Effect of Brand Experience on Brand Loyalty: The Mediating Role of Brand Satisfaction, Brand Trust, and Brand Commitment

Novia Rizaldi [1], Gesit Thabrani [*2]

[1] Universitas Negeri Padang, Padang, Sumatera Barat, Indonesia
[*2] Universitas Negeri Padang, Padang, Sumatera Barat, Indonesia

A R T I C L E   I N F O

A B S T R A C T

This study investigates the influence of brand experience on brand loyalty, with brand satisfaction, brand trust, and brand commitment serving as mediating variables. Focusing on users of Maxim, an online transportation service provider in Padang City, Indonesia, this research aims to explore how brand experience shapes customer loyalty both directly and indirectly. The study employed a convenience sampling method and collected data from 180 respondents. The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the assistance of SmartPLS version 4.1.1.4. The results indicate that brand experience has a significant positive impact on brand satisfaction, trust, and commitment. Moreover, brand experience has a direct influence on brand loyalty. The findings also show that brand satisfaction and brand trust significantly mediate the relationship between brand experience and brand loyalty, while brand commitment does not exhibit a significant mediating role. These results offer practical implications for transportation service providers, such as Maxim, highlighting the importance of enhancing customer experience to strengthen satisfaction and trust. Theoretically, the study contributes to the literature on consumer behavior by validating the mediating roles of satisfaction and trust and identifying the limited impact of brand commitment in this service context.

INTRODUCTION

Advancements in digital technology have driven significant transformation in various industrial sectors, including the transportation services sector. Business players have taken advantage of this opportunity to develop digital-based transportation businesses, commonly referred to as online transportation. (Apriliani et al., 2020). Shifts in contemporary societal lifestyles, which demand practicality and efficiency, have also driven an increase in the use of online transportation services. (Banggoi et al., 2023). In the face of increasingly intense competition, digital transportation service providers must retain their customers through effective marketing strategies. One relevant strategy in this context is building brand loyalty. Brand loyalty cannot be formed instantly. Loyalty is the result of a company's ability to deliver high-quality products or services consistently. (Panjaitan et al., 2019). One factor influencing brand loyalty is the brand experience, which encompasses the overall sensory, emotional, cognitive, and behavioral responses that consumers feel when interacting with a brand. (Brakus et al., 2009). In digital services like Maxim, brand experience includes aspects such as the app interface, travel comfort, driver service quality, and payment system reliability.

In addition to brand experience, brand loyalty is also influenced by brand satisfaction. Satisfaction with a brand reflects consumers' emotional evaluation of a product or service and plays a crucial role in driving long-term loyalty, even in situations of changing market trends (Mustajab, 2023). According to Lacap & Tungcab (2020), brand satisfaction acts as a mediator in the relationship between brand experience and brand loyalty. Additionally, brand trust and brand commitment are also crucial

variables in forming brand loyalty. Brand trust reflects the level of consumers' confidence in a brand's ability to meet their expectations (Lacap & Tungcab, 2020), while brand commitment reflects consumers' desire to continue interacting with and making repeat purchases from a brand (Patria et al., 2023).

Maxim, as one of the growing online transportation services in Indonesia, is a relevant object of study. Maxim is a Russian company founded in 2003 and has been operating in Indonesia since 2018 through PT Teknologi Perdana Indonesia. (Tsalisa et al., 2022). Although Maxim offers more affordable service rates compared to competitors like Gojek and Grab, its user loyalty remains relatively low. According to data from the 2024 Top Brand Award, Maxim only achieved a Top Brand Index (TBI) of 2.80%, significantly below its two main competitors. This indicates that low prices alone are insufficient to build customer loyalty if the user experience provided is unsatisfactory. Based on user reviews on the Google Play Store, many consumers have expressed dissatisfaction with Maxim's services, particularly regarding drivers' unprofessional behavior, requests for additional fees outside the app, instances of fraud, and weak security measures in transactions. These negative reviews reflect the low quality of the brand experience received by consumers, which ultimately impacts the low loyalty toward the Maxim brand.

Given these challenges, building customer loyalty in Indonesia's competitive online transportation market has become a critical concern, especially for budget-oriented providers like Maxim. These conditions underscore the importance of brand experience in shaping loyalty, particularly in digital service sectors where customer interactions are continuous and experiential. Given this background, the present study aims to investigate the impact of brand experience on brand loyalty, with brand satisfaction, brand trust, and brand commitment serving as mediating variables. The novelty of this research lies in its integrated mediation model that analyzes all three psychological constructs within a single framework. Unlike previous studies, such as Lacap & Tungcab (2020), which focused on satisfaction and trust, or Khan et al (2020)This study, which examined trust and commitment, offers a more holistic perspective by applying the model to a relatively underexplored setting, namely Maxim users in Indonesia.

