

Brand Experience, Brand Trust, and the Effect on Brand Loyalty (Study of Mie Gacoan Restaurants in Jakarta)

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Abstract

The food industry in Indonesia continues to grow, proven by the increase in gross domestic product (GDP) from the food and beverage industry of IDR 206.19 trillion in the first quarter of 2020. Jakarta as a metropolis has facilities in support of food industry growth, and one of the businesses that provides food and beverages in the form of restaurants in Jakarta is the spicy noodle restaurant Mie Gacoan. This restaurant has a phenomenon of long queues of customers ordering it. This study aims to analyse the impact of brand experience and the trust in the brand on the brand loyalty in Mie Gacoan restaurants in Jakarta. The research data was collected through the distribution of questionnaires to 110 respondents who are customers of Mie Gacoan in Jakarta. Findings indicate that brand experience and brand trust have a positive and significant influence on brand loyalty in Jakarta's Mie Gacoan restaurants. Brand experience influences brand loyalty 53.4%, while brand trust influences brand loyalty 45.8%. At the same time, the share of brand experience and brand trust in brand loyalty is 57.3%. While other variables not included in this study account for the remaining 42.7%.

Keywords: brand experience; brand trust; brand loyalty; restaurant

Abstrak

Industri makanan di Indonesia terus berkembang, di mana dapat dilihat dari meningkatnya Produk Domestik Bruto (PDB) industri makanan dan minuman, yaitu sebesar Rp 206,19 triliun pada periode kuartal I/2023. Jakarta sebagai kota metropolitan sangat mendukung pertumbuhan industri makanan melalui fasilitas kota yang lengkap. Salah satu industri makanan yang tumbuh dan berkembang adalah restoran Mie Gacoan. Fenomena yang cukup mencengangkan dari restoran ini adalah antrian panjang konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *brand experience* dan *brand trust* terhadap *brand loyalty* pada restoran Mie Gacoan di Jakarta. Data dikumpulkan melalui penyebaran kuesioner pada 110 responden pelanggan Mie Gacoan di Jakarta. Hasil penelitian menunjukkan bahwa *brand experience* dan *brand trust* memiliki pengaruh positif dan signifikan terhadap *brand loyalty* pada restoran Mie Gacoan di Jakarta. Pengaruh *brand experience* sebesar 53.4% terhadap *brand loyalty*, sedangkan *brand trust* adalah sebesar 45.8%. Secara simultan, besarnya *brand experience* dan *brand trust* terhadap *brand loyalty* adalah sebesar 57.3%. Sedangkan sisanya 42.7% ditentukan oleh variabel lainnya yang tidak ikut dihitung dalam penelitian ini.

Kata Kunci: brand experience; brand trust; brand loyalty; restoran

INTRODUCTION

Business growth trends in the food industry in Indonesia continue to experience significant development, proven by the increase in gross domestic product (GDP) from the food and drink industry amounting to IDR 206.19 trillion in the first quarter of 2023. As Statistics Indonesia stated, this value grew by 5.33% compared to the same period last year (y/y), amounting to IDR 195.75 trillion. Jakarta, as a metropolitan city, has facilities for the above-mentioned conditions. The culinary sector in Jakarta still provides opportunities for restaurant entrepreneurs, according to data from the Statistics Indonesia on the number of medium and large food and beverage providers by province and type of business in 2021, which shows that Indonesia has a total of 9,026 food and

beverage providers consisting of various types of businesses, including restaurants or eateries, catering, and other food and beverage providers. Of this number, 4,088 establishments are in Jakarta, which is the centre of culinary activity and business development in Indonesia. This makes Jakarta the province with the largest number of food and beverage service providers out of 34 provinces in Indonesia.

