

The Impact of Brand Experience and Brand Trust on Brand Engagement: The Mediating Effect of Brand Satisfaction

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Abstract

This study examines the influence of brand experience and brand trust on brand engagement through brand satisfaction as a moderating variable. The samples of this study are 200 customers of Dunlop tires. This study employed Structural Equation Model (SEM) by using AMOS version 24 as the data analysis. The results show that brand experience positively affects the brand trust. Brand experience positively influences the brand satisfaction. Furthermore, brand trust also has a positive effect on consumer satisfaction. Brand experience positively influences the brand engagement. Brand trust positively affects the brand engagement. However, brand satisfaction does not directly affect the brand engagement. Surprisingly, we also found that the brand satisfaction is not a mediating variable on the link by brand experience and brand engagement. Some limitations and future research are discussed.

Keywords: brand experience, brand trust, brand engagement, brand satisfaction, and structural equation modeling (SEM).

Introduction

One of the targets of Dunlop brand tires marketing is West Sumatra, for West Sumatra, especially the city of Dunlop brand tires Padang distributed by several automotive distributors scaled in Padang City. One of the distributors of Dunlop tires and some other brand tires is CV Kurnia Jasa. Marketing Dunlop tires in Padang city is relatively promising. According to Momon (2017) revealed that Dunlop is a brand of tires that are in demand by the consumer market in Padang City, given the relatively affordable price of Dunlop, and the quality of the product is quite reliable. To drive increased sales from Dunlop is very important for manufacturers and distributors to create brand attachment in consumers.

The success of Dunlop became the leader of the tires sales market in Indonesia, can also be observed from the sale of tires in the region especially in West Sumatra. The closest competitor of Dunlop is Goodyear brand tires followed by GT Radial and Hancock, followed by many other brands. Dunlop continues to survive as a market leader in tires sales in the city of Padang showed a strong attachment between consumers with brands.

The consumer's attachment to the brand shows the high level of knowledge that consumers have in the brand, the strong knowledge creates an interest in continuing to use the brand, when the brand is used they feel comfortable in using, the sense of satisfaction that builds increasing attachment to the brand, thus encouraging consumers to recommend their product brand use to others. The attachment that is formed in the consumer in a brand is called brand engagement.

Durianto et al. (2013) reveals that consumer attachment to a product brand is formed due to a long process of using. Attachment is characterized by experience in brand use. Activities that are conducted regularly in using a brand, indicating the existence of trust and confidence in using the

product brand. The emergence of routine activities in using a brand occurs because consumers have a strong experience in using the brand. The experience that emerges is a positive experience.

Experience will encourage someone to continue using the same product brand. Continuous satisfaction in using a brand is a positive experience that continues to encourage consumers to continue to use product brands within a certain time frame. According to Sumarwan (2012) satisfaction is suitability between the level of interest or expected expectations with the performance expected by consumers in using a brand of products and services. Increasing the value of satisfaction occurs because during the use of the product brand is always able to meet all the needs of its users such as creating comfort and ensuring smooth activities conducted by consumers. Satisfaction is formed when the level of importance or expectations in accordance with perceived performance of consumers in using products or services.

According to Simamora (2002) belief is a belief that appears in the consumer to continue to use the same product brand within a certain period. Trust is formed by the process of learning, observation and experience in using a particular product or service brand. Trust will be higher when all desires that consumers expect can be realized after the product is consumed or used.

This study explains the impact of brand experience and brand trust on brand engagement as moderated brand satisfaction. The literature review is explained in the early articles of the article which then explains the conceptual framework and research hypothesis. In the next section explains research methods, samples, and data analysis techniques. Then, the results of the study are discussed to answer the proposed hypothesis. At the end, explain the conclusions and suggestions from the results of this study.

