

The Influence of Brand Experience and Perception Quality on Brand Loyalty Mediated by Brand Trust (Empirical Study: Mixue Consumers in Jakarta)

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KEYWORDS

brand experience;
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ABSTRACT

The purpose of this study was to analyze the effect of brand experience and perceived quality on brand loyalty mediated by brand trust (Empirical Study: Mixed Consumers in Jakarta). This research is a type of quantitative research by collecting data from 127 respondents using a questionnaire distributed online with a Likert scale. Data analysis using PLS-SEM with SmartPLS 3.0 software. The research results obtained from this study are brand experience has a significant effect on brand loyalty. Other results prove that perceived quality has a significant effect on brand loyalty, brand experience has a significant effect on brand trust, perceived quality has a significant effect on brand trust and brand trust has a significant effect on brand loyalty. The Perceptual Quality variable has a significant influence on Brand Trust which means that the ability to provide stable perceptual quality in repeat purchases determines the confidence and confidence of consumers to establish a long-term relationship with Mixue.

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Introduction

The history of Mixue in Indonesia began in 2020. In just two years, this ice cream outlet now has a mushrooming franchise in many cities in Indonesia. In its native China, Mixue Ice Cream & Tea is better known as Mixue Bingchen or XBMC. As of 2020, Mixue has more than 10,000 outlets in China. Mixue's business first expanded outside China in 2018, in Vietnam. In Indonesia itself, Mixue first opened in 2020, where its first franchise was centered in Bandung, West Java. Mixue gained a lot of fans after this ice cream went viral on social media. In addition, the ice cream offered is also delicious and affordable. The taste of ice cream sold does not cause nausea so many people are addicted (El Naggar & Bendary, 2017).

Launching various sources, Mixue Ice Cream & Tea is a brand that focuses on providing ice cream and various tea drinks, the brand that has been established since 1997 is from China, precisely in Zhengzhou, Henan Province, China. Currently, Mixue has many outlets spread across various countries in the world, including Indonesia. The establishment of this brand cannot be separated from Zhang Hongchao's figure. The man

from China started his business with an initial capital of 4,000 Yuan or Rp 7 million, from borrowing his grandmother's savings. At that time, Zhang Hongchao only relied on simple equipment, such as drawstring machines, turning tables, cutters, and motorcycles. Initially, the resulting products only amounted to three pieces, namely shaved ice, ice cream, and smoothies (Gunawan, 2019).

Seeing the significant development of Mixue Ice Cream Outlets in Indonesia from 2020 to 2023 shows that Mixue can compete with other ice cream outlets. Mixue is still ranked at the top compared to other ice outlets. Therefore, this research can be related to brand loyalty (Ang & Keni, 2021).

Brand loyalty (Y) is an important variable in this study because it can help build a strong customer base, helping to see the results of feedback that tends to be honest to give the business a chance to grow. Provide a competitive advantage in business. Brand loyalty is a pattern of consumer behavior that tends to be committed to a particular product or brand and continues to make repeat purchases over time. Seeing Mixue's long growth (2020-2023) stands in the food and beverage sector. Mixue is still able to survive and compete even though many new entrants with new brands and similar businesses are present around the industry. Therefore, although Mixue is a contemporary drink that is superior to other brands. Mixue was able to maintain its advantage so as not to be displaced by newcomers entering the food and beverage industry. Thus, Mixue continues to implement several marketing strategies to maintain the brand name to achieve the vision and mission (Rachmawati et al., 2023).

Brand loyalty, as described by Aaker and Oliver, refers to a consistent positive attitude of consumers in choosing and buying products or services from a brand, even if there is influence or marketing efforts from other brands. This loyalty is important because loyal consumers tend to be less sensitive to price changes, visit more often, try new menus, and potentially spread positive reviews about the brand, increasing the number of new visitors (Gunadi et al., 2017).

In the context of this study, brand loyalty indicators refer to repeated product use, product excellence, product information to others, and recommending products to others, as explained by Suryadinatha. Brand loyalty is the consistency of consumers in choosing to repurchase from a brand (Hussein, 2018).

The following is an example of Instagram activities carried out by Mixue on Instagram social media as a form of application of social media marketing carried out.