Provinsi Province	Jenis Usaha/Business Type			Jumlah Total
	Restoran/ Rumah Makan Restaurant	Katering Catering	PMM Lainnya Others	
(1)	(2)	(3)	(4)	(5)
1. Aceh	9	1	9	19
2. Sumatera Utara	117	-	19	136
3. Sumatera Barat	100	3	51	154
4. Riau	296	14	149	459
5. Jambi	37	2	3	42
6. Sumatera Selatan	231	20	56	307
7. Bengkulu	24	-	8	32
8. Lampung	68	2	15	85
9. Kep. Bangka Belitung	26	-	2	28
10. Kepulauan Riau	75	3	23	101
11. DKI Jakarta	3.062	37	989	4.088
12. Jawa Barat	784	34	183	1.001
13. Jawa Tengah	342	17	69	428
14. D.I. Yogyakarta	170	7	42	219
15. Jawa Timur	432	40	122	594
16. Banten	295	4	63	362
17. Bali	247	8	56	311
18. Nusa Tenggara Barat	24	1	5	30
19. Nusa Tenggara Timur	17	-	5	22
20. Kalimantan Barat	37	-	3	40
21. Kalimantan Tengah	33	2	13	48
22. Kalimantan Selatan	80	7	20	107
23. Kalimantan Timur	80	26	20	126
24. Kalimantan Utara	1	2	-	3
25. Sulawesi Utara	30	-	4	34
26. Sulawesi Tengah	3	6	3	12
27. Sulawesi Selatan	74	2	37	113
28. Sulawesi Tenggara	13	1	2	16
29. Gorontalo	17	-	11	28
30. Sulawesi Barat	1	-	-	1
31. Maluku	15	1	9	25
32. Maluku Utara	17	-	2	19
33. Papua Barat	4	1	-	5
34. Papua	19	2	10	31
Indonesia	6.780	243	2.003	9.026

Figure 1. Number of enterprises providing food and drink on a large and medium scale by province and type of business in 2021

Source: Statistics Indonesia (2021)

One of the companies offering food and drink in the form of restaurants in Jakarta is a spicy noodle restaurant, Mie Gacoan. This noodle restaurant is known for its spicy taste and is very popular among consumers, especially the younger generation. This restaurant has managed to achieve a high level of popularity compared to its competitors. The noodles served at this restaurant have an appetising taste and a distinctive spicy flavour. Apart from noodles, this restaurant also serves a variety of other dishes, including dim sum and various types of appetising cold drinks (ice). Different variations of this drink can enrich the experience of eating delicious spicy noodles. Mie Gacoan's growth rate can be seen in its rapid business expansion. The consumption behaviour of the Indonesian people is quite large in terms of types of food that contain carbohydrates. Noodles are one of the carbohydrate-containing foods popular with Indonesians. Based on data from the World Instant Noodles Association (WINA) cited by DataIndonesia.id as of 13 May 2022, noodles consumed in Indonesia

are expected to reach 13.27 billion in 2021. Indonesia is just below China/Hong Kong with 43.99 billion instant noodles consumed.

Currently, Mie Gacoan restaurants are present in several major cities in Indonesia. The restaurant has opened dozens of outlets in various cities in Indonesia, including Jakarta, West Java, Yogyakarta, Central Java, East Java, and Bali. In Jakarta itself, there are at least 3 outlets that have been established, including Mie Gacoan Tebet, located at Jl. Tebet Raya No.35, Tebet District, South Jakarta, then Mie Gacoan Bintaro, located at Jl. Raya Health No.5A, Bintaro, Pesanggraan District, South Jakarta, and finally the Mie Gacoan JGC outlet, located at Jl. Jakarta Garden City Boulevard, Cakung District, East Jakarta. The following is a list of menus and prices taken from one of the Mie Gacoan outlets in Jakarta.

