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THE INFLUENCE OF BRAND EXPERIENCE, BRAND TRUST ON BRAND LOYALTY (CASE STUDY OF SILUNGKANG ART CENTER)

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ABSTRACT

The objective of this research was to apply ash glaze—specifically jackfruit leaf ash—to ceramic works in order to enhance their aesthetic value. The study involved expertise from both fine arts, particularly ceramic art, and chemical engineering, and was conducted using an inquiry-based research approach. An experimental method was employed, specifically a pre-experimental intact-group comparison design, with samples divided into four formulas containing different ash mixtures. In this study, organic ash was blended with Kebumen soil, Sukabumi soil, and ready-to-use transparent glazes (F.107 and F.3T). The results demonstrated that jackfruit leaf ash glaze produced unique textural characteristics and natural color tones (including white-gray, cream, beige, and brown), with transparent, opaque, and semi-matte glaze qualities. Furthermore, this ash glaze was applied as a decorative finish on functional ceramic craft products, either as a single formula, in combination with other jackfruit ash glaze formulas, or with the addition of oxide colorants. Adjustments were also made to the glaze composition percentages to achieve varied visual effects. The ceramics used in this study were made from Sukabumi clay, which proved to be well-suited to the jackfruit leaf ash glaze formulation.

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INTRODUCTION

Experience of a brand can be defined as the feelings, emotions, understanding and responses that arise from the brand. According to Brakus et al. (2009), this phenomenon is related to factors originating from the design, identity, communication style of the people involved, and the environment in which the brand is located. It is hoped that customers will continue to accept the idea that businesses must provide them with an excellent brand experience that meets their desires. Marketing needs to develop innovative methods to create an excellent brand experience for products.

The brand built by the company aims to build confidence in the company's values. At the same time, consumers will feel more confident in their choices and have more confidence in the products they buy. Brand is the most important role consumers play in determining the amount of money they are willing to spend on a product. Brands in this case able to meet or even exceed consumer expectations and provide them with a guarantee of high quality that they will use every day.

Companies want every consumer's commitment to use a particular brand consistently which makes consumers less interested in choosing to use alternative brands. Loyalty can be seen in various consumer actions, such as repeat purchases, choosing a brand, commitment to a brand, and emotional connection with a particular brand. Brand loyalty is defined as a deep desire to purchase goods or services regularly in the future. Purchasing loyalty means returning to a particular brand, while attitudinal loyalty means returning to a particular brand. (Chaudhuri and Holbrook, 2001).

Silungkang art center is a center for selling souvenirs typical of Minang Kabau, West Sumatra. The products sold are a collection of various local crafts ranging from songket cloth, clothes, mukena to typical Minangkabau food, Silungkang Art Center provides the best quality from original Minangkabau craftsmen. One of the attractions of the Silungkang Art Center is that the products sold are typical Minangkabau products, West Sumatra. From the observations made, there are still many consumers who are not yet familiar with Silungkang Art Center. One of the factors causing this is the lack of strong brand equity built by the Silungkang Art Center among the community, especially tourists. The ineffective brand positioning of the Silungkang Art Center has resulted in many consumers not knowing the advantages of the Silungkang Art Center and this has a big impact on the brand experience, brand trust and brand loyalty built by tourists.

The brand built by Silungkang Art Center makes it easier for consumers to define the products offered. Brands are a source of value for customers, a measure of a company's quality, and inform customers about the source of the product and protect producers and consumers from competitors who try to sell the same goods and services. Brand is a perception of identity, product, service, organization, a description of how customers remember their relationship with the brand (Ferrinadewi, 2008). Product brands are based on consumer knowledge, responses, or experiences with the product obtained after using the product or when consumers see product advertisements. User image is a description based on product users. Based on the background explained, it is therefore necessary to conduct research on "The Influence of Brand Experience, Brand Trust on Brand Loyalty in Consumers (Case Study of Silungkang Art Center)

METHOD

The research carried out is explanatory research, meaning that the research is carried out to determine a particular variable has advantages in current conditions (Sekaran, 2009). This research uses quantitative methods. Quantitative methodology is a type of research characterized use of statistical methods (Sugiyono, 2013).

