

Influence Brand Experience, Perceived Quality, And Brand Love On Brand Loyalty For Purchasing Janji Jiwa Products

*Determinant of
Brand Loyalty for
Convenience Product*

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ABSTRACT

This research aims to analyze the influence of variables *brand experience*, *perceived quality*, *value*, *brand love* to *brand loyalty*. This research uses a quantitative method approach through techniques *purposive sampling*. This research obtained 192 respondents, respondents aged 18-35 years, domiciled in JABODETABEK (Jakarta, Bogor, Depok, Tangerang, Bekasi), and had purchased Janji Jiwa products more than once. This research uses the method *Structural Equation Model Partial Least Square (SEM-PLS)*. The results of this research show *brand loyalty* formed because it is influenced by *value* and *brand love*. Next, increase *perceived quality* influenced by *brand experience*, *brand experience* and *perceived quality* influence on *value*. The findings of this research can be used as an assessment of the Janji Jiwa product in increasing customer loyalty. Janji Jiwa's brand is a coffee shop in Indonesia that is liked by many people. A positive customer experience regarding the purchase of Janji Jiwa products can expand the Janji Jiwa brand.

Keywords: *Brand experience, brand loyalty, brand love, perceived quality, value*

INTRODUCTION

Brand loyalty as an important factor that provides benefits for the company, such as a positive impression conveyed directly by customers (L. Oliver, 1999; Mariam *et al.*, 2023; Mariam & Ramli, 2022; Rahmawati & Ramli, 2024). Brand loyalty important in the running of a company (Dewi & Ramli, 2023; Mariam *et al.*, 2020, 2022; Quester, 2016), where brand loyalty as the attachment that customers have towards a particular brand on an on going basis (Atulkar, 2020; Ramli & Novariani, 2020; Sinurat *et al.*, 2024; Utama *et al.*, 2020). Customers become loyal to a brand after having a positive emotional experience with the brand that causes satisfaction (Chandra *et al.*, 2019; Ghazmahadi *et al.*, 2020; R. A. Pratama *et al.*, 2023; Ramli, 2019b). Customers begin to share positive experiences with others in their environment (Dick & Basu, 1994). Brand loyalty as a customer's attitude to prefer a brand from previous shopping experiences (Ramli, 2019a; Rumaidlany *et al.*, 2022; Takaya *et al.*, 2019). Thompson *et al.* (2014) which is measured by customer repurchase behavior for the same brand. Customers optimize when deciding on brand choices, especially if there are differences in the brands offered by sellers (Mulya & Ramli, 2023; Ruswanti & Januarko, 2021; Steven *et al.*, 2023; Sukarno *et al.*, 2020). Brand loyalty reflects how likely it is that a customer will switch to another brand, especially when that brand makes changes to price, quality, quantity and features (Mulyadi *et al.*, 2020; M. P. Pratama *et al.*, 2023; Samuel & Ramli, 2024; Westhuizen, 2018).

Şahin *et al.* (2011) and Yunus *et al.*, (2023) explains the main driving factors in building relationships, namely brand experience and the benefits obtained are brand loyalty. The same thing, with the statement Koay *et al.* (2021) and Amalia *et al.*, (2024) which explains brand experience Positive ones encourage favorable customer reactions to a brand, and enable customer attraction to a brand (Brakus *et al.*, 2009; Kalim *et al.*, 2024; Maharani & Ramli, 2024; Megawaty *et al.*, 2024). Perceived quality becomes an important factor of