Table 1. Menu list and prices of Mie Gacoan restaurants

	Menu	Price
Noodle	Mie Suit	10k
	Mie Hompimpa Level 1-4	10k
	Mie Hompimpa Level 6-8	10.9k
	Mie Gacoan level 0-4	10k
	Mie Gacoan level 6-8	10.9k
Dim sum	Siomay	9,1k
	Udang Rambutan	9.1k
	Udang Keju	9.1k
	Lumpia Udang	9.1k
	Pangsit Goreng	10k
Beverage	Es Gobak Sodor	9.1k
	Es Teklek	5.9k
	Es Sluku Bathok	5.9k
	Es Petak Umpet	9.1k
	Mineral	4.1k
	Lemon Tea	5.9k
	Milo	8.2k
	Orange	5.0k
	Es Tea	4.1k
	Tea Tarik	6.4k
	Vanilla Latte	8.2k
	Thai Tea	8.2k
	Thai Green Tea	8.2k
	Es Coklat	8.2k

Source: Data from Mie Gacoan, East Jakarta

Mie Gacoan Restaurant has a phenomenon related to long queues when consumers want to order. Consumers can spend 1 hour in line to buy Mie Gacoan products. Not only during the grand opening of the restaurant, but there are also always long queues. This phenomenon reflects the extraordinary enthusiasm of consumers for this brand. Consumers are willing to spend hours tasting the Mie Gacoan dish, and the long queues that continue to occur can also indicate that consumers are very likely to make repeat purchases. This means that consumers don't just come to a restaurant once to try a dish but come back for more after their first experience. This allows consumers to be able to feel emotionally involved with the brand and feel satisfied with the experience they receive. It is important to remember that a positive brand experience also creates

consumer loyalty. This is consistent with previous research by Kusuma (2014) and Gultom & Hasibuan (2021), who found that brand experience positively and significantly impacts brand loyalty in a study of Harley Davidson and the use of Apple-branded smartphones. The consumers of Mie Gacoan consume this product both dining-in and take-away, so in this case the consumers have the experience of the Mie Gacoan brand without being influenced by the location and environment of the restaurant. Aside from consumer queues, Mie Gacoan has also been widely discussed regarding the halal certification of its products, especially when the restaurant was first established. In this case, a halal certificate is not only about the halalness of the product, but also about brand trust and integrity. Halal certification can provide additional reassurance to customers, especially those who are really concerned about food choices. Transparency in communicating halal certification status can build consumer trust. Companies also need to ensure that information about the halal status of their products is easily accessible and understood by customers. Based on this description, the brand trust aspect is important to include in this research, especially in Jakarta. Based on this background, this study will focus on investigating the impact of brand experience and trust on brand loyalty in Mie Gacoan restaurants in Jakarta.

LITERATURE

Brand

A brand is a term often used in the world of marketing and business to refer to the identity or image of a product, service, or company. Kotler & Keller (2016) stated that a brand is a name, term, sign, symbol or design, or a combination of the foregoing which is intended to identify the goods or services of a seller or group of sellers and to distinguish them from those of their competitors. Another author argued that branding is a concept which is intimately linked to the image and reputation of a product or location, that is, observed, valued and managed reputation (Anholt, 2016).

According to Kotler (2002) brands have six dimensions, the first being attributes, which are physical or functional characteristics associated with the brand's products or services and include features such as colour, size, design, and technical specifications. The second dimension is benefits, which are the positive results that consumers achieve when they use the brand's products or services. The third dimension is values, which reflect the principles, beliefs or values associated with the brand, such as environmental sustainability, integrity, or innovation. The fourth dimension is culture, or the way in which a brand is associated with a particular culture or subculture. The fifth dimension is personality or brand personality, which is the psychological characteristics associated with the brand. The final dimension is user, which describes how the brand's products or services are used by consumers. This can include how the product is used in everyday life or in specific situations.

Brand Experience

Brakus et al. (2009) stated that consumers' sensations, feelings, emotions, perceptions, and reactions are defined as the brand experience generated by a brand with respect to the stimuli created through brand design, brand identity, marketing communications, people, and the environment in which they live, where the brand is marketed to the public. Brand experience starts with consumers' product search, purchase products, receive services and consume goods. The brand experience can be experienced in a direct or indirect way when advertising is seen by consumers or when marketers use websites to communicate their products. The sensory, affective, behavioural and intellectual dimensions of the brand experience are as follows.

