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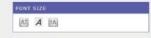
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Impact of Eperiential Marketing and Perceived Quality on Brand Loyalty with Brand Trust as Mediation

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Abstract

This study is to look at the influence of eperiential marketing on brand trusts the influence of perceived quality on brand trust; the influence of brand trust on brand loyalty; the influence of eperiential marketing on brand loyalty; the influence of perceived quality on brand loyalty. The samples used in this study were as many as 100 respondents using data analysis with Smart PLS. The results of this study are: there is an eperiential marketing influence on brand trust. There is an influence of perceived quality on brand trust. There is no influence of brand trust on brand loyalty. There is no eperiential marketing influence on brand loyalty. There is a perceived quality influence on brand loyalty.

Keywords: *Marketing; Perceived Quality; Brand, Trust*

Introduction

The increasingly competitive business world demands companies to have a competitive advantage. Companies that can create and retain customers will be successful in competition. Each company strives to understand consumer behaviour on the target market for the survival of the company. Such consumer behaviour will affect the way consumers view or view a product.

Consumers in choosing a brand of the product will go through the stage of trying first, at this stage often consumers will try a variety of different brands. If it is felt that the brand meets what is expected then consumers will continue to buy the brand. Customer loyalty to brands is a very important concept especially in conditions of very tight competition with low growth. In such circumstances, loyalty to the brand is needed for the company to survive.

The creation of loyalty begins with the decision of the consumer to make a purchase. According to Kotler and Armstrong (2004), purchasing decisions are the stage of the decision process where consumers make purchases of products. A brand is the name or symbol of a corporate identity that distinguishes one product from another and characterizes the product from a competitor's product. This means that the brand is the seller's promise to buyers by consistently providing features, benefits, and

quality assurance to a product (Brakus et al, 2009). Brands are also not just names or differentiators, the role of brands is more than that in determining competitive advantage (Fernandes &Moreira, 2019). In this case, the products and brands are an inseparable entity, the two synergize with each other. Therefore, how products and brands are managed should be a serious concern for the success of their business (Huang, 2017).

Brand loyalty is defined as a very strong commitment to buy back or subscribe to the desired product or service consistently in the future, resulting in the purchase of the same brand or item (Fernandes &Moreira, 2019). Brand loyalty is at the core of brand equity that is central to marketing because brand loyalty is a measure of a customer's association with a brand. If brand loyalty increases, competitor attacks can be reduced. This is related to future profit generation because brand loyalty can directly be interpreted as future sales (Mostafa &Kasamani, 2020). In this case, it shows that high brand loyalty can increase trading and can attract new customers because they have confidence that buying a minimal branded product can reduce risk.

To increase brand loyalty, companies must have brand experience. Brand experiences happen when consumers search, shop, and consume existing products when they search for information or visit stores. When searching for goods, consumers are exposed to a variety of brand-specific stimuli (Huang, 2017). Besides, it is also influenced by brand trust. Brand trust is defined as the willingness of consumers to trust brands to rely on the brand's ability to perform its functions (Kotler &Armstrong, 2014). According to Brakus et al (2009) consumer confidence in brands is very important for companies to be able to establish good relationships with consumers and maintain consumer confidence. For consumers to buy back products from the company, the company must introduce its products well to build brand trust in consumers. Brand satisfaction is where the performance of a product is felt by the expectations of the buyer, if the performance of a product or service following expectations then the customer will be satisfied or vice versa. Smart companies aim to satisfy customers by delivering more than they promise. Customers who are satisfied with a product can lead to loyalty (Kotler & Armstrong, 2014).

Literature Reviews

Consumer Behavior

Consumer behaviour is the conduct of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas for satisfaction. This view of consumer behaviour is broader than the traditional view, which focuses more narrowly on buyers and direct antecedents and the consequences of the purchasing process (Mitchell, 1992). The definition of consumer behaviour as expressed by Peighambari et al (2016) states that consumer behaviour is a direct action to obtain, consume, and consume products and services, including decision processes that precede and follow these actions. According to Kotler &Amp; Amstrong (2014) consumer behaviour is the purchasing behaviour of end consumers, both individuals and households who buy products for personal consumption.

Based on the above understandings, it can be concluded that consumer behaviour is closely related to the decision-making process to use goods or services to satisfy their needs. The fundamental consumer behaviour theory of this research (grand theory) is specifically about the analysis of loyalty to a brand.

Eperiential Marketing

Before the researcher discusses the definition of experiential marketing, the researcher will first discuss the definition of experience. Experiential itself comes from the word experience which means an experience. The definition of experience according to Lod et al (2019) is personal events that occur due to

certain stimulus (e.g. those provided by marketers before and after the purchase of goods or services). Suluk &Aydin (2019) argues that experience is an event that occurs and binds to each individual personally. According to Wen (2020), and an experience is a tool that distinguishes products or services. There is no denying that with the development of product and service technology, the creation of product differentiation is very difficult, sometimes even impossible. With the maturity of a product, the competition becomes very tight because the competitors offer core products with the same functions and features. Therefore there is little difference that can be created. After discussing the understanding of the word experience, then the researchers will discuss experiential marketing.

Experiential Marketing is a new approach in the field of marketing disciplines that refer to individual events that occur, both rational and emotional, due to certain stimulation or external stimuli that form perception and have an impact on the individual's behaviour in the future. Schmitt (Ihtiyar, et al. 2018) states that in this experiential marketing approach, marketers offer their products or services by stimulating elements of consumer emotions that generate a variety of experiences for consumers. Experiential marketing is how to bridge consumer participation and connections or environmental relationships (Schmitt & Zarantonello, 2013).

Perceived Quality

Perceived quality according to Osakwe (2019) can be defined as the customer's perception of the overall quality or excellence of a product or service related to what is expected by the customer. customers because each customer has different interests (measured relatively) in a product or service (Iglesias and Guillen, 2004). Then it can be said that discussing the perception of quality means will discuss the involvement and interests of customers). Sanyal & Datta (2011) further elaborates that the perception of quality is different from satisfaction. A person can be satisfied because he has low expectations of his level of performance. Perceptions of high quality are not synonymous with low expectations. Perception of quality is also different from attitude: a positive attitude can be caused because a product with very low quality is very cheap. On the contrary, one may have a negative attitude towards high-quality products that are perceived to be too expensive. It is important to note that product quality is an important corporate resource for achieving competitive advantage (Snoj. et al, 2003). Perception of quality (perceived quality) is a consumer's assessment of the superiority or superiority of the product as a whole. Therefore, quality perception is based on the subjective evaluation of consumers (not managers or experts) on product quality (Souki. et al, 2019).

Kotler &Armstrong (2014) said that "Quality is the totality of feature and characteristic of a product or services that bear on its ability to satisfy stated or implied needs". That is, quality is the totality of features and characteristics that make the product able to satisfy the needs, both stated and unstated. In order to answer the question of whether a brand has met the needs of consumers, the answer depends on the subjective assessment of the consumer. According to Iglesias &Guillen (2004) gives three principles of quality as perception. First, quality is sourced on the product and non-product aspects, or all non-price needs that consumers are looking for to satisfy their needs. Both experts argue that what consumers consider about a product includes three main specs: price, product, and non-product. On the aspect of the product that is considered is the expected standard of a product. On television, for example, aspects of the product are screen size, image, sound, completeness of function, and design. Meanwhile, the non-product aspect consists of warranty, reputation, and repair services.