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emotional attachment to generate brand loyalty and trust (Coelho *et al.*, 2018; Imran & Ramli, 2019; Mariam & Ramli, 2020; Rubio *et al.*, 2017; Sylvia & Ramli, 2023). According to Holbrook & Schindler (2003) and Ramli (2017) that customers' emotional memories can persist over time, which can be considered as brand loyalty high level. Chaudhuri & Holbrook (2001) suggest that hedonic products have an overall effect in the process brand loyalty (Chaudhuri & Holbrook, 2001; Diatmono *et al.*, 2020; Gunawan & Ramli, 2023; Meidiyanty *et al.*, 2023; Novianti & Ramli, 2023). Another thing with brand love is an indicator of a customer's emotional response to a brand. Therefore, brand love which is a stronger emotional variable than attitude which is a priority for marketers (Armanda *et al.*, 2020; Kadir & Ramli, 2024; Kiuru, 2016; Trivedi & Sama, 2021). In the explanation above, the relationship is explained brand loyalty with other variables presented by previous research including; connection brand experience And brand loyalty (Brakus *et al.*, 2009; Koay *et al.*, 2021; Kurniawati *et al.*, 2024; Mariam *et al.*, 2021; Şahin *et al.*, 2011); next is the relationship perceived quality and brand loyalty (Coelho *et al.*, 2018; Rubio *et al.*, 2017); connection brand loyalty and value (Bachtiar *et al.*, 2023; Chaudhuri & Holbrook, 2001; Holbrook & Schindler, 2003; Mariam & Ramli, 2023; Ramli *et al.*, 2020); then, relationships brand love and brand loyalty (Kiuru, 2016; Mariam *et al.*, 2020; Mariam & Ramli, 2021; Rizky *et al.*, 2023; Trivedi & Sama, 2021).

Janji Jiwa coffee shop is one of the coffee shops in Indonesia. This coffee shop first opened in 2018 at ITC Kuningan, South Jakarta. Janji Jiwa taking concept fresh-to-cup by serving coffee taken from local Indonesian farmers (Hafni, 2020; Harahap & Ramli, 2023; Imran, Arvian, *et al.*, 2020; Sylvyani & Ramli, 2023). This research takes brands Jiwa's Janji as a coffee shop that has spread throughout Indonesia. Many people's interest in Janji Jiwa products has attracted researchers. Linking brand loyalty which can deepen its importance again brand loyalty in retaining customers that have been achieved by the Jiwa Janji coffee shop. The services and products presented by Janji Jiwa are likely to be a factor in many people wanting to buy and have an emotional influence when customers feel Janji Jiwa's products so that customers who have already remembered and know brands Janji Jiwa. This is a possible factor in why Janji of the Soul is in great demand and known by many people. So it makes researchers curious and want to research brands Janji Jiwa.

In previous research, Bae & Jeon (2022) focused on objects, namely unmanned coffee shop where it does not use human assistance or self-service in the context of services without human assistance. However, after taking this research as a reference for researching again coffee shop in Indonesia in serving food and service directly to customers. The researcher takes the object brands The Janji of soul in Indonesia as a coffee shop that is popular with many people and coffee shops are spread across regions in Indonesia and will link relationships brand love to brand loyalty which previously in Bae & Jeon (2022) research had not been linked to brand loyalty.

This research was conducted with the aim of proving the existence of a positive influence between brand experience to perceived quality, brand experience to value, then relationships perceived quality to value, connection value to brand loyalty, and relationships brand love to brand loyalty. Then, knowing brand loyalty as an important thing in retaining customers with the services and products provided, and this research can be useful for readers who can deepen it through further research and can increase knowledge related to management science.

METHOD

This research design uses quantitative research that can prove it the relationship between variables influences each other. A quantitative relationship means that there is a relationship between two or more variables and is causal in nature. In this research, there are independent variables (which influence), namely variables brand experience, perceived quality, value, And brand love and the dependent variable (influenced), namely perceived quality, value, And brand quality The data collection technique is through a

questionnaire and then the questionnaire will be distributed randomly on line. Next, data processing uses primary data taken from respondents.