Sensory is a person's view of goods, services, or other aspects of the service process in the form of images that challenge the mind and senses (Hultén, 2011). Aesthetics and sensory attributes are both part of the sensory experience (Brakus et al., 2009). The consumer's senses of sight, smell, taste, and touch are all controlled in the sensory dimension of the brand experience (Shamim & Butt, 2013).

Affection is approaching feelings by influencing moods, feelings, and emotions. (Brakus et al., 2009). Brand recognition cannot be limited to an item regarding its functional features, benefits, and quality. This view of brand recognition ignores the nature of brands as rich sources of sensory, emotional, and cognitive associations that provide memorable and satisfying brand experiences. Customers want things that appeal to their senses, that is an inspiration for their hearts and inspiration for their minds. (Variawa, 2010).

Behaviour is how a consumer experiences a brand, including specific actions and behaviours such as using, purchasing, and rejecting the brand (Brakus et al., 2009). Experiences resulting from consumer interactions with a brand are related to actual behaviour, such as purchases, use, or complaints (Lemon & Verhoef, 2016). Meanwhile, Verhoef et al. (2009) defines behaviour as the consumer's experience in performing actions related to the brand, including buying, using, and interacting with the brand in real-life situations.

According to Brakus et al. (2009), intellectual is the experience of a consumer with a brand, which includes understanding and knowledge about the brand, as well as skills and abilities to use the brand's products. A consumer's experience with a brand includes intellectual aspects such as knowledge about the brand, understanding of the product or service and the ability to use the brand.

Brand Trust

Brand trust is consumers' willingness to rely on a brand to achieve its objectives. Consumers build trust in brands based on their positive thoughts and expectations about a brand. Brand trust is defined as customer confidence that is built on the reliability and integrity of a brand, which means that to achieve trust in a brand, the integrity or positioning of the brand in society is required to trust and make final decisions (Chatterjee & Chaudhuri, 2005). According to Kustini (2011), brand trust is measurable by two dimensions, namely viability and intentionality. The viability dimension reflects the view that a brand can meet and satisfy the needs and values of consumers. Satisfaction and value ratings can measure this dimension. If a brand succeeds in meeting or even exceeding consumer expectations, guarantees its quality, and is manufactured by a reputable company, then consumers will have more confidence and choice (Rizan et al., 2012). The dimension of intentionality describes an individual's level of trust and comfort with a brand. This feeling of comfort can be felt by consumers towards the brand based on belief and expectation that brand can provide positive outcomes for them (Lau & Lee, 1999).

Brand Loyalty

Brand loyalty means that a consumer is attached to a brand as well as the preference of consumers who consistently purchase from the same brand for specific products with specific service categories. Rangkuti (2013) stated that brand loyalty has five dimensions as indicators. The first dimension is behavioural measures, which include assessing the extent to which customers frequently repurchase from that brand and how consistently they choose products from a particular brand to meet their needs. The second dimension is the measurement of switching costs to determine customer loyalty to a brand. The third dimension is measuring satisfaction, which is a measure of

customer satisfaction or dissatisfaction and is the most important indicator of brand loyalty. The fourth dimension, measuring brand liking, is love for a brand, trust, and a sense of ownership of the brand, which creates a strong emotional attachment with customers that is difficult for other brands to surpass. The final dimension is measuring commitment, where consumers' love for a brand encourages them to talk about the brand to other people, either at the telling level or at the recommending level.

Model Penelitian

The objective of this study is to analyse the impact of brand experience and brand trust on brand loyalty of Mie Gacoan restaurants in Jakarta, both partially and simultaneously. An illustration of this research model is shown in the following figure.