Figure 1 Marketing Instagram Mixue

Source: Social Media Instagram Mixue Indonesia (2023)

The Influence of Brand Experience and Perception Quality on Brand Loyalty Mediated by Brand Trust (Empirical Study: Mixue Consumers in Jakarta)

Alvin Guntoro Saragih, Team Manager of Mixue (2021), stated that promotion on social media marketing can generate free advertising and affect positive perceptions of Mixue products. Mixue regularly monitors customer response on Instagram to maintain the brand image in the eyes of consumers. Social media marketing is used to facilitate positive interactions between consumers and companies, with a focus on coming up with interesting content that captivates audiences. The social media marketing dimension includes online communities, interaction, content sharing, accessibility, and credibility (Khu & Sukesi, 2020).

This study describes variable X1, namely Brand Experience, which engages consumers emotionally through contact with brands. Brand experience includes sensations, feelings, cognition, and behaviors triggered by branding. Brand experience can be measured through four dimensions: Sensory Experience, Affective Experience, Behavioral Experience, and Intellectual Experience (Marliawati & Cahyaningdyah, 2020).

The study noted a research gap in brand experience variables, which needs to be explored further. The variable X2 is Perceived Quality, which is a consumer's assessment of product quality based on their expectations. Quality perception affects consumer perception of the product or service as a whole (Mulyati & Marheniput, 2018). Quality perception is measured relative to competitors and can differ from consumer satisfaction. This is an important attribute in achieving competitive advantage for the company.

This study will evaluate whether the quality of perception of Mixue's products can be maintained given the growth of their franchise outlets and high interest from the public. There is a mediating variable, namely Brand Trust, which is a key factor in maintaining a long-term relationship with a brand. This trust is built through the expectation that brands will act according to consumer needs (Nurdianasari & Indriani, 2017).

Brand Trust is a customer's secure feeling towards a brand based on past interactions and experiences. This reflects the recognition that the brand is reliable and responsible for the interests of customers. Brand trust is influenced by customer evaluation of direct or indirect contact with the brand, with product experience being the most relevant source of trust. Overall, this study will investigate how Brand Experience and Quality of Perception affect brand loyalty, with Brand Trust as a mediating factor (Artiniwati et al., 2022).

Based on the problems developed in the background, the formulation of the problem in this study is as follows: Does the influence of Brand Experience affect Brand Loyalty in Mixue consumers in Jakarta? Does Quality Perception affect Brand Loyalty among Mixue consumers in Jakarta? Does Brand Experience affect Brand Trust among Mixue consumers in Jakarta? Does Quality Perception affect Brand Trust among Mixue consumers in Jakarta? Does Brand Trust affect Brand Loyalty among Mixue consumers in Jakarta?

Based on the formulation of the problem, the purpose of this study is to analyze the influence of Brand Experience on Brand Loyalty in Mixue consumers in Jakarta. To analyze the effect of Quality Perception on Brand Loyalty on Mixue consumers in Jakarta. To analyze the influence of Brand Experience on Brand Trust in Mixue consumers in Jakarta. To analyze the effect of Quality Perception on Brand Trust on Mixue consumers in Jakarta. To analyze the effect of Brand Trust on Brand Loyalty in Mixue consumers in Jakarta (Pandiangan et al., 2021).

Therefore, researchers titled this study "**The Effect of Brand Experience and Quality Perception on Brand Loyalty Mediated by Brand Trust (Empirical Study: Mixue Consumer in Jakarta)**".

Research Methods

This type of research is hypothesis testing, which is testing carried out to determine accurately whether the null hypothesis is rejected and the alternative hypothesis is supportive. This research is a quantitative method research with survey research. A survey is a system for obtaining information from or about a person to explain or compare their knowledge, attitudes, and behavior (Sekaran & Bougie, 2016). The time dimension of the study was cross-sectional, meaning data was collected only once at any given time. The unit of research analysis is Mixue consumers in Jakarta. Research data sources consist of primary data obtained through questionnaires and interviews.

There are four variables in this study, namely Brand Experience, Quality of Perception, Brand Loyalty, and Brand Trust. The dependent variable in this study is Brand Loyalty, while the two independent variables are Brand Experience and Quality of Perception. In addition, there is one mediation variable, namely Brand Trust. The measurement scale used is the Likert scale with five levels, namely Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The population of this study is Mixue consumers in Jakarta, with criteria for age 10-55 years and at least two purchases.

