Research Article

The Influence of Brand Experience on Brand Loyalty Mediated By Brand Trust and Satisfaction (Empirical Study on Brands of Body Shop in Banda Aceh, Indonesia)

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Abstract: This research is aimed at determining the effect of brand experience on brand loyalty mediated by brand trust and satisfaction with empirical studies taken on the body shop brand in Banda Aceh. The samples used in this study were consumers who are registered as members. Questionnaire as a research instrument was used this research. Purposive sampling was used as a sampling technique. The method was Hierarchical Linear Theoretical framework in this study was suggested by Modeling Baron & Kenny (1986). It was used to examine the effect of independent variables with the dependent variable. The results of this study showed that brand experience had a positive and significant effect on brand trust and satisfaction. Brand experience variables also showed a partial relationship, positive and significant towards brand loyalty. For trustworthy variable brand and satisfaction with brand loyalty also showed partial, positive and significant influence. This research also showed that brand experience variables have a significant, positive and partial effect on brand loyalty mediated by trustworthy brand. Furthermore, the influence of brand experience on brand loyalty is mediated by partial satisfaction, positive and significant.

Keywords: Brand Experience, Brand Trust, Satisfaction, Brand Loyalty.

1. INTRODUCTION

Increasing economic development is one way to increase trade growth. One of them is the growth of the cosmetics industry in Indonesia which is increasing sharply. There are several factors that influence the growth of the cosmetics industry in Indonesia, namely an increase in demand from middle-level consumers of quality cosmetic products, and many imported cosmetic brands circulating in the Indonesian market also affect the growth of the cosmetics industry in Indonesia.

One strategy that is currently attracting the attention of many cosmetic manufacturers is the use of experience as a strategy that can build effective brand loyalty. Brand experience has attracted attention in today's marketing practices. Marketing practitioners must realize that understanding what the role of brand experience really will help marketers to develop marketing strategies.

Brand experience is not only able to influence brand loyalty directly but is also able to influence brand satisfaction. The application of brand experience that leads to satisfaction with the brand ultimately leads consumers to relationships that are more than satisfied. Satisfaction that matches or even exceeds expectations will bring consumers to affective relationships that are more important than personal relationships between brands and consumers, namely brand trust. Brand trust is proven as one of the core in building strong relationships between brands and consumers and positively influencing brand loyalty.

The expected outcome of experience, satisfaction, and trust is formed and a loyalty is created. Loyalty is what can make consumers make the decision to make repeat purchases in the future to recommend or inform others about the perceived product or brand performance, and be loyal to the product or brand.

2. LITERATURE PREVIEW
Brand Loyalty

Brand loyalty according to Love luck and Wright (2007) is the willingness of consumers to continue to subscribe to a company in the long run, by buying and using goods and services continuously and voluntarily recommending the company's products to others. Brand loyalty can be defined as the attitude of enjoying a brand that is realized in a consistent purchase of the brand at all times (Sutisna, 2003) Therefore according to the understanding of experts

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regarding brand loyalty, it can be concluded that brand loyalty is a positive attitude and consumer preference for a brand where consumers choose to buy products with the same brand repeatedly. Indicators of brand loyalty variables according to Sahin *et al.,* (2011) are:

Repeat Purchase
a. Buy other products from the same brand
b. Stay true to the brand
c. keep choosing the brand
d. willing to pay dearly for the brand
e. Recommend these brands to others

2.2 Brand Trust
According to Murthy (in Kertajaya, 2009) from the company's point of view, brand trust is a brand that has succeeded in creating a memorable brand experience in consumers who are sustainable in the long term, based on the integrity, honesty and politeness of the brand. According to Guviez & Korchia (in Ferinna dewi, 2008) from a consumer's perspective, brand trust is a psychological variable that reflects a number of initial assumptions that involve credibility, integrity, and benevolence, which are attached to a particular brand.

