ANALYSIS OF THE EFFECT OF BRAND EXPERIENCE ON BRAND LOYALTY THROUGH BRAND SATISFACTION AND BRAND TRUST IN WAKOEL REMPAH RESTAURANT SURABAYA

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ABTRACT

The existence of a brand is considered a business pillar so that it can attract consumers to use the product. The purpose of this study was to analyze brand experience on brand loyalty through brand satisfaction and brand trust in customers of Wakoel Rempah Restaurant, Surabaya.

The approach used in this research is a quantitative approach. This type of research is explanatory research. The population and sample used in this study were 125 respondents of Wakoel Rempah Restaurant Surabaya.The analysis technique used in this research is SEM PLS.

The results of the analysis in this study prove that Brand Experience has a significant effect on Brand Satisfaction and Brand Trust but not significantly on Brand Loyalty. The analysis also shows that Brand Satisfaction has a significant influence on Brand Loyalty and Brand Trust. Furthermore, Brand Trust has a significant effect on Brand Loyalty. Likewise, it is also proven that Brand Experience has a significant influence on Brand Loyalty through Brand Satisfaction but Brand Experience does not have a significant effect on Brand Loyalty through Brand Trust.

***Keywords**: Brand Experience, Brand Satisfaction, Brand Trust, Brand Loyalty*

PRELIMINARY

Increasing the number of trade brands (brands) at home and abroad which are increasingly disguising the retail industry in the household sector. This is due to the increasing competition that is increasingly high. Brand (brand) is considered a business foundation to attract consumer interest. Each brand has its characteristics. According to Kotler and Keller, (2012: 125), a brand is a symbol, sign, name, design, or combination of them, which has the function to differentiate the products or services of each producer.

A strong brand is an asset that can provide added value for companies and consumers (Kotler, 2007: 149). Durianto, et al (2013: 32) explain that the brand becomes very important because of several factors, one of which is the brand is very influential in shaping consumer behavior. Consumer behavior is a process in determining choices when buying an item or service (Rangkuti, 2009: 91) One type of brand products that are currently in great demand by consumers is food and beverages.

This also happened in Surabaya, where the potential of the food and beverage industry increased by 20% throughout 2018. This was because culinary became a destination. The growing trend of many café and restaurant outlets is filled with domestic restaurants which show that the culinary industry still has great potential so that many interested people make people start to open a

culinary business. Wakoel R Spice Surabaya restaurant is one of the industries in the field of food and beverages located in Surabaya. Wakoel R Spice Restaurant Surabaya is a restaurant that serves Indonesian cuisine. Related to consumer behavior, several factors are considered by producers, namely Brand Satisfaction and Brand Loyalty from consumers. Where brand loyalty is the tendency of consumers to use products in the same brand consistently (Schiffman and Kanuk, 2009: 72). While Brand satisfaction has a significant effect on brand loyalty (Kusuma, 2014). The higher the brand satisfaction formed, the higher the customer loyalty, and vice versa.

Brand experience is defined as the sensations, feelings, cognitions, and consumer responses generated by the brand (Brakus et.al, 2009). Brand experience is felt when consumers search for, buy, and after using the brand. Brand experience is related to consumer loyalty to a brand. Kusuma (2014) proves that Brand Experience influences Brand Satisfaction and Brand Loyalty. The better the brand experience, the better the brand loyalty and brand satisfaction. Besides, according to Kusuma, (2014), that brand experience also affects brand trust, if the brand experience is bad then consumer confidence in the brand will also be bad

Wakoel R Spice Restaurant, Surabaya, is also a culinary business that wants to increase brand loyalty. To increase brand loyalty, Wakoel R Spice Surabaya Restaurant pays attention to the extent of the brand experience felt by consumers, triggering a sense of satisfaction in the minds of consumers and tends to be loyal to choose Wakoel R Spice Surabaya Restaurant in the future as a form of brand loyalty. However, in reality, there are still many bad brand experiences found.

Brand trust is the recognition that a brand can be realized and developed by coordinating aspects that exceed customer satisfaction with the functional performance of the product and its attributes (Aaker, 1996: Lassar et al., 1995). Research on trust can provide an appropriate estimate in conceptualizing and measuring a more qualitative dimension of brand value (Kusuma, 2014: 2). Kusuma Research (2014: 2), shows that brand trust influences brand loyalty. The better the brand trust, the better the brand loyalty to consumers, and vice versa.

Whereas Pertiwi, Djawahir & Andarwati's (2017) research, shows that brand experience directly influences brand trust, brand satisfaction, and brand loyalty. The results also show that brand experience has an indirect effect on brand loyalty through brand trust and brand experience on brand trust through brand satisfaction.

Other results do not show a relationship between brand satisfaction on brand loyalty and brand experience on brand loyalty through brand satisfaction. Based on the background stated, the researcher is interested in conducting the study entitled **"Analysis Of The Effect Of Brand Experience On Brand Loyalty Through Brand Satisfaction And Brand Trust In Wakoel Rempah Restaurant Surabaya".**

Formulation of the Problem
The formulation of the problem from this research are:
1. Does Brand Experience have a significant effect on Brand Satisfaction in Surabaya Wakoel R Spice Restaurant Customers?
2. Does Brand Experience have a significant effect on Brand loyalty for Wakoel R Spice Restaurant Surabaya customers?
3. Does Brand Experience have a significant effect on Brand Trust in Surabaya Wakoel R Spice Restaurant Customers?

4. Does Brand Satisfaction have a significant effect on Brand loyalty for Wakoel R Spice Restaurant Surabaya customers?
5. Does Brand Satisfaction have a significant effect on Brand Trust in Surabaya Wakoel R Spice Restaurant Customers?
6. Does Brand Trust have a significant effect on Brand loyalty for Wakoel R Spice Restaurant Surabaya customers?
7. Does Brand Experience have a significant effect on Brand loyalty through Brand Satisfaction in Wakoel R Spice Surabaya Restaurant Customers?
8. Does Brand Experience have a significant effect on Brand loyalty through Brand Trust in Surabaya Wakoel R Spice Restaurant Customers?
9. Does Brand Satisfaction have a significant effect on Brand loyalty through Brand Trust in Surabaya Wakoel R Spice Restaurant Customers?