In a study using SMART PLS, the sample size required for this research is 150 respondents. The number of questionnaire items in this study was 30, so 30 times 5 = 150 samples (Hair et al, 1998). For data collection purposes, this study used a Likert scale questionnaire. Questionnaires consist of written questions that have been formulated previously and distributed to respondents to assist them in answering these questions. Usually in the form of well-defined alternatives (Sekaran, 2009). The questionnaire is structured based on the variables studied using measures appropriate to these variables

Data analysis using Smart PLS. The design stages are:

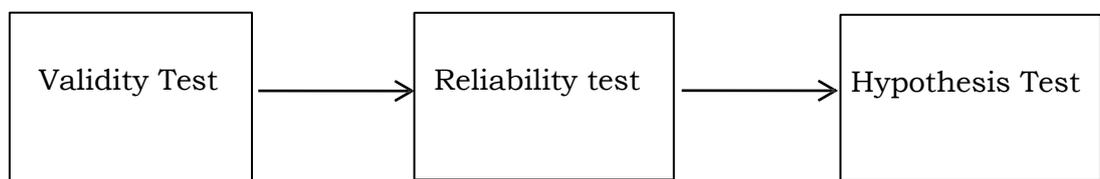


Figure 1. Descriptive Analysis Chart

RESULTS AND DISCUSSION

Construct Reliability

One way to understand the reliability of the construction due to modification of the model with reflexive indicators is to test the composite reliability value of the block of indicators responsible for the modification of the construction. If the combined reliability value is more than 0.70 then the construct is considered reliable (Ghozali, 2008). Table 1 below shows the composite reliability values.

Table 1 *Composite Reliability*

	Composite Reliability
Brand Experience	0,940636
Brand Loyalty	0,912532
Brand Trust	0,907680

Source: Data processing with SmartPLS, 2024

The combined reliability values for all constructs in the estimated model meet the reliability criteria, as shown in the table above. The lowest combined reliability value for the Brand Trust (BT) usage variable is 0.907680, while the highest combined reliability value for the Brand Experience (BE) variable is 0.940636. In addition, reliability testing can be strengthened by using Cronbach's Alpha; smartPLS output produces the following results.

Table 2 *Cronbach's Alpha*

	Cronbachs Alpha
Brand Experience	0,929382
Brand Loyalty	0,891065
Brand Trust	0,885712

Source: Data processing with SmartPLS, 2024

A construct is said to be reliable if the composite reliability and Cronbach Alpha values are above 0.70 (Ghozali, 2008). The lowest value is 0.885712 for the use of Brand Trust (BT) variable and the highest value is 0.929382 for the Brand Experience (BE) variable. The composite reliability and Cronbach's Alpha tables show that each variable measured has a value > 0.70 (Ghozali, 2008), so the indicators used in this research variable are said to be reliable.

If composite reliability and Cronbach Alpha are both equal to or greater than 0.70, then the construct is considered reliable (Ghozali, 2008). For the variable measuring Brand Trust (BT), the lowest value is around 0.885712, while the highest value is around 0.929382 for the variable measuring brand experience (BE). Based on composite reliability and Cronbach's Alpha, it was determined that each variable taken into consideration had a value greater than 0.70 (Ghozali, 2008). Thus, the indicators used in the variables studied are considered reliable.

Evaluation of the Structural Model or Inner model

Testing of the inner model or structural model is carried out to gain an understanding of the relationship between constructs, level of significance, and R-square value obtained from the research model. The R-Square statistic is used for the construction of dependent tests and the significance of structural path coefficient parameters to determine the model structure (Hartono and Abdillah, 2009).

Table 3. *R Square*

	R Square
Brand Experience	
Brand Loyalty	0,797278
Brand Trust	0,571659

Source: Data processing with SmartPLS, 2024

The brand trust (BT) variable influences 79.7278% of the brand loyalty (BL) variable, with an R-Square value of 0.797278, which indicates that other variables not studied influence 20.2722% of this variable. The R-square value of the brand trust (BT) variable is 0.571659, this shows that 57.1659% of the brand trust (BT) variable can be influenced by the Brand Experience (BE) variable through Brand Trust (BT) while the remaining is 42. 8341% is influenced by other variables outside those studied.

