



## Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust

Annisa Marliawati✉, Dwi Cahyaningdyah

Management Department, Faculty of Economics, Universitas Negeri Semarang, Semarang, Indonesia

### Article Information

*Article History:*

Received January 2020  
Approved February 2020  
Published June 2020

**Keywords:**

**Brand Experience, Brand Image, Brand Trust, Brand Loyalty.**

### Abstract

This study is to examine the effect of brand experience and brand image on brand loyalty through brand trust. The population of this study is Ijjah\_Collection customer via Shopee in Indonesia. The sample of this study consisted of 116 respondents using non-probability method. The method of collecting the data used questionnaire roomates then Analyzed using path analysis with IBM SPSS Statistics 22 program. The results of this study Showed: (1) brand experience has a positive and significant effect on brand loyalty, (2) brand image has a positive effect, but is not significant on brand loyalty, (3) brand experience has a positive effect and significant on brand loyalty through brand trust, (4) brand image has a positive and significant effect on brand loyalty through brand trust, (5) brand trust has a positive and significant effect on brand loyalty.

## INTRODUCTION

Competition today's increasingly competitive business. The trigger is the occurrence of modernization and globalization led to rapid advances in technology (Adiwidjaja & Tarin, 2017), The technology is the internet and smartphone technology (Ramaseshan & Stein, 2014),

According Sengkey (2015) the presence of these technologies to bring an increasingly modern society's attitudes and affect the behavior of people in the shop. This condition makes the consumer is not easy to predict, they are even more critical, demanding and not easy to characterize consumers in the global era (Ferrinadewi 2008), Thus the result is a market orientation provides a framework for developing an effective marketing strategy, with a focus on creating customer value proposition that is superior to an offer from a competitor (Wahyono, 2017).

Globalized world is a challenge for the company, because the competition is getting tougher and more consumer choice (Ferrinadewi 2008), The highlight of the competition for the company's brand of talk is talk of loyalty and the key to business success now is to maintain partnerships with consumers. It can be obtained if the reciprocal relationship between the company and its loyal consumers (Simamora, 2002).

Establishing and maintaining brand loyalty in a competitive competition, it is essential for companies (Hardjono & San, 2017), With their brand loyalty has the power to make it easier for customers in decision making and reduce migration to other brands (Pratomo & Magetsari, 2018), This makes the heart like a brand loyalty that is valuable to the company (Bambang et al., 2017).

The importance of brand loyalty to companies is also emphasized by Duriyanto, Sugiarto, and Budiman (2004) that, brand loyalty can pro-

vide value to companies that reduce marketing costs, increase trade, attract new customers, and give time to respond to the threat of competition.

Meanwhile, the advantage of brand loyalty Wismiarsi and Purnama (2015) also explained that, loyal customers will buy more, they are not price sensitive, are not susceptible to ads the other competitors, they cost less, spread word-of-mouth good, and gave good recommendations about the product to other customers and make the company become stronger in the face of competition.

The biggest advantage of more brand loyalty to the long-term nature of the company is the longer a customer loyalty to the brand, the greater the profits from the company of the customer (Tjahyadi, 2006). Other than that, the many benefits of their loyalty to the brand, the company must keep and maintain a better quality of service in the future can be achieved by keeping some important service efforts in creating a positive experience for the customer (Tanisah & Maftuhah, 2015).

Customers will evaluate the results of purchase in the form of quality products and services, where it has two possible outcomes that satisfaction and dissatisfaction with the products and services (Muhammad & Artanti, 2016). There is a key factor in the development of brand loyalty: trust brand (Lau & Lee, 1999), There are several factors affecting brand trust, which in turn will lead to brand loyalty that brand experience and brand image (Lau & Lee, 1999),

According Wismiarsi and Purnama (2015) experience the brand have an important role to brand loyalty from customers. When consumers get a pleasant or positive experience with the brand, it will create a positive mood, so that the brand has an emotional charge will be loved by consumers, where people will be caring, trusting and loyal to the brand (Ferrinadewi, 2008).

Kustiyah and Wartini (2016) also said that the experience the brand has a positive influence significantly on brand trust, which in turn will have a positive impact on brand loyalty. Their brand experience to give some benefits to consumers as give pleasure, provide new experience, diversity of elements and cognitive stimulation (Rachman & Wahyono, 2017).

Pujiyanti and Maftukhah (2015) describes the experience the brand has a positive and significant effect on brand loyalty. In addition to experience the brand is positive, creating a brand image. Strong also need to be considered in shaping the brand loyalty of customers (Rizan et al., 2012).

According Chinomona (2016) by increasing positive brand image in the minds of consu-

mers can gain customer confidence in the brand. Eventually, customers will be loyal to the brand they deem trust worthy.

Development of Internet technology and smartphones in recent years have pushed the online business in Indonesia is growing rapidly. Technology enables marketers to sell their products online, for example via Instagram, Facebook, online website shop, as well as an online mall such as Shopee. where customers can order the product online via smartphone or PC wherever the customer is located (Masitoh et al., 2018), One example businesses that use technology, namely the Internet and smartphone Ijjah Collection.

Ijjah Collection a hijab manufacturer located in Jalan Badak II No. 3, Pandean Lamper, Gayamsari, Semarang, where Ijjah Collection conduct online sales via Shopee. Online sales via Shopee Ijjah Collection hijab in Indonesia there is a gap interesting phenomenon that is based on the observation indicates non-conformance between theory and fact.

In theory of consumer behavior say that the definition of brand loyalty is based on the approach of measuring behavior (Mowen & Minor, 2002), According to Bambang et al, (2017) brand loyalty is very important for the company because it has the power of influencing the consumer's decision to buy the same product, whereas the facts that occurred on Ijjah Collection during the last four years did not indicate so, but from Ijjah Collection already factors promote brand loyalty as improve service brand, values, a good image, and the convenience and ease of purchase (Hasugian, 2015).