Research Purposes

The aim of this research is:

1. Analyzing the effect of Brand Experience on Brand Satisfaction on Surabaya Wakoel R Spice Restaurant Customers.
2. Analyzing the effect of Brand Experience on Brand loyalty on Wakoel R Spice Restaurant Customers in Surabaya.
3. Analyzing the effect of Brand Experience on Brand Trust in Surabaya Wakoel R Spice Restaurant Customers.
4. Analyzing the effect of Brand Satisfaction on Brand loyalty on Wakoel R Spice Restaurant Surabaya customers.
5. Analyzing the effect of Brand Satisfaction on Brand Trust in Surabaya Wakoel R Spice Restaurant Customers.
6. Analyzing the effect of Brand Trust on Brand loyalty on Wakoel R Spice Restaurant Customers in Surabaya.
7. Analyzing the effect of Brand Experience on Brand loyalty through Brand Satisfaction on Surabaya Wakoel R Spice Restaurant Customers.
8. Analyzing the effect of Brand Experience on Brand loyalty through Brand Trust on Surabaya Wakoel R Spice Restaurant Customers.
9. Analyzing the effect of Brand Satisfaction on Brand loyalty through Brand Trust on Surabaya Wakoel R Spice Restaurant Customers.

THEORY AND HYPOTHESIS STUDY

Marketing Management

Marketing management is an activity of analyzing, planning, implementing, and controlling programs created to form, build, and maintain profits from exchanges through market targets to achieve company goals in the long term (Assauri, 2013: 12). Marketing management, namely the art and science of selecting and reaching, retaining, and growing customers by creating, delivering, and communicating superior customer value (Kotler and Keller, 2012: 5).

Marketing management according to Saladin (2013) is an analysis, planning, implementation, and control of programs that aim to create, build, and maintain profitable exchanges to achieve organizational goals. While the understanding of Kotler and Armstrong (2016: 54), marketing

management is a process to create value for customers and build good relationships to create value from customers.

Brand

The American Marketing Association (AMA) defines a brand or brand that is as a name, term, sign, symbol, design or combination of all of them to identify a product and differentiate it from competitors (Kotler, 2012: 84). Kotler and Armstrong (2016: 32), explain that the definition of a brand is a name, term, sign, symbol, design or combination of all of which shows the identity of a product or service from one seller or group of sellers and distinguishes it from competitors.

Brand according to Tjiptono (2012: 112) is defined as a logo, instrument legal (ownership rights), company, shorthand notation, risk reducer, positioning, personality, value chain, vision, value addition, identity, image, relation, and evolving entity.

According to Kotler (2007: 65), a brand is not just a guarantee of quality because it includes the following six meanings:
1. Attribute
2. The benefits
3. Score
4. Culture
5. Personality
6. User

Brand Experience

Brand experience is a source of personal information that can be used to form the basis of future decisions, such as repurchase intentions (Chinomona, 2013: 1304). Growing Brand Experience, when consumers search for products, buy, receive services and consume products.

According to Chinomona (2013: 1304), when consumers see advertisements or when producers communicate products through the website, that's when Brand Experience is felt directly or indirectly.

The four dimensions of Brand Experience according to Marist et al (2014), namely:
a. *Sensory*
b. *Affective*
c. *Behavioural*
d. *Intelellectual*

Brand Satisfaction

Consumer satisfaction is one indicator of the success of a business (Sukesi, 2009: 264). Some indicators of measuring Brand Satisfaction according to Kusuma (2014)) are:
a. Satisfaction with the brand
b. Satisfaction with the product
c. The pleasure on the product

Brand Trust

Trust is a positive expectation that others will not act opportunistically (Robbins and Judge, 2012: 336). From this understanding, it is explained that trust is a general hope that is maintained by individuals whose words from one party to another can be trusted.

The important thing in building long-term relationships between one party and another is trust. Some indicators of measuring brand trust according to Marist et al (2014) these indicators consist of:
1. The brand never disappoints.
2. The brand has guaranteed quality.
3. Safe brand.
4. The brand is the first choice.
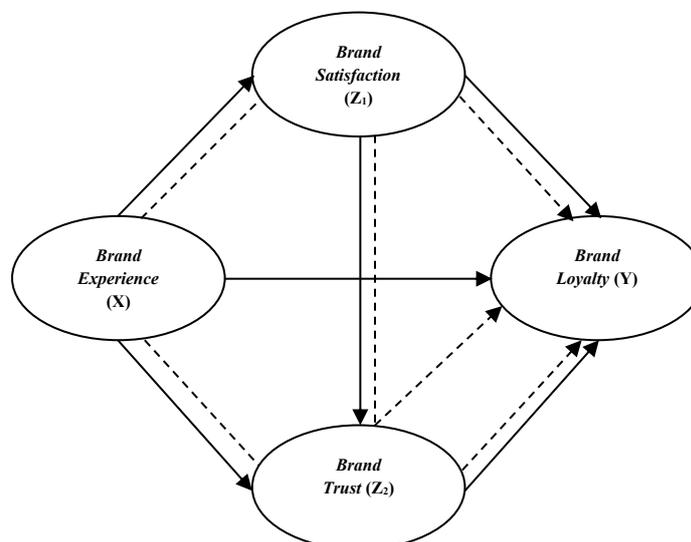5. The brand provides benefits as promised.

