

Factors Influence Brand Loyalty in Shoe Products in Batam City

Azwin Handoko¹, Suyono Saputro²

¹Departemen of Management, Universitas Internasional Batam, Batam, Indonesia, 29426
<1941218.azwin@uib.edu>

²Departemen of Management, Universitas Internasional Batam, Batam, Indonesia, 29426
suyono.saputro@uib.edu

ARTICLE INFO



Received: (April 28, 2023)

Received in revised:
(May 5, 2023)

Accepted: (May 30, 2023)

Published: (May 30, 2023)

Open Access

ABSTRACT

This study aims to determine the factors that influence shoe brand loyalty in Batam City. The independent variables used include brand experience, brand personality, corporate social responsibility, consumer involvement, and perception mediated by brand trust. The research methodology used is quantitative research methodology. The data used is primary from the survey results using an online questionnaire. The number of samples studied was 400 respondents. Sampling using purposive sampling technique, the samples were selected based on certain considerations. Respondents who were sampled were residents of Batam City who often wore shoes. The analysis method used is the Structural Equation Model (SEM) method using SmartPLS 3 software. The results of this study found that brand experience, corporate social responsibility, brand involvement, and perceived value have a significant and positive effect on brand trust. Brand trust plays a mediating role between the independent variables and brand loyalty. A mediating effect on brand trust was found. Brand experience, corporate social responsibility, brand involvement, and perceived value have an indirect effect on brand loyalty mediated by brand trust. Brand trust has a significant and positive effect on brand loyalty.

Keywords: Brand trust, brand loyalty, shoes.

1. Introduction

Wearing shoes is a common thing for everyone. Shoes have an important function. Shoes are used to protect the feet when walking outside the home. Shoes also play a role in improving one's appearance which is supported by various shoe models and designs. There are many shoe companies that issue shoe models to fulfill consumer desires. Shoe companies compete with each other to get the attention of customers in order to remain competitive in the shoe industry and keep their trademarks in demand by consumers (Chae et al., 2020).

Based on data from the Ministry of Industry, Indonesia is the 4th largest shoe producer in the world after China, India and Vietnam. The amount of shoe production in Indonesia was 1.4 billion pairs in 2018, equivalent to 4.6 percent of total production in the world. Meanwhile, in terms of consumption, Indonesia is also the 4th largest shoe consumer in the world with a total consumption of 886 million pairs of shoes. The number of shoe industries in Indonesia reached 18,687. It consists of 18,091 small businesses, 441 medium businesses, and 155 large businesses and plays a role in creating a workforce of up to 795,000 people. According to Spire Research and Consulting's analysis, the value of the shoe industry in Indonesia reached

IDR 37 trillion in 2018. Based on BPS data, in 2020 the export value of sports shoes amounted to US\$3.31 billion, an increase of 31.1 percent from the previous year. The main destination for Indonesian sports shoe exports is the United States with a value of US\$1.02 billion. Then in second place is China, whose export value reached US\$536.1 million. In third place was Belgium with US\$479.2 million. Data from the Indonesian Footwear Association, the Adidas shoe brand leads the shoe market share in Indonesia with a market value percentage of 6.99 percent, in second place that controls the shoe market share in Indonesia is Nike with a market value percentage of 4.77 percent, in third place is Batam shoe brand with a market value percentage of 4.64 percent.

In Batam, there are available various brands and models of shoes. According to *Tribun Batam*, imported shoes are increasing in Batam. These shoes generally come from Vietnam. In general, the quality of imported shoes in Batam is various, from counterfeit quality to premium quality. There are also brands of shoes sold such as Converse, Vans, Adidas, Nike and Fila.

There are a wide variety of shoe brands available in the market, Brands create reputation, name, and fame for products or companies in the

* Azwin Handoko

E-mail addresses: 1941218.azwin@uib.edu (Universitas Internasional Batam)

2614-6983/ © 2023 P3M Politeknik Negeri Bengkalis. All rights reserved.

market, where each shoe manufacturer facilitates customers, satisfying consumer needs and wants (Bu et al., 2020). Brand loyalty is also very important for business people, especially in the field of marketing (Kataria & Saini, 2019).

2. Literature Review

2.1. Brand Experience

Brand experience is the sensations, feelings, cognitions, and behaviors evoked by brand-related stimuli in the form of brand design and identity, packaging, communication, and environment (Mostafa & Kasamani, 2020). Brand experience is a multidimensional construct that includes affective, sensory, behavioral and cognitive experiences (Khan et al., 2021).

In previous research found a significant positive effect of brand experience on brand trust (Khan & Fatma, 2019). Brand experience influences consumers in brand loyalty. Brand experience has an effect on brand trust (Pratiwi et al., 2021). Brand experience has a positive and significant influence (Hariyanto, 2018).

In previous studies, it has been found that brand trust can mediate the effect of brand experience on brand loyalty. Brand experience has a positive and significant effect on brand trust and brand trust has a positive and significant effect on brand loyalty. Through brand trust, consumers will feel comfortable with the product and show loyalty to the product. Direct and indirect influences work well together to influence consumer loyalty through brand experience directly and are influenced indirectly through brand trust. Brand trust supports the establishing of good loyalty (Shieh & Lai, 2017). On the other side, a good brand experience will also create customer loyalty, even without the mediation of brand trust (Pratiwi et al., 2021).

Based on the results of previous research, the researcher hypothesized the following.

H1a: Brand experience has a positive and significant influence on brand trust.

H1b: Brand experience has a positive and significant influence on brand loyalty mediated by brand trust.

