



Brand Experience, Brand Satisfaction, E-Wom, Brand Trust And Brand Loyalty

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ABSTRACT

Success company No regardless of role customer. Customers can quickly leave A brand if they do not have a strong sense of attachment, even though loyal customers generate the highest income. Strong brands can create loyalty brand terms for consumers to see the brand as a product or a good service. Study This aims To analyze the influence of experience brand, satisfaction brand and E-WOM against loyalty brand with trust brand as variable mediation. Amount sample as many as 190 people. Data analysis techniques used are descriptive statistics and statistical inferential, SEM PLS. Based on the results, analysis found that experience brand, satisfaction brand, and E-WOM influence positively and significantly loyalty brand. Trust brands can mediate in a way that partially influences trust, satisfaction, and E-WOM against loyalty brands. Research results Mean that the more tall trust brand, satisfaction brand and consumer E-WOM on Kompas.com, the higher it is loyalty brand consumers towards Kompas.com.

INTRODUCTION

Development of communication media moment This is fast and necessary for enough attention from the public or organizations for considerable good. Communication media is a means of communication that helps spread information. The internet era is a challenge in the media industry. Society does not consume traditional media like it first, especially since the public is already more empowered compared to previous times in media history. Audiences no longer consume content; they can also make content in various ways, fine through blogging, podcasting, uploading videos, or social networking.

Many people worldwide follow the news presented by the leading media every day. The mass media and press are industries that have existed for centuries. Many well-known mass media outlets and press outlets in Indonesia include Detik.com, CNBC Indonesia, Kompas.com, Tribun News, CNN Indonesia, and others. Kompas.com was founded in 1997 with Name Compass Online. Kompas Online's only role was as the internet edition of Daily Compass; in 1998, Kompas Online replaced its name with Kompas.com and started focusing on developing content, design, and a new marketing strategy. Since that moment, that is how Kompas.com

started the steps as a news portal trusted in Indonesia. Ten years later, in 2008, Kompas.com appeared with a significant appearance. Carrying the idea of "Reborn," Kompas.com brings the logo, layout, etc, draft new to it. Become more decadent, fresh, and elegant while still putting forward user-friendly and advertiser-friendly elements. In increasing competition, Kompas.com still needs to be capable of maintaining its position as Title 1 in Indonesia. Based on SimiarWEB in 2023, Kompas.com will be ranked second and third. Any media via website or application offers various profits to increase visitors' applications and improve user loyalty towards the media. Success This No off from role customer. Customers can easily leave a brand. If No, they have a strong sense of attachment, even though loyal customers generate income.

For this reason, loyalty brand is an important parameter for use as a base for analysis to determine strategy management. (Mostafa & Kasamani , 2021) It shows that experience brand will positively influence loyalty if mediated by personality brand and consumer satisfaction. Another influencing factor for loyal customers to a brand is the satisfaction of consumers with the brand. (Bismoaziiz et al., 2021) e-WOM influences loyalty brand. Studying this will, too, consider intervening variables, viz., Trust Brand, as possible variables mediating connection between factors.

LITERATURE REVIEW

(Gunawan & Wellyantony , 2021) Experience brand is the corner view consumers see about how to prove to an experienced consumer that you and how an experienced consumer can give opinions, behavior and other factors that originate from a consumer's behavior.

Brakus et al. (Kotler & Armstrong, 2018) stated that Brand Experience can be formulated into four indicators, namely :

1. Sensorial Experience: Individuals feel more like they are using OK and a particular product than others.
2. Emotional Experience: Individuals feel a pleasant experience when using the products.
3. Intellectual Experience: Individuals feel more informed (get information, promotions, etc.) after using the product.
4. Behavioral Experience: Individuals more often use products when transactions are compared to brand products.

(Pranadata et al., 2020) A satisfaction brand is a consumer's response, emotions, or attitude towards a product or service. It evaluates the difference between what is expected and accepted by consumers.

According to Fulletron (Kusuma, 2014) and Ercis et al. In (Sudibyoy & Pamikatsih, 2023), brand satisfaction measurements were carried out with the following :

1. Quality: Quality is tightly connected to consumer satisfaction. Quality will push consumers to have an intertwined close relationship with the company.
2. Service consumer: Service consumer Not only answers questions and complaints about a product or services that are not satisfying them, but more from solutions that arise after purchase.
3. Value: Perceived value consumer is the difference between the amount marked consumer and the amount cost to the consumer. The number of mark consumers is the group that expects benefits from products and services. Amount cost consumer is group costs used in appraising, acquiring, using, and disposing of a product or service.