Second, quality exists when it comes to consumer perception. If the consumer perceives the quality of a product as low value, then the quality of the product is low, whatever the reality. Perception is more important than reality because consumers make decisions based on perception rather than reality.

Third, quality as perception is measured relative to competitors, when product A offers a good product, but the competitor's product is even better, then product A is not quality. Osakwe (2019) looks at

the quality of the comparison between performance and expectations. If performance meets or exceeds expectations, the product is quality. On the other hand, products that perform below expectations are not quality. Keep in mind that performance and expectations are determined by consumers according to their perception. According to Dettori. et al (2020) perceived quality is as a customer's perception of the overall quality or excellence of a product or service related to what is expected by the customer.

Companies that are active in advertising or promoting the brand of their products will be able to improve brand associations in the minds of consumers and the stronger and positive brand associations will shape the impression of brand quality on those products. After the impression of quality is formed then the consumer will try to buy the brand and if after the purchase the consumer becomes satisfied which will then become a believer in the product. Furthermore, consumers will make repurchases and eventually be able to become loyal consumers, whereby by making a continuous repurchase then consumers are considered to have been loyal to the brand. Perception of quality reflects the customer's invisible and thorough feelings about a brand. However, usually, the perception of quality is based on the dimensions included in the characteristics of the product where the brand is associated with things like reliability and performance. To understand the perception of quality, it is necessary to identify and measure the underlying dimensions (Sanyal & Datta, 2011) Perceived Quality has an important role in building a brand, in many contexts perceived quality of a brand can be an important reason for purchase as well as which brand will be considered by customers which will, in turn, affect customers in deciding which brand to buy.

A customer may not have enough information to filter that leads them to objectively determine the quality of a brand. It is also possible that customers are not motivated to process information, do not have the ability and in this context perceived quality to be very instrumental in customer decisions. (Iglesias and Guillen, 2004). Because perceived quality is closely related to the decision of purchase decision, perceived quality can effectively all elements of the marketing program, especially the promotional program. (Snoj. et al, 2003). If the perceived quality of a brand is high, then most likely advertising and promotional programs that will be run will be effective.

So important is the role of perceived quality for a brand that efforts to build a strong quality perceived need to get serious attention so that the company can seize and conquer the market in each market category. Building perceived quality must be followed by a real quality improvement of its products because it will needlessly convince customers that the brand quality of its products is high whenever reality shows the opposite. Even in the long run, such efforts will backfire. This is because the customer at the initial stage decides to buy the product. After all, the perceived quality in turn will get to the evaluation stage that sends it to a sense of satisfaction or dissatisfaction. Disgruntled customers will feel let down so that the quality that they have at first changes with the impression of hate because they feel fooled. The incident led to a huge possible brand move in the future. This can also happen for existing customers who in the umpteenth purchase experience similar events such as the novice buyers above. The point is that if the customer's usage experience does not match the positioned quality then the perceived quality image cannot be maintained.

Customer perception is an assessment, which is certainly not always the same among customers with each other. Positive quality perception can be built through efforts to identify quality dimensions that are considered important by consumers and build quality perceptions on important dimensions of the brand (Osakwe, 2019). The perception of quality referred to in this study is the customer's perception of the quality of a product brand. This perception of quality will shape the perception of the overall quality of a product in the consumer. Perception of the overall quality of a product can determine the value of the product or service and directly affect consumer purchasing decisions and their loyalty to the brand (Souki. et al, 2019). Because quality perception is consumer perception, it can be predicted if the perception of customer quality is negative, the product will not be liked and will not last long in the market. Conversely, if the perception of positive quality then the product will be preferred. So important is the

role of perceived quality for a brand so that efforts to build a strong quality perceived need to get serious attention for the company to seize and conquer the market in each product category. Building perceived quality must be followed by a real quality improvement of its products because it will needlessly convince customers that the brand quality of its products is high whenever reality shows the opposite.

Brand Trust

Trust is a key variable in the development of the desire to maintain a long-term relationship, for example to a brand (Ballester. et al, 2005). Trust is built because of the expectation that other parties will act by the needs and desires of consumers. When someone has trusted the other party then they are sure that the expectations will be fulfilled and there will be no more disappointments (Baccara &Badrinarayanan, 2013). According to Atulkar (2020) trust is the willingness of a person to rely on others at a certain risk. According to Amir (in Lianda, 2009), trust is our belief that in one product there are certain attributes. This belief arises, from repeated perceptions, and the existence of learning and experience. Geok &Sook (200) defines trust is as trust in a partner where a person is in a temporary relationship according to Indarjo (Irawan, 2011, p1) defines trust is a willingness to rely on a partner in a transaction relationship in which the partner itself has placed belief. According to Luan and Lin (in Suhardi, 2006) trust are many specific beliefs on integrity (the honesty of trusted parties and ability to keep promises), benevolence (attention and motivation that is trusted to act by the interests of those who trust them), competency (the ability of trusted parties to carry out the needs of the trusted) and predictability (consistency of behaviour of trusted parties).

Ballester. et al. (2005) explains that brand trust is a feeling of security that customers have as a result of their interactions with a brand, based on the perception that the brand is reliable and responsible for the interests and safety of customers. Brand Trust can also be interpreted as a high expectation that a particular brand will bring positive results for customers. Brand trusts start from past experiences and interactions because their development is influenced by individual experience processes over time. This summarizes the knowledge and experience of customers with the brand. As an attribute of experience, brand trust is influenced by customer evaluation of direct contact (attempted use) or indirect contact (advertising, word of mouth) with a particular brand. Of all these contacts, the most relevant and important source of brand trust is the experience of using the item. Brand Trust represents the recognition that brand value can be created and developed by regulating several aspects that exceed consumer satisfaction with performance.

Brand Loyalty

According to Kotler &Armstrong (2014), the definition of brand loyalty is a measure of consumer loyalty to a brand. Brand loyalty is at the core of brand equity which is a central idea in marketing. If brand loyalty increases, then the vulnerability of customer groups from competitor attacks can be reduced because brand loyalty can directly be interpreted as future sales. Another definition is that according to Mostafa & Kasamani (2020) brand loyalty is a firmly held commitment to repurchase or subscribe with products or services that are liked consistently in the future, resulting in repeated purchases of the same brand despite the situational influence and marketing efforts potentially leading to brand switch behaviour. According to Chao (2016) brand loyalty is a measure of customer connection to a brand. This measure describes whether or not a customer is switching to another product brand, especially if the brand is found to have changes in both price and other attributes. Pappu &Quester (2017) defines brand loyalty in the sense of conditions where consumers have a positive attitude towards a brand, commitment to the brand, and intend to continue purchasing in the future. The occurrence of brand loyalty in the consumer is caused by the influence of satisfaction or dissatisfaction with the brand that accumulates continuously in addition to the perception of product quality. Brand loyalty is a fundamental concept in strategic marketing, Customer's Brand Loyalty can create profits in marketing, namely the word of mouth referrals and resistance to increasing competition.

