

The Effect of Brand Image, Brand Trust and Customer Experience on Brand Loyalty

Brand Image, Brand Trust and Customer Experience

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ABSTRACT

The purpose of this study was to analyze the effect of brand image, brand trust, customer experience, on brand loyalty in Barberking haircut services. This research method is quantitative. This study uses primary data, namely data obtained directly from respondents through filling out questionnaires. The sampling technique in this study was non probability sampling. The population in this study were all people who used haircuts at Barberking haircut services in Solo Raya. The sample in this study were respondents who had used haircut services at Barberking Solo Raya. The number of samples in this study were 200 respondents. Data analysis in this study is quantitative analysis using Partial Least Square (PLS) analysis. The software used in this research is Smart PLS version 3.0. The results of this study are Based on the results of the analysis and discussion that has been carried out in this study, it is found that brand image has a significant effect on brand loyalty in Barberking Solo Raya haircut services. Brand trust has a significant effect on brand loyalty in Barberking Solo Raya haircut services. Customer experience has a significant effect on brand loyalty at Barberking Solo Raya haircut services.

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

ABSTRAK

Tujuan penelitian ini ialah menganalisis pengaruh brand image, brand trust, customer experience, terhadap brand loyalty pada jasa potong rambut barberking. Metode penelitian ini ialah kuantitatif. Penelitian ini menggunakan data primer, yaitu data yang diperoleh langsung dari responden melalui pengisian kuesioner. Teknik pengambilan Sampel dalam penelitian ini adalah non probability sampling. Populasi dalam penelitian ini adalah seluruh masyarakat yang menggunakan potong rambut di jasa potong rambut Barberking yang berada di Solo Raya. Sampel dalam penelitian ini adalah responden yang pernah menggunakan jasa potong rambut di Barberking Solo Raya. Jumlah sampel penelitian ini ialah 200 responden. Analisis data dalam penelitian ini adalah analisis kuantitatif dengan menggunakan analisis Partial Least Square (PLS). Adapun software yang digunakan penelitian ini adalah Smart PLS versi 3.0. Hasil penelitian ini ialah Berdasarkan hasil analisis dan pembahasan yang telah dilakukan dalam penelitian ini, diperoleh bahwa Brand image berpengaruh signifikan terhadap brand loyalty pada jasa potong rambut Barberking Solo Raya. Brand trust berpengaruh signifikan terhadap brand loyalty pada jasa potong rambut Barberking Solo Raya. Customer experience berpengaruh signifikan terhadap brand loyalty pada jasa potong rambut Barberking Solo Raya.

Kata kunci: Citra Merek, Loyalitas Merek, Kepercayaan Merek, Pengalaman Pelanggan

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INTRODUCTION

The rapid development of the business world today forces companies to face intense competition with other competitors in the race to attract as many consumers as possible. This competition also occurs in meeting needs, including in the beauty industry. In marketing concepts, companies must start to understand or know the desires and needs of consumers and fulfill what consumers want, creating satisfaction in the minds of consumers. This is done so that companies can survive and compete with other businesses (Rusandy, 2018). All service-oriented companies rely heavily on building long-term relationships aimed at maintaining customer loyalty. Customer loyalty significantly influences the achievement of the company's initial goals in maintaining the company's existence because customer loyalty is one of the factors contributing to the success of a company (Balinado et al., 2021). Customer loyalty can be formed from the satisfaction experienced by customers. The loyalty within customers can make them strive to have a strong desire to maintain excellence in using the products or services they have purchased from the service provider again. Customer loyalty to a service provider can be used as a benchmark to determine the success of a company in retaining its customers (Laksono & Suryadi, 2020).

Brand loyalty is a measure of consumer loyalty to a brand. Consumers who consistently use products from a particular brand without ever buying products from other brands, especially when the products from that brand undergo changes in price, design, or materials, are considered to have high loyalty to that brand. Brand loyalty is the sense of loyalty consumers have towards a product brand. Consumers who are loyal to a brand will always repurchase products released by that brand, even if products from other brands are similar. Consumers who already have loyalty to a brand will find it difficult to switch to another brand because they already trust that the brand can meet their needs and expectations (Purwianti et al., 2023). Brand loyalty itself consists of attitude and behavior elements, where purchasing behavior responses reflect decisions in choosing one brand from among many alternative brands over time (Riyanto & Nasir, 2023). One factor that can affect the decline in the percentage of company index is their strength in encouraging their customers to make future purchases. Customer loyalty to a brand can be influenced by the brand image that is embedded in the minds of consumers.