Methods

This research is a quantitative research that analyzes the influence of brand experience and brand trust on brand engagement with brand satisfaction as a mediator. Data collected by using questionnaires by giving or distributing questionnaires to respondents. Respondents in this research are consumer users of Dunlop brand tires who are domiciled in the city of Padang. The number of samples used is computed to 200 respondents. In determining the sample size of 200 people then used convenience sampling method is a method of sampling that is accidental, where every consumer of Dunlop brand tires user can be made as sample so that sampling process can be done anywhere in all area of Padang City. The method of analysis used in this study is structure equation model (SEM) (Wardi, Abror & Trinanda, 2018). Furthermore, before the main analysis, we have conducted some preliminary analyses, including normality, heteroscedasticity and multicollinearity (Patrisia & Dastgir, 2017).

Results and Discussion

This evaluation is intended to determine the fit of the model developed on research data. Evaluation of goodness of fit is important because SEM is not used to create a model, but rather to confirm the model, meaning without adequate theoretical basis for the relationship between variables that are modeled then this SEM analysis cannot be used. The size of goodness of fit is used and the cut off value or critical value can be seen in Table 1.

According to the test results that have been done seen that the value of chi-square calculated obtained is $96.443 > \chi^2$ table 14.341, with probability value of 0.355. The resulting probability value is above 0.05. In the testing stage of model specification also seen that the value of RMSEA produced is equal to $0.016 < 0.008$. GFI value obtained $0.944 > 0.90$, AGFI obtained coefficient value of $0.917 > 0.90$, in the data processing stage also obtained the value of CMIN / DF of $1.047 < 2$, TLI value obtained is $0.995 > 0.90$ while the value of CFI of $0.996 > 0.90$ so it can be concluded that all the requirements required in conducting SEM analysis have been met so that further processing stages

can be implemented immediately. In general, the combined model or meridian model that has been formed and in accordance with the specification of the model in this study is shown in Figure 1.

Table 1 Goodness of fit measure

Goodness of Fit Measure	Coefficients Value	Cr	Conclusions
Chi Square (X^2)	96.446	14.341	Accepted
Probability (p)	0.355	$\geq 0,05$	Accepted
RMSEA	0.016	$\leq 0,08$	Accepted
GFI	0.944	$\geq 0,90$	Accepted
AGFI	0.917	$\geq 0,90$	Accepted
CMIN/DF	1.048	$\leq 2,00$	Accepted
TLI	0.995	$\geq 0,90$	Accepted
CFI	0.996	$\geq 0,90$	Accepted

Source: Primary Data Processed (2018)