Development of Research Hypotheses

Previous studies have consistently highlighted a strong and positive link between brand experience and brand satisfaction. Lacap & Tungcab (2020), found that brand experience significantly influences brand satisfaction in a positive direction. Similar conclusions were drawn by Risal et al (2024), and Mustajab (2023)Both of which highlighted a substantial connection between the two variables. Satisfaction in this context is described as a favorable emotional reaction stemming from consumers' assessment of their experiences, which are perceived as fulfilling and aligned with their expectations.

H1: Brand experience has a significant effect on brand satisfaction

Several prior studies have shown that brand experience has a significant impact on brand trust. Khan et al (2020) Pointed out that brand experience plays a direct role in shaping consumers' trust toward a brand. This conclusion is further supported by Lacap & Tungcab (2020), and Rehman & Shafiq (2019), who acknowledged the crucial role of brand experience in enhancing brand trust. Consistent findings were also reported by Noprianta et al (2024), Sumarmi & Wijayanti (2023), and Patria et al (2023)All of whom observed a positive and significant correlation between brand experience and brand trust.

H2: Brand experience has a significant influence on brand trust

Khan et al (2020) Revealed that brand experience contributes positively to the formation of brand commitment. When consumers have a pleasant and memorable experience with a brand, they are more likely to re-engage with it, which in turn fosters more substantial brand commitment. This result is in line with the findings of Rehman & Shafiq (2019), who emphasized the favorable impact of brand experience on consumers' commitment to a brand. Furthermore, Patria et al (2023) Reinforced these conclusions by revealing a significant and positive relationship between brand experience and brand commitment.

H3: Brand experience has a significant effect on brand commitment

Several previous studies have demonstrated that brand experience has a direct and significant impact on brand loyalty. According to Lacap & Tungcab (2020)Positive experiences during brand interactions help shape favorable consumer attitudes, ultimately enhancing their loyalty to the brand. This conclusion is further supported by findings from (Rehman & Shafiq 2019; Mostafa & Kasamani, 2021; Noprianta et al (2024), who all found that brand experience plays a substantial role in strengthening brand loyalty.

H4: Brand experience has a significant effect on brand loyalty

The existing body of research indicates a strong and positive association between brand satisfaction and brand loyalty. Lacap & Tungcab (2020), found that higher levels of satisfaction lead to positive emotional responses, which in turn strengthen consumers' emotional connection with the brand and lower the likelihood of brand switching. Similarly, Mustajab (2023) Emphasizes that consumer satisfaction not only shapes perceptions of the product but also enhances the tendency to remain loyal to the brand over time.

H5: Brand satisfaction has a significant effect on brand loyalty

Several prior studies have confirmed that brand trust has a significant and positive influence on brand loyalty. (Lacap & Tungcab, 2020; Mustajab, 2023; Noprianta et al., 2024; Rehman & Shafiq, 2019; Sujana et al., 2023; Sumarmi & Wijayanti, 2023). When consumers place trust in a brand, they are more inclined to maintain a long-term relationship and remain loyal, even in the presence of competing alternatives.

H6: Brand trust has a significant effect on brand loyalty

Khan et al (2020) Found that brand commitment has a positive and significant impact on brand loyalty. This is supported by the study conducted by Rehman & Shafiq (2019) This highlights the important role of brand commitment in strengthening consumer loyalty.

H7: Brand commitment has a significant effect on brand loyalty

The study by Lacap & Tungcab (2020) revealed a strong and positive correlation between brand satisfaction and brand trust. Their findings suggest that satisfied consumers are more likely to develop trust in a brand, as they perceive it as consistently fulfilling their expectations. Supporting this view, Mustajab (2023) also emphasized that customer satisfaction forms a fundamental basis for establishing trust in a brand.

H8: *Brand satisfaction has a significant effect on brand trust*

Research by Rehman & Shafiq (2019) Demonstrated that brand trust has a strong and direct influence on brand commitment. Consistent findings were also reported by Patria et al (2023) and Khan et al (2020)Both of which confirmed a significant and positive relationship between brand trust and brand commitment.

H9: *Brand trust has a significant effect on brand commitment*

Brand satisfaction serves as an essential mediating variable that enhances the influence of brand experience on brand loyalty. When consumers have satisfying experiences with a brand, they are more likely to develop emotional bonds that promote loyal behavior. Risal et al (2024), found that brand satisfaction plays a pivotal role in connecting brand experience with brand loyalty. This conclusion is also supported by Lacap & Tungcab (2020), and Mustajab (2023), who emphasized that brand satisfaction is a crucial element in reinforcing the effect of brand experience on consumer loyalty.