According to Padmini & Suparna (2021), brand image plays a major role that greatly influences brand equity, referring to the general feelings and perceptions of consumers about a brand and implications for consumer behavior. The brand image of a brand can influence consumer decisions in purchasing a product. Consumers tend to pay attention to the brand image of a product before making a purchase, as if a brand has a good brand image compared to others, consumers will choose to purchase products with a good brand image rather than products from a brand with a bad image. Brand image acts as a mediator that determines whether or not a consumer chooses a brand, thus influencing purchasing decisions (Pratiwi et al., 2022). Brand image can also describe the influence of customer loyalty itself (Zhang et al., 2019). A positive brand image is likely to increase customer loyalty through customer engagement (Kusumaningrum & Wajdi, 2021).

Another factor that can influence customer loyalty to a brand is Brand Trust. According to Nasir et al. (2020), satisfaction occurs when a brand's performance meets buyer expectations. Consumers are likely to trust a brand if the brand's products can meet the expectations of consumers. Consumers will purchase products from a brand they trust because they have confidence that the product can fulfill their needs and meet their expectations. Consumers who have trust in a brand will result in those consumers not looking at or being interested in other brands offering similar products, and they will have loyalty to the brand they trust (Gultom et al., 2020). Brand trust is a concept related to the user's self-confidence that if problems arise, the brand will try to provide a solution (Indiani et al., 2022). According to Diputra and Yasa (2021), customer experience is a function of a series of interactions between consumers and organizations, driven through both direct or personal interactions with the company.

Moreover, to achieve customer satisfaction, companies must make strategic efforts to create satisfaction for their customers. The impact of customer satisfaction will materialize in brand loyalty to the related product. One factor influencing customer satisfaction is customer experience, which fosters repeat purchases and creates loyal customers to the product (Meesala & Paul, 2018). Customer experience is the interpretation of consumers of all interactions between consumers and the brand. Customer experience as branding encompasses all interactions between the organization and consumers (Fitria et al., 2021). Customer experience explains that marketing must accommodate changes by considering brand usefulness and brand experience. Customer experience is divided into three main categories: functional, emotional, and social experiences. Functional experience refers to products and services, emotional experience involves receiving emotional responses from customers, and social experience emphasizes customer needs in terms of gaining social status and social legitimacy (Wattoo & Iqbal, 2022). Customer experience has a direct positive impact on brand loyalty due to its comparative advantage in success (Reyvi et al., 2021).

The growth of the economy has led to increased business growth in Indonesia. Business growth in recent years has been marked by various competitions in all fields, including the business of cutting men's hair. In this condition, barbershop entrepreneurs are increasingly required to have the right strategies. The success of a business depends on ideas, opportunities, and business actors. Business actors must be able to create new ideas to provide added value to consumers. Besides, business actors must also be able to see developing business opportunities (Fauzi et al., 2018). Barbershops are a booming business, taking advantage of the return of the slick hair trend using pomade. The phenomenon of the proliferation of barbershops seems unstoppable. Not only in big cities, but in small areas in several provinces, unique and cool hair salons are emerging. Their locations range from inside malls to standalone venues. Barbershops have become a trend in men's hairstyle and business. The change in men's lifestyles has prompted the Surakarta community to open barbershops specifically for men, with friendly services and a calm atmosphere for male customers who want to cut their hair with various trendy hairstyle options.

Baberking is one of the growing hairs cutting service providers that was established in 2015 and currently has the most branches in Surakarta with 84 outlets. The business potential is significant because the need for haircuts is an activity that everyone will undoubtedly do periodically. Baberking's business is developed with the concept of maximizing the best service by providing skilled barbers, comfortable spaces, easily accessible locations, and affordable price perceptions. Baberking also offers shaving, cream baths, coloring, highlighting, massage, and hair tattoo services. The main concept of Baberking is to accommodate a masculine image and customer comfort, supported by skilled barbers who master various up-to-date and trendy men's haircut styles. Baberking will have a better chance of winning the competition by daring to appear unique and different. The foundation of a well-formed marketing orientation is a strong customer relationship. Marketers must connect with customers, inform, engage, and possibly even involve them in the process.