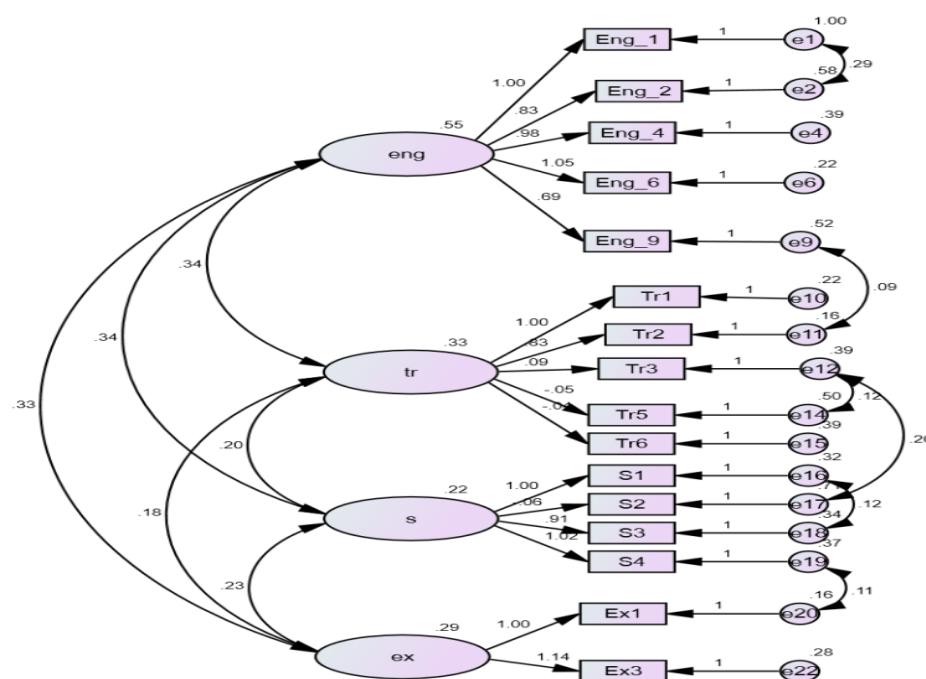


Figure 1 Measurement model

In the picture, the brand experience (Ex) variables have a reciprocal relationship with brand trust (Tr) with coefficient value of 0.18 or 18% whereas the reverse relationship between brand experience (Ex) on brand satisfaction (S) has positive sign coefficient of 0.23 while the clausal relationship formed between brand experience (Ex) with brand engagement 0.33 or 33%. In the model also shows that brand trust to brand satisfaction (S) is equal to 0.20, while the coefficient of mutual relationship between brand trust with brand engagement (Eng) 0.34, while the clausal relationship formed between brand satisfaction (S) with brand engagement (Eng) has a positive signified coefficient of 0.34. The combined model formed is reinforced by the probability coefficient value C Min 0.335. The probability value generated above 0.05 so that it can be concluded meridian model that has been formed otherwise feasible so it can continue to be used into the stage of further processing data.

The indirect effect

Based on the results of data processing that has been done can descriptive the results of data processing as shown in Table 3 below:

Table 2 Results of hypotheses testing (indirect effect)

Variable	Ex	Tr	S	Enf
Brand Trust	0.000	0.000	0.000	0.000
Brand satisfaction	0.124	0.221	0.000	0.000
Brand engagement	0.229	-0.054	0.000	0.000

Source: Primary Data Processed (2018)

Based on the test results the brand experience variables affect the brand engagement through satisfaction has a coefficient of 0.221 or 22.10%. The results obtained show that the higher the experience of a person in working will encourage increased consumer satisfaction. Therefore, when experience and satisfaction perceived by consumers to strengthen will encourage the establishment of a stronger attachment between consumers with the brand

The coefficient value obtained is -0.054 or -5.40%. The findings indicate that increasing brand satisfaction will encourage the formation of trust, where the combination of satisfaction and trust will reduce the strong attachment between consumers and brands, especially using Dunlop brand tires in Padang City

In accordance with the results of tests that have been done show that there is no direct influence between brand satisfaction towards brand engagement. Therefore, the influence of brand satisfaction on brand engagement through brand trust cannot be proven.

The total effect

Based on the results of data processing that has been done obtained the summary seen in Table 9.

Table 3 Results of hypotheses testing (total effect)

Variable	Ex	Tr	S	Enf
Brand Trust	0.561	0.000	0.000	0.000
Brand Satisfaction	0.746	0.221	0.000	0.000
Brand Engagement	0.970	0.680	-0.246	0.000

Source: Primary Data Processed (2018)

Based on the test results seen that the total effect that shows the influence of brand experience on brand trust is 0.561, while the total direct and indirect influence between brand experience on brand satisfaction is not provable. In testing also seen that direct influence between brand experience to brand satisfaction is equal to 0.621 or 62.10% while indirect influence showing the influence of brand experience mediated by trust to brand engagement is equal to 0.124 or 12.40% so total influence formed between brand experience through brand trust to brand satisfaction is 0.746. The results obtained indicate that the combination of experience in using the brand is formed because of brand trust so that will increase the brand satisfaction that is felt by consumers especially in using the tires of Dunlop brand in Padang City.

