

THE EFFECT OF BRAND IMAGE AND BRAND EXPERIENCE ON BRAND LOYALTY MEDIATED BY BRAND TRUST ON COURIER SERVICE USERS (Study on J&T in Rawamangun, East Jakarta)

1st Dhany Aprilha, 2nd Engkur, S.IP., ME
Sekolah Tinggi Ilmu Ekonomi Indonesia, Jakarta
Jl. Cendrawasih raya Blok B No 56 Perumahan duta kranji
Bintara Bekasi Barat
dhanyaprilha@gmail.com,

Abstract - This study aims to examine whether the influence of Brand Image and Brand Experience on Brand Loyalty is mediated by Brand Trust on users of J&T courier services in East Jakarta.

This research uses a descriptive quantitative research approach, which is measured using a method based on Multiple Linear Regression with SmartPLS 3.0. The population of this research is the users of courier services in East Jakarta J&T. The sampling technique uses incidental sampling by using a sampling technique based on coincidence, ie anyone who incidentally / incidentally meets the researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a source of data. The sample in this study is the courier service users who come to J&T intend to send packages of goods by taking a sample of 100 respondents. Data collection techniques using questionnaire tools.

The results of the study prove that (1) Brand Image has a significant positive effect on Brand Trust on J&T in Rawamangun, (2) Brand Experience has a significant positive effect on Brand Trust on J&T in Rawamangun, (3) Brand Trust has a significant positive effect on Brand Loyalty at J&T in Rawamangun, (4) Brand Trust has a significant positive influence in mediating Brand Image to Brand Loyalty, (5) Brand Trust has a significant positive influence in mediating Brand Experience on Brand Loyalty.

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

Abstrak– Penelitian ini bertujuan untuk menguji apakah pengaruh Brand Image dan Brand Experience terhadap Brand Loyalty dimediasi oleh Brand Trust pada pengguna jasa kurir J&T di Jakarta Timur.

Penelitian ini menggunakan jenis penelitian deskriptif pendekatan kuantitatif, yang diukur dengan menggunakan metoda berbasis Regresi Linier Berganda dengan SmartPLS 3.0. Populasi dari penelitian ini adalah pengguna jasa kurir yang ada di J&T daerah Jakarta Timur. Teknik pengambilan sampel menggunakan sampling incidental dengan menggunakan teknik penentuan sampel berdasarkan kebetulan, yaitu siapa saja yang secara kebetulan/insidental bertemu dengan peneliti dapat digunakan sebagai sampel, bila dipandang orang yang kebetulan ditemui itu cocok sebagai sumber data. Sampel dalam penelitian ini adalah pengguna jasa kurir yang datang ke J&T bermaksud untuk mengirimkan paket barang dengan mengambil sampel sebanyak 100

orang responden. Teknik pengumpulan data dengan menggunakan alat bantu kuesioner.

Hasil penelitian membuktikan bahwa (1) *Brand Image* memiliki pengaruh positif signifikan terhadap *Brand Trust* pada J&T di Rawamangun, (2) *Brand Experience* memiliki pengaruh signifikan positif terhadap *Brand Trust* pada J&T di Rawamangun, (3) *Brand Trust* memiliki pengaruh positif signifikan terhadap *Brand Loyalty* pada J&T di Rawamangun, (4) *Brand Trust* memiliki pengaruh positif signifikan dalam memediasi *Brand Image* terhadap *Brand Loyalty*, (5) *Brand Trust* memiliki pengaruh positif signifikan dalam memediasi *Brand Experience* terhadap *Brand Loyalty*

Kata Kunci : *Brand Image, Brand Experience, Brand Loyalty, Brand Trust*

I. PRELIMINARY

The development of the business world that is getting faster nowadays causes companies to face intense competition. This is indicated by the number of companies trying to seize market share and new markets through various ways and innovations that are displayed in the products or services they produce. One of the businesses or businesses that also feel the intense competition is the shipping service business. This increasingly tight competition is indicated by the increasing number of shipping services that have sprung up in Indonesia

Top Brand Index where the competition for courier services is getting fierce which is illustrated in Table 1.1 below:

Table 1.1. *Top Brand Courier Service Category Index*

Brand	2016	2017	2018	2019	Category
JNE	47.6%	49.4%	45.0%	26.4%	TOP
TIKI	35.7%	34.7%	13.6%	12.6%	TOP
Indonesian post	9.6%	8.4%	11.6%	5.4%	TOP
DHL	1.3%	1.3%	3.5%	3.8%	
J&T	-	-	13.9%	20.3%	TOP

Source: www.topbrand-award.com

From the survey results in the Top Brand Award, that JNE, TIKI, Pos Indonesia courier services tend to decline compared to DHL and J&T. The phenomenon in the field shows that high customer demand is not matched by the performance of the services provided, such as attention to maintaining service quality, customer complaints, late delivery, and lack of management when managing their business properly. Lack of this can lead to reduced brand loyalty to consumers, thus making consumers also lose trust in a brand. Maybe this is what happened to the three shipping service brands.

The research this time will be carried out at J&T Rawamangun area. Researchers chose this object because J&T is a new courier service but has received attention by consumers

1.1. Formulation of the problem

Based on the background of the problem that has been stated above, it can be defined into several problem formulations as follows:

1. Is there an effect of brand image on brand trust and brand loyalty to J&T Rawamangun Courier Service Users in East Jakarta?
2. Is there an effect of brand experience on brand trust and brand loyalty to J&T Rawamangun Courier Service Users in East Jakarta?

