

A Branding Strategy For Audience Enhancement

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Abstract

The purpose of this study is to investigate the direct impact of brand experience on brand image, satisfaction, and brand image in the setting of shopping center visitors. The study's participants were 20-year-old or older visitors to shopping centers or malls. A purposive sampling strategy was used to choose 235 respondents for the study. PLS-SEM is used to examine the instrument's validity and reliability, as well as the study hypotheses. Hypothesis testing revealed that brand pleasure mediates the association between brand experience and brand image. In addition, brand trust mediates the link between brand experience and brand image. Theoretically, this study helps to our knowledge of how these components interact to shape brand image. Practically, the results of this study may be utilized to develop tactics for increasing visitor loyalty to retail centers or malls.

Keywords: Brand Image, Brand Relationship Quality, Customer Experience Management

Introduction

Good brand image management has important strategic benefits for the company. In the middle intense business competition, brand image can become main competitive advantage. A unique brand image makes it easier to identify a company's products and services, creating differentiation. A strong brand image also creates barriers to entry for new competitors and supports product development through brand extension strategies. (Sovianti,2023).

Commitment is a form of customer attachment to a product, where high brand commitment is reflected by the customer's desire to maintain a long-term relationship with the brand. This relationship can be shown by loyal behavior towards the brand (brand image).

In this study, researchers adopted the BRQ concept to form the basis of a conceptual model framework that can be used for analysis the relationship between trust, satisfaction and commitment in the form of customer loyalty to a brand.

To complete In the basic BRQ model adopted, the researcher added a determinant variable, namely brand experience which is thought to have a role in creating trust and satisfaction with a person brand. The conceptual model framework that is formed will be tested for its suitability in describing the relationships between these constructs in shopping center customer object.

Brand experience is also a potential effort as a solution to the challenges of the increasing growth of online marketplaces in throughout the pandemic. This challenge requires mall managers to implement strategic steps right to attract the interest of returning visitors shop physically. Based on the CEM perspective, shopping centers that can create a unique and interesting shopping experience can give a positive impression of the shopping center. To create this shopping experience, shopping centers can provide a comfortable shopping environment with a unique and attractive layout, provide good customer service, and organize memorable activities or events for visitors. Based on these conditions, researchers feel that the post-pandemic recovery period is the right time to obtain information regarding the quality of brand experience creation that shopping center or mall managers carry out.

The research objects are visitors from shopping centers in the West Java region, with the main priority being the City of Bandung and the City Cimahi. The research location was chosen because these two cities have the highest population density for the West Java region. Purposive random method.

Sampling was used to select research respondents, with the criteria being more than 18 years old and having visited the same shopping center at least 3 times. The number of respondents determined was a minimum of 235 people in accordance with the minimum research sample recommendation for SEM-PLS analysis presented by (Hair Jr et al., 2021). All research hypotheses are accepted because they have t-statistics values that are higher than the t-table values in the sample data. The results of hypothesis testing show that brand satisfaction mediates the relationship between brand experience and brand image. Apart from that, brand trust also mediates the relationship between brand experience and brand image.

The BRQ concept explains that customer commitment to a brand is generated by the customer's trust and satisfaction with the brand. If the value provided by the brand in the form of products or services can exceed the expectations expected by customers before consuming or interacting with the brand, then satisfaction with the brand will be created. In various types of products or services, customer satisfaction has become one of the main determinants of customer loyalty (Sovianti et al., 2021).

Methods

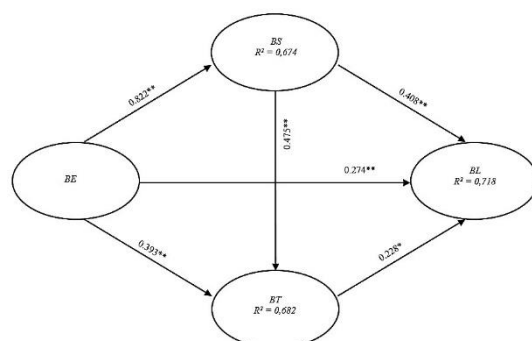
Partial Least Square (PLS) analysis is used for the process of analyzing data that has been collected through research instruments. There are three stages of analysis for the data collected in this research, namely: outer model analysis, inner model analysis, and hypothesis analysis. All data analysis was carried out using SmartPLS 3.6 software.

Results and Discussion

	BE	BL	BS	BT
Brand Experience	0.847			
Brand Image	0.787	0.916		
Brand Satisfaction	0.822	0.814	0.927	
Brand Trust	0.782	0.767	0.797	0.897

All hypotheses offered in this research were approved since their t-statistics values exceeded the t-table values for sample data, totaling more than 235.

The first hypothesis proposes that brand satisfaction has a major impact on brand image. The outcomes of research hypothesis testing have been shown to have an impact on brand image. Thus, the findings are consistent with prior studies (Sovianti et al., 2021). These studies suggest that when people are pleased with their experience with a brand, they become more loyal and committed to that brand. Positive encounters that lead to satisfaction help to build trust in a brand. Brands may create long-term connections with consumers by assuring their satisfaction with products and services. This leads to increased loyalty and support.



The findings of evaluating the first hypothesis of this study reveal that brand trust has an effect on brand image. These results indicate that brand trust is an important aspect in developing consumer commitment to the brand, which manifests itself as customer loyalty. When people trust a brand, they become more loyal and dedicated to it. They are convinced that the brand will continue to provide the promised value, making them more inclined to retain a long-term engagement with it.

The second hypothesis, that brand experience has a major impact on brand image, was confirmed as positive and significant. These results align with prior study (Sovianti, 2021).

These results demonstrate that a brand's capacity to give a favorable quality experience across several dimensions (sensory, emotional, intellectual, and behavioral) is a significant determinant in consumer loyalty. When consumers have pleasant and fulfilling interactions with a brand throughout their purchase journey, they are more likely to become loyal and committed customers. This is evident in actions such as recurrent purchases, brand recommendations to others, and aversion to moving to rival brands.

Brand experience has been shown to have a favorable impact on brand satisfaction. Show that brand experience has a major impact on brand trust. The results are consistent with Pabla's study and Soch's (2023). Customers are more happy with brands that provide a good and gratifying experience. This serves as a solid basis for enhancing client satisfaction with the brand, which is critical in sustaining and building customer relationships.

Brand experience has been shown to have a beneficial influence on brand trust. Our results indicate that brand experience has a significant impact on brand trust significant. The findings of this study are consistent with research done by Moraga et al. (2021), who discovered that consistency in creating favorable experiences had an impact on consumer trust.

The final hypothesis is that brand trust serves as a mediator between brand connections, experience, and image. This concept suggests that confidence in a brand acts as an intermediate between brand experience and image. Positive consumer experiences with a brand may lead to increased loyalty and trust. This trust is essential in developing long-term connections between consumers and brands, which are the hallmarks of customer loyalty.

Conclusion

This study concludes that brand satisfaction has a major impact on brand image. This discovery supports the findings of prior study by Sovianti et al. (2021). The findings of this study also demonstrate that brand satisfaction has a substantial impact on brand trust.

Thus, the findings are consistent with earlier studies (Al-Ansi & Han, 2019; Chen & Phou, 2013). These studies suggest that when consumers are happy with their brand experience, they are more likely to trust the brand. Then, according to this study, brand trust influences brand image. These results indicate that brand trust is an important aspect in developing consumer commitment to a brand, which manifests itself as customer loyalty. Between brand experience and brand image.

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