2.2. Brand Personality

Brand personality is a symbol used to represent a brand's relationship with consumers. Brands connect with an individual's identity values, and goals (Jamshidi & Rousta, 2021). The relationship between brand personality and trust has a significant effect. Brand personality is more likely to increase brand trust. Customers tend to buy a local brand based on trust and perceptions of brand personality. Brand personality has a significant positive effect on brand trust (Dhanny et al., 2021). A significant positive effect of brand personality on brand trust. The study of brand personality on loyalty that brand personality positively influences brand trust and brand loyalty. The brand personality has a positive effect on consumer trust and loyalty. Brand personality will

make the consumer trust to express themselves and create a relationship between the consumer and the brand thereby increasing brand loyalty. Brand personality increases brand loyalty mediated by brand trust (Villagra et al., 2021).

Based on the results of previous research, the researcher hypothesized the following.

H2a: Brand personality has a positive and significant influence on brand trust.

H2b: Brand personality has a positive and significant influence on brand loyalty mediated by brand trust.

2.3. Corporate Social Responsibility

Corporate social responsibility refers to improving the welfare of society and employees. In business, corporate social responsibility is one of the strategies to maintain customer loyalty. Corporate social responsibility of a company has values and characters that support in developing trust in the company (Kodua & Mensah, 2017). Consumer trust in a company is one of the important results of social responsibility performance and which produces a significant influence on consumer responses. Corporate social responsibility is a form of corporate effort to protect and uplift the welfare of society as a whole, which ultimately builds trust in consumers. There is a positive and significant relationship between corporate social responsibility and brand trust. A company's corporate social responsibility is able to develop consumer trust in a particular company's brand. Corporate social responsibility supports in building brand trust (Khan & Fatma, 2019).

Based on the results of previous research, the researcher hypothesized the following.

H3a: Corporate social responsibility has a positive and significant influence on brand trust.

H3b: Corporate social responsibility has a positive and significant influence on brand loyalty mediated by brand trust.

2.4. Customer Engagement

Consumer engagement is a mutual interaction between customers and brands (Li et al., 2020). Consumer engagement refers to customer behavior that has a focus on the brand, beyond the purchase, generated by motivational drivers (Khan et al., 2021). Consumer engagement can increase brand trust (Liu et al., 2018). Consumers feel hesitant to use the brand's products, so it is necessary to increase brand trust. Therefore, consumer involvement has a positive effect on brand trust (Kwon et al., 2020). Previous research has found that consumer engagement increases loyalty. Consumer engagement in social media is widely known to build brand trust in consumers and can be associated with brand loyalty from customers. When consumers feel satisfied, they will gain brand trust (Ooi et al., 2020). Consumers who are satisfied and involved in building the brand show brand loyalty behavior (Kwon et al., 2020). Customers who are involved with the brand can strengthen brand loyalty.

Customer engagement as an important driver of brand loyalty. The tendency of customers to develop strong beliefs and beliefs about a brand increases when involved with the products offered. Brand loyalty can be strengthened depending on customer engagement and brand trust in the minds of customers who have formed in brand engagement. In specific, brand engagement affects the customer's trust in the brand and maintains a strong loyalty relationship (Khan et al., 2021).

Based on the results of previous research, the researcher hypothesized the following.

H4a: Customer engagement has a positive and significant influence on brand trust.

H4b: Customer engagement has a positive and significant influence on brand loyalty mediated by brand trust.

2.5. Perceived Value

Perceived value is the perception of value about the superiority or desirability of a product or service compared to competing products (Pratiwi et al., 2021). Perceived value is the assessment of consumer utility for the product. Consumers perceive the value of the same or different products according to the state of the brand and the price of the product at the time of purchase (Chae et al., 2020). The Results of previous studies show that perceived value has a positive and significant effect on brand trust. Perceived value is mainly built on availability and affordable products. Customers will be satisfied if the desired product can be obtained easily. Previous researchers found a significant relationship between perceived value and brand. The indirect effect of perceived value on brand loyalty is proven to be mediated by brand trust. In previous research, the indirect relationship proved to be positive and significant and fell into the category of partial mediation. Consumers who have a good perception of a product brand form consumer loyalty to a brand and are indirectly influenced through the mediation of brand trust (Pratiwi et al., 2021).

Based on the results of previous research, the researcher hypothesized the following.

H5a: Percieved value has a positive and significant influence on brand trust.

H5b: Percieved value has a positive and significant influence on brand loyalty mediated by brand trust.

2.6. Brand Trust

Brand trust is the reliable and promised trust of consumers from sellers (Mohammed & Abu, 2021). Brand trust is reached through shared experiences and activities that are necessary for the relationship between a company and its customers. Trust as a confidence which is chosen by the consumer. Brand trust will increase the probability that consumers will be able to choose products (Chae et al., 2020). The role of brand trust in determining brand loyalty is very important.

Brand trust and brand loyalty were found to have a positive relationship. When consumers trust the brand, they will tend to develop loyalty to the brand. Brand trust is the dominant construct for long-term relationships. Therefore, when customers trust the preferred brand, long-term loyalty can occur. Brand trust has a positive and significant effect on brand loyalty (Pratiwi et al., 2021). The effect of brand trust on brand loyalty was found (Mohammed & Abu, 2021). The relationship between brand trust and brand loyalty according to empirical studies, it is found that the relationship between brand trust and brand loyalty is significantly positive (Dhanny et al., 2021). The relationship between brand trust and brand loyalty form shows significant results, brand trust positively affects brand loyalty, brand trust contributes to loyalty (Kwon et al., 2020). Previous research has shown that loyalty is a consequence of trust and feelings triggered by the brand. Brand trust will have a good impact on brand loyalty (Villagra et al., 2021).