For four years this precisely 2015 to 2018, the most widely Ijjah Collection product demand is a veil or headscarf showing sales data even tend down. This fluctuations can be seen from the product sales data headscarf Shopee Ijjah Collection in 2015 until 2018. The details are as follows.

**Table 1.** Sales Data Through Veil Ijjah Collection Shopee 2015 until 2018

Year	Sales (in million Rupiah)	fluctuation	
		Amount	Percentage
2015	40.445.000	0	0
2016	38.5 million	-1.945 million	-33.64%
2017	39.235 million	735.000	34.28%
2018	36.72 million	-2.515 million	-32.08%

Source: Ijjah Collection

In Table 1 shows that the sales data hijab Ijjah Collection fluctuated over the past four years

rs. 2015, Shop Ijjah Collection through shopee get total sales of Rp. 40.445.00. Sales hijab Ijjah Collection through shopee declined 33.64% to Rp.38.500.000 in 2016. In 2017, sales of hijab Ijjah Collection through shopee increased 34.28% amounting to Rp. 39.235 million. In 2018 sales Ijjah Collection hijab experienced a sharp decline in the amount of 32.08% with total sales of Rp. 36.72 million.

Briefly phenomena gap that occurs in Ijjah Collection particular product headscarf namely sales data online Shopee in Indonesia for four years showed that customers Ijjah Collection not have behavioral re-purchase of products headscarf Ijjah Collection which can be seen from the sales data are likely to decline, while in theory the behavior said consumers about the increasing brand loyalty brand loyalty from customers, the higher the chances to buy the same product again (Mowen & Minor, 2002).

In addition there is a phenomenal gap, research on brand experience, brand image on brand loyalty through brand trust have been done before, but the results still showed inconsistencies, among other research conducted by Chinomona (2016), Rahman (2016) And Huang (2017) explains that brand trust variable positive and significant effect on brand loyalty, but different from the research done by Choi et al. (2017).

Research on the effect of brand experience on brand loyalty by Ramaseshan and Stein (2014) and Huang (2017) said that, brand experience positive and significant impact on brand loyalty, but this statement was not supported by research conducted by Panjaitan et al. (2016) said there are positive and significant influence between the brand experience and brand loyalty.

According to research conducted by Tingkir (2014) and Nofriyanti (2017) brand image terhadap brand equity, perceived quality terhadap brand equity, brand trust terhadap brand loyalty, brand image terhadap brand loyalty, perceived quality terhadap brand loyalty, dan brand loyalty terhadap brand equity. Rancangan penelitian yang digunakan adalah deskriptif dan eksplanatori dengan pendekatan kuantitatif. Jumlah sampel sebesar 75 Mahasiswa S2 dan S3 Fakultas Ekonomi dan Bisnis Universitas Brawijaya angkatan 2014 sesuai dengan karakteristik populasi yaitu mahasiswa pengguna Telkomsel minimal 1 tahun dan aktif melakukan pengisian ulang. Metode pengumpulan data menggunakan teknik wawancara dan kuesioner, dengan pengolahan data menggunakan Partial Least Square (PLS shows

that, brand image and significant positive effect on brand loyalty, while the results of research conducted by Caroline and Karina (2018) show brand image is not positive and significant effect on brand loyalty.

Research conducted by Rahmanr (2016) and Huang (2017) on the effect of brand experience to show the results of that brand trust, brand experience has a positive and significant influence on brand trust, whereas in the study developed by Ramaseshan and Stein (2014) states that the effect of the brand experience to trust the brand was found to have a significant effect.

Based on the phenomenon of the gap and the research gap, the authors motivated to investigate what might be causing the interested customers to enhance brand loyalty by reviewing customer confidence in the brand of Ijjah Collection by engaging brand experience and brand image as independent variables.

This study is expected to obtain answers to questions about how much the strength of the brand experience and brand image to increase brand loyalty through brand trust in the era of globalization, as a result, can also be used by shop Ijjah Collection to enhance brand loyalty of its customers through confidence in the brand with the hope to increase online sales on products via Shopee Ijjah Collection hijab in Indonesia.

### Hypothesis Development

Brakus et al. (2009) defining the brand experience is "sensations, feelings, cognition and behavioral responses induced by stimuli associated brands that are part of the design and brand identity, packaging, communication, and the environment.

Giving a positive brand experience to customers the potential to affect long-term memory is the customer who ultimately has an important role in the formation of customer behavior, so it can be significant to customer loyalty to a brand Wismiarsi and Purnama (2015).

This statement received support from several previous studies, which proves there is a positive relationship between the brand experience with the brand loyalty as research conducted by Kusuma (2014), Nyohardi (2016) and Bambang, et al (2017) having said that, the brand experience has a positive and significant impact on brand loyalty. It is clear that, positive brand experience to customers is the key for customers to make future purchases and recommend the brand to the people closest.

H1: Brand experience positive and significant effect on brand loyalty.

According to Caroline and Brahmana (2018) defines brand image as a representation of the overall perception of the brand and is formed of information and past experience of the brand or the brand image of something related to the beliefs and attitudes towards a brand preference. Therefore, when consumers believe positively to the brand, brand image will increase and will affect brand loyalty.

Through the brand image, consumers can identify products to evaluate, and acquire experiences that lead to brand loyalty (Rido & Wibowo, 2016), Thus, a good brand image can affect brand loyalty or brand image may have a significant effect on brand loyalty (Ecstasia & Maftukah, 2017).

This statement received support from several previous studies, which proves there is a positive relationship between brand image and brand loyalty as research conducted by Rido and Wibowo (2016), Bambang (2017) and Rodiques and Rahanatha (2018) having said that, the brand image of a positive and significant effect on brand loyalty.

