

Brand Experience Affects Brand Attitude, Brand Attachment, Brand Satisfaction, and Brand Loyalty on Customer Make Over

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Abstract

This study aims to identify the relationships between brand experience and brand attitudes, brand attachment, brand satisfaction, and brand loyalty. 177 Consumers of Make Over make up the study's sample. The sampling strategy employs purposive sampling by choosing a sample that only consists of users of Make Over goods. The validity and dependability of the data were examined. a technique for data analysis that fuses quantitative and descriptive approaches. A structural equation model (SEM) was used in the analysis of quantitative data utilizing smart PLS software. The brand experience of Make Over cosmetic items, according to the study, influences how consumers build brand attitudes, brand attachment, brand satisfaction, and brand loyalty in both a direct and indirect manner. The findings of this study suggest that consumer experience with a brand might influence attitudes toward the brand and make consumers more loyal to it. Brand loyalty will ultimately be fueled through attachment, which will boost satisfaction. This study advances the field of brand literature. Researchers and vendors can learn from this study about how to strengthen brands. Further investigation on individuals and makeup artists with a focus on individual users is advised because the survey's responses were all from the Jakarta region and only included individual users.

Brand Experience Mempengaruhi Brand Attitude, Brand Attachment, Brand Satisfaction dan Brand Loyalty pada Customer Make Over

Abstrak

Tujuan dari penelitian ini adalah untuk memastikan bagaimana pengalaman merek mempengaruhi sikap merek, keterikatan merek, kepuasan merek, dan loyalitas merek. 177 konsumen Make Over merupakan populasi penelitian. Dengan memilih sampel yang hanya mencakup konsumen produk Make Over, maka pendekatan pengambilan sampel menggunakan purposive sampling. Validitas dan kepercayaan data telah diperiksa. metode untuk menganalisis data yang menggabungkan metode kuantitatif dan deskriptif. Analisis menggunakan data kuantitatif dilakukan dengan menggunakan model persamaan struktural (SEM) dengan menggunakan software smart PLS. Hasil penelitian menunjukkan bahwa pengalaman merek pada produk kosmetik Make Over memiliki dampak langsung dan tidak langsung pada bagaimana pelanggan membentuk sikap merek, keterikatan merek, kepuasan merek, dan loyalitas merek. Pengalaman konsumen terhadap suatu brand dapat membentuk sikap terhadap brand dan akan terikat pada brand tersebut. Keterikatan akan meningkatkan kepuasan dan pada akhirnya mendorong loyalitas pada brand. Studi ini memberikan kontribusi terhadap pertumbuhan literatur merek. Studi ini memiliki implikasi bagi para peneliti dan penjual tentang cara meningkatkan merek. Jumlah responden dalam penelitian ini yang hanya berasal dari wilayah Jakarta dan hanya dilakukan pada pengguna individual sehingga disarankan untuk penelitian selanjutnya dilakukan pada individual dan makeup artis dengan wilayah yang lebih luas.

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INTRODUCTION

The competition among cosmetic companies continues to rise with the times. Brands and cosmetic products kinds each have a different selling point to draw in customers. This is due to women's tendency to use cosmetics to make themselves look better. Because everyone wants to feel beautiful, it is a desire shared by all women. This industry is currently competing to produce cosmetics on a huge scale and constantly adjusts its products to follow what women need at any given time. Therefore, Make Over is the cosmetics company that draws researchers to look at it.

Make Over is a local product with a sumptuous appearance in the eyes of customers and is also well-known among people who enjoy cosmetics. This brand is frequently used to launch a makeup-related service enterprise, such as in beauty salons, makeup artists, etc. This cosmetic brand is more frequently used everywhere by Indonesian women, especially those who love cosmetics; thus it always introduces the newest innovations to keep its position ahead of rival companies. Therefore, the fact that there are so many cosmetic business owners always racing to introduce or develop their firms' newest ideas is no longer shocking.

