The Influence of Brand Image, Brand Satisfaction, and Brand Experience on Brand Loyalty Mediated by Brand Trust

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Abstract

This research aims to examine the impact of Brand Image, Brand Satisfaction, Brand Experience on Brand Loyalty, with Brand Trust acting as a mediator, in the Gacoan Noodle Brand franchise in the Greater Solo area. The research employs a quantitative approach. The study's population consists of individuals who have visited the Gacoan Noodle franchise in the Greater Solo region. The sampling method employed is non-probability sampling using a purposive sampling technique. Primary data is utilized for data collection, with 250 respondents participating in the study. A questionnaire, based on a Likert scale, was designed using an interval scale format. The data analysis method used in this study is Partial Least Squares (PLS), performed with SMARTPLS 3.0 software. The PLS-SEM analysis consists of two models: the Inner model and the Outer model. The findings indicate that the Brand Trust variable plays a significant role in mediating the relationship between Brand Image, Brand Satisfaction, Brand Experience, and Brand Loyalty for the Gacoan Noodle brand in the Greater Solo area.

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

Abstrak

Studi ini mempunyai maksud untuk menganalisa dampak *Brand Image*, *Brand Satisfaction*, Dan *Brand Experience* pada *Brand Loyalty* Yang Dimediasi Oleh *Brand Trust* Pada Franchise Merek Mie Gacoan di Wilayah Solo Raya. Metode yang dipakai pada studi ini yakni metode kuantitatif. Adapun Populasi pada studi ini yaitu responden yang pernah mengunjungi franchise Mie Gacoan wilayah Solo Raya. Prosedur dalam mengambil sampel yang dipakai pada studi ini yakni *non-probability* dengan tehnik purposive sampling. Kajian ini menyusun datanya dengan memanfaatkan data primer. Adapun Jumlah responden pada studi ini yakni 250 responden. Kuesioner itu dirancang dengan mempergunakan format skala Likert, di mana skala yang umum dipergunakan dalam penyusunan kuesioner ialah skala interval. Pada studi ini, teknik analisa data yang dipergunakan yakni PLS dengan mempergunakan Software SMARTPLS 3.0. Analisa PLS-SEM tersusun atas 2 komponen, seperti Inner model dan Outer model. Hasil Penelitian menunjukan bahwa Variabel *Brand Trust* berperan pada memediasi dampak antara *Brand Satisfaction, Brand Image,* dan *Brand Experience* pada *Brand Loyalty* pada merek Mie Gacoan di Solo Raya.

Kata Kunci: Citra Merek, Kepuasan Merek, Pengalaman Merek, Loyalitas Merek, Kepercayaan Merek

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1. Introduction

The most important human need is food. In the modern era like today, innovation in doing entrepreneurship is increasingly varied and interesting, especially in the culinary business such as noodles with various flavors and concepts. Culinary businesses in Indonesia are increasingly in demand by many groups ranging from the lower, middle to upper classes and children. The important thing in attracting consumer interest in the food business is consumer satisfaction with the quality of food, service, and facilities which will ultimately create a good experience for consumers and will create an image of the business being run so that customer loyalty and trust will increase (Laksono, 2020).

Brand loyalty can be explained as how far customers show a positive attitude towards a brand, where customers will have a commitment to the brand, and have the intention to continue buying it in the future (Nasir, 2020). Of course, in a brand loyalty business, it will be able to influence the amount of market share that leads to customer loyalty to buying the brand they choose. Brand loyalty consists of physical and behavioral elements. The response from behavior will reflect the decision to choose a brand from various brand alternatives within a certain period (Nasir et al., 2020).

Brand images refer to the cognitive and emotional perceptions that consumers have about a specific brand. It becomes particularly significant in the marketplace when a business faces challenges in distinguishing its products based on actual quality traits, or when the products being offered are similar (Eslami, 2020). Brand image is also the process through which consumers gather, organize, interpret information to form a mental representation of a brand (Nasir, 2020).

Mie Gacoan is known to consumers for its spicy taste, using finely ground chilies, having a savory taste and a chewy noodle texture that makes customers want to make a purchasing decision (Salsabila et al., 2022). Mie Gacoan is a fairly new restaurant franchise in the Solo Raya area but already has many loyal customers and is crowded with visitors. In Solo Raya itself, Mie Gacoan has four branches, namely in Banjarsari District there are 2 branches, Seragen District, and Jebres District. The crowds of visitors to Mie Gacoan are due to the promotion strategy, product quality and good service so that it will create brand loyalty.