H10: *Brand satisfaction mediates the relationship between brand experience and brand loyalty.*

Brand experience impacts brand loyalty indirectly through the mediating effect of brand trust. Lacap & Tungcab (2020) Found that brand trust significantly mediates the relationship between brand experience and brand loyalty. This finding is supported by (Rehman & Shafiq, 2019; Sumarmi & Wijayanti, 2023), who emphasized the vital role of brand trust in reinforcing this connection. Furthermore, Patria et al (2023) Identified that the effect of brand experience on brand loyalty is channeled indirectly through brand trust.

H11: *Brand experience has a significant effect on brand loyalty through brand trust, which serves as a mediating variable.*

Findings from the study by Khan et al (2020) Indicate that brand commitment fully mediates the relationship between brand experience and brand loyalty, suggesting that this effect operates entirely through brand commitment. In contrast, Rehman & Shafiq (2019) Reported that brand commitment serves as a partial mediator, meaning that brand experience influences brand loyalty both directly and indirectly. Supporting this, Patria et al (2023) An indirect relationship was also observed between brand experience and brand loyalty, mediated by brand commitment.

H12: *Brand experience has a significant effect on brand loyalty through brand commitment, which serves as a mediating variable.*

As presented in the hypotheses above, brand experience plays a crucial role in influencing brand loyalty, either directly or indirectly through mediating variables such as brand satisfaction, brand trust, and brand commitment. The interconnectedness of these variables highlights that brand loyalty is developed through a sequence of related factors, including consumer experience, perceived satisfaction, trust, and commitment toward the brand. To provide a more precise representation of these relationships, Figure 1 illustrates the conceptual framework that serves as the foundation for subsequent empirical analysis.
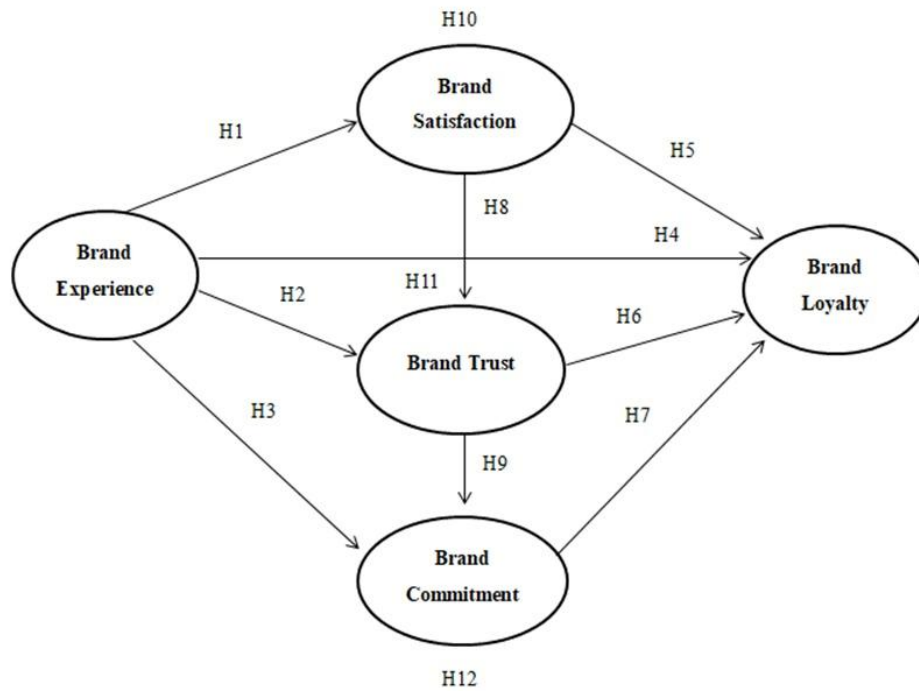
Figure 1 Conceptual Framework

RESEARCH METHOD

This study employs a quantitative survey design using a structured questionnaire as the primary data collection instrument. The research targets individuals who utilize Maxim's services within the city of Padang. The sampling method used is convenience sampling, a non-probability technique that involves selecting respondents based on their accessibility and willingness to participate. The questionnaire was distributed online via Google Forms and successfully obtained 180 valid responses. The data collected included demographic information such as gender, age, employment status, and income level. Participants responded using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), following the scale recommended by (Sugiyono, 2019). The questionnaire was developed based on previously validated measurement instruments from established studies. Table 1 presents the variables used in this study, along with their respective indicators and sources.

Data analysis in this study was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.1.1.4. The analytical process began with the evaluation of the measurement model to ensure that all constructs met the requirements of convergent validity, construct validity, and reliability. Indicators were considered valid if their outer loading exceeded 0.70. At the same time, constructs were deemed reliable if they achieved an Average Variance Extracted (AVE) greater than 0.50, Composite Reliability (CR) greater than 0.70, and Cronbach's Alpha above 0.60.

Once the measurement model was validated, the structural model was assessed to examine the relationships among latent variables and test all proposed hypotheses. This included evaluating the coefficient of determination (R^2) to determine the explanatory power of the independent variables. Hypotheses were considered statistically supported if the t-statistic exceeded 1.96 and the p-value was less than 0.05.