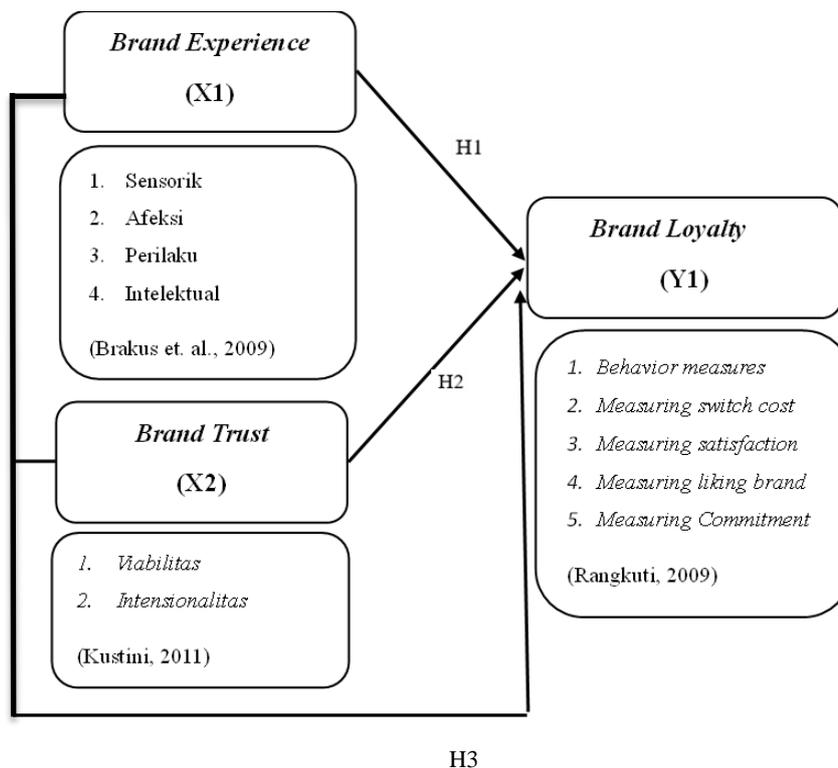


Figure 2. Research Model

Source: Processed

Hypothesis

In this study, the following hypothesis has been formulated:

- H₁ : Brand experience has a significant impact on brand loyalty at Mie Gacoan restaurants in Jakarta.
- H₂ : Brand trust has a significant impact on brand loyalty at Mie Gacoan restaurants in Jakarta.
- H₃ : Brand experience and brand trust both have a significant impact on brand loyalty at Mie Gacoan restaurants in Jakarta.

METHODS

This study was conducted using a quantitative approach and survey methods. All consumers of Mie Gacoan restaurants in Jakarta who visit and enjoy the products are included in this study. The criteria for selecting respondents were all Mie Gacoan consumers in Jakarta aged 16 to 40 years old who had purchased products from Mie

Gacoan branches in Jakarta within the last 1 month using an online form (Google form). Researchers present statements on the questionnaire using a Likert scale from categories 1 (strongly do not agree) to 5 (strongly agree).

RESULTS AND DISCUSSION

Validity and Reliability

The results of the validity test show that all question items used to measure the variables in the study, namely brand experience, brand trust and brand loyalty, have a calculated *r* value greater than the *r* table (0.2960), meaning that all questions can be validated. Similarly, the reliability test results show that all the question items included in the brand experience, brand trust and brand loyalty variables have Cronbach's alpha values greater than 0.60 (≥ 0.60), which means that all the question items used in measuring each research variable can be declared reliable or suitable for use.

Respondent Description

The following is information on the quantity of Mie Gacoan products purchased by consumers (respondents) in Jakarta.

Table 2. Quantity of Mie Gacoan Products Purchased by Consumers in the Last 1 Month

Konsumsi Dalam Sebulan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 3 kali	7	6.4	6.4	6.4
	1 kali	58	52.7	52.7	59.1
	2 kali	32	29.1	29.1	88.2
	3 kali	13	11.8	11.8	100.0
	Total	110	100.0	100.0	

Source: Processed Data

Based on the results in Table 2, the number of purchases of Mie Gacoan by consumers in the last month with 1-time purchase was 58 respondents (52.7%), with 2-time purchase was 32 respondents (29.1%), with 3-time purchase was 13 respondents (11.8%), and with more than 3-time purchase was 7 respondents (6.4%). This shows that most consumers have consumed Mie Gacoan products once in the last month.