E-WOM is a metamorphosis from Word of Mouth, i.e., interpersonal communication occurs when some people or more meet in a way stare advances. Then, it became a communication between virtual worlds via internet media (Amin & Yanti, 2021).

There are a number of indicators in Electronic Word of Mouth (E-WOM) (Immanuel, 2020) as follows:

1. Review a positively related product or brand-specific: This is an information-related assessment obtained from consumers who have used or bought a product or service.
2. Recommendation product or brand certain: Several choices of products or more services superior to its competitors so that consumers who have bought the product give recommendations on what they have got from buying or using the product or service.
3. People often read online reviews about other people's impressions of a product. This information is obtained from consumers who have previously complained about the advantages of a product or service.
4. Believe yourself in buying a product when you see positive online reviews from others: Information about a product or services provided by a consumer previously can influence consumers' purchasing behavior.

Trust brand is the perception of trusting consumers' ability to brand (brand reliability) based on experience or network transactions and interactions with the brand to fulfill expectations and promised value and provide satisfaction or positive results (Dharmawan & Wardhana, 2021). Brand Loyalty is the loyalty of consumers to a brand or product. This arises because consumers feel satisfied, so they believe in the brand, which gives rise to awareness of the product in the minds of consumers (Santoso & Prasastyo, 2021).

According to Firmansyah (Kusumastuti, 2022), brand trust has three component-related indicators with three covered entities in the connection between brands and consumers. Three-component the is:

1. Characteristics Brand: Brand is important in determining whether consumers trust a brand. This causes consumers to evaluate a brand before buying it.
2. Characteristics: These influence the level of trust customers have in a brand. His knowledge of consumer companies will influence his assessment of the brand company.
3. Characteristics of Consumer Brand: A connection in No one direction; each group influences the other in a relationship with the group. So, the characteristics of customer-brand can influence trust in the brand.

(Artiniwati , June Nyoman et al ., 2022), (Rachman & Wahyono, 2017), (Miharni Tjokrosaputro, 2020), (Monika & Kurniawati, 2023), which shows that experience brand influential, is positive and significant to trust the brand. At the same time, research conducted by (Sujana et al., 2023) found that experience brands have No influence directly on loyalty brands.

- H1: Brand Experience influences positive and significant trust in a brand.

(Pranadata et al., 2020) Satisfaction brand is the emotional or attitude of a consumer's response to a product or provider service, evaluating the difference between what is expected and accepted. (Şahin et al., 2011), (Chimonona et al., 2013), (Annisa, 2015), (Moreira et al., 2017), (Cuong, 2020), (Şahin et al., 2011). Satisfaction brands have a positive significant influence on trust.

- H2: Satisfaction Brands influence positive and significant trust in the brands.

(Marziqah & Albari , 2023), (NS Dewi & Sudiksa, 2019), (Putra & Sulistyawati, 2019), (Anggitasari & Wijaya, 2016) eWOM have influence positive and significant towards Brand Trust. (LT Dewi, 2023) his research shows that the influence of E-WOM is negative to distrust brands.

- H3: E-WOM has a positive and significant trust brand.

(Artiniwati , June Nyoman et al ., 2022), (Rahman & Wahyono , 2017), (Ratnawati & Lestari, 2018), (Ratnawati & Lestari, 2018), (Miharni Tjokrosaputro , 2020), (Siahaan et al ., 2023), (

Kusumastuti , 2022). Experience brand influence is positive and significant for a loyalty brand. Meanwhile, Sujana et al. (2023) and Pranadata et al. (2020) found different results showing that experience brands do not influence loyalty.

- H4: Brand experience has a positive and significant influence on brand loyalty.

(Venter et al., 2013), (Rather & Sharma, 2016) (Mabkhot et al., 2017); (Miharni Tjokrosaputro, 2020); (Kusumastuti, 2022); (Aji & Asep Hermawan, 2023); (Shelly & Sitorus, 2022) shows results that satisfaction brand influential positive significant to variable loyalty brand. At the same time, research conducted by (Pertwiwi et al., 2017) found that variable awareness brand No positively influences variable loyalty consumers.

- H5: Satisfaction Brands have influenced positive and significant loyalty brands.

Herdan and Heyman (2009) and Bryan et al. (2023) found that eWOM impacts loyalty to brands. (LT Dewi, 2023) found that E-WOM has a negative impact on an infidelity brand.

- H6: eWOM has a positive influence and is a significant loyalty brand.