Data collection was carried out through the Non-Probability Sampling method using a sample of 125 respondents. This research instrument uses Structural Equation Modeling (SEM) and Partial Least Squares (PLS) techniques for data analysis. The validity and reliability of the instrument are tested to ensure measurement accuracy. The results of data analysis will be used to test research hypotheses and determine relationships between variables. In addition, descriptive statistics are also used to describe the data in detail.

Results and Discussions

Descriptive Analysis Results

The survey data used in this study is the main data in the form of Google Forms questionnaires distributed online. There were 164 respondents in the survey collected, but 37 respondents who did not meet the specified criteria (Purwoko & Sihombing, 2018). This is because there are respondents who are over 55 years old and not domiciled in Jakarta. This survey used a sample of 127 respondents and was processed with Smart PLS data processing version 3.0. This chapter will present the results of the analysis in the form of respondent profiles, along with indicators in research, instrumental tests including validity and reliability, hypothesis test results, and discussion (Pratiwi et al., 2021).

Respondent Profile

In a survey, a respondent profile is information that shares respondent information consisting of the respondent's level of mixue consumption, gender, age, highest level of education, domicile. To explain more details about the profile of respondents in this research can be obtained from Table 1.

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Table 1 Data Profile Respond

Demografi		Frekuensi	Presentase
The rate of respondents consuming Mixue	Yes	127	100%
	Man	53	42%
Gender	Women	74	58%
	17	2	2%
	18	2	2%
	19	1	1%
	20	3	2%
	21	5	4%
	22	12	9%
	23	19	15%
	24	7	6%
	25	14	11%
	26	5	4%
	27	6	5%
	28	1	1%
	29	2	2%
	30	2	2%
	31	1	1%
	33	2	2%
	34	1	1%
	35	1	1%
	36	1	1%
	38	1	1%
	39	2	2%
	40	4	3%
	41	1	1%
	42	4	3%
	43	1	1%
	46	2	2%
	48	2	2%
	50	5	4%
	51	2	2%
	52	6	5%
	53	3	2%
	54	2	2%
Old	55	5	4%
	Private workers	1	1%
Last Level of Education	S1	86	68%
	S2	10	8%
	SMA	30	24%
Domicile	Jakarta	76	60%
	West Jakarta	17	13%
	Central Jakarta	9	7%
	East Jakarta	1	1%
	North Jakarta	23	18%
	South Jakarta	1	1%

Source: Data has been processed by researchers (2023)

Results of Descriptive Statistical Analysis

The results of descriptive statistics in this study can be shown by the results of the average evaluation of the number of indicators in this study:

Table 2 Descriptive Statistics Table

	Mean	Median	Min	Max
BE1	4.127	4	2	5
BE2	4.127	4	2	5
BE3	4.119	4	2	5
BE4	3.897	4	1	5
BE5	3.794	4	1	5
KP1	3.849	4	2	5
KP2	3.984	4	2	5
KP3	3.825	4	2	5
KP4	3.921	4	2	5
KP5	3.968	4	1	5
KP6	3.952	4	2	5
KP7	4.222	5	2	5
LM1	4.087	4	2	5
LM2	4.032	4	2	5
LM3	4.032	4	2	5
LM4	4.032	4	2	5
LM5	3.738	4	2	5
KM1	3.897	4	1	5
KM2	3.421	3	1	5
KM3	4.040	4	2	5
KM4	4.103	4	2	5
KM5	3.730	4	1	5

Source: SmartPLS 3.0 Processed Primary Data (n=127)

Based on table 1 above, the results of data processing consist of the average, median, minimum, and maximum values filled in by the respondents.

- a. In the descriptive statistical table on the Brand Experience variable, there are 5 indicators used to measure these variables, namely BE1, BE2, BE3, BE4, BE5. At the minimum value there is diversity where the indicators BE1, BE2, and BE3, the minimum value is 2 while the minimum value for variables BE4 and BE5 the minimum value is 1. Meanwhile, the maximum value of the five indicators is the same, which is 5, which indicates that respondents strongly agree with these indicators. As for the median value of each indicator in the Brand Experience variable is 4 which states that this value is the middle value of the data obtained. In the mean value, there are various results where it can be seen that the lowest mean value is in the BE5 indicator with a value of 3.794 which shows the lowest average value among other variable indicators, which means that BE4 is an indicator that has less approval by respondents. Then, there is also the highest mean value in the BE1 and BE2 indicators with a value of 4.127 where this result shows that these indicators are the most widely agreed by respondents (Ridhwan et al., 2021).
- b. In the Perception Quality variable, there are 7 indicators used to measure these variables, namely KP1, KP2, KP3, KP4, KP5, KP6 and KP7. At the minimum value, there is diversity where the indicators KP1, KP2, KP3, KP4, KP6 and KP7 have a