In test phase also seen that brand experience have direct influence to brand engagement with coefficient value equal to 0.841 or 84.10% whereas indirect influence showing the influence of brand experience mediated by brand satisfaction to brand engagement is equal to 0.129 or 12.90%. Therefore, the total direct and indirect influence between brand experiences mediated by brand satisfaction is 0.970 or 97%. In general, the stages of hypothesis testing performed in this study is seen from the structural framework model that explains the relationship between exogenous variables to endogenous variables seen in the Figure 2.

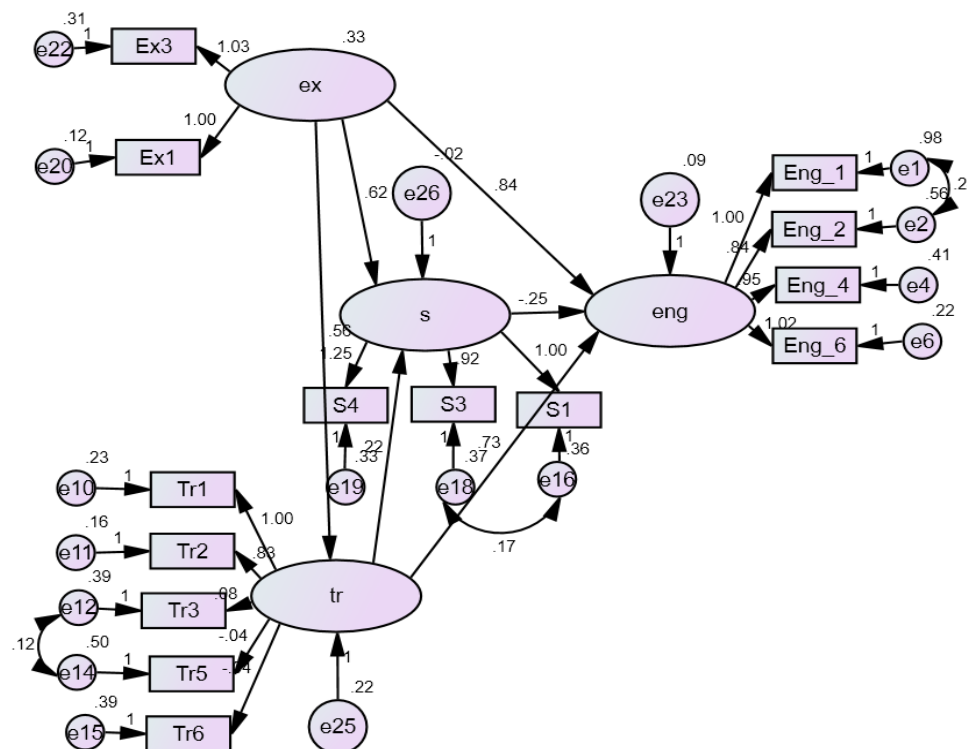


Figure 2 Structural model

Impact Brand experience on Brand Trust

The results obtained show that the probability value of $0.000 < \alpha 0.05$ then the decision is H_0 rejected and H_a accepted so that it can be concluded that the brand experience affect the brand trust by consumers in using tires brand Dunlop in the city of Padang.

Based on the results of testing the first hypothesis find that brand experience positively affects the brand trust that consumers perceived in using tires brand Dunlop in the city of Padang. The results obtained during the first hypothesis testing phase consistent with the results of Chou and Hung (2017), Becerna and Badrianawayanan (2005) revealed that brand experience or brand experience shows the existence of past actions in using a brand. The experience becomes a foundation for the consumer when re-buying the same brand of product when the need arises. When consumers return to feel the comfort and suitability between the level of importance or expectations with perceived performance consumers will again consume the same brand back up several times.

Impact Brand experience on Brand Satisfaction

The results obtained show that the probability value of $0.000 < \alpha 0.05$ then the decision is H_0 rejected and H_a accepted so it can be concluded that the brand experience affect the brand satisfaction that consumers perceived using Dunlop brand tires in the city of Padang.