Consumers typically select or view a brand before purchasing the desired cosmetic, with a brand being defined as a feature in the form of pictures, text, mentions, alphabets, numbers, color schemes, or a mix of these components that serves as a basis for comparison. utilized when selling products or services (Tjiptono, 2011). Laksana (2008), a phrase, name, designation, characteristic, or design that is also a collection of everything intended to identify the goods or services of a person, seller, or group of sellers that aims to distinguish those goods or services from competing items is referred to as a brand.

Consumers will evaluate or take into account the brand when deciding whether or not to purchase these cosmetics. Therefore, to persuade customers to buy or not, usually have experience with the brand they trust, in which the

definition of experience of the brand is an introduction, view, and understanding of behavioral actions that result from an interest in the brand which is part of the image and brand recognition that has been packed, and informed (Brakus et al., 2009).

Consumers will select a well-known brand when selecting cosmetics because they are impressed by the brand's high quality, and it is obvious that the consumer is aware that the brand is well-known from the brand's attitude. When choosing these benefits, consumers use brand attitude, which they define as a consideration of all the brands they have trusted about the brand and as an indication of how much they believe the brand will benefit them (Firmansyah, 2019).

Cosmetic companies adopt a range of measures to guarantee that consumers have a deep emotional bond with and are loyal to their brand. Brand attachment is the behavior of consumers when buying a brand that will act as a benchmark for the emergence of thoughts that the product is comfortable to use, resulting in the appearance of an assessment of a used brand as a classy and best brand and causing an unwillingness to switch to another brand (Kusuma et al., 2020).

Businesses genuinely desire devoted clients since they will boost the company's profitability and brand image, enabling it to continually develop innovative products. Brand loyalty, which also emphasizes brand equity that shapes marketing concepts for a brand and creates a benchmark relating to a consumer's perception of a brand, is the devotion of a consumer to a particular brand (Rangkuty, 2022). According to earlier research, brand loyalty is not positively impacted by brand satisfaction (Tjokrosaputro, 2020). On the other hand, according to a different study, the brand experience did not significantly boost brand satisfaction (Wardani & Gustia, 2017). Some studies, however, revealed that brand experience did not affect brand loyalty; rather, brand satisfaction has an impact on brand loyalty (Rahmat & Marso, 2020).

To determine whether the variables Brand Experience, Brand Attitude, Brand Attachment, Brand Satisfaction, and Brand Loyalty have dif-

ferent results from earlier research and research on Make Over cosmetic consumers, the authors of this study present models and hypotheses. The results of earlier studies proving the link between factors have varied. This study aims to determine whether brand satisfaction, brand attitude, brand attachment, and brand loyalty are impacted by the experience.

Hypothesis Development

Brand Experience

Experience is a memory-based experience that is connected to a person (Pine & Gilmore, 1999). The definition of brand experience is that consumers choose a brand that they feel gives the impression they want before they buy goods with the desired brand. Consumers typically have brand experience before buying goods with the desired brand, knowing which brand they feel comfortable with and guaranteed good and bad quality (Zarantonello & Schmitt, 2010). The brand experience focuses on how the brand will be connected through the five senses of customers. This can be seen in a variety of things, including how inviting the environment is for customers who visit the area where the product is sold and how the brand's emblem appears to consumers (De Villiers et al., 2018).

Understanding the brand experience is regarded to be the behavioral response that is motivated by impulses associated with the brand as a result of brand recognition, arrangement, relationship, and surroundings (Şahin et al., 2011). The brand experience has many different components, such as sensory, emotional, intellectual, and behavioral ones (Brakus et al., 2009). These four brand experiences are a series of consumer interactions, and if they work in harmony with one another, the whole brand experience will be excellent (Jeon & Yoo, 2021).

Brand attitudes can be combined with consumer attitudes that are centered on the brand by analyzing the thoughts, feelings, and perceptions of customers regarding a specific brand (Rup et al., 2021). This is confirmed by research done by Hwang et al. (2021) which shows that brand experience has an impression

that positively influences brand views. According to earlier studies, brand experience has a favorable impact on brand attachment (Barijan et al., 2021). An earlier study, which asserts that there is a relationship between experience and brand satisfaction, supports the association between experience and brand satisfaction (Chinomona, 2013; Hwang et al., 2021).