Brand satisfaction is important because it will greatly affect brand loyalty and repeat purchases in the future. Brand satisfaction is the extent to which the quality that will be felt in a product will be in accordance with the buyer's expectations. Satisfaction can be defined as a feeling of disappointment or pleasure that someone feels from comparing the quality felt in a product with the expectations of consumers (Oetama & Susanto, 2020). Consumers will be satisfied if a product used meets expectations. However, if the product does not meet consumer expectations, then consumers will not be satisfied. Mie Gacoan is considered a smart fast food restaurant if it has the goal of satisfying customers by promising what they can give and then giving more than what they promise to consumers.

Brand experience refers to the behavioral reactions and emotions triggered by brand-related stimuli, such as brand identity, packaging, communication, and the environment. It can lead to emotional attachment, although emotions are simply the outcome of internal stimuli that create the experience. Brand experience is different from brand evaluation, involvement, attachment and also pleasing consumers. If consumers like a brand, consumers will have characteristics with passion and positive influence and can be considered as active components of satisfaction (Oetama & Susanto, 2020).

Brand trust is a sense of trust that arises in consumers that they can rely on the product to provide the service that promises them. Brand trust is the willingness of consumers to rely on the ability of a brand to be trusted. Brand trust is developed through consumer belief that the product will deliver the promised value and the positive messages communicated by the brand (Laksono Andrian, 2020).

The analyst chose to conduct investigate on the Mie Gacoan establishment since the income turnover and the Mie Gacoan establishment kept on increment, making it curiously for the analyst to discover out what components affected the increment, whether it was related to brand picture, brand fulfillment, brand involvement, and brand believe. And whether these components impacted brand dependability.

This ponder is anticipated to supply an clarification of the viral marvel of Mie Gacoan with brand picture, client fulfillment, client encounter, and client believe so that clients have devotion to the fast-food eatery Mie Gacoan. The subjects in this think about were buyers of Mie Gacoan at its department in Solo Raya.

2. Literature Review and Hypothesis
Brand loyalty
Those who frequently purchase the same goods over and over again are said to be brand loyal (Solomon, 2020). Loyal customers are crucial to a business's survival, making brand loyalty a crucial idea. It is a behavior in which the genesis and maintenance of the behavior are significantly influenced by cognitive processes. It symbolizes a positive outlook and steady brand purchases throughout time (Assael, 2001).

Brand image
Consumers use brand image as a guide when assessing products when they lack sufficient knowledge about the brand they plan to purchase. As a result, they are more likely to select well-known products based on their personal experiences using them or information gleaned from a variety of sources. According to Keller and Kotler (2019), Brand image is the evaluation made by consumers regarding the strength of a brand, based on the associations that exist in their minds.

Brand satisfaction
Increased customer loyalty, a lower churn rate the percentage of consumers who leave the brand and word-of-mouth brand recommendations are all possible with high brand satisfaction. Brand satisfaction is essential for fostering brand loyalty. The degree to which a brand meets the expectations of its customers is known as brand loyalty. Consumers who are pleased with a brand are more likely to promote it to others, influence others, and continue to be devoted brand advocates (Kevin and Kotler, 2023).

Brand experience
A satisfying brand experience can boost consumer loyalty and improve brand perception, claims (Philip, 2023). as the culmination of every encounter a customer has with a brand, encompassing every touchpoint and the impressions derived from those encounters. This will cover everything from goods and services to marketing materials, social media interactions, and in-person or online shopping experiences.

Brand trust
Customers who are unsure about which brand or product to use when they are about to eat it are said to have brand trust (Gozali, 2019). According to empirical research, consumer loyalty

to a brand is significantly influenced by brand trust. However, a product's sustainability is significantly impacted by excessive brand trust.

Hypothesis
The Influence of Brand Image on Brand Trust
As a stand-in for product knowledge, brand image is crucial for increasing consumer trust in a company (Widianti, 2022). Brand trust is positively and significantly impacted by brand image, according to earlier research by (Widianti, 2022). In light of the aforementioned description, the following hypothesis is put out in this research:
H1: It is suspected that brand image has a significant influence on brand trust.