Increasingly competitive competition and more critical consumers in choosing haircut services demand that businesses in the haircut service industry be more innovative in creating service value. In other words, Baberking must be able to offer new products (goods or services) that are much better than those offered by competitors. This situation drives Baberking to seek creative and innovative solutions to survive and win the competition. In this context, human feelings precede brand loyalty, which has become a greater concern for the business and has evolved from being centered on information to being centered on experience (Septiani & Nurhadi, 2020). It is stated that brand image has a positive and strong relationship with brand loyalty. This indicates that it is essential for marketers to promote a positive image of the company. The purpose of this research is to analyze the influence of Brand Image, Brand Trust, Customer Experience on Brand Loyalty in Baberking's haircut services.

RESEARCH METHODS

This research employs a quantitative approach. Quantitative research is generally conducted on randomly selected samples, allowing the research findings to be generalized to the population from which the samples are drawn. This study utilizes primary data, which is directly obtained from respondents through questionnaire completion. The sampling technique used in this research is non-probability sampling. This method does not provide an equal chance for every element or member of the population to be selected as a sample (Sekaran & Bougie, 2017). The population in this study consists of all individuals who use hair cutting services at Baberking in Solo Raya. The sample in this study includes respondents who have used hair cutting services at Baberking Solo Raya. The total sample size for this research is 200 respondents. According to Sugiyono (2016), purposive sampling involves selecting sample members based on specific criteria determined by the researcher. The criteria for this study include respondents who have used hair cutting services at Baberking and made their last purchase in 2023, respondents residing in Solo Raya, and respondents aged 17 and above. Data analysis in this study is quantitative analysis using Partial Least Square (PLS) analysis. The software used to support data analysis in this research is Smart PLS version 3.0. This study employs the Partial Least Square (PLS) analysis method.

RESULT

In outer model analysis, the focus is given to understanding the relationship between latent variables (constructs) and their indicators. Strong validity shows that the measuring instrument used is reliable in measuring a particular construct. In addition, the reliability of the indicators was also found to be high, indicating good consistency in the measurement of latent variables. This provides confidence that the indicator is reliable and provides consistent results. Thus, the results of the outer model analysis illustrate that the constructs measured in this research are reliable, valid, and the indicators are independent of each other, strengthening the basis for the reliability and validity of the research instruments.

