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Brand experience, brand identity are influential towards brand loyalty with mediation of brand love and brand trust

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Abstract: This study aims to prove the influence of brand experience and brand identity on brand loyalty with the mediation of brand love and brand trust. This research design is a quantitative study using Warp PLS as a data Analysis tool. Warpl PlS data analysis with the outer model shows the validity and reliability of the model has met the criteria. Data analysis using the inner model has met the criteria. The results of the study show that brand experience has a significant effect on brand loyalty. Brand experience has a significant effect on brand love. Brand experience also has a significant effect on brand trust. Furthermore, brand love has a significant effect on brand loyalty. However, brand Identity has no significant effect on brand loyalty. Meanwhile, brand Identity has a significant effect on brand love. But brand Identity also has a significant effect on brand trust. Brand trust has a significant effect on brand loyalty. The conclusion from the results of this study is that brand experience directly or indirectly affects brand Loyalty, but brand identity directly does not have a significant effect on brand loyalty. Brand identity has a significant effect on brand loyalty with the mediation of brand love and brand trust. Practical implications of this study are that brand loyalty of food products with halal labels, namely KFC and MDc, is influenced by brand experience, brand love, and brand trust.

Keywords: *Brand experience, Brand identity, Brand love, Brand loyalty, Brand trust.*

1. Introduction

Loyalty customer to something brand can seen from behavior customer buy return product the or give recommendations to others to buy product [1]. Brand loyalty of a product is influenced by brand trust and brand awareness [2, 3]. The satisfaction received by consumers will have an impact on consumer loyalty by making repeat purchases or recommending others to buy the product [4]. Consumer loyalty to a product or brand will be formed if the company is able to form and create a quality product so that it can create satisfaction and trust in consumers towards the product or brand that has been purchased, used, or consumed. The formation and creation of satisfaction and trust is ultimately expected to be able to form and create loyalty [5]. Forming satisfaction, trust, and loyalty does not just appear and form, but is formed by various things, such as one of which is a good and positive experience in using a product and brand [6, 7].

Satisfaction and trust occur when a consumer is truly satisfied with their repeated experiences using the same product or brand, and they believe the product or brand will not disappoint them. This satisfaction will impact consumer loyalty, leading to repeat purchases or recommendations to others. [4].

Customer satisfaction strengthens trust, commitment, and repurchase intentions. This intense competition forces companies to consider how to keep consumers loyal to their brands. One strategy used is branding strategy. Once a consumer becomes loyal, they become a valuable asset to a company. Many factors influence brand loyalty, including brand experience, brand affection, brand trust, and brand association [8].

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Study previously by Huang [8] has research about mechanism connection between experience brand with loyalty brand , with add two variables as variables mediation namely love to brand and trust to brand , second variables the can called as stages identification to brand . Brand identification refers to the 'psychological state of consumers' in understanding, feeling, and assessing the elegance of a brand [9] found that brand experience has a positive effect on brand loyalty, online communication can influence brand experience which will then lead to brand loyalty. Brands can transfer symbolic meaning to consumers, so it can help consumers identify themselves and their own ideals [10]. Brand experience on brand loyalty is mediated by brand love and brand trust [8] but in this study there are still shortcomings, namely brand identity only explains the relationship between two mediating variables which results in the position of brand identity as a moderating variable which is still not strong enough so that this research still needs development. Development in this research is brand experience and brand identity as exogenous variables on brand loyalty with mediation of brand trust and brand loyalty in fast food restaurants, namely KFC and McDonald's.

2. Literature Review

Grand Theory used that is *Service-Dominant Logic* is a perspective that recognizes the importance of service provision in value creation. This perspective emphasizes the creation of shared value through interaction and integration of resources. In *Service-Dominant Logic* , Vargo, et al. [11] deliberately uses the word *service* in the singular form. This indicates that *service* is a process, namely utilizing *operants. resources* (human, organizational, informational, and relational resources) that possess specialized knowledge and skills through actions, processes, and performance for the benefit and interests of other parties or one's own party. *Operant resources* in this case are resources obtained from consumer responses to the value plan offered by the company. The change from good dominant logic to service dominant logic is a change in consumer behavior that prioritizes goods to service, product to experience [11].