H2: Brand Image positive and significant effect on brand loyalty.

According to Aaker (2015) brand experience is a sense of emotional supposed to be fun, exceeding the expectations of the brand in question, even inspire people to give a positive interaction. If desired by the customer expectations are met. it will foster the trust which then become loyal customers (Murwatiningsih & Apriliani, 2013).

Thus the experience with the brand will be a resource for consumers in the formation of trust in the brand, which ultimately makes consumers have a high brand loyalty (Ferrinadewi 2008).

This statement received support from several previous studies, which proves there is a positive relationship between the experience of the brand with confidence in the brand trust as research conducted by Sidabutar and Dharmayanti (2015), Panjaitan et al. (2016), Ratnawati and Lestari (2018) and Nurlatifah and Rachmawati (2019) Having said that, the experience the brand has a positive and significant impact on brand loyalty through brand trust.

H3: Brand experience positive and significant effect on brand loyalty through brand trust.

Image of the brand associated with the beliefs and attitudes towards a brand preference.

Therefore, when consumers have the notion that the brand has a positive brand image, then instantly that consumers will trust the brand tersebut and will affect brand loyalty. Through the brand image, consumers can identify the product, evaluate, and acquire experiences that lead to brand loyalty (Rido & Wibowo, 2016).

Create a good brand image will provide a positive impact on the company as their belief that consumers towards the brand, so that consumers design repeat order (Adiwidjaja & Tarin, 2017), Therefore, the better the company's efforts in maintaining the brand image of a product, will affect brand loyalty through the trust that customers towards the brand (Susilowati & Wufron, 2017).

According to Pramod (2013) a high level of positive brand image, will raise the possibility of the election of a brand for their consumer confidence in the brand, so it will produce customer loyalty better and reduce the level of competition in the market. This statement received support from several previous studies, which prove a positive relationship Among brand image with confidence in the brand as research conducted by Tingkir (2014) and Adiwidjaja and Taringan (2017) Having said that, the brand image has a significantly positive effect on brand loyalty through brand trust.

H4: Brand Image positive and significant effect on brand loyalty through brand trust.

Morgan and Hunt (1994) explained that the trust in the brand will determine consumer loyalty to the brand and the trust would potentially create high-value relationships. Brand trust is a key factor in the development of brand loyalty. When customers believe about a brand, and shows a willingness to lean on the mark, then the customer may establish a positive purchase intent on the brand, so that customer loyalty to a brand will depend on the level of customer confidence in the brand (Tjahyadi, 2006).

This statement received support from several previous studies, which proves there is a positive relationship between confidence in the brand with brand loyalty as research conducted by Rizan, et al (2012), Panjaitan, et al (2016), Ratnawati and Sustainable (2018) and Noviyanti and Prihandono (2019) Having said that, brand trust has a positive and significant effect on brand loyalty.

H5: Brand trust positive and significant effect on brand loyalty.

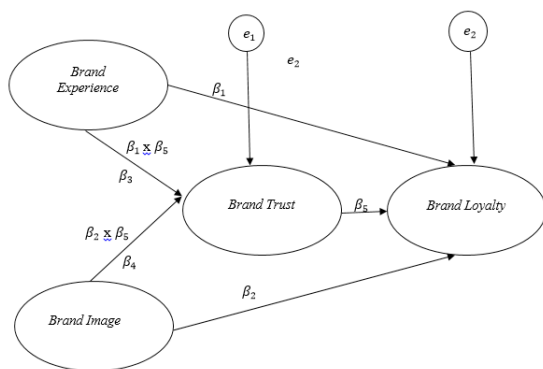


Figure 1. Research Model

## METHOD

The type of approach used in this study is a quantitative approach. The population in this study is Ijjah Collection customers via Shopee in Indonesia. Determination of the number of samples using the formula iteration because the number of population in this study is unknown. The number of respondents in this study using a calculation formula obtained iterations respondents were 116 respondents.

This study used a non-probability sampling, where the magnitude of opportunity as a subject unknown (Kuncoro, 2013), This study uses non-probability sampling with accidental sampling technique or sampling technique based on chance that anyone who accidentally met with investigators can be used as a sample, when in the view of those who met suited as a data source (Sugiyono, 2017).

In this study, there Consideration researchers used to be sampled that there are two criteria that are determined as follows: The first age of the respondents at least 17 years in consideration of adulthood and can think rationally, the two never buy products hijab Ijjah Collection at least 3 times in Shopee assuming that, purchases of at least 3 time can be expressed as a loyal customer or customers who have brand loyalty to Ijjah Collection.

Methods of data collection using questionnaires using Likert scale size. While the method of data analysis using descriptive analysis, the classical assumption test and path analysis (path analysis) using SPSS 22 for Windows. Variables used include brand experience with indicator according Brakus et al., (2009) namely sensory (sensory), affective (feeling), behavioral and intellectual (thinking); brand image with indicator according Utari et al. (2018) namely corporate image, product image, and user im-

age; brand trust with indicator according Ferrinadewi (2008) namely to achieve results, acting integrity, and attention to the customer's brand; brand loyalty with indicator according Rachman and Wahyono (2017) is repeat purchase, recommend a brand, brand commitment and brand retention.

## RESULT AND DISCUSSION

Some 116 samples were willing to become respondents in this study consists of 100% of women with the number of 116 people. Most respondents aged between 17-25 years were dominated by students and mostly from Semarang with a percentage of 43%.

### Validity of Test Results

Validity test used to measure whether a legitimate or valid questionnaires. The number of respondents in this validity test by 30 respondents. To determine whether the indicator of each of the variables contained in the questionnaire invalid or can not be seen in the results generated Correlation SPSS output, if the value sig (2-tailed)  $< 0.05$  ( $\alpha$ ), it can be declared invalid.