According to Delgado (2005), brand trust is a high expectation or possibility that the brand will result in positive results for consumers. Based on this definition, brand trust reflects two important components, namely: consumer confidence that the product is able to meet the promised value or in other words the perception that the brand is able to meet consumer expectations by fulfilling brand promises that ultimately create customer satisfaction or consumer satisfaction and consumer confidence that the brand is able to prioritize the interests of consumers when problems in product consumption appear unexpectedly. Indicators of brand trust variables according to Sahin *et al.,* (2011) are:
a. Products from this brand are very good
b. This brand meets expectations
c. Confident with this brand product
d. Product brands did not disappoint me
e. Guarantee satisfaction
f. Honest and sincere in handling problems
g. Brand reliability
h. Satisfying
i. Compensation

2.3 Satisfaction
According to Kotler and Keller (2011) satisfaction is a feeling of pleasure or disappointment that arises because of comparing the performance of a product or service that is perceived to their expectations. Whereas, Ganesan (1994) said. Satisfaction is a positive affective reaction to the results of previous experience. Consumers will feel satisfied if they can fulfill their desires and expectations (Bayraktar *et al.,* 2012). Satisfaction is defined as something that

involves a person's feelings, can describe whether the customer is satisfied or disappointed after the service is given (Sahin *et al.,* 2005). In this study, indicators of satisfaction variables according to Sahin *et al.,* (2011) are as follows:
a. Very satisfied with brand services
b. Very satisfied with the brand of a product
c. Happy with the brand of a product
d. Happy with the services provided by employees of a product
e. This brand meets my needs
f. Very satisfying experience
g. Make satisfied with the right decision in brand selection
h. Bind to one brand

2.4 Brand Experience
According to Brakus *et al.,* (2009), brand experience is defined as sensation, feeling, cognition, and consumer responses generated by a brand, related to stimuli caused by brand design, brand identity, marketing communication, people and the brand's environment marketed Brand experience begins when consumers search for products, buy, receive services and consume products. Brand experience can be felt immediately when consumers consume and buy products. According to Alloza (2008), brand experience can be defined as consumer perceptions, every time they have contact with the brand, whether it is in the brand image projected in the advertisement, or the level of product quality they get from the brand. Brand experience is created when customers use the brand; talk to other people about the brand; search for information, promotion and event brands, and so on (Ambler *et al.,* 2002) In this study, dimensions and indicators of brand experience variables or brand experience according to Brakus *et al.,* (2009) namely:
a. Sensory is creating experience through:
• vision
• touch
• Aroma
b. Affection, namely the feeling approach by
influencing:
• mood
• feelings
• emotions
c. Behavior, which is creating experience through:
• physical,
• behavior patterns
• lifestyle

2.5. Variable Correlation
The influence of brand experience on brand trust, based on the results of previous studies, there are several studies that provide different results. Sahin *et al.,* (2011) suggested that brand experience has a significant positive influence on brand trust. Kusuma (2014) suggests that brand experience has a significant influence on brand trust.

Sahinet *et al.,* (2011) suggested that brand experience has a significant positive influence on brand satisfaction Marist et al. (2014). suggested that brand experience has a positive influence on brand satisfaction. Kusuma (2014) suggests that brand experience has a significant influence on brand satisfaction.

Brand experience can lead to brand loyalty, actively submitting from brands, and increasing profits from brands (Morrison and Crane, 2007). Brand experience can encourage loyalty by creating emotional relationships through a binding, compelling, and consistent context. The context in question here is the environment in which services are provided, namely the physical condition and characteristics of the situation when consumers consume services or brands and their interactions in the situation. Kusuma (2014) suggests that brand experience has a significant influence on brand loyalty.

Consumer perceptions of certain brands will lead to trust or distrust where this will affect their evaluation of whether they will continue the relationship with the brand or not (Lau and Lee, 1999). Ahmed (2014) suggests that brand trust has a significant positive effect on brand loyalty. Sahin et al. (2011) suggested that brand trust has a significant positive influence on brand loyalty.

Research conducted by Lee et al. (2014) suggested that brand satisfaction has a significant direct influence on brand loyalty. Satisfaction has a positive or negative relationship with consumer behavior, beliefs, and emotions. Positive satisfaction will result in a closer bond with loyalty (Jones and Smith, 2000). And research conducted by Zehirdan Kitapci (2011) suggests that brand satisfaction has a significant positive influence on brand loyalty.

Previous research conducted by Delgado-Ballester and Munuera-Aleman (2005), Yoon (2002), and several other researchers have revealed that brand experience can influence consumer confidence. Positive experience that consumers feel can increase or even reduce their brand trust. Bart *et al.,* (2005) suggested that brands are a sign of trust for all intangible activities related to trust formation, where this activity does not involve physical touch between humans, and can be a symbol of quality and assurance in building trust.