minimum value of 2 while the minimum value for the variable KP5 is 1. The maximum value of the seven indicators is also the same, which is 5, which indicates that respondents strongly agree with these indicators. For the median value, there is a value of 5 on the KP7 indicator, but the other indicator on the Perception Quality variable is 4, which is the middle value of the data obtained. In the mean value, there are various results where it can be seen that the lowest mean value is in the KP3 indicator with a value of 3.825 which shows the lowest average value among other KP variable indicators, which means that KP3 is an indicator that has less approval by respondents. Then there is also the highest mean value in the KP7 indicator with a value of 4.222 where this result shows that the indicator is the most widely agreed by respondents.

- c. In the Brand Loyalty variable, there are 5 indicators used to measure these variables, namely LM1, LM2, LM3, LM4 and LM5. The minimum value of the five indicators is the same, which is 2, which indicates that respondents strongly disagree with these indicators. Then the maximum value of the eight indicators is also the same, which is 5 which indicates that respondents strongly agree with these indicators. As for the median value of each indicator in the Brand Loyalty variable is 4 which is the middle value of the data obtained. For the mean value, there are various results where it can be seen that the lowest mean value is in the LM5 indicator with a value of 3.738 which shows the lowest average value among other variable indicators, which means that LM5 is an indicator that has less approval by respondents. Then, there is the highest mean value in the LM1 indicator with a value of 4.087 where this result shows that the indicator is the most widely agreed by respondents.
- d. In the Brand Trust variable, there are 5 indicators used to measure these variables, namely KM1, KM2, KM3, KM4 and KM5. At the minimum value there is diversity where the KM3 and KM4 indicators, the minimum value is 2 while the minimum value for KM1, KM2 and KM5 variables is 1. Then the maximum value of the five indicators is also the same, which is 5 which indicates that respondents strongly agree with these indicators. While in the median value there are various results, namely KM3 gets a value of 3, then KM1, KM2, KM4, and KM5 get a value of 4. For the mean value, there are various results where it can be seen that the lowest mean value is in the KM2 indicator with a value of 3.421 which shows the lowest average value among other variable indicators, which means KM2 is an indicator that has less approval by respondents. Then, there is the highest mean value on the KM4 indicator with a value of 4.103 where this result shows that the indicator is the most widely agreed by respondents.

Test Instruments

Instrument testing is the evaluation of the measurement model or outer model. The test starts from the construct validity test stage which consists of convergent validity by ensuring the Loading Factor value, Average Variance Extrance (AVE) value and Discriminant Validity value indicated by the Cross Loading value (Solling Hamid & M Anwar, 2019).

Evaluation of Measurement Model (Outer Model)

Testing the validity or outer model serves to explain how each indicator relates to latent variables. Validity testing is carried out to ensure that each indicator or question in the questionnaire meets the criteria of valid or not, the question criteria are said to be valid if the loading factor value > 0.70 and is said to be invalid if the loading factor value < 0.70 .

Value Convergent Validity

To find out the value of convergent validity can be seen from the value of the loading factor of the processed data can be seen in table 3 below:

Table 3 Outer Loading Table

Indicator	Brand Experience	Brand Trust	Quality of perception	Brand Loyalty
BE1	0.901			
BE2	0.891			
BE3	0.913			
BE4	0.876			
BE5	0.845			
BL1				0.897
BL2				0.902
BL3				0.924
BL4				0.930
BL5				0.837
BT1		0.859		
BT2		0.855		
BT3		0.911		
BT4		0.879		
BT5		0.868		
PQ1			0.833	
PQ2			0.882	
PQ3			0.835	
PQ4			0.875	
PQ5			0.833	
PQ6			0.919	
PQ7			0.815	

Source: SmartPLS 3.0 Processed Primary Data (n=127)

From the results of the outer loading value table, it can be seen that each loading factor value > 0.6 so that the construct indicator used in the measurement in the research questionnaire is valid.

