Impact of Brand Experience and Brand Image on Outlet Satisfaction with Energizer Battery Brand

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JMB
Jurnal Manajemen Bisnis

A B S T R A C T

This research aims to examine the influence of brand experience and brand image on outlet satisfaction with the Betarai Energizer brand. The analytical method used is multiple regression analysis with SPSS 23 software in testing hypotheses that have previously been formulated in the problem statement. The research results show that brand experience and brand image have a positive effect on brand satisfaction. Brand experience has a greater influence than brand image on brand satisfaction. This shows that a positive brand experience can increase consumer brand satisfaction more than a positive brand image. Research implications Positive brand experiences and a strong brand image can help increase consumer brand satisfaction and can be important assets for companies in winning market competition. However, it is important to remember that brand experience and brand image must be managed consistently and continuously to maintain consumer brand satisfaction.

A B S T R A K

Penelitian ini bertujuan untuk menguji pengaruh pengalaman merek dan citra merek terhadap kepuasan outlet pada merek betarai energizer. Metode analisis yang digunakan adalah analisis regresi berganda dengan software spss 23 dalam pengujian hipotesis yang sebelumnya sudah dirumuskan pada rumusan permasalahan. Hasil penelitian menunjukkan bahwa pengalaman merek dan citra merek berpengaruh positif terhadap kepuasan merek. Pengalaman merek memiliki pengaruh yang lebih besar daripada citra merek terhadap kepuasan merek. Hal ini menunjukkan bahwa pengalaman merek yang positif dapat meningkatkan kepuasan merek konsumen lebih daripada citra merek yang positif. Implikasi penelitian Pengalaman merek yang positif dan citra merek yang kuat dapat membantu meningkatkan kepuasan merek konsumen dan dapat menjadi aset penting bagi perusahaan dalam memenangkan persaingan pasar. Namun, perlu diingat bahwa pengalaman merek dan citra merek harus dikelola secara konsisten dan terus-menerus untuk mempertahankan kepuasan merek konsumen.

INTRODUCTION

The effectiveness of the battery makes consumers prefer Energizer Battery because Energizer Battery is the first battery in Indonesia. This revolutionary portable power source was used to power cars and phones back in the day. The legacy of innovation continues with the introduction of Energizer MAX® batteries, Energizer® Ultimate Lithium™, and the longest-lasting Hearing Aid batteries ever in the brand's history. Energizer Recharge® became the world's first rechargeable battery that is 4% recycled battery. Brand experience is considered a key factor in building long-term relationships between brands and consumers. A positive brand experience can increase consumer loyalty, create a viral effect among social groups and increase brand awareness. Conversely, a negative brand experience can damage brand reputation, reduce consumer trust, and lead to a decline in sales. To create a positive brand experience, companies must pay attention to all the touches that occur between consumers and their brands, including products, services, packaging design, advertising, and interactions with customers. In the digital age, companies must also pay attention to online brand experiences, such as website design, social media, and interactions via email and text messages. One of the factors that

influence brand loyalty is brand image. Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand. Consumers who have a positive image of a brand will be more likely to make purchases (Kotler, 2012). Brand image can be said to be a series of associations, usually organised into a meaning. The relationship to a brand will be stronger if it is based on experience and gets a lot of information. The image formed from this association is the basis for buying decisions and even brand loyalty from consumers (Rachmadhan, 2019). Realising this kind of competitive phenomenon requires the company to continue to change and be able to build a good image.

Awareness of Brand experience is an internal response from customers and behavioural responses generated by brand-related stimuli that are part and design of brand identity, packaging, communication and environment. Brand experience is an aspect of experience that consists of the entire understanding and perception of the brand by the customer. Therefore, marketers must understand customers' experiences of their brands to be able to develop marketing strategies. In brand strategy, brand experience is important. Nothing is more powerful than the customer's experience of the brand (Yulianti & Tung, 2013). Brand experience begins when consumers search for products, buy, receive services and consume products. Brand experience is conceptualised as sensations, feelings, cognitions, and consumer responses generated by the brand, which are generated by the design, identity, packaging, communication, and brand environment (Fratama & Pratisti, 2022). According to Sahin, Zehir, & Kitapci (2011) defines as consumer perceptions at the time of contact with the brand, both in the brand image projected in advertisements, first personal contact, and the level of brand quality when they receive it (Chao et al., 2015).

