3) Brand Satisfaction has an effect on brand trust. This is because customers believe that the Altex paint brand has good quality so that the customer trusts and is loyal to using the Altex brand paint. 4) Brand Satisfaction has an effect on brand loyalty. This is because customers are satisfied with using Altex brand paint and customer satisfaction in using products provided by marketers or service providers so that they become regular customers for marketers or service providers. 5) Brand Trust has an effect on brand loyalty. This is because Altex brand paint is not a product that is originally sold but is actually a product that is intended to meet needs. 6) Brand Experience has no effect on brand loyalty. This is because customers who use Altex paint already believe and are fanatical about Altex products, but can shift to using other products because the price of Altex in the market is considered too expensive. 7) Brand Experience has an effect on brand loyalty which is mediated by Brand Satisfaction. This is because customers who are fanatical about Altex brand paints believe and are loyal to these products, but customers switch to other products due to gifts even though customers will return to Altex paint products. So it can be concluded that the form of customer loyalty can be seen from the interest of customers to return to Altex products even though they have been given prizes and big promotions by other paint products. 8) Brand Experience has an effect on brand loyalty mediated by Brand Trust. This is because the customer experience of the brand as a determinant of brand loyalty and discusses the factors that affect customer experience on the brand such as brand satisfaction and brand trust.

Suggestions from the results of this study are: 1) Advice for Practitioners. Brand satisfaction and brand trust are several components that are able to increase the Brand Loyalty of Altex brand paint customers, so that the product supplier, namely PT Atlantic Ocean Paint, needs to think about efforts so that customer satisfaction and trust are maintained and maintained, so as to create customer loyalty. Brand satisfaction is the component that has the most influence on increasing Brand Loyalty, so it is necessary for suppliers of Altex paint products from PT Atlantic Ocean Paint to pay more attention to the factors that lead to increased customer satisfaction. Brand trust and brand loyalty are not able to directly contribute to Brand Satisfaction. This condition is because first, customers remain loyal to the Altex brand paint, not from millennials, all customers are on average from non-millennials, this can affect an increase in people's purchasing power. Second, regular customers of Altex brand paint switch to other brands because of their promotions, many other paints offer gifts and also low prices in order to get empathy from customers even though later these regular customers will return to using Altex paint. 2) Suggestions for Future Researchers. The findings of this study are that the same brand experience can be interpreted differently and has different effects on brand satisfaction, brand trust and brand loyalty. So for future research, it is necessary to examine whether the same brand experience will have different effects on brand satisfaction, brand trust and brand loyalty. Conducting further research to study the conditions that cause the customer experience to increase brand satisfaction, brand trust may change depending on the customer's assessment of the customer's ability to get another job that has the same characteristics as the customer of the Altex brand paint. For further researchers, they can develop research models by adding other variables that are not in this study so that the research conducted becomes wider.

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