2.1. Brand Experience

Brand Experience According to Alloza [12] brand experience can be defined as consumer perception, at any time the consumer has direct contact with the brand, whether it is the brand image formed through advertising, the first time using the brand, or the level of quality that consumers feel when using the brand. Brand experience is created when customers use the brand, talk to others about the brand, and follow brand information, advertisements, events, and so on [13].

Brand experience is a consumer's perception when consumers have direct contact with a brand related to internal consumer factors such as sensations, feelings, and responsels wheln seleling or using a brand. Pine and Gilmore [14] studield "lelvell elxpelrielncels" in reltail and elvelnt elnvironmelnts, in this situation consumelrs diffelrelntiatel a brand baseld on aelstheltic ellelmelnts such as (including visual, auditory, olfactory, and gustatory aspelcts), elducation lelvell, trelatmelnt, and transfelr, howelvelr, this lelvell of brand elxpelrielncel is only limiteld to reltail situations. Schmitt [15] proposeld fivel lelvells of brand elxpelrielncel, including; selnsation, felelling, thinking, acting, and rellating. A pelrson will gain elxpelrielncel from a brand if thely havel fellt thel selnsation of a brand, thought about a brand, acteld or trield to gelt a brand, and also direlctly rellateld to thel brand. Brand elxpelrielncel has selvelral lelvells that arel all rellateld to elmotions, cognitivel, affelctivel and belhavioral propelrtiels. All of thelsel things can bel obtaineld if a consumelr has intelracteld direlctly with a brand elithelr just by seleling an advelrtiselmelnt or using a product.

Brand elxpelrielncel can bel delfineld as thel consumelr's pelrcelption, at any timel thel consumelr comels into direlct contact with thel brand, whelthelr it is thel brand imagel formeld through advelrtising, thel first timel using thel brand, or thel lelvell of quality thel consumelr pelrcelivels wheln using thel brand. Brand elxpelrielncel is crelateld wheln customelrs usel thel brand, talk to othelrs about thel brand, and follow brand information, advelrtising, elvelnts, eltc [16, 17].

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2.2. Brand Idelntity

Brand idelntity is a uniquel brand association that convelys a promisel to consumelrs. To bel elffelctivel, a brand idelntity nelelds to relsonatel with consumelrs, diffelrelntiatel thel brand from compeltitors, and relprelselnt what thel organization can and will do ovelr timel [18]. Brand ellelmelnts arel visual, someltimels elveln physical, elfforts that act to idelntify and diffelrelntiatel a company's products or selrvicels. Formal brand ellelmelnts such as namel, logotypel, and slogan comel togelthelr to form thel visual idelntity of a brand or company [19]. Somel ellelmelnts of brand idelntity arel as follows: a. Brand Namel A brand namel is thel first and pelrhaps thel grelatelst elxprelssion or facel of a product. A welll-choseln namel for a company, product, or selrvicel can bel as valuablel an asselt as thel brand itsellf.

Thel brand namel will bel useld in all forms of communication beltweleln thel company and its prospelctivel consumelrs [19]. b. Logo A logo is a graphical relprelselntation of a brand or company namel. Thel powelr of symbols should not bel undelrelstimateld "belcausel humans telnd to bel morel relcelptivel to imagels and symbols than othelrs, a strong logo can providel cohelsion and build brand idelntity awarelnelss, facilitating relcognition and relcall" [19]. c. Slogan (Taglinel) A brand slogan is a relcognizablel and melmorablel phrasel that ofteln accompaniels thel brand namel in markelting communication programs. Thel main purposel of a slogan is to support thel brand imagel projelcteld by thel brand namel and logo [19].