Some previous studies such as those carried out by Brakus *et al.,* (2009), Sahin *et al.,* (2011) and Walter *et al.,* (2013) also prove that there is a significant positive relationship between brand experience and brand satisfaction. Brand experience is a tool to shape satisfaction where satisfaction is the initial result of the relationship that is created between the consumer and the brand through the experience that has been felt. Bennett (2001) argues that satisfaction is the beginning of the formation of brand loyalty where increasing satisfaction will lead to increased brand loyalty.

The framework of thinking in this study describes the relationship of four variables, namely, brand experience (X) as independent, with mediating / intervening variables are brand trust (Y1) and satisfaction (Y2) to brand loyalty (Z) which is the dependent variable. The following is the thinking framework in this study:
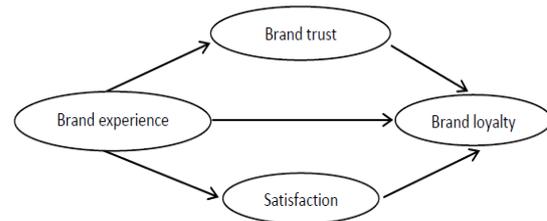
Figure1. Research Framework

Based On The Previous Research, It Can Be Formulated The Following Hypothesis:
H1: There is an influence of brand experience on brand trust in the body shop brand.
H2: There is an influence of brand experience on satisfaction in the body shop brand.
H3: There is an influence of brand experience on brand loyalty on the body shop brand.
H4: There is an influence of brand trust on brand loyalty on the body shop brand.
H5: There is an effect of satisfaction with brand loyalty on the body shop brand.
H6: There is an indirect influence of brand experience on brand loyalty through brand trust in the body shop brand.
H7: There is an indirect effect of brand experience on brand loyalty through satisfaction in the body shop brand.

3. RESEARCH METHODS
3.1 Research Design
This research is a type of quantitative descriptive research using survey methods. The location of this study is in Banda Aceh, the author will provide a questionnaire to consumers of the body shop products. This research will present the influence of brand experience, brand trust, brand satisfaction and loyalty.

3.2 Sample and Data Collection
Based on the understanding above, the sample of this study population is the buyer or consumer of the product in the body shop brand that meets the requirements, namely the consumers registered as members in the Banda Aceh area. Because the number of buyers is not known with certainty, this study uses nonprobability sampling. To facilitate sampling, in this

study the samples taken were 160 respondents. While the sampling method used was purposive sampling.

3.3 Questionnaire Design and Variable Measurement

To measure the variables in this study that is by using a Likert scale, with 5 points from a scale of 1 (not very similar) to 5 (strongly agree). The question / indicator is an adaptation of the previous research questions that are considered appropriate with this study. The questions consisted of 9 brand experience variables, 9 brand trust items, 8 questions of satisfaction items and 6 question items from brand loyalty, this question was adapted from Sahin, et al (2011). The compiled questionnaire then carried out a pilot test to later be distributed and tested the validity and reliability of the questionnaire. The pilot test was conducted on 20 respondents whose results showed that the independent variables were only 6 brand experiences that were declared valid. Intervening variables namely brand trust 6 are declared valid, while satisfaction variables are 7 valid questions. Brand loyalty as the dependent variable 6 questions are all declared valid. All of these variables are declared reliable with the Cronbach alpha coefficient greater than 0.60 (Cronbach, 1951).

3.4 Data Analysis Tools and Models

The data analysis technique of this study was quantitative analysis with data analyzed using Statistical Package for Social Science version 22 (SPSS 22) by using Moderate Regression Analysis (MRA) which aimed to examine the effect of independent variables with dependent variables, and moderating variables. The equation is as follows:

$$Z = \beta_1 X + e$$
$$Z = \beta_1 X + \beta_1 Y_1 + e$$
$$Z = \beta_1 X + \beta_2 Y_2 + e$$

Information:
Z = Brand Loyalty
Y1 = Brand Trust
Y2 = Satisfaction
X = Brand Experience
β = coefficient
e = Error