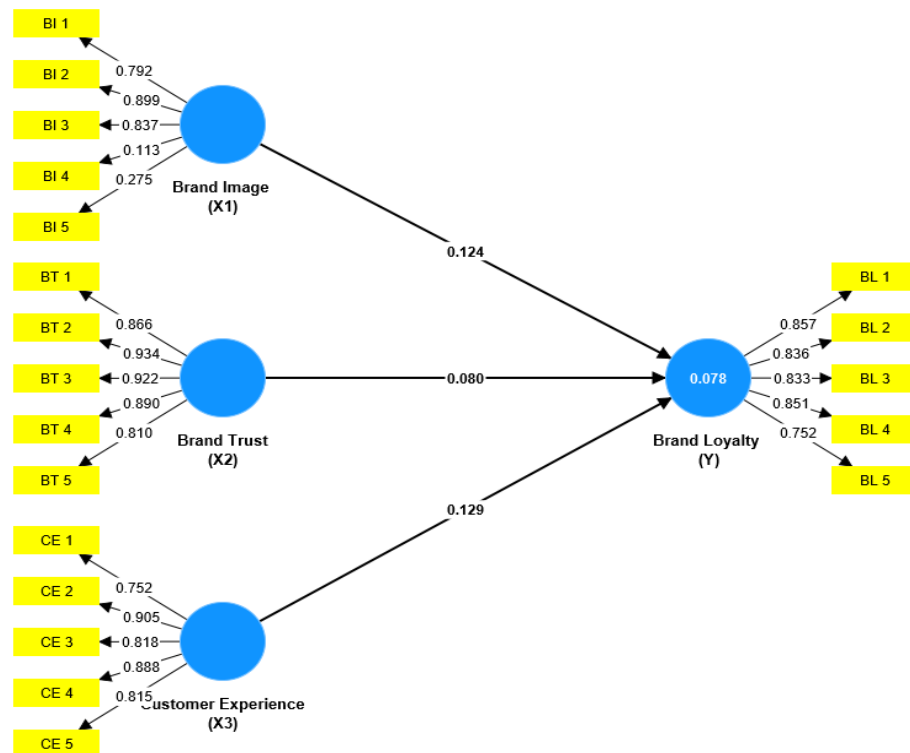


Figure 1. Outer Model

The convergent validity test in this research was carried out by assessing the outer loading or loading factor value. An indicator is considered to meet the convergent validity criteria well if its outer loading value is greater than 0.7, in accordance with the guidelines put forward by Ghozali (2018). With this approach, research ensures that each indicator has a significant contribution in measuring the related latent variable. A high outer loading value indicates that the indicator effectively reflects the variability of the construct being measured and provides strong support for the validity of the construct in question. The results of the convergent validity analysis can provide confidence that the indicators used in this research provide a strong contribution to measuring the desired latent variable.

Table 1. Outer Loading

Variable	Indicator	Outer Loading	Information
Brand Image (X1)	BI 1	0,79	Valid
	BI 2	0,90	Valid
	BI 3	0,84	Valid
	BI 4	0,11	Invalid
	BI 5	0,28	Invalid
Brand Trust (X2)	BT 1	0,87	Valid
	BT 2	0,93	Valid
	BT 3	0,92	Valid
	BT 4	0,89	Valid
	BT 5	0,81	Valid
Customer Experience (X3)	CE 1	0,75	Valid
	CE 2	0,90	Valid
	CE 3	0,82	Valid
	CE 4	0,89	Valid
	CE 5	0,82	Valid
Brand Loyalty (Y)	BL 1	0,86	Valid
	BL 2	0,84	Valid
	BL 3	0,83	Valid
	BL 4	0,85	Valid
	BL 5	0,75	Valid

Based on Table 1, it is known that each indicator in each construct variable has an outer loading value of > 0.7 . The data above shows that there are variable indicators whose outer loading value is < 0.7 , so not all indicators are declared feasible or valid. The BI 4 and BI 5 indicators have an outer loading value of < 0.7 so these question items are not used in further analysis. After carrying out the algorithm again by removing question items that have an outer loading value of < 0.7 , the outer loading results are as follows.