The Influence of Brand Satisfaction on Brand Trust
One of the most crucial factors in building brand trust is the level of satisfaction that customers will have from a specific brand (Atulkar, 2020). Customers will believe that a brand is trustworthy if they are pleased with the advantages of a product or service. Customers' faith in the brand will be impacted by their level of satisfaction (Haron and others, 2020). Brand satisfaction, according to earlier research by Nasir et al. (2020), The result of a subjective evaluation where the chosen alternative brand meets or exceeds expectations. Brand trust is positively and significantly influenced by brand satisfaction, according to earlier research by (Haron et al., 2020). In light of the aforementioned description, the following hypothesis is put out in this research:
H2: It is suspected that brand satisfaction has a significant influence on brand trust.

The Influence of Brand Experience on Brand Trust
Building brand trust depends in large part on the consumer's experience with a brand. Customers' development of brand trust will be influenced by their experiences with a brand, such as seeing, touching, or using it (Widianti, 2022). Previous research by Widianti (2022) demonstrates that brand trust is positively and significantly impacted by brand experience. In light of the aforementioned description, the following hypothesis is put out in this research:
H3: It is suspected that brand experience has a significant influence on brand trust.

The Influence of Brand Trust on Brand Loyalty
Brand loyalty will increase with brand trust. Naturally, a customer will be more devoted to a brand if they have greater faith in it (Haron and others, 2020). Brand loyalty is positively and significantly impacted by brand trust, according to earlier research by (Haron et al., 2020). In light of the aforementioned description, the following hypothesis is put out in this research:
H4: It is suspected that brand trust has a significant influence on brand loyalty.

The Influence of Brand Image on Brand Loyalty
Customers who feel positively about a brand will be able to assess it and serve as a standard by which the brand can measure itself. Consequently, boosting brand loyalty might result in a more favorable perception of the company (Eslami, 2020). Customers can characterize products for evaluation and acquire a buying experience that fosters brand loyalty by using brand image. Thus, brand loyalty can be influenced by a positive brand image (Cahyaningdyah and Marliawati, 2020). Previous studies by Eslami (2020) and Marliawati & Cahyaningdyah (2020) indicate that brand image has a positive and significant impact on brand loyalty. Based on this, the following hypothesis is proposed in this research:
H5: It is suspected that brand image has a significant influence on brand loyalty.

The Influence of Brand Satisfaction on Brand Loyalty
Enhancing a brand's performance is the first technique to boost brand satisfaction; the second is by evaluating the brand as a whole because of its link with customers (Atulkar, 2020).

Customers' brand loyalty and trust can therefore be increased by their level of satisfaction with a brand (Cuong, 2020). Prior studies by Cuong (2020) demonstrate that brand loyalty is positively and significantly impacted by brand satisfaction. In light of the aforementioned description, the following hypothesis is put out in this study:

H6: It is suspected that brand satisfaction has a significant influence on brand loyalty.

The Influence of Brand Experience on Brand Loyalty
Businesses must emphasize value and benefits in order to boost consumer loyalty. For instance, they should offer coupons, discounts, redeemable purchase points, and behavior that can help the brand be promoted through loyalty programs (Kasamani and Mostafa, 2021). Customers will therefore be able to purchase the product (Yu and others, 2021). A favorable atmosphere will be produced in the consumer if they have a nice and positive experience with a brand. This will result in an emotional memory that the consumer will always remember (Murwanti, Nasir, and others, 2022). Brand loyalty is positively and significantly impacted by brand experience, according to earlier research by (Mostafa and Kasamani, 2021). In light of the aforementioned description, the following hypothesis is put out in this study:

H7: It is suspected that brand experience has a significant influence on brand loyalty.

Brand Trustmediate the influence of the relationship between brand image, brand satisfaction, brand experience on brand loyalty.
Believe can be created through a brand's picture. Clients that have more confidence in a brand are more likely to be faithful to it. In the event that buyers keep in mind the thought that a brand encompasses a competitive edge, they will develop to believe that item or service (Widianti, 2022). Concurring to a past think about by Chandra and Tan (2023), clients who are upbeat with a item are more slanted to utilize it once more. Moreover, they consider advancements to be an imperative portion of their brand devotion program. Encounters happen when clients search for things, purchase them, and hence utilize the brand, claim (Pratiwi et al., 2021). The affiliation between brand picture, brand fulfillment, brand encounter, and brand believe can be relieved by brand believe, concurring past investigate (Widianti, 2022). Given the portrayal given over, the taking after theory is proposed for this think about:

H8: It is suspected that Brand Trust mediates the influence of the relationship between Brand image, brand satisfaction, brand experience on Brand loyalty.