(Kusumastuti , 2022), (Sujana et al., 2023), (Pangestika & Khasanah, 2021) Trust brands significantly influence loyalty brands. Meanwhile, (Erwin & Sitingjak, 2017) (Pratiwi et al., 2015) (Miharni Tjokrosaputro, 2020) found that trust is not influential to loyalty customers.

- H7: Trust brands have a positive and significant influence on loyalty brands.

(Rachman & Wahyono , 2017), (Ratnawati & Lestari, 2018), (Artiniwati, June Nyoman et al., 2022). No direct experience from brand to loyalty brand through trust brand has a positive and significant influence. Meanwhile, Sujana et al. (2023) discovered different results, where no influence is experienced from brand to loyalty brand through trust brand as variable mediation.

- H8: Trust Brand mediate influence experience brand to loyalty brand.

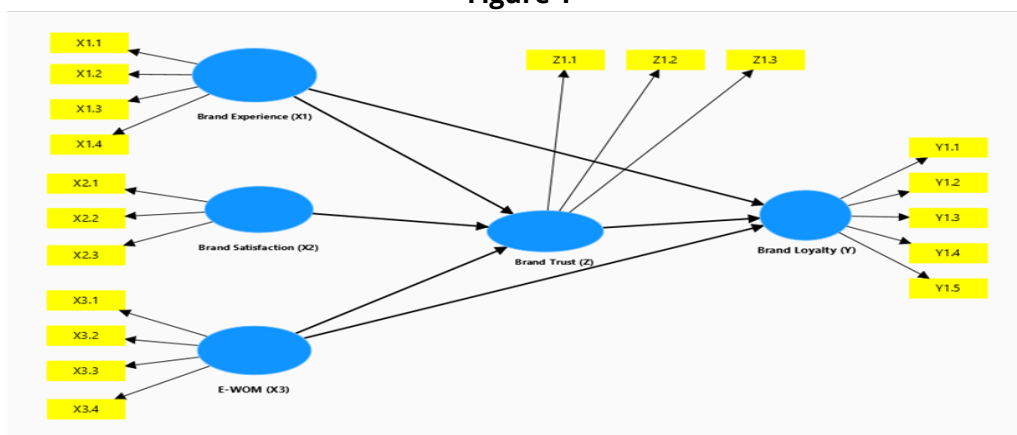
Researchers have previously found a positive connection between a satisfaction brand and a trusted brand (J. Park & Lee, 2003); (Suh & Han, 2003); (Kuenzel & Vaux Halliday, 2008). A study carried out by Rizan et al. (2012) found that trust brands are influential and significant to loyalty brands. Whereas results research (Purwianti et al., 2023) states that satisfaction test brand No in a way directly succeeds in overcoming connection preference, trust and love to loyalty.

- H9: Trust Brand mediate influence satisfaction brand to loyalty brand.

The research results are influential, positive E-WOM, and significant in loyalty brands (Bryan et al., 2023). (LT Dewi, 2023) found Negative E-WOM to Infidelity Brand.

- H10: Brand Trust mediates influence eWOM to loyalty brand.

Figure 1



METHODS

Study This uses study associative causality a formulation problem research that asks about a connection between two variables or more with the use method. Study This was carried out throughout Indonesia with a sample of 190 visitors to the kompas.com domain. This elite p en use m et od e on er questionnaire for data collection . Object research used in the study is related to experience, satisfaction, e-wom, trust, and loyalty.

RESULTS

Recapitulation Results Instrument Validity Test Study

Table 1 Variable R-Square Value Bound

Model Structural	Dependent Variable	R- square	Adjusted R- square
1	Brand Trust (Y ₁)	0.719	0.715
2	Brand Loyalty (Y ₂)	0.840	0.837
Calculation: $Q^2 = 1 - (1 - (R_1^2)) (1 - (R_2^2))$ $= 1 - (1 - 0.719) (1 - 0.840)$ $= 1 - (0.281)(0.160)$ $= 1 - 0.04496$ $= 0.95504$			

The validity test results in the Table show that all over the instrument research used to measure the variables brand experience, Brand Satisfaction, E-Wom, brand trust and brand loyalty have a mark coefficient correlation with the total score of all statement items more big from 0.30 with significance not enough from 0.05. This shows that the details statement in the research instrument is valid and feasible to use as a research instrument.