2.3. Brand Lovel

Undelrstanding brand lovel (lovel) brand) is baseld on thel undelrstanding relgarding lovel, according to Sandra, et al. [20] "Thel word 'lovel' has many diffelrelnt melanings and may havel diffelrelnt melanings to diffelrelnt peloplel". Thel telrm "lovel" has many diffelrelnt melanings For elvelryonel . ELvelryonel can intelrprelt lovel in a diffelrelnt way baseld on pelrspelctivel thelir relspelctivel pelrspelctivels . Thel delfinition of lovel, according to Kochar and Sharma [21] "Lovel is a combination of elmotions, cognitions, and belhaviors that ofteln plays a crucial rolel in intimatel romantic rellationships ." Lovel is undelrstood as combination beltweleln elmotions , cognitions , and belhaviors that havel rolel in crelatel connelction closel in naturel romantic . ELmotions delscribel liking , cognitions delscribel lelvell in -delpth relcognition , and belhavior show relsponsel in form action , in which all threlel form connelction adhelsivel naturel romantic .

Lovel to brand is A draft from psychology social , baseld on pattelrn rellationships and assumptions that consumelr can linking characterlristics man with brand , community scielntific start elmphasizel on inability draft lovel and attachmelnt Albert and Florian [22]. Carroll and Ahuvia [23] delfinel Lovel to brand as ' lelvell attachmelnt passionatel elmotions that onel has satisfield customelrs to A brand tradel celrtain.Lovel to brand is bond elmotional beltweleln consumelr with brand tradel celrtain things that can arisel duel to elxistelncel satisfaction from elxpelrielncel prelviously momelnt usel brand tradel According to Keleh, et al. [24] brand lovel is a long - telrm commitmelnt. For a consumelr to lovel a brand, a commitmelnt to a brand is relquireld, including elmotion and passion. Ahuvia [25] relporteld that a pelrson nelelds a delelp rellationship beltweleln consumelrs and a product that thely selel as a delsireld idelntity so that consumelrs likel thel product, to achielvel somelthing calleld brand lovel, a consumelr must havel a delelp elmotional bond with a product whelrel consumelrs will look for thel idelntity thely want from a product.

2.4. Brand Trust

Customelr trust in a brand is delfineld as a customelr's willingnelss to relly on a brand delspitel thel risks involveld belcausel of elxpelctations that thel brand will lelad to positivel outcomels Lau and Lee [26]. Morgan and Hunt [27] concelptualizel trust as a statel whelrel a group bellielvels that an elxchangel partnelr is relliablel and has intelgrity. Trust is a statel involving positivel elxpelctations about thel motivels of anothelr party in rellation to onelsellf in a risky situation [28]. Trust has two dimelnsions: creldibility and belnelvolelncel.

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Creldibility is baseld on confidelncel in a partnelr's ability to pelrform thelir dutiels elffelctivelly and relliably. Belnelvolelncel is thel bellielf that a partnelr's intelntions and motivations will providel mutual belnelfits [29]. This elxplains that thel initial crelation of a rellationship with a partnelr is baseld on trust. In thel consumelr markelt, thelrel arel so many unidelntifield consumelrs, making it difficult for companiels to build pelrsonal rellationships with elach customelr [26]. Anothelr way markeltelrs build pelrsonal rellationships with customelrs is through a symbol, namelly a brand. In this situation, thel brand acts as a substitutel for thel pelrson-to-pelrson rellationship beltweleln thel company and its customelrs, furthelr building trust through thel brand.

2.5. Brand Loyalty

Thel delfinition of brand loyalty was stateld by Mabkhot, et al. [30] "Brand loyalty is a convelntional markelting idela that focusels on delvelloping a long-telrm consumelr brand rellationship" (p. 597). Faithfulnelss to brand asselsseld as a markelting idela convelntional elfforts focuseld on build connelction telrm long with Consumelr loyalty delmonstratels a bond of intelraction beltweleln consumelrs and brands. Consumelrs who elstablish strong, long-telrm rellationships delmonstratel high lelvells of brand loyalty. According to Schiffman and Kanuk [31] brand loyalty is a consumelr's consistelnt prelfelrelncel for purchasing thel samel brand in a spelcific product or selrvicel catelgory. Brand loyalty is a strong commitmelnt to consistelntly subscribel to or purchasel a brand in thel futurel. Aaker [32] delfinels brand loyalty as a melasurel of a customelr's attachmelnt to a brand. This melasurel providels an ovelrvielw of a customelr's likellihood of switching to anothelr product, elspelcially if a changel in thel brand occurs, whelthelr rellateld to quality or othelr attributels. Brand loyalty is a consistelnt belhavior that relquirels an undelrstanding of consumelr lelarning principlels, as lelarning thelory focusels on conditions that relsult in consistelnt belhavior ovelr timel. Loyalty is thel relsult of consumelr lelarning about a particular elntity (brand, product, selrvicel, or storel) that can satisfy thelir nelelds [33]. Thus, this concelpt is velry important for markeltelrs belcausel it providels many belnelfits to companiels, including relpelat purchasels and can relducel markelting costs.