Brand loyalty is a very important concept in marketing strategy. The presence of loyal consumers in the brand is necessary for the company to survive. Loyalty can be interpreted as a deep commitment to repurchase products or services that are consistently preferred in the future by repurchasing the same brand despite the situational influence and marketing efforts that can lead to a shift in behaviour. Brand loyalty indicates a bond between a customer and a particular brand and this is often characterized by a repurchase from a customer. Mostafa &Kasamani (2020) suggests that loyalty can be based on the actual purchase behaviour of products associated with the proportion of purchases. Based on that view, brand loyalty is defined as the consumer's desire to repurchase. Brand loyalty is often regarded as an internal commitment to buying and repurposing a particular brand. Brand loyalty can be defined as a desire to do and repurchase behaviour. Brand loyalty from customer groups is often at the heart of brand equity. If customers are not interested in the brand and buy because of the characteristics of the product, the price and convenience with little regard for the brand, then the possibility of brand equity is small. Conversely, if customers continue to buy the brand despite being faced with competitors who offer superior product characteristics in terms of price and practicality, then there is enormous value in the brand and perhaps also in its symbols and slogans.

Relationship between Eperiential Marketing and Brand Trust

Experiential marketing is a marketing concept that aims to build relationships where consumers respond to products offered based on their emotions and level of thinking. Emotional relationships built up by positive experiences will lead to a fondness for brands and satisfaction in using brands where both are one of the main factors that support the creation of trust in a brand by customers. If a consumer has a positive experience with the brand, it allows for the creation of consumer confidence in the brand. The better the performance of a brand in creating an experience for consumers, the higher the level of trust in the brand (Schmitt & Zarantonello, 2013). Trust is built through experience, the more positive the experience that a consumer has along with a brand, the more likely a consumer will be to trust that brand (Ballester. et al, 2005).

Brand trust is formed from the consumer experience (Schmitt & Zarantonello, 2013). Experience is the result of consumer psychology and created if there is consumer involvement during the pre-purchase process and at the time of purchase both in the form of motivational motivation and motivational encouragement and in the form of multidimensional (Baccara & Badrinarayanan, 2013). Experience will be a source of trust for consumers and this experience will affect consumer evaluation in consumption, use or satisfaction directly and indirect contact with the brand. The higher the level of consumer engagement, the higher the level of consumer experience during the pre-purchase process, this will have an impact on improving brand confidence. The level of consumer engagement depends on the type of consumer engagement in question.

The theory of liaison according to Lod & Tessa (2020) experience will be a source for consumers for the creation of trust and this experience will affect the evaluation of consumers in consumption, use or satisfaction directly and indirect contact with the brand. The experience experienced by consumers is a form of consumer involvement in the products to be consumed. Consumers need to experience themselves in the exchange process so that they can form trust in the brand in the minds of consumers." When a consumer is satisfied with a brand after using the brand, this situation means that the brand has fulfilled its promise. When a brand delivers on its promise, the chances of consumers trusting that brand become stronger. This trust also refers to the experience of the brand. If a consumer has a positive experience with the brand, it allows the creation of consumer confidence in the brand. The better the performance of a brand, the higher the level of trust in the brand. Therefore, the research hypothesis:

H1: Is there an experiential marketing effect on brand trust.

The Relationship between Perceived Quality and Brand Trust

Disgruntled customers will feel let down so that the quality that they have at first changes with the impression of hate because they feel fooled. But a satisfied customer will feel let down and the quality he thinks about the product will be better and trust the brand. According to Baccara &Badrinarayanan (2013) defines trust is a perception of reliability from the customer's point of view based on experience or leads to stages of transactions or interactions characterized by the fulfilment of product performance expectations and the achievement of satisfaction. This shows that the perception of customer quality towards a brand based on experience it will form a trust in the brand. The better the customer's quality perception of the brand, the stronger the trust in the brand. Therefore, the research hypothesis:

H2: Is there an influence on brand trust.

Relationship between Brand Trust and Brand Loyalty

The influence of brand trust on brand loyalty was put forward by Chao (2016) who stated that brand trust will affect consumer satisfaction and brand loyalty. In this sense, it can be said that customers are loyal to the brand because they have a high level of trust in the brand. This was confirmed by Lau and Lee who projected that trust in the brand would lead to brand loyalty. A positive experience and performance of a good brand will encourage customers to start trusting a brand and then grow to be loyal or loyal to a brand.

Mostafa & Kasamani (2020) believes that trust is the foundation to build long-term relationships with customers. Trust plays an important role in increasing brand loyalty because when customer trust is mutual, it's like customers build intense positive behaviour towards each other. According to Pappu &Quester (2017), there is an influence of brand trust on loyalty. The same findings were also put forward by Mostafa & Kasamani (2020) who said in his research that brand loyalty can be perceived as a perceived result in brand buying behaviour or repurchase behaviour on a brand, where the repurchase behaviour can be said that customers have been loyal to the brand. Therefore, the research hypothesis:

H3: Is there any influence of brand trust on brand loyalty.

Relationship between Experiential Marketing and Brand Loyalty

According to Wen (2020), there is a positive influence between experiential marketing and brand loyalty through experiential marketing aspects such as sense, feel, think, act, and relate. Mostafa &Kasamani (2020) said that Experiential Marketing is very effective for marketers to build brand loyalty. Positive experiences experienced by consumers towards a brand will later cause emotional effects and satisfaction in the minds of consumers. These impacts will ultimately shape consumer confidence in a brand, resulting in increased brand loyalty (Mostafa & Kasamani, 2020).

I the trust in the brand is strong then it can generate positive trust for the brand. Ultimately it gives rise to a commitment to build a long-term relationship with the brand. When linked to this study, the researchers observed that experiential marketing affects repurchase commitments, where repurchase commitments are one part of brand loyalty, this means that experiential marketing affects brand loyalty. Therefore, the research hypothesis:

H4: Is there an experiential marketing effect on brand loyalty.

The Relationship between Perceived Quality and Brand Loyalty

With the impression of quality formed in the customer's mind, then the consumer will try to buy the brand and if after the purchase the consumer becomes satisfied and believes in the quality of the product brand then the consumer will make a repurchase, which by making a continuous repurchase it shows that the consumer has started to be loyal to the brand. Perception of quality felt by consumers affects the willingness to buy a product. This means that the higher, the value felt by consumers, the higher the willingness of those consumers to finally buy (Erdogmus & Turan, 2012). A positive perception of quality will drive purchasing decisions and create loyalty to the product. That's because consumers will prefer products that have a perception of good quality. Osakwe (2019) said that Perceived Quality will directly influence purchasing decisions and Brand Loyalty, especially when buyers are not motivated or able to conduct a detailed analysis. the consumer will prefer brands that they already know because of the consumer perception that the brand is reliable. Also, consumers also feel confident that the brand can prevent them from the risk of use. Therefore, the research hypothesis:

H5: Is there any influence on brand loyalty.