Brand experience is used to give customers a stronger impact on a brand, by doing brand experience, customers can interact directly with a particular brand. the measurement scale is divided into four dimensions, namely; sensory, affective, behavior and intellectual (S Ariowibowo, 2019). Brand experience is used to touch the emotional side of customers with the aim of influencing the customer's mindset based on knowledge and experience of the brand that is obtained directly so that a strong relationship can be created between the brand and the customer. So it can be said that brand experience is the experience that customers get directly with a brand.

Product quality is one of the triggers for a good consumer experience (Qomariyah & Didit Haryadi, 2022). Brand experience is a consumer experience or insight that is formed when interacting with a brand (Taqi & Muhammad, 2020). Brand experience as a subjective response that arises in a person when using a brand (Ang & Keni, 2021). There are four dimensions of brand experience (Schmitt & Zarantonello, 2009), a) sensory, the brand has succeeded in attracting the senses or making consumers more interested; b) affective, the brand is able to evoke emotions; c) intelligent, the brand makes thinking; d) behavioural, will cause a desire to know something more about the brand. Consumers can be said that having a brand experience can indirectly foster brand loyalty (Ding & Tseng, 2015), which starts with a memorable experience that will lead to the desire and action to re-engage with the brand.

A good image is based on the psychological impression and description of the various activities of a company in the eyes of many of its publics based on the knowledge, responses and experiences they have received. Without a strong and positive brand image, it is very difficult for companies to attract new customers and retain existing ones. Therefore, companies are required to find solutions or develop strategies so that the company or product from the company is able to attract market attention and create a good and lasting impression of the

product. Developing a more accurate strategy, the company must know the position of its competitors and no less important is the estimated market share of the company at this time and in the future to get Outlet satisfaction (Nastiti & Astuti, 2019). Based on the results of research conducted by (Lia et al., 2021) entitled "Consumer Perceptions, Halal Labeling and Brand Image on Purchasing Decisions for SR12 Herbal Skincare Products" shows that the brand image variable has a significant influence on the brand loyalty variable with a regression coefficient value of 0.332 and a significance value of 0.000.

Another study conducted by Moh (RIzan et al., 2012) on "The Influence of Brand Image and Brand Trust on Brand Loyalty of Sosro Bottled Tea" shows that the brand image variable has a significant influence on the brand loyalty variable, especially the last two years, namely 2018 - 2019, Energizer Battery products on the market are increasingly diverse, and various types of batteries that have the characteristics of long-lasting batteries, to more attractive packaging. When the design can also make the attractiveness of the product which is one of the factors increasing sales of Energizer Batteries in outlets in Palu City. During the initial observation, the researcher was interested to see whether brand awareness and brand image affect the sales satisfaction of outlets in Palu City? This affects the sales of Energizer Batteries in outlets in Palu City, because Energizer Batteries have several advantages such as more affordable prices, and more attractive packaging. The position of the Energizer Battery brand in the Indonesian market competes with brands such as ABC Alkaline, Panasonic Alkaline, Duracell, and Maxell Alkaline.

Table I. Trend of Top Brand Index of brands Alkaline Battery

No	Alkaline Battery Product Name	Top Brand Index (%)
1.	ABC Alkaline	78,50 %
2.	Energizer	12,90 %
3.	Panasonic Alkaline	5,30 %
4.	Duracell	2,40 %
5.	Maxell Alkaline	0,60 %

Source: www.topbrand-award.com 2022

Table 1 above shows in 2022 that ABC Alkaline Batteries are in first position with a percentage of 78.50%, then Energizer Batteries in second position with a percentage of 12.90%, Panasonic Alkaline Batteries in third position with a percentage of 5.30%, Duracell Batteries in fourth position with a percentage of 2.40% and Maxell Alkaline Batteries in fifth position with a percentage of 0.60%. The position of Energizer Batteries in the Top Brand Award is ranked second, this shows that the existence of Enegizer Batteries is still trusted by consumers and outlets to meet household needs. its use has good quality when compared to other brands, especially the Energizer Battery producing company places its products in the middle to lower market. With this positioning, Energizer Batteries offer their products at affordable prices when compared to other brands. Based on the above phenomenon, to see how much influence brand experience and brand image have on the sales of outlets in Palu City.

