

Analysis of The Influence of Brand Experience, Brand Communication, Brand Trust, And Satisfaction On Brand Loyalty (Case Study of Ardiles In Yogyakarta)

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ABSTRACT

The purpose of this research is to know the influence of Brand experience, Brand Communication, Brand Trust, and satisfaction of Brand Loyalty in Ardiles case study in D.I Yogyakarta. The population of this study is consumers of shoes and sandals Ardiles who have bought in pantess shop. This study uses the SEM-PLS method to measure the relationship and influence between variables in the study who have Brand experience that affect each other on brand brand but the brand experience has no significant effect on Brand Loyalty.

Keywords: *Brand Experience, Brand Communication, Satisfaction, Brand Trust, Brand Loyalty*

A. INTRODUCTION

Seeing the rapid development of the times has led to innovations from various products in the world. Just like fashion products that are experiencing very fast development in the world. In the world of fashion, fashion attributes such as clothes, pants, bags, hats, and shoes are also developing, which are supporting factors for appearance. Of course, manufacturers try to make fashion products that are comfortable to use and keep up with the times.

In its development, shoes have become a daily necessity, this is where business people see an opportunity to be used as an opportunity to expand their business. This is evidenced by the increasing number of business people engaged in shoes, be it large or small companies. Starting from business people who provide sports shoes, school shoes, futsal shoes, badminton shoes, and many more.

The existence of this wide-open opportunity is what makes competition for shoe manufacturers to produce a variety of shoes that can meet market share. Given that shoes in this modern era are not only used as footwear but many factors that support these shoes, ranging from quality, comfort,

health, and model trends. This is very reasonable because whatever the type of shoe, it will be a special satisfaction for consumers.

Along with the many variants of product demand, the number of retailers in Indonesia has also increased to meet the needs of the community. The growth in the number of Retail in Indonesia also determines the economy and welfare of the nation and state. The increase in the Indonesian economy also has an impact on strengthening public demand, which is indicated by retailers to grow by 11%.

Shoe retailers in Indonesia are facing stiff competition from increasingly diverse foreign brands. Data on the best brands in the Indonesian market based on the Top Brand Award index in 2015, the Indonesian brand that has the best Top Brand Index is Kasogi with 5.3%, followed by its competitors such as Dallas (3.9%). In the following year, the Indonesian brands that have the best Top Brand Index are Fladeo with 6.1% and Yongky Komaladi with 4.9%. With so many competitors in the Indonesian shoe industry, the shoe market in Indonesia has its own challenges in order to be recognized and remembered by consumers.

According to the American Marketing Association (AMA) through Kevin Keller's book (2013: 30) argues that a brand is a name, term, sign, symbol, design, or a combination of the whole, which is intended to identify the goods or services offered by the company as well as product differentiation. And in essence the purpose of this brand is to distinguish a company's products from its competitors. If the brand has stuck and is liked by the public, then the brand will continue to stick to that person and create a good brand in the eyes of the public.

One of the brands known by the people of Indonesia is Ardiles shoes, Ardiles is an Indonesian shoe manufacturer from 1990 originating from Surabaya. Ardiles itself has 37 distributors spread throughout Indonesia. PT Putra Krisna Jaya is one of Ardiles distributors in Yogyakarta. Although it has been established since 1990, the Ardiles brand is still not heard even though it has done

advertising and promotional means. It can be seen from the Top Brand Index table that the Ardiles shoe brand is not included in the top 10 brands that stick to the community.

And based on data obtained from PT Putra Krisna Jaya, D.I Yogyakarta province is one of the highest sellers of Ardiles in the last 3 years. Provinces with the highest Ardiles sales are East Java, Yogyakarta, West Java, DKI Jakarta, and Medan. Surabaya as the pioneer of Ardiles shoes and sandals sales expects development in other areas. The age difference between Surabaya distributor (1990) and Yogyakarta distributor (1994) is 4 years. It is expected that Yogyakarta distributors can catch up with the sales of Surabaya distributors and plus the declining sales data in Yogyakarta means that the lack of loyalty of Ardiles users in Yogyakarta.

According to Brakus et al (2009) Brand experience is defined as the sensations, feelings, cognitions, and consumer responses generated by the brand. When consumers feel the sensations, feelings, cognitions, and responses generated by a company's brand design, brand identity, and marketing communications, there should be a return coupled with the declining sales data of Ardiles shoes and sandals, it can be interpreted that the lack of brand experience felt by consumers towards the Ardiles brand.

The data obtained provides information about the marketing costs incurred by Ardiles increasing every year. These costs are incurred to finance TV commercials, sponsorships, store renovations, and merchandise. Ardiles' advertisements are found on national TV such as RCTI, Trans tv, etc. The ads inform us about the advantages of Ardiles shoes and sandals and provide information on the latest products. Ardiles also sponsors regional sports events. Ardiles also renovates Ardiles stores by replacing shelves or other marketing activities such as making merchandise (Banners, calendars, posters, and memos) that are usually distributed to consumers or shops selling Ardiles shoes and sandals, where the financing is carried out throughout Indonesia and controlled by the center. From the marketing budget data above, it should be directly proportional to the sales of Ardiles shoes and sandals.

Based on the background of the problem above, the authors are interested in analyzing the influence of Brand experience, Brand Communication, Brand Trust, and Satisfaction on Brand Loyalty (Case study of Ardiles in D.I Yogyakarta). so that the company can again increase sales of Ardiles shoes and can compete in this increasingly competitive business world.

B. OBJECTIVES

The purpose of this study is to analyze the influence of Brand Experience, Brand Communication, Brand Trust, and Satisfaction on Brand Loyalty for the Ardiles brand in Yogyakarta, which in turn can be a consideration and input for PT Putra Krisna Jaya in developing the Ardiles brand.