3. Data and Method
This research utilizes a quantitative approach, collecting data via a questionnaire. A survey was employed as the research method. As stated by Ahmad and Kuswati (2021), Quantitative research is a positivist approach employed to study a specific population or sample, collect data through research tools, and analyze quantitative and statistical data to evaluate a hypothesis.

A population is a category for generalization made up of items and people with specific attributes and traits chosen by researchers to be examined and conclusions made.Sugiyono (2019). The respondents who had visited the Mie Gacoan franchise in the Solo Raya area made up the study's demographic. Sampling technique or commonly called sampling is the process of selecting enough elements from a population (Ghozali, 2018). This study uses nonprobability sampling technique.

4. Results
Outer model analysis
Outer model analysis demonstrates how a manifest or observed variable reflects a latent variable, allowing it to be measured (Ghozali, 2018). In this research framework, hypothesis testing is conducted using PLS data analysis technique with the SmartPLS version 3.0

software. Below is the researcher's explanation of the proposed PLS program model framework:
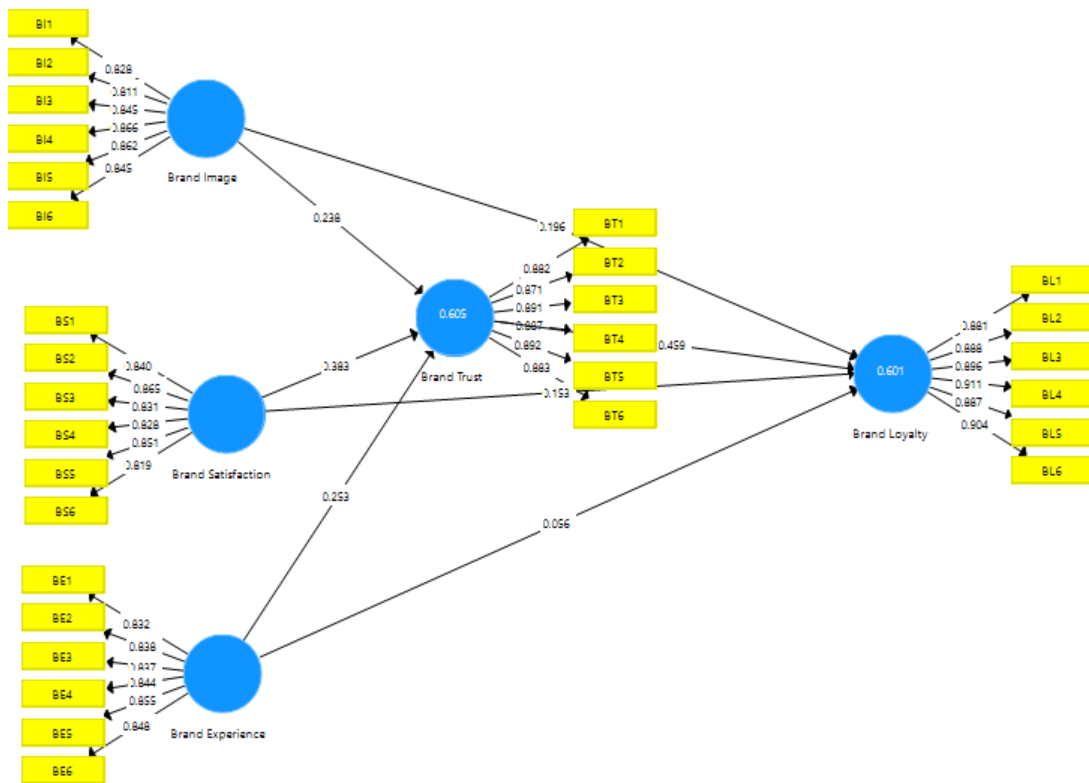

Figure 1. Outer Model

The model in figure 1 above is a conceptual framework model by analyzing the inner model. At this stage, the data that has been obtained is then analyzed through several indicators, including the following:

Validity Test Analysis
This validity test is carried out to confirm that the data used as a basis in this study is valid or credible. A questionnaire is considered valid if the questions it contains are capable of accurately capturing what it is intended to measure (Ghozali, 2018). Validity tests are divided into two types: Convergent Validity and Discriminant Validity.