RESEARCH METHODS

This research uses a quantitative approach method with the type of research used in this research is explanatory research (Sugiyono, 2015, p. 6), explanatory research is a research method that intends to explain the position of the variables studied and the influence between one variable and another. The main reason this researcher uses the explanatory research method

is to test the proposed hypothesis, so it is hoped that this research can explain the relationship and influence between the independent and dependent variables in the hypothesis. The data sources used in completing this research use qualitative and quantitative data and also for the type of data used, namely primary data that get direct responses from research subjects, namely outlet owners who sell Energizer Batteries by distributing questionnaires to these respondents. The population in this study were 63 outlet owners. Population is a group of elements consisting of objects and subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions (Sekaran. Uma, 2019). The sampling technique used in this study is Non-Probability Sampling with the type of saturated sampling sampling technique. Saturated sampling is a sampling technique that does not require a selection procedure first, but uses personal judgement from research (Sugiyono, 2015, p. 232).

Instrument testing uses validity and reliability tests. Validity test is used to measure whether a research questionnaire is valid or not. The results of the research questionnaire can be said to be valid if the questions in the research questionnaire are able to reveal something that will be measured by the research questionnaire. In addition, the validity or accuracy of the test is carried out by correlating each variable score with the total variable score, if the variable has a significant relationship with the total, the variable can be said to be invalid and must be removed from the research questionnaire item (Ghozali, Imam & Latan, 2020, p. 75) The reliability test is used to measure a research questionnaire which is an indicator of the variable. A research questionnaire is said to be reliable if a sample's answer to a question is consistent or stable over time (Sugiyono., 2014).

Classical assumption test, three types of tests are carried out, namely normality test, heteroscedaticity test, and multicolonierity test. The normality test aims to test whether in the regression model, the dependent variable and the independent variable have a normal distribution or not. Heteroscedaticity test aims to determine whether or not there is an equal variance of the residuals that can determine what is in the regression model (Ghozali, Imam & Latan, 2020). Multicoliniertas is a method that aims to test assumptions in multiple regression analysis. The Multicollinearity Test states that the independent variables must be free from multicollinearity symptoms (Sugiyono., 2014). The data analysis technique uses multiple linear regression analysis by testing the hypothesis using the t test and f test. and the coefficient of determination (R2). The equation is as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3$

Description:

Y   = Brand Satisfaction
X1   = Brand Experience
X2   = Brand Image
b1,b2   = Regression Coefficient

The operational definitions of the research variables are as follows:

Table 1. Operational definition of variables

Research Variables	Variable Definition	Indicators	Reference	Size
Brand Experience (X1)	Internal responses from customers and behavioural responses elicited by brand-related stimuli	1. Sensory, 2. Affective, 3. Behavior 4. Intellectual	Stepahanus Ariowibowo, dkk, 2018	Likert scale with a score of 1 to 5

Brand Image (X2)	A set of consumer beliefs about a particular brand.	1. Brand is easy to recognise 2. Brand uniqueness 3. Good brand impression.	Ayu (2017) etc	Likert scale with a score of 1 to 5
Brand Satisfaction (Y)	A person's feeling of pleasure or disappointment that arises after comparing the product's perceived results with or expected results.	1. Intention to share experiences 2. No customer complaints 3. Happy to use 4. Proud to use.	Kotler dan Keller (2016); Sandy etc (2016)	Likert scale with a score of 1 to 5