These results indicate that the higher the experience of consumers in using the brand, which is characterized by repeated actions in the use of brand tiress Dunlop believed consumers will increase the value of satisfaction and comfort in using the tires. The high experience will be a guarantee for consumers to feel satisfaction in using the tiress. The findings obtained are in line with Chou and Hung (2017) research results, Veloutsou (2015) and Xie et al (2017) found that brand experience has a positive effect on brand satisfaction. The result obtained showed that the higher experience in using a brand, not apart from the positive experience that consumers feel in using a brand. Positive experiences create a positive impression that make consumers will always remember the brand of

products used, therefore when the brand products are re-consumed then the satisfaction that feeling will increase.

Impact Brand Trust on Brand Satisfaction

The results obtained show that the probability value of $0.006 < \alpha 0.05$ then the decisions are H_0 rejected and H_a accepted so that it can be concluded that brand trust significantly influence brand satisfaction felt by consumers in using Dunlop brand tires in the city of Padang.

Findings obtained show that the higher level of confidence that consumers feel in using Dunlop brand tires will increase consumer satisfaction in using Dunlop brand tires. The circumstances indicate that the activities that consumers do in using the Dunlop brand tires repeatedly have formed consumer confidence in the brand of the tires, besides consumers who claim that when they use the Dunlop brand tires the satisfaction is felt can always be realized. The findings obtained at the third hypothesis testing stage are in line with Imran and Rahman's (2005) research results, and Veloutsou (2015) revealed that brand trusts are formed due to experience in using a brand in the past; the experience will tend to be positive when consumers feel satisfaction in using brands in the past. Satisfaction arises when the desires that consumers expect before using the brand can be realized well. The first experience in using a brand creates a positive impression that encourages consumers to re-take the same action to purchase products of the same brand.

Impact Brand experience on Brand Engagement

The results obtained show that the probability value of $0.096 > \alpha 0.10$ then the decision is H_0 rejected and H_a accepted so it can be concluded that the brand experience has a positive and significant impact on brand engagement felt by consumers in using Dunlop brand tires in Padang City.

In accordance with the results of the fourth hypothesis testing found that the brand experience has a positive and significant impact on brand engagement in using Dunlop tires in the city of Padang. The findings obtained consistent with the results of research Nyohardi (2015) found that brand experience positively affect brand engagement. Kusuma research results (2014) found that brand experience has a positive and significant impact on brand engagement. The result of Rachmawan's research (2015) found that brand experience has a positive effect on brand engagement, the results obtained show the higher consumer experience in using a product brand, indicating the consistency of the brand to always provide value and benefit to the consumer of the user, so that the comfort felt consumers routinely continue to use the same product brand in the long run.

Impact Brand Trust on Brand Engagement

The result obtained shows that the probability value of $0.002 < \alpha 0.05$ then the decision is H_0 rejected and H_a accepted so it can be concluded that brand trust has a positive and significant impact on brand engagement in using Dunlop brand tires in Padang City.

Based on the results of testing the hypothesis that has been done shows that a stronger brand trust will encourage the increased brand engagement value perceived by customers in using Dunlop brand tires. The findings obtained at the fifth hypothesis testing stage consistent with the results of the research of Solem (2016) found that brand trust has a positive effect on brand engagement. The results of Rini and Sulistyawati (2016) find brand trust has a positive effect on brand engagement. The results of Badawi's research (2007) found that brand trust has a positive and significant impact on brand engagement. Sibagarian and Nursanti (2010) found that brand trusts have a positive and significant impact on brand engagement of using a product brand.

Impact Brand Satisfaction on Brand Engagement

The result obtained shows that the probability value of $0.246 > \alpha 0.05$ then the decision is H_0 accepted and H_a rejected so that it can be concluded that brand satisfaction does not significantly affect brand engagement felt by consumers in using Dunlop brand tires in Padang City.