4. RESULTS AND DISCUSSIONSS

4.1 Characteristics and Objects of Research

Data as the profile of respondents who were sampled in this study were 160 body shop consumers in Banda Aceh. Based on the results of the study then identify the characteristics of respondents as shown in the following table:

Table 1. Characteristics of Respondents

No.	Variable	Frequency	Percentage
1.	Gender		
	Man	24	15.0
	Woman	136	85.0
	Total	160	100.0
2.	Age		
	< 20 Years	26	16.3
	21 – 30 Years	116	72.5
	31 – 40 Years	18	11.3
	– 50 Years	0	0
	> 50 years	0	0
	Total	160	100.0
3.	Work		
	Student / Collage Student	59	36.9
	Entrepreneur	45	28.1
	Government employees	15	9.4
	Does not work	11	6.9
	Others	30	18.8
	Total	160	100.0
4.	Income Rate		
	< Rp 1.000.000	63	39.4
	Rp 1.000.001 – Rp 3.000.000	62	38.8
	Rp 3.000.001 – Rp 5.000.000	18	11.3
	Rp 5.000.001 – Rp 7.000.000	17	10.6
	Rp 7.000.001	0	0
	Total	160	100.0

Source: Primary Data, 2018

4.2 Measurement Model

The measurement model or measurement model is a test of the indicators used in a model to confirm whether it is indeed true to define a construct

(Hair *et al.,* 2006). The results of the research instrument testing in terms of item-total statistics validity of 160 respondents, each indicator of each construct has a factor load (loading factor) that is

significant to the construct measured so that in this study testing the validity of the instrument used is Confirmatory Factor Analysis (CFA) . Validity test is obtained by correlating each indicator score with a total score of variable indicators, then the correlation results are compared with the critical value at significant level. If the loading factor is> 0.40 (Hair *et al.,* 2006) it can be said to be valid.

Table 2. *Loading Factor Measurement Model*

No	Indicator	Load Factor
	Brand Experience	
1	The body shop products provide a soothing aroma	0.696
2	My feelings when using the body shop product to be happy	0.723
3	The body shop product has an emotional attachment	0.751
4	When using the body shop products it will give me a physical change	0.754
5	The impact of the body shop product changes the behavior pattern of my cosmetics usage	0.756
6	The body shop brand changes my lifestyle	0.739
	Brand Trust	
7	The body shop brand product is very good	0.506
8	I feel confident when using the body shop brand as a cosmetic tool	0.697
9	The body shop brand never disappoints me	0.586
10	The body shop brand guarantees my satisfaction	0.727
11	The body shop brand can be relied on in solving cosmetic problems	0.592
12	The body shop brand satisfies me	0.691
	Satisfaction	
13	I am very satisfied with the body shop product	0.455
14	I am very happy with the body shop brand	0.654
15	The body shop employee service makes me happy	0.371
16	The body shop meets my needs in the field of cosmetics	0.760
17	Using the body shop cosmetics is a satisfying experience for me	0.707
18	Makes me satisfied with the right decision when using the body shop cosmetics brand	0.800
19	Makes me bound to use the body shop as a cosmetic tool	0.442
	Brand Loyalty	
20	I will re-purchase the body shop product	0.705
21	I bought another product from the body shop product	0.830
22	I remain loyal to the body shop brand	0.738
23	I will still choose the body shop brand	0.766
24	I am willing to pay dearly for the body shop brand products	0.414
25	I would recommend the body shop brand to others	0.197

Source: Primary Data, 2018 (processed)

In the table above, it can be seen that the exogenous variables, brand experience, are all declared valid. The 6 items of questions tested in this study have a good correlation construct so that they can be the right measurement, this is seen from the loading factor which has an interval of 0.696 to 0.756. Brand trust variables are formed from 6 question items and declared all valid with the loading factor value which has an interval between 0.506 to 0.727. In the satisfaction variable there are 7 items of questions where one of them is declared invalid with a value of 0.371 and the other is declared valid with the value of the loading factor which has the highest interval of 0.800. Brand loyalty variables 1 out of 6 question items are declared invalid with a value of 0.197 loading factor and the highest is 0.830. Each question item is declared valid if the loading factor value is less than 0.40 (Hair *et al.,* 2006).