Table 1. Measurement Variables, Indicators, and Sources

Variable	Indicator	Source
Brand Experience (X1)	1. The brand creates a strong impression on the senses, including sight, and others 2. The brand is visually and sensorially appealing. 3. The brand attracts consumers' attention. 4. The brand evokes feelings and emotions during usage. 5. Consumers have a strong emotional attachment to the brand. 6. The brand is perceived as a service with emotional value. 7. The brand provides a physical experience. 8. The brand is action-oriented. 9. Consumers think a lot when interacting with the brand. 10. The brand stimulates consumers' thinking.	(Brakus et al., 2009; Lacap & Tungcab, 2020; Şahin et al., 2011)
Brand Satisfaction (Z1)	1. The services provided by the brand meet the consumers' needs and expectations. 2. The services offered by the brand are highly desirable to consumers. 3. The brand brings pleasure and happiness to consumers. 4. Consumers feel satisfied with the brand's services overall.	(Erciş et al., 2012; Lacap & Tungcab, 2020; Şahin et al., 2011)
Brand Trust (Z2)	1. Consumers have complete confidence in the brand they use. 2. The brand is perceived as honest in delivering information about its products and services. 3. The brand can be trusted to fulfill its promises through its products and services.	(Bansal et al., 2005; Khan et al., 2020)
Brand Commitment (Z3)	1. The brand is personally meaningful to the consumer. 2. The consumer feels emotionally attached to the brand. 3. Leaving the brand at this time would be difficult for the consumer. 4. Deciding to leave the brand now would result in significant changes in the consumer's life. 5. The consumer remains with the brand because it meets their needs and desires. 6. Even if there are better providers, the consumer feels it is not right to switch from the brand. 7. Although it may be beneficial, the consumer feels it is inappropriate to leave the brand. 8. The consumer feels a sense of obligation to remain loyal to the brand. 9. The brand is considered deserving of the consumer's loyalty. 10. Leaving the brand would make the consumer feel guilty.	(Khan et al., 2020; Shukla et al., 2016)
Brand Loyalty (Y)	1. Consumers will remain customers of the brand for the next six months. 2. Consumers will stay loyal to the brand in the future. 3. Consumers will recommend the brand to others.	(Khan et al., 2020; Nysveen et al., 2013)

RESULTS AND DISCUSSION

Results

This section presents an analysis of the collected data, beginning with a summary of participant demographics and proceeding to the evaluation of the research model and hypotheses. Describing the respondents' profiles provides a clearer picture of their background, which includes aspects such as gender, age, educational attainment, and employment status. This demographic insight is crucial for situating the research findings within a more meaningful and contextual framework. In terms of gender distribution, the majority of participants in this study were women, totaling 123 individuals (68.3%), while men comprised 57 respondents (31.7%). Based on age classification, the majority fell within the 17–27 year range, accounting for 93 respondents (51.6%). This was followed by participants aged 28–38 years (48 individuals, 26.7%), 39–49 years (23 individuals, 12.8%), and those aged 50 years or older (16 individuals, 8.9%). Regarding their occupation, the largest segment consisted of students (76 respondents, 42.2%). Other categories included private employees (45 individuals, or 25%), entrepreneurs (32 individuals, or 17.7%), civil servants (17 individuals, or 9.4%), homemakers (6 individuals, or 3.3%), and individuals in other professions (4 individuals, or 2.4%). When viewed from the perspective of monthly income, most respondents earned between Rp1,000,000 and Rp3,000,000 per month (60 people or 33.3%). This was followed by those earning below Rp1,000,000 (59 people, or 32.8%), those in the range of Rp3,000,001–Rp5,000,000 (45 people, or 25%), and respondents whose income exceeded Rp5,000,000 (16 individuals, or 8.9%).

Table 2. Respondent characteristics

	Characteristics	Frequency	Percentage
Gender	Male	57	31,7%
	Female	123	68,3%
	Total	180	100%
Age	17-27	93	51,6%
	28-38	48	26,7%
	39-49	23	12,8%
	>50	16	8,9%
	Total	180	100%
Occupation	Student	76	42,2%
	Civil servant	17	9,4%
	Private employee	45	25%
	Entrepreneur	32	17,7%
	Housewife	6	3,3%
	Other	4	2,4%
	Total	180	100%
Monthly income	< Rp1.000.000 - Rp1.000.000	59	32,8%
	Rp1.000.000 - Rp3.000.000	60	33,3%
	Rp3.000.001 - Rp5.000.000	45	25%
	> Rp5.000.000	16	8,9%
	Total	180	100%

Source: Primary Data 2025

Convergent validity is evaluated by analyzing the outer loading scores, which indicate the strength of correlation between each indicator and its respective latent variable. If the outer loading value exceeds 0.7, it is generally accepted as evidence that the indicator meets the requirements for construct validity.