3. Is there an effect of brand trust on brand loyalty to J&T Rawamangun Courier Service Users in East Jakarta?
4. Does brand trust mediate the effect of brand image on brand loyalty to J&T Rawamangun Courier Service Users in East Jakarta?
5. Does brand trust mediate the effect of brand experience on brand loyalty to J&T Rawamangun Courier Service Users in East Jakarta?

1.2. Research purposes

Based on the formulation of the problem above, the research objectives to be achieved are:

1. To find out the effect of brand image on brand trust and brand loyalty to Courier Service Users.
2. To find out the effect of brand experience on brand trust and brand loyalty to Courier Service Users.
3. This is to determine the effect of brand trust on brand loyalty to Courier Service Users.
4. To find out that brand trust mediates the effect of brand image on brand loyalty to Courier Service Users.
5. To find out which brand trust mediates the effect of brand experience on brand loyalty to Courier Service Users.

II. LITERATURE REVIEW

2.1. Marketing

Marketing is a social and managerial process where individuals and groups get what they need and want through the creation, exchange of products and value with each other (Kotler, 2007). Marketing is an activity, a series of institutions, and the process of creating, communicating, delivering, and exchanging offers that are of value to customers, clients, partners and the general public (Tjiptono, 2012).

2.2. Brand Image

Brand image, according to Rangkuti (2013: 3), is a set of brand associations that are formed and stick in the minds of consumers. Meanwhile, according to Kotler and Keller (2012: 263) the definition of brand image is perception and belief according to the experiences they have felt and summarized in their memories.

2.3. Brand Experience

Brand experience has attracted attention in today's marketing practices. Marketing practitioners must realize that by understanding what exactly the role of brand experience is, will really help marketers to develop a marketing strategy. According to Brakus, Schmitt and Zarantonello (2009), Brand experience is defined as the sensation, feeling, cognition and consumer responses generated by the brand, related to the stimuli generated by the brand design, brand identity, marketing communications, people and the environment the brand is marketed.

2.4. Brand Trust

In (Geçti & Zengin, 2013: 2) Brand Trust (brand trust) is an important mediator factor in customer behavior before and after purchasing a product; and it causes loyalty and strengthens the long-term relationship between the two parties. Brand trust can be defined as the willingness of an average consumer to rely on the brand's ability to perform the functions it states (Chaudhuri & Holbrook, 2011: 82).

2.5. Brand Loyalty

According to Schiffman and Kanuk (2012), brand loyalty is a consistent consumer preference to make purchases on the same brand for a specific product or service category.

Brand loyalty is a strong commitment in subscribing or buying a brand consistently in the future

2.6. The relationship between variables

2.6.1. The Influence of Brand Image on Brand Loyalty

According to Nalau, et al. (2010) stated that the stronger the Brand Image in the minds of the customers, the stronger the customer's confidence to remain loyal or loyal to the products they buy so that it can lead a company to continue to benefit from time to time. Meanwhile, according to Neria (2012) there is a strong and positive relationship between brand image variables and customer loyalty, besides that, brand image also has an influence on the formation of customer loyalty.

2.6.2. Influence Brand Experience to Brand Loyalty

Brand experience has an important role in the brand loyalty of customers. If consumers have a lot of experience with a brand, then consumers can understand the brand better and loyalty will increase. Brand experience or brand experience is an evaluation of consumers who are influenced through contact either directly by using or consuming a brand or indirectly on a brand.

2.6.3. Influence Brand Trust to Brand Loyalty

Brand trust is a significant cause of brand loyalty. Riana (2008) and Ismail et al. (2012) in their research found that brand trust has a positive effect on brand loyalty. Chandio et al. (2015) in their research also found something consistent, namely brand trust positively affects brand loyalty.

2.7. Research Hypothesis

Based on the analysis of the framework on the theoretical basis, it can be formulated in the form of a hypothesis or a temporary answer to this research study, as follows:

- H1: There is an immediate effect *brand image* on brand trust
- H2: There is an immediate effect *brand experience* on brand trust
- H3: There is an immediate effect *brand trust* towards brand loyalty
- H4: *Brand trust* mediate the effect of brand image on brand loyalty
- H5: *Brand trust* mediate the effect of brand experience on brand loyalty

2.8. Research Conceptual Framework

Based on the theoretical basis support obtained from the theoretical explanation which is the reference to the conceptual research variables, a research framework can be prepared as follows:

Figure 2.1

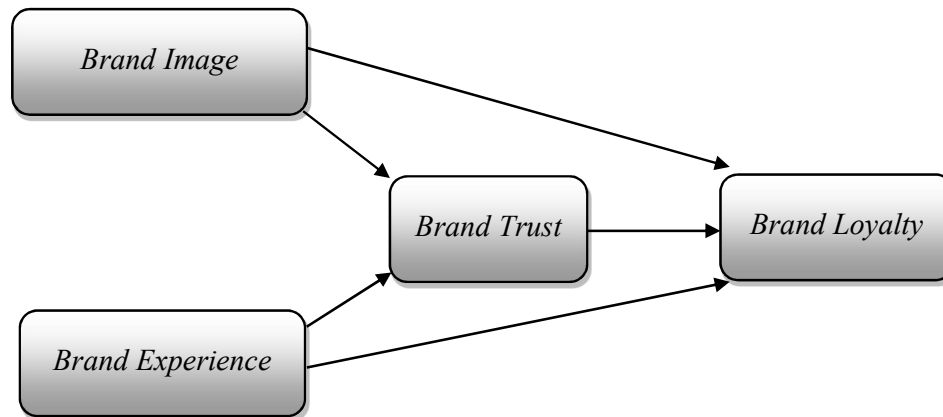


Figure 2.1. Research Conceptual Framework

III. RESEARCH METHOD

3.1. Research Strategy

The research strategy is a framework or plan used to collect, measure, and analyze data based on research study questions (Sekaran and Bougie, 2016: 95). The method used in this research study is to use descriptive research methods and causality.