Brand Loyality

Brand loyalty according to Kusuma (2014) is a measure of the customer relationship to a brand. This measure illustrates the possibility of a customer switching to another product, especially if the brand has changed, both in terms of price or other attributes. Brand loyalty according to Kusuma (2014: 3) can be measured through:
1. *Behavior measures*
2. *Measuring seithh cost*
3. *Measuring satisfaction*
4. *Measuring liking brand*
5. *Measuring commitment*

Conceptual Framework

The conceptual framework in the study design is designed to formulate hypotheses and further data analysis processes. The following conceptual framework has been designed and can be described as follows:
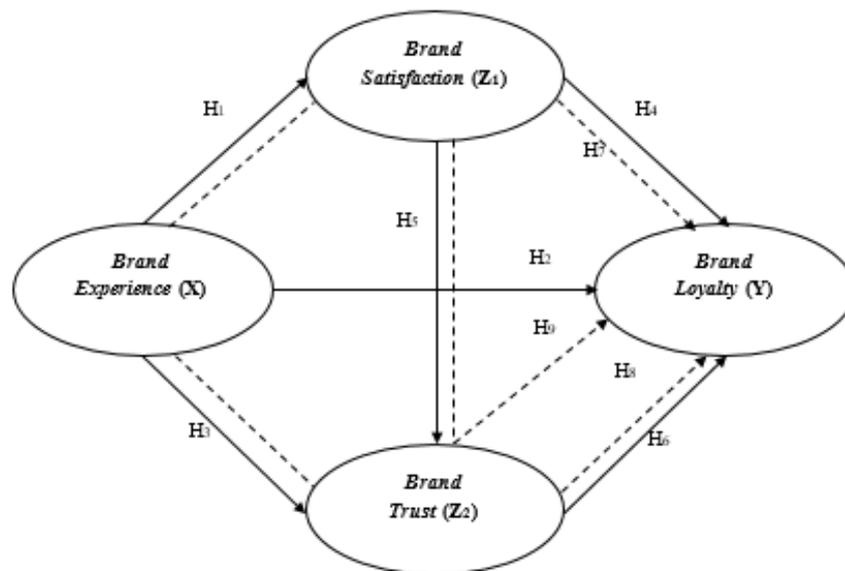

Hypothesis

Hypotheses are temporary answers to research that must be tested for truth based on theoretical and empirical studies. The following hypotheses in this study are as follows:

H_1 : Brand Experience has a significant effect on Brand Satisfaction in Surabaya Wakoel R Spice Restaurant Customers

H_2 : Brand Experience has a significant effect on Brand loyalty in Wakoel R Spice Restaurant Surabaya customers

H_3 : Brand Experience has a significant effect on Brand Trust in Surabaya Wakoel R Spice Restaurant Customers

H_4 : Brand Satisfaction has a significant effect on Brand loyalty for Wakoel R Spice Restaurant Surabaya customers

H_5 : Brand Satisfaction has a significant effect on Brand Trust in Surabaya Wakoel R Spice Restaurant Customers.

H_6 : Brand Trust has a significant effect on Brand loyalty for Wakoel R Spice Restaurant Surabaya customers.

H_7 : Brand Experience has a significant effect on Brand loyalty through Brand Satisfaction on Surabaya Wakoel R Spice Restaurant Customers.

H_8 : Brand Experience has a significant effect on Brand loyalty through Brand Satisfaction on Surabaya Wakoel R Spice Restaurant Customers.

H_9 : Brand Satisfaction has a significant effect on Brand loyalty through Brand Trust in Surabaya Wakoel R Spice Restaurant Customers.

Analysis Model

Model Analysis in this study can be modeled in the following equation:

Brand Satisfaction (Z_1) = β_1*Brand Experience* (X), *Brand Trust* (Z_2) = β_1*Brand Experience* (X) + β_2*Brand Satisfaction* (Z_1) dan *Brand Loyalty* (Y) = β_1 *Brand Experience* (X) + β_2*Brand Satisfaction* (Z_1) + β_3*Brand Trust* (Z_2)

RESEARCH METHODS

Research Approach and Research Design

The approach in this research is to use a quantitative approach. This type of research is explanatory research. Explanatory research is a type of research to be used as an analysis of the relationship between variables through hypothesis testing (Silalahi, 2009: 30).

Research Sites

The location of the research conducted by the researcher is the Wakoel R Spice Restaurant, Surabaya, located at Ruko Icon 21 No. R42 - R43, Jalan Ir. Haji Soekarno, Semolowaru, Sukolilo District, Surabaya City, East Java 60117.

Population and Sample

The population used in this study is the customer of Wakoel R Spice Restaurant, Surabaya. This study uses a sampling technique that is the accidental sampling technique is a sampling technique based on coincidence, ie anyone who accidentally or incidentally meets the researcher can be used as a sample if the researcher views the person that which happened to be found was suitable as a source of data (Sugiyono, 2016: 81). So the sample used in this study was 125 respondents of Wakoel R Spice Restaurant Surabaya.

Types, Data Sources and Data Collection Methods

The type of data used is quantitative data and the source of data needed is primary data. This research uses a direct survey method, namely by distributing questionnaires directly or face to face with respondents who meet the requirements and are easily found by researchers.

Technical Analysis

The analysis techniques used in this study are:
1. Validity and Reliability Test
2. Structural Equation Model
The steps of PLS-based structural equation modeling (Ghozali, 2016) are as follows:
a. Model conceptualization
b. Model evaluation (Measurement models, structural models, and hypothesis testing)

RESULTS AND ANALYSIS OF RESEARCH RESULTS
Descriptive Analysis (Characteristics of Respondents)
 1. **Gender of the respondent**
    Based on the questionnaire data entered, the majority of respondents obtained were female with a total of 70 people (56.0%), while respondents with a female gender totaled 55 people (44.0%).
 2. **Age of Respondents**
    Based on the incoming questionnaire data, most respondents aged 31-40 years old were obtained with a total of 58 people (46.4%), then respondents aged <20-30 years as many as 30 people (24.0%), while the rest were respondents aged 41 - 50 years and> 50 years as many as 21 people (16.8%) and 16 people (12.8%).