Based on the results of previous research, the researcher hypothesized the following.

H6: Brand trust has a positive and significant influence on brand loyalty.

2.7. Brand Loyalty

Brand loyalty is consumer loyalty to a brand continuously as a consumer commitment (Kim & Lee, 2019). Brand loyalty is consumer loyalty to a brand as a continuous consumer commitment (Tangsupwattana & Liu, 2018). Learning experience from a brand that can satisfy consumer needs. A definition of brand loyalty in which customers have a positive attitude towards future purchases (Ting et al., 2020). There are five dimensions of brand loyalty, namely brand preference, brand preference, purchase intention, recommendation, and word of mouth (Dhanny et al., 2021). Loyalty is defined as the strength of the relationship between an individual's relative attitude and repeat purchases (Garanti & Kissi, 2019).

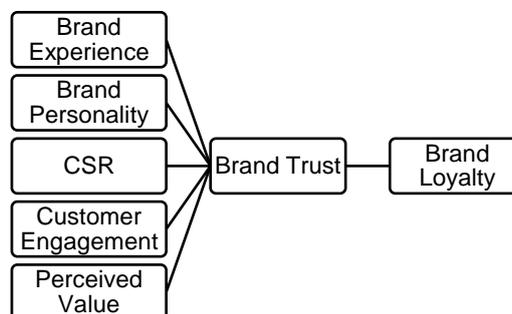


Figure 1. Research Model

3. Method

3.1. Research Design

This study aims to determine the factors that can affect shoe brand loyalty in Batam City and analyze how much influence these factors have in influencing shoe brand loyalty. This research uses quantitative research methodology. Quantitative research is a type of research that collects and analyzes numerical and statistical data with the aim of measuring the relationship between variables. Quantitative research uses systematic and objective scientific methods to test hypotheses and answer research questions (Sugiyono, 2019).

3.2. Sample and Population

In this study, researchers chose Batam City residents as the population, while the research sample used was male and female shoe users in Batam City. The number of samples was 400 respondents.

3.3. Data Collection and Sampling Techniques

This study uses primary data derived from respondents. Data collection was carried out by means of a survey through an online questionnaire. The questionnaire was created on the Google Form Platform. The research sampling technique is by means of nonprobability sampling. Nonprobability sampling is a sampling technique by not giving everyone in the population the opportunity to be sampled. This study applies a purposive sampling technique, which means that the sample is selected based on certain considerations (Sugiyono, 2019). The considerations for the sample include living in Batam City and often using shoes.

4. Result and Discussion

Researcher obtained a sample of 400 respondents. Respondents' characteristic data include gender, age, education, the types of shoes used by respondents, the brands of shoes purchased by respondents, and the price of shoes purchased by respondents.

Table 1. Respondent characteristics data

Male	144	36,0%
Female	256	64,0%
<15 years old	5	1,3%
16-20 years old	175	43,8%
21-25 years old	134	33,5%
26-30 years old	31	7,8%
31-35 years old	23	5,8%
36-40 years old	17	4,3%
41-45 years old	6	1,5%
46-50 years old	4	1,0%
>50 years old	5	1,3%
Junior High School or equal	7	1,8%
Senior High School or equal	260	65,0%
Diploma	39	9,8%
Bachelor	68	17,0%
Master	20	5,0%
Doctorate	6	1,5%
Sneakers Shoes	78	19,5%
Slip On Shoes	48	12,0%
Boots Shoes	18	4,5%

Oxford Shoes	12	3,0%
Derby Shoes	23	5,8%
Brogue Shoes	11	2,8%
Monk-Strap Shoes	3	0,8%
Skate Shoes	40	10,0%
Running Shoes	64	16,0%
Sport Shoes	58	14,5%
Loafers Shoes	17	4,3%
Chuck Taylor Shoes	9	2,3%
Chucky Shoes	17	4,3%
Moccasin	2	0,5%
Converse	77	19,3%
Adidas	89	22,3%
Vans	32	8,0%
Superga	4	1,0%
League	12	3,0%
Reebok	2	0,5%
Brodo	7	1,8%
Puma	4	1,0%
Amble	11	2,8%
Nike	79	19,8%
New Balance	7	1,8%
Wakai	14	3,5%
Diadora	3	0,8%
Kodachi	14	3,5%
Fila	13	3,3%
Eagle	19	4,8%
NAH Project	12	3,0%
Compass	1	0,3%
IDR100.000-150.000	3	0,8%
IDR150.000-200.000	4	1,0%
IDR200.000-250.000	127	31,8%
IDR250.000-300.000	111	27,8%
IDR300.000-400.000	69	17,3%
IDR400.000-500.000	31	7,8%
IDR500.000-750.000	19	4,8%
IDR750.000-1.000.000	14	3,5%
IDR1.000.000-1.500.000	4	1,0%
IDR1.500.000-2.000.000	6	1,5%
IDR2.000.000-3.000.000	4	1,0%
IDR3.000.000-4.000.000	5	1,3%
IDR4.000.000-5.000.000	1	0,3%
>IDR5.000.000	2	0,5%

