

**THE ROLE OF SATISFACTION AND TRUST IN MEDIATING
THE RELATIONSHIP OF BRAND EXPERIENCE AND LOYALTY
A STUDY ON CONSUMERS OF HiLo BRAND MILK PRODUCT**

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Abstract

To analyze the influence of brand experience towards loyalty of HiLo brand milk product consumers in Denpasar City, Indonesia and to explain the mediation role of satisfaction and brand trust on the relationship between brand experience and loyalty of HiLo brand milk product consumers in Denpasar City are the aims of this research. The data collection technique used in this research is the questionnaire method and the total sample is 95 consumers of HiLo brand milk product in Denpasar City. The analytical approach used is SEM.. Results of this research concludes that satisfaction and brand trust have positive and significant influence as mediators of the relationship between brand experience and loyalty. This result also provides recommendations for producers to maintain the aroma and constantly share knowledge of a healthy lifestyle as a positive experience for consumers in the purchase and consumption of HiLo brand milk product which is capable of increasing loyalty.

Keywords: Brand experience, brand satisfaction, brand trust, loyalty, bone health milk product

INTRODUCTION

Milk is one of the animal protein source which is important for human, because it contains nutrition and calcium which is complete and balance. Statistics data from the Department of Agriculture (2007), which was quoted from Irdam (2012) shows that consumption of milk in Indonesia has only reached 14,6 liters/capita each year and this means that the consumption of milk in Indonesia can be categorized as low. To overcome this, government has conducted programs to promote and increase milk consumptions in Indonesia since 2010.

Previously, milk was more commonly consumed by toddlers and children. Nowadays, milk is also largely consumed by teenagers and adults. Furthermore, it has become a trend for the society in the city, which instigate food producers in Indonesia to produce high calcium milk. There are many brands of high calcium milk as osteoporosis preventers in Indonesia, among others is the brand HiLo.

Isfaq et al. (2010) stated that the long term relationship between consumers and the company along with their product brand will give a long term benefit and greater profit to the company. Due to this, companies will pour in continuous effort to satisfy their consumers in order to incite the intention to repurchase their product. Loyalty of consumers towards a certain product can be directly influenced by the experience attained by consumers after consuming the product. If the experience attained by consumers is positive, this will enhance consumer loyalty towards the product. Conversely, if the experience is negative, the degree of consumer loyalty will decline.

In the studies conducted by Brakus et al. (2009), Han and Li (2012) and Nysveen et al. (2013), consumers who attain positive experiences from a certain product brand will have a loyal behavior towards that product brand. Some research however, found different results, such as the research conducted by Kwong (2014) on tobacco products which found that the relationship between brand experience and consumer loyalty is not significant. Iglesias et al. (2011) found that consumers of various kinds of product show insignificant results on the relationship between brand experience and consumer loyalty.

The long term relationship of a consumer's brand experience which is engrained in the consumer's memory will influence consumer satisfaction and loyalty. Research conducted by Kim (2005), Sahin et al. (2012) on automotive products, Chinomona (2013) on consumption of several products in Africa, and Lee et al. (2012) produce results which state that brand experience has positive and significant influence on brand satisfaction. Other research conducted by Oliver (2010), Chen and Wang (2009), and Picon et al. (2013) shows that there is a positive relationship between loyalty and customer satisfaction.

The experience of consuming a certain product is also directly related to the degree of consumer trust towards that product. Ajzen (1991) stated that trust can create the feelings of being benefited by the company which tends to increase the intention of consumers to repurchase the products of the company. Research results by Chinomona (2013) and Jung (2012) stated that brand experience may influence brand trust, while Sahin et al. (2012) stated that brand experience does not positively influence brand trust. The studies conducted by Han and Jeong (2013), Lee and Back (2010), Lee and Kang (2012), Sahin et al. (2011), Uecharoenkit (2012), Ong (2015) and Delgado-Ballester and Munuera-Aleman (2005) found that there is a positive relationship between trust and customer loyalty.

Based on the discussions above, this research examines the direct relationship between brand experience and customer loyalty and the indirect influence mediated by customer satisfaction and trust on HiLo brand milk product in Denpasar City.

LITERATURE REVIEW

Brand Experience

Schmitt (1999) defined experience as the individual perception that arise due to several stimulation (the efforts before and after purchase). Alloza (2008) stated that brand experience can be defined as any perception of consumers related to a brand whether it is from an advertisement or the level of quality from the first time usage of that brand. Brakus et al. (2009) conceptualize this as the sensation, feeling, intellectual, and behavioral response created by the stimulation of brand relationship which is a part of the brand design and identity, packaging, brand communication and environment. Hoch (2002) stated that the type of brand experience is related to the product, service, and consumption experience. Product experience occurs when consumers interact with the products.