Descriptive Respondents' Answers
 a. Mean Brand Experience Analysis (X)
    Overall the Brand Experience (X) variable gets a mean value of 3.79, meaning that the variable gets an agreed answer.
 b. Mean Brand Satisfaction Analysis (Z1)
    The Overall Average of Brand Satisfaction (Z1) is 3.73. This means that the respondent gave the assessment agreed as well.

c. Mean Brand Truth Analysis (Z2)

Variable Brand Trust (Z2) has an overall average value of 4.05.

d. Mean Brand Loyalty (Y) Analysis

Brand Loyalty variable (Y) has an overall average value of 3.83.

Validity and Reliability Test

If the level of significance value obtained from each statement variable ≤ 0.05, then it is considered valid.

Variabel	Pernyataan	Koefisien Korelasi	Sig	Kesimpulan
Brand Experience (X)	$X_{1.1}$	0.488	0.006	Valid
	$X_{1.2}$	0.671	0.000	Valid
	$X_{1.3}$	0.615	0.000	Valid
	$X_{2.1}$	0.727	0.000	Valid
	$X_{2.2}$	0.720	0.000	Valid
	$X_{2.3}$	0.738	0.000	Valid
	$X_{3.1}$	0.590	0.001	Valid
	$X_{3.2}$	0.559	0.001	Valid
	$X_{3.3}$	0.568	0.001	Valid
	$X_{4.1}$	0.566	0.001	Valid
	$X_{4.2}$	0.514	0.004	Valid
	$X_{4.3}$	0.477	0.008	Valid
Brand Satisfaction (Z_1)	$Z_{1.1}$	0.862	0.000	Valid
	$Z_{1.2}$	0.848	0.000	Valid
	$Z_{1.3}$	0.845	0.000	Valid
Brand Trust (Z_2)	$Z_{2.1}$	0.691	0.000	Valid
	$Z_{2.2}$	0.716	0.000	Valid
	$Z_{2.3}$	0.862	0.000	Valid
	$Z_{2.4}$	0.837	0.000	Valid
	$Z_{2.5}$	0.548	0.002	Valid
Brand Loyalty (Y)	Y_1	0.801	0.000	Valid
	Y_2	0.715	0.000	Valid
	Y_3	0.836	0.000	Valid
	Y_4	0.689	0.000	Valid
	Y_5	0.784	0.000	Valid

Based on the above table, it can be seen that all indicator items in this study, which numbered 25 items in a small sample, have a significant value <0.05 so that it can be said under the stipulated conditions, then this means that all question items of the variable, both the independent variable and the dependent variable are all valid and can be used in research. The variable reliability is determined based on the Cronbach alpha value, if the Cronbach alpha value is greater than 0.6 then it says the variable is reliable.

Variabel	Cronbach's Alpha	Kesimpulan
Brand Experience (X)	0.844	Reliabel
Brand Satisfaction (Z_1)	0.806	Reliabel
Brand Trust (Z_2)	0.788	Reliabel
Brand Loyalty (Y)	0.822	Reliabel

Based on the results in the table, it can be seen that the results of the reliability testing of all the variables in this research show reliable, this is evidenced from the Cronbach Alpha value> 0.60 where this value is greater than the cut off value specified.

Partial Least Square Analysis (PLS)

a. *Convergent validity*

An indicator is declared to meet convergent validity in the good category if it has a loading factor value> 0.50. The following is the outer loading value of each indicator in the research variable:

No	original sample estimate	mean of subsamples	Standard deviation	T-Statistic
Brand Experience (X)				
$X_{1.1}$	0.679	0.679	0.052	13.175
$X_{1.2}$	0.697	0.692	0.054	12.793
$X_{1.3}$	0.679	0.674	0.057	11.964
$X_{2.1}$	0.703	0.698	0.050	14.204
$X_{2.2}$	0.725	0.717	0.044	16.306
$X_{2.3}$	0.723	0.719	0.048	15.188
$X_{3.1}$	0.718	0.714	0.047	15.226
$X_{3.2}$	0.632	0.628	0.053	12.041
$X_{3.3}$	0.694	0.691	0.045	15.366
$X_{4.1}$	0.814	0.813	0.033	24.589
$X_{4.2}$	0.769	0.768	0.038	20.469
$X_{4.3}$	0.779	0.779	0.038	20.680
Brand Satisfaction (Z1)				
$Z_{1.1}$	0.837	0.836	0.042	19.842
$Z_{1.2}$	0.724	0.718	0.066	10.947
$Z_{1.3}$	0.711	0.700	0.082	8.634
Brand Trust (Z2)				
$Z_{2.1}$	0.738	0.732	0.046	16.191
$Z_{2.2}$	0.796	0.797	0.036	22.010
$Z_{2.3}$	0.900	0.899	0.020	44.421
$Z_{2.4}$	0.870	0.869	0.025	34.471
$Z_{2.5}$	0.706	0.704	0.066	10.748
Brand Loyalty (Y)				
Y_1	0.703	0.697	0.068	10.325
Y_2	0.774	0.766	0.048	16.096
Y_3	0.828	0.826	0.042	19.902
Y_4	0.692	0.681	0.081	8.505
Y_5	0.741	0.741	0.047	15.799

Based on the convergent validity test that is seen in the table above, it is known that all indicators in each are declared valid as a measure of the construct so that all indicators are feasible or valid for use and can be used for further analysis because all have convergent validity values above 0.5.

b. *Descriminant Validity*

The discriminant validity test uses the cross-loading value. An indicator is declared to meet discriminant validity if the cross-loading indicator value on the variable is the largest compared to the other variables.