Source: Primary data 2023

4.1 Convergent Validity

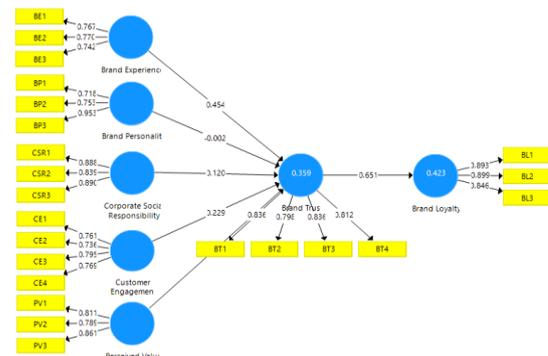


Figure 2. Outer Loading of Model Structure (Source: Output Smart PLS 3)

Table 2. Convergent Validity

Outer Loading	Variable	AVE	Desc
BE1 0,767	Brand Experience	0,578	Valid
BE2 0,770			
BE3 0,742			
BL1 0,893	Brand Loyalty	0,774	Valid
BL2 0,899			
BL3 0,846			
BP1 0,718	Brand Personality	0,664	Valid
BP2 0,753			

BP3	0,953			
BT1	0,836			
BT2	0,798	Brand Trust	0,673	Valid
BT3	0,836			
BT4	0,812			
CE1	0,761			
CE2	0,736	Customer Engagement	0,586	Valid
CE3	0,795			
CE4	0,769			
CSR1	0,888			
CSR2	0,839	Corporate Social Responsibility	0,762	Valid
CSR3	0,890			
PV1	0,811			
PV2	0,789	Perceived Value	0,674	Valid
PV3	0,861			

Source: Primary data 2023

The recommended outer loadings value to get better results is 0.7. In explanatory research, the outer loadings value of 0.6 is considered quite valid and acceptable (Hair et al., 2018). The outer table above shows that all indicators are valid and acceptable. The average variance extracted value required to obtain good construct validity is at least 0.5 (Hair et al., 2019). The above table shows that all latent variables have an average variance extracted value of more than 0.5, therefore construct validity is fulfilled.

4.2 Discriminant Validity

Table 3. Fornell-Larcker Criterion

	BE	BL	BP	BT	CSR	CE	PV	Describe
BE								
BL	0,533							Valid
BP	0,127	0,065						Valid
BT	0,678	0,761	0,103					Valid
CSR	0,127	0,136	0,184	0,238				Valid
CE	0,174	0,448	0,236	0,423	0,187			Valid
PV	0,146	0,292	0,257	0,307	0,154	0,425		Valid

Source: Primary data 2023

Fornell-larcker criterion to be declared valid if the square root of the AVE must be greater than the correlation between latent constructs (Hair et

al., 2019). The Fornell-Larcker criterion table shows that the value of fellow constructs is greater than other constructs.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	BE	BL	BP	BT	CSR	CE	PV	De- scribe
BE								
BL	0,533							Valid
BP	0,127	0,065						Valid
BT	0,678	0,761	0,103					Valid
CSR	0,127	0,136	0,184	0,238				Valid
CE	0,174	0,448	0,236	0,423	0,187			Valid
PV	0,146	0,292	0,257	0,307	0,154	0,425		Valid

Source: Primary data 2023

The HTMT value must be less than 0.9 to be declared valid (Hair Jr et al., 2021). On the HTMT

table shows the value of all variables below 0.9, so they are declared valid.

4.3 Construct Reliability

Table 5. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability	Desc
BE	0,637	0,804	Reliable
BL	0,854	0,911	Reliable
BP	0,822	0,853	Reliable
BT	0,838	0,892	Reliable
CSR	0,846	0,906	Reliable
CE	0,765	0,850	Reliable
PV	0,759	0,861	Reliable

Source: Primary data 2023

Measurement of construct reliability with Cronbach's alpha and composite reliability. The value that must be achieved to assess that the variable is reliable is > 0.5 (Hair et al., 2019). In the Cronbach's alpha and composite reliability table, the construct value is above 0.5, so all the constructs are declared reliable.

4.4 Coefficient of determination

Table 6. R Square

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Describe
BL	0,423	0,426	0,056	7,498	0,000	Weak
BT	0,359	0,376	0,056	6,434	0,000	Weak

Source: Primary data 2023

R square value of 0.25-0.50 indicates weak model capability. The r square value of 0.50-0.75 indicates moderate model capability. The r square value of more than 0.75 indicates strong model capability (Hair et al., 2019). In the R square table

shows the sample mean of brand loyalty 0.426, so it belongs to the weak group. The endogenous variable brand loyalty is predicted by the variables brand experience, brand personality, corporate social responsibility, customer engagement, and

perceived value by 42.6 percent and the remaining 57.2 percent is predicted by other variables not included in the research model. Meanwhile, the endogenous variable brand trust predicted by exogenous variables including brand experience,

brand personality, corporate social responsibility, customer engagement, and perceived value has an influence of 37.6 percent and the remaining 62.4 percent is influenced by other variables.

4.5 Effect Size

Table 7. F Square

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Describe
BE -> BT	0,313	0,320	0,074	4,255	0,000	Moderate
BP -> BT	0,000	0,008	0,011	0,000	1,000	Nothing
BT -> BL	0,734	0,758	0,176	4,179	0,000	Large
CSR -> BT	0,021	0,026	0,015	1,414	0,158	Small
CE -> BT	0,070	0,071	0,034	2,078	0,038	Small
PV -> BT	0,018	0,024	0,018	0,989	0,323	Very Small

Source: Primary data 2023

F square value of 0.02 has a small effect size, 0.15 has a medium effect size, and a value of 0.35 has a large effect size (Hair et al., 2019). Based above table, effect brand experience on brand trust is moderate, effect brand personality on

brand trust is nothing, effect brand trust on brand loyalty is target, effect corporate social responsibility on brand trust is small, effect customer engagement on brand trust is small, effect perceived value on brand trust is vary small.