After testing the validity, to find out the reliability, it is necessary to test reliability. A construct or variable is said to be reliable if it gives a cronbach alpha value> 0.60 according to Malhotra (2005). Furthermore, for reliability tests used a tool that is SPSS version 22, the results of testing instrument research in terms of item-total statistics reliability of 160 customer respondents or the body shop product buyers in Banda Aceh as shown in the following table:

Table 3. Research Variable Reliability (Alpha)

Variable	Cronbach Alpha	Information
Brand Experience (X)	0.830	Reliable
Brand Trust (Y1)	0.866	Reliable
Satisfaction (Y2)	0.870	Reliable
Brand Loyalty (Z)	0.844	Reliable

Source: Primary Data, 2018 (processed)

In the table above, it can be seen that the measurement of reliability of the research variables shows reliability by showing all variables above 0.60 that meet the criteria for cronbach alpha, so that it can be concluded that the coefficients used as measuring instruments in research are feasible to use.

4.3 Proof of Hypothesis and Discussion

To prove the hypothesis in this study, data processing and research results have been carried out as described below. The following will explain the influence of brand experience on brand trust in the body shop in Banda Aceh by using the t-test as follows:

Table 4. Effect of Brand Experience on Brand Trust (T-Test)

Coefficients[a]

Model	Understand Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.126	.212		10.008	.000
Brand Experiences	.463	.058	.537	8.011	.000

a. Dependent Variable : Brand trust
Source: Primary Data, 2018 (processed)

Based on the table and regression equation above shows that there is a positive and significant relationship between brand experience variables on brand trust of 0.000 where the value of P <0.05 with β 0.537 and with t count of 8.011> t table 1.654. The results of table 4.20 above show that the hypothesis (Ha1) which states that there is influence of brand experience on brand trust in the body shop brand can be received. The following will explain the influence of brand experience on satisfaction at the body shop in Banda Aceh by using the t-test as follows:

Table 5. Effect of Brand Experience on Satisfaction (T-Test)

Coefficients[a]

Model	Understand Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.086	.213		9.793	.000
Brand Experiences	.466	.058	.539	8.041	.000

a. Dependent Variable : Satisfaction
Source: Primary Data, 2018 (processed)

Based on the table and regression equation above shows that there is a positive and significant relationship between brand experience variables on satisfaction of 0.000 where the value of P <0.05 with β 0.539 and t count of 8.041> t table 1.654. The results of the table above show that the hypothesis (Ha2) which states that there is an influence of brand experience on satisfaction in the body shop brand can be received.

Table 6. Effect of Brand Experience, Brand Trust and Satisfaction with Brand Loyalty (T-Test)

Coefficients[a]

Model	Understand Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.610	.264		2.313	.022
Brand Experiences	.152	.066	.160	2.290	.023
Brand Trust	.309	.104	.281	2.961	.004
Satisfaction	.376	.104	.344	3.617	.000

a. Dependent Variable : Brand loyalty
Source: Primary Data, 2018 (processed)

Based on the table and linear regression equation above can be analyzed based on the coefficients. Linear regression equation model:

LP = 0.160 (PM) + 0.280 (KM) + 0.344(KP)

Information:

LP = Customer Loyalty
KP = Marketing displeasure
C = Service image
K = Satisfaction

In the table above shows a partial relationship, positive and significant between the variable brand experience with brand loyalty of 0.023 where the value of P <0.05 with β 0.160. Furthermore, there is a partial, positive and significant relationship between brand trust variables and brand loyalty with P 0.004 and β 0.280 values and variable satisfaction with brand loyalty of 0.000 with β 0.334. In this variable there are t counts of 2,290 on brand experience, 2,961 on brand trust and 3,617 on satisfaction of these three variables having t count> t table with t table of 1,654The results of the table above show that the hypothesis (Ha3) which states that there is an influence of brand experience on brand loyalty on the body shop brand can be accepted. Hypothesis (Ha4) which states that there is an influence of brand trust on brand loyalty on the body

shop brand can be accepted and the hypothesis (Ha₅) which states that there is an influence of satisfaction on brand loyalty on the body shop brand can be accepted.