This research contains independent variables and dependent variables. Independent variable (X) including: Brakus *et al.* (2009) stated on variables brand experience which consists of 4 dimensions with a total of 12 statements. Then from Yu & Fang (2009) variables perceived quality with 3 statements. Next, variables value consist of hedonic value And utilitarian value who adopted from Jones *et al.* (2006) which was adapted again by Eksangkul & Nuangjamnong (2022) with 6 statements. and variables brand love who adopted from Cuong (2020); Liu et al (2018) with 5 statements. Then the dependent variable (Y) is the variable brand loyalty with 4 statements adopted by (Kim *et al.*, 2021; Lee & Park, 2019), so that the total number of questionnaires is 30 statements. The use of data measurement methods uses a scale likert with an interval value of 1 to 5. Therefore, the number of research samples is 5 times the number of statements, so the minimum sample is (5 x 30) 150 respondents (Hair *et al.*, 2020).

The population of this research is customers who have purchased food products and Janji Jiwa drink. The sample in this study used the method non-probability sampling. This research also uses this type of technique purposive sampling. Technique purposive sampling aims to be a sampling technique which is carried out by taking samples from the population based on certain criteria (Sugiyono, 2015), with the sample criteria being respondents aged 18-35 years who live in JABODETABEK (Jakarta, Bogor, Depok, Tangerang, Bekasi), and have ever bought Janji Jiwa products more than once.

This research uses quantitative methods through measurement through survey techniques questionnaire distributed online via google forms. Therefore, a measuring instrument is needed in the questionnaire which will be distributed on a scale Likert with a scale from 1 to 5 as alternative answers with respective scores including: strongly disagree (STS), disagree (TS), between agree and disagree (N), agree (S), strongly agree (SS). Then, to state that each statement in the questionnaire is valid and reliable, a validity test is carried out by looking at the value Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA). The KMO and MSA measurement values are ≥ 0.5 .

Which is where factor analysis is appropriate and reliability testing is used Cronbach's Alpha with a value ≥ 1 (Hair *et al.*, 2020). This research uses the method Structural Equation Model Partial Least Square (SEM-PLS) And Data processing uses Smart PLS to test each indicator as valid and reliable. There are two measurement models, namely first, Outer Model Analysis uses five parameters including: Convergent Validity Value, where is the value loading factors must be above 0.70 then the indicator is said to be valid; Average Variance Extracted(AVE) with the expected AVE value above 0.50, which means that the higher the AVE value, the smaller the variance caused by errors in model measurements; Reliability Analysis using values Composite Reliability (CR) and the expected value is CR greater than 0.70, then the indicator used to measure the latent variable is said to be reliable; Cronbach's Alpha with the expected value being Cronbach's Alpha greater than 0.60, the indicator used to measure the latent variable is said to be reliable.

Then, hypothesis testing is based on the significant level of the crisis t value (t-value) for a one-sided test, namely $t > 1.65$ with a significance level of p value (0.05). This means it is said to be significant if the value *p value* smaller than 0.05 and *t value* greater than 1.65. *Inner Model Analysis* using the following three parameters: Path coefficient value(*path coefficients*) which is used as a reference to determine the magnitude of the partial influence between 0 – 1, either positive or negative, this value is used to determine the structural equation of the hypothesis model; R Square value (R²) which is used to measure how big the independent variable is to the dependent variable (Hair & Brunsveld, 2019).

RESULTS AND DISCUSSION

Analysis of Respondent Characteristics

Based on distributing questionnaires via google forms, data obtained from 192 respondents matched the criteria of this research. It can be explained that the number of

respondents based on gender was 75 men or 39.1% and 117 women or 60.9%. Then, based on the age range of respondents, namely 18-23 years there were 106 people or a percentage of 55.2%, the age range 24-29 years was 48 people or a percentage of 25%, and the age range 30-35 years was 38 people or a percentage of 19, 8%. Furthermore, based on employment status, there are 88 students or a percentage of 45.8%, then there are 69 private employees or a percentage of 35.9%, 18 civil servants or a percentage of 9.4%, and 17 entrepreneurs or percentage 8.9%. And finally, based on the number of times they buy Janji Jiwa products during one week, the majority buy 2 times with a percentage of 64% or 120 people, then buy 3-4 times with a percentage of 21% or 44 people and more than 4 times as many as 28 people or 15%.