4.6 SRMR

Table 8. SRMR

	Original Sample	Sample Mean	95%	99%
Saturated Model	0.065	0.046	0.065	0.086
Estimated Model	0.069	0.049	0.068	0.088

Source: Primary data 2023

Based on the rule of thumbs, the SRMR value to meet the fit model criteria must be less than 0.1 (Hair et al., 2018). In the SRMR table, it can be

seen that the saturated model value is 0.046 and the estimated model is 0.49, so this research model structure meets the fit model requirements.

4.7 Hypotheses Test

Table 9. Hypotheses Test

	Sample Mean	T Statistics	P Values	Describe	Result
BE -> BT	0,450	10,197	0,000	Positive Significant	Accepted
BE -> BT -> BL	0,293	9,581	0,000	Positive Significant	Accepted
BP -> BT	-0,012	0,025	0,980	Not Signifikan	Rejected
BP -> BT-> BL	-0,007	0,026	0,979	Not Signifikan	Rejected
CSR -> BT	0,124	2,983	0,003	Positive Significant	Accepted
CSR -> BT -> BL	0,081	2,861	0,004	Positive Significant	Accepted
CE -> BT	0,221	4,342	0,000	Positive Significant	Accepted
CE -> BT -> BL	0,145	3,809	0,000	Positive Significant	Accepted
PV -> BT	0,121	2,211	0,027	Positive Significant	Accepted
PV -> BT -> BL	0,080	3,809	0,000	Positive Significant	Accepted
BT -> BL	0,651	14,889	0,000	Positive Significant	Accepted

Source: Primary data 2023

H1a. Brand experience has a positive and significant effect on brand trust.

Based on the results of hypothesis testing, brand experience has a positive and significant effect on brand trust. This can be seen from the T statistics value of brand experience on brand trust 10.197 and P values of 0.000, as well as a sample mean value of 0.450. This finding is supported by previous research which found a positive and significant effect of brand experience on brand trust (Hariyanto, 2018; Huaman-Ramirez & Merunka, 2019; Khan & Fatma, 2019; Pratiwi et al., 2021). Brand experience can influence consumer trust in brands. When consumers have a positive experience with a brand, they will trust the brand more and have loyalty to the brand.

If consumers feel that the brand provides a positive experience and good quality, consumers

will trust the brand more. Therefore, the results of this study accept the hypothesis Ha1 statement.

H1b. Brand experience has a positive and significant influence on brand loyalty mediated by brand trust.

Based on the results of hypothesis testing, brand experience has a positive and significant effect on brand loyalty through brand trust. This can be seen from the T statistics value of brand experience on brand trust 9.581 and P values of 0.000, and a sample mean value of 0.293. This finding is supported by previous research which found that there is a significant and positive influence between brand experience and brand loyalty which is mediated by brand trust (Khan & Fatma, 2019; Pratiwi et al., 2021). When customers have a positive brand experience, consumers tend to be more satisfied with the product or service provided

and feel that the brand can be trusted. Brand trust allows customers to consistently choose certain brands and avoid other brands that are considered untrustworthy, thus keeping consumers from choosing brands that have been used before and maintaining long-term relationships with certain brands and tending to buy brand products continuously. A positive brand experience has a positive influence on brand trust, and brand trust has a positive influence on brand loyalty. Thus, the results of this study accept the hypothesis H1b statement.

H2a. Brand personality has a positive and significant influence on brand trust.

Based on the results of hypothesis testing, brand personality does not have a positive and significant effect on brand trust. This can be seen from the T statistics value of brand personality on brand trust of 0.025 and P values of 0.980, and a sample mean value of -0.012. The results of this study contradict previous research which found the effect of brand personality on brand trust is positive and significant (Dhanny et al., 2021; Mabkhot et al., 2017; Villagra et al., 2021). Thus, the results of this study reject the hypothesis H2a statement.

H2b. Brand personality has a positive and significant influence on brand loyalty mediated by brand trust.

Based on the results of hypothesis testing, brand personality does not have a positive and significant effect on brand loyalty through brand trust. This can be seen from the T statistics value of brand personality on brand trust of 0.026 and P values of 0.979, and a sample mean value of -0.007. The results of this study are unlike the results of previous studies which found that there is a significant and positive effect of brand personality on brand loyalty mediated by brand trust (Dhanny et al., 2021; Mabkhot et al., 2017; Villagra et al., 2021). Thus, the results of this study reject the hypothesis H2b statement.

H3a. Corporate social responsibility has a positive and significant influence on brand trust.

Based on the results of hypothesis testing, corporate social responsibility has no positive and significant effect on brand trust. This can be seen from the T statistic value of brand experience on brand trust 2.983 and a P value of 0.003, as well as a sample mean value of 0.124. This finding is supported by previous research which found a positive and significant effect of CSR on brand trust (Khan & Fatma, 2019). Doing CSR can have a positive influence on brand trust because consumers tend to choose brands that have good social and environmental responsibilities. If a company that owns the brand of a product conducts CSR activities that are consistent with the values and goals of the brand, then consumers will tend to trust the brand. Thus, the results of this study accept the hypothesis H3a statement.

H3b. Corporate social responsibility has a positive and significant influence on brand loyalty mediated by brand trust.