	Brand Experience (X)	*Brand Satisfaction* (Z1)	*Brand Trust* (Z2)	*Brand Loyalty* (Y)
X1.1	0.679	0.333	0.336	0.265
X1.2	0.697	0.201	0.040	0.175
X1.3	0.679	0.325	0.197	0.274
X2.1	0.703	0.253	0.246	0.130
X2.2	0.725	0.262	0.178	0.165

	Brand Experience (X)	Brand Satisfaction (Z1)	Brand Trust (Z2)	Brand Loyalty (Y)
X2.3	0.723	0.316	0.196	0.119
X3.1	0.718	0.344	0.249	0.195
X3.2	0.632	0.205	0.187	0.032
X3.3	0.694	0.268	0.270	0.146
X4.1	0.814	0.334	0.401	0.171
X4.2	0.769	0.271	0.326	0.141
X4.3	0.779	0.314	0.445	0.204
Y.1	0.235	0.182	0.258	0.703
Y.2	0.186	0.193	0.230	0.774
Y.3	0.220	0.446	0.272	0.828
Y.4	0.050	0.245	0.110	0.692
Y.5	0.175	0.311	0.348	0.741
Z1.1	0.452	0.837	0.350	0.292
Z1.2	0.258	0.724	0.225	0.194
Z1.3	0.177	0.711	0.288	0.392
Z2.1	0.321	0.296	0.738	0.312
Z2.2	0.315	0.359	0.796	0.239
Z2.3	0.355	0.366	0.900	0.317
Z2.4	0.295	0.360	0.870	0.314
Z2.5	0.248	0.086	0.706	0.155

Based on the results obtained, it can be stated that the indicators used in this study already have good discriminant validity in preparing their respective variables.

c. *Average Variance Extracted* **(AVE)**

The AVE value is satisfactory if> 0.5.

Variabel	Nilai AVE
Brand Experience (X)	0.518
Brand Satisfaction (Z1)	0.576
Brand Trust (Z2)	0.649
Brand Loyalty (Y)	0.561

The results of the AVE value for the indicator block that measures the construct can be stated to have a good discriminant validity value because the AVE value> 0.5. This means that all construction variables are stated to have good discriminant validity.

d. *Composite Reliability*

A variable can be stated fulfilling composite reliability if it has a composite reliability value> 0.70.

Variabel	Composite Reliability
Brand Experience (X)	0.928
Brand Satisfaction (Z1)	0.802
Brand Trust (Z2)	0.902
Brand Loyalty (Y)	0.864

These results indicate that each variable meets the composite reliability so that it can be concluded that the overall variable is adequate in measuring the latent / construct variable measured so that it can be used in further analysis.
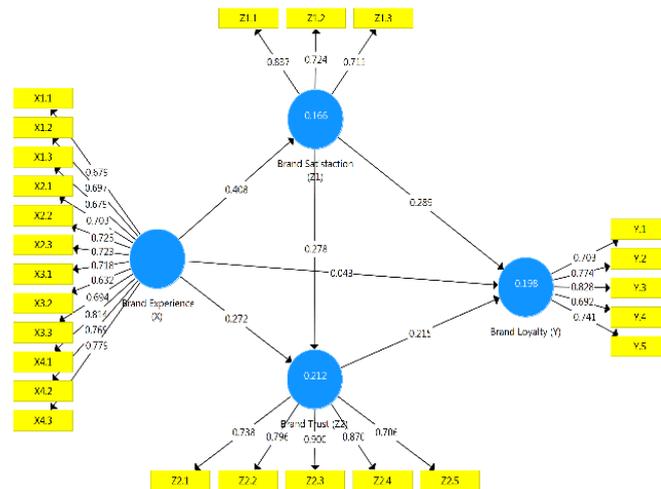
e. *Cronbach Alpha*

A variable can be declared reliable or meet Cronbach alpha if it has a Cronbach alpha value> 0.6.

	Cronbach Alpha
Brand Experience (X)	0.916
Brand Satisfaction (Z1)	0.638
Brand Trust (Z2)	0.864
Brand Loyalty (Y)	0.809

Based on the test results in the above table, it can be seen that the Cronbach alpha value of each study variable is> 0.60. Thus these results can indicate that each research variable meets the Cronbach alpha value requirements, so it can be concluded that all variables have a high level of reliability.

PLS Model Results

This study was used to examine the research hypotheses using Partial Least Square (PLS) analysis with the SmartPLS program. Here is a picture of the proposed PLS model.

The inner weight value of Figure 5.3 above shows that the Brand Satisfaction variable is influenced by the Brand Experience variable, then Brand Trust is influenced by Brand Experience and Brand Satisfaction while the Brand Loyalty is influenced by the Brand Experience, Brand Satisfaction and Brand Trust variables described in the structural equation below following.

$$Z_1 = 0.408\ X,\ Z_2 = 0.272\ X + 0.278\ Z_1,\ Y = 0.043\ X + 0.289\ Z_1 + 0.215\ Z_2$$
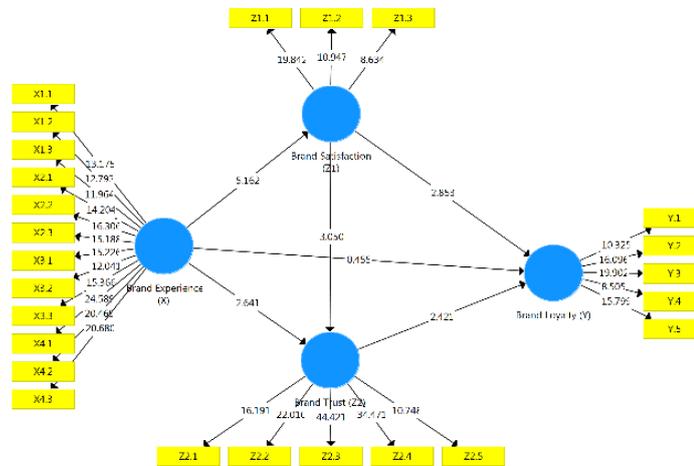
In assessing a model with PLS it starts by looking at the R-square for each latent dependent variable. Changes in the value of R-square can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect. For endogenous latent variables in the structural model which has an R^2 of 0.75 indicating that the model is "strong", R^2 of 0.50 indicates that the model is "moderate", R^2 of 0.25 indicates that the model is "weak" (Ghozali, 2016). The PLS output as described below:

Variabel	R-Square
Brand Experience (X)	
Brand Satisfaction (Z1)	0.166
Brand Trust (Z2)	0.212
Brand Loyalty (Y)	0.198

Based on the table above, we can see the suitability of the structural model can be seen from Q^2. so the Q^2 value obtained is 0.473, this value is included in the strong category because it is in the interval> 0.35.