Gambar 1. Model Penelitian

Research Methods

The samples taken were 100 consumer products. Data collection method using a questionnaire. Data analysis using SEM PLS. The questionnaire data is processed using Smart PLS. Exogenous variables are experiential marketing and perceived quality. Endogenous variables are brand trust and brand loyalty.

Results and Discussion

Validity Test

Corrected convergent validity tests are declared valid if the loading factor value is greater than or equal to 0.3. While discriminant validity is seen from the AVE value and declared valid if it is greater than or equal to 0.5. The results of the convergent validity test can be seen in the following figure:

Table 1. Outer *Loading*

	Brand Loyalty	Brand Trust	Experiential Marketing	Perceived Quality
BL1	0.950			
BL2	0.890			
BL3	0.913			
BT1		0.992		
BT2		0.980		
BT3		0.989		
EM1			0.949	
EM2			0.963	
EM3			0.950	
PQ1				0.975
PQ2				0.982
PQ3				0.982

Gambar 2. Output SmartPLS untuk Uji Validitas

Source: result smart pls test

The experiential marketing statement item has the highest loading factor value of 0.963 and the lowest at 0.949. The perceived quality statement item has the highest loading factor value of 0.982 and the lowest of 0.975. The brand trust statement item has the highest loading factor value of 0.992 and the lowest of 0.980. The brand loyalty statement item has the highest loading factor value of 0.950 and the lowest of 0.890. After being tested convergent validity is then tested discriminant validity by looking at the AVE value. Here are the Smart pls outputs:

Table 2. *Average Variance Etracted* (AVE) and Cronbach Alpha

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Loyalty	0.906	0.912	0.941	0.842
Brand Trust	0.986	0.986	0.991	0.973
Experiential Marketing	0.951	0.951	0.968	0.910
Perceived Quality	0.979	0.979	0.986	0.960

Source: result smart pls test

Based on table 2 the AVE value for each variable is greater than 0.5 so that all statement items are discriminately valid. Instrument reliability testing is tested using Alpha Cronbach analysis. Alpha Cronbach is an average of all parts of a coefficient that may be the result of different ways of dividing scale items. Based on table 2 the Cronbach alpha value for each variable is greater than 0.7 so it can be concluded that the statement item for each variable is reliable.

Hypothesis Test

The following are the results of SEM PLS analysis in the research analysis:

Figure 3. Output SmartPLS

Table 3. Coefficient Value

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Trust -> Brand Loyalty	-0.340	-0.343	0.255	1.332	0.183
Experiential Marketing -> Brand Loyalty	0.360	0.350	0.297	1.213	0.226
Experiential Marketing -> Brand Trust	0.672	0.672	0.127	5.280	0.000
Perceived Quality -> Brand Loyalty	0.743	0.757	0.218	3.412	0.001
Perceived Quality -> Brand Trust	0.299	0.298	0.135	2.218	0.027

Source: result smart pls test

Table 4. Hypothesis Testing Summary

Hypothesis	t-value	p-value	Kesimpulan
1	5,280	0,000	Significant
2	2,218	0,027	Significant
3	1,332	0,183	Not Significant
4	1,213	0,226	Not Significant
5	3,412	0,001	Significant

Source: result smart pls test

Based on table 4 p-value for hypothesis 1 of 0.000 < 0.05 means that there is an experiential marketing influence on brand trust. P-value value for hypothesis 2 of 0.027 < 0.05 means there is an influence of perceived quality on brand trust. p-value value for hypothesis 3 of 0.183 > 0.05 means no influence of brand trust on brand loyalty. The p-value for hypothesis 4 of 0.226 > 0.05 means that there is no experiential marketing effect on brand loyalty. The p-value for hypothesis 5 of 0.001 < 0.05 means that there is an influence of perceived quality on brand loyalty.

Conclusion

There is an experiential marketing influence on brand trusts. These results are consistent with the Schmitt &Zarantonello study (2013). Brand trust is built on consumer experience. Experience is the result of consumer psychology and created if there is consumer involvement during the pre-purchase process and at the time of purchase both in the form of motivational encouragement and in the form of motivational encouragement and the form of multidimensional. Experience will be a source of trust for consumers and this experience will affect consumer evaluation in consumption, use or satisfaction directly and indirect contact with the brand. The higher the level of consumer engagement, the higher the level of consumer experience during the pre-purchase process, this will have an impact on improving brand confidence. The level of consumer engagement depends on the type of consumer engagement in question.

There is an influence on brand trust. These results are by baccara & badrinarayanan research (2013). Disgruntled customers will feel let down so that the quality that they have at first changes with the impression of hate because they feel fooled. But satisfied customers will feel not let down and the perceived quality that consumers think of the product will be better and trust the brand. Trust is a perception of reliability from a customer's point of view based on experience or leads to stages of transactions or interactions characterized by the fulfilment of product performance expectations and the achievement of satisfaction. This shows that the perception of customer quality towards a brand based on experience will form trust in the brand. The better the customer's quality perception of the brand, the stronger the trust in the brand.

There is no brand trust influence on brand loyalty. These results are not following Mostafa & kasamani research (2020). Customers are loyal to a brand because consumers have a high level of trust in the brand. Trust in the brand will lead to brand loyalty. A positive experience and performance of a good brand will encourage customers to start trusting a brand and then grow to be loyal or loyal to a brand. Trust is the foundation for building long-term relationships with customers. Trust plays an important role in increasing brand loyalty because when customer trust is mutual to each other, it's like customers build intense positive behaviour towards each other. But in this study trust in a brand does not always affect loyalty. This is due to the large number of competitor products that rival the product so that although consumers believe in the performance of the product other factors more influential to the selection of products.

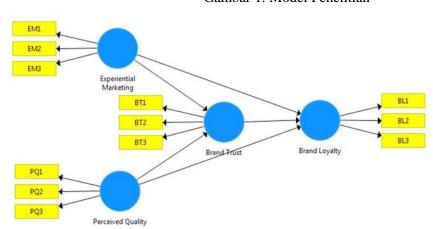There is no experiential marketing effect on brand loyalty. These results do not match Wen's research (2020). I the trust in the brand is strong then it can generate positive trust for the brand. Ultimately it gives rise to a commitment to build a long-term relationship with the brand. But in this study experiential marketing does not affect brand loyalty. This result is because consumers have a large selection of brands in choosing products.

There is a perceived quality influence on brand loyalty. These results are following Osakwe's research (2019). Perception of quality felt by consumers affects the willingness to buy a product. This means that the higher the value felt by the consumer, the higher the willingness of the consumer to finally buy. A positive perception of quality will drive purchasing decisions and create loyalty to the product. That's because consumers will prefer products that have a perception of good quality. Perceived Quality

will directly influence purchasing decisions and Brand Loyalty, especially when the buyer is not motivated or able to conduct a detailed analysis. the consumer will prefer brands that they already know because of the consumer perception that the brand is reliable. Consumers also feel confident that the brand can prevent them from the risk of use.