Result of Analysis

Hypothesis 1 shows that *brand experience* positive influence on *perceived quality*, with *T-values* amounted to 17,771 (>1.65), whereas *P-values* of 0.000 (<0.005) with a coefficient value (*original sample*) positive is 0.711 (71.1%), meaning that hypothesis 1 is accepted.

Hypothesis 2 shows that *brand experience* positive influence on *value*, *T-values* amounted to 5.843 (>1.65), whereas *P-values* of 0.000 (<0.005) with a coefficient value (*original sample*) positive is 0.383 (38.3%), meaning that hypothesis 2 is accepted.

Hypothesis 3 shows that *perceived quality* positive influence on *values*, with *T-values* amounted to 7.776 (>1.65), whereas *P-values* of 0.000 (<0.005), with a coefficient value (*original sample*) positive is 0.519 (51.9%), meaning that hypothesis 3 is accepted

Hypothesis 4 shows that *value* positive influence on *brand loyalty*, with *T-values* amounted to 5.575 (>1.65), whereas *P-values* of 0.000 (<0.005) with a coefficient value (*original sample*) positive is 0.554 (55.4%), meaning that hypothesis 4 is accepted.

Hypothesis 5 shows that *brand love* positive influence on *brand loyalty*, with *T-values* amounted to 2.968 (>1.65), whereas *P-values* of 0.002 (<0.005), with a coefficient value (*original sample*) positive is 0.554 (55.4%), meaning that hypothesis 5 is accepted. Can be seen in table 1.

Table 1. Hypothesis Test Result

| Hypothesis | | TVValues | Conclusion |
|------------------------------------------------------------------------|-----|----------|---------------------|
| <i>Brand experience</i> positive influence on <i>Perceived quality</i> | H-1 | 17,771 | Hypothesis accepted |
| <i>Brand experience</i> positive influence on <i>Value</i> | H-2 | 5,843 | Hypothesis accepted |
| <i>Perceived quality</i> positive influence on <i>Value</i> | H-3 | 7,776 | Hypothesis accepted |
| <i>Value</i> positive influence on <i>Brand loyalty</i> | H-4 | 5,575 | Hypothesis accepted |
| <i>Brand love</i> positive influence On <i>Brand loyalty</i> | H-5 | 2,968 | Hypothesis accepted |

Source: Processed by Researchers

DISCUSSION

The results of the first hypothesis prove that brand experience influence perceived quality. This proves it brand experience can improve perceived quality. The customer's experience in consuming Janji Jiwa products influences the quality of Janji Jiwa products. Janji Jiwa products are consumed by many people, which provide a pleasant taste so that customer responses give a positive impression as in daily activities. In collecting data, respondents referred to the dominant employment status, namely students as many as 88 people or a percentage of 45.8%, and private employees as many as 69 people or a percentage of 35.9%. From this data, students and private employees gave positive reactions after consuming Janji Jiwa food and drink products, such as not feeling negative impacts on the body when consuming Janji Jiwa products. Janji Jiwa offers a variety of menus, not just drinks coffee but menu variations non-coffee. Janji coffee shops spread across several areas, especially the JABODETABEK area, give a positive impression to customers. This builds customers' curiosity when they visit to buy Janji Jiwa products directly.

Through online sales and coffee shops you can increase your brand's Janji to be known and remembered by many people. The Janji of soul attracts the attention of many people who want to try its food and drink products. This happens not only from experiences based on the good taste of Janji Jiwa products but also the customer's emotional feelings when they see or know the Janji Jiwa brand. The Janji of the soul is well known to many people of various ages and various work professions. This happens because the quality of the product Janji's good souls starting from taste, packaging and service. Janji Jiwa can maintain the quality of products and services because by maintaining quality customers will remember the Janji Jiwa brand. Thus, the results of this research are in line with (Mariam & Ramli, 2021; Ramli, 2020; Sari & Ramli, 2023; Supiati *et al.*, 2021) Bae & Jeon (2022; Ding & Tseng (2015) stated that confirms that brand experience has an impact on increasing perceived quality.