Liu et al. (2020) state brand Building a solid buyer-brand relationship has a cumulative effect known as attachment. A positive brand experience will result in a favorable brand perception. The interaction of customers with consumable brands results in brand satisfaction (Erciş et al., 2012 ; Chen-Yu et al., 2017; Dent et al., 2019). Richard (1999) demonstrates a customer's intention to stick with a brand. Customer loyalty is ultimately influenced by brand attitude, brand attachment, and brand satisfaction, all of which are strongly influenced by brand experience. Previous research has validated the inverse relationship between brand happiness and brand loyalty through brand experience (Rahmat & Marso, 2020). The following can be drawn as the hypothesis:

H1: brand experience effect on brand attitude

H2: brand experience effect on brand attachment

H3: brand experience effect on brand satisfaction

H4: brand experience effect on brand loyalty

H5: brand experience effect on brand attachment through brand attitude.

H6: brand experience effect on brand satisfaction through brand attachment.

H7: brand experience effect on brand loyalty through brand satisfaction.

Brand Attitude

Brand attitude is an important motivation in repurchasing intention (Priester et al., 2004). Brand attitude is an attitude that has a big impact on how consumers perceive a product and whether they choose to purchase it. Buyers are more likely to purchase the product if the brand attitude is good, whereas it is more likely to prevent customers from doing so if the attitude is negative. (Kusuma et al., 2020). Brand attitude will benefit

consumers when taking into account their capacity to interact with brands to fulfill demands; this was noted (Kotler & Keller, 2012).

Consumer side elements, which include self-concept, innate knowledge, and internal driving forces, as well as brand side factors, all have an impact on brand attitudes (Liu et al., 2020). By evaluating the ideas, views, and feelings of customers about a certain brand, brand attitudes can also be integrated with the attitudes of consumers who are focused on the brand (Rup et al., 2021). Consumer interest in using the brand, customer trust in the brand, consumer attitudes or opinions about the brand, and favorable impressions that exist in consumers' minds towards the brand, producing an urge to reuse the brand, are the four aspects of brand attitude that can be quantified (Chang et al., 2008). If the customer has a memorable experience with the brand, it will affect the brand's attitude. According to the findings of earlier research, brand attitude, and brand attitude are related (Vredeveld, 2018). The following can be drawn as the hypothesis:

H8: brand attitude effect on brand attachment.

Brand Attachment

Liu et al. (2020) state that brand Attachment is the cumulative effect of building a strong buyer-brand relationship, which is significant for businesses and brands as they continuously gain a competitive edge. Brand attachment is a capacity that is related to the brand and oneself strengthens (Park et al., 2010).

Marketing experiments focus on how customers feel about the brand, providing brand experiences that leave a lasting impact and lead to emotional attachment to the company (Schmitt, 2012). According to Park et al. (2006) when a brand and its customers have a meaningful core relationship, brand attachment is developed, which strengthens the brand. The intention of consumers to continue their relationship with the brand is one of the effects of brand emotional attachment. This intention manifests itself in a variety of behaviors, including repeat purchasing,

positive word-of-mouth advertising, participation in brand communities, willingness to pay a higher price, and brand advocacy (Shimul, 2022).

Thomson et al. (2005) argue that brand attachment has three dimensions to test the attachment of the conclusion to the brand. These are affection or affection that reflects warm feelings of consumers towards the brand, passion or it is passion, namely, consumers have positive feelings about a brand, and connection or it is affinity, namely consumer feelings that have a picture related to a brand. Brand attachment has been linked to emotional brand pleasure in previous research (Hajjid et al., 2022). So the hypothesis can be drawn as follows:

H9: brand attachment effect on brand satisfaction.

Brand Satisfaction

Grisaffe & Nguyen (2011) state that customer-centered brand satisfaction refers to contentment with the overall cost of the transaction and the customer experience with the goods or services. Brand satisfaction refers to the positive emotions that consumers have toward particular brands as well as their evaluation of all aspects of a product from that brand, such as quality, product type, price, consumer convenience when purchasing the product, and brand satisfaction resulting from the performance of a product (Yohanna & Ruslim, 2021). The outcome of consumer behavior is that is preferred by a particular brand, which has a long shelf life and will promote brand loyalty. An additional definition of brand satisfaction is a behavior that results from a consumer's interaction with a brand (Erciş et al., 2012; Chen-Yu et al., 2017; Dent et al., 2019).