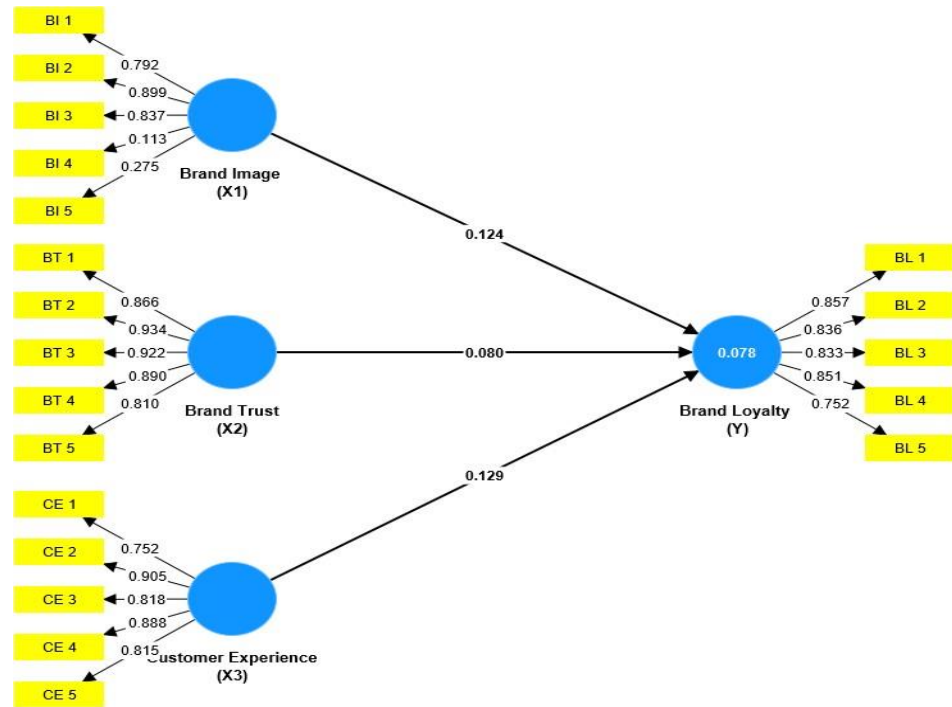


Figure 2. Outer Model Akhir

Table 2. Outer Loading

Variable	Indicator	Outer Loading	Information
Brand Image (X1)	BI 1	0,814	Valid
	BI 2	0,915	Valid
	BI 3	0,844	Valid
Brand Trust (X2)	BT 1	0,858	Valid
	BT 2	0,835	Valid
	BT 3	0,835	Valid
	BT 4	0,851	Valid
	BT 5	0,748	Valid
Customer Experience (X3)	CE 1	0,867	Valid
	CE 2	0,934	Valid
	CE 3	0,922	Valid
	CE 4	0,890	Valid
	CE 5	0,810	Valid
Brand Loyalty (Y)	BL 1	0,752	Valid
	BL 2	0,905	Valid
	BL 3	0,818	Valid
	BL 4	0,888	Valid
	BL 5	0,815	Valid

Based on Table 2, it is known that each indicator in each construct variable has an outer loading value of > 0.7 . So that all indicators are declared feasible or valid for use in further analysis. An indicator is declared to meet discriminant validity if the average variance extracted (AVE) value is > 0.5 . The AVE values in this research are as follows:

Table 3. Average Variant Extracted (AVE)

Variable	AVE	Information
Brand Image (X1)	0,737	Valid
Brand Trust (X2)	0,682	Valid
Customer Experience (X3)	0,784	Valid
Brand Loyalty (Y)	0,701	Valid

Based on Table 3, it can be seen that the AVE value of each indicator in each construct variable has a value > 0.5 . With a brand image variable value of 0.737, a brand trust variable value of 0.682, a customer experience variable value of 0.784, and a brand loyalty

variable value of 0.701. This shows that each variable in this research can be said to be valid. To measure the reliability of a construct using reflective indicators, it can be done in two ways, namely composite reliability and Cronbach's alpha. A variable can be declared reliable if it has a composite reliability value > 0.7. The composite reliability values in this research are as follows:

Table 4. Composite Reliability

Variable	Composite reliability	Information
Brand Image (X1)	0,894	Reliable
Brand Trust (X2)	0,915	Reliable
Customer Experience (X3)	0,948	Reliable
Brand Loyalty (Y)	0,921	Reliable

Based on Table 4, it can be seen that the composite reliability value of each indicator in each construct variable has an outer loading value of > 0.7. With a brand image variable value of 0.894, brand trust of 0.915, Customer Experience of 0.948, and brand loyalty of 0.921. This shows that each variable in this research can be said to be reliable. The reliability test with Composite Reliability above can be strengthened by using the Cronbach's Alpha value. A variable can be declared reliable if it has a Cronbach's alpha value of 0.7. The Cronbach's alpha values in this study are as follows:

Table 5. Cronbach's Alpha

Variable	Cronbach's Alpha.	Information
Brand Image (X1)	0,821	Reliable
Brand Trust (X2)	0,886	Reliable
Customer Experience (X3)	0,933	Reliable
Brand Loyalty (Y)	0,892	Reliable

Based on table 5, it can be seen that the Cronbach's alpha value for each indicator in each construct variable has an outer loading value of > 0.7. With a brand image variable value of 0.821, brand trust of 0.886, Customer Experience of 0.933, and brand loyalty of 0.892. This shows that each variable in this research can be said to be reliable. This test aims to test whether a correlation is found between independent or independent variables. The applicable criteria in the multicollinearity test are if the VIF value is < 10. The results of the multicollinearity test can be seen in Table 6 below:

Table 6. Collinearity Statistics (VIF)