Table 3. Outer Loading

Variable	Indicator	Outer Loading (>0,7)
Brand Experience (X1)	X1	0,867
	X2	0,901
	X3	0,867
	X4	0,848
	X5	0,855
	X6	0,867
	X7	0,853
	X8	0,859
	X9	0,864
	X10	0,885
Brand Satisfaction (Z1)	Z1.1	0,882
	Z1.2	0,884
	Z1.3	0,880
	Z1.4	0,910
Brand Trust (Z2)	Z2.1	0,901
	Z2.2	0,895
	Z2.3	0,898
Brand Commitment (Z3)	Z3.1	0,826
	Z3.2	0,857
	Z3.3	0,885
	Z3.4	0,885
	Z3.5	0,855
	Z3.6	0,859
	Z3.7	0,846
	Z3.8	0,816
	Z3.9	0,833
	Z3.10	0,842
Brand Loyalty (Y)	Y1	0,928
	Y2	0,925
	Y3	0,924

Source: Primary data, processed using SMART PLS v.4.1.1.4

The analysis reveals that all indicators exhibit outer loading values exceeding 0.7, which supports their validity within each corresponding construct. To evaluate the reliability and validity of each construct in the model, relevant statistical tests were performed. Convergent validity was assessed using the Average Variance Extracted (AVE), where a value higher than 0.5 suggests that the indicators sufficiently reflect the associated construct. For construct reliability, it is deemed acceptable when the Composite Reliability (CR) is above 0.7 and Cronbach's Alpha surpasses 0.6, indicating strong internal consistency among items measuring the same underlying factor.

Table 4. Construct Validity and Reliability

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
Brand Experience	0,963	0,964	0,968	0,751
Brand Satisfaction	0,911	0,912	0,938	0,790
Brand Trust	0,880	0,880	0,926	0,806
Brand Commitment	0,957	0,958	0,963	0,724
Brand Loyalty	0,917	0,917	0,947	0,857

Source: Primary data, processed using SMART PLS v.4.1.1.4

All measured constructs yielded Cronbach's Alpha values exceeding 0.6 and Composite Reliability scores surpassing 0.7, suggesting strong internal consistency within the measurement model. This indicates that the indicators reliably represent the intended constructs. Additionally, the AVE scores for each construct exceeded 0.5, confirming the presence of sufficient convergent validity and indicating that the indicators effectively capture the underlying latent variable.

The structural model was analyzed to assess the strength of the relationships among latent constructs, grounded in theoretical foundations. This analysis utilized the R^2 coefficient to assess the extent to which the independent variables account for variance in the dependent variables. The interpretation of R^2 values follows three benchmarks: high (0.67), medium (0.33), and low (0.19), which help assess the model's explanatory strength and its practical predictive utility.

Table 5. R-Square

	R-Square	R-Square Adjusted
Brand Satisfaction	0,793	0,792
Brand Trust	0,802	0,800
Brand Commitment	0,883	0,882
Brand Loyalty	0,777	0,772

Source: Primary data, using SMART PLS v.4.1.1.4

Referring to the outcomes presented in Table 4, the constructs of Brand Satisfaction, Trust, Commitment, and Loyalty demonstrate elevated R-Square (R^2) values. Specifically, the R^2 values are 0.793 for Satisfaction, 0.802 for Trust, 0.883 for Commitment, and 0.777 for Loyalty. These results, all exceeding the 0.67 benchmark, indicate a high level of explanatory strength for each construct within the model.

Hypothesis Testing

This study's hypothesis testing seeks to assess whether the proposed relationships between variables are statistically significant. The analysis was performed using the bootstrapping method in SmartPLS version 4.1.1.4. A hypothesis is deemed supported when the results meet certain thresholds: a T-statistic above 1.96 and a P-value below 0.05.

Table 6. Direct Effect

	Original Sample (O)	t-statistic	P Values	Description
Brand Experience ➜ Brand Satisfaction	0,890	31,803	0,000	Accepted
Brand Experience ➜ Brand Trust	0,292	2,994	0,003	Accepted
Brand Experience ➜ Brand Commitment	0,560	8,809	0,000	Accepted
Brand Experience ➜ Brand Loyalty	0,355	3,043	0,002	Accepted
Brand Satisfaction ➜ Brand Loyalty	0,244	2,048	0,041	Accepted
Brand Trust ➜ Brand Loyalty	0,248	2,833	0,005	Accepted
Brand Commitment ➜ Brand Loyalty	0,075	0,568	0,579	Rejected
Brand Satisfaction ➜ Brand Trust	0,625	6,131	0,000	Accepted
Brand Trust ➜ Brand Commitment	0,416	6,728	0,000	Accepted