According to Erciş et al. (2012), brand happiness may be measured using three variables: equity (or contentment with the product), value (or contentment with the brand), and quality (or satisfaction with the product). Any consumer who has used a brand previously will feel satisfied when buying and utilizing it since experience has a positive impact on brand satisfaction. Brand loyalty will come about because of customer satisfaction. This is because consu-

mer satisfaction is the primary reason why they are unable to stop utilizing a brand after having positive experiences with it (Tuti & Sulistia, 2022). So, there is a hypothesis as follows:

H10: brand satisfaction effect on brand loyalty.

Brand Loyalty

Brand loyalty is defined as favorable consumer behavior toward a company or brand that results in customers having a strong desire to buy the same goods or items in the present and the future (Sudaryono, 2014). Brand loyalty is defined as actions used to make customers feel close to a company’s products or services (Bernarto et al., 2020) brand image, and brand trust on brand loyalty. The coffee shop business in big cities in Indonesia is growing rapidly. Each coffee shop strives to show its uniqueness. This competition has resulted in them competing to increase competitiveness by using logos, symbols, unique names – or what is usually called a brand to become a differentiator among the competitors. This study was done in a quantitative manner. The data was collected by using a questionnaire distributed using a survey method. Using a snowball sampling, a total of 436 samples were used and analyzed statistically using the partial least square – structural equation modeling (PLS-SEM). Kwan Soo Shin et al. (2019) asserts that brand-loyal customers are price agnostic and are willing to pay more for the brand than for alternatives.

According to Richard (1999), brand loyalty is an intention made by the customer, who is then determined to subscribe to and repurchase the brand they enjoy or want. Haumann et al. (2014) said that brand loyalty has several different aspects, such as brand loyalty observed from the behavior of repurchasing the brand and brand loyalty seen from how to spread favorable remarks about the brand by word of mouth.

There are two aspects to brand loyalty, Kuikka & Laukkanen (2012) namely attitudinal loyalty and behavioral loyalty. Then the opinion is supported by Chinomona (2016) In contrast to attitudinal loyalty, which is a consumer at-

titude related to repurchase intentions by being willing to buy at expensive prices to obtain the product, and always talk from mouth to mouth regarding the talk about the product, behavioral loyalty is defined by the commitment that exists within the consumer to repurchase products/ services that consumers like regularly for the future, even though there are environmental influences on these products/services. Earlier studies claimed that experience has a direct, favorable impact on brand loyalty (Hussein, 2018). Then the hypothesis can be drawn as follows:

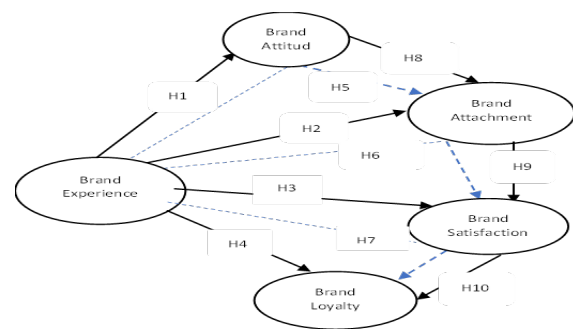


Figure 1. Conceptual Model

METHOD

The population in this study is MakeOver cosmetic users. Purposive sampling was used in this study to select samples and the samples in this study were consumers who had purchased or used Make Over cosmetic products more than twice.

This study measures each characteristic using a Likert scale (1–5). There are 7 statements about brand experience, 7 statements about brand attitude, 6 for brand attachment, 7 for brand satisfaction, and 4 for brand loyalty.

In their data analysis, the researchers used structural equation modeling (SEM). After that, researchers employ the quantitative method approach known as partial least squares (PLS). PLS is an estimating technique that employs interactive variable structures. Although data need not be routinely multivariate dispersed or sample sizes raised, PLS has the advantage that it can theoretically be used to explain correlations between variables.