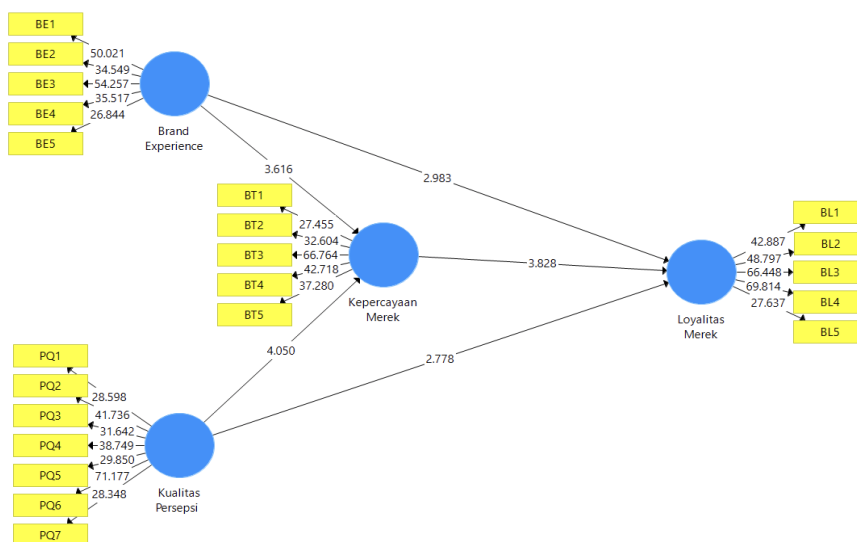


Figure 1 Loading Factor

Source: SmartPLS 3.0 Processed Primary Data (n=127)

Value Average Variance Extrance (AVE)

In addition to the loading factor value, the value of Average Variance Extranced (AVE) is also considered if the AVE value >0.50, it can be said to be valid. To find out the value of Average Variance Extranced (AVE) from the processed data can be seen in table 7 below:

Table 4 Value Average Variance Extranced

Variable	Average Variance Extranced (AVE)
Brand Experience	0,784
Brand Trust	0,765
Quality of perception	0,734
Brand Loyalty	0,807

Source: SmartPLS 3.0 Processed Primary Data (n=127)

From the data table 4 explains the AVE value for each construct is Brand Experience which is 0.784, Brand Trust which is 0.765, Quality Perception which is 0.734 and Brand Loyalty which is 0.807. The four constructs have a value of > 0.50 so that it can be interpreted that the Average Variance Extranced (AVE) value of the four constructs is valid.

Discriminant Validity Value

Discriminant validity or discriminant validity value is a construct that is valued differently from other construct values based on empirical standards. To evaluate discriminant validity, researchers consider the factors of cross-loading and fornell-larcker criterion. The Fornell-larcker criterion is defined as a measure that compares the square root of the AVE value with the relationship of latent variables. To see the fornell-larcker criterion data for Brand Experience construct, Brand Trust, Quality Perception and Brand Loyalty can be seen in table 5 below:

Table 5 Fornell-Larcker Critetion

Variabel	Average Variance Extranced (AVE)
Brand Experience	0,784
Brand Trust	0,765
Quality of perception	0,734
Brand Loyalty	0,807

Source: SmartPLS 3.0 Processed Primary Data (n=127)

Based on table 5 of fornell-larcker criterion values from the results of the evaluation of fornell-larcker criterion values above, researchers also consider the cross-loading value which is a measure that shows the outer loading value of the indicator on the construct must be greater than the cross-loading value on other constructs. To see the value of cross-loading can be seen in table 6 below:

Table 6 Tabel Cross Loading

Indicator	Brand Experience	Brand Trust	Quality of perception	Brand Loyalty
BE1	0,901	0,664	0,622	0,739
BE2	0,891	0,641	0,635	0,696
BE3	0,913	0,666	0,542	0,717
BE4	0,876	0,651	0,582	0,681
BE5	0,845	0,696	0,626	0,691
BL1	0,714	0,714	0,694	0,897