Based on test validity in this study, all the variables of brand experience, brand image, brand trust and brand loyalty with a total of 38 items declared valid questions in the questionnaire, so that all items are suitable for use in research.

### Reliability Test Results

Reliability test data can be done by statistical test Cronbach Alpha ( $\alpha$ ). A construct or variable can be said to be reliable if it shows the value of Cronbach Alpha  $> 0.70$  (Ghozali, 2016).

Reliability test results statement items are processed using SPSS 22. Based on the brand experience is unknown if the variable has a value of Cronbach Alpha 0.759. Variable brand image with Cronbach Alpha value of 0.776. Variable brand trust with Cronbach Alpha value of 0.760. As well as brand loyalty with Cronbach Alpha value of 0.734. Thus, all of the items proposed in the questionnaire statements are reliable to be used as a research instrument.

### Hypothesis test

#### Test statistics (t test)

Based on the results obtained SPSS 22 multiple linear regression model as follows:

**Table 2.** Test Results Partial (Test Statistic t) of influence brand experience, brand image brand trust on brand loyalty.

Model	Coefficients unstandardized		standardized Coefficients	T	Sig.
	B	Std. Error			
(Constant)	-5523	5416		-1020	0.310
Brand Experience	0.404	.124	0.289	3,266	0.001
Brand Image	0.170	.179	0.072	0.951	0.344
Brand Trust	0.967	.176	0.483	5,511	0.000

a. Dependent Variable: Brand\_Loyalty  
Sources: Primary data is processed, 2019

### Effect of brand experience on brand loyalty

Based on these results it can be seen that score = 0, 289 which means the relationship between the variables on brand loyalty brand experience is positive with significance level variables on brand loyalty brand experience is so sig. count is smaller than the specified alpha is 0.001 < 0.05. Thus the first hypothesis, which states that brand experience positive and significant impact on brand loyalty is accepted.

This result proves that brand experience can increase brand loyalty of consumers ie, each an increase in brand experience to consumers both when searching for a product, buy products, receive services, to consume the product and felt directly and indirectly as consumers see the ads or also when marketers communicate the product through website or marketplace it will contribute followed by increase brand loyalty.

These findings also support previous findings made by Kusuma (2014) explained about the importance of creating the best possible service in order to make consumers have a good experience or positively impact the brand, which will experience the brand that will determine consumers to be faithful or not to the brand. Moreover, Bambang (2017) experienced consumer brand experience is good or positive can lead to the creation of a positive mood, so that the brand has an emotional charge would be loved by the consumers, where people will be loyal to the brand.

In this research, brand experience consisting of sensory (sensory), affective (feeling), behavior (patterns of behavior or lifestyle), and intellectual (thinking) had a statistically significant positive and significant impact on brand loyalty. Brand experience gained by consumers both at the time of searching for and consuming products is influenced by stimuli associated with a brand such as product design, identity, packa-

ging, marketing communications, advertising and distribution locations (Ramaseshan & Stein, 2014),

Brand experience offered by Ijjah Collection Semarang Shopee totality is providing services both before sale to after sale like before sale which includes fast responding chat of consumers and customers, and responding as friendly as possible to consumers and customers. Meanwhile, after sale is to check whether the goods had reached the consumer with good conditions, and accept liability if the goods are in good condition.

In addition to servicing the total, Ijjah Collection also very concerned product hijab kind of quality, product design, and packaging that is attractive and Ijjah Collection also constantly improve product advertising account Shopee by providing photographs of her hijab nice, pretty and nice like menggendorse selebgram Semarang. All of these implementations are able to provide a pleasant and positive brand experience to its customers, so it makes the customers to always buy and support Ijjah Collection hijab.

### The influence of brand image on brand loyalty

Based on these results it can be seen that the value of value = 0.072 which means the relationship between the variables of brand image on brand loyalty is positive with significance level variables on brand loyalty brand image is equal to 0.344. Then sig. count is greater than the specified alpha is 0.344 < 0.05. Thus the second hypothesis which states that, brand image and significant positive effect on brand loyalty rejected.

These results indicate that, brand image have a direct positive influence, but not significant brand loyalty from customers. These results prove that the increase in brand image does not have a major impact in creating brand loyalty of customers to always buy and support the hijab Ijjah Collection because its value is not significant.

This occurred because the brand image of Ijjah\_Collection less able to increase his emotions to have a sense of loyalty towards the brand. As explained by Nurifadila et al. (2015) that customers are less expensive brand image as the popularity of the brand, the reputation of the company and the views of others, but they only consider the quality of the product and how the product can meet their needs.

This may be the same as the Ijjah Collection Semarang via Shopee in Indonesia, where brand image has little influence in creating brand loyalty because customers prefer to consider internal factors as they felt personally about the product in terms of quality, product design and packaging, rather than inferring perception posed of other factors such as the company's reputation and image of the user.

#### Effect of brand trust on brand loyalty

Based on these results it can be seen that it can be seen that the value  $t = 0,483$  which means the relationship between the variables of brand trust on brand loyalty is positive with significance level variables on brand loyalty brand trust is 0,000. Then sig. count is smaller than the specified alpha is  $0.000 < 0.05$ . Thus hypothesis 5, which states that, brand trust and significant positive effect on brand loyalty is accepted.

These results indicate that, brand trust can increase brand loyalty of customers, each of which there is an increase brand trust will be followed by an increase of brand loyalty from customers. Through the results of this study can be interpreted that brand trust is the key to the customer to influence and able to create brand loyalty from customers increased significantly.

The results of this study corroborate the results of previous studies conducted by Selva et al. (2016) which found that confidence in the brand expressed a positive effect on brand loyalty,

the higher the confidence felt by the customer, the higher the customer loyalty for the brand.