The following table will explain the influence of brand experience on brand loyalty mediated by brand trust in the body shop in Banda Aceh by using the t-test as follows:

Table 7. The Effect of Indirect Between Brand Experience on Brand Loyalty in Mediation by Brand Trust (T-Test)

Coefficients[a]

Model	Understand Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.051	.240		3.544	.000
Brand Experiences	.471	.065	.497	7.199	.000
2 (Constant)	.837	.266		3.151	.002
Brand experience	.206	.067	.217	3.069	.003
Brand trust	.571	.078	.520	7.338	.000

a. Dependent Variable : Brand loyalty
Source: Primary Data, 2018 (processed)

Based on the results of the hierarchical regression analysis above, the following figure will explain the relationship between brand experience as an independent variable and brand loyalty as the dependent variable. Then, this picture will also discuss the influence of the mediating variable on brand trust between these relationships.
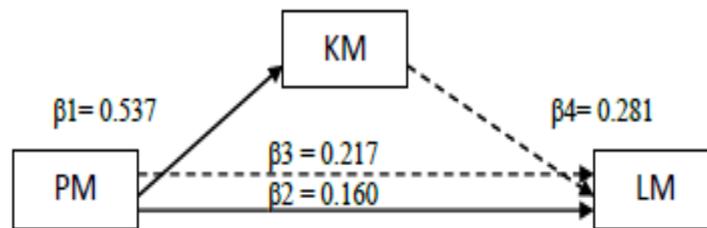

Figure 2. Proof of Mediation Effect from Brand Trust Variables

KM= 0.537 ⟶ $R^2 = 0.284$ F = 64.179
LM (PM)   = 0.160 ⟶ $R^2 = 0.473$ F = 48.513
LM= 0.281 KM + 0.217 PM $R^2 = 0.432$ ⟶ F = 53.842

Based on the picture above, shows that brand experience has a significant effect on brand trust (β1 0.537) then, brand experience variables have a significant effect on brand loyalty (β2 0.160) and when the relationship between brand experience mediated by brand trust in brand loyalty can be concluded that there is a partial, positive and significant relationship between brand experience variables on brand loyalty mediated by brand trust with a P value of 0.003 with β3 0.217 and t count of 3.069> t table 1.654. The description above also provides information about changes in R2 because of the second equation (without mediating variables) around R2 = 0.473 for the third equation (with mediating variables) to R2 = 0.432. The change in R2 is significant (F = change 53.842. Furthermore, the relationship between the variables of

brand trust in brand loyalty with an effect of (β4 = 0.281).

Based on the explanation above, it can be attributed to the method of Baron and Kenny (1986) that the brand experience variable shows a significant effect on brand loyalty mediated by brand trust with a value of 0.003> 0.05 and the regression coefficient (β) of 0.217. Thus it can be concluded that the influence of brand experience on brand loyalty is mediated by brand trust in a partial, positive and significant manner so that the hypothesis (Ha₆) is supported.

The following table will explain the effect of brand experience on brand loyalty mediated by satisfaction in the body shop in Banda Aceh using the t-test as follows:

Table 8. Effects of Indirectness between Brand Experience on Brand Loyalty in Mediation by Satisfaction (T-Test)
Coefficients[a]

Model	Understand Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.051	.240		8.544	.000
Brand Experiences	.471	.065	.497	7.199	.000
2 (Constant)	.820	.260		3.152	.002
Brand experience	.195	.066	.206	2.944	.004
Brand trust	.590	.077	.540	7.705	.000

a. Dependent Variable : Brand loyalty
   Source: Primary Data, 2018 (processed)

Based on the results of the hierarchical regression analysis above, the following figure will explain the relationship between brand experience as an independent variable and brand loyalty as the dependent variable. Then, this picture will also discuss the influence of mediating variables of satisfaction between these relationships.
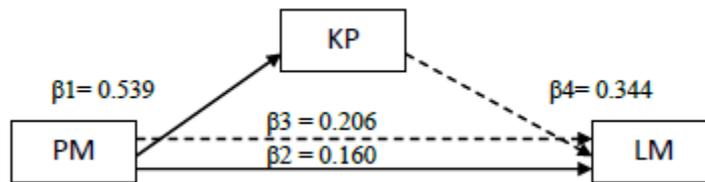

Figure 3. Proof of Mediation Effect from Variable Satisfaction

KP   = 0.539   ⟶ $R^2 = 0.286$ F = 64.654
LM (PM) = 0.160   ⟶ $R^2 = 0.473$ F = 48.513
LM = 0.334 KP + 0.206 PM ⟶ $R^2 = 0.447$ F = 59.366

Based on the picture above, shows that brand experience has a significant effect on satisfaction (β1 0.539) then, brand experience variables have a significant effect on brand loyalty (β2 0.160) and when the relationship between brand experience mediated by satisfaction with brand loyalty can be concluded that there are Partial, positive and significant relationship between brand experience variables on brand loyalty was mediated by satisfaction with P 0.004 with β3 0.206 and t counted for 2.944> t table 1.654.