Brand Satisfaction

He et al. (2012) stated that satisfaction is attained when the brand performance fulfills the expectation of buyers. Gerpott et al. (2001) stated that satisfaction should be based upon the experience expected by consumers in which the service provider should attempt to fulfill that expectation. Kotler and Keller (2006) stated that customer satisfaction depends on the performance of the product in accordance to customer expectation after purchase. A study conducted by Joewono and Kubota (2007) shows that customer satisfaction is produced by the measurement of product and service which is in accordance to customer's previous experience and the overall evaluation on consumer experience.

Brand Trust

Agustin and Singh (2005) stated that trust can be defined as the consumers' confidence that they can rely on the seller to provide the promised service and relationally defined as the perceived benefit attained by consumers from consumption relative to the cost incurred to maintain the ongoing relationship.

Chaudhuri and Holbrook (2001) stated that brand trust helps to reduce ambiguity and frequently influence buyer's behavior. The concept of trust, according to Naude and Buttle (2000), as one of the constructs of relationship quality, is widely assumed to be related to the feelings of safety, minimize uncertainty, to create a supportive environment and successful relationship development.

Loyalty

Lovelock and Wright (2007) pictured loyalty as the faithfulness of customer towards a company in the long term by purchasing and consuming their products and services repeatedly and voluntarily advocate the products to friends and colleagues. Pearson in Akbar and Parves (2009), Jones and Taylor (2007) and Al-Rousan (2010) defined loyal customers as a group of customers who have supportive behaviors toward the company, committed to purchase and use the product or service again, and advocate the products or services offered by the company.

HYPOTHESIS

Brand experience towards loyalty

Loyalty of a consumer on a certain product is directly influenced by the experience attained by the consumer in using the product. The more positive an experience attained by customers, the greater the loyalty of customers, vice versa (Brakus et al., 2009; Han and Li, 2012; and Nysveen et al., 2013), thus the following hypothesis is proposed:

H_1 : Brand experience has positive and significant influence on customer loyalty

Brand experience towards brand satisfaction

Consumer experience on certain product occurs after consumers interact with the product, or in other words has used or consumed the product which gives rise to satisfaction or dissatisfaction towards the brand (Kim, 2005; Sahin et al., 2012; Chinomona, 2013; and Lee et al., 2012). The proposed hypothesis is as follows:

H_2 : Brand experience has positive and significant influence on brand satisfaction

Brand experience towards brand trust

Ajzen (1991) stated that trust can generate the feelings of being benefited by the company which tends to increase customer's intention to repurchase products from the company. Chinomona (2013) found that brand experience has positive influence on brand trust. Lee et al. (2012) also found that brand experience influences brand trust. The proposed hypothesis is as follows:

H₃: Brand experience has positive and significant influence on brand trust

Brand satisfaction towards brand trust

Satisfaction occurs as a result of consumer perception fulfilment after the consumption of certain products gives rise to a positive attitude by consumers towards the product. This will increase consumer trust on the product. Previous research which found that brand satisfaction has positive and significant influence on brand trust was conducted by Nam et al. (2011), Zhou et. al (2012), and Chinomona (2012). Based on discussions above, a hypothesis can be proposed as follows:

H₄: Brand satisfaction has positive and significant influence on brand trust

Brand satisfaction towards loyalty

Oliver (2010) found that there is a positive relationship between loyalty and customer satisfaction. Picon et al. (2013) stated that customer satisfaction positively influence customer loyalty. Chen and Wang (2009) stated that satisfied customers have a greater likeliness to repurchase, positively advocate the product to others and become a loyal customer. The hypothesis proposed is as follows:

H₅: Brand satisfaction has positive and significant influence on customer loyalty

Brand trust towards loyalty

According to the theory of planned behavior (Ajzen, 1991), trust can create the feelings of being benefited by the company which tends to increase the repurchase intention of customers on a product. The research conducted by Han and Jeong (2013) and Ong (2015) shows that there is a positive relationship between trust and loyalty of customers. The hypothesis proposed is as follows:

H₆: Brand trust has positive and significant influence on customer loyalty

Brand satisfaction and brand trust in mediating the relationship between brand experience and customer loyalty

The satisfaction and trust of customers, which will give rise to customers loyalty towards a product, is greatly determined by the experience attained by customers when they use the product. Loyalty can be in the form of repurchase by consumers or even positive advocates to others. The research conducted by Kwong (2014) and Chinomona (2013) stated that brand experience has a strong influence on brand trust and brand loyalty through brand satisfaction. Based on the results of previous research, the proposed hypothesis is as follows:

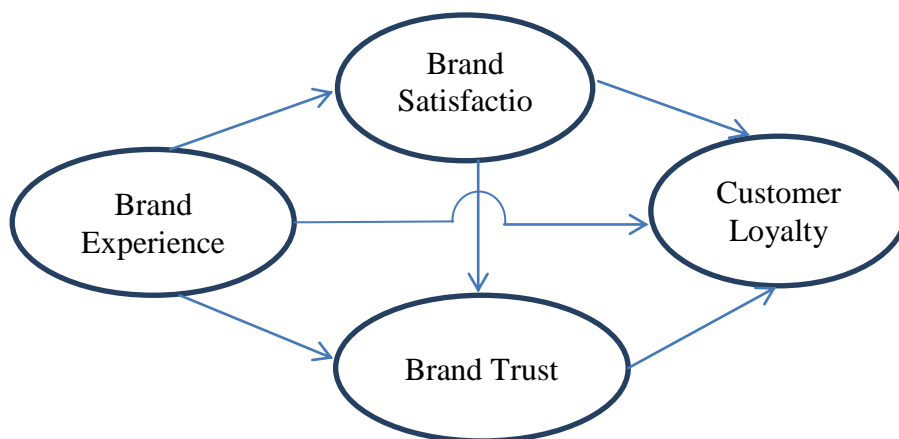
H_{7a}: Brand satisfaction has a significant role in mediating the relationship between brand experience and customer loyalty

Kim (2015) stated that the four dimensions of brand experience greatly influence the degree of satisfaction and trust of consumers which in the end, give rise to consumer loyalty. The research conducted by Amini et al. (2014) shows that satisfaction and trust from consumers have positive influence on the repurchase intention of consumers. Furthermore, consumer satisfaction also has positive influence on consumer trust. Based on the discussions above, the proposed hypothesis is as follows:

H_{7b}: brand trust has a significant role in mediating the relationship between brand experience and customer loyalty

Based on the discussions regarding the literature review and the research hypothesis, the conceptual framework of this research is displayed in the picture below.

Figure 1. Research Conceptual Framework



RESEARCH METHOD

This research is categorized as a causal research because this research aims to examine the causal relationship between the variables of brand experience, satisfaction, trust and customer loyalty on the HiLo brand milk product in Denpasar City. The sampling technique in this research is purposive sampling which is the technique to determine the sample using certain criteria or considerations, and the data collection technique used is the questionnaire method. The questionnaire used was adopted from Hoch (2002); Joewono and Kubota (2007); Naude and Buttle (2000) and Al-Rousan (2010). The research takes place in Denpasar City. In this research, the population is all customers of HiLo milk product brand who are domiciled in Denpasar City and the sample used are the customers who have bought and consumed HiLo brand milk product at least twice, thus there are 95 respondents in total. Amos is used as the analysis tool, SEM is used as the analytical approach, and Partial Least Square is used as the iteration method in this research.

ANALYSIS AND RESULT

Based on the results obtained, it is found that customers who frequently purchase and consume HiLo brand milk product are male customers which is as much as 52,6 percent, at an age between 20-27 years old as much as 41,1 percent, has an undergraduate degree as much as 53,7 percent, and are employees of a private company as much as 51,6 percent.

The result obtained from the hypothesis test shows that the eight hypotheses have positive and significant effect. The test results are shown in Table 1 for the direct effect test. The results of analysis on the influence of brand experience on loyalty shows that the brand experience has positive and significant influence on customer loyalty can be accepted with a coefficient value of 0,262 and p-value of 0,020. Hence, hypothesis H_1 is accepted.

The test result on the influence of brand experience on brand satisfaction shows a positive and significant effect with a coefficient value of 0,619 and p-value of 0,000. The influence of brand experience on brand trust also gave a positive and significant result with a coefficient value of 0,308 and p-value of 0,034. Thus, H_2 and H_3 are accepted.

Table 1. Direct Effect Test Result

Hypothesis	Construct		Direct Effect Path Coefficient		
			Std-ize	P-value	Description
H_1	Brand Experience	Loyalty	0,262	0,020	Significant
H_2	Brand Experience	Satisfaction	0,619	0,000	Significant
H_3	Brand Experience	Trust	0,308	0,034	Significant

H ₄	Satisfaction	Trust	0,298	0,048	Significant
H ₅	Satisfaction	Loyalty	0,445	0,000	Significant
H ₆	Trust	Loyalty	0,279	0,006	Significant

Table 1....

Brand satisfaction has positive and significant influence on brand trust with a coefficient value of 0,298 and p-value of 0,048, thus the hypothesis H₄ is accepted. Likewise, the influence of brand satisfaction on loyalty also shows a positive and significant result with a coefficient value of 0,445 and p-value of 0,000. Hence, hypothesis H₅ is accepted. The relationship between brand trust and loyalty also shows a positive and significant result with a coefficient value of 0,279 and p-value of 0,0006, so hypothesis H₆ is accepted.