RESULT AND DISCUSSION

Data Analysis & Discussion

Table 1. Description of Respondents

Variable Demographics	Frequency	Percentage
Age		
20-30 year	171	96.6
31-40 year	5	2.8
41-50 year	1	0.6
>50 year		
Duration of use		
< 1 year	100	56.5
2-3 year	60	33.9
>4 year	17	9.6
Reason for using		
Affordable prices	41	23.2
Easily blends into the skin	69	39
Suitable for various skin types	58	32.8
No irritation	58	32,8
Long-lasting when used	101	57.1
Easy to get	92	52
Where to buy		
Dan Dan	29	16.4
Guardian	68	38.4
Sociolla	36	20.3
Watsons	44	24.9
Status		
Student	94	53.1
Housewife	14	7.9
Employee	69	39
Domicile		
Greater Jakarta	122	68.9
Outside Jabodetabek	55	31.1
How often to buy		
Once a month	27	15.3
< 6 months	93	52.5
< 1 year	57	32.2

Purpose of using		
Daily	76	42.9
Special Occasion	101	57.1
Purchased cosmetics		
Powder	101	57.1
Foundation	78	44.1
Lip matte	106	59.9
Eyeshadow	26	14.7
Blush on	31	17.5
Eyeliner	18	10.2
Mascara	38	21.5
Total		

The demographics of the respondents show that 96.6% of them are in the 20–30 age range, 2.8% are in the 31–40 age range, and 0.6% are in the 41–50 age range. Time to use the product was determined by the following factors: length of use (56.5%), duration of use (33.9%), duration of use (2-2 years), and duration of use (>4 years). Additionally, 57.1% said it is durable when used, and 52% said it is simple to purchase. In addition, 23.2% said they used it because it was inexpensive, 39% said it blended nicely with the skin, 32.8% said it was suitable for different skin types, and 32.8% said it did not irritate.

Additionally, 16.4% of respondents made purchases at grooming, 38.4% at Guardian, 20.3% at Sociolla, and 24.9% at Watsons. In addition, 53.1% of people identify as students, 7.9% as housewives, and 39% as workers. The remaining 31.1%, or 68.9%, of the population, reside outside of Jabodetabek. Finally, there is the type of cosmetics purchased, with 57.1% of respondents choosing powder, 44.1% choosing foundation, 59.9% choosing a lipstick, 14.7% choosing eyeshadow, 17.5% choosing blush, 10.2% choosing eyeliner, and 21.5% choosing mascara. The purposes for which they will be used are 42.9% for daily use and 57.1% for special occasions.

Structural Model

Brand attitude, brand attachment, brand satisfaction, and brand loyalty are endogenous factors in this study, whereas brand experience

is the only exogenous variable. Utilizing outer loading, commonly referred to as the load factor, convergent validity is evaluated. If the outer loading value is more than 0.05, an indication will then be deemed to have convergent validity with a good category. Therefore, based on the data in Figure 2, it can be concluded that no variable indicators create an outer loading value that is lower than 0.05. Then, each is approved for use in the study and subsequent usage as being practical or legitimate.

**Outer Loading Model Evaluation
Convergent Validity Test**

To assess each link between indicators and constructs or latent variables, convergent validity is used. Convergent validity and discriminant va-

lidity are the two forms of validity in PLS-SEM.

The outcomes demonstrate that each loading factor has convergence validity. As seen above, the loading factor is more than 0.700. This has an impact on the chosen data, which likewise displays a value over 0.700, indicating that all variables in this research satisfy the criteria for validity and reliability. Additionally, utilizing Cronbach's Alpha value in PLS, CR (Composite Reliability) measures consistency between constructs. Then, if CR has a value over 0.7, which the table above demonstrates that CR generates with good build outcomes, the requirements may be approved. Additionally, the AVE value for each of the aforementioned variables is greater than 0.5, indicating that it satisfies the AVE criteria.