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Impact of Eperiential Marketing and Perceived Quality on Brand Loyalty with Brand Trust as Mediation

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Impact of Eperiential Marketing and Perceived Quality on Brand Loyalty with Brand Trust as Mediation

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Abstract

This study is to look at the influence of eperiential marketing on brand trusts the influence of perceived quality on brand trust; the influence of brand trust on brand loyalty; the influence of eperiential marketing on brand loyalty; the influence of perceived quality on brand loyalty. The samples used in this study were as many as 100 respondents using data analysis with Smart PLS. The results of this study are: there is an eperiential marketing influence on brand trust. There is an influence of perceived quality on brand trust. There is no influence of brand trust on brand loyalty. There is no eperiential marketing influence on brand loyalty. There is a perceived quality influence on brand loyalty.

Keywords: *Marketing; Perceived Quality; Brand, Trust*

Introduction

The increasingly competitive business world demands companies to have a competitive advantage. Companies that can create and retain customers will be successful in competition. Each company strives to understand consumer behaviour on the target market for the survival of the company. Such consumer behaviour will affect the way consumers view or view a product.

Consumers in choosing a brand of the product will go through the stage of trying first, at this stage often consumers will try a variety of different brands. If it is felt that the brand meets what is expected then consumers will continue to buy the brand. Customer loyalty to brands is a very important concept especially in conditions of very tight competition with low growth. In such circumstances, loyalty to the brand is needed for the company to survive.

The creation of loyalty begins with the decision of the consumer to make a purchase. According to Kotler and Armstrong (2004), purchasing decisions are the stage of the decision process where consumers make purchases of products. A brand is the name or symbol of a corporate identity that distinguishes one product from another and characterizes the product from a competitor's product. This means that the brand is the seller's promise to buyers by consistently providing features, benefits, and

quality assurance to a product (Brakus et al, 2009). Brands are also not just names or differentiators, the role of brands is more than that in determining competitive advantage (Fernandes &Moreira, 2019). In this case, the products and brands are an inseparable entity, the two synergize with each other. Therefore, how products and brands are managed should be a serious concern for the success of their business (Huang, 2017).

Brand loyalty is defined as a very strong commitment to buy back or subscribe to the desired product or service consistently in the future, resulting in the purchase of the same brand or item (Fernandes &Moreira, 2019). Brand loyalty is at the core of brand equity that is central to marketing because brand loyalty is a measure of a customer's association with a brand. If brand loyalty increases, competitor attacks can be reduced. This is related to future profit generation because brand loyalty can directly be interpreted as future sales (Mostafa &Kasamani, 2020). In this case, it shows that high brand loyalty can increase trading and can attract new customers because they have confidence that buying a minimal branded product can reduce risk.

To increase brand loyalty, companies must have brand experience. Brand experiences happen when consumers search, shop, and consume existing products when they search for information or visit stores. When searching for goods, consumers are exposed to a variety of brand-specific stimuli (Huang, 2017). Besides, it is also influenced by brand trust. Brand trust is defined as the willingness of consumers to trust brands to rely on the brand's ability to perform its functions (Kotler &Armstrong, 2014). According to Brakus et al (2009) consumer confidence in brands is very important for companies to be able to establish good relationships with consumers and maintain consumer confidence. For consumers to buy back products from the company, the company must introduce its products well to build brand trust in consumers. Brand satisfaction is where the performance of a product is felt by the expectations of the buyer, if the performance of a product or service following expectations then the customer will be satisfied or vice versa. Smart companies aim to satisfy customers by delivering more than they promise. Customers who are satisfied with a product can lead to loyalty (Kotler & Armstrong, 2014).

Literature Reviews
Consumer Behavior

Consumer behaviour is the conduct of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas for satisfaction. This view of consumer behaviour is broader than the traditional view, which focuses more narrowly on buyers and direct antecedents and the consequences of the purchasing process (Mitchell, 1992). The definition of consumer behaviour as expressed by Peighambari et al (2016) states that consumer behaviour is a direct action to obtain, consume, and consume products and services, including decision processes that precede and follow these actions. According to Kotler &Amp; Amstrong (2014) consumer behaviour is the purchasing behaviour of end consumers, both individuals and households who buy products for personal consumption.

Based on the above understandings, it can be concluded that consumer behaviour is closely related to the decision-making process to use goods or services to satisfy their needs. The fundamental consumer behaviour theory of this research (grand theory) is specifically about the analysis of loyalty to a brand.

Eperiential Marketing

Before the researcher discusses the definition of experiential marketing, the researcher will first discuss the definition of experience. Experiential itself comes from the word experience which means an experience. The definition of experience according to Lod et al (2019) is personal events that occur due to

certain stimulus (e.g. those provided by marketers before and after the purchase of goods or services). Suluk &Aydin (2019) argues that experience is an event that occurs and binds to each individual personally. According to Wen (2020), and an experience is a tool that distinguishes products or services. There is no denying that with the development of product and service technology, the creation of product differentiation is very difficult, sometimes even impossible. With the maturity of a product, the competition becomes very tight because the competitors offer core products with the same functions and features. Therefore there is little difference that can be created. After discussing the understanding of the word experience, then the researchers will discuss experiential marketing.

Experiential Marketing is a new approach in the field of marketing disciplines that refer to individual events that occur, both rational and emotional, due to certain stimulation or external stimuli that form perception and have an impact on the individual's behaviour in the future. Schmitt (Ihtiyar, et al. 2018) states that in this experiential marketing approach, marketers offer their products or services by stimulating elements of consumer emotions that generate a variety of experiences for consumers. Experiential marketing is how to bridge consumer participation and connections or environmental relationships (Schmitt & Zarantonello, 2013).

Perceived Quality

Perceived quality according to Osakwe (2019) can be defined as the customer's perception of the overall quality or excellence of a product or service related to what is expected by the customer. customers because each customer has different interests (measured relatively) in a product or service (Iglesias and Guillen, 2004). Then it can be said that discussing the perception of quality means will discuss the involvement and interests of customers). Sanyal & Datta (2011) further elaborates that the perception of quality is different from satisfaction. A person can be satisfied because he has low expectations of his level of performance. Perceptions of high quality are not synonymous with low expectations. Perception of quality is also different from attitude: a positive attitude can be caused because a product with very low quality is very cheap. On the contrary, one may have a negative attitude towards high-quality products that are perceived to be too expensive. It is important to note that product quality is an important corporate resource for achieving competitive advantage (Snoj. et al, 2003). Perception of quality (perceived quality) is a consumer's assessment of the superiority or superiority of the product as a whole. Therefore, quality perception is based on the subjective evaluation of consumers (not managers or experts) on product quality (Souki. et al, 2019).