Collinearity Statistics (VIF)	Brand loyalty
Brand Image	1,926
Brand Trust	1,024
Customer Experience	1,932

Based on table 6, it can be seen that the value of the brand image variable on brand loyalty is 1.926. Then the value of the brand trust variable on brand loyalty is 1.024. Then the value of the Customer Experience variable on brand loyalty is 1.932. This means that each variable in this study can be said to not violate the multicollinearity test. The Structural Model (Inner Model) is used to test the influence between one latent variable and other latent variables. This test includes analysis of the Coefficient of Determination (R), Model Feasibility (Goodness of Fit), and Effect Size (f). The results of the inner model analysis carried out through bootstrapping are as follows:

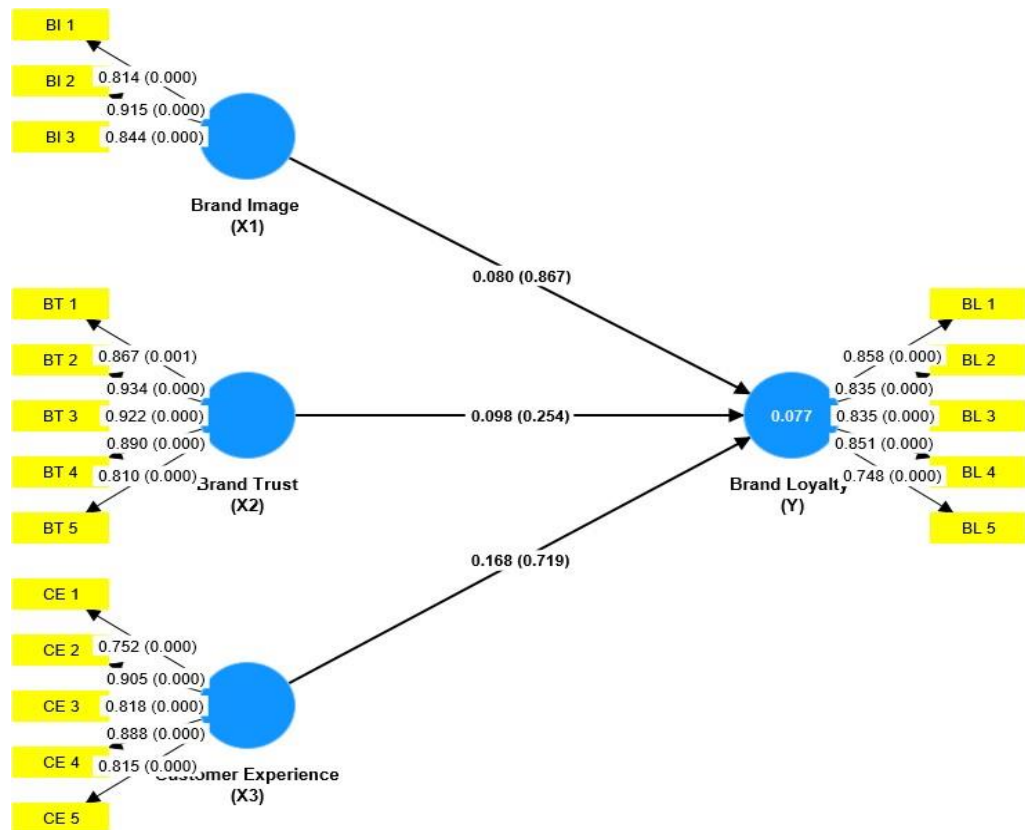


Figure 3. Inner Model

Coefficient Determination (R) shows how far the model is able to explain variations in the dependent variable. The classification of correlation coefficients is, 0 (no correlation), 0-0.49 (weak correlation), 0.50 (moderate correlation), 0.51 -0.99 (strong correlation), 1.00 (perfect correlation). The R-Square value in this research is as follows:

Table 7. Variable R-Square Value

Variable	R-Square	R-Square Adjusted
Brand Loyalty	0,775	0,634

In Table 7, the results of the analysis obtained in this research are the resulting R-Square value of 0.775 (77%) meaning that the contribution produced by the brand image, brand trust and customer experience variable models in explaining the factors that cause brand loyalty is 0.775 (77%) So there are still 23% other independent variables that have not been disclosed in this research. Thus, the model in this research has a strong contribution. The Effect Size (f) test is used to determine the proportion of variance of certain exogenous variables to endogenous variables. The recommended calculation values are 0.02 (small), 0.15 (fair) and 0.35 (large). The results of the F-Square analysis in this research are as follows:

