

## The Role of Brand Satisfaction and Brand Trust as Intervening between Brand Experience and Brand Loyalty in Belle Crown Beauty Clinic, Malang City



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**ABSTRACT:** This research concentrates on brand loyalty and the factors that influence it, including brand experience, brand satisfaction, and brand trust. This research aims to analyze the impact of brand experience on brand loyalty while examining the mediating effect of brand satisfaction and trust at Belle Crown Malang Beauty Clinic. This research is a descriptive study with a sample size of 118. The sample selection technique uses Simple Random Sampling. The next step involved the analysis of the data through the use of the Structural Equation Modeling method. Based on the data analysis results, brand experience has a direct and significant effect on brand loyalty, and brand experience through brand satisfaction has a positive and significant effect on brand loyalty. Hence, the brand experience through brand trust also positively and significantly affects brand loyalty. Next, brand satisfaction also has a direct and significant effect on brand loyalty, while brand trust does not have a direct and significant effect on brand loyalty.

**KEYWORDS:** Brand Experience, Brand Satisfaction, Brand Trust, Brand Loyalty, Beauty Clinic.

### I. INTRODUCTION

The beauty industry in Indonesia is consistently expanding alongside the rise in people's income. Based on the global business data platform Statista, per July 2023, revenue in the beauty and personal care industry reached US\$8.09 million or Rp125.32 trillion. This industry is estimated to grow 4.59% annually. The largest market segment is personal care, with US\$3.41 million as the market value in 2023. According to Badan Pusat Statistik (BPS, 2023), per capita income in Indonesia will reach US\$4,580 in the second quarter of 2023. As individuals' incomes increase, their shopping habits often shift from necessities to beauty and personal care items. As a result, these products, once considered luxuries, become essential components of their lifestyles.

The competition in the beauty market is increasing, particularly in Malang City, which is driving Belle Crown Beauty Clinic to work harder to retain customer loyalty for its products and services. Giving value and satisfaction to customers becomes a critical way to win the market competition. Maintaining brand loyalty becomes an easier strategy to attract a new customer. Hence, the final result of building experience, satisfaction, and trust is growing loyalty. According to Sutisna (2001), brand loyalty is a gesture to keep like one brand, represented by consistently buying one particular brand all the time. Establishing brand loyalty in customers can increase sales activities. Therefore, loyalty can help customers re-purchase in the future, introduce and recommend the service and product to others, and keep their loyalty to the brand. Mothersbaugh (2019) said that brand loyalty is customer behavior to buy the same brand for a product or service consistently. Loyalty will form if the company can build a good product or service quality.

In this case, to keep customer loyalty, Belle Crown gives the best services, such as providing all the facilities that customers need, keeping the ambiance calm and comfortable, and maintaining the product excellent. Belle Crown is also doing some innovations such as opening a fitness center and pool (Belle Crown Gym), a mini restaurant (Belle Crown Kitchen), particularly in healthy food, and exclusive lodgings (Belle Crown Rooms) to ease the customers and help them in just one place, no need to moving from place to place.

Dandis et al. (2023) found that brand experience significantly influences brand loyalty in fast-food restaurants, which means that positive brand experience can also increase customer loyalty to the brand. Meanwhile, Putra and Keni (2020) and Yolanda and Keni (2022) found that brand experience did not significantly influence brand loyalty. Those past studies become a gap in the research on the relationship between brand loyalty and brand experience. Moreover, this research examines the

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relationship between brand experience and brand loyalty through brand satisfaction and brand trust to know the relationship in the beauty industry in Indonesia, especially in Belle Crown Beauty Clinic. Choosing the Belle Crown Clinic because the clinic already run for 18 years in the middle of the harsh competition in the beauty industry in Malang City.

## **II. LITERATURE REVIEW**

### **Brand Experience**

Brand experience is built by the idea of the above customer's needs; there are customers' wants and desires. In order to effectively engage with their customers, it is crucial for companies to gain a deep understanding of how their brand operates and how customers interact with it. Brand experience is a touchpoint that emotionally involves stakeholders in the brand process (Coleman, 2018). Meanwhile, Brakus (2009) said that brand experience is defined as sensation, cognitive feelings, and customer responses that build from the brand identity, marketing communication, people, and environment in which brand marketing occurs. Brand experience brings a good impression if the brand is differentiated from the competitor and delivers well to the customer.