3.2. Population and Sample Research

This discussion is about the sampling method used to find out how many samples to be studied. The sampling technique in this study uses non probability sampling. In this form the elements in the population do not have the same likelihood or probability of being selected as sample subjects (Sekaran and Bougie, 2016: 252). And the author himself uses accidental sampling in this study. This sample is a sampling technique based on chance, that is, anyone who accidentally meets the researcher who can be used as a sample, if the researcher views the person who happened to be met is suitable as a data source (Sugiyono, 2014: 122). In this study, using the MLE (Maximum Likelihood Estimation) method proposed by Hair et al. (2014: 100) "The researcher generally would not factor analyze a sample of fewer than 50 observation and preferably the sample size should be 100 or large." So based on the reference assumptions put forward by Hair, this study will use as many as 100 respondents with sample criteria. The criteria for this study focus on:

1. Respondents are buyers, users as well as decision makers using J&T Rawamangun, East Jakarta courier services.
2. Was visiting at J&T Rawamangun, East Jakarta.

3.3. Data Analysis Methods

In this study, path analysis is used, which is one of the analytical techniques used in quantitative research. Path analysis, developed based on a series of writings from the 1920s to 1960s by the brilliant geneticist Sewall Wright, is an applied form of multi-integration analysis that helps make it easier to test hypotheses about the complex relationships between variables. In the path, the correlation between variables is related to the parameters of the model which are represented by the path diagram.

According to Sarwono (2013), the path analysis technique developed by Sewall Wright is actually a development of a correlation technique which is broken down into

several interpretations of the consequences it causes. Path analysis is closely related to multiple regression, so multiple regression is a special form of path analysis.

This technique is known as causing modeling. Ghozali (2014), explains that path analysis is a further development of multiple and bivariate regression analysis. Path analysis wants to test regression equations that involve several exogenous and endogenous variables at once so that it allows the examiner to determine the mediating or intervening variables between the intermediate variables.

In addition, path analysis can measure direct and indirect relationships between variables in the model. Path analysis is used to analyze patterns of relationships between variables in order to determine the direct and indirect effects of a set of independent (exogenous) variables on the dependent variable (endogenous). And the analysis model This path can be used if in theory the research believes that the variables analyzed have a causal effect pattern.

According to Sunjoyo (2014) The assumptions underlying the path analysis include:

1. The relationship between variables must be linear and additive.
2. The sample size which is sufficient should be above 100.
3. The pattern of relationships between variables is recursive (one way).
4. Interval scale data.

In path analysis there are several basic concepts and terms:

1. Path model
The path model is a diagram that connects the independent, intermediate and dependent variables. The relationship pattern is shown using arrows. Single arrows show the cause-and-effect relationship between exogenous or intermediate variables with one or more dependent variables. also relates error (residual variable) with all endogenous variables respectively. Double arrows show the correlation between pairs of exogenous variables.
2. Exogenous Variables
Exogenous variables in a path model are all variables for which there are no explicit causes or in the diagram there are no arrows indicating their direction, other than in the measurement error section. If the exogenous variables are correlated, the correlation is shown by a double-headed arrow connecting the variable.
3. Endogenous Variables
It is a variable that has arrows pointing towards this variable. The variables included in it include all intermediate and dependent variables. Endogenous intermediate variables have arrows pointing towards it and from the direction of these variables in a path diagram model. The dependent variable is only have a path child heading towards him.

In this study, the presentation of data using tables, in order to make it easier for research to analyze and understand the data so that the data presented is more systematic.

3.3.1 Data Processing Methods

In this study, data processing used path analysis with the partial least square method using the SmartPLS 3.0 program.

The analysis on SmartPLS is carried out in three stages:

1. Outer Model Analysis.
2. Inner Model Analysis.
3. Hypothesis Testing.

3.3.2. Statistical Data Analysis Methods

3.3.2.1. Measurement Model (Outer Model)

Convergent validity of the measurement model with the indicator reflective model is assessed based on the correlation between the item score / component score with the construct score calculated by SmartPLS. The reflective measure is said to be high if it correlates more than 0.70 with the construct to be measured. However, for research in the early stages of developing a measurement scale the loading value of 0.5 to 0.60 is considered sufficient. Discriminant validity of the measurement model with reflective indicators is assessed based on the cross loading measurement with the construct. If the construct correlation with the item of measure is greater than the measure of the other constructs, it will show that the latent construct predicts the size of the block better than the other block sizes.

Another method for assessing discriminant validity is comparing the square root value of Average Variance Extracted (AVE) for each construct with the correlation between the other constructs in the model. If the AVE root value of each construct is greater than the correlation value between constructs and other constructs in the model, then it is said to have good discriminant validity. This measure can be used to measure the reliability of the latent variable component score and the results are more conservative than composite reliability.

It is recommended that AVE value should be greater than 0.50. Composite reliability, which measures a construct, can be evaluated with two kinds of measures, namely composite reliability and Cronbach's Alpha. The assessment of composite reliability is done by looking at the output from the view of latent variable coefficients. From this output, the criteria are seen from two things, namely composite reliability and Cronbach's alpha. The value of composite reliability and Cronbach's alpha value > 0.70 can be said to be reliable.