In accordance with the results of testing the hypothesis that has been done looks that brand satisfaction does not significantly affect brand engagement perceived consumers in using tires brand Dunlop in the city of Padang. The findings obtained during the testing phase of the hypothesis are inconsistent with the results of Badawi's research (2007) found that brand satisfaction has a positive effect on brand engagement of Bank Mandiri Syariah services in Cirebon City. Solem's (2016) finds that brand satisfaction positively affects the attachment that consumers perceive to a brand. In the research Laoreiro et al (2015) found that brand satisfaction has a positive and significant effect on brand engagement in using Sony brand electronics products. Nyohardi (2016) found that brand satisfaction has a positive effect on brand engagement. Satisfaction is felt consistent by consumers in using a brand, encouraging the formation of desire in the consumer to continue to use the same product brand repeatedly, if the purchase activity has been done more than twice signifies the brand attachment has been formed in the consumer

Impact Brand Trust on Brand Engagement as moderated by Brand Satisfaction

The results obtained seen that brand trust is not a moderating variable between brand satisfaction with brand leverage gives a lower effect than the direct influence formed on each variable.

Based on the results obtained seen that brand trust is not a moderating variable between brand satisfaction with brand leverage gives a lower effect than the direct influence formed on each variable. The findings obtained during the testing phase of the seventh hypothesis are inconsistent with the results of Lovelock's (2013) experience of a consumer's experience in using a brand, due to the value of customer satisfaction when using the same product brand in the past, due to the satisfaction and comfort felt, encourage consumers to keep in touch with the brand, which is done in a routine and regular way of purchasing the same product brand upon return. Based on the brief description can be concluded that the brand experience affects brand engagement through brand satisfaction as mediation.

Impact Brand experience on Brand engagement as moderated by Brand Satisfaction

The findings obtained due to the formation of trust in using a brand does not form by itself but preceded by the sense of satisfaction that consumers feel when first using the brand.

The findings obtained due to the formation of trust in using a brand does not form by itself but preceded by the sense of satisfaction that consumers feel when first using the brand. The first positive experience will encourage consumers to re-use the same product brand again so that the combination of experience in brand use and satisfaction in brand use will form a stronger attachment between consumers and brands. The findings obtained in the phases of testing the consecutive eighth hypothesis with the theory described by According Keller (2012) revealed that the perceived confidence of consumers in using a product brand occurs because of the value of satisfaction they felt in the past when using the same product brand.

Conclusions

Based on the results of data analysis and discussion, it can be taken as follows: (1). Brand experience positively affects brand trust felt consumers in using the tires brand Dunlop in the city of Padang; (2). Brand experience positively affects the brand satisfaction that consumers perceived in using tires brand Dunlop in the city of Padang; (3). Brand trust has a positive effect on brand satisfaction that is felt by consumers in using Dunlop brand tires in Padang City; (4). Brand experience positively influences the brand engagement that consumers feel in using the tires brand Dunlop in the city of Padang; (5). Brand trust positively affects the brand engagement that consumers

feel in using the tires brand Dunlop in the city of Padang; (6). Brand satisfaction does not affect the brand engagement that consumers feel in using the tires brand Dunlop in the city of Padang; (7). Brand experience will reduce the attachment felt by consumers in using the brand, while brand experience is moderated by brand satisfaction effect on brand engagement in using tires brand Dunlop; (8). Brand satisfaction moderated by brand trusts influencing brand engagement in using Dunlop brand tires in Padang City has been proven, given that the test requirements performed cannot be proven.

Based on the conclusion of the hypothesis testing results, it is proposed some suggestions that can provide benefits for: (1). Future researchers are advised to increase the number of sample sizes to be used, the increasing number of sample sizes used will increase the accuracy and accuracy of the research results obtained; (2). Researchers in the future are advised to be more selective in choosing respondents, such suggestions to reduce data confusion so as to encourage the increased accuracy and accuracy of research results to be obtained; (3). Future researchers are advised to add a number of new variables that can also affect job engagement, the suggestion is important to encourage improving the accuracy and accuracy of research results obtained in the future.

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