Source: Primary Data, 2023

RESULTS AND DISCUSSION

This study was conducted to see the extent to which brand experience, and brand image can affect outlet satisfaction in selling Energizer Batteries. Four variables in this study are brand experience, brand image and outlet satisfaction in selling Energizer Batteries. Respondents' responses were obtained through a questionnaire containing statements from the indicators of each variable. The statements distributed to respondents used a Likert scale with a choice of scores from 1 to 5. The choice of scores by respondents was then accumulated from the average score of respondents' responses. The results of respondents' responses have a mean value of 4.232 which indicates that outlets that make sales on energizer batteries get increased sales results, this is also reinforced by the results of interviews that give responses that consumers buy batteries because the experience of using energizer batteries has good quality and can be said to be quite long in use. The submission of this respondent's response has an impression on the brand used which is an experience of this brand, so that this impression can create a brand image that makes the outlets remain and constantly do quite a lot of pengouderan. This is due to the high demand for the Energizer battery brand which creates this purchase decision even higher, starting from what is felt in the product used can make this brand embedded in the minds of consumers and also outlets that sell batteries with the Energizer brand. Data analysis using multiple linear regression and hypothesis testing through the t test and f test, also by comparing the significance value with alpha (a). The results of the analysis are as follows:

Linear regression analysis deals with the study of the dependence of the dependent variable (dependent) on the independent variable (independent). Multiple Linear Analysis is used to determine the effect of Brand Experience (X1), and Brand Image (X2) on service user decisions (Y). then the results of hypothesis testing are as follows:

Table 2. Hypothesis testing

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	St. Error	Beta		
(Constant)	19,657	4,100		4,795	0,001
Brand Experience (X_1)	0,389	0,150	0,380	2,584	0,015
Brand Image (X_2)	0,283	0,089	0,467	3,173	0,004

Multiple R	= 0,698	F-count	= 12,831
R. Square	= 0,487	F-table	= 3,25
Adjusted R. Square	= 0,449	t-table	= 2,02809
α	= 0,05	Sig	= 0,000

Source: Data Processing Results, 2023

Based on the table above, the regression equation model Y = 19.657 + 0.389 X1 + 0.283 X2 + e. The regression equation in this study has a constant of 19.657 which means that if the independent variable brand experience (X1), brand image (X2), has a value of 0, then the value of the dependent variable brand satisfaction (Y) is 19.657. The multiple linear regression coefficient of the brand experience variable (X1) is positive at 0.389. This shows that there is a positive influence between the brand experience variable on brand satisfaction. This means that every time there is an increase in the value of 1 of the brand experience variable, brand satisfaction will increase by 0.389. The multiple linear regression coefficient of the brand image variable (X2) has a positive value of 0.283. This shows that there is a positive influence between the variables between brand image and brand satisfaction. This means that every time there is an increase in the value of 1 of the brand image variable, brand satisfaction will increase by 0.283.

The table above shows that the equation shows significant numbers on all variables. The magnitude of the influence (contribution) of the independent variables (X) together on the dependent variable (Y) can be seen from the magnitude of the coefficient of multiple determination (R2). The R Square value is 0.698, indicating the magnitude of the contribution of the independent variables simultaneously to the dependent variable or in other words, the amount of contribution given is 69.8% or 70%. So it can be concluded that the independent variables used in this study can affect the dependent variable by 70%, and the other 30% is influenced by other variables.

Simultaneous hypothesis testing basically shows whether all independent variables included in the model have a joint influence on the dependent variable. Based on Table.2 above, it means that the Ho hypothesis is rejected and H3 is accepted, meaning that the convenience, trust and price variables simultaneously affect service user decisions.

Table 3. F Test

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.724	2	76.862	12.831	.000ᵃ
	Residual	161.743	78	5.990		
	Total	315.467	80			

a. Predictors: (Constant), Brand Experience, Brand Image,

b. Dependent Variable: Cunsumer Satisfaction

Source: Data Processing Results, 2023

The Effect of Brand Experience, Brand Image on Outlet Satisfaction

The findings of the results in this study, it is stated that brand experience and brand image have a positive effect on outlet satisfaction. One of the factors that influence outlet satisfaction is brand image. Brand image provides a representation of the overall perception of the brand and is formed from information and past experiences with the Energizer brand. Whenever a product from a brand that has been used and felt will create an attitude in the form of beliefs and preferences for a brand. Likewise, experienced by consumers who have a positive image of an energizer brand, it will be more likely to make a repurchase because they already know the quality of the battery from the energizer brand. So that consumers as users and outlets as sellers have an impact on the meaning of product quality which can create satisfaction with the