3.3.2.2. Structural Model Analysis (Inner Model)

This evaluation includes test fit model (model fit), path coefficient, and R2. Model fit test is done before testing the significance of the path coefficient and R2. This fit model test is used to determine whether a model has a fit with the data. In the model fit test, there are 3 test indices, namely the average path coefficient (APC), average R-squared (ARS) and average variance factor (AVIF). APC and ARS are accepted with the condition that the p-value is <0.05 and AVIF is less than 5. Furthermore, the results of the path coefficient and R2 can be seen in the direct effect, the results of data processing. The path coefficient is used to find out how much the path coefficient value is. R2 can be seen in the effect size, which is used to determine how much influence the independent variable has on the dependent variable. Next to looking at the R-square value,

3.3.2.3. Hypothesis test

After conducting various evaluations, both the outer model and the inner model, the next step is to test the hypothesis. Hypothesis testing is used to explain and the dependent variable. This test is carried out by means of path analysis on the model that has been made. The results of the correlation between constructs were measured by looking at the path coefficient and its significance level which was then compared with the research hypothesis. To see the results of hypothesis testing simultaneously or collectively, the path coefficient and p-values in the total effects of processing variable data can be seen simultaneously.

A hypothesis can be accepted or must be statistically rejected, it can be calculated through its significance level. The level of significance used in this study is 5%. If the selected significance level is 5%, the significance level or the confidence level is 0.05 to reject a hypothesis. In this study, there is a 5% probability of making a wrong decision and a 95% probability of making a correct decision. The following is used as a basis for decision making, namely:

p-value > 0.05 : then Ho is accepted.

p-value <0.05 : then Ho is rejected.

IV. RESULTS AND DISCUSSION

4.1. Description of Research Object

4.1.1 Description of Research Respondents

Data collection in this study was carried out by distributing questionnaires at J&T Rawamangun. Respondents in this study were users of J&T Rawamangun. Initially, the number of respondents researched was 30 and then researched again as many as 100 service users. The questionnaire began to be distributed to respondents on October 21, 2019. The author's own collection of the questionnaire was carried out in stages depending on the willingness of the respondents to fill out the questionnaire. The amount of return on the questionnaire can be seen in table 4.1 below:

Table 4.1: Questionnaire Return Rate

	amount	Percentage (%)
Questionnaires sent	100	
Questionnaires were returned	100	100%
Questionnaires that can be used (Questionnaire Return Rate)	100	100%

Source: Data processed (2020)

Table 4.1 shows that as many as 30 questionnaires can be used in this study. Furthermore, the data are grouped by age, sex, years of service, and level of experience.

4.1.1.1 Respondents based on age

Respondent data based on age groups at J&T Rawamangun can be seen in table 4.2 below.

Table 4.2: Respondents by age

Age Group	amount	Percentage (%)
<30 Years	78	78%
31-40 Years	18	18%
41-50 years	4	4%
TOTAL	100	100%

Source: Data processed (2020)

Table 4.2 shows that the highest frequency is respondents whose age group is in the <30 years range (78%).

4.1.1.2 Respondents based on gender

Respondent data based on gender in J&T Rawamangun can be seen in table 4.3 below.

Table 4.3: Respondents based on gender

Gender	amount	Percentage (%)
Men	32	32%
Woman	68	68%
TOTAL	100	100%

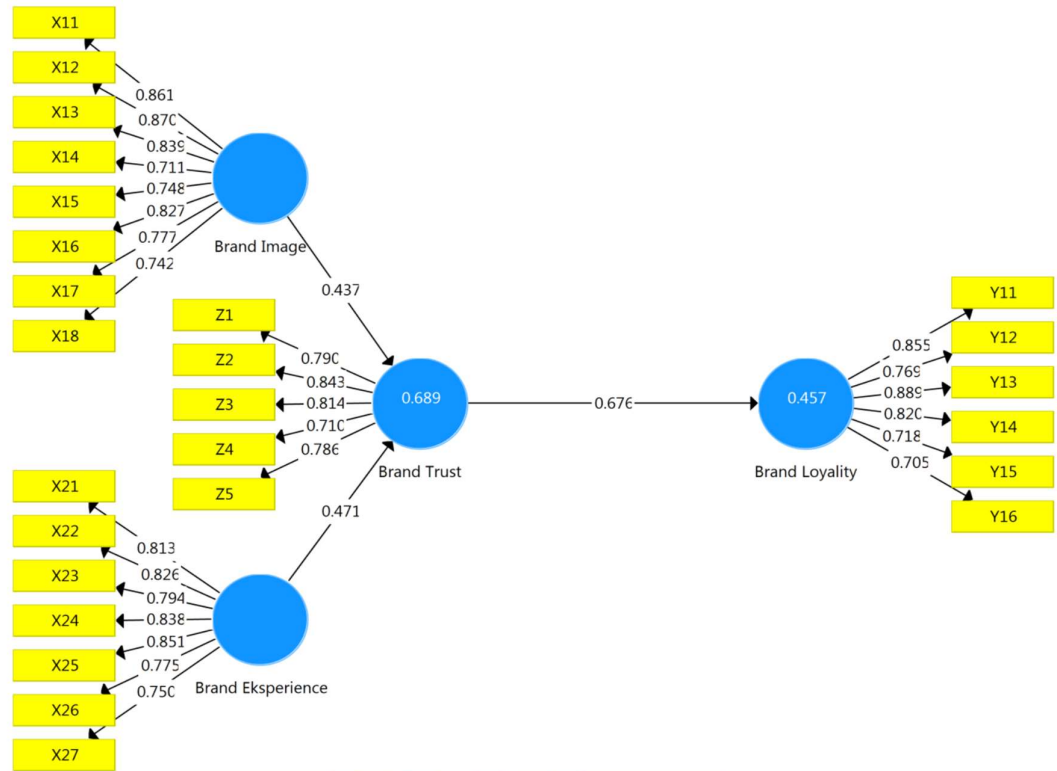
Source: Data processed (2020)