Kotler &Armstrong (2014) said that "Quality is the totality of feature and characteristic of a product or services that bear on its ability to satisfy stated or implied needs". That is, quality is the totality of features and characteristics that make the product able to satisfy the needs, both stated and unstated. In order to answer the question of whether a brand has met the needs of consumers, the answer depends on the subjective assessment of the consumer. According to Iglesias &Guillen (2004) gives three principles of quality as perception. First, quality is sourced on the product and non-product aspects, or all non-price needs that consumers are looking for to satisfy their needs. Both experts argue that what consumers consider about a product includes three main specs: price, product, and non-product. On the aspect of the product that is considered is the expected standard of a product. On television, for example, aspects of the product are screen size, image, sound, completeness of function, and design. Meanwhile, the non-product aspect consists of warranty, reputation, and repair services.

Second, quality exists when it comes to consumer perception. If the consumer perceives the quality of a product as low value, then the quality of the product is low, whatever the reality. Perception is more important than reality because consumers make decisions based on perception rather than reality.

Third, quality as perception is measured relative to competitors, when product A offers a good product, but the competitor's product is even better, then product A is not quality. Osakwe (2019) looks at

the quality of the comparison between performance and expectations. If performance meets or exceeds expectations, the product is quality. On the other hand, products that perform below expectations are not quality. Keep in mind that performance and expectations are determined by consumers according to their perception. According to Dettori. et al (2020) perceived quality is as a customer's perception of the overall quality or excellence of a product or service related to what is expected by the customer.

Companies that are active in advertising or promoting the brand of their products will be able to improve brand associations in the minds of consumers and the stronger and positive brand associations will shape the impression of brand quality on those products. After the impression of quality is formed then the consumer will try to buy the brand and if after the purchase the consumer becomes satisfied which will then become a believer in the product. Furthermore, consumers will make repurchases and eventually be able to become loyal consumers, whereby by making a continuous repurchase then consumers are considered to have been loyal to the brand. Perception of quality reflects the customer's invisible and thorough feelings about a brand. However, usually, the perception of quality is based on the dimensions included in the characteristics of the product where the brand is associated with things like reliability and performance. To understand the perception of quality, it is necessary to identify and measure the underlying dimensions (Sanyal & Datta, 2011) Perceived Quality has an important role in building a brand, in many contexts perceived quality of a brand can be an important reason for purchase as well as which brand will be considered by customers which will, in turn, affect customers in deciding which brand to buy.

A customer may not have enough information to filter that leads them to objectively determine the quality of a brand. It is also possible that customers are not motivated to process information, do not have the ability and in this context perceived quality to be very instrumental in customer decisions. (Iglesias and Guillen, 2004). Because perceived quality is closely related to the decision of purchase decision, perceived quality can effectively all elements of the marketing program, especially the promotional program. (Snoj. et al, 2003). If the perceived quality of a brand is high, then most likely advertising and promotional programs that will be run will be effective.

So important is the role of perceived quality for a brand that efforts to build a strong quality perceived need to get serious attention so that the company can seize and conquer the market in each market category. Building perceived quality must be followed by a real quality improvement of its products because it will needlessly convince customers that the brand quality of its products is high whenever reality shows the opposite. Even in the long run, such efforts will backfire. This is because the customer at the initial stage decides to buy the product. After all, the perceived quality in turn will get to the evaluation stage that sends it to a sense of satisfaction or dissatisfaction. Disgruntled customers will feel let down so that the quality that they have at first changes with the impression of hate because they feel fooled. The incident led to a huge possible brand move in the future. This can also happen for existing customers who in the umpteenth purchase experience similar events such as the novice buyers above. The point is that if the customer's usage experience does not match the positioned quality then the perceived quality image cannot be maintained.

Customer perception is an assessment, which is certainly not always the same among customers with each other. Positive quality perception can be built through efforts to identify quality dimensions that are considered important by consumers and build quality perceptions on important dimensions of the brand (Osakwe, 2019). The perception of quality referred to in this study is the customer's perception of the quality of a product brand. This perception of quality will shape the perception of the overall quality of a product in the consumer. Perception of the overall quality of a product can determine the value of the product or service and directly affect consumer purchasing decisions and their loyalty to the brand (Souki. et al, 2019). Because quality perception is consumer perception, it can be predicted if the perception of customer quality is negative, the product will not be liked and will not last long in the market. Conversely, if the perception of positive quality then the product will be preferred. So important is the

role of perceived quality for a brand so that efforts to build a strong quality perceived need to get serious attention for the company to seize and conquer the market in each product category. Building perceived quality must be followed by a real quality improvement of its products because it will needlessly convince customers that the brand quality of its products is high whenever reality shows the opposite.

Brand Trust

Trust is a key variable in the development of the desire to maintain a long-term relationship, for example to a brand (Ballester. et al, 2005). Trust is built because of the expectation that other parties will act by the needs and desires of consumers. When someone has trusted the other party then they are sure that the expectations will be fulfilled and there will be no more disappointments (Baccara &Badrinarayanan, 2013). According to Atulkar (2020) trust is the willingness of a person to rely on others at a certain risk. According to Amir (in Lianda, 2009), trust is our belief that in one product there are certain attributes. This belief arises, from repeated perceptions, and the existence of learning and experience. Geok &Sook (200) defines trust is as trust in a partner where a person is in a temporary relationship according to Indarjo (Irawan, 2011, p1) defines trust is a willingness to rely on a partner in a transaction relationship in which the partner itself has placed belief. According to Luan and Lin (in Suhardi, 2006) trust are many specific beliefs on integrity (the honesty of trusted parties and ability to keep promises), benevolence (attention and motivation that is trusted to act by the interests of those who trust them), competency (the ability of trusted parties to carry out the needs of the trusted) and predictability (consistency of behaviour of trusted parties).

Ballester. et al. (2005) explains that brand trust is a feeling of security that customers have as a result of their interactions with a brand, based on the perception that the brand is reliable and responsible for the interests and safety of customers. Brand Trust can also be interpreted as a high expectation that a particular brand will bring positive results for customers. Brand trusts start from past experiences and interactions because their development is influenced by individual experience processes over time. This summarizes the knowledge and experience of customers with the brand. As an attribute of experience, brand trust is influenced by customer evaluation of direct contact (attempted use) or indirect contact (advertising, word of mouth) with a particular brand. Of all these contacts, the most relevant and important source of brand trust is the experience of using the item. Brand Trust represents the recognition that brand value can be created and developed by regulating several aspects that exceed consumer satisfaction with performance.

Brand Loyalty

According to Kotler &Armstrong (2014), the definition of brand loyalty is a measure of consumer loyalty to a brand. Brand loyalty is at the core of brand equity which is a central idea in marketing. If brand loyalty increases, then the vulnerability of customer groups from competitor attacks can be reduced because brand loyalty can directly be interpreted as future sales. Another definition is that according to Mostafa & Kasamani (2020) brand loyalty is a firmly held commitment to repurchase or subscribe with products or services that are liked consistently in the future, resulting in repeated purchases of the same brand despite the situational influence and marketing efforts potentially leading to brand switch behaviour. According to Chao (2016) brand loyalty is a measure of customer connection to a brand. This measure describes whether or not a customer is switching to another product brand, especially if the brand is found to have changes in both price and other attributes. Pappu &Quester (2017) defines brand loyalty in the sense of conditions where consumers have a positive attitude towards a brand, commitment to the brand, and intend to continue purchasing in the future. The occurrence of brand loyalty in the consumer is caused by the influence of satisfaction or dissatisfaction with the brand that accumulates continuously in addition to the perception of product quality. Brand loyalty is a fundamental concept in strategic marketing, Customer's Brand Loyalty can create profits in marketing, namely the word of mouth referrals and resistance to increasing competition.