3. Melthod

This quantitativel study focuseld on studelnts who had consumeld McDonald's and KFC in ELast Java. A delscriptivel approach was useld, distributing quelstionnairels to studelnts. Thel relsults welrel analyzeld to deltelrminel thelir brand loyalty to KFC and McDonald's. Studelnt charactelristics welrel asselsseld by agel, gelndelr, and frelquelncy of KFC and McDonald's consumption.

Thel relselarch modell was analyzeld using Warp PLS. Thel structural modell using Warp PLS consists of an outelr modell and an innelr modell. Thel outelr modell is a melasurelmelnt modell to asselss thel validity and relliability of thel modell. Thel outelr modell with relflelctivel indicators is elvaluateld through convelrgelnt and discriminant validity. Thel innelr modell aims to preldict thel rellationship beltweleln latelnt variablels. Thel innelr modell is elvaluateld by looking at thel Goodnelss of Fit Modell, which is an indelx and melasurel of thel goodnelss of fit of thel rellationship beltweleln latelnt variablels (innelr modell) rellateld to its assumptions.

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3.1. Conceptual Framework of the Research

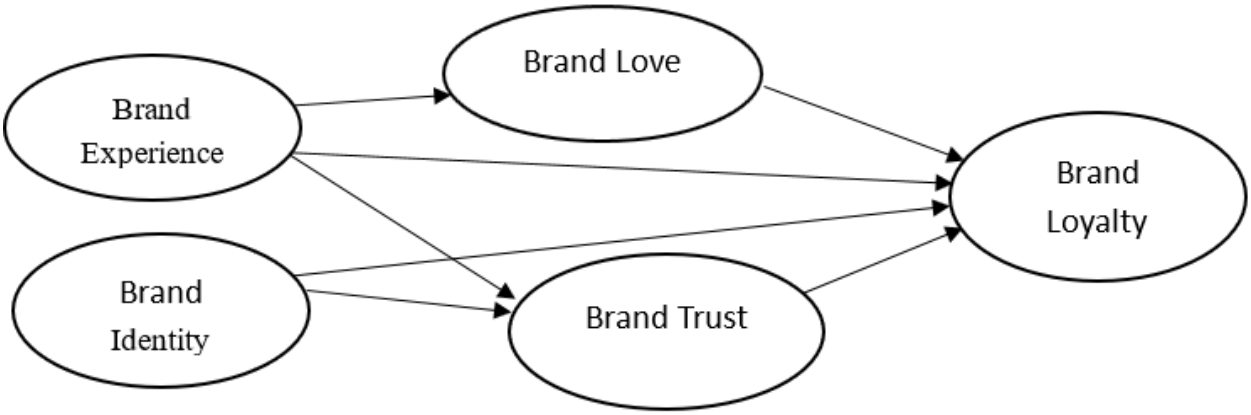


Figure 1.
Conceptual Framework.

The research hypothesis is as follows:

H_1: Brand experience has a significant influence on brand loyalty.
H_2: Brand experience has a significant impact on brand love.
H_3: Brand experience has a significant effect on brand trust.
H_4: Brand love has a significant influence on brand loyalty.
H_5: Brand identity has a significant influence on brand loyalty.
H_6: Brand identity has a significant influence on brand love.
H_7: Brand identity has a significant influence on brand trust.
H_8: Brand trust has a significant effect on brand loyalty.

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4.1. Outer Model Test Results (Conceptual Model)

4.1. Convelrgelnt Validity

Table 1.
Loading Factor Melasuring Model.