Based on the location of purchase of Mie Gacoan products in Jakarta, which consists of three restaurants in three different locations, the data is as follows.

Table 3. Consumer Purchase Locations for Mie Gacoan Products in Jakarta

Lokasi Pembelian					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mie Gacoan Bintaro (Pesanggraan, Jakarta Selatan)	13	11.8	11.8	11.8
	Mie Gacoan JGC (Cakung, Jakarta Timur)	47	42.7	42.7	54.5
	Mie Gacoan Tebet (Tebet, Jakarta Selatan)	50	45.5	45.5	100.0
	Total	110	100.0	100.0	

Source: Processed Data

Based on the above results, it appears that the location where consumers buy Mie Gacoan products in Jakarta is dominated by those who buy them in Tebet, South Jakarta, as many as 50 respondents (45.5%). Then there were 13 respondents (11.8%) who bought their products in Bintaro, while 47 respondents (42.7%) bought products in JGC, Cakung, East Jakarta. This shows that most places where respondents consume Mie Gacoan products are in Mie Gacoan Tebet, South Jakarta.

The following table provides information on the gender of the respondents in this study on Mie Gacoan in Jakarta.

Table 4. Gender of Respondents

		JenisKelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lak-laki	43	39.1	39.1	39.1
	Perempuan	67	60.9	60.9	100.0
	Total	110	100.0	100.0	

Source: Processed Data

From these results most respondents were female, 60.9%. The remaining male respondents made up 39.1% of the total respondents. Meanwhile, the following table shows the age of the respondents.

Table 5. Age of Respondents

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 - 20 tahun	37	33.6	33.6	33.6
	21 - 25 tahun	71	64.5	64.5	98.2
	26 - 30 tahun	1	.9	.9	99.1
	31 - 35 tahun	1	.9	.9	100.0
Total		110	100.0	100.0	

Source: Processed Data

Based on these results, most of the respondents in this study on Mie Gacoan in Jakarta were aged 21-25 years, which is 64.5%. In this case, the age group of 21-25 years is a productive youth age group. Apart from that, young people are known to have high consumption and like new things.

Data relating to the education of those surveyed are presented in the following table 6.

Table 6. Respondents' Education

		Pendidikan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	6	5.5	5.5	5.5
	Pascasarjana (S2/S3)	1	.9	.9	6.4
	Sarjana	9	8.2	8.2	14.5
	SMA/SMK/ sederajat	94	85.5	85.5	100.0
	Total	110	100.0	100.0	

Source: Processed Data

Based on these results, the final education of the respondents in this study on Mie Gacoan in Jakarta was dominated by those with high school/vocational/equivalent education, namely 94 respondents or 85.5%. Then, the employment data of the respondents of Mie Gacoan in Jakarta are presented as follows.

Table 7. Occupation of the Respondent

		Pekerjaan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ibu Rumah Tangga	3	2.7	2.7	2.7
	Karyawan Swasta	14	12.7	12.7	15.5
	Mahasiswa / Pelajar	90	81.8	81.8	97.3
	Pegawai Negeri Sipil	1	.9	.9	98.2
	Wirausaha	2	1.8	1.8	100.0
	Total	110	100.0	100.0	

Source: Processed Data

Based on Table 7, the occupation of Mie Gacoan consumer respondents in Jakarta is dominated by students at 81.8%, followed by private employees at 12.7%, and followed by housewives (2.7%), respectively. entrepreneurs (1.8%), and civil servants 0.9% of the total respondents involved in the research. This shows that most Mie Gacoan consumers in Jakarta are students. This is in line with the campaign conducted by Mie Gacoan through its slogan "Mie Gacoan first, then thesis". This indicates that the target market for Mie Gacoan is students or university students. In addition, the uniqueness of the spicy noodle menu and the price of the product make Mie Gacoan suitable for students' pockets.