Hypothesis Test

The next step, do Bootstrapping and get the following results:

To answer the research hypothesis, you can see the t-statistic in the table below:

	Original Sample	Sample Mean	Standard Deviation	T Statistics (|O/STDEV|)
Brand Experience (X) ->Brand Satisfaction (Z1)	0.408	0.420	0.079	5.162
Brand Experience (X) ->Brand Loyalty (Y)	0.043	0.050	0.095	0.455
Brand Experience (X) ->Brand Trust (Z2)	0.272	0.268	0.103	2.641
Brand Satisfaction (Z1) ->Brand Loyalty (Y)	0.289	0.289	0.101	2.853
Brand Satisfaction (Z1) ->Brand Trust (Z2)	0.278	0.285	0.091	3.050
Brand Trust (Z2) ->Brand Loyalty (Y)	0.215	0.215	0.089	2.421
Brand Experience (X) -> Brand Satisfaction (Z1) -> Brand Loyalty (Y)	0.118	0.120	0.047	2.523
Brand Experience (X) -> Brand Trust (Z2) -> Brand Loyalty (Y)	0.058	0.057	0.033	1.794
Brand Satisfaction (Z1) -> Brand Trust (Z2) -> Brand Loyalty (Y)	0.060	0.062	0.036	1.664

Based on the results of testing the hypotheses seen in the above table, it can be interpreted that:
a. Brand Experience has a significant effect on Brand Satisfaction because the statistical T value of 5.162, which means greater than 1.96.
b. Brand Experience does not have a significant effect on Brand Loyalty, because the statistical T value of 0.455, which means smaller than 1.96.
c. Brand Experience has a significant effect on Brand Trust because the statistical T value is 2.641 which means it is greater than 1.96.
d. Brand Satisfaction has a significant effect on Brand Loyalty because the statistical T value is 2.853 which means it is greater than 1.96.

e. Brand Satisfaction has a significant effect on Brand Trust because the statistical T value is 3.050 which means it is greater than 1.96.

f. Brand Trust has a significant influence on Brand Loyalty because the value of statistical T is 2,421 which means it is greater than 1.96.

g. Brand Experience has a significant influence on Brand Loyalty through Brand Satisfaction because of the T statistic value of 2,523 means greater than 1.96.

h. Brand Experience does not have a significant effect on Brand Loyalty through Brand Trust, because the T statistic value of 1.794 means less than 1.96.

i. Brand Satisfaction does not have a significant influence on Brand Loyalty through Brand Trust, because the T statistic value is 1,664 which means it is smaller than 1.96.

Discussion

The Effect of Brand Experience on Brand Satisfaction

The results of data analysis conducted showed that Brand Experience has a significant effect on Brand Satisfaction as evidenced by the t-value of statistics of 5,162 which means it is greater than 1.96, so it can be explained that an increase in brand satisfaction can be formed through the presence of good brand experience. Thus, the first hypothesis which reads "Brand Experience has a significant effect on Brand Satisfaction in Surabaya Wakoel R Spice Restaurant Customers", was declared accepted.

The findings in this study showed that brand experience had a significant effect on brand satisfaction with a positive direction of influence. This influence shows that brand experience has an important role in increasing brand satisfaction. So it can be interpreted that the higher the brand experience experienced by consumers of a brand, the more it will increase consumer satisfaction with the brand.

Thus it can be interpreted if the Wakoel R Spice Surabaya Restaurant wants to increase customer satisfaction with the Surabaya Wakoel R Spice Restaurant brand, the restaurant needs to pay attention to the extent of the experience felt by customers in using the services and products of Wakoel R Spice Restaurant Surabaya.

The results of this study are in line with the results of research conducted by Kusuma (2014) which found that Brand Experience has a significant effect on Brand Satisfaction. The findings in this study also support the findings of a study conducted by Pranadata et al (2017), where the findings prove that brand experience has a significant effect on brand satisfaction.

The Influence of Brand Experience on Brand Loyalty

The results of the data analysis showed that Brand Experience had no significant effect but had a positive effect on Brand Loyalty as evidenced by the statistical t value of 0.455, which means it was smaller than 1.96, so it can be explained that good brand experience can increase brand loyalty but not significantly. Thus, the second hypothesis which reads "Brand Experience has a significant effect on Brand loyalty in Surabaya Wakoel R Spice Restaurant Customers", can be declared unacceptable.

The results of hypothesis testing in this study prove that brand experience has no significant effect on brand loyalty but has a positive effect. This positive influence shows that brand experience has a role in increasing brand loyalty, although not significantly. This role can be interpreted that the better the experience felt by customers in using a brand, the more customer loyalty to a brand will be

even though the effect is small, this is caused by the results of testing hypotheses that are otherwise insignificant.

This insignificant finding was since consumers of the Wakoel R Spice Restaurant in Surabaya considered that the better the experience felt by him was able to increase his loyalty to Wakoleh R Spice Restaurant in Surabaya despite its small influence.

Thus, if Wakoel R Spice Surabaya Restaurant wants to increase customer loyalty towards the Wakoel R Spice Surabaya brand, the restaurant needs to improve the customer experience in using the services and products provided by Wakoel R Spice Surabaya Restaurant.

The results of this study support the findings of a study conducted by Pranadata et al (2017) which proves that brand experience has no significant effect on brand loyalty. However, the findings in this study are not in line with the findings of research conducted by Pertiwi et al (2017) wherein the findings it was found that brand experience has a significant influence on brand loyalty.