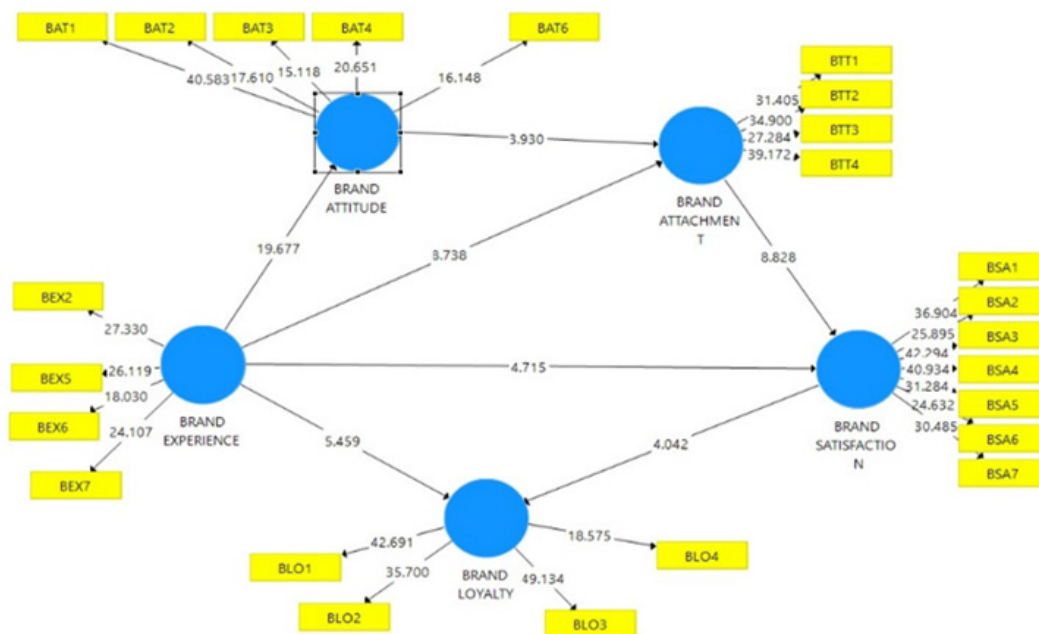


Figure 2: Structural Model

Table 2. Measuring Model

Variable	Indicator	Item	Loading Factor	Reliability	AVE
Brand Experience	1. Sensory	BEX2	0.769	0.866	0.618
	2. Affective	BEX5	0.803		
	3. Intellectual	BEX6	0.764		
	4. Behavioral	BEX7	0.808		

(Brakus et al., 2009)

Brand Attitude	Interest in using a brand	BAT1	0.848	0.874	0.583
	Trust in the brand	BAT2	0.755		
	Opinion/opinion about the brand	BAT3	0.728		
	A positive impression of the brand	BAT4	0.754		
	(Chang et al., 2008)	BAT6	0.724		
Brand Attachment	1. Affection	BTT1	0.837	0.902	0.697
	2. Passion	BTT2	0.846		
	3. Connection	BTT3	0.794		
	(Thomson et al., 2005)	BTT4	0.859		
Brand Satisfaction	1. Equity	BSA1	0.851	0.944	0.707
	2. Value	BSA2	0.831		
	3. Quality	BSA3	0.87		
	(Erciş et al., 2012)	BSA4	0.856		
		BSA5	0.817		
		BSA6	0.81		
		BSA7	0.85		
Brand Loyalty	1. Behavioral loyalty	BLO1	0.877	0.905	0.707
	2. Attitudinal loyalty	BLO2	0.868		
	(Kuikka & Laukkanen, 2012)	BLO3	0.893		
		BLO4	0.712		

Discriminant Validity

Table 3. Discriminant Validity-Fornell Lacker

Variable	Brand Attachment	Brand Attitude	Brand Experience	Brand Loyalty	Brand Satisfaction
Brand Attachment	0.835				
Brand Attitude	0.704	0.763			
Brand Experience	0.801	0.714	0.786		
Brand Loyalty	0.763	0.56	0.714	0.841	
Brand Satisfaction	0.814	0.755	0.763	0.682	0.841

The Brand Attachment variable scored the highest (0.835), followed by Brand Satisfaction (0.814), Brand Experience (0.801), Brand Loyalty (0.763), and Brand Attitude (0.704). Discriminant validity is stated to be valid if it

can demonstrate that each variable has a loading factor value that is higher in the latent construct examined than in the other latent constructs. Thus, it is possible to argue that the discriminant validity is true (Fornell & Larcker, 1981).