Meanwhile, if we look at the monthly income of Mie Gacoan consumers in Jakarta, the results are as follows.

Table 8. Monthly Income

		PemasukanPerbulan			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 2.000.000	72	65.5	65.5	65.5
	> Rp 10.000.000	2	1.8	1.8	67.3
	Rp. 2.000.000 - Rp. 3.000.000	14	12.7	12.7	80.0
	Rp. 3.000.001 - Rp. 4.000.000	6	5.5	5.5	85.5
	Rp. 4.000.001 - Rp. 5.000.000	7	6.4	6.4	91.8
	Rp. 5.000.001 - Rp. 10.000.000	9	8.2	8.2	100.0
	Total	110	100.0	100.0	

Source: Processed Data

The results in Table 8 show that the majority of respondents who are consumers of Mie Gacoan in Jakarta have a monthly income of <Rp 2,000,000. This data is supported by the fact that most Mie Gacoan consumers are still students, most of whom receive their income from pocket money given by their parents. This is confirmed by the results of a survey conducted by the Demographic Institute of the Faculty of Economics and Business, University of Indonesia (LD FEB UI) in 2022, which stated that the average

pocket money for students in Jakarta per month is IDR 500,000 - IDR 1,000,000, while for students it is IDR 1,000,000 - IDR 2,000,000.

Hypothesis Results

The Impact of Brand Experience on Brand Loyalty at Mie Gacoan in Jakarta

The significance value of brand experience variable (X1) on brand loyalty (Y) is $0.003 < 0.05$ and the t-value is $5.361 > t$ -table value 1.982, so H1 is accepted. Thus, brand experience significantly influences brand loyalty in Mie Gacoan restaurants in Jakarta. Brand experiences are conceptually different from brand personality and experiences that influence dimensions such as brand loyalty and customer satisfaction. The main objective of brand experiences is to foster individual interest and trust as well as brand loyalty. In line with these findings, Kusuma (2014) found that brand experience has a significant impact on brand loyalty for the Harley Davidson brand. The better the brand experience, the better the brand loyalty in the eyes of the consumer and vice versa.

The Impact of Brand Trust on Brand Loyalty at Mie Gacoan in Jakarta

Based on the significance of brand trust variable (X2) on brand loyalty (Y), which is $0.003 < 0.05$ and t value is $3.093 > t$ value 1.982, H2 is accepted. Brand trust has a significant effect on brand loyalty in Mie Gacoan restaurants in Jakarta. A coefficient value with a positive sign means that consumers believe or rely on the brand, which has an impact on brand loyalty. Lau & Lee in Fandy Tjiptono & Chandra (2017) stated that the factor of trust in a brand is a decisive aspect in the formation of loyalty to a brand. Brand trust is the willingness of a consumer to trust a brand or to rely on a brand in situations of risk because of expecting that the brand concerned will deliver positive results.

Simultaneous Influence of Brand Experience and Brand Trust on Brand Loyalty at Mie Gacoan in Jakarta

Based on the calculation results, it was found that the significance value for brand experience and brand trust variables simultaneously (H3) on brand loyalty was $0.001 < 0.05$ and $F_{count} 71,658 > F_{table} 3.08$. This proves that H3 is accepted, or it can be said that brand experience and brand trust have a strong impact on brand loyalty, either simultaneously or together in Mie Gacoan restaurants in Jakarta.

CONCLUSION

Brand experience has a significant effect on brand loyalty of Mie Gacoan restaurants in Jakarta as well as brand trust. Meanwhile, at the same time, these two variables also have a significant effect on brand loyalty of Mie Gacoan restaurants in Jakarta. Therefore, all the proposed hypotheses H1, H2 and H3 can be proved. For further research on similar restaurants, it is hoped that it will include variables such as brand image, brand satisfaction, perceived value, and even the 7P marketing mix variables consisting of price, product, place, promotion, people, process, and physical evidence.

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