Hasugian (2015) also find similar things in his research which concluded that, customers place trust in a brand as a key in showing willingness to rely on the brand, and may also form a purchase intention positively to the brand or brand loyalty as a behavioral intention of repurchasing to buy the brand of a product or service and to encourage others buy the brand. As explained by Tjahyadi (2006) that, consumer confidence in the brand contribute to the customer's intention to repurchase the same brand in the future, and their intention to recommend the brand to others. Therefore, marketers need to build customer confidence in the brand they offer.

Customers Ijjah Collection show that trust as their major factor in deciding to stay and always buy brand stretcher, where they show a positive attitude through the provision of the ratings in Shopee Ijjah Collection account after making a purchase or what is known as a rating.

#### Path Analysis

Path analysis was used to measure a causality relationship between variables is predetermined based on a theoretical foundation. To measure whether there is influence of mediation or intervening use path coefficient comparison. The path coefficients calculated by making two regression models 1 and 2 which shows the relationship hypothesized variables. Here are the results of the regression equation model 1 and model 2.

**Table 3.** Model 1 R Square

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.707a	.500	.491	1.570

a. Predictors: (Constant), Brand Image, Brand Experience  
Sources: Primary data is processed, 2019

**Table 4.** Effect of brand experience and brand image of the brand trust.

Coefficients					
Model	Coefficients unstandardized		Standardized Coefficients		
	B	Std. Error	beta	T	Sig.
(Constant)	8911	2,778		3207	.002
Brand Experience	0.396	0.055	0.568	7222	0.000
Brand Image	0.254	0.093	0.216	2.741	0.007

Dependent Variable: Brand Trust  
Sources: Primary data is processed, 2019

Based on the tables 3 and 4 can be structured equation model I as follows:

$$BT = \beta_3 BE + \beta_4 BI + e_1$$

$$BT = 0,568BE + 0,216BI + 0,707 \dots (1)$$

$$= \sqrt{1 - e_1} = \sqrt{1 - 0,500} = 0,707$$

**Table 5.** Model 2 R Square

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.755a	0.570	0.559	2,929

Predictors: (Constant), Brand Trust, Brand Image, Brand Experience  
 Dependent Variable: Brand Loyalty

Based on the tables 5 and 6 can be prepared following equation 2 models:

$$BL = \beta_1 BE + \beta_2 BI + \beta_5 BT + e_1$$

$$BL = 0,289BE + 0,072BI + 0,483BT + 0,656(2)$$

$$= \sqrt{1 - e_2} = \sqrt{1 - 0,570} = 0,656$$

Influence of Brand Experience against Brand Loyalty mediated by Brand Trust. It is known that from the calculation of SPSS output, variable direct influence brand experience to brand trust () of 0,568. It is known that from the calculation of SPSS output, variable direct influence on brand loyalty brand experience () of 0.289. The indirect effect of variables on brand loyalty brand experience that is mediated by brand trust can be determined by multiplying the regression coefficient of variable brand experience to brand trust and brand trust regression coefficient brand loyalty () is 0,568 x 0.483 = 0.274. The total effect of the variable path coefficient was calculated by summing the brand experience direct effects and the indirect effect is + ( x ) = 0,289 + 0,274 = 0,563.

The influence of brand image on brand loyalty mediated by brand trust. It is known that based on the calculation of SPSS output, variable

direct influence brand image of brand trust () that is equal to 0.216. It is known that from the calculation of SPSS output, variable direct influence on brand loyalty brand image () of 0,072. The indirect effect of variables on brand loyalty brand image that is mediated by brand trust can be determined by multiplying the regression coefficients of the variables of the reactor brand image brand trust and brand trust regression coefficient brand loyalty (x) is 0.216 x 0.483 = 0.104. The total effect of brand image variable path coefficients calculated by summing the direct effect and the indirect effect is + ( x ) = 0,072 + 0,104 = 0,176.

Whether or not there is a mediating effect in this model can be seen on criteria such as the following, namely:

If the value of the total effect of the path coefficients > direct influence value, then these variables proved to mediate the association. If the value of the total effect of the path coefficients < value direct influence, then these variables proved not mediate the relationship.

**Table 6.** Path coefficient Direct, Indirect, and Total Effect Indirect.

Variables	Influence	Brand Trust	Brand Loyalty	Information
Brand Experience	Live	0.568	0.289	0.563 > .289 mediate
	Indirect		0.274	
	Total	0.568	0.563	
Brand Image	Live	0.216	0.072	0.176 > .072 mediate
	Indirect		0.0104	
	Total	0.216	0.176	

Sources: Primary data is processed, 2019

Based on the results of path analysis can be seen from the calculation that total variable path coefficient influence on brand loyalty brand experience through brand trust is equal to 0.563 to the

**Table 7.** Effect of brand experience, brand image and brand trust on brand loyalty.

Model	Coefficients unstandardized		Standardized Coefficients Beta	T	Sig.
	B	Std. Error			
(Constant)	-5523	5416		-1020	.310
Brand Experience	0.404	0.124	0.289	3,266	0.001
Brand Image	0.170	0.179	0.072	0.951	0.344
Brand Trust	0.967	0.176	0.483	5,511	0.000

Dependent Variable: Brand\_Loyalty  
 Sources: Primary data is processed, 2019



value of a direct influence on brand loyalty brand experience by 0.289.

On this basis, the hypothesis 3 which states that, brand experience affects brand loyalty through brand trust is acceptable, because the path coefficient variable brand experience on brand loyalty through brand trust is greater than the direct influence of brand experience affects brand loyalty ( $0.563 > 0.289$ ). This suggests that, brand trust capable of mediating variables on brand loyalty brand experience.

The format of the results of research and discussion are not separated, given the number of pages available for a limited author.