Based on the results of hypothesis testing, corporate social responsibility has a positive and significant effect on brand loyalty through brand trust. This can be seen from the T statistics value of brand experience on brand trust 2.861 and P values of 0.004, as well as a sample mean value of 0.081. This finding is supported by previous research which found a positive and significant effect of CSR on brand loyalty with the help of brand trust mediation (Khan & Fatma, 2019). Effective CSR activities can also strengthen consumer loyalty to brands. If consumers feel that the company supports philanthropic values, consumers are likely to maintain with the company that owns the brand and buy products from the company on an ongoing basis. Thus, the results of this study accept the hypothesis H3a statement.

H4a. Customer engagement has a positive and significant influence on brand trust.

Based on the results of hypothesis testing, customer engagement does not have a positive and significant effect on brand trust. This can be seen from the T statistic value of brand customer engagement on brand trust 4.342 and a P value of 0.027, as well as a sample mean value of 0.221. This finding is in line with the results of previous research which found that there is a significant and positive influence between the relationship between customer engagement and brand trust (Kwon et al., 2020; Liu et al., 2018; Wongsuphasawat & Buatama, 2019). When consumers feel engaged with the brand, consumers tend to trust the brand more because they feel that the brand has the same values and interests. When consumers feel engaged with the brand, consumers will be more likely to conduct research and seek information about the brand. This will help consumers to gain deeper knowledge about the brand, so as to build trust in the brand. Thus, the results of this study support the hypothesis H4a statement.

H4b. Customer engagement has a positive and significant influence on brand loyalty mediated by brand trust.

Based on the results of hypothesis testing, customer engagement has a positive and significant effect on brand loyalty through brand trust. This can be seen from the T statistics value of customer engagement on brand trust 3.809 and P values of 0.004, as well as a sample mean value of 0.145. This finding is supported by previous research which found a positive and significant effect of customer engagement on brand loyalty mediated by brand trust (Kwon et al., 2020; Liu et al., 2018; Wongsuphasawat & Buatama, 2019). Brand engagement can also affect consumer loyalty to brands. Consumers who feel involved with the brand tend to be more loyal to the brand. Thus, the results of this study support the hypothesis H4b statement.

H5a. Percieved value has a positive and significant influence on brand trust.

Based on the results of hypothesis testing, perceived value has a positive and significant effect on brand trust. This can be seen from the T statistics value of brand experience on brand trust 2.211 and P values of 0.004, as well as a sample mean value of 0.121. The results of this study are in line with the results of previous studies which found that perceived value has a positive and significant effect on brand trust (Chae et al., 2020; Pratiwi et al., 2021). Perceived value can affect consumer trust in brands because consumers tend to choose brands that offer better value than other brands. If consumers believe that the brand offers better value than other brands, then consumers will be more likely to choose and buy products from that brand. Perceived value can also strengthen consumer confidence in the brand, because they believe that the brand can fulfill their needs and desires well. Thus, the results of this study support the hypothesis H5a statement.

H5b. Percieved value has a positive and significant influence on brand loyalty mediated by brand trust.

Based on the results of hypothesis testing, perceived value has a positive and significant effect on brand loyalty through brand trust. This can be seen from the T statistics value of perceived value on brand trust 3.809 and P values of 0.004, as well as a sample mean value of 0.080. Perceived value has a positive influence on brand loyalty through the mediation of brand trust (Pratiwi et al., 2021). This happens because customers feel they get good value from the product or service purchased and tend to have greater trust in the brand. This in turn increases their loyalty to the brand because they believe that the brand is reliable. Thus, the results of this study support the hypothesis H5b statement.

H6. Brand Trust has a positive and significant influence on brand loyalty.

Based on the results of hypothesis testing, brand trust has a positive and significant effect on brand loyalty. This can be seen from the T statistics value of brand trust on brand loyalty of 14.889 and P values of 0.000, as well as a sample mean value of 0.651. Previous research supports the findings of this study which explains the effect of brand trust on brand loyalty is found to be significant and positive (Chinomona, 2016; Dhanny et al., 2021; Ebrahim, 2020; Hariyanto, 2018; Huang, 2017; Jamshidi & Rousta, 2021; Khan & Fatma, 2019; Kwon et al., 2020; Mabkhot et al., 2017; Mohammed & Abu, 2021; Orzan et al., 2016; Pratiwi et al., 2021; Villagra et al., 2021; Wongsuphasawat & Buatama, 2019). When consumers believe in a brand, they are more likely to choose and buy products or services from that brand on an ongoing basis. Brand trust allows consumers to feel confident and comfortable with the products offered. When consumers feel confident in the brand of a product, consumers will

tend to be more loyal to the brand and maintain a relationship with the brand on an ongoing basis. This can increase consumer loyalty to the brand. Thus, the results of this study support the sixth hypothesis statement.

4.8 Goodness of Fit Index

Goodness of Fit Index value of 0.10-0.25 is considered weak. Goodness of Fit Index value of 0.25-0.36 is stated to be moderate. The GoF value above 0.36 is declared strong (J. F. Hair et al., 2018). In this research model, the goodness of fit index value obtained is 0.5795, so the proposed theory has a strong research model structure.

$$GFI = \sqrt{Comm \times R^2}$$

Keterangan:

\overline{Comm} : Rata-rata AVE

$\overline{R^2}$: Rata-rata R^2

$$\overline{Comm} = \frac{0,578+0,774+0,664+0,673+0,562+0,586+0,674}{7}$$

$$= 0,673$$

$$\overline{R^2} = \frac{0,426+0,572}{2}$$

$$= 0,499$$

$$GFI = \sqrt{0,673 \times 0,499}$$

$$= 0,5795$$

5. Conclusion and Suggestion

5.1 Conclusion

The results of this study found that brand experience, corporate social responsibility, brand involvement, and perceived quality have a significant and positive impact on brand trust, while brand personality does not affect brand trust positively and significantly. Brand trust successfully mediates between brand experience, corporate social responsibility, brand involvement, and perceived quality with brand loyalty. This is indicated by the indirect effect of brand experience, corporate social responsibility, brand involvement, and perceived quality with brand loyalty on brand loyalty mediated by brand trust significantly and positively. Meanwhile, brand trust has a positive and significant effect on brand loyalty.