Table 2 Recapitulation of Reliability Test Results Instrument Study

No.	Variable	Cronbach's Alpha	Information
1	Brand Experience (X ₁)	0.789	Reliable
2	Brand Satisfaction (X ₂)	0.744	Reliable
3	E- Wom (X ₃)	0.769	Reliable
4	Brand Trust (Y ₁)	0.900	Reliable
5	Brand Loyalty (Y ₂)	0.875	Reliable

The reliability test results presented in the Table show that the Cronbach's Alpha coefficient for the entire instrument study is more than 0.70. Thus, all variables fulfill the reliability condition and can be used for the study.

Table 3 Variable R-square value Bound

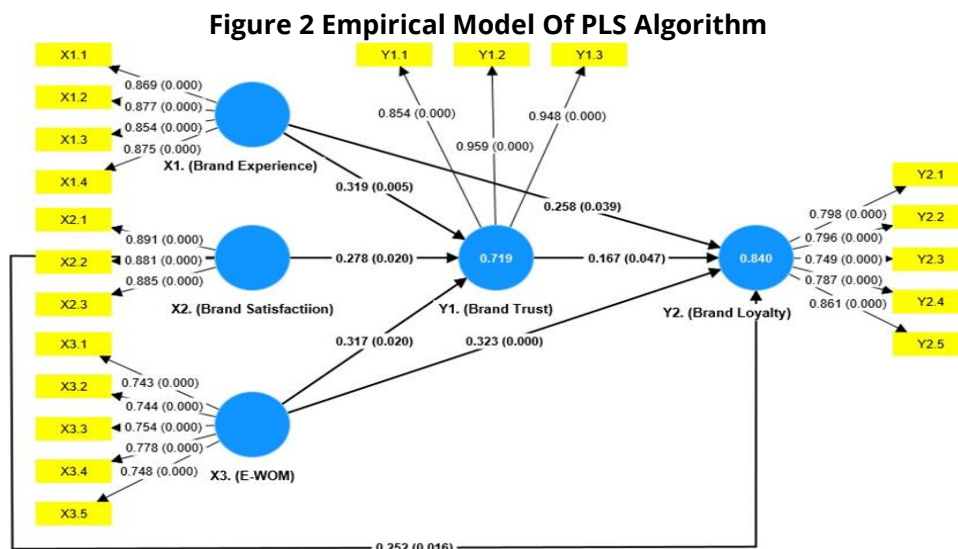
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Based on the Table above, the influence model of brand experience, Brand Satisfaction, and E—Wom on brand trust provides the R-square value of 0.608, which can be interpreted as indicating that 71.9 percent of brand trust can be explained by the variability of brand experience, Brand Satisfaction, and E—Wom, while other variables outside those studied can explain 28.1 percent of the rest.

Next, the model of the influence of brand experience, Brand Satisfaction, E—Wom and brand trust on brand loyalty provides the R-square value of 0.840, which can possibly interpret that 84 percent of the variability of Brand Loyalty variables can be explained by the variability of Brand Experience, Brand Satisfaction, E—Wom and Brand Trust variables. Meanwhile, other variables outside those studied explain 16 percent of the variability.

To measure how much Good mark observation is generated by models, estimate the parameters, and then calculate Q-square. Q-square value has range value $0 < Q^2 < 1$, where the more approaching 1 means the model is increasing Good. Calculation results: the obtained Q-square value is 0.95504, so it can concluded that the model has very predictive relevance. With So, you can explained that 95.504 percent of Variations in brand loyalty are influenced by brand experience, brand satisfaction, E- Wom and brand trust, meanwhile the rest amounting to 4.496 percent influenced by variables other.

Figure 1 below shows the empirical model analysis study results using This Partial Least Square (PLS) analysis.



Bootstrapping Model

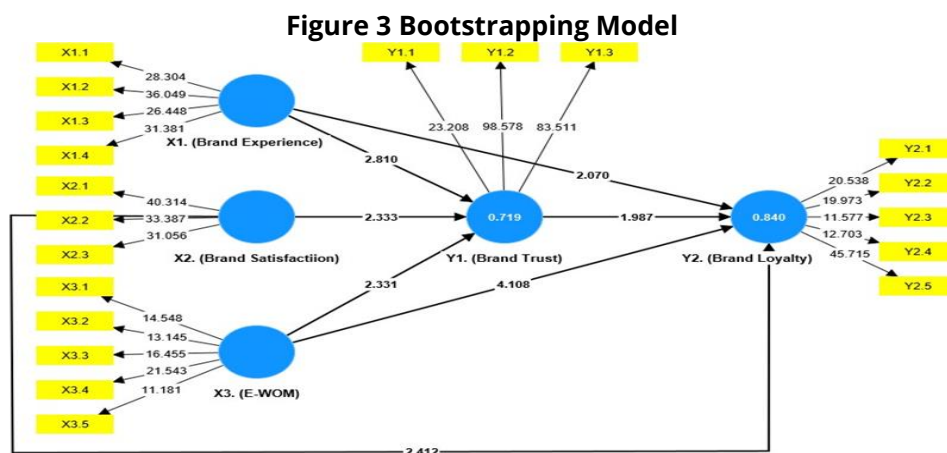


Table 3 Validation Test Results Path Coefficient On Each Track For Influence Direct