Brand loyalty is a very important concept in marketing strategy. The presence of loyal consumers in the brand is necessary for the company to survive. Loyalty can be interpreted as a deep commitment to repurchase products or services that are consistently preferred in the future by repurchasing the same brand despite the situational influence and marketing efforts that can lead to a shift in behaviour. Brand loyalty indicates a bond between a customer and a particular brand and this is often characterized by a repurchase from a customer. Mostafa &Kasamani (2020) suggests that loyalty can be based on the actual purchase behaviour of products associated with the proportion of purchases. Based on that view, brand loyalty is defined as the consumer's desire to repurchase. Brand loyalty is often regarded as an internal commitment to buying and repurposing a particular brand. Brand loyalty can be defined as a desire to do and repurchase behaviour. Brand loyalty from customer groups is often at the heart of brand equity. If customers are not interested in the brand and buy because of the characteristics of the product, the price and convenience with little regard for the brand, then the possibility of brand equity is small. Conversely, if customers continue to buy the brand despite being faced with competitors who offer superior product characteristics in terms of price and practicality, then there is enormous value in the brand and perhaps also in its symbols and slogans.

Relationship between Eperiential Marketing and Brand Trust

Experiential marketing is a marketing concept that aims to build relationships where consumers respond to products offered based on their emotions and level of thinking. Emotional relationships built up by positive experiences will lead to a fondness for brands and satisfaction in using brands where both are one of the main factors that support the creation of trust in a brand by customers. If a consumer has a positive experience with the brand, it allows for the creation of consumer confidence in the brand. The better the performance of a brand in creating an experience for consumers, the higher the level of trust in the brand (Schmitt & Zarantonello, 2013). Trust is built through experience, the more positive the experience that a consumer has along with a brand, the more likely a consumer will be to trust that brand (Ballester. et al, 2005).

Brand trust is formed from the consumer experience (Schmitt & Zarantonello, 2013). Experience is the result of consumer psychology and created if there is consumer involvement during the pre-purchase process and at the time of purchase both in the form of motivational motivation and motivational encouragement and in the form of multidimensional (Baccara & Badrinarayanan, 2013). Experience will be a source of trust for consumers and this experience will affect consumer evaluation in consumption, use or satisfaction directly and indirect contact with the brand. The higher the level of consumer engagement, the higher the level of consumer experience during the pre-purchase process, this will have an impact on improving brand confidence. The level of consumer engagement depends on the type of consumer engagement in question.

The theory of liaison according to Lod & Tessa (2020) experience will be a source for consumers for the creation of trust and this experience will affect the evaluation of consumers in consumption, use or satisfaction directly and indirect contact with the brand. The experience experienced by consumers is a form of consumer involvement in the products to be consumed. Consumers need to experience themselves in the exchange process so that they can form trust in the brand in the minds of consumers." When a consumer is satisfied with a brand after using the brand, this situation means that the brand has fulfilled its promise. When a brand delivers on its promise, the chances of consumers trusting that brand become stronger. This trust also refers to the experience of the brand. If a consumer has a positive experience with the brand, it allows the creation of consumer confidence in the brand. The better the performance of a brand, the higher the level of trust in the brand. Therefore, the research hypothesis:

H1: Is there an experiential marketing effect on brand trust.

The Relationship between Perceived Quality and Brand Trust

Disgruntled customers will feel let down so that the quality that they have at first changes with the impression of hate because they feel fooled. But a satisfied customer will feel let down and the quality he thinks about the product will be better and trust the brand. According to Baccara &Badrinarayanan (2013) defines trust is a perception of reliability from the customer's point of view based on experience or leads to stages of transactions or interactions characterized by the fulfilment of product performance expectations and the achievement of satisfaction. This shows that the perception of customer quality towards a brand based on experience it will form a trust in the brand. The better the customer's quality perception of the brand, the stronger the trust in the brand. Therefore, the research hypothesis:

H2: Is there an influence on brand trust.

Relationship between Brand Trust and Brand Loyalty

The influence of brand trust on brand loyalty was put forward by Chao (2016) who stated that brand trust will affect consumer satisfaction and brand loyalty. In this sense, it can be said that customers are loyal to the brand because they have a high level of trust in the brand. This was confirmed by Lau and Lee who projected that trust in the brand would lead to brand loyalty. A positive experience and performance of a good brand will encourage customers to start trusting a brand and then grow to be loyal or loyal to a brand.

Mostafa & Kasamani (2020) believes that trust is the foundation to build long-term relationships with customers. Trust plays an important role in increasing brand loyalty because when customer trust is mutual, it's like customers build intense positive behaviour towards each other. According to Pappu &Quester (2017), there is an influence of brand trust on loyalty. The same findings were also put forward by Mostafa & Kasamani (2020) who said in his research that brand loyalty can be perceived as a perceived result in brand buying behaviour or repurchase behaviour on a brand, where the repurchase behaviour can be said that customers have been loyal to the brand. Therefore, the research hypothesis:

H3: Is there any influence of brand trust on brand loyalty.

Relationship between Experiential Marketing and Brand Loyalty

According to Wen (2020), there is a positive influence between experiential marketing and brand loyalty through experiential marketing aspects such as sense, feel, think, act, and relate. Mostafa &Kasamani (2020) said that Experiential Marketing is very effective for marketers to build brand loyalty. Positive experiences experienced by consumers towards a brand will later cause emotional effects and satisfaction in the minds of consumers. These impacts will ultimately shape consumer confidence in a brand, resulting in increased brand loyalty (Mostafa & Kasamani, 2020).

I the trust in the brand is strong then it can generate positive trust for the brand. Ultimately it gives rise to a commitment to build a long-term relationship with the brand. When linked to this study, the researchers observed that experiential marketing affects repurchase commitments, where repurchase commitments are one part of brand loyalty, this means that experiential marketing affects brand loyalty. Therefore, the research hypothesis:

H4: Is there an experiential marketing effect on brand loyalty.

The Relationship between Perceived Quality and Brand Loyalty

With the impression of quality formed in the customer's mind, then the consumer will try to buy the brand and if after the purchase the consumer becomes satisfied and believes in the quality of the product brand then the consumer will make a repurchase, which by making a continuous repurchase it shows that the consumer has started to be loyal to the brand. Perception of quality felt by consumers affects the willingness to buy a product. This means that the higher, the value felt by consumers, the higher the willingness of those consumers to finally buy (Erdogmus & Turan, 2012). A positive perception of quality will drive purchasing decisions and create loyalty to the product. That's because consumers will prefer products that have a perception of good quality. Osakwe (2019) said that Perceived Quality will directly influence purchasing decisions and Brand Loyalty, especially when buyers are not motivated or able to conduct a detailed analysis. the consumer will prefer brands that they already know because of the consumer perception that the brand is reliable. Also, consumers also feel confident that the brand can prevent them from the risk of use. Therefore, the research hypothesis:

H5: Is there any influence on brand loyalty.