### **Brand Satisfaction**

Samuel (2009) stated that brand satisfaction is a subjective evaluation when an alternative is selected, and customers compare if the alternative meets their expectations or even more. This theory is supported by Tjiptono's (2012) opinion that customer satisfaction is a situation when a customer's needs and desires fit with their expectation and are fulfilled well. Nowadays, marketers focus on how they can satisfy the customer because how a brand tries its best to satisfy the customer is a solid competitive advantage. Satisfaction includes all customers' experiences with the brand and their intention to re-purchase. Gultom (2021) found that brand experience directly influences brand satisfaction. Therefore, Rika (2023) found that an impressive brand experience can improve brand satisfaction itself.

### **Brand Trust**

Brand trust is defined as the expectation that a brand can produce a positive impact on customers (Adhari, 2021). When a customer has confidence in a particular brand, they have a sense of assurance that their needs will be met with satisfaction. They expect the product or service they receive will meet their standards and stay within their trust in the brand. Trust can be created from a customer's past experience. Supported by Yolanda and Keni (2022), that brand experience significantly influences brand trust.

### **Brand Loyalty**

Brand loyalty is a measurement of the relationship between a customer and a brand. In comparison, Panigrahi et al. (2021) said that brand loyalty is a commitment from customers to consistently re-purchasing some brands in the future. Meanwhile, Mostafa and Kasamani (2020) stated that brand experience positively influences loyalty. Customers who are already loyal to a particular brand will hardly choose another brand. That is why brand loyalty must be maintained well to keep the customer's loyalty.

Based on the theory, the hypothesis for this research consisted of:

- H1: There is a positive and significant relationship between brand experience and brand loyalty
- H2: There is a positive and significant relationship between brand experience and brand satisfaction
- H3: There is a positive and significant relationship between brand experience and brand trust
- H4: There is a positive and significant relationship between brand satisfaction and brand loyalty
- H5: There is a positive and significant relationship between brand trust and brand loyalty

### **Brand Experience towards Brand Loyalty through Brand Satisfaction and Brand Trust**

Brand experience becomes a variable that determines a customer's loyalty to a particular brand. If customers have a positive brand experience and satisfaction, they are more likely to develop loyalty. When dissatisfied with products or services, customers may seek another brand that better meets their needs. Brand satisfaction is a marketing goal as well as a stimulus to attract more customers. A study by Kusuma (2014) found that brand experience toward brand loyalty through brand satisfaction and brand trust have a positive and significant relationship. Meanwhile, Khan et al. (2019) found that brand trust can mediate between brand experience and brand loyalty. At the same time, Yolanda and Keni (2022) stated that brand trust positively influences and mediates between brand experience and brand loyalty.

Based on the theory and past researches, the hypothesis for this research consisted of:

- H6: There is a positive and significant relationship between brand experience towards brand loyalty through brand satisfaction
- H7: There is a positive and significant relationship between brand experience towards brand loyalty through brand trust

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## III. METHODS

This study conducts explanatory research; the purpose is to explain the relationship between brand experience and brand loyalty through brand satisfaction and brand trust in Belle Crown Beauty Clinic, Malang. The data was collected using a questionnaire. The population is Belle Crown Beauty Clinic customers who have been active in buying and consuming Belle Crown products in the last year, totaling 480 people. The sample is using simple random sampling and found 118 respondents. To support the results, this study also uses interviews to learn more about customers' implementation of brand experience, brand loyalty, brand satisfaction, and brand trust. Data analysis using Structural Equation Modeling (SEM). Structural equation models combine factor analysis, regression, and path analysis for the data processing after the survey using the SPSS 26.0 program.