5.2 Suggestion

The suggestion that can be taken from this research for shoe sellers and manufacturers is to create a good brand experience when consumers buy shoes by ensuring that customers are satisfied with the consumer experience when shopping and using shoe brand products. This can be done by providing good customer service, maintaining product quality, and providing fast and efficient service in order to increase consumer feelings in wearing shoes. From the experience of consumers using shoes, there will be a sense of trust in the shoe brand that this shoe brand is worth buying, which will then lead to brand loyalty. Shoe manufacturers and sellers can also increase customer engagement with shoe brands to increase loyalty. Shoe manufacturers can hold promotional events that allow customers to engage directly with the shoe brand. Effective communication with customers is essential to

increase shoe brand loyalty by using social media to establish relationships with customers. Making the perceived value of the shoe brand is seen as good by consumers, including offering superior as well as good quality shoe products will increase the perception of value in the eyes of consumers according to consumer expectations, building a positive brand image can help increase the perception of value in the eyes of consumers. To make CSR (Corporate Social Responsibility), there are several things that can be done by shoe-making companies, including choosing CSR programs that are in accordance with the company's values and mission to strengthen the brand of the products sold and improve the company's image in the eyes of consumers, being consistent in implementing CSR programs, so as to increase consumer confidence in the brand, communicating well about CSR programs carried out, so that consumers and the public can find out about CSR programs carried out and the results achieved, and having a real positive impact on society and the surrounding environment. If the company is able to implement a good CSR program, brand trust can increase and consumers can be more trusting and loyal to the shoe brand. To make consumers believe in the shoe brands offered, shoe manufacturers must apply the principle of transparency where shoe manufacturers must be transparent about the shoe products offered, including information about the materials used. In addition, shoe manufacturers must also build a good and maintained reputation by providing good service, avoiding scandals or controversies, and paying attention to customer feedback. This will help increase brand trust from customers. The presence of brand trust will lead customers to become loyal. By implementing these suggestions, shoe manufacturers and sellers can build strong brand trust with customers and increase shoe brand loyalty.

References

- Bu, Q., Jin, Y., & Li, Z. (2020). How Does a Customer Prefer Community or Brand? the Impacts of Customer Experience on Customer Loyalty based on the Perspective of Value Co-creation. *Journal of Contemporary Marketing Science*, 3(3), 281–302. <https://doi.org/10.1108/jcmars-02-2020-0009>
- Chae, H., Kim, S., Lee, J., & Park, K. (2020). Impact of Product Characteristics of Limited Edition Shoes on Perceived Value, Brand Trust, and Purchase Intention; Focused on the Scarcity Message Frequency. *Journal of Business Research*, 120, 398–406.
- Chinomona, R. (2016). Brand Communication, Brand Image and Brand Trust as Antecedents of Brand Loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*, 7(1), 124–139.
- <https://doi.org/http://dx.doi.org/10.1108/AJE-MS-03-2013-0031>
- Dhanny, O., Hudayah, S., ... A. P.-I. J. of, & 2021, U. (2021). Investigation of Perceived Quality and Brand Trust Antecedents and Their Consequences on Brand Loyalty of Toyota. *International Journal of Management*, 12(1), 641–658. <https://doi.org/10.34218/IJM.12.1.2021.055>
- Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>
- Garanti, Z., & Kissi, P. S. (2019). The Effects of Social Media Brand Personality on Brand Loyalty in the Latvian Banking Industry: The Mediating Role of Brand Equity. *International Journal of Bank Marketing*, 37(6), 1480–1503. <https://doi.org/10.1108/IJBM-09-2018-0257>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis* (Eighth Edi). Cengage Learning, EMEA. <https://doi.org/https://doi.org/10.1002/978119409137.ch4>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to Use and How to Report the Results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/https://doi.org/10.1108/EBR-11-2018-0203>
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer Nature.
- Hariyanto, E. (2018). The Influence of Brand Experience through Brand Trust and Brand Satisfaction toward Brand Loyalty Consumer at Carl's Jr Surabaya. *Petra Business & Management Review*, 4(2), 19–29.
- Huaman-Ramirez, R., & Merunka, D. (2019). Brand Experience Effects on Brand Attachment: The Role of Brand Trust, age, and income. *European Business Review*, 31(5), 610–645. <https://doi.org/10.1108/EBR-02-2017-0039>
- Huang, C. C. (2017). The Impacts of Brand Experiences on Brand Loyalty: Mediators of Brand Love and Trust. *Management Decision*, 55(5), 915–934. <https://doi.org/10.1108/MD-10-2015-0465>