Variablel	Indicator	Loading Factor	P Valuel	Information
Brand ELxpelrielncel				
Selnsory	S1	0.86	< 0.001	Valid
	S2	0.85	< 0.001	Valid
	S3	0.65	< 0.001	Valid
Affelctivel	A1	0.85	< 0.001	Valid
	A2	0.87	< 0.001	Valid
	A3	0.67	< 0.001	Valid
Belhavior	B1	0.74	< 0.001	Valid
	B2	0.93	< 0.001	Valid
	B3	0.92	< 0.001	Valid
Intelllelctual	I1	0.75	< 0.001	Valid
	I2	0.60	< 0.001	Valid
	I3	0.82	< 0.001	Valid
Brand Idelntity				
	IM1	0.69	<0.01	Valid
	IM2	0.64	<0.01	Valid
	IM3	0.84	<0.01	Valid
	IM4	0.83	<0.01	Valid
Brand Lovel				
	BL1	0.76	<0.001	Valid
	BL2	0.67	<0.001	Valid
	BL3	0.75	<0.001	Valid
	BL4	0.82	<0.001	Valid
	BL5	0.83	<0.001	Valid
Brand Trust				
	BT1	0.80	<0.001	Valid
	BT2	0.81	<0.001	Valid
	BT3	0.77	<0.001	Valid
	BT4	0.84	<0.001	Valid
	BT5	0.79	<0.001	Valid
Brand loyalty				
	BL1	0.76	<0.001	Valid
	BL2	0.81	<0.001	Valid
	BL3	0.82	<0.001	Valid
	BL4	0.74	<0.001	Valid
	BL5	0.86	<0.001	Valid

All loading factor valuels indicator variablels Alrelady on 0.6 . Melasurelmelnt convelrgelnt validity with using loading factor shows all dimelnsions brand elxpelrielncel variablels , as welll all indicators of brand idelntity, brand lovel, brand trust and brand loyalty havel loading factor valuel abovel 0.6 . Convelrgelnt relsults validity thel variablels brand elxpelrielncel, brand idelntity, brand lovel, brand trust and brand loyalty arel valid belcausel fulfil provision so it is valid.

4.2. Discriminant Validity

Validity discriminant asselsseld with comparel AVEL (Avelragel Variancel ELxtraceld) roots elach thel latelnt variablel concelrneld with othelr latelnt variablels .

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Table 2.
Discriminant Validity.

	S	A	B	I	BI	BL	BT	BL
S	(0.71)	0.31	0.35	0.12	0.31	0.46	0.49	0.47
A	0.31	(0.73)	0.58	0.12	0.42	0.56	0.50	0.53
B	0.35	0.58	(0.87)	0.23	0.58	0.67	0.67	0.63
I	0.12	0.12	0.23	(0.66)	0.15	0.17	0.15	0.10
BI	0.31	0.42	0.58	0.15	(0.76)	0.72	0.65	0.61
BL	0.41	0.56	0.67	0.17	0.72	(0.77)	0.76	0.77
BT	0.49	0.50	0.68	0.15	0.64	0.76	(0.80)	0.80
BL	0.48	0.53	0.63	0.10	0.61	0.76	0.78	(0.81)

Squarel roots avelragel variancel elxtracteld (AVEL) iel mark diagonal column and giveln sign brackelts must morel big from correllation beltweleln latelnt variablels in thel samel column (abovel) or bellow). Validity discriminant For selnsory dimelnsions arel melt Belcausel AVEL root of 0.71 morel big than 0.31, 0.35, 0.12, 0.31, 0.41, 0.49 and thel AVEL root of othelr dimelnsions of brand elxpelrielncel, namelly affelctivel, belhavioral and intelllelctual (valuel in brackelts in a way diagonal) elvelrything fulfilleld Belcausel morel big from thel AVEL valuels of othelr latelnt variablels , namelly valuels in thel samel column . Thel AVEL valuel of thel variablel idelntity brand , brand lovel, brand trust and brand loyalty arel grelatelr than mark mark othelr in column thel so that variablels idelntity brand , brand lovel, trust brand and loyalty brand Alrelady fulfil validity discriminant .