	Relationship Between Variables	Path Coefficient	T Statistics	P Value	Information
H1	X1. (Brand Experience) -> Y1. (Brand Trust)	0.319	2,810	0.005	Significant
H2	X2. (Brand Satisfaction) -> Y1. (Brand Trust)	0.278	2,333	0.020	Significant
H3	X3. (E-WOM) -> Y1. (Brand Trust)	0.317	2,331	0.020	Significant
H4	X1. (Brand Experience) -> Y2. (Brand Loyalty)	0.258	2,070	0.039	Significant
H5	X2. (Brand Satisfaction) -> Y2. (Brand Loyalty)	0.252	2,412	0.016	Significant
H6	X3. (E-WOM) -> Y2. (Brand Loyalty)	0.323	4.108	0,000	Significant
H7	Y1. (Brand Trust) -> Y2. (Brand Loyalty)	0.167	1,987	0.047	Significant

Information from Table on so can determined results testing hypothesis presented in the description following :

1. A proven brand experience is influential, positive, and significant in brand trust. This result indicated by the coefficient valuable path positive of 0.319 with a t-statistic of 2.810 (t-statistic > 1.96) and a p value of 0.005 <0.050, with so, then hypothesis 1 (H1) can proven. Results obtained can interpreted that the more good the brand experiences, then brand trust becomes the more increases.
2. Brand satisfaction has been proven influential, positive, and significant in influencing brand trust. This result indicated by the coefficient valuable path positive of 0.278 with a t-statistic of 2.333 (t-statistic > 1.96) and a p value of 0.020 <0.050, with so, then hypothesis 2 (H2) can proven. Results can be interpreted that the more highly perceived Brand Satisfaction consumers, the more trust will increase.
3. E- Wom proven influential positive and significant towards Brand Trust. This result indicated by the coefficient valuable path positive of 0.317 with a t-statistic of 2.331 (t-statistic > 1.96) and a p value of 0.020 <0.050, with so, then hypothesis 3 (H3) can proven. Results can be interpreted that the more good E- Wom, the more brand trust will increase.
4. A proven brand experience is influential, positive, and significant in influencing brand loyalty. This result is indicated by the coefficient valuable path positive of 0.258 with a t-statistic of 2.070 (t-statistic > 1.96) and a p-value of 0.039 <0.050, with so, then hypothesis 4 (H4) can proven. Results can be interpreted as follows: the more both brands experience, the more consumer brand loyalty will increase.
5. Proven brand satisfaction is influential, positive, and significant towards brand loyalty. This result indicated by the coefficient valuable path positive of 0.252 with a t-statistic of 2.412 (t-statistic > 1.96) and a p value of 0.016 <0.050, with so, then hypothesis 5 (H5) can proven. Results can be interpreted that the more both brand satisfaction and consumer brand loyalty will increase.
6. E- Wom proven influential positive and significant towards Brand Loyalty. This result indicated by the coefficient valuable path positive of 0.323 with a t-statistic of 4.108 (t-statistic > 1.96) and a p value of 0.000 <0.050, with so, then hypothesis 6 (H6) can proven. Results can be interpreted that the more both E- Wom, the more consumer Brand Loyalty will increase.
7. Proven Brand Trust is influential, positive, and significant towards Brand Loyalty. This result indicated by the coefficient valuable path positive of 0.167 with a t-statistic of 1.987 (t-statistic > 1.96) and a p value of 0.047 <0.050, with so, then hypothesis 7 (H7) can proven. Results can

be interpreted as follows: the higher the level of brand trust, the more consumer brand loyalty will be.