preferred brand, when the brand has been embedded in the mind, it will become an experience of the energizer brand product. Experience can be said to present perceptions that can reflect objective reality or not. A person's positive experience with a particular brand will increase brand satisfaction which can lead to consumer loyalty to use the brand again (Kurniawan, 2021). In addition, consumers will be happy to share their experience with a brand with people who are around directly or social media (Suntoro & Silintowe, 2020). Giving consumers a good impression of a brand will further strengthen the satisfaction of a brand and ultimately the emergence of consumer loyalty to the brand (Cici & Mardikaningsih, 2022; Qomariyah & Didit Haryadi, 2022).

The high demand for the energizer brand in every sale at the energizer brand outlet means that consumers are very satisfied with the quality of energizer battery products so that brand satisfaction can create positive things about the image of a product or experience that is felt compared to the expectations held by consumers, where with customer satisfaction it will lead to customer satisfaction. Satisfaction is considered as the degree of overall consumer liking or satisfaction generated by the product's ability to fulfil consumer wants, expectations, and needs related to the product (Vieira et al., 2022). If consumers are satisfied with a certain brand and often buy these products, it can be said that the level of satisfaction is high, on the other hand, if consumers are not too satisfied with a certain brand and tend to buy products with different brands, the level of satisfaction is low. Brand experience and brand mind need to be maintained and improved in order to create and maintain outlet satisfaction. This is in line with research (Wilis & Nurwulandari, 2020) that if consumers get satisfaction from their purchase of a product, it will create a positive attitude towards the brand so that consumers will be satisfied.

The Effect of Brand Experience on Outlet Satisfaction

The findings in the study indicate that brand experience affects Outlet satisfaction significantly and positively, meaning that outlets that sell energizer batteries are satisfied with the high sales caused by high consumer interest in buying energizer brand battery products. Outlets selling energizer brand battery products give the impression of the quality of their products, so that consumers who feel happy to use energizer brand products that can last 1 month and also do not give a rusty effect on TV remotes, ac, children's toys, and others. This makes outlets proud to sell energizer brand batteries that have never had consumer complaints and consumers who have bought sometimes share their experiences that have used energizer brand products to purchases that are temporarily making purchases. Whereas brand satisfaction can be created by the perception of consumers at the time of contact with the brand, both in the brand image projected in advertisements, the first personal contact, and the level of brand quality when receiving the product. Brand experience occurs when consumers search for, shop for, and consume products that consumers are exposed to when they search for information or visit stores. So brand experience does not only occur when consumers use or consume an item but long before and after consumers use the product. Brand experience has an important role in brand satisfaction which shortly forms brand loyalty. Brand experience is created by the sensations, feelings, cognitions and consumer responses generated by the brand, related to stimuli generated by brand design, brand identity, marketing communications, people and the environment in which the brand is marketed. When looking for goods, consumers are exposed to various stimuli related to this particular brand. The results of this study are in line with research (Cici & Mardikaningsih, 2022; Qomariyah & Didit Haryadi, 2022; S Ariowibowo, 2019).

Research shows that brands that provide consistent experiences to customers tend to have higher levels of brand satisfaction. Customers who always experience the same experience with the brand will trust and be more satisfied with the brand. Likewise, brands that provide experiences that are unique and different from other brands tend to have higher levels of brand satisfaction. Customers will be more impressed with unique experiences, so they tend to be more satisfied with the brand, so brands need to pay attention to customer experience and ensure that the experience is positive, consistent, unique, and emotional in order to increase brand satisfaction and strengthen the brand's position in the market.