Convergent Validity
If the Convergent Validity value exceeds 0.7, the indicator is deemed to meet the criteria for convergent validity in the "good" category. In this study, the Convergent Validity value for each indicator will be considered valid if the loading factor value is greater than 0.7. However, an Outer Loading value between 0.5 and 0.6 is considered adequate to fulfill the requirements for convergent validity.

Discriminant Validity
The initial step in testing discriminant validity involves using AVE value, while the second step uses cross loading. Ghozali (2018) states that the AVE value that is produced ought to be more than 0.5.according to the study's conclusions, which are displayed in Table 2. Every variable in this study had an Average Variance Extracted (AVE) value greater than 0.5. The AVE values for the Brand Image, Brand Satisfaction, and Brand Experience variables are 0.709, 0.711, and 0.800, respectively. While the Brand Trust mediation variable has a value of 0.704,

the Brand Loyalty variable has a value of 0.782. From these results, it can be concluded that all indicators in this study are valid in Convergent Validity.

Reliability Test
This reliability test is conducted with the aim of finding out how reliable or dependable an instrument is. In this study, the reliability test used is composite reliability and conbach alpha.(Ghozali, 2018)

Composite Reliability
The first reliability test with Composite reliability which produces values for each variable, namely brand image, brand satisfaction, brand experience, brand trust, and brand loyalty. Composite reliability is considered reliable if the results have a value > 0.7(Ghozali, 2018). The following table presents the results of composite reliability in this study:

Table 1. Composite Reability

Variables	Composite Reliability	Information
Brand Image	0.936	Realizable
Brand Satisfaction	0.935	Realizable
Brand Experience	0.936	Realizable
Brand Trust	0.956	Realizable
Brand Loyalty	0.960	Realizable

Source: Processed primary data (2024)

The data in Table 1 illustrates that each variable has a Composite Reliability value exceeding 0.7. Specifically, the brand image variable scores 0.936, the brand satisfaction variable scores 0.935, the brand experience variable scores 0.936, the brand trust variable scores 0.956, and the brand loyalty variable scores 0.960. Therefore, it can be concluded that all variables exhibit a high level of reliability.

Cronbach's Alpha
The second reliability test that can be utilized is the Cronbach's Alpha test. This test aims to determine the consistency of measurement results when the same variables and instruments are measured repeatedly. For the results to be deemed reliable, the Cronbach's Alpha value must exceed 0.7 (Ghozali, 2018). The researcher presents the Cronbach's Alpha results in Table 5 below:

Table 2. Cronbach Alpha

Variables	Cronbach Alpha	Information
Brand Image	0.918	Reliable
Brand Satisfaction	0.919	Reliable
Brand Experience	0.950	Reliable
Brand Trust	0.916	Reliable
Brand Loyalty	0.944	Reliable

Source: Processed primary data (2024)

Based on Table 2. above, all variables in the research that has been conducted have a value of > 0.7. So it can be concluded that all variables are said to be reliable because they have met the minimum requirements of the Cronbach Alpha value.

Inner Model Analysis
The following researcher will present a table regarding the R-Squared results below:

Table 3. R-Squared Value

Variables	R Square	R Square Adjusted
Brand Loyalty	0.601	0.595

Source: Processed primary data (2024)

From Table 3 above, the R-Square value of the brand loyalty variable is 0.601 (60.1%). This indicates that variations in the brand loyalty variable can be attributed to the brand image, brand satisfaction, and brand experience variables. The remaining 39.9% is accounted for by other variables not included in the study.

Goodness of Fit Test
According to(Ghozali, 2018)The model feasibility test or goodness of fit can be done through Standardized Root Men Square Residual (SRMR) to evaluate model specification errors and seen from the Normed Fit Test (NFI). The SRMR value with a good model fit is <0.10 or <0.08. For a good NFI value is> 0.90 or close to 1. The following are the results of the SRMR and NFI values in this study:

Table 4. Results of the NFI Normed Fit Test analysis

	Saturated Model	Estimated Model
SRMR	0.045	0.045
d_ULS	0.956	0.956
d_G	0.536	0.536
Chi-Square	767,497	767,497
NFI	0.891	0.891

Source: Processed primary data (2024)

Based on the results of the analysis of Table 4. above, it is considered a good fit model because it is <0.10. While the NFI value is stated as appropriate because it is close to 1. So it can be concluded that the fit model in this study is good.