Table 4.3 shows that the highest frequency is female respondents (68%)

4.2 Measurement Model Scheme *Partial Least Square (PLS)*

In this study, hypothesis testing used the Partial Least Square (PLS) analysis technique with the smartPLS program. The following is a schematic of the PLS program model being tested:

Figure 4.1



4.1 Outer Model

4.3 Evaluate the Outer Model

4.3.1 Convergent Validity

Convergent validity means that a set of indicators represents one latent variable and the underlying latent variable. To test the convergent validity, the outer loading or loading factor value is used. An indicator is declared to meet the convergent validity in the good category if the outer loading value is > 0.7 . The following is the outer loading value of each indicator in the research variable:

Table 4.4: Outer Loading Results with the distribution of 30 questionnaires:

	Brand Experience	Brand Image	Brand Loyalty	Brand Trust
X1.1		0780		
X1.2		0.705		
X1.3		0.801		
X1.4		0.759		
X1.5		0.747		
X1.6		0812		
X1.7		0.715		
X1.8		0.723		
X2.1	0814			
X2.2	0.798			
X2.3	0.758			
X2.4	0819			
X2.5	0.821			
X2.6	0.732			
X2.7	0.724			
Y1.1			0.865	
Y1.2			0.736	
Y1.3			0.822	
Y1.4			0.793	
Y1.5			0.703	
Y1.6			0.701	
Z1				0.746
Z2				0811
Z3				0.775
Z4				0.706
Z5				0.728

Table 4.5: Outer Loading Results by distributing 100 questionnaires:

Table 4.4
Outer Loading

	Brand Experience	Brand Image	Brand Loyalty	Brand Trust
X1.1		0.896		
X1.2		0.879		
X1.3		0.845		
X1.4		0.798		
X1.5		0.767		
X1.6		0.837		
X1.7		0.777		
X1.8		0.742		
X2.1	0832			
X2.2	0.835			
X2.3	0.801			
X2.4	0.838			
X2.5	0851			
X2.6	0.775			
X2.7	0750			
Y1.1			0.896	

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Y1.2			0.769	
Y1.3			0.889	
Y1.4			0.820	
Y1.5			0.718	
Y1.6			0.705	
Z1				0.789
Z2				0.843
Z3				0.814
Z4				0.710
Z5				0.786

Based on table 4.4 above, it is known that each indicator of many research variables has an outer loading value of > 0.7. All of the data above is considered sufficient to meet the requirements for convergent validity. The data above shows that there is no variable indicator whose outer loading value is below 0.5, so that all indicators are declared eligible or valid for research use and can be used for further analysis.

4.3.2 Discriminant Validity

This section will explain the results of the discriminant validity test. The discriminant validity test uses the cross loading value. An indicator is declared to meet discriminant validity if the cross loading value of the indicator on the variable is the largest compared to other variables. The following is the cross loading value of each indicator:

Table 4.6: Cross Loading Results with the distribution of 30 questionnaires:

	Brand Experience	Brand Image	Brand Loyalty	Brand Trust
X1.1	0.563	0.816	0.384	0.664
X1.2	0.566	0.829	0.399	0.626
X1.3	0.659	0.847	0.384	0.699
X1.4	0.307	0.709	0.283	0.425
X1.5	0.481	0.724	0.401	0.502
X1.6	0.443	0.799	0.424	0.604
X1.7	0.616	0.765	0.260	0.623
X1.8	0.581	0.729	0.252	0.603
X2.1	0.811	0.525	0.402	0.609
X2.2	0.808	0.455	0.205	0.675
X2.3	0.785	0.425	0.149	0.503
X2.4	0.813	0.752	0.472	0.643
X2.5	0.822	0.499	0.379	0.648
X2.6	0.728	0.464	0.438	0.557
X2.7	0.733	0.647	0.405	0.650
Y1.1	0.373	0.368	0.863	0.579
Y1.2	0.264	0.312	0.743	0.500
Y1.3	0.438	0.386	0.843	0.619
Y1.4	0.170	0.345	0.822	0.419
Y1.5	0.255	0.430	0.700	0.396
Y1.6	0.483	0.270	0.716	0.623
Z1	0.592	0.768	0.492	0.803
Z2	0.543	0.556	0.564	0.812
Z3	0.643	0.495	0.577	0.796
Z4	0.702	0.508	0.475	0.703
Z5	0.538	0.632	0.560	0.772

Table 4.7: Cross Loading Results with the distribution of 100 questionnaires:

Table 4.5
Cross Loading

	Brand Experience	Brand Image	Brand Loyalty	Brand Trust
X1.1	0.563	0.878	0.384	0.664
X1.2	0.566	0.865	0.399	0.626
X1.3	0.659	0.898	0.384	0.699
X1.4	0.307	0.711	0.283	0.425
X1.5	0.481	0.748	0.401	0.502
X1.6	0.443	0.827	0.424	0.604
X1.7	0.616	0.777	0.260	0.623
X1.8	0.581	0.742	0.252	0.603
X2.1	0.823	0.525	0.402	0.609
X2.2	0.826	0.455	0.205	0.675
X2.3	0.794	0.425	0.149	0.503
X2.4	0.838	0.752	0.472	0.643
X2.5	0.851	0.499	0.379	0.648
X2.6	0.775	0.464	0.438	0.557
X2.7	0.750	0.647	0.405	0.650
Y1.1	0.373	0.368	0.896	0.579
Y1.2	0.264	0.312	0.769	0.500
Y1.3	0.438	0.386	0.889	0.619
Y1.4	0.170	0.345	0.820	0.419
Y1.5	0.255	0.430	0.718	0.396
Y1.6	0.483	0.270	0.705	0.623
Z1	0.592	0.768	0.492	0.812
Z2	0.543	0.556	0.564	0.843
Z3	0.643	0.495	0.577	0.814
Z4	0.702	0.508	0.475	0.710
Z5	0.538	0.632	0.560	0.786

Based on the data in table 4.5 above, it can be seen that each indicator in the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the data above, the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

In addition to observing the results of the cross loading value, discriminant validity can also be seen through other methods, namely by looking at the average variant extracted (AVE) value for each indicator, it requires the value to be > 0.5 for a good model.

AVE results by distributing 30 questionnaires:

Table 4.8

Variable	AVE
Brand Experience	0.625
Brand Image	0.613
Brand Loyalty	0.644
Brand Trust	0.656

AVE results by distributing 100 questionnaires:

Table 4.9
Average Variant Extracted (AVE)

Variable	AVE
Brand Experience	0.687
Brand Image	0.645
Brand Loyalty	0.663
Brand Trust	0.674

Judging from the data in table 4.6 above, it is known that the AVE value of Brand Experience, Brand Image, Brand Loyalty and Brand Trust variables is > 0.5 . Thus it can be stated that each variable has good discriminant validity.

4.3.3 Composite Reliability

Reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.6 . The following is the composite reliability value of each variable used in this study:

Composite Reliability results with the distribution of 30 questionnaires:

Table 4.10

Variable	Composite Reliability
Brand Experience	0.879
Brand Image	0.913
Brand Loyalty	0.885
Brand Trust	0.865

Composite Reliability results with the distribution of 100 questionnaires:

Table 4.11
Composite Reliability

Variable	Composite Reliability
Brand Experience	0.929
Brand Image	0.934
Brand Loyalty	0.911
Brand Trust	0.892

Based on the data in table 4.7 above, it can be seen that the composite reliability value of all research variables is > 0.6 . These results indicate that each variable has met the composite reliability, it can be concluded that all variables have a high level of reliability.

4.3.4 Cronbach Alpha

The reliability test with the composite reliability that has been done above can be strengthened by using the Cronbach alpha value. A variable can be declared reliable or meets Cronbach alpha if it has a Cronbach alpha value > 0.7 . The following is a table of Cronbach alpha values for each variable:

Results of Cronbach Alpha by distributing 30 questionnaires:

Table 4.12

Variable	Cronbach's Alpha
Brand Experience	0.892
Brand Image	0.913
Brand Loyalty	0.863
Brand Trust	0.828

Results of Cronbach Alpha by distributing 100 questionnaires:

Table 4.13

Cronbach Alpha

Variable	Cronbach's Alpha
Brand Experience	0.911
Brand Image	0.918
Brand Loyalty	0.884
Brand Trust	0.848

Based on the data table above in table 4.8, it can be seen that the Cronbach alpha value of each research variable is > 0.7. Thus these results indicate that each research variable has met the requirements for the Cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

4.4 Inner Model Evaluation**4.4.1 R Square**

Based on data processing that has been carried out using the smartPLS program, the R-Square value is obtained as follows:

Table 4.14
Value of R Square

	R Square
Brand Loyalty	0.457
Brand Trust	0.689

Judging from the data in table 4.9 above, it can be seen that the R-Square value for the Brand Loyalty variable is 0.457. The acquisition of this value explains that the percentage of Brand Loyalty competencies can be explained by 45.7%. Then for the R-Square value, the Brand Trust variable is 0.689. This value explains that the effectiveness of Brand Trust can be explained by 68.9%.

The value of Q-Square has the same meaning as coefficient determination (R-Square) in regression analysis, where the higher the Q-Square, the better the model can be said. The results of the calculation of the Q-Square value are as follows:

$$\begin{aligned}
 \text{Q-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0.457) \times (1 - 0.689)] \\
 &= 1 - (0.543 \times 0.311) \\
 &= 1 - 0.169 \\
 &= 0.831
 \end{aligned}$$

Based on the results of the above calculations, the Q-Square value is 0.831. This shows the large diversity of research data that can be explained by the research model is 83.1%. While the remaining 16.9% is explained by other factors that are outside this research model. Thus, from these results, this research model can be declared good.

4.4.2 Hypothesis testing

Based on the data processing that has been done, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was carried out by looking at the T-Statistics value and the P-Values value. The research hypothesis can be stated as accepted if the P-Values value < 0.05. The following are the results of hypothesis testing obtained in this study through the inner model:

Table 4.15
T-Statistics and P-Values

	T Statistics	P Values	Result
Brand Image -> Brand Trust	3,127	0.002	Be accepted

Brand Experience -> Brand Trust	3,051	0.002	Be accepted
Brand Trust -> Brand Loyalty	7.005	0.000	Be accepted
Brand Image -> Brand Loyalty Mediated By Brand Trust	2,961	0.003	Be accepted
Brand Experience -> Brand Loyalty Mediated By Brand Trust	2,590	0.010	Be accepted

It can be seen from the data in table 4:10 above, it can be seen that of all the hypotheses proposed in this study, all of them are acceptable because each effect shown has a P-Values value <0.05 . So that it can be stated that the independent variable to the dependent has a significant effect.