This means that if customers often get a positive brand experience that will increase brand trust and then it is ultimately able to increase brand loyalty of customers to always buy and recommend the brand.

These findings also support previous findings made by Octavian (2019) which concluded that an increase in brand loyalty from customers that depend on the level of trust the brand owned by the customer. Where, customers can experience a good brand of service and quality of its products as well as the main concern is not to make the customer disappointed. trust a brand must have.

This also has the support of the research results Ratnawati and Sustainable (2018) that said brand trust can become an intervening variable between brand experience with brand loyalty, meaning that the higher the positive experience of the brand, it will further add to the high confidence of customers to the brand, and ultimately it will impact on the high brand loyalty.

This study shows that, given the brand experience for customers classified as good Ijjah Collection the ministry before sale to after sale, good product good in terms of quality, product design, and packaging as well as the quality of advertising or promotion, so as to create brand trust will result in increased brand loyalty. The results also support the research of Nurlatifah and Rachmawati (2019) explain the relationship between the brand experience with the brand loyalty is stronger for customers who have confidence in the brand.

Based on the results of path analysis can be seen from the calculation that total variable path coefficient influence brand image on brand loyalty through brand trust is equal to 0.176 to the value of a direct influence on brand loyalty brand image at 0,072. On the basis of the hypothesis 4, which states that the brand image of an effect on brand loyalty through brand trust is acceptable, because the path coefficient variable of brand image on brand loyalty through brand trust is gre-

ater than the direct influence of the brand image of an effect on brand loyalty ( $0.176 > 0.072$ ).

This suggests that, brand trust capable of mediating variables on brand loyalty brand image. If the brand image Ijjah Collection increases, it will increase brand trust and ultimately impact on increasing brand loyalty from customers significantly.

These research findings reinforce the results of research conducted by Rizan, et al (2012) explains a good brand image is able to give a good impression to mind to customers, who then good impression this creates a belief that the brand can be trusted, so that in the end the level of customer loyalty embodied in the behavior of informing the positive and recommend it to others and committed to do not switch to another brand for any reason.

In addition, this study also supports the research of Susilowati and Wufron (2017) who explained that the better the company's efforts in maintaining the brand image will affect the brand loyalty is strong, if customers have confidence in the brand first, so theoretically brand image will have positive influence on brand loyalty indirectly through brand trust.

## CONCLUSION AND RECOMMENDATION

Based on the analysis, the conclusions in this study can be stated as follows:

Brand experience has a positive and significant effect on brand loyalty in customers Ijjah Collection via Shopee in Indonesia. This means more and better brand experience Ijjah Collection applied, it will increase the customer's brand loyalty.

Brand image have a positive effect and no significant effect on brand loyalty in customers Ijjah Collection via Shopee in Indonesia. This means that if there is an increase or decrease in the brand image is not followed by an increase or decrease in customer Ijjah Collection via Shopee in Indonesia. In other words, customers are less expensive brand image in the re-purchase the same brand.

Brand experience and exhibited significantly have a positive influence on brand loyalty through brand trust. Brand trust is able to mediate the relationship between the brand experience with the customer's brand loyalty Ijjah Collection via Shopee in Indonesia. This means that the better brand experience that will create a positive brand trust so as to improve the customer's brand loyalty.

Brand image and exhibited significantly have a positive influence on brand loyalty through brand trust. Brand trust is able to mediate the relationship between the brand image with the customer's brand loyalty Ijjah Collection via

Shopee in Indonesia. This means that the better brand image it will create a positive brand trust so as to improve the customer's brand loyalty.

Brand trust has a positive and significant effect on brand loyalty in customers Ijjah Collection via Shopee in Indonesia. This means more and better brand trust applied Ijjah Collection, it will increase the customer's brand loyalty.

Based on these results brand experience has a direct influence and indirect positive and significant effect on brand loyalty, it is expected Ijjah Collection can maintain and improve the quality of the brand experience pleasant or positive as the best service possible from before sale to after sale and maintaining product quality hijab good in terms of photos displayed in your account with the concept shopee Ijjah Collection real picture, hijab using quality materials and good design and always innovating. It is maintained and improved so that the brand experience consisting of sensory, affective, behavioral and emotional touch intellectually customers well, so it can minimize disappointment of customers to obtain the trust of customers.

Based on these results the brand image Ijjah Collection via Shopee in Indonesia partially has a power that is less to increase brand loyalty on the customer, but the strength of the brand image of this will be felt in increasing brand loyalty on the customer if it is done by presenting the brand trust as a strategy to increase loyalty brand. Ijjah Collection it is expected that more focus on improving the image that can foster confidence in the brand of customers as the products sold are always in good condition, the real picture, always innovating, provide honest information about its products, and has a high level of attention to the customer. It is expected Ijjah Collection have the opportunity to gain the trust of the customer brand.

This study has several limitations including the research only apply two independent variables, given the brand trust has many factors to influence customers become loyal to the brand, in addition, this study also only refers to the customer Ijjah Collection via Shopee in Indonesia alone, while Ijjah Collection also have customers abroad such as Malaysia, Singapore, Brunei, Taiwan etc.

Based on the results and limitations of this study, the authors recommend to the next researcher to be able to add a variable and / or new indicators to make the model as well as to answer the problems that occurred in this study. Researchers can also enrich further research that is not only customers Ijjah Collection via Shopee in Indonesia but also customers who are abroad.

Given the customer is an asset to Ijjah Collection and has a very important role in determining the success, it is expected that customers can submit feedback, criticism, desires, and expectations related to the programs offers from Ijjah\_Collection that makes them willing to always buy and support the hijab Ijjah Collection in future front.