- Jamshidi, D., & Rousta, A. (2021). Brand Commitment Role in the Relationship between Brand Loyalty and Brand Satisfaction: Phone Industry in Malaysia. *Journal of Promotion Management*, 27(1), 151–176. <https://doi.org/10.1080/10496491.2020.1809596>
- Kataria, S., & Saini, V. (2019). The Mediating Impact of Customer Satisfaction in Relation of Brand Equity and Brand Loyalty: An Empirical Synthesis and Re-Examination. *South Asian Journal of Business Studies*, 9(1), 62–87. <https://doi.org/10.1108/SAJBS-03-2019-0046>
- Khan, I., & Fatma, M. (2019). Connecting the Dots between CSR and Brand Loyalty: The Mediating Role of Brand Experience and Brand Trust. *International Journal of Business Excellence*, 17(4), 439. <https://doi.org/10.1504/ijbex.2019.10020542>
- Khan, I., Fatma, M., Kumar, V., & Amoroso, S. (2021). Do Experience and Engagement matter to Millennial Consumers? *Marketing Intelligence and Planning*, 39(2), 329–341. <https://doi.org/10.1108/MIP-01-2020-0033>
- Kim, S. H., & Lee, S. A. (2019). The Role of Marketing Communication Mix on Korean Customers' Coffee Shop Brand evaluations. *Journal of Hospitality and Tourism Insights*, 3(3), 291–309. <https://doi.org/10.1108/JHTI-07-2019-0097>
- Kodua, P., & Mensah, P. (2017). The Role of Corporate Social Responsibility in Influencing Brand Loyalty: Evidence from the Ghanaian Telecommunication Industry. *Proceedings of the Academy of Marketing Science*, 77–90. https://doi.org/10.1007/978-3-319-47331-4_17
- Kwon, J. H., Jung, S. H., Choi, H. J., & Kim, J. (2020). Antecedent Factors that Affect Restaurant Brand Trust and Brand Loyalty: Focusing on US and Korean Consumers. *Journal of Product and Brand Management*, 30(7), 990–1015. <https://doi.org/10.1108/JPBM-02-2020-2763>
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking the Customer Engagement-Brand Loyalty Relationship in Tourism Social Media: The Roles of Brand Attachment and Customer Trust. *Journal of Hospitality and Tourism Management*, 44(June), 184–192. <https://doi.org/10.1016/j.jhtm.2020.06.015>
- Liu, L., Lee, M. K. O., Liu, R., & Chen, J. (2018). Trust Transfer in Social Media Brand Communities: The Role of Consumer Engagement. *International Journal of Information Management*, 41(28), 1–13. <https://doi.org/10.1016/j.ijinfomgt.2018.02.006>
- Mabkhot, H. A., Hasnizam, & Salleh, S. M. (2017). The Influence of Brand Image and Brand Personality on Brand loyalty, Mediating by Brand Trust: An Empirical Study. *Jurnal Pengurusan*, 50(September). <https://doi.org/10.17576/pengurusan-2017-50-07>
- Mohammed, O., & Abu, Z. (2021). *The Impact of Brand Trust and Brand Loyalty on Real Estate*. 6(10), 82–94.
- Mostafa, R. B., & Kasamani, T. (2020). Brand Experience and Brand Loyalty: Is it a Matter of Emotions? *Asia Pacific Journal of Marketing and Logistics*, 33(4), 1033–1051. <https://doi.org/10.1108/APJML-11-2019-0669>
- Ooi, S. K., Yeap, J. A. L., & Low, Z. (2020). Loyalty towards Telco Service Providers: The Fundamental Role of Consumer Brand Engagement. *European Business Review*, 34(1), 85–102. <https://doi.org/10.1108/EBR-10-2019-0271>
- Orzan, G., Platon, O.-E., Ștefănescu, C. D., & Orzan, M. (2016). Conceptual Model Regarding the Influence of Social Media Marketing Communication on Brand Trust, Brand Affect, and Brand Loyalty. *Economic Computation & Economic Cybernetics Studies & Research*, 50(1).
- Pratiwi, R. S., Salim, U., & Sunaryo, S. (2021). the Effect of Brand Experience and Perceived Value on Brand Loyalty Mediated By Brand Trust. *Jurnal Aplikasi Manajemen*, 19(2), 310–318. <https://doi.org/10.21776/ub.jam.2021.019.02.07>
- Shieh, H.-S., & Lai, W.-H. (2017). The Relationships among Brand Experience, Brand Resonance and Brand Loyalty in Experiential Marketing: Evidence from Smart Phone in Taiwan. *Journal of Economics and Management*, 28(2), 57–73. <https://doi.org/10.22367/jem.2017.28.04>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D* (Edisi Kedua). Alfabeta.
- Tangsupwattana, W., & Liu, X. (2018). Effect of Emotional Experience on Symbolic Consumption in Generation Y Consumers. *Marketing Intelligence and Planning*, 36(5),

514–527. <https://doi.org/10.1108/MIP-11-2017-0316>

Ting, D. H., Abbasi, A. Z., & Ahmed, S. (2020). Examining the Mediating Role of Social Interactivity between Customer Engagement and Brand Loyalty. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1139–1158. <https://doi.org/10.1108/APJML-10-2019-0576>

Villagra, N., Monfort, A., & Sánchez Herrera, J. (2021). The Mediating Role of Brand Trust in the Relationship between Brand Personality and Brand Loyalty. *Journal of Consumer Behaviour*, 20(5), 1153–1163. <https://doi.org/10.1002/cb.1922>

Wongsuphasawat, T., & Buatama, U. (2019). Effect of Community Relationship Management, Customer Engagement, and Brand Trust on Food Supplement Brand Loyalty. *Kasetsart Journal of Social Sciences*, 40(1), 67–73. <https://doi.org/10.34044/j.kjss.2019.40.1.04>