## IV. RESULTS

### A. Respondent Characteristics

Sampling in this study was conducted at Belle Crown Beauty Clinic in Lembah Dieng Street, Malang City, East Java. The sample is 188 respondents, and most of them are female, 87,3%, with the age range 20-30 years old; most of them have SMA/SMK as their last education. Furthermore, the detailed characteristics explained in Table 1

**Table 1: Respondent Characteristics**

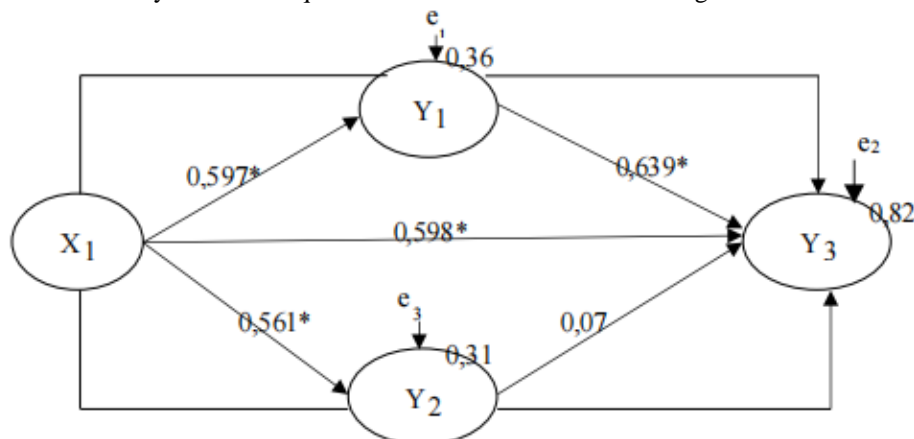
Characteristics	Category	N	Percentage
Gender	Female	103	87.3%
	Male	15	12.7%
Age	20-30	43	36.4%
	31-40	38	32.2%
	41-50	25	21.2%
	>51	12	10.2%
Education	SMA/SMK	43	36.4%
	Diploma	21	17.8%
	S1	36	30.5%
	S2	18	15.3%

### B. Validity And Reliability

The validity tests in this study conducted and all the questionnaire items are valid because all r-counts are greater than the r-table (0.1809). According to this study there are 35 item question that valid and the item can be used for measure all variables in this study. Next, for the reliability test, all four variables, brand experience, brand satisfaction, brand trust, and brand loyalty have a reliability value greater than 0.60. Therefore, all these variables can be used in the study.

### C. Hypothesis Test

Hypothesis test based on the results of the regression coefficient and significance value on the three sub-structure that this study has, all of the sub-structure become a full equation model. Next, this study conduct hypothesis test directly for all of the variable's relationship. The summary of the full equation model can be seen in the Image 1



**Image 1: Structural Relationship Model**

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**Table 2: Summary of Path Analysis Result**

Hypothesis	Coefficients	t	Sig.	Summary
<b>Direct Effect</b>				
H1: Brand Experience -> Brand Loyalty	0.598	14.096	0.000	Significant
H2: Brand Experience -> Brand Satisfaction	0.597	8.024	0.000	Significant
H3: Brand Experience -> Brand Trust	0.561	7.303	0.000	Significant
H4: Brand Satisfaction -> Brand Loyalty	0.693	13.468	0.000	Significant
H5: Brand Trust -> Brand Loyalty	0.074	1.486	0.140	Insignificant
<b>Indirect Effect</b>				
H6: Brand Experience -> Brand Satisfaction -> Brand Loyalty	0,597*x0,639* = 0,381	0,597* +0,381* =0,978		Significant
H7: Brand Experience -> Brand Trust -> Brand Loyalty	0,561* x 0,074 = 0	0,561* + 0 =0,561		Insignificant