The description above also provides information about changes in R2 because of the second equation (without mediating variables) around R2 = 0.473 for the third equation (with the mediating variable) to R2 = 0.447. The change in R2 is significant (F = change 59,366. Furthermore, the relationship between the variables of satisfaction with brand loyalty with an effect is as big as (β4 = 0.344).

Based on the above explanation can be attributed to the method of Baron and Kenny (1986) that the brand experience variable shows a significant effect on brand loyalty mediated by satisfaction with 0.004> 0.05 and the regression coefficient (β) of 0.206. Thus it can be concluded that the influence of brand experience on brand loyalty is mediated by partial satisfaction, positive and significant so that the hypothesis (Ha7) is supported.

Based on the results of statistical analysis, the picture of the relationship / direct effect (indirect effect) rather than the variables built in this research model can be seen clearly as in the following figure.
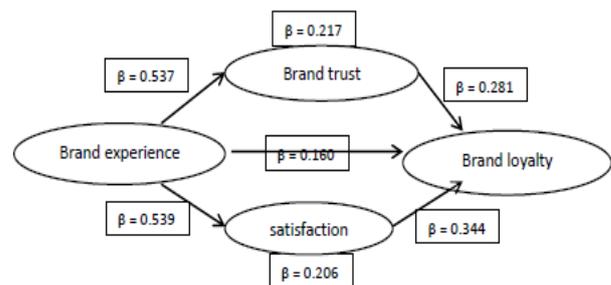

Figure 4.4 Conditions of Significance of Relationships between Variables in the Model

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

1. Brand experience has proven to have a positive and significant relationship with brand trust, meaning that the better brand experience will have an influence on brand trust in *the body shop* brand in Banda Aceh.

2. There is a positive and significant relationship between brand experience and satisfaction, so the better the brand experience is formed, the better the satisfaction of *the body shop* brand.

3. There is a significant relationship between brand experience and brand loyalty, this means that the brand experience has and has an impact on increasing the loyalty of *the body shop* brand in Banda Aceh.
4. Brand trust variables proved to have a positive and significant relationship with brand loyalty, meaning that the better brand trust will have an effect on increasing the loyalty of *the body shop* brand in Banda Aceh.
5. Satisfaction proved to have a positive and significant relationship with the body shop brand loyalty, the better satisfaction will affect the increase in *the body shop* brand loyalty.
6. There is a partial, positive and significant relationship between brand experience and brand loyalty mediated by brand trust. If brand experience and brand trust are formed, it will have an impact on increasing the loyalty of *the body shop* brand in Banda Aceh.
7. Brand experience on brand loyalty mediated by satisfaction has proven to be a partial, positive and significant relationship. So if the brand experience that is accompanied by the formation and improvement of customer satisfaction will result in the loyalty of *the body shop* brand in Banda Aceh.

5.2. Recommendations

1. Brand experience must be considered both from the product so that it will provide experience and change the behavior pattern of the wearer. *The body shop* must pay attention to the products that are issued such as products offered to provide a soothing aroma.
2. *The body shop* products must be better and not disappoint consumers, so consumer confidence in *the body shop* will increase.
3. In addition to paying attention to the satisfaction of *the body shop* products, employee service must also be considered so that consumers feel happy and will be satisfied with what they get from *the body shop*.
4. Increasing loyalty to *the body shop* in Banda Aceh, it is necessary to pay attention to the brand experience that is felt by consumers, create trust in the brands they feel and give satisfaction to *the body shop* products they use.
5. *The body shop* management needs the right strategy to make loyal customers so that they will recommend to others.
6. Management must be committed to developing brand experience, brand trust and satisfaction in order to maintain and enhance brand loyalty.

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