Coefficient of Determination (R2)

Table 4. Data R-Square

	R Square	R Square Adjusted
Brand Attitude	0.510	0.507
Brand Attachment	0.677	0.674
Brand Satisfaction	0.697	0.694
Brand oyalty	0.555	0.550

To evaluate how exogenous variables affect endogenous variables, one uses the R-Square value (R2). R2 brand attitude, brand

attachment, brand satisfaction, and brand loyalty, therefore, have the values of 0.510, 0.677, 0.697, and 0.555 in Table 6, respectively. Brand attitude, brand attachment, brand satisfaction, and brand loyalty variables are therefore influenced by 51.0%, 67.7%, 69.7%, and 55.5%, respectively, by the brand experience variable.

Hypothesis Test

The critical number that acts as the benchmark is the t value of 1.96. If the t value is above, suggesting that there is an influence, the hypothesis is accepted. If the t-value is less than 1.96, which indicates that there is no influence, the hypothesis is rejected.

Table 5. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Brand Experience -> Brand Attitude	0.714	0.717	0.036	19.677	0.000	Accepted
Brand Experience -> Brand Attachment	0.61	0.608	0.07	8.738	0.000	Accepted
Brand Experience -> Brand Satisfaction	0.307	0.311	0.065	4.715	0.000	Accepted
Brand Experience -> Brand Loyalty	0.462	0.468	0.085	5.459	0.000	Accepted
Brand Experience -> Brand Attitude -> Brand Attachment	0.192	0.193	0.050	3.864	0.000	Accepted
Brand Experience -> Brand Attachment -> Brand Satisfaction	0.346	0.343	0.053	6.482	0.000	Accepted
Brand Experience -> Brand Satisfaction -> Brand Loyalty	0.101	0.101	0.032	3.172	0.002	Accepted
Brand Attitude -> Brand Attachment	0.268	0.27	0.068	3.930	0.000	Accepted
Brand Attachment -> Brand Satisfaction	0.568	0.565	0.064	8.828	0.000	Accepted
Brand Satisfaction -> Brand Loyalty	0.33	0.326	0.082	4.042	0.000	Accepted

The explanation in the aforementioned table illustrates the results of the hypothesis if the path coefficient t-statistic, or 1.96, is greater than the t-table and the p-value is less than 0.05. The correlation between brand experience and brand attitude thus has a t-statistic value of 19.677, indicating > 1.96 , and a p-value of 0.000, indicating 0.05, indicating that this hypothesis has a positive impact and is significant. The hypothesis is therefore accepted. The correlation between brand experience and brand attachment also has a t-statistic value of 8.738, which denotes > 1.96 , and a p-value of 0.000, which denotes 0.05, indicating that this hypothesis has a positive and significant impact.

The hypothesis is accepted since it has a favorable and substantial outcome. Also, there is a connection between brand satisfaction and experience, which has a p-value of 0.000, which denotes 0.05, and a t-statistic value of 4.715, which signifies > 1.96 . The relationship between brand experience and brand loyalty has a t-statistic value of 5.459, which indicates > 1.96 , and a p-value of 0.000, which indicates 0.05, therefore the hypothesis is accepted. This suggests that the idea has an important and favorable impact. Further research shows a link between brand experience, brand attitude, and brand attachment. The p-value for this association is 0.000, indicating that it is less than 0.05, and the t-statistic value is 3.864, indicating that it is more than 1.96. So, it may be said that the theory has a positive and significant effect, and it is accepted.

The studies that follow show how brand experience affects brand satisfaction and brand attachment. The p-value results show that the hypothesis is accepted if the value is > 1.96 , and the t-statistic value of 6.482 indicates that the hypothesis has a positive and large influence. Also, the relationship between brand experience and brand satisfaction and loyalty produces a t-statistic value of 3.172, which denotes a value > 1.96 , and a p-value of 0.002, indicating that the hypothesis has a positive and significant impact and may, thus, be accepted.