The test result on the mediation effect of brand satisfaction and brand trust on the relationship between brand experience and loyalty is shown in Table 2. Brand satisfaction has a positive and significant mediation role on the relationship of brand experience and loyalty with an indirect effect coefficient value of 0,537. Trust also has a significant and positive mediation effect on the relationship between brand experience and loyalty with an indirect effect coefficient value of 0,347.

Table 2. Indirect Effect Test Result

Hypothesis	Construct			Indirect Effect Path Coefficient		
	Exogenous	Endogen	Mediator	Direct	Indirect	Total
H _{7a}	Brand Experience	Loyalty	Satisfaction	0,262	0,275	0,537
H _{7b}	Brand Experience	Loyalty	Trust	0,262	0,085	0,347

DISCUSSIONS AND CONCLUSIONS

The experience attained by customers after consuming HiLo brand milk product will influence the attitude and loyalty behavior of customers towards the product. If the experience attained is positive, the loyalty of customers will increase, vice versa. This research result is in line with the research conducted by Brakus et al. (2009), Han and Li (2012) and Nysveen et al. (2013), and is contradictory to the results of research conducted by Kwong (2014) and Iglesias et al. (2011). The greater the positive experience attained by consumers after consuming HiLo brand milk product, the higher the level of consumer satisfaction towards that product and vice versa. The conformity between the benefit attained by customers and the cost incurred becomes one of the indicators in testing the level of consumer satisfaction and this will only occur if the experience

attained by customers through their senses, intellectually, emotionally and physically give positive results to customers. This result is in line with the research conducted by Kim (2015), Sahin (2012), Chinomona (2013) and Lee et al. (2012).

Brand experience has positive and significant influence on brand trust, which means that the more positive the experience attained by customer after consuming the HiLo brand milk product, the higher the level of customer trust would be. Customers who attain positive experience, whether it is through their senses, emotionally, intellectually, and physically, will have greater trust towards a product and the non-existence of disappointments felt by customers will make customers believe that the product is safe to be consumed. This research result is consistent with the research conducted by Chinomona (2013) and Lee et al.(2012) but is inconsistent with the result of research conducted by Sahin (2012).

Conformity between the benefit expected by customers after consuming HiLo brand milk product and the cost incurred to purchase the product, results in satisfaction for customers. With this, customers will not feel disappointed and will be more confident in consuming HiLo brand milk product because customers feel this product is reliable and safe to be consumed. This research result is consistent with the research conducted by Nam et al. (2011), Zhou et. al (2012) and Chinomona (2012).

Customers who are satisfied with a certain product will have the tendency to repurchase and consume again in the future. Moreover, customers will not hesitate to give positive comments regarding the product to other people and even advocate to purchase the product which gives benefit to the producers of HiLo brand milk product. This research is consistent with the research previously conducted by Oliver (2010), Picon et al. (2013) and Chen and Wang (2009).

Brand trust has positive and significant influence on customer loyalty. Customers who already trust and are confident on a certain product will have the tendency to purchase and consume the product, accompanied with positive comments if others ask them regarding the product and this will make the product more appealing to others and will try to purchase and consume that product. This research result is consistent with the research conducted by Han and Jeong (2013), Lee and Back (2010), Lee and Kang (2012), Sahin et al. (2011), Uecharoenkit (2012) and Ong (2015).

Satisfaction has a positive and significant mediation effect on the relationship between brand experience and customer loyalty. It can be said that the better or higher the brand satisfaction resulted from the positive experience attained by customers, the higher the level of customer loyalty would be. This research is consistent with the research conducted by Kwong (2014) and Chinomona (2013).

Brand trust has a positive and significant mediation effect on the relationship between brand experience and customer loyalty, however the effect is lower than the mediation effect by brand satisfaction. Therefore, it can be said that customers who attain positive experience after purchasing and consuming HiLo brand milk product will not directly have trust towards that product. This research is consistent with the research conducted by Kim (2015) and Amini et al. (2014).

RESEARCH LIMITATIONS AND FUTURE RESEARCH

The criteria of respondents in this research is that the respondent has purchased and consumed HiLo brand milk product. Moreover, the research objects are only HiLo milk product brand customers who are domiciled in Denpasar City, and there are still many other variables that may influence customer loyalty aside from brand experience. Future research are expected to add the number of research variable used to determine customer loyalty.

Based on the research result attained, producers need to focus on the aroma of the product and promotions directed towards the knowledge of a healthy lifestyle, because both are important indicators for customers to attain positive experience which results in satisfaction and trust towards the product, and in the end, makes customers loyal to the product.

Academicians in future studies are expected to consider other constructs, such as product quality and WOM which can become predictors of consumer loyalty. Moreover, there is a need for future research to use different brands in the same product category to enrich findings in empirical studies. Future research should be conducted in Bali Province so that the research result can be better used for generalization purpose.

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