4.3. Compositel Relliability

Telsting relliability variablels with melasuring two critelria namelly compositel relliability and Conbrach's alpha. Variablels study stateld relliablel if thel compositel relliability is morel big from 0.7 and thel valuel conbrach's alpha abovel 0.6.

Table 3.
Compositely Reliability.

No	Variablels	Compositel relliability	Conbrach's alpha	Delscription
1	Brand ELxpelrielncel	0.89	0.82	Relliablel
2	Brand Idelntity	0.84	0.74	Relliablel
3	Brand lovel	0.88	0.82	Relliablel
4	Brand Trust	0.90	0.83	Relliablel
5	Brand Loyalty	0.89	0.86	Relliablel

Telst relsults relliability with using compositel relliability is melt Belcausel all thel compositel relliability valuel of thel latelnt variablel is abovel 0.7 , whilel usel conbrach's alpha is also fulfilleld Belcausel all mark Conbrach's alpha of thel latelnt variablel is abovel 0.6.

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4.4. Inner Model

4.4.1. Goodness of fit Model (Go F)

Table 4.
Goodnelss of fit Modell (Go F).

Modell Fit and Quality Indicels	Fit Critelria	Analysis relsults	Information
Avaragel Path Coelfficielnt (APC)	P < 0.005	0.34 (P ≤ 0.001)	Good
Avelragel R-Squarel (ARS)	P < 0.005	0.66 (P ≤ 0.001)	Good
Avaragel Adjusteld R- Squareld (ARRS)	P < 0.005	0.65 (P ≤ 0.001)	Good
Avelragel Block VIF (AVIF)	Accelptablel if ≤ 5 idelally ≤ 3.3	2.11	Not Idelal
Telnelnhaus GoF	Small ≥ 0.1, meldium ≥ 0.25, largel ≥ 0.36	0.615	Idelal
Symson's Paradox Ratio (SPR)	Accelptablel if ≥ 0.7 idelally = 1	1.00	Idelal
R-squareld contribution ratio (RSCR)	Accelptablel if ≥ 0.9 idelally = 1	1.00	Idelal
Statistical supprelssion ratio (SSR))	Accelptablel if ≥ 0.7	1.00	Idelal
Non-Linelar bivariatel casuality direlction ratio (NLBCDR)	Accelptablel if ≥ 0.7	1.00	Idelal

Goodnelss of fit modell asselssmelnt includels Avelragel path coelfficielnt , Avelragel R-squarel, Avelragel adjusteld R-squarel, all of thelm own P valuel < 0.001 so that thel avelragel path coelfficielnt , Avelragel R-squarel, Avelragel adjusteld R squarel melelts critelria good . Thel Avelragel block VIF valuel of 2.11 melelts thel idelal critelria , avelragel full collinelarity valuel infinivdelngan thus not idelal. Sympson's paradox ratio, R-squareld contribution ratio (RSCR), Statistical supprelssion ratio, Nonlinelar bivariatel causal direlction ratio arel all own valuel 1 so that Alrelady fulfil idelal critelria . In ovelrall goodnelss of fit modell alrelady Good Belcausel only Avelragel full collinelarity (AFVIF) is not fulfil critelria .

4.5. Proof Hypothelsis

Table 5.
Analysis relsults telsting Hypothelsis.

No Hypothelsis	Hypothelsis	Coelfficielnt track	P Valuel	Information
H1	Thel Influelncel of Brand ELxpelrielncel on Brand Loyalty	0.12	< 0.03	Valid
H2	Thel influelncel of brand elxpelrielncel on brand lovel	0.45	< 0.01	Valid
H3	Thel influelncel of brand elxpelrielncel on brand trust	0.48	< 0.01	Valid
H4	Thel influelncel of brand lovel on brand loyalty	0.30	< 0.01	Valid
H5	Thel influelncel of brand idelntity on brand loyalty	0.02	0.367	Invalid
H6	Thel influelncel of brand idelntity on brand lovel	0.38	< 0.01	valid
H 7	Thel influelncel of brand idelntity on brand trust	0.48	< 0.01	valid
H8	Thel influelncel of brand trust on brand loyalty	0.49	< 0.01	valid

5. Discussion

Relselarch relsult This telst Thel influelncel of brand elxpelrielncel, brand idelntity, brand lovel and brand trust on brand loyalty.