The findings of the relationship between brand attitude and brand attachment have a t-statistic value of 3.930, which indicates > 1.96 ,

and a p-value of 0.000, which indicates 0.05, as a result, the hypothesis is accepted. The idea has a favorable and significant effect, thus it might be adopted. Additional data show a connection between brand attachment and brand enjoyment, with a p-value of 0.000 suggesting a value of 0.05 and a t-statistic value of 8.828 signifying > 1.96 . The final one shows the results of the relationship between brand pleasure and brand loyalty; the p-value results reveal a value of 0.000, which indicates that the relationship is less than 0.05 and the t-statistic value is 4.042, indicating that the relationship is > 1.96 . The hypothesis can be accepted based on these findings, which show that it has a beneficial effect and is significant.

Discussion

The findings indicate that all hypotheses are supported. This implies that brand attitude, brand attitude, brand satisfaction, and brand loyalty are all impacted by the experience of using a brand. Those who are familiar with the Make Over brand, and customers who utilize it are satisfied. The urge to purchase is significantly influenced by the brand experience. According to Alloza (2008), a pleasant experience will present prospects for positive emotional reactions as well since the brand you want to purchase already satisfies the experience that customers desire. Consumer experience is the starting point for the next behavior of consumers toward the brands they consume. The brand of a product is crucial. Customers will be familiar with the goods due to its brand. To establish customer trust after adopting a brand, businesses must make it known to consumers. Because of experience, which is the fundamental assessment that customers use to choose whether or not to trust a brand and whether or not to purchase a product, trust in a brand is highly significant and must be taken into consideration. (Ramaseshan & Stein, 2014).

According to Nayeem et al., (2019), brand experience influences and influences consumer perceptions of the overall performance of the product. An essential factor for a brand is the user experience of a product. Customers' memories of their positive product experiences will be shaped

by their usage of the product, and this will enable them to evaluate the items they have used. The goal of communication includes a focus on brand attitude. They proposed that customer perceptions of brand attitudes can be used to assess a brand's perceived capacity to meet demands.

When it comes to brand attitude, Yoon & Park (2012) claim that it calls into question what clients now think is strong about the business. customer perceptions of the brand that influence the consumer's overall assessment of the brand. When utilizing the product successfully, a favorable opinion of the product's brand will develop. The emotional connection that consumers have to a brand, which is the most researched notion in brand-consumer interactions, has a significant impact on a variety of brand behavior connections (Loureiro et al., 2012).

According to Zehir et al. (2011), contentment with a brand is a positive affective response to the outcomes of prior experience. And it relates to brand loyalty in that it influences recurrent purchasing behavior through brand-related commitment (Oliver, 1999). One of the results of brand emotional attachment is the consumers' intention to keep using the brand. This intention shows itself in a range of actions, such as repeat purchases, good word-of-mouth marketing, engagement with brand communities, readiness to spend more, and brand advocacy (Shimul, 2022).

In the end, consumers who have a favorable experience with a company's products have a more loyal attitude toward that brand and are more likely to use it again in the future. Customers will be satisfied and more likely to stay with the brand if their requirements are met by it. Customers who are devoted to a brand will pay more for it than for alternatives regardless of price (Shin et al., 2019).

CONCLUSION AND RECOMMENDATION

As a technique for being identified by consumers, the brand is a crucial component of marketing. Consumer attitudes about a brand, such as

brand attitude, brand attachment, brand satisfaction, and brand loyalty, are influenced by brand experience. This is in line with the findings of this study, which show that brand experience, which served as the independent variable, has an impact on all of the dependent variables. The findings of this study differ from those of earlier studies, which demonstrated that brand satisfaction has no bearing on brand loyalty. Brand experience does not affect brand satisfaction, furthermore, brand experience does not directly affect brand loyalty through brand satisfaction. The only users of Make Over in the Jakarta region were included in this study, which has the drawback that it was restricted to individual users using the service for personal purposes. It is advised that future research extend to users of Make Over cosmetics used by makeup artists so that they can understand how the brand is more widely used.

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