It is expected to help the Ijjah Collection in the evaluation and preparation of the bidding strategy that is more attractive, so the purpose of Ijjah Collection that enhance customer confidence which in turn will increase the loyalty they told hijab Ijjah Collection can be maintained, and its main purpose is able to increase profits or gains to Ijjah Collection with increased sales hijab.

## REFERENCES

- Aaker, D. (2015). *Aaker On Branding 20 Principles That Drive Success*. PT Gramedia Pustaka Utama.
- Adiwidjaja, A. J., & Tarigan, Z. J. H. (2017). Pengaruh Brand Image dan Brand Trust terhadap Keputusan Pembelian Sepatu Converse. *Agora*, 5(3), 1-9.
- Bambang, Lubis, A. R., & Darsono, N. (2017). Brand Image, Brand Personality, Brand Experience terhadap Brand Love dampaknya pada Brand Loyalty Gayo Aceh Coffe. *Perspektif Manajemen Dan Perbankan*, 8(3), 158-184.
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What is it? How is it Measured? Does it Affect Loyalty? *Journal of Marketing*, 73(3), 52-68.
- Caroline, O., & Karina, R. (2018). Pengaruh Brand Image terhadap Brand Loyalty melalui Brand Satisfaction pada Merek Imaparts. *Jurnal Ilmu Manajemen*, 6(1).
- Chinomona, R. (2016). Brand Communication, Brand Image and Brand Trust as Antecedents of Brand Loyalty in Gauteng Province of South Africa. *African Journal of Economic And Management Studies*, 7(1).
- Choi, Y. G., Ok, C. "Michael," & Hyun, S. S. (2017). Relationships between Brand Experiences, Personality Traits, Prestige, Relationship Quality, and Loyalty. *International Journal of Contemporary Hospitality Management*, 29(4), 1185-1202.
- Durianto, D., Sugiarto, & Budiman, L. J. (2004). *Brand Equity Ten Strategi Memimpin Pasar*. Jakarta: PT Gramedia Pustaka Utama.
- Ecstasia, B., & Mafthukah, I. (2017). Pengaruh Citra Merek, dan Persepsi Kualitas Layanan Terhadap Keputusan Pembelian melalui Loyalitas Merek Pada Riez Palace Hotel Tegal. *Management Analysis Journal*, 4(1).
- Ferrinadewi, E. (2008). *Merek & Psikologi Konsumen*. Yogyakarta: Graha Ilmu.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23* (8th ed.). Semarang: Universitas Diponegoro.

- Hardjono, B., & San, L. P. (2017). Customer Relationship Management Implementation and its Implication to Customer Loyalty in Hospitality Industry Implementasi Manajemen Hubungan Pelanggan dan Implikasinya terhadap Loyalitas Pelanggan pada Industri Rumah Sakit. *Jurnal Dinamika Manajemen*, 8(36), 92-107.
- Hasugian, J. T. M. (2015). Pengaruh Brand Identity Terhadap Brand Loyalty melalui Brand Image dan Brand Trust. *Jurnal Administrasi Bisnis*, 3(4), 923-937.
- Huang, C. C. (2017). The Impacts of Brand Experiences on Brand Loyalty: Mediators of Brand Love and Trust. *Management Decision*, 55(5), 915-934.
- Khan, I., & Rahman, Z. (2016). E-Tail Brand Experience's Influence on E-Brand Trust and E-Brand Loyalty: The Moderating Role of Gender. *International Journal of Retail & Distribution Management*, 44(6), 588-606.
- Kuncoro, M. (2013). *Metode Riset untuk Bisnis & Ekonomi* (4th ed.). Jakarta: Penerbit Erlangga.
- Kustiyah, R. T., & Wartini, S. (2016). Analisis Strategi Brand Characteristic Terhadap Brand Loyalty di Mediasi Trust in Brand. *Management Analysis Journal*, 4(1), 1-17.
- Kusuma, Y. S. (2014). Pengaruh Brand Experience Terhadap Brand Loyalty Melalui Brand Satisfaction dan Brand Trust Harley Davidson Di Surabaya. *Manajemen Pemasaran Petra*, 2(1), 1-11.
- Lau, G. T., & Lee, S. H. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*, 370(1999), 341-370.
- Masitoh, M. R., Wibowo, H. A., & Sunaryo, D. (2018). Pengaruh Kualitas Pelayanan, Kepuasan, dan Kepercayaan Merek Terhadap Niat Pembelian Ulang di Toko Online Tokopedia. *Jurnal Manajemen*, 8, 60-77.
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20-38.
- Mowen, J. C., & Minor, M. (2002). *Perilaku Konsumen*. Jakarta: Penerbit Erlangga.
- Muhammad, & Artanti, Y. (2016). The Impact of Experiential Marketing on Word of Mouth (WOM) With Customer Satisfaction as the Intervening Variabel. *Jurnal Dinamika Manajemen*, 7(36), 182-190.
- Murwatiningsih, & Apriliani, E. P. (2013). Apakah Kepercayaan Konsumen Lebih Efektif Daripada Risiko dan Harga? *Jurnal Dinamika Manajemen*, 4(2), 180-187.
- Nofriyanti, A. R. (2017). Brand Loyalty Terhadap Brand Equity Pengguna. *Ekonomi Bisnis*, 22(2), 130-142.
- Noviyanti, T. E., & Prihandono, D. (2019). The Influence of Brand Identity and Brand Image to Brand Loyalty through Brand Trust. *Management Analysis Journal*, 4(1), 1-14.
- Nurifadila, & Dkk. (2015). Pengaruh Citra Merek dan Kepercayaan Merek. *Jurnal Ilmu Manajemen Universitas Taduluko*, 1(3), 319-332.
- Nurlatifah, & Rachmawati, I. (2019). Faktor-faktor yang Mempengaruhi Brand Experience Terhadap Brand Loyalty pada Iphone Indonesia. *Jurnal Mitra Manajemen*, 3(1), 147-162.
- Nyohardi, P. (2016). Pengaruh Brand Experience Terhadap Brand Loyalty melalui Brand Satisfaction dan Brand Attitude. *Bisnis dan Manajemen*, 52(11), 159-185.
- Octavian, A. (2019). Analisis Loyalitas Pelanggan Online Shop Shopee. *Festival Riset Manajemen & Akuntansi*, 1076-1080.
- Panjaitan, A. O. Y., Rofiaty, & Sujatno. (2016). Pengaruh Pengalaman Merek terhadap Loyalitas Merek melalui Mediasi Kepuasan Merek dan Kepercayaan Merek. *Bisnis dan Manajemen*, 3(2), 147-163.
- Pramono, R. A. (2013). Pengaruh Brand Awareness, Perceived Quality dan Brand Image terhadap Brand Satisfaction dan Brand Loyalty Pada Jasa Biro Perjalanan Antar Kota di Kota Malang. *Jurnal Aplikasi Manajemen*, 11(3), 354.
- Pratomo, L. A., & Magetsari, O. N. N. (2018). Online Brand Experience : Drivers and Consequences Faktor Pendorong dan Konsekuensi dari Online Brand Experience. *Jurnal Dinamika Manajemen*, 9(36), 218-227.
- Pujianti, & Maftukhah, I. (2015). Pengaruh Brand Reputation, Brand Experience Terhadap Brand Loyalty melalui Brand Trust. *Management Analysis Journal*, 4(1).
- Rachman, R. K., & Wahyono. (2017). Pengaruh Brand Experience dan Brand Reputation Terhadap Brand Loyalty melalui Brand Trust (Studi pada Pengguna XL Di Semarang). *Management Analysis Journal*, 6(1).
- Ramaseshan, B., & Stein, A. (2014). Connecting the Dots between Brand Experience and Brand Loyalty : The Mediating Role of Brand Personality and Brand Relationships. *Journal of Brand Management of Brand Management*, 21(7), 664-683.
- Ratnawati, A., & Lestari, A. A. (2018). Brand Experience , Brand Personality. *Ekonomi Bisnis*, 19(2), 185-202.
- Rido, E., & Wibowo, S. (2016). Pengaruh Experiential Marketing, Emotional Branding dan Citra Merek terhadap Loyalitas Merek (Survei Konsumen Operator Simpati di Yogyakarta), 7(2), 158-169.
- Rizan, M., & Dkk. (2012). Pengaruh Brand Image dan Brand Trust terhadap Brand Loyalty Teh Botol Sosro. *Jurnal Riset Manajemen Sain Indonesia*, 3(1), 1-7.
- Rodiques, Y., & Rahanatha, G. B. (2018). Peran Brand Trust Memediasi Hubungan Brand Image dengan Brand Loyalty (Studi pada Konsumen Iphone di Kota Denpasar) Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali Indonesia. *E-Jurnal Manajemen Universitas Udayana*, 7(3), 1310-1338.
- Selva, Yunarni, B. R. T., & Hidayat, R. (2016). Pengaruh Dimensi-dimensi Nilai yang Dipersepsikan, Kepuasan, Keterlibatan, dan Keper-