4.5 Analysis of Hypothesis Test Results

Based on the results of data processing that has been done to answer the proposed hypothesis, it is known that all hypotheses are accepted. This shows that there is a significant influence between the independent and dependent variables. The following is an analysis regarding the influence of the variables according to the proposed hypothesis:

4.5.1 The Influence of Brand Image on Brand Trust

From the results of hypothesis testing, it is known that the P-Values that form the effect of brand image on brand trust is 0.002 plus a positive T-Statistics value, so it is stated that brand image has a positive effect on brand trust. The path coefficient test results in the evaluation of the inner model scheme, it is known that the effect of brand image on brand trust has the second strongest level of significance of the five influences among other variables with a T-Statistics value of 3.127.

This means that the better or higher the brand image of a brand in the consumer's view, the brand trust that is formed in the consumer's view will also be good or high, and vice versa, if the brand image of the company decreases, the brand trust formed in the consumer's view will also decrease. . The building of trust in a brand cannot be separated from the brand image itself, where the brand image can be interpreted as the vision and belief that is hidden in the minds of consumers as a reflection of the associations that are held in consumers' memories (Kotler, 2002).

Based on these results, brand image has an important role in forming a perception that will affect trust in a brand. The results of this study are in line with Mutiara's (2017) research on "The Influence of Communication and Image on Loyalty Mediated by Brand Trust in Courier Service Companies (Study on Service Users of PT Jalur Nugraha Ekakurir in Bandar Lampung)" which shows the results that brand image (brand image) has a positive and significant effect on brand trust.

4.5.2 The Influence of Brand Experience on Brand Trust

The results of the path coefficient test based on the T-Statistics value show that the results are positive at 3.051. The p-value test results show a value of 0.002 which means <0.05 , there is a significant influence. This indicates that there is a significant positive effect of brand experience on brand trust.

Experiences that can generate consumer confidence can be created by the seller or the company. However, to create an experience that can inspire that trust, the seller or company must have several characteristics such as creating a good outlet atmosphere and impression, products that provide a different experience, maximum service. This aspect makes consumers have high trust in the seller or the company.

These results support the research conducted by Andrey Olaf (2016), which concluded that brand experience has a significant effect on brand trust.

4.5.3 The Influence of Brand Trust on Brand Loyalty

The result of the path coefficient test based on the T-Statistics value shows that the result is positive at 7.005. The p-values test results show a value of 0,000 which means <0.05, there is a significant effect. This indicates that there is a significant positive effect of brand trust on brand loyalty.

Consumer trust in a brand plays a secondary role in loyalty. Consumer trust in a product is an overall impression of what people think and know about a product so that trust in a product has a lot to do with belief, namely how consumers believe that a product is at the top level in the product level.

This means that the better or higher the brand trust (brand trust) of a company or brand in the eyes of consumers, it will form brand loyalty (brand loyalty). Trust in a brand is the willingness to trust a brand at all costs because of the expectations promised by the brand in providing positive results for consumers. If a brand is able to meet consumer expectations or even exceed consumer expectations and provide quality assurance at any time of use and the brand is part of itself, this is an influence of brand trust on the formation of brand loyalty. So brand trust will be easier to form, brand trust will determine consumer trust in a brand and trust has the potential to create high-value relationships.

The results of this study are relevant to the results of research by Mira Anisa (2016) on "The Influence of Brand Image, Brand Trust, Customer Satisfaction on Brand Loyalty in Courier Services" which also states that brand trust has a positive and significant effect on brand loyalty. .

4.5.4 The Influence of Brand Image on Brand Loyalty is Mediated by Brand Trust

The results of the path coefficient test based on the T-Statistics value show that the results are positive at 2.961. The p-value test result shows a value of 0.003 which means <0.05, there is a significant effect. This indicates that there is a significant positive effect of brand image on brand loyalty through brand trust.

A good brand image for a brand is very important. Because it is able to make consumers repeat the use of the brand so that it can be said that customer loyalty is realized. A loyalty begins with trust, if consumers believe in a brand with a good image, it will encourage consumers to always use the brand. The trust that is difficult for customers to place on a brand is an important point for a brand. This is an important job for brands to create a good brand image, which is classy and inviting, so as to provoke consumer confidence in the brand. A brand also needs consumer loyalty which is based on trust. It is also said that a strong trust formed by a brand towards consumers is able to increase the image of a brand towards the high consumer loyalty to the brand. So it can be concluded that brand trust has an effect in mediating brand image on brand loyalty. This is relevant to research by Rosmauli Trivena (2018) which states that brand image has a positive effect on brand loyalty through brand trust.

4.5.5 Influence Brand Experience Against Brand Loyalty Mediated by Brand Trust

The results of the path coefficient test based on the T-Statistics value show that the results are positive at 2.590. The p-value test result shows a value of 0.010 which means <0.05, which means that there is a significant effect. This indicates that there is a significant positive effect of brand experience on brand loyalty through brand trust.

Brand experience is defined as the sensation, response or feeling generated by the brand through brand design, marketing communications that can be felt by consumers. Brand experience begins when consumers search for products, buy, receive services, and consume products. If from this experience the consumer feels satisfied with a brand, then there is a re-purchase or reuse and feels trust in one brand, this is called brand trust or trust in a brand. As said before, high consumer confidence will determine strong consumer loyalty to a brand. So brand trust will be high if the brand experience felt by consumers is also high so that it will lead to loyalty to a brand.