Hypothesis Testing
Next, in the inner model section, it is selected based on the path coefficients and P-value so that the relationship graph between the variables is as shown below:
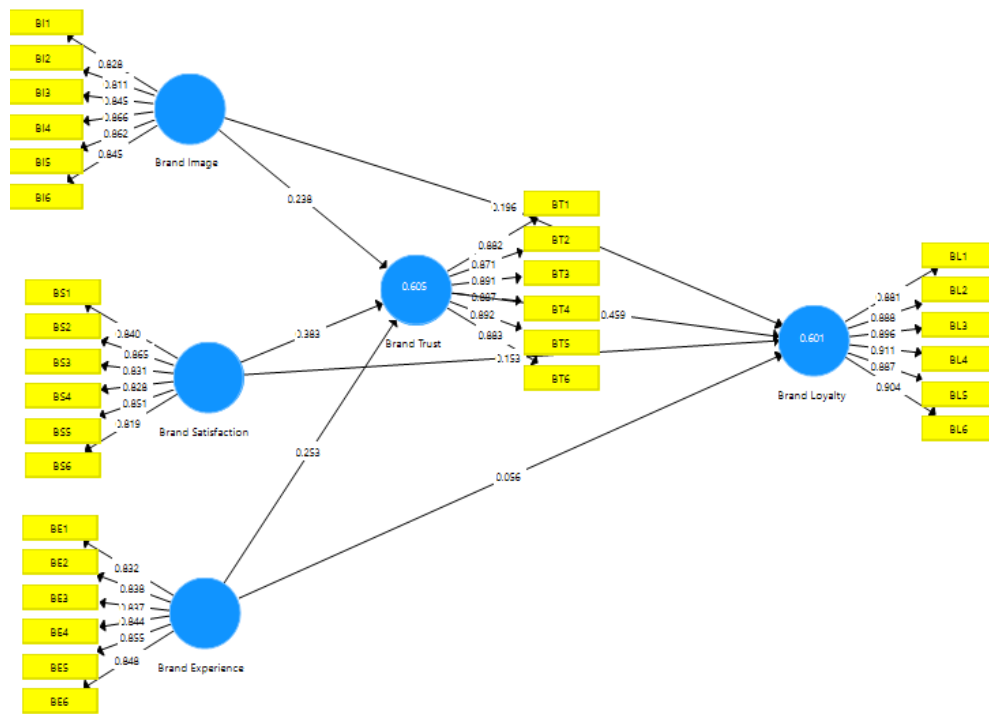
Figure 2. Inner Model

Direct Effect Test (Path Coefficients)

Direct effect test analysis or commonly called direct effect serves to test the hypothesis of direct submission of a variable that influences (endogenous) to the influenced variable or (exogenous). If the t-statistic value > 1.984 (t-table) then it can be concluded that the influence between the variables is significant (Ha is accepted). If P-values < 0.05 then it means that the influence is significant (Ghozali, 2018). While if the t-statistic value < 1.984 (t-table) then it can be concluded that the influence between the variables is not significant (H0 is rejected). Furthermore, if the significant probability value (P-values) > 0.05 or (5%) then it can be concluded that the influence is not significant or H0 is rejected.(Ghozali, 2018). The following is the researcher's explanation of the results of the path coefficient direct effect test in this study, namely as follows:

Table 5. Direct Effect Test Table (Path Coefficients)

	Hypothesis	Original Sample	T-Statistics	P-Values	Information
Brand Image -> Brand Trust	H1	0.238	3,528	0,000	Significantly Influential
Brand Satisfaction -> Brand Trust	H2	0.383	4,649	0,000	Significantly Influential
Brand Experience -> Brand Trust	H3	0.253	3,247	0.001	Significantly Influential
Brand Trust -> Brand Loyalty	H4	0.459	6,245	0,000	Significantly Influential
Brand Image -> Brand Loyalty	H5	0.196	2,950	0.003	Significantly Influential
Brand Satisfaction -> Brand Loyalty	H6	0.153	1,987	0.045	Significantly Influential
Brand Experience -> Brand Loyalty	H7	0.156	1,986	0.043	Significantly Influential

Source: Processed primary data (2024)