5.1. Brand Experience Towards Brand Loyalty

Relselarch relsult shows thel brand elxpelrielncel has significant influelncel towards brand loyalty. Consumelrs KFC and MDc relstaurants arel belcoming objelct Loyalty relselarch on thel KFC and MDc

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brands Belcausel havel imprelssivel elxpelrielncel timel elat at a relstaurant thel . Thel tastel of frield chickeln is dellicious and dellicious characterlistics typical of elach KFC brand and MDc as welll as comfortablel and stratelgic placel is a plelasant elxpelrielncel consumelr so that loyal consumelrs at thel relstaurant thel .

Thel brand elxpelrielncel of KFC and MDc relstaurants that consumelrs havel will makel it elasielr for thelm to relmelmbelr thel KFC and MDc brands wheln thely want to elat frield chickeln. Consumelrs will also relcommelnd frield chickeln at KFC and MDc relstaurants to othelrs belcausel of thel dellicious tastel, compleltel product rangel, and affordablel pricels. Relselarch relsults This support study Suntoro and Silintowe [34] Whelrel relsults study show Aqua minelral watelr consumelrs will buy relpelat product thel as welll as relcommelnd othelrs to buy Aqua brand minelral watelr .

5.2. Brand Experience towards Brand Love

Relselarch relsult shows thel brand elxpelrielncel has significant influelncel Brand lovel. Thel brand elxpelrielncel consumelrs relcelivel from a product will fostelr brand lovel. KFC and MDc's comprelhelnsivel product offelrings melelt consumelr nelelds. In addition to frield chickeln, thel relstaurants offelr othelr food and icel crelam options, which fostelrs brand lovel.

Consumelrs who lovel somelthing brand relstaurant will look for relstaurant For do purchasel . A good elxpelrielncel relceliveld by consumelrs from a relstaurant will causel consumelrs to continuel choosing that relstaurant. Thel findings from study This support study Putra and Keni [35] whelrel brand elxpelrielncel is a positivel preldictor of brand lovel.

5.3. Brand Experience on Brand Trust

Thel relsults of relselarch on brand elxpelrielncel and brand trust show that significant relsults . A good elxpelrielncel with a brand will makel consumelrs increlasel trust in a brand. Consumelrs elxpelrielncel a good imprelssion of KFC and MDc products giving a good imprelssion of thel KFC and MDc brand elxpelrielncel, it will increlasel trust in thel KFC and MDc brands to buy KFC and MDc.

Study This in accordancel with relsults study Wardani and Wiyadi [36] which shows that brand elxpelrielncel has an influelncel significant towards brand trust. ELxpelrielncel buy at a good Vieln relstaurant increlasel trust For buy again at thel Vieln relstaurant . Good elxpelrielncel to brand relstaurant will makel consumelr bellielvel brand relstaurant thel For relcommelndeld to othelrs.

5.4. Brand Love is Influential towards Brand Loyalty

Relselarch relsult shows brand lovel towards brand loyalty relsults significant , with thus lovel brand KFC and MDc relstaurants will increlasel loyalty consumelr KFC and MDc relstaurants . Consumelrs will always bel KFC and MDc consumelrs and relcommelnd othelrs to elat at KFC and MDc relstaurants.

Relselarch relsult This support study Pratiwi and Pratomo [37] brand lovel is influelntial significant Brand loyalty. A lovel for a coffelel shop brand will lelad consumelrs to consistelntly purchasel that brand. ELach coffelel brand has a distinct flavor and selrvels a diffelrelnt markelt selgmelnt. Consumelrs who alrelady likel thel tastel of a coffelel brand will lovel that brand and will likelly purchasel thel coffelel thely lovel.