Indicator	Brand Experience	Brand Trust	Quality of perception	Brand Loyalty
BL2	0,716	0,798	0,733	0,902
BL3	0,748	0,770	0,729	0,924
BL4	0,750	0,779	0,732	0,930
BL5	0,647	0,725	0,632	0,837
BT1	0,649	0,859	0,673	0,680
BT2	0,580	0,855	0,607	0,683
BT3	0,723	0,911	0,712	0,790
BT4	0,711	0,879	0,705	0,762
BT5	0,603	0,868	0,613	0,766
PQ1	0,560	0,611	0,833	0,596
PQ2	0,647	0,632	0,882	0,728
PQ3	0,583	0,671	0,835	0,733
PQ4	0,584	0,710	0,875	0,709
PQ5	0,568	0,621	0,833	0,632
PQ6	0,597	0,725	0,919	0,716
PQ7	0,527	0,559	0,815	0,564

Source: SmartPLS 3.0 Processed Primary Data (n=127)

Judging from the results of cross loading data that the correlation between the variable construct and the indicator is greater than the correlation of the variable indicator itself with other variable constructs. This showing that the latent construct predicts the indicator of the variable itself better compared to indicators on other variables. Therefore, it can be stated that this research passes the discriminant validity test (cross loading).

Nilai Cronbach’s Alpha dan Composite Reliability

Reliability testing aims to prove the value of accuracy and accuracy in measuring all constructs. To see the results of the reliability test, you can look at the value of Cronbach's Alpha and Composite reliability which can be said to be reliable if the value is > 0.70. To see the value of Cronbach's Alpha and Composite reliability in this study can be seen in table 7 below:

Table 7 Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability
Brand Experience	0,931	0,948
Brand Trust	0,923	0,942
Quality of perception	0,939	0,951
Brand Loyalty	0,940	0,954

Source: SmartPLS 3.0 Processed Primary Data (n=127)

Based on table 7 above, Cronbach's Alpha test results on the Brand Experience construct = 0.931, Brand Trust = 0.923, Perception Quality = 0.939 and Brand Loyalty 0.940 have met the minimum value requirements of > 0.70 and Composite reliability on the Brand Experience construct = 0.948, Brand Trust = 0.942, Quality of Perception = 0.951 and Brand Loyalty 0.954 have met the minimum value requirement of > 0.70. So it can be concluded that all constructs in this study are reliable and acceptable for conducting further analysis tests.

Based on the test results of the evaluation of measurement model or outer model, it can be concluded that this study has acceptable convergent validity and discriminant

validity test results. Then, this research can also conduct further testing because it has adequate internal consistency reliability in Cronbach's alpha and composite reliability tests.

Evaluation of Measurement Model (Inner Model)

Inner Model is a form of structural model based on the value of path coefficients and can see how much influence between variables by bootstrapping calculate.

Test Results (R Square)

R-Square is the most common measurement used to evaluate inner models. R-Square can be said to be strong if it has a value of 0.75, it can be said to be moderate if it has a value of 0.50 and can be said to be weak if it has a value of 0.25. To see the R-Square value in this study can be seen in table 8 as follows:

Table 8 R Square

Variable	R Square
Brand Trust	0,678
Brand Loyalty	0,800

Source: SmartPLS 3.0 Processed Primary Data (n=127)

Based on the values in the R Square test table that have been obtained, it can be concluded that the Brand Trust variable is influenced by the Brand Loyalty variable of 0.678 or 67.8% and the rest is influenced by other variables that were not studied in this study. While the Brand Loyalty variable is influenced by Brand Experience, Quality of Perception, and Brand Trust by 0.800 or 80% and the rest is influenced by other variables that were not studied in this study.

Hypothesis Testing

Path Coefficients

Hypothesis testing can be seen in Path Coefficients which is a model to see the direction of the relationship of the hypothesis. Path Coefficients have a standard value of -1 to +1, the value can be greater or smaller but is generally within certain limits. The closer the value of +1 Path Coefficients shows a strong positive relationship and vice versa if the closer the value of -1 Path Coefficients then the hypothetical relationship is negative. To see the results of Path Coefficients testing in this study can be seen as follows:

Table 9 Path Coefficients

Variable	T Statistics (O/STDEV)	P Values
Brand Experience -> Brand Loyalty	2,983	0,003
Quality of Perception -> Brand Loyalty	2,778	0,006
Brand Experience -> Brand Trust	3,616	0,000
Quality of Perception -> Brand Trust	4,050	0,000
Brand Trust -> Brand Loyalty	3,828	0,000