Note: \* is significant

## V. DISCUSSION

- a. The Effect of Brand Experience towards Brand Loyalty  
Based on Table 2, the effect of brand experience towards brand loyalty has coefficient value 0.598 with 0.000 significance, it means that brand experience positively and significantly influences brand loyalty. When Belle Crown Beauty Clinic customer find a good experience, so they will grow a loyalty to Belle Crown. Hence Kotler and Keller (2012) said that loyalty including how customer spend their money for the same products/services for time to time. It is in line with study from Bae and Kim (2023) that finds brand experience positively influence brand loyalty. Therefore, a good and impressive brand experience become a priority for the management to achieve brand loyalty.
- b. The effect of Brand Experience towards Brand Satisfaction  
This study found that brand experience positively and significantly influences brand satisfaction with coefficient value 0.597 and 0.000 significance. Some respondents said that they like how the room in Belle Crown Beauty Clinic are so clean, comfortable, neat, and good aromatic, so they feel satisfied when visiting Belle Crown. Dr. Prena Kohli, a psychologist, said that the sight senses can make us happy, including seeing something that clean and neat (Beautynesia, 2022). On the other side, Brakus et al (2009) said that brand experience is build from customer viewpoint that achieved from the customer’s experience, from the experience it will come the idea and the behaviour.
- c. The Effect of Brand Experience towards Brand Trust  
Based on Table 2 found that brand experience positively and significantly influences brand trust, with coefficient value 0.561 and 0.000 significance. It can conclude that brand experience become a source to creating a brand trust for customer, because of experience customer can decide their trust directly or indirectly (Santoso, 2021). On the other side Yolanda and Keni (2022) said that a company need to pay attention to a good and fun brand experience for their customer, such as ensure all customers are serve well and give an impressive experience.
- d. The effect of Brand Satisfaction towards Brand Loyalty  
This study found that brand satisfaction significantly influences brand loyalty with coefficient value 0.639 and 0.000 significance. It is in line with study from Gultom (2021) that found brand satisfaction positively influence brand loyalty. On the other side, brand satisfaction can achieve if the services is better or likely the same as the customer’s expectation. In this case, brand satisfaction plays an important role for companies to building the brand loyalty.
- e. The effect of Brand Trust towards Brand Loyalty  
This study found that brand trust positively but not significantly influence brand loyalty. In this case, brand trust indicator consists of trust this brand, this brand is safe, and this is a honest brand. This study found that the respondent said Belle Crown Beauty Clinic is famous in Malang City and never let them down. And the factors that influence customer’s loyalty are, first, because they move to another city other than Malang so they move to another beauty clinic, second, because the customer tends to like the specific doctor, so the customer choose to postpone or even cancel if the doctor is absent. Changes in personal preference and lifestyles also influence the brand loyalty, customer that shifting in their value need to look for another brand that in line with their value.
- f. The effect of Brand Experience towards Brand Loyalty through Brand Satisfaction  
In Table 3 found that the path analysis has total effect of 0.978 which is bigger than the direct effect 0.597. Hence, brand satisfaction able to become intervening variable between brand experience and brand loyalty. The main thing that grows brand satisfaction in Belle Crown are the services that the customer have is always pay attention to details and the

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doctors/therapists there are professional. It is in line with Tjiptono and Chandra (2016) said, that a good quality service can measure how good the services can meet the customer's expectation.

## g. The effect of Brand Experience towards Brand Loyalty through Brand Trust

Last, it is found that brand trust unable to become intervening variables between brand experience and brand loyalty, because the total effect and the direct effect has the same value 0.561. There are some psychology factors that cannot establish brand trust to influence brand loyalty; first is because customer tends to try new products or new experience, second is changes in the customer's preference and lifestyles, last is customer tends to have their favorite doctor/therapist, so if the doctor/therapist move to other beauty clinic, then the customers also follow, because they like how the doctor are professional and have a special skill. Unlike this study, Shin et al (2019) and Angelina et al (2023) found that brand trust positively and significantly influences brand loyalty.

## VI. CONCLUSION

Based on the result and discussion, found that brand experience plays an important role in determine if the customer will have loyalty or not. The customer experience also helps Belle Crown Beauty Clinic in enhancing customer commitment and building a strong bond with the customer, and so the brand loyalty will also be increasing. The following conclusion are drawn; brand experience has a direct effect towards brand loyalty, meanwhile also have indirect effect through brand satisfaction. On the other side, brand experience on brand loyalty through brand trust found insignificant. It means brand trust do not effectively as intervening variable between brand experience and brand loyalty.

There are three limitations in this study; first there is some lack in understanding psychological and emotional factors in the customer's perception of the Belle Crown brand, so the brand trust is not significantly influencing brand loyalty. Second, the sample of this study is the customer that willing to be interviewed. There are insignificant effect between brand trust and brand loyalty.

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