C. METHOD AND IMPLEMENTATION

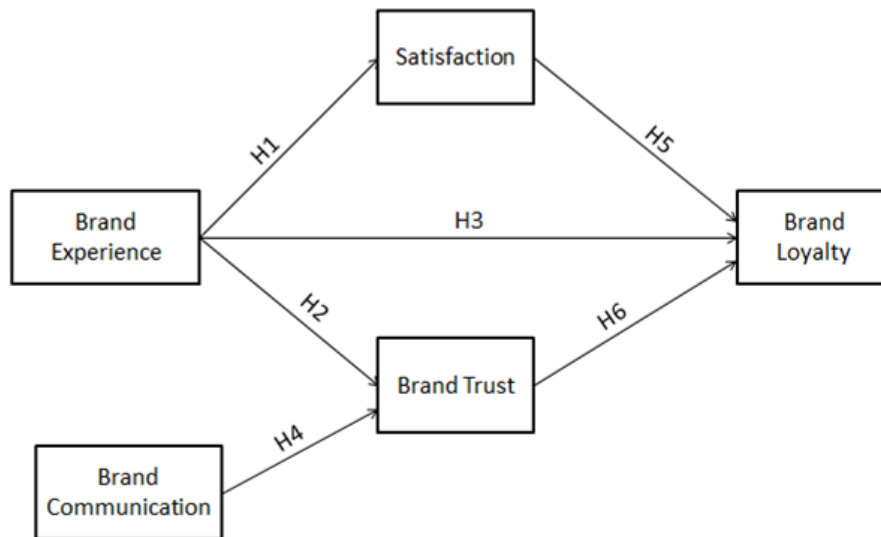
The population in this study were all Ardiles consumers who had bought Ardiles shoes or sandals at Pantes Store. Sampling conducted by this study is to use probability sampling. The type of sampling used is Simple Random Sampling. With the unit of analysis, namely people who have bought Ardiles shoes and sandals at the Pantes store.

In this study, distributing questionnaires offline to the intended respondents, namely Ardiles consumers who have purchased Ardiles shoes or sandals at Pantes Stores. The distribution of this questionnaire was carried out for 1 month, starting on April 14, 2017, to May 3, 2017. The analysis method used is PLS.

D. RESULT AND DISCUSSIONS

Hypothesis testing is based on the value contained in the structural model analysis (Inner), the significance level of path coefficients obtained from the t-value and the standardized path coefficients value. The value limit for hypothesis testing is:

- The t-value of the factor loadings is greater than the critical value (>1.96).
- The value of standardized path coefficients (p) ≥ 0.05 .



- H1: Brand Experience has a significant influence on Satisfaction.
- H2: Brand Experience has a significant influence on Brand Trust
- H3: Brand Experience has a significant influence on Brand Loyalty
- H4: Brand Communication has a significant influence on Brand Trust
- H5: Satisfaction has a significant influence on Brand Loyalty
- H6: Brand Trust has a significant influence on Brand Loyalty

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Brand experience -> Satisfaction</i>	0.682	0.689	0.045	15.177	0.000
<i>Brand experience -> Brand Trust</i>	0.426	0.430	0.067	6.332	0.000
<i>Brand experience -> Brand Loyalty</i>	0.080	0.076	0.080	1.000	0.318
<i>Brand Communication -> Brand Trust</i>	0.496	0.496	0.064	7.753	0.000
<i>Satisfaction -> Brand Loyalty</i>	0.387	0.387	0.088	4.370	0.000
<i>Brand Trust -> Brand Loyalty</i>	0.458	0.457	0.080	5.756	0.000

Table 8. Path Coefficients

Looking at the data from table 8 states that the relationship between Brand experience and Satisfaction is significant with T-Statistics of 15.177 (>1.96). The original sample estimate value is positive, which is 0.682, which indicates that the direction of the relationship between Brand experience and Satisfaction is positive.

The relationship between Brand experience and Brand Trust is significant with T-Statistics of 6.332 (>1.96). The original sample estimate value is positive, which is 0.426, which indicates that the direction of the relationship between Brand experience and Brand Trust is positive.

The relationship between Brand experience and Brand Loyalty is not significant with T-Statistics of 1.000 (>1.96). The original sample estimate value is positive at 0.080 which indicates that the direction of the relationship between Brand experience and Brand Loyalty is positive.

The relationship between Brand Communication and Brand Trust is significant with T-Statistics of 7.753 (>1.96). The original sample estimate value is positive at 0.496 which indicates that the direction of the relationship between Brand Communication and Brand Trust is positive.

The relationship between Satisfaction and Brand Loyalty is significant with T-Statistics of 4.370 (>1.96). The original sample estimate value is positive at 0.387 which indicates that the direction of the relationship between Satisfaction and Brand Loyalty is positive.

The relationship between Brand Trust and Brand Loyalty is significant with T-Statistics of 5.756 (>1.96). The original sample estimate value is positive, amounting to 0.457, which indicates that the direction of the relationship between Brand trust and Brand Loyalty is positive.

E. SUMMARY

After conducting research on the analysis, the following conclusions can be drawn:

1. There is a significant relationship between the relationship between Brand Experience and Satisfaction
2. There is a significant relationship between the relationship between Brand Experience and Brand Trust
3. There is no significant relationship between the relationship between Brand Experience and Brand Loyalty
4. There is a significant relationship between the relationship between Brand Communication and Brand Trust
5. There is a significant relationship between the relationship between Satisfaction and Brand Loyalty

6. There is a significant relationship between the relationship between Brand Trust and Brand Loyalty

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