The results of the second hypothesis show brand experience can affect value. This shows that customer experience in assessing the Janji Jiwa brand does not increase value hedon and value utilitarian to every customer. Customers who buy and consume Janji Jiwa products give a bad impression which affects the Janji Jiwa brand. Some customers who have purchased may have purchased based on the recommendations of other customers' experiences or wanted to purchase not because of a colleague's recommendation. Of course, this is a positive value for the Janji of the soul in assessing customers by buying based on their own desires and involving emotions in buying. This happens when customers feel their own happiness in buying food and drink products, the Janji of their soul is not buying because of necessity. Janji Jiwass can attract more customer attention emotionally to many people by involving promotions through social media or involving customer experience in improving hedonic value.

Based on the age of the respondents, they were dominated by those aged 18 to 23 years, which is the dominant age for purchasing Jani Jiwa products in this study. This can be a sales target by attracting attention to involve young people to provide their experience in improving hedonic value in purchasing Janji Jiwa products. However, customers do not prioritize buying life Janji products as a priority or main need that must be purchased, but in this research customers buy to reduce feelings of sleepiness during activities. This happens because Jiwa's Janji is to provide a taste of coffee drinks that suits the customer's wishes, so customers will continue to buy in their daily activities. Supported by respondent data based on purchase frequency in one week, where respondents buy Janji Jiwa products twice a week.

Furthermore, the results of the third hypothesis prove it perceived quality can affect value. The quality of the food and drinks served by Janji Jiwa is good, but customers are attracted to coffee shops with other brands. This can happen if there is no improvement in the quality of the menu, packaging, place or service. Jiwa's Janji can improve quality and attract customers' attention with qualities that are different from other brands outside. With service and a comfortable place, customers emotionally enjoy not only the quality of the food and beverage products. Customers buy and consume Jani Jiwa products to reduce boredom and sleepiness during activities. Supported by data, the respondents who dominate are students and private employees and make purchases online on line based on respondent data, it shows that 50% purchased Janji Jiwass online on line. There fore, Jiwa Janji can optimize the presentation of food and drinks ordered online well and the taste of food and drinks according to customer orders. Due to online purchases, customers cannot order directly so there are shortages and errors in orders that are not effectively made online. Therefore, Janji Soul can also optimize quality when orders are placed online because it will influence the Janji Soul brand.

Then, the results of the fourth hypothesis are proven value can improve brand loyalty. This proves that customers buy Janji Jiwa products because of their own desires. There is a special sense of pleasure that customers feel when buying Janji Jiwa products. Of course, it gives a positive impression for the Janji of the soul that customers can share their experiences with their closest colleagues. Recommendations from other people can increase customers' desire to loyally buy products that Janji to return. When customers

feel comfortable, customer loyalty will increase. Customers don't need to waste time looking for a comfortable coffee shop. Not only the comfort of the place and service, but the food and drink products can provide energy for activities and reduce drowsiness during activities. Supported by many menu choices, especially coffee drinks which are liked by many people. If a customer wants a coffee drink, Jiwa Janjis to serve coffee drinks according to their preferences. By following customer preferences, repeat customers become regular customers of Janji Jiwa. Janji Jiwa can improve Janji Jiwa products and retain old customers to remain loyal to buy Janji Jiwa products. This is similar to Jones *et al.* (2006; Yoo *et al.* (2020): (Arbol & Ramli, 2024; Imran, Mariam, et al., 2020; Mariam & Ramli, 2023; Novarian & Ramli, 2020), that the hedonic and utilitarian values felt by customers build customer loyalty to return visits.