Hypothesis Test

Table 4 *Path Coefficients*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
Brand Experience -> Brand Trust	0,756081	0,763998	0,031595	0,031595	23,930374

Brand Experience -> Brand Loyalty	0,482440	0,476171	0,080928	0,080928	5,961390
Brand Trust -> Brand Loyalty	0,470450	0,479384	0,088249	0,088249	5,330906

Source: Data processing with SmartPLS, 2024

1. The Influence of Brand Experience (BE) on Brand Trust (BT)

The relationship between Brand Experience (BE) and Brand Trust (BT) is significant, with a T-statistic value above 1.96, or 23.930374. The positive initial sample estimate value, namely 0.756081, indicates a positive relationship between the two. The research results confirm research conducted by Sahin et al., (2011) that brand experience influences brand trust, then Sokachae et al., (2014), Chinomona (2013) and Kusuma (2014) also found that brand experience influences brand trust. Thus, hypothesis H1 in this research which states that "Brand experience influences brand trust among Silungkang Art Center consumers" is accepted.

So, based on the influence of brand experience on brand trust, the brand experience created by Silungkang Art Center has higher brand trust in the eyes of customers. Conversely, a poor brand experience is created by a company having lower brand trust with consumers.

2. The Influence of Brand Trust (BT) on Brand Loyalty (BL)

The relationship between Brand Trust (BT) and Brand Loyalty (BL) is significant, with a T-statistic above 1.96, or 5.330906. The positive initial sample estimate value, 0.470450, indicates a positive relationship. The research results are in line with the research results of Sahin et al., (2011) that brand trust influences brand loyalty. According to Rehman et al., (2014), Kusuma et al., (2014), and Chinomona (2013) also state that brand trust influences brand loyalty. Thus, hypothesis H2 in this study which states that "It is suspected that brand trust has an influence on brand loyalty at the Silungkang Art Center" is accepted. From these results it is concluded that the stronger the Brand Trust, the higher the Brand Loyalty. In developing brand loyalty, consumer support is of the utmost importance. Brand experience is responsible for fostering loyalty among brands, increasing the likelihood of referrals coming from the brand, and increasing brand profitability (Sahin et al., 2011).

3. Influence of Brand Experience (BE) on Brand Loyalty (BL)

The relationship between Brand Experience (BE) and Brand Loyalty (BL) is significant, with a T-statistic value above 1.96, namely 5.961390. The initial positive sample estimate value, namely 0.482440, indicates that the relationship between Brand Experience (BE) and Brand Loyalty (BL) is positive. The research results are in line with research by Brakus et al., (2009) which found that brand experience based of effect brand loyalty, brand trust has a significant effect on brand loyalty. Thus, hypothesis H1 in this study which states that "It is suspected that brand experience has an influence on brand trust at the Silungkang Art Center" is accepted. From the results of this research, it can be concluded that an increasingly positive brand experience will result in a higher level of brand loyalty. Because of the benefits and advantages obtained from certain marketing strategies, companies will be able to transform brand loyalty into a strategic asset.

Indicators of brand loyalty are consistent, repeat brand purchases, and not easily influenced by competing brands (Sahin et al., 2011). These indicators have an influence. One indicator that has great influence and value is the indicator regarding repeat brand purchases.

CONCLUSION

Brand experience has a positive influence on brand trust among Silungkang Art Center consumers. The higher the level of Silungkang Art Center brand experience, the greater the consumer's confidence in purchasing Silungkang Art Center products. Brand trust has a positive effect on brand loyalty among Silungkang Art Center consumers. The results of this research show that the higher the level of consumer trust in the Silungkang Art Center, the more impact it will have on consumer loyalty. Brand experience has a positive effect on brand loyalty among Silungkang Art Center consumers. The results of this research show that increasing Brand Experience at the Silungkang Art Center will have an impact on consumer loyalty. To build consumer loyalty towards the Silungkang Art Center, it is very necessary to choose effective integrated marketing communication so that the branding positioning of the Silungkang Art Center is maximized..

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