Source: Primary data, using SMART PLS v.4.1.1.4

Based on Table 6, the hypothesis testing results indicate that most relationships among the variables in this study have t-statistics greater than 1.96 and p-values below 0.05, indicating statistical significance and acceptance of the hypotheses. Specifically, the t-statistics for each hypothesis are as follows: Brand Experience to Brand Satisfaction = 31.803; Brand Experience to Brand Trust = 2.994; Brand Experience to Brand Commitment = 8.809; Brand Experience to Brand Loyalty = 3.043; Brand Satisfaction to Brand Loyalty = 2.048; Brand Trust to Brand Loyalty = 2.833; Brand Satisfaction to Brand Trust = 6.131; and Brand Trust to Brand Commitment = 6.728. However, one hypothesis—Brand Commitment to Brand Loyalty—has a t-statistic of 0.568 and a p-value of 0.579, which is greater than the 0.05 threshold. Therefore, this hypothesis is rejected. In summary, out of the nine tested hypotheses, eight are supported, while one is not.

Table 7. Indirect Effect

	Original Sample (O)	t-statistic	P Values	Description
Brand Experience ➜ Brand Satisfaction ➜ Brand Loyalty	0,217	2,054	0,040	Accepted
Brand Experience ➜ Brand Trust ➜ Brand Loyalty	0,072	2,153	0,031	Accepted
Brand Experience ➜ Brand Commitment ➜ Brand Loyalty	0,042	0,540	0,590	Rejected

Source: *Primary data, using SMART PLS v.4.1.1.4*

Based on Table 7, the results of the mediation hypothesis testing show that two out of three indirect paths have t-statistics greater than 1.96 and p-values less than 0.05, indicating statistical significance. Specifically, the indirect effect of Brand Experience on Brand Loyalty through Brand Satisfaction has a t-statistic of 2.054 (p = 0.040), and through Brand Trust has a t-statistic of 2.153 (p = 0.031); thus, both mediating relationships are accepted. However, the indirect effect of Brand Experience on Brand Loyalty through Brand Commitment has a t-statistic of only 0.540 and a p-value of 0.590, indicating that this mediating relationship is not statistically significant and is therefore rejected. In summary, Brand Satisfaction and Brand Trust significantly mediate the relationship between Brand Experience and Brand Loyalty, while Brand Commitment does not.

Discussion

The findings indicate that brand experience has a substantial impact on brand satisfaction, as reflected by a t-statistic of 31.803, which is well above the critical value of 1.96, along with a P-value of 0.000 and an original sample coefficient of 0.890. This supports the acceptance of Hypothesis 1, confirming that brand experience plays a crucial role in improving customer satisfaction. These results align with prior research conducted by Lacap & Tungcab (2020), Mustajab (2023), and Risal et al. (2024), which also emphasize the strong relationship between brand experience and customer

satisfaction. Furthermore, the analysis reveals that brand experience has a significant influence on brand trust, with a t-statistic value of 2.994, a P-value of 0.003, and an original sample value of 0.292. Based on these indicators, Hypothesis 2 is accepted, suggesting that a positive brand experience helps in fostering consumer trust. This result aligns with previous studies by Khan et al. (2020), Lacap & Tungcab (2020), Patria et al. (2023), Sumarmi & Wijayanti (2023), and Noprianta et al. (2024), which have highlighted the role of brand experience in fostering trust toward the brand.

The findings demonstrate that brand experience has a statistically significant effect on brand commitment, with a t-statistic of 8.809 (above the threshold of 1.96), a P-value of 0.000, and an original sample coefficient of 0.560. Therefore, Hypothesis 3 is supported, indicating that brand experience plays an important role in shaping brand commitment. These results are consistent with the studies of Khan et al (2020), Rehman & Shafiq (2019), and Patria et al (2023), who all emphasize the critical influence of brand experience in fostering consumer commitment to a brand. Additionally, brand experience is shown to significantly influence brand loyalty, as evidenced by a t-statistic of 3.043, a P-value of 0.002, and a sample coefficient of 0.355. Thus, Hypothesis 4 is accepted, suggesting that a positive brand experience helps strengthen customer loyalty. This aligns with the results of Lacap & Tungcab (2020), Rehman & Shafiq (2019), Mostafa & Kasamani (2021), and Noprianta et al (2024), who also found a direct and significant link between brand experience and brand loyalty.