The examination of indirect effects in this research can be seen in the explanation of the analysis results in the table as follows:

Table 4 Recapitulation of Mediation Variable Test Results

Hypothesis	Mediation Variables	Effect				Conclusion
		(A)	(B)	(C)	(D)	
H8	Brand Experience (X1) → Brand Trust (Y1) → Brand Loyalty (Y2)	0.053 (NonSig . 0.078)	0.258 (Sig. 0.039)	0.319 (Sig.0.005)	0.167 (Sig.0.047)	Partials Mediation
H9	Brand Satisfaction (X2) → Brand Trust (Y1) → Brand Loyalty (Y2)	0.046 (NonSig . 0.085)	0.252 (Sig.0.016)	0.278 (Sig.0.020)	0.167 (Sig.0.047)	Partials Mediation
H10	E- Wom (X3) → Brand Trust (Y1) → Brand Loyalty (Y2)	0.053 (NonSig . 0.187)	0.323 (Sig.0.000)	0.317 (Sig.0.020)	0.167 (Sig.0.047)	Partials Mediation

Note: significance (Sig .) = t- statistic > 1.96 at a= 5%

1. : indirect influence of the independent variable on the dependent variable.
2. : direct influence of the independent variable on the dependent variable.
3. : direct influence of the independent variable on the mediating variable.
4. : direct influence of the mediating variable on the dependent variable.

DISCUSSION

Based on results of inspection fourth the effects above (effects A, B, C, and D), then you can prove the intervention of mediating variables with criteria -criteria as follows:

1. If the effects of C and D are significant, but effect A is not significant, then mediation is proven to be complete (fully mediated) in the model.
2. If the effects of C, D, and A are significant, then mediation proven in a way partial (partially mediated) in the model.
3. If the path coefficient (standardized) for effect A is almost the same as the path coefficient for effect B, then mediation is not proven/supported in the model.
4. If either effect C or D is insignificant, then mediation is not proven/supported in the model.

Based on criteria in inspection effect mediation, then from the table above, information can be obtained as presented in the following explanation:

1. Brand trust is able to positively mediate the indirect influence of brand perception and the experience of brand loyalty. These results are shown from the mediation tests carried out, namely that the C effect is visible, and D has a significant positive value, while the effect of A, which is an indirect influence of the independent variable (Brand Experience) on the

- dependent variable (Brand Loyalty) involving mediating variables, has an insignificant value. In this way, Brand Trust can mediate partially mediated) brand influence experience of brand loyalty. Based on these results, brand Consumer loyalty can increase if the brand's experience improves and customers have a sense of trust in the brand.
2. Brand trust is able to positively mediate the indirect influence of Brand Satisfaction perceptions of the brand loyalty. These results are shown from the mediation tests carried out, namely that the C effect is visible, and D has a significant positive value, while the effect of A is an indirect influence of the independent variable (Brand Satisfaction) on the dependent variable (brand loyalty) involving mediating variables has an insignificant value. Thus, brand trust can partially mediate) the influence of Brand Satisfaction on brand loyalty. Based on these results, brand Consumer loyalty can increase if Brand Satisfaction conditions improve and customers have a high sense of trust in the brand.
 3. Brand trust is able to mediate the indirect influence of E positively- Wom perceptions of the brand loyalty. These results are shown from the mediation tests carried out, namely that the C effect is visible, and D has a significant positive value, while the effect of A, which is an indirect influence of the independent variable (E- Wom) on the dependent variable (Brand Loyalty) involving a mediating variable, has an insignificant value. Thus, brand trust can partially mediate) the influence of women on brand loyalty. Based on these results, brand Consumer loyalty can increase if E -Wom conditions improve and customers have a high sense of trust in the brand.

CONCLUSION AND SUGGESTION

Brand experience, brand satisfaction, and E-WOM positively and significantly affect brand trust. Brand experience, brand satisfaction, and E-WOM positively and significantly affect brand loyalty. Brand trust has a positive and significant effect on the brand loyalty. Brand Trust is able to mediate partially mediated) on brand influence experience, brand satisfaction and E-WOM towards the brand loyalty.

To improve customer Brand Experience for the better, Kompas.com should be able to provide more interesting features, such as adding music features that are comfortable for customers so that customers often open Kompas.com when they want to know something compared to other domains.

Kompas.com management can improve the quality of Brand Satisfaction by providing a catalog to inform new news according to sub-topics that are currently viral, which will attract more attention from customers.

Efforts that can be made by Kompas.com management to improve the quality of its E-Wom are by providing price discounts to loyal customers because there are still many customers who need to pay more attention to the price of Kompas.com products.

For further research, it is hoped that researchers will be able to add variables that influence brand trust and brand loyalty, such as promotion, price, or other variables.

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