The results of the fifth hypothesis prove it brand love can improve brand loyalty. This proves that customers like Janji Jiwa products and the service experienced by customers who buy them. The feeling of pleasure felt by customers when there is conformity with the customer's choices in serving food and drinks. In this case, Janji Jiwa can involve customers to provide positive messages regarding the customer's experience in purchasing Janji Jiwa products. In terms of good service and the menus offered. This can attract customers to buy Janji Jiwa food and drinks. By maintaining the image of the taste of food and drinks from the Janji Jiwa brand, it can increase customer intentions to remain loyal to Janji Jiwa. Customer interest in Janji Jiwa products shows Janji Jiwa as a coffee shop that is liked by many people of various ages, various work statuses or places of residence. Based on the domicile location of the respondents, the dominant area is the Jakarta area. Customers in Jakarta have a love for Janji Jiwa products. Jiwa's Janji can retain existing customers in Jakarta by providing quality comfort for customers. Thus, the results of this research are supported by previous research by Bagdare (2017; Kim & Kim (2022); (Chandra *et al.*, 2019; Ramli *et al.*, 2020; Takaya *et al.*, 2020) that brand love influential in building brand loyalty.

CONCLUSION

This research was conducted to prove that the five hypotheses that influence each other concluded that brand experience positive influence on perceived quality. Then, value positive influence on brand loyalty, brand love positive influence on brand loyalty. Furthermore, brand experience positive influence on values, And perceived quality positive influence on value .This proves Jiwa's brand Janji as a coffee shop in Indonesia that is liked by many people. A positive customer experience regarding purchasing Janji Jiwa products can expand the Janji Jiwa brand to be known by many people of all ages in particular attract the attention of customers to loyally continue to buy Janji Jiwa products. Brand Jiwa Janjis to provide good quality service seen from the presentation of the menu and the comfort of the coffee shop. This is an advantage of the Jiwa Janji brand so that customers can make subsequent purchases. Customers are interested in buying not only recommendations from close relatives but emotionally want to visit because of curiosity about the product from the Janji of the soul. From customers' curiosity about Janji Jiwa products, customers can evaluate the taste, packaging or service when purchasing. When customers feel like they like a product, they will continue to remember and buy in the future. This happens in the Janji Jiwa when customers have tried beverage products, of course customers will remember the different taste from other brands, this emotional assessment can build customer loyalty.

Research Limitations

The results of this research have shortcomings, including first, this research uses a small number of samples so it is not in accordance with the scope of the research area which affects the value loading factors on the indicator. It is hoped that future research will be able to develop the sample again more broadly based on a wide range of areas so that the value loading factors. Second, the object of research can be added to be a comparison for customers, where coffee shops in Indonesia are not only Janjis of the soul, there are many other coffee shop brands that exist outside JABODETABEK. It is hoped

that further research can develop research objects widely or outside JABODETABEK in order to prove the differences in the results of this research. Third, in this research it is necessary to add variables to support the hypothesis because the variables in this research are still not strong enough to be able to measure the effect brand loyalty. It is hoped that further research can add variables that strengthen the influence of brand loyalty.

Managerial Implications

From the results of this research, that variable brand loyalty has an influence in retaining customers to buy Janji Jiwa food and beverage products on an ongoing basis. There are managerial implications that management can make from Janji Jiwa in increasing influence brand loyalty namely first, improving the customer experience in purchasing and tasting food and beverage products from Jani Jiwa and improving the quality of Jani Jiwa, not only the products but also good and friendly service will certainly make customers comfortable. Quality is the part that must be prioritized. Customers will be attracted to purchases that are supported by food and beverage conditions that Janji a clean soul. This provides a sense of comfort in consuming Janji Jiwa products and customers will continue to buy. Management can explore the factors that support customer loyalty in purchasing food and beverage products from Janji Jiwa. Janji Jiwa can provide quality service and customers continue to choose Janji Jiwa as a coffee shop in Indonesia.

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