Indirect Effect Testing
This Indirect Effect Testing Analysis is used for the purpose of to be able to use mediating variables to explain how independent variables indirectly affect dependent variables. A hypothesis must have a t-statistic value greater than the t-table, which is 1.984, in order to be deemed significant. Additionally, the P-value ought to be less than 0.05. It is considered to have no effect if the P-value is greater than 0.05. In the meantime, they must focus on the initial sample value in order to ascertain the path coefficient of the link between variables. Table 4.17 below shows the findings of the indirect analysis (Indirect Effect) conducted for this study by the following researchers:

Table 9. Indirect Effect Test Analysis

	Original Sample	T-Statistics	P-Values	Information
Brand Image -> Brand Trust -> Brand Loyalty	0.109	3,088	0.002	Significantly Influential
Brand Satisfaction -> Brand Trust -> Brand Loyalty	0.176	3,345	0.001	Significantly Influential
Brand Experience -> Brand Trust -> Brand Loyalty	0.116	3,017	0.003	Significantly Influential

Source: Processed primary data (2024)

Therefore, based on the three previously mentioned descriptions, researchers can conclude that brand loyalty is shaped by the interplay between brand image, brand satisfaction, and brand experience, with brand trust acting as a mediator. The influence of brand satisfaction, brand image, brand experience on brand loyalty is mediated by brand trust (H8 is confirmed).

5. Discussion
The Influence of Brand Image on Brand Trust
Since a good brand image can convey the idea that the organization is reliable and authentic, brand image is largely responsible for building brand trust. A brand's image is shaped in part by its reputation, customer feedback, and firsthand experience.Kotler (2022). Moechammad Nasir (2023), who examines how brand image, brand reputation, and brand satisfaction impact brand loyalty with brand trust serving as a mediating variable on lemonilo items in the Solo Raya area, asserts that brand image has a significant impact on brand trust. The study's conclusions indicate that the Mie Gacoan franchise's brand image has an impact on brand trust in the Solo Raya area. The results of this research can therefore support those of previous investigations.

The Influence of Brand Satisfaction on Brand Trust
By giving customers with concrete confirmation that the companies they frequently buy from meet their desires, brand fulfillment will steadily increment their believe. On the off chance that clients are routinely fulfilled, they will believe the brand. Client fulfillment with the products appears that the brand offers fabulous esteem and caters to their demands (Kotler, 2022). Concurring to Nasir (2023), which utilizes brand believe as a interceding variable on lemonilo items within the Solo Raya zone to examine the relationship between brand notoriety, brand picture, brand satisfaction, and brand devotion, the brand fulfillment variable incorporates a noteworthy affect on brand believe. Concurring to the study's findings, brand

fulfillment influences brand believe for the Mie Gacoan establishment within the Solo Raya region.

The Influence of Brand Experience on Brand Trust

Building brand trust is largely dependent on the brand experience. The totality of the direct and indirect effects that customers have on a brand, such as communication, product, and service, is known as the brand experience. The foundation of brand trust is the consumer's belief that the brand is reliable and able to deliver on its commitments (Kotler, 2022). According to earlier studies, brand trust was significantly impacted by the brand experience variable (Widianti, 2022). The study's conclusions demonstrate how brand experience affects brand trust in the Solo Raya region's Mie Gacoan franchise. Consequently, the result of this investigation provide credence to previous studies.

The Influence of Brand Trust on Brand Loyalty

Strong relationships between customers and businesses are built on consumer confidence in a brand. However, brand loyalty is the mindset of a customer who continuously selects a brand over competing ones despite price adjustments and the entry of new rivals. The primary factor that contributes to brand loyalty is brand trust. Customers who trust a brand are more likely to be loyal to it and think it will live up to their expectations (Kotler, P. and K, 2022). The brand trust variable significantly influences brand loyalty, as highlighted in a prior study on building brand loyalty for smartphone products based on brand image, brand trust, and brand experience (M. Nasir, Murwanti, & Isa, 2022). This study's findings reveal that brand trust impacts brand loyalty within the Mie Gacoan franchise in the Solo Raya region. Consequently, these findings align with and support previous research.