Gambar 1. Model Penelitian

Research Methods

The samples taken were 100 consumer products. Data collection method using a questionnaire. Data analysis using SEM PLS. The questionnaire data is processed using Smart PLS. Exogenous variables are experiential marketing and perceived quality. Endogenous variables are brand trust and brand loyalty.

Results and Discussion

Validity Test

Corrected convergent validity tests are declared valid if the loading factor value is greater than or equal to 0.3. While discriminant validity is seen from the AVE value and declared valid if it is greater than or equal to 0.5. The results of the convergent validity test can be seen in the following figure:

Table 1. Outer *Loading*

	Brand Loyalty	Brand Trust	Experiential Marketing	Perceived Quality
BL1	0.950			
BL2	0.890			
BL3	0.913			
BT1		0.992		
BT2		0.980		
BT3		0.989		
EM1			0.949	
EM2			0.963	
EM3			0.950	
PQ1				0.975
PQ2				0.982
PQ3				0.982

Gambar 2. Output SmartPLS untuk Uji Validitas

Source: result smart pls test

The experiential marketing statement item has the highest loading factor value of 0.963 and the lowest at 0.949. The perceived quality statement item has the highest loading factor value of 0.982 and the lowest of 0.975. The brand trust statement item has the highest loading factor value of 0.992 and the lowest of 0.980. The brand loyalty statement item has the highest loading factor value of 0.950 and the lowest of 0.890. After being tested convergent validity is then tested discriminant validity by looking at the AVE value. Here are the Smart pls outputs:

Table 2. *Average Variance Etracted* (AVE) and Cronbach Alpha

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Loyalty	0.906	0.912	0.941	0.842
Brand Trust	0.986	0.986	0.991	0.973
Experiential Marketing	0.951	0.951	0.968	0.910
Perceived Quality	0.979	0.979	0.986	0.960

Source: result smart pls test

Based on table 2 the AVE value for each variable is greater than 0.5 so that all statement items are discriminately valid. Instrument reliability testing is tested using Alpha Cronbach analysis. Alpha Cronbach is an average of all parts of a coefficient that may be the result of different ways of dividing scale items. Based on table 2 the Cronbach alpha value for each variable is greater than 0.7 so it can be concluded that the statement item for each variable is reliable.

Hypothesis Test

The following are the results of SEM PLS analysis in the research analysis:

Figure 3. Output SmartPLS

Table 3. Coefficient Value

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Trust -> Brand Loyalty	-0.340	-0.343	0.255	1.332	0.183
Experiential Marketing -> Brand Loyalty	0.360	0.350	0.297	1.213	0.226
Experiential Marketing -> Brand Trust	0.672	0.672	0.127	5.280	0.000
Perceived Quality -> Brand Loyalty	0.743	0.757	0.218	3.412	0.001
Perceived Quality -> Brand Trust	0.299	0.298	0.135	2.218	0.027

Source: result smart pls test

Table 4. Hypothesis Testing Summary

Hypothesis	t-value	p-value	Kesimpulan
1	5,280	0,000	Significant
2	2,218	0,027	Significant
3	1,332	0,183	Not Significant
4	1,213	0,226	Not Significant
5	3,412	0,001	Significant

Source: result smart pls test

Based on table 4 p-value for hypothesis 1 of 0.000 < 0.05 means that there is an experiential marketing influence on brand trust. P-value value for hypothesis 2 of 0.027 < 0.05 means there is an influence of perceived quality on brand trust. p-value value for hypothesis 3 of 0.183 > 0.05 means no influence of brand trust on brand loyalty. The p-value for hypothesis 4 of 0.226 > 0.05 means that there is no experiential marketing effect on brand loyalty. The p-value for hypothesis 5 of 0.001 < 0.05 means that there is an influence of perceived quality on brand loyalty.

Conclusion

There is an experiential marketing influence on brand trusts. These results are consistent with the Schmitt &Zarantonello study (2013). Brand trust is built on consumer experience. Experience is the result of consumer psychology and created if there is consumer involvement during the pre-purchase process and at the time of purchase both in the form of motivational encouragement and in the form of motivational encouragement and the form of multidimensional. Experience will be a source of trust for consumers and this experience will affect consumer evaluation in consumption, use or satisfaction directly and indirect contact with the brand. The higher the level of consumer engagement, the higher the level of consumer experience during the pre-purchase process, this will have an impact on improving brand confidence. The level of consumer engagement depends on the type of consumer engagement in question.

There is an influence on brand trust. These results are by baccara & badrinarayanan research (2013). Disgruntled customers will feel let down so that the quality that they have at first changes with the impression of hate because they feel fooled. But satisfied customers will feel not let down and the perceived quality that consumers think of the product will be better and trust the brand. Trust is a perception of reliability from a customer's point of view based on experience or leads to stages of transactions or interactions characterized by the fulfilment of product performance expectations and the achievement of satisfaction. This shows that the perception of customer quality towards a brand based on experience will form trust in the brand. The better the customer's quality perception of the brand, the stronger the trust in the brand.

There is no brand trust influence on brand loyalty. These results are not following Mostafa & kasamani research (2020). Customers are loyal to a brand because consumers have a high level of trust in the brand. Trust in the brand will lead to brand loyalty. A positive experience and performance of a good brand will encourage customers to start trusting a brand and then grow to be loyal or loyal to a brand. Trust is the foundation for building long-term relationships with customers. Trust plays an important role in increasing brand loyalty because when customer trust is mutual to each other, it's like customers build intense positive behaviour towards each other. But in this study trust in a brand does not always affect loyalty. This is due to the large number of competitor products that rival the product so that although consumers believe in the performance of the product other factors more influential to the selection of products.

There is no experiential marketing effect on brand loyalty. These results do not match Wen's research (2020). I the trust in the brand is strong then it can generate positive trust for the brand. Ultimately it gives rise to a commitment to build a long-term relationship with the brand. But in this study experiential marketing does not affect brand loyalty. This result is because consumers have a large selection of brands in choosing products.

There is a perceived quality influence on brand loyalty. These results are following Osakwe's research (2019). Perception of quality felt by consumers affects the willingness to buy a product. This means that the higher the value felt by the consumer, the higher the willingness of the consumer to finally buy. A positive perception of quality will drive purchasing decisions and create loyalty to the product. That's because consumers will prefer products that have a perception of good quality. Perceived Quality

will directly influence purchasing decisions and Brand Loyalty, especially when the buyer is not motivated or able to conduct a detailed analysis. the consumer will prefer brands that they already know because of the consumer perception that the brand is reliable. Consumers also feel confident that the brand can prevent them from the risk of use.

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