Source: SmartPLS 3.0 Processed Primary Data (n=127)

Based on table 9 above, the results of hypothesis testing show that the four hypotheses of the Statistical T value have exceeded >1.96 so the hypothesis can be accepted. While one hypothesis has a Statistical T value less than 1.96, the hypothesis is rejected. Below is an explanation of the results of hypothesis testing in table 9 as follows:

1. Hypothesis 1 (H1): Brand Experience has a significant influence on Brand Loyalty as seen from the t-statistic value produced which is 2.983 which has passed the table t

- value of 1.96 and for the resulting p value of 0.003 which means below 0.05. (H1 accepted).
2. Submission of Hypothesis 2 (H2): Quality of Perception has a significant influence on Brand Loyalty seen from the resulting t-statistic value of 2.778 which has passed the table t value of 1.96 and for the resulting p value of 0.006 which means below 0.05. (H2 accepted).
 3. Hypothesis 3 (H3): Brand Experience has a significant influence on Brand Trust as seen from the resulting t-statistic value of 3.616 which has passed the table t value of 1.96 and for the resulting p value of 0.000 which means below 0.05. (H3 accepted).
 4. Submission of Hypothesis 4 (H4): Quality of Perception has a significant influence on Brand Trust seen from the t-statistic value produced which is 4.050 which has passed the table t value of 1.96 and for the resulting p value of 0.000 which means below 0.05. (H4 accepted).
 5. Hypothesis 5 (H5): Brand Trust has a significant influence on Brand Loyalty as seen from the resulting t-statistic value of 3.828 which has passed the table t value of 1.96 and for the resulting p value of 0.000 which means below 0.05. (H5 accepted).

Mediation Test Results

Table 10 Specific Indirect Effects

Variable	T Statistics (O/STDEV)	P Values
Brand Experience -> Brand Trust -> Brand Loyalty	2,663	0,008
Quality of Perception -> Brand Trust -> Brand Loyalty	2,859	0,004

Source: SmartPLS 3.0 Processed Primary Data (n=127)

In table 10, you can see t-statistics Brand Experience -> Brand Trust -Brand Loyalty > of 2.663 > 1.96 with p values of 0.008 < 0.05 which means there is a direct relationship. Then, the Quality of Perception -> Brand Trust -Brand Loyalty > of 2.859 > 1.96 with a p value of 0.004 < 0.05 which means there is a direct relationship.

Discussion

The Effect of Brand Experience on Brand Loyalty

TEST HYPOTHESIS 1

Ho1:β1 = Brand Experience has a significant influence in creating Brand Loyalty.

Ha1:β1 = Brand Experience does not have a significant effect in creating Brand Loyalty.

Research results: Ha1:β1 accepted Ho1:β1 rejected, then Brand Experience has a significant effect on Brand Loyalty.

Based on the results of the research above, it can be concluded that Brand Experience has a significant effect on Brand Loyalty.

The findings of this study are supported by research according to Winnie and Keni (2020) stating the same thing that brand experience can positively and significantly increase brand loyalty from consumers. The positive and unique experience you get about a brand will encourage consumers to repeat the same things to have a similar experience.

The Effect of Quality Perception on Brand Loyalty

HYPOTHESIS TEST 2

Ho2:β2 = Quality Perception has a significant influence in creating Brand Loyalty.

Ha2:β2 = Quality of Perception does not have a significant effect in creating Brand Loyalty.

Research results: Ha2:β2 accepted Ho2:β2 rejected, then Quality of Perception

has a significant effect on Brand Loyalty.

Based on the results of the research above, it can be concluded that the Quality of Perception has a significant effect on Brand Loyalty.

The findings of this study are supported by research according to (Ricoeur, 2006), stating the same thing that the quality of perception has an influence on brand loyalty. This means that the higher the value felt by consumers, in the end the higher the willingness of consumers to do this buy. A positive perception of quality will drive purchasing decisions and create loyalty to products. That's because consumers will prefer products that have a good perception of quality. The quality of perception will have a direct effect on brand loyalty, moreover the buyer is not motivated or able to perform a detailed analysis. Consumers will prefer brands that they are already familiar with because of consumers' perception that the brand is reliable. Consumers also feel confident that brands can prevent them from using risks.