The Influence of Brand Image on Brand Loyalty

Image of the brandIt will create favorable customer views and experiences, hence influencing brand loyalty. Customers will be more likely to repurchase and suggest a company that has a strong image because it fosters trust and emotional attachment. If a brand is constant in quality, relevant to the needs of the consumer, and able to represent their identity or values, brand loyalty will be readily attained (Kotler, 2022). Prior study on developing brand loyalty for smartphone devices based on, brand trust, brand image and brand experience indicates that brand image variables have a major impact on brand loyalty (Murwanti & Isa, 2022). According to the study's findings, brand loyalty in the Solo Raya region of the Mie Gacoan franchise is influenced by brand image. Therefore, the result of this study can support previous studies.

The Influence of Brand Satisfaction on Brand Loyalty

Brand dependability will increment when shoppers are exceedingly fulfilled with the brand. Upbeat clients are more slanted to prescribe a brand and purchase more from it, whereas disappointed clients may choose to utilize a diverse one. Brand fulfillment is the foundation of building brand loyalty (Kotler, 2022). Brand devotion is altogether affected by brand fulfillment, concurring to Nasir (2023), which analyzes the relationship between brand devotion and brand notoriety, brand picture, and brand fulfillment, with brand believe serving as a intervening variable for lemonilo items within the Solo Raya locale. The comes about of the consider show that brand fulfillment has an affect on brand devotion for the Mie Gacoan establishment within the Solo Raya region. The comes about of this think about can in this manner bolster those of past examinations.

The Influence of Brand Experience on Brand Loyalty

A consumer's conclusion of a brand may be impacted by a number of components, such as estimating, item quality, and earlier encounters (Kotler, 2022). Client devotion is exceedingly far-fetched on the off chance that a positive involvement does not adjust with the brand's in

general perception.According to Kotler (2022), charming brand encounters that are reliable, relevant, and satisfying can cultivate positive recollections and raise the plausibility that clients will make more buys. Client devotion, in any case, can be devastated by negative brand experiences. Past thinks about on building up brand devotion for cellphones based on brand picture, brand believe, and brand encounter have appeared that the brand involvement variable encompasses a noteworthy impact on brand devotion (Murwanti & Isa, 2022). According to the study's discoveries, brand devotion within the Solo Raya locale of the Mie Gacoan establishment is altogether affected by brand involvement. In this way, this study's discoveries can prove those of prior inquire about.

Brand Trust mediating the influence of Brand Image, Brand Satisfaction and Brand Experience on Brand Loyalty

Through brand believe, a positive brand picture can digressively boost brand devotion. Clients are more likely to stay with a well-known brand in case they believe it. Since cheerful customers are more slanted to accept in and adhere with a brand, brand fulfillment will have an roundabout affect on brand devotion through brand trust (Moechammad, 2023). Positive brand encounters boost believe and clients are more likely to stay faithful to a company, in this manner they can by implication influence brand dependability through brand trust (Widianti, 2022). Brand believe plays a noteworthy part in interceding the factors of brand picture, brand communication, brand fulfillment, and brand encounter on brand dependability, concurring to investigate by Widianti (2022) on the relationship between these components and brand devotion. The comes about of the study propose that within the Mie Gacoan brand establishment within the Solo Raya zone, brand believe may work as a arbiter between the impacts of brand picture, brand fulfillment, and brand encounter on brand devotion. As a result, the discoveries of this ponder can prove those of prior investigate.

6. Conclusion

Based on the study's discoveries, which are portrayed in full within the investigate comes about, the analyst draws the taking after conclusions: Brand Believe contains a positive and noteworthy impact on Brand Believe, Brand Fulfillment impacts Brand Believe emphatically and altogether, Brand Encounter impacts Brand Believe emphatically and essentially, Brand Believe impacts Brand Devotion emphatically and altogether, Brand Picture impacts Brand Devotion emphatically and essentially, Brand Fulfillment has no impact on Brand, and Brand Encounter impacts Brand Devotion. On the Mie Gacoan brand in Solo Raya, brand believe moreover intervenes the relationship between brand picture, brand fulfillment, brand encounter, and brand dependability. The administrative repercussions of these discoveries are that in arrange to boost brand dependability, businesses ought to concentrate on creating a solid brand picture, a awesome brand involvement, and ensuring shopper joy.

Recommendation

Concurring to proposals, more tests may well be utilized in future inquire about to progress the exactness of way better information. In ensuing investigate, it can broaden the conveyance of responder regions exterior the Solo Raya locale. in arrange for consequent inquire about to more completely and precisely clarify each variable utilized. Future investigate is anticipated to incorporate more factors that may affect a few angles of this ponder.

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