Table 8. F-Square Analysis

Variable	Brand Loyalty
Brand Image	0,0495
Brand Trust	0,0780
Customer Experience	0,833

In Table 8, the brand image variable produces an f2 value of 0.495, which means > 0.02 , < 0.15 , < 0.35 , so it means that the brand image variable has a small proportion of brand loyalty; The brand trust variable produces an f2 value of 0.0780, which means > 0.02 , < 0.15 , < 0.35 , so it means that the brand trust variable has a small proportion of brand loyalty; The customer experience variable produces an f value of 0.833, which

means > 0.02 , > 0.15 , > 0.35 , so it means that the customer experience variable has a large proportion of brand loyalty. Hypothesis testing is a decision-making method based on data analysis. Hypothesis testing aims to find out whether there is a clear and reliable influence between the independent variable and the dependent variable. To see the hypothesis testing in this research, you can do it by looking at the results of the t-statistic and p value.

Testing is an analytical technique used to show how much influence an exogenous variable individually has in explaining variations in endogenous variables. The significance level used in this research is 5% where the t-statistic is 1.96. Therefore, a variable is said to have a significant influence on other variables if the t-statistic result is > 1.96 . The results of the t-test analysis in this study are as follows:

Table 9. T-test analysis

Variable	t-test
Brand Image → Brand loyalty	2,168
Brand Trust → Brand loyalty	4,140
Customer Experience → Brand loyalty	2,360

Based on Table 9, it can be seen that brand image has a t-statistic value $< t$ table, namely 2.168. This shows that brand image is significant to brand loyalty. Then brand trust has a t-statistic value > 1.96 , namely 4.140, which shows that brand trust has a significant influence on brand loyalty. Meanwhile, Customer Experience has a t-statistic value > 1.96 , namely 2.360. This shows that Customer Experience has a significant effect on brand loyalty. Path coefficient is used to analyze the pattern of relationships between variables with the aim of determining the direct or indirect influence of a set of independent variables on the dependent variable. The results of processing the direct influence hypothesis can be seen in the path coefficient table in Smart PLS bootstrapping. If the p-value < 0.05 then it can be said that the influence of the variable is significant. However, if the p-value is > 0.05 then the variable is not significant.

Table 10. T-test analysis

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image → Brand loyalty	0,080	0,189	0,476	2,168	0,001
Brand Trust → Brand loyalty	0,098	0,113	0,086	4,140	0,003
Customer Experience → Brand loyalty	0,168	0,069	0,468	2,360	0,001

Based on Table 10, it can be seen that the t-statistic of the influence of brand image on brand loyalty is > 1.96 , namely 2.168 and the p-value is > 0.05 , namely 0.001. So, it can be concluded that brand image has a significant effect on brand loyalty. Thus, the first hypothesis (H1) which states that brand image (X1) has a significant effect on brand loyalty (Y) is proven. The t-statistic value of the influence of brand trust on brand loyalty is > 1.96 , namely 4.140 and the p-value < 0.05 , namely 0.003. So, it can be concluded that brand trust has a significant effect on brand loyalty. Thus, the second hypothesis (H2) which states that brand trust (X2) has a significant effect on brand loyalty (Y) is accepted. The t-statistic value of the influence of customer experience on brand loyalty is > 1.96 , namely 2.360, and the p-value < 0.05 , namely 0.001. So, it can be concluded that customer experience has a significant effect on brand loyalty. Thus, the third hypothesis (H3) which states that customer experience (X3) has a significant effect on brand loyalty (Y) is accepted.