The Effect of Brand Experience on Brand Trust

TEST HYPOTHESIS 3

Ho3:β3 = Brand Experience has a significant influence in creating Brand Trust.

Ha3:β3 = Brand Experience does not have a significant effect in creating Brand Trust.

Research results: Ha3:β3 accepted Ho3:β3 rejected, then Brand Experience has a significant effect on Brand Trust.

Based on the results of the research above, it can be concluded that Brand Experience has a significant effect on Brand Trust.

The findings of this study are supported by research according to (Yobeanto, 2020), showing that brand experience has a positive influence on brand trust, so the higher the experience obtained by consumers causes consumer trust in the brand to be stronger. A positive brand experience shows that the brand has the ability to please consumers. The experience felt by consumers has an impact on the assessment of the performance of a brand, so that the more positive the consumer experience causes consumers to have an assessment that the brand has good performance.

The Effect of Perceptual Quality on Brand Trust

HYPOTHESIS TEST 4

Ho4:β4 = Quality Perception has a significant influence in creating Brand Trust.

Ha4:β4 = Quality of Perception does not have a significant effect in creating Brand Trust.

Research results: Ha4:β4 accepted Ho4:β4 rejected, then Quality of Perception has a significant effect on Brand Trust.

Based on the results of the research above, it can be concluded that the Quality of Perception has a significant effect on Brand Trust.

The findings of this study are supported by research conducted by (Prakoso, 2020), shows that the quality of perception has a positive effect on brand trust. This shows that the better the quality of perception of Mixue, the better the brand's trust in Mixue. The results of this study concluded that the research hypothesis that states the quality of perception has a significant effect on brand trust.

The Effect of Brand Trust on Brand Loyalty

HYPOTHESIS TEST 5

Ho5:β5 = Brand Trust has a significant influence in creating Brand Loyalty.

Ha5:β5 = Brand Trust does not have a significant effect in creating Brand Loyalty.

Research results: Ha5:β5 accepted Ho5:β5 rejected, then Brand Trust has a significant effect on Brand Loyalty.

Based on the results of the research above, it can be concluded that Brand Trust has a

significant effect on Brand Loyalty.

The findings of this study are supported by research conducted by (Yobeanto, 2020) showing that brand trust has a positive influence on brand loyalty so that the higher consumer trust in a brand causes consumers not to switch to other brands and will continue to maintain brand use. Trust in a brand shows that the brand never disappoints consumers. High brand trust prevents consumers from feeling anxious when making a purchase of a product, and can reduce the risk of product failure when the product is purchased. For this reason, the level of trust in a brand affects consumer loyalty.

Conclusion

Based on the research that has been carried out and the data obtained and processed, which was then discussed in the previous chapter 4, it can be concluded that the results of the research on the Influence of Brand Experience and Quality of Perception on Brand Loyalty mediated by Brand Trust in Mixue in Jakarta are as follows:

The Brand Experience variable has a significant influence on Brand Loyalty which means that the better the brand experience formed by Mixue, the better the brand loyalty in the eyes of consumers. Vice versa, if the brand experience formed by the company is bad, then brand loyalty in the eyes of consumers will be bad.

The Perceptual Quality variable has a significant influence on Brand Loyalty which means that a customer's assessment of perceived quality will generally affect consumer loyalty to the brand. The quality of perception built by the company will encourage consumers to make repurchases. Consumers will not switch to another brand if the product suits their needs.

The Brand Experience variable has a significant influence on Brand Trust which means that consumers will feel trust in a brand they believe in when customers get a relevant experience. This will develop trust in the brand. After interacting with a brand, consumers become more familiar and knowledgeable about the brand, which leads to increased brand trust.

The Perceptual Quality variable has a significant influence on Brand Trust which means that the ability to provide stable perceptual quality in repeat purchases determines the confidence and confidence of consumers to establish a long-term relationship with Mixue. Consumer confidence is needed to generate commitment so that consumers are reluctant to switch brands and ultimately achieve higher brand trust.

The Brand Trust variable has a significant influence on Brand Loyalty which means that trust in a brand is a factor that can affect customer loyalty to the brand. The higher the trust in a brand, the more it will increase customer loyalty.

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