The Effect of Brand Experience on Brand Trust

The results of data analysis conducted show that Brand Experience has a significant influence on Brand Trust as evidenced from the t value of statistics of 2,641 which means it is greater than 1.96, so it can be explained that an increase in brand trust can be formed through the presence of good brand experience. Thus, the third hypothesis which reads "Brand Experience has a significant effect on Brand Trust in Surabaya Wakoel R Spice Restaurant Customers" can be declared acceptable.

Based on the findings in this study, the effect that occurs between the brand experience variable and brand trust is positive. This finding shows that brand experience has an important role in increasing brand trust. This means that the better brand experience a customer has for a brand, the more it will increase brand trust. This can be interpreted that if the Wakoel R Spice Surabaya Restaurant wants to increase customer confidence in choosing the Wakoel R Spice Surabaya Restaurant, the restaurant needs to pay attention to the extent of experience experienced by customers in using the Wakoel R Spice Surabaya Restaurant brand.

The findings in this study are the same as the results of research conducted by Chinomona (2013) which proves that there is a significant influence between brand experience and brand trust. Likewise, the results of research by Pertiwi et al (2017) prove that brand experience has a role in increasing brand trust.

The Influence of Brand Satisfaction on Brand Loyalty

The results of data analysis conducted shows that Brand Satisfaction has a significant influence on Brand Loyalty as evidenced by the t value of statistics of 2,853 which means it is greater than 1.96, so it can be explained that high brand loyalty can be formed through high brand satisfaction. Thus, the hypothesis fourth, which reads "Brand Satisfaction has a significant effect on Brand loyalty for Wakoel R Spice Restaurant Surabaya customers" can be declared acceptable.

Based on the results of hypothesis testing, the results show that brand satisfaction has a significant effect on brand loyalty with a positive direction of influence. This positive influence means that there is a direct effect so that it can be interpreted that the higher the brand satisfaction, the higher the brand loyalty of the customer for a brand that it uses. By looking at these results, it can be interpreted that if the Wakoel R Spice Surabaya Restaurant wants to increase customer loyalty to the Wakoel R Spice Surabaya brand, the restaurant needs to pay attention to the level of customer trust in the Surabaya Wakoel R Spice Restaurant brand. This is supported by the opinion of Pranadata et

al (2017) which reveals that when consumers are satisfied with the overall services obtained, these consumers tend to be loyal.

The results in this study support the findings of Malhan and Anjum (2017) who found a significant influence on brand satisfaction with brand loyalty. This finding is also the same as the results of a study conducted by Chinomona (2013) who found that brand satisfaction has a significant effect on brand loyalty. However, the findings in this study are not the same as the results of research conducted by Pertiwi et al (2017) wherein the research it is proven that brand satisfaction does not have a significant effect on brand loyalty.

The Influence of Brand Satisfaction on Brand Trust

The results of data analysis showed that Brand Satisfaction has a significant effect on Brand Trust as evidenced by the t value of 3,050 which means it is greater than 1.96, so it can be explained that the high brand trust can be increased through high brand satisfaction. Thus, the fifth hypothesis which reads "Brand Satisfaction has a significant effect on Brand Trust in Surabaya Wakoel R Spice Restaurant Customers" can be declared acceptable.

The findings in this study prove that brand satisfaction significantly affects brand trust with a positive direction of influence. This influence means that the higher the brand satisfaction felt by customers, the more it will have an impact on the high brand trust. By looking at these results, it can be interpreted that if the Wakoel R Spice Surabaya Restaurant wants to increase customer confidence in the Wakoel R Spice Surabaya restaurant brand, the restaurant needs to pay attention to the degree of satisfaction that is created in the minds of customers in using the overall services and products offered by the Restaurant Surabaya Wakoel Spice.

The findings in this study support the results of research conducted by Chinomona (2013) who found that brand satisfaction has a significant influence on brand trust. These results also support the findings of Malhan and Anjum (2017) which prove that satisfaction has a significant effect on brand trust. Likewise, the findings of Pertiwi et al (2017) found a significant influence between brand satisfaction and brand trust.

The Influence of Brand Trust on Brand Loyalty

The results of data analysis conducted shows that Brand Trust has a significant influence on Brand Loyalty as evidenced by the statistical t value of 2,421 which means it is greater than 1.96, so it can be interpreted that high brand loyalty can be increased through higher brand trust. Thus, the sixth hypothesis which reads "Brand Trust has a significant effect on Brand loyalty in Wakoel R Spice Surabaya Restaurant Customers" can be declared acceptable.

The findings of this study found that brand trust influences brand loyalty with a positive or direct effect. This positive influence indicates that the higher the brand trust, the more brand loyalty will increase. These results indicate that brand trust has an important role in shaping a customer's brand loyalty.

This supports the statement made by Kusuma (2014) which shows that the better brand trust is formed, the better the brand loyalty in the eyes of consumers. By looking at these results, it can be interpreted that if a Wakoel R Spice Surabaya Restaurant customer wants to get high loyalty by a customer to the Wakoel R Spice Surabaya Restaurant Customer brand, the restaurant needs to build high trust in the customer's mind towards the Wakoel R Spice Restaurant in Surabaya.

The findings in this study are in line with the results of research conducted by Kusuma (2014) which proves that Brand Trust has a significant influence on brand loyalty.

The Effect of Brand Experience on Brand Loyalty through Brand Satisfaction

Brand Experience has a significant influence on Brand Loyalty through Brand Satisfaction, this can be seen from the statistical value of 2,523 which means greater than 1.96. This can be interpreted that the brand loyalty of Wakoel R Spice Restaurant customers in Surabaya can be enhanced by good brand experience through high brand satisfaction as well.