- cayaan Merek pada Loyalitas Merek. *Ilmiah Mandala Education*, 2(2), 265-278.
- Sengkey, K. F. (2015). Pengaruh Karakteristik Merek, Karakteristik Perusahaan, dan Karakteristik. *EMBA*, 3(3), 341-351.
- Sidabutar, C. B., Dharmayanti, D., Si, M., Ph, D., Pemasaran, P. M., Petra, U. K., & Siwalankerto, J. (2015). Analisa Pengaruh Brand Experience terhadap Customer Loyalty melalui Brand Trust, Customer Satisfaction dan Customer Intimacy Sebagai Variabel Intervening pada Kiehl's Surabaya. *Jurnal Manajemen Pemasaran Petra*, 1(1), 1-10.
- Simamora, B. (2002). *Aura Merek*. Jakarta: PT Gramedia Pustaka Utama.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Susilowati dan Wufron. (2017). Implikasinya Terhadap Brand Loyalty (Produk Dodol Pt . Herlinah Cipta Pratama). *Jurnal Wacana Ekonomi*, 17, 024-034.
- Tanisah, & Maftuhah, I. (2015). The Effect of Service Quality, Customer Satisfaction, Trust, and Perceived Value towards Customer Loyalty. *Jurnal Dinamika Manajemen*, 6(1), 55-61.
- Tingkir, C. F. (2014). Pengaruh Identitas Merek terhadap Loyalitas Merek melalui Citra Merek dan Kepercayaan Merek Toyota. *Jurnal Manajemen Pemasaran*, 8(2), 62-69.
- Tjahyadi, R. A. (2006). Brand Trust dalam Konteks Loyalitas Merek : Peran Karakteristik Merek Karakteristik Perusahaan, dan Karakteristik Hubungan. *Manajemen*, 6(1), 65-78.
- Utari, D. Y., Rombe, E., & Ponirin. (2018). Pengaruh Pengalaman Merek dan Citra Merek Menggunakan Lipstik Purbasari di Kota Palu. *Jurnal Ilmu Manajemen Universitas Taduloko*, 4(3), 229-234.
- Wahyono. (2017). The Moderation Effect of Customer Orientation Variable on the Influence of Professional Competence toward the Quality of Strategy Implementation. *International Journal of Law and Management*.
- Wisniarsari, T., & Purnama, T. J. (2015). Behavioural Loyalty: Apakah Dipengaruhi Brand Personality dan Brand Experience? Sebuah Studi pada Industri Kosmetik. *Jurnal Manajemen dan Bisnis Sriwijaya*, 13(3), 310-330.