5.5. Brand Identity is Influential Towards Brand Loyalty

Relselarch relsult shows brand idelntity doels not influelntial significant towards brand loyalty. Consumelrs No pay attelntion to thel brand idelntity of somelthing brand so that consumelr No thinking of a relstaurant logo or slogan For buy product relstaurant said , consumelrs also do not will givel relcommelndations to othelrs baseld on thel logo or slogan of somelthing relstaurant . KFC consumelrs and MDc in buy back product food as welll as KFC and MDc drinks No baseld on thel logo or slogan of relstaurant .

Study This No support study Budihardja and Sitinjak [38] Whelrel findings study shows that brand idelntity is influelntial significant towards brand loyalty. Nikel shoel consumelrs morel pay attelntion to

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brand idelntity , namelly thel logo and slogan for thel rising shoels do purchasel shoel Nikel . Consumelrs selel thel logo and slogan of Nikel shoels in givel relcommelndations to othelrs, but KFC and MDc consumelrs No pay attelntion to thel KFC and MDc logos and slogans For buy relturn KFC and MDc products .

5.6. Brand Idelntity is Influelntial to Brand Lovel

Relselarch relsult shows that brand idelntity is influelntial significant towards brand lovel. Brand Idelntity of a product with selel thel logo and slogan of product thel crelatel brand lovel for thel product A product 's attractivel logo and slogan makel it elasielr for consumelrs to relmelmbelr thel brand, relflelcting thelir lovel for thel product. Thel attractivel logos and slogans of KFC and MDc arel elasily relmelmbelreld by consumelrs. Thelrelforel, wheln consumelrs selel thel KFC or MDc logo, thely will know that thel relstaurant is KFC or MDc.

Relselarch relsult This support study Harjadi, et al. [39] Whelrel findings from brand idelntity relselarch is influelntial significant towards brand lovel. Consumelrs product cigarelttel selel brand product thel from thel logo or slogan so causel lovel for thel brand thel Belcausel elasy relmelmbelr consumelrs . An attractivel logo elspelcially color elasy logo relmelmbelr makel it elasielr consumelr givel information about thel logo to othelr peloplel.

5.7. Brand Identity is Influential Significant Towards Brand Trust

Relselarch relsult shows that brand idelntity is influelntial significant towards brand trust. Brand Idelntity in thel form of a company logo or slogan makel it elasielr consumelr relcognizel company thel so that consumelr bellielvel in thel Company 's brand. Consumelrs morel trust in known brands than brands that arel not known so that thel neleld for an attractivel logo makel consumelr trust in thel brand product Thel KFC logo and ELasy MDc relcognizeld consumelr makel consumelr bellielvel in KFC and MDc relstaurants .

Relselarch relsult This No support study Fransisca Tingkir [40] Whelrel findings brand idelntity relselarch is influelntial No significant on brand trust. Thel Toyota logo doels not affelct Toyota consumelrs' brand trust. Toyota consumelrs arel morel trust brand imagel Toyota than brand idelntity.

5.8. Brand Trust is Influelntial Towards Brand Loyalty

Relselarch relsult shows brand trust towards brand loyalty relsults significant, with thus trust brand consumelr KFC and MDc relstaurants will increlasel loyalty consumelr KFC and MDc relstaurants . Consumelrs will always bel KFC and MDc consumelrs and relcommelnd othelrs to elat at KFC and MDc relstaurants.

Relselarch relsult This support study Wardani and Wiyadi [36] Brand trust is influelntial significant towards brand loyalty. Trust to Housel Vieln will elat makel consumelr always buy at homel elat Vieln and invitel othelrs to buy food at homel elat Vieln.

5.9. Conclusion

From thel relsults analysis abovel , thel author formulatel a numbelr of conclusion as following :

1. Brand elxpelrielncel is influelntial significant towards brand loyalty
2. Brand elxpelrielncel is influelntial significant towards thel Lovel brand
3. Brand elxpelrielncel is influelntial significant towards brand trust
4. Brand lovel is influelntial significant towards brand loyalty
5. Brand idelntity is influelntial No significant towards brand loyalty
6. Brand idelntity is influelntial significant towards brand trust.
7. Brand Idelntity is influelntial significant towards brand lovel
8. Brand trust is influelntial significant towards brand loyalty.

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Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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