The results further reveal that brand satisfaction is significantly associated with brand loyalty, with a t-statistic of 2.048 (above 1.96), a P-value of 0.041, and an original sample coefficient of 0.244. These values support Hypothesis 5, indicating that higher customer satisfaction contributes positively to brand loyalty. This conclusion is supported by the works of Lacap & Tungcab (2020) and Mustajab (2023), who identified the essential role of customer satisfaction in reinforcing loyalty to a brand. Likewise, brand trust is found to significantly affect brand loyalty, shown by a t-statistic of 2.833, a P-value of 0.005, and an original sample coefficient of 0.248. Hence, Hypothesis 6 is confirmed, implying that greater trust in a brand increases the likelihood of customer loyalty. These findings are in line with previous research by Lacap & Tungcab (2020), Rehman & Shafiq (2019), Sumarmi & Wijayanti (2023), Sujana et al (2023), and (Noprianta et al., 2024). In contrast, the results suggest that brand commitment does not exhibit a statistically significant relationship with brand loyalty. This is demonstrated by a t-statistic of 0.568 (below the critical value of 1.96), a P-value of 0.570 (greater than 0.05), and a path coefficient of 0.075. Accordingly, Hypothesis 7 is rejected. This finding diverges from prior studies conducted by Khan et al (2020), and Rehman & Shafiq (2019), who reported that brand commitment had a notable influence on customer loyalty.

The brand satisfaction construct has a significant influence on brand trust, as indicated by a t-statistic of 6.131 (exceeding 1.96), a P-value of 0.000 (less than 0.05), and an original sample value of 0.625. Based on these results, Hypothesis 8 is supported, confirming that higher satisfaction levels are associated with increased trust in the brand. This result aligns with previous research by Lacap & Tungcab (2020), and Mustajab (2023), who found that brand satisfaction contributes positively to building consumer trust. The data also reveal that brand trust has a significant impact on brand commitment, as evidenced by a t-statistic of 6.728, a P-value of 0.000, and an original sample value of 0.416. These findings support Hypothesis 9, suggesting that stronger consumer trust in a brand is associated with a higher level of commitment. This conclusion is consistent with findings by Rehman & Shafiq (2019), Khan et al (2020), and Patria et al (2023), which establishes a strong relationship between trust and brand commitment.

The analysis also reveals that brand experience has a significant indirect effect on brand loyalty, mediated by brand satisfaction. This is evidenced by a t-statistic of 2.054 (greater than 1.96), a P-value of 0.040 (less than 0.05), and a sample coefficient of 0.217. Thus, Hypothesis 10 is accepted. This result aligns with previous conclusions by Lacap & Tungcab (2020), Mustajab (2023), and Risal et al (2024),

who confirmed that satisfaction plays a key mediating role in linking brand experience with brand loyalty.

This study highlights the significance of brand satisfaction as a crucial mediator in enhancing customer loyalty by fostering brand trust. Furthermore, brand experience demonstrates a statistically significant indirect influence on brand loyalty via trust, as reflected in a t-statistic of 2.153, a P-value of 0.031, and a sample estimate of 0.072. Therefore, Hypothesis 11 is accepted. These findings are consistent with those of Lacap & Tungcab (2020), Rehman & Shafiq (2019), and Sumarmi & Wijayanti (2023), who emphasized that trust plays an essential intermediary role in the connection between brand experience and loyalty. In contrast, the role of brand commitment as a mediator between brand experience and loyalty was found to be statistically insignificant. This is indicated by a t-statistic of 0.540 (lower than 1.96), a P-value of 0.590, and a path coefficient of 0.042. Accordingly, Hypothesis 12 is rejected. This contrasts with earlier research by Khan et al (2020), Rehman & Shafiq (2019), and Patria et al (2023), who previously found that brand commitment played a mediating role in fostering customer loyalty.

CONCLUSION

The findings of this study suggest that consumers' interactions with a brand play a crucial role in strengthening brand loyalty, not only through a direct influence but also indirectly by enhancing customer satisfaction and building trust. Positive brand experiences encourage greater customer satisfaction and trust, which in turn reinforce consumer loyalty to the brand. However, the study also revealed that brand commitment does not significantly impact brand loyalty, either directly or as a mediating variable. This suggests that a sense of attachment or commitment alone may not guarantee consumer loyalty unless positive experiences, satisfaction, and trust support it.

REFERENCE

Apriliani, A., Budhiluhoer, M., Jamaludin, A., & Prihandani, K. (2020). Systematic Literature Review Kepuasan Pelanggan terhadap Jasa Transportasi Online. *Systematics*, *2*(1), 12. https://doi.org/10.35706/sys.v2i1.3530

Banggoi, R., Mendo, A. Y., & Asi, L. L. (2023). Analisis Kepuasan Pengguna Jasa Transportasi Online Maxim Untuk Meningkatkan Loyalitas Pengguna Di Kota Gorontalo. *Jurnal Ilmiah Manjemen Dan Bisnis*, *6*(1), 242–249. http://ejurnal.ung.ac.id/index.php/JIMB

Bansal, H. S., Taylor, S. F., & James, Y. S. (2005). "Migrating" to new service providers: Toward a unifying framework of consumers' switching behaviors. *Journal of the Academy of Marketing Science*, *33*(1), 96–115. https://doi.org/10.1177/0092070304267928

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, *73*(3), 52–68. https://doi.org/10.1509/jmkg.73.3.52

Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The Effect of Brand Satisfaction, Trust, and Brand Commitment on Loyalty and Repurchase Intentions. *Procedia - Social and Behavioral Sciences*, *58*, 1395–1404. https://doi.org/10.1016/j.sbspro.2012.09.1124

Khan, I., Hollebeek, L. D., Fatma, M., Islam, J. U., & Rahman, Z. (2020). Brand engagement and experience in online services. *Journal of Services Marketing*, *34*(2), 163–175. https://doi.org/10.1108/JSM-03-2019-0106

Lacap, J. P. G., & Tungcab, A. P. (2020). The influence of brand experience on brand loyalty among mobile phone users in pampanga, philippines: A mediation analysis. *Asia-Pacific Social Science Review*, *20*(3), 17–31. https://doi.org/10.59588/2350-8329.1313

Mostafa, R. B., & Kasamani, T. (2021). Brand experience and brand loyalty: is it a matter of emotions? *Asia Pacific Journal of Marketing and Logistics*, *33*(4), 1033–1051. https://doi.org/10.1108/APJML-11-2019-0669

Mustajab, D. (2023). Brand Experience on Brand Loyalty through Brand Satisfaction and Brand Trust: Study on Altex Cat Customers in East Java. *Innovation Business Management and Accounting*

Journal, *2*(3), 111–126. https://doi.org/10.56070/ibmaj.v2i3.49

Noprianta, D. A., Mugiono, M., & Yulianti, I. (2024). An integrated model of Brand Experience and Brand Loyalty: an examination of the mediation effects of customer satisfaction and brand trust. *Journal of Business and Management Review*, *5*(1), 086–104. https://doi.org/10.47153/jbmr52.8872024

Nysveen, H., Pedersen, P. E., & Skard, S. (2013). Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions. *Journal of Brand Management*, *20*(5), 404–423. https://doi.org/10.1057/bm.2012.31

Panjaitan, A. O. Y., Rofiaty, & Sudjatno. (2019). Pengaruh Pengalaman Merek Terhadap Loyalitas Merek Melalui Mediasi Kepuasan Merek dan Kepercayaan Merek (Studi Pada Kuliner Khas Kota Malang). *Jurnal Bisnis Dan Manajemen*, *3*(2), 1–21.

Patria, D., Achmadi, H., Wuisan, D., & Tampil Purba, J. (2023). How Brand Engagement, Brand Experience On Brand Loyalty Through Brand Trust And Brand Commitment: Spotify Online Music Evidence. *JMBI Unsrat (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, *10*(3), 1694–1710. https://doi.org/https://doi.org/10.35794/jmbi.v10i3.50319

Rehman, S. ur, & Shafiq, M. (2019). Role of Brand Experience in Building Brand Loyalty: Mediating Role of Brand Trust and Brand Commitment. *South Asian Review of Business and Administrative Studies*, *1*(1), 41–56. https://doi.org/10.52461/sabas.v1i1.442

Risal, M., Ramadhani, M., Arianto, D., Dewa, B. F., Yusuf, A. R., & Harahap, B. (2024). Pengaruh Brand Experience terhadap Brand Loyalty Pengguna Yamaha Nmax melalui Brand Trust dan Brand Satisfaction. *Studi Akuntansi, Keuangan, Dan Manajemen*, *4*(1), 181–192. https://doi.org/10.35912/sakman.v4i1.3465

Şahin, A., Zehir, C., & Kitapçi, H. (2011). The effects of brand experiences, trust and satisfaction on building brand loyalty; an empirical research on global brands. *Procedia - Social and Behavioral Sciences*, *24*, 1288–1301. https://doi.org/10.1016/j.sbspro.2011.09.143

Shukla, P., Banerjee, M., & Singh, J. (2016). Customer commitment to luxury brands: Antecedents and consequences. *Journal of Business Research*, *69*(1), 323–331. https://doi.org/10.1016/j.jbusres.2015.08.004

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.

Sujana, E. R., Verinita, & Sari, D. K. (2023). Pengaruh Brand Experience dan Brand Engagement terhadap Brand Loyalty dengan Brand Trust sebagai Variabel Mediasi. *Jurnal Informatika Ekonomi Bisnis*, *5*, 554–558. https://doi.org/10.37034/infeb.v5i2.567

Sumarmi, S., & Wijayanti, H. (2023). Brand Experience and Brand Loyalty: Mediated by Brand Trust. *Journal Ilmiah Manajemen Dan Bisnis*, *9*(3), 384–392.

Tsalisa, R. A., Hadi, S. P., & Purbawati, D. (2022). Pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Pelanggan Pengguna Jasa Transportasi Online Maxim di Kota Semarang. *Jurnal Ilmu Administrasi Bisnis*, *11*(4), 822–829. https://doi.org/10.14710/jiab.2022.35970