4.6 Based on Previous Research Results

It can be seen from the test results above that it can be concluded that previous research which is in line with the research I tested is the 3rd previous research by Mira Annisa (2016) which was accredited A with the title "The Effect of Brand Image, Brand Trust and Consumer Satisfaction on Brand Loyalty in Courier Services (Case Study on Pos Indonesia Customers at the Faculty of Economics, Yogyakarta State University) ". And the fifth previous research by Adi Wahyu Nugroho and Budi Sudaryanto (2013) accredited A with the title "The Effect of Service Performance, Trust and Satisfaction on Consumer Loyalty in Using Freight Forwarding (Case Study at Hira Cargo Semarang Branch)".

It can also be concluded that previous research which contradicts the research I tested is the previous research 1st research by Mutiara (2017) which was accredited A with the title "The Influence of Communication and Image on Loyalty Mediated by Brand Trust in Fast Transfer Service Companies Services of PT. Nugraha Ekakurir Line in Bandar Lampung) ". And the second previous research by Andrey Olaf Yeriko Panjaitan, Rofiaty, Sudjatno (2016) accredited A with the title "The Effect of Brand Experience on Brand Loyalty through Mediation of Brand Satisfaction and Brand Trust (Study on Courier Services in Malang City)"

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the results of the research and discussion that has been carried out in chapter IV showing the answers to the formulation of the problems expressed in chapter I, the following conclusions are obtained in this study:

1. PLS analysis results show that the brand image variable has a significant positive effect on brand trust in J&T in Rawamangun. It can be concluded that the better or higher a brand image of a brand is seen by consumers, the brand trust that is formed in the view of consumers will also be good or high, and vice versa.
2. The results of PLS analysis show that the brand experience variable has a significant positive effect on brand trust in J&T in Rawamangun. It can be concluded that the better the brand experience that is felt by consumers, the higher consumer confidence in a brand.
3. The PLS analysis results show that the brand trust variable has a significant positive effect on brand loyalty at J&T in Rawamangun. It can be said that if brand trust in consumers increases, it tends to increase consumer loyalty to a brand.
4. The results of PLS analysis indicate that the brand trust variable has a significant positive effect in mediating brand image on brand loyalty. This suggests that a strong trust formed by a brand towards consumers is able to increase the image of a brand towards the high consumer loyalty to that brand.
5. The results of PLS analysis show that the brand trust variable has a significant positive effect in mediating brand experience on brand loyalty. Thus, the better and the increased brand trust caused by the better brand experience, it tends to increase consumer loyalty to the brand

5.2 THEORETICAL IMPLICATIONS

Variables Brand Image, Brand Experience, and Brand Trust are additional variables to see the factors that affect Brand Loyalty, in addition to communication factors, customer satisfaction and service quality.

Brand Image regarding Brand Loyalty, supported by Brand Experience and Brand Trust which have an impact on the Brand Loyalty variable. These three factors shape consumer awareness about choosing a good quality courier service.

Marketing is an activity that is interconnected and continuous in planning, pricing, promoting, and distributing goods or services to meet consumer needs and activities.

Marketing is the parent of the brand image which has an important role in the company, because marketing deals directly with consumers, the environment outside the company, and other corporate environments. Marketing is part of the activities that need to be carried out in increasing the business and survival of the company.

Brand Image itself is everything that influences how a company is accepted and understood by all market segments, which is symbolized by consumers through trust, behavior, attractiveness and association to the company.

The brand image indicator according to Aaker and Biels (2013: 4) consists of 3 indicators, as follows:

1. The image of the maker (corporate image), which is a set of associations that consumers perceive the company that makes a product or service. In this study, the image maker includes: popularity, credibility and company network.
2. User image, which is a set of associations that consumers perceive to users who use a good or service. Includes: the wearer himself, lifestyle / personality, and social status.
3. Product image, which is a set of associations that consumers perceive a product. Includes product attributes, benefits for consumers, users, and guarantees.

Brand experience is defined as the sensation, feeling, cognition and consumer responses generated by the brand, related to the stimuli generated by the brand design, brand identity, marketing communications, people and the environment the brand is marketed to.

Brand experience begins when consumers search for products, buy, receive services and consume products. Brand Experience can be felt immediately when consumers consume and buy products. Brand experience can be felt indirectly when consumers see advertisements or when marketers communicate products through the website.

Brand Trust (brand trust) is an important mediator factor on customer behavior before and after purchasing a product; and it causes loyalty and strengthens the long-term relationship between the two parties. Brand trust can be defined as the willingness of an average consumer to rely on a brand's ability to perform the functions it states.

Brand Loyalty can be concluded as a brand that has provided satisfaction to customers so that customers will buy products with the same brand and there will be repeated purchases of these brands without seeing other brands.

5.3 SUGGESTION

This research has been carried out optimally, but there are still limitations. The suggestions for further research are:

1. Future studies can improve the limitations of the existing research in this study by increasing the number of samples or replacing samples in order to get maximum results.
2. The data collection method used in this study is a questionnaire, so that the data collected is likely to be subjective. For further research, other methods can be carried out to obtain more comprehensive information.
3. It is hoped that in future studies it can expand the sampling area of research, not only in one area so that trends can be seen in other regions.

5.4 RECOMMENDATION

The results of research that have been carried out in the previous chapters form the basis for researchers to provide several recommendations

1. Image, Brand Experience, and Brand Trust need to be improved, because these three variables have a significant impact on Brand Loyalty. For this reason, it is necessary to have public awareness in choosing the right courier service for the delivery of goods.

2. For all courier services, services should be further improved in delivering goods, so that customers feel satisfaction using the chosen courier service.

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