The results showed that Brand Experience has a direct influence on Brand Loyalty through Brand Satisfaction. Thus the seventh hypothesis which reads "Brand Experience has a significant effect on Brand loyalty through Brand Satisfaction in Surabaya Wakoel R Spice Restaurant Customers" is accepted. The results in this study support the findings of Pranadata et al (2017) which proves that brand experience has a significant effect on brand loyalty by being mediated by brand satisfaction variables. This contrasts with the findings of Pertiwi et al (2017), in which the findings prove that brand experience has no influence on brand loyalty through brand satisfaction.

The Effect of Brand Experience on Brand Loyalty through Brand Trust

Brand Experience has a significant influence on Brand Loyalty through Brand Satisfaction, this can be seen from the t value of statistics of 2.523 which means greater than 1.96. This can be interpreted that the customer brand loyalty of Wakoel R Spice Restaurant Surabaya can be improved with a good brand experience through high brand satisfaction as well. The results showed that Brand Experience has an indirect effect on Brand Loyalty through Brand Satisfaction. Thus the seventh hypothesis that reads "Brand Experience has a significant effect on Brand loyalty through Brand Satisfaction in Surabaya Wakoel R Spice Restaurant Customers" is declared accepted.

The results in this study support the findings of Pranadata et al (2017) which proves that brand experience has a significant effect on brand loyalty by being mediated by brand satisfaction variables. This contrasts with the findings of Pertiwi et al (2017), where the findings prove that brand experience does not influence brand loyalty through brand satisfaction.

The Influence of Brand Satisfaction on Brand Loyalty through Brand Trust

Brand Satisfaction does not have a significant influence on Brand Loyalty through Brand Trust, it can be seen from the t value of statistics which is 1.664, which means it is smaller than 1.96. This can be interpreted that the brand loyalty of Wakoel R Spice Surabaya customers can be improved with good brand satisfaction without going through brand trust.

The results showed that Brand Satisfaction did not have an indirect effect on Brand Loyalty through Brand Trust. Thus the ninth hypothesis which reads "Brand Satisfaction has a significant effect on Brand loyalty through Brand Trust in Surabaya Wakoel R Spice Restaurant Customers" is declared unacceptable.

Based on the results of the analysis note that brand satisfaction does not significantly influence brand loyalty through brand trust. This is because consumers of the Wakoel R Spice Restaurant in Surabaya consider that the high satisfaction felt by him will be able to increase his loyalty to the Wakoel R Spice Restaurant in Surabaya without going through high trust in the Wakoel R Spice Restaurant in Surabaya.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the research conducted, the following conclusions can be drawn:

1. Brand Experience has a significant influence on Brand Satisfaction of Wakoel R Spice Restaurant Surabaya customers with a statistical T value of 5.162 which means greater than 1.96

2. Brand Experiment has no significant effect on Brand Loyalty Customers of Wakoel R Spice Restaurant Surabaya with a statistical T value of 0.455 which means it is smaller than 1.96

3. Brand Experience has a significant effect on the Brand Trust of Wakoel R Spice Restaurant Customers in Surabaya with a statistical T value of 2,641 which means it is greater than 1.96

4. Brand Satisfaction has a significant influence on Brand Loyalty Customers of Wakoel R Spice Restaurant Surabaya with a statistical T value of 2,853 which means it is greater than 1.96

5. Brand Satisfaction has a significant influence on the Brand Trust of Surabaya Wakoel R Spice Restaurant Customers with a statistical T value of 3,050 which means it is greater than 1.96

6. Brand Trust has a significant influence on the Brand Loyalty of customers of Wakoel R Spice Surabaya Restaurant with a statistical T value of 2,421 which means it is greater than 1.96.

7. Brand Experience has a significant influence on Brand Loyalty through Brand Satisfaction Customers of Wakoel R Spice Restaurant Surabaya with a statistical T value of 2.523, which means greater than 1.96

8. Brand Experience does not have a significant effect on Brand Loyalty through the Brand Trust of Wakoel R Spice Restaurant Surabaya Customers with a statistical T value of 1,794 which means it is smaller than 1.96

9. Brand Satisfaction does not have a significant influence on Brand Loyalty through the Brand Trust of Surabaya Wakoel R Spice Restaurant Customers with a T statistic value of 1,664, which means it is smaller than 1.96.

Suggestions

Based on the results of the analysis and discussion conducted, the researcher provides several suggestions that can contribute to improving Brand Loyalty and for further research. The suggestions are as follows:

1. It is expected that the Wakoel R Spice Surabaya restaurant can give a good impression to customers to be able to improve brand experience, for example, such as the Wakoel R Spice Surabaya restaurant can evaluate the selection of music used both at certain times such as weekends and weekdays to make a different experience and convenient for consumers. The music that is served by Wakoel R Spice Surabaya Restaurant is preferably an instrumental song (for example Kiss The Rain_Yiruma) during the rainy season and when the summer is jazz or classic (Pure Moods_Dave Koz or Ordinary World_Duran-Duran). So it gives an impression or experience that is different from other producers they do for consumers. Other things that can be developed by Wakoel R Spice Restaurant Surabaya by expanding the room (tables and chairs are reproduced), the floor is made parakeets, walls with designs in wallpaper and given tv too.

2. Another thing that can be developed by the Wakoel Rempah Surabaya Restaurant in the affective is that the products offered both in terms of food and drinks are multiplied by variations or on certain days such as Eid, Christmas or birthdays. Wakoel R Spice Surabaya Restaurant makes unique products and can also be from its tumbler more attractive in design according to the moment

of celebration or for products that can be designed as a family photo cartoon but also inserted in the tumbler to enjoy the feel of drinking or eating at Wakoel R Spice Restaurant, Surabaya.

3. It is hoped that the Wakoel R Spice Surabaya restaurant can form high trust in the minds of customers by providing services that do not disappoint customers to increase brand trust.

4. It is hoped that further research can add to other variables that are thought to affect Brand Loyalty and can use different analytical methods and techniques such as qualitative approaches that obtain data through interviews to obtain more complex results.

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