DISCUSSION

Brand image is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand are more likely to make purchases and even brand loyalty from consumers without a strong and positive brand image, it is very difficult for companies to attract new customers and retain existing ones (Riyanto & Nasir, 2023). Consumers who think that a particular brand is physically different from competing brands, the brand image will be attached continuously so that they can form loyalty to a particular brand which is called brand loyalty (Rangkuti, 2012). Loyalty occurs if there is a positive response from a consumer's purchasing or consumption experience of a product. Research conducted by Kuswati et al. (2021) and Mukminin & Latifah (2020) states that brand image has a significant effect on brand loyalty. When consumers believe in a brand, the brand image will increase and will influence brand loyalty. The results of this research show that the statistical value of the influence of brand image on brand loyalty is >1.96 , namely 2.168 and the p-value is >0.05 , namely 0.001. So, it can be concluded that brand image has a significant effect on brand loyalty. Thus, this research supports previous research which states that brand image has a significant effect on brand loyalty. This is because many consumers believe that the Baberking barbershop has a good image and consumers do not feel the benefits provided by the Baberking barbershop.

Trust in a brand is the willingness to trust a brand with all the risks because of the hope promised by the brand in providing positive results for consumers. If consumers believe in a brand, they will continue to buy that brand, use it and even tell other people about the advantages of that brand based on the consumer's experience in using that brand. Brand Trust has a huge influence on consumer loyalty. If consumers already believe in the brand, of course consumers will not switch to another brand. Research conducted by Diputra & Yasa (2021) and Tjokrosaputro & Aditya (2020) states that brand trust has a significant positive effect on brand loyalty. The higher the level of brand trust a customer has, the higher the brand loyalty. The results of this research show that the t-statistic value of the influence of brand trust on brand loyalty is >1.96 , namely 4.140 and the p-value <0.05 , namely 0.003. So, it can be concluded that brand trust has a significant effect on brand loyalty. Thus, this research supports previous research which states that brand trust has a significant effect on brand loyalty. This is because many consumers believe in the characteristics of the company and also the characteristics of the brand which include quality and brand safety which are felt in the minds of consumers so they make repeat purchases.

Consumer experience is simply a process, strategy and implementation of a company to manage consumers' experiences with a product or service. Basically, customer experience is creating consumer satisfaction through experience. So, the point focuses on the final product of a product or service. Therefore, customer experience is about understanding the consumer's lifestyle and broadening the marketer's view from the product to the consumption process. Evaluation of consumer experience depends on the comparison between consumer expectations and company performance (Imbug et al., 2018). Research conducted by Tjokrosaputro & Aditya (2020), Suntoro & Silintowe (2020) and Setyawan et al. (2015) stated that customer experience has a significant effect on brand loyalty. When consumers have a pleasant or positive experience with a brand, it will create a positive mood, so that the brand has an emotional content that will be loved by consumers, where people will care, trust and be loyal to the brand. The results of this research show that the t-statistic value of the influence of customer experience on brand loyalty is >1.96 , namely 2.360 and the p-value <0.05 , namely 0.001. So, it can be concluded that customer experience has a significant effect on brand loyalty. Thus, the third hypothesis (H3) which states that customer experience (X3) has a significant effect on brand loyalty (Y) is accepted. This is because the Baberking barbershop can handle hair problems thereby increasing consumer confidence and providing a good experience in the consumer's mind, thereby creating a deep commitment to make repeat purchases with the same service.

CONCLUSION

Based on the results of the analysis and discussion carried out in this research, it was found that brand image has a significant influence on brand loyalty in Barberking Solo Raya haircut services. Brand trust also has a significant influence on brand loyalty in Barberking Solo Raya haircut services. Customer experience also has a significant influence on brand loyalty in Barberking Solo Raya haircut services. The results of calculating the f^2 value show that the brand image variable has a large proportion of the brand loyalty variable, the brand trust variable has a large proportion of the brand loyalty variable, and the customer experience variable has a large proportion of the brand loyalty variable. The results of the R^2 analysis show that changes in the brand loyalty variable can be explained by changes in the brand image, brand trust and customer experience variables of 78%, while 22% is explained by other variables not studied. Thus, it can be concluded that brand image, brand trust, and customer experience play a crucial role in forming brand loyalty in the context of Barberking Solo Raya haircut services. Furthermore, the analysis results show that these variables have a large impact on customer loyalty behavior, and therefore, marketing strategies that strengthen brand image, build customer trust, and improve customer experience can increase customer loyalty in this industry.

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