The Effect of Brand Image on Brand Satisfaction

This study shows that brand image has a significant effect on outlet satisfaction in selling energizer brand batteries, meaning that the image provides an image of a company that creates quality products and can also give a positive impression on the public. Whenever the company has offered a product by chanting a brand that can be known by the value of the quality of a product, this is when the brand on the product that has been consumed by consumers can be known enough or otherwise known which makes an imprint on a positive brand reputation, so that consumers will repurchase products whose brands can be proud of with a sense of satisfaction with the energizer battery brand. This requires the company to continue to change and be able to build a good image. A good image is based on the psychological impression and description of the various activities of a company in the eyes of its public audience based on the knowledge, responses and experiences it has received. Without a strong and positive brand image, it is very difficult for companies to attract new customers and retain existing ones. Therefore, companies are required to find solutions or develop strategies so that the company or products from the company are able to attract market attention and create a good product impression and are attached to energizer battery products. When it comes to developing a more accurate strategy, the company must know the position of its competitors and no less important is the estimated size of the company's current and future market share to get brand satisfaction at outlets that have sold energizer batteries (Azizan & Yusr, 2019). This is relevant and in line with the results of research conducted by (Nastiti & Astuti, 2019; Purnomo, 2018; RIzan et al., 2012; Widianti, 2022) This can be interpreted in the results of the study that brand image can be said to be customer perceptions and assessments of the brand, which can be formed by various factors such as product quality, price, promotion, and customer experience with the brand. If the brand image is positive, customers tend to be more satisfied with the brand and are more likely to choose the brand in the future. Conversely, if the brand image is negative, customers are likely to be dissatisfied with the brand and will probably choose another brand. Therefore, brands need to pay attention to the brand image formed in the eyes of customers and ensure that the brand image is positive in order to increase brand satisfaction and strengthen the brand's position in the market. This can be done through various appropriate branding strategies, such as optimising product quality, providing good service, conducting effective promotional campaigns, and providing positive experiences to customers.

CONCLUSIONS

The results obtained from the study can be concluded that testing simultaneously found brand experience, brand image has a significant and positive effect on outlet satisfaction in selling energizer brand batteries. This shows that these three independent variables have a positive relationship in jointly influencing outlet satisfaction on the energizer brand, meaning

that positive brand experience and brand image have a positive effect on brand satisfaction. A positive brand experience can increase brand satisfaction, because customers who experience a positive brand experience tend to be more satisfied with the brand and are more likely to choose the brand in the future. Meanwhile, a positive brand image can also increase brand satisfaction, as customers tend to be more satisfied with brands that have a positive image. Therefore, brands need to pay attention to the customer experience and ensure that the experience is positive and consistent with the desired brand image. This can be done through various appropriate branding strategies, such as optimising product quality, providing good service, conducting effective promotional campaigns, and providing positive experiences to customers. That way, the brand can increase customer satisfaction and strengthen the brand's position in the market.

Based on the conclusions that have been stated, several suggestions are given which are expected to improve brand decisions. The suggestions are as follows: Focus on customer experience: Brands need to ensure that the customer experience with the brand is always positive and satisfying. This can be done by improving the quality of products, services and interactions with customers. Strengthen brand image: A positive brand image can increase customer satisfaction and help the brand differentiate itself from competitors. Therefore, brands need to reinforce a positive brand image through appropriate and consistent branding campaigns. Use customer feedback: Brands need to pay attention to customer feedback to understand what customers want and how brands can improve customer experience and satisfaction. Always innovate: Customer satisfaction can increase if the brand is always innovating and continuously improving its products and services. Brands need to constantly adapt to market changes and always look for new ways to improve the customer experience.Maintain brand consistency: Good brand consistency can help brands strengthen brand image and increase customer trust. Brands need to ensure that all aspects of the brand, including products, services, and promotions, are always consistent and in line with the desired brand image.

This study still has research limitations that need to be suggested by further research as follows: Generalizability: This study may only cover certain outlets or specific regions, making it difficult to generalize the results to the overall outlet population. Subjectivity of Brand Experience: Brand experience is subjective, which means an individual's perception of a particular brand may vary. This may affect the results of the study as the study may not represent the entire spectrum of brand experience that exists. External Variables: There are external factors such as the economic situation, market trends, and competitor promotions that might affect outlet satisfaction, but were not addressed in this study. Sample Limitations: A small or unrepresentative sample size may affect the validity of the research results and Market Dynamics: The battery industry can be very dynamic with the advent of new technologies, policy changes, or changing consumer preferences. This may render the research results irrelevant over a longer period of time.

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