CHAPTER V

CONCLUSION

In this chapter five the researcher will draw conclusions from the results of the analysis of the data that has been done. From the results of these studies, the researchers further made implications for the management, explained the limitations of the study and formulated suggestions.

5.1. Conclusion

The results of this study can be concluded that respondents have good brand experience and have a level of satisfaction, trust and have a high level of emotional attachment to the Starbucks brand. Good brand experience has a significant positive effect on brand satisfaction. The results of this study also provide information that brand experience and brand satisfaction significantly have a positive and significant influence on brand trust.In the final stage of the findings of this study it was found that consumers with high levels of satisfaction and trust were significantly able to provide stimuli to increase high emotional attachment to the Starbucks brand.

5.2.Managerial Implications

The results of this study provide empirical evidence that to increase the high emotional attachment of consumers to a brand, the ways that management must do is to increase consumer satisfaction and trust in a brand. Satisfaction and trust can be sought to increase through the creation of a better consumption

experience on a brand. Based on this managerial implication that researchers make are as follows:

1. A good consumer experience in the Starbuck brand will be seen from positive consumer behavior patterns in various forms. In order for consumers to have better behavior patterns, companies must strive for better consumer behavior patterns. Ways that can be done include by innovating (creating) new food and beverage menus, improving the quality of raw materials for food and beverages, improving the quality of services provided to customers. This is done with the aim that customers have a better experience and have a more positive impression on Starbucks.

2. Increase customer satisfaction by increasing the product's ability to function properly. Starbucks as a multinational company with a wide reputation should be able to provide beverage and food products from various regions or countries with the same food and beverage requirements. This is done with the aim that consumers can have food or drinks, according to taste or desire. The company's ability to do a number of things, will certainly make consumers more fasting at Starbucks.

3. To increase customer confidence, companies must provide more detailed information about the benefits, product characteristics of the impact that might result from the consumption of food and drinks at Starbucks. The company's ability to honestly provide information about food or beverages will make customers more trusting in the Starbuck brand so that in the long run it will create a stronger emotional bond to the Starbucks brand.

5.3. Research Limitations

In this study, researchers have limitations in terms of taking a relatively small number of research samples (150 respondents). In addition, the variables used as brand predictors are limited to brand experience, brand satisfaction and brand trust variables. Based on this, the results of this study cannot be generalized in general regarding consumer consumption behavior on the Starbucks brand, and were not able to explore more variables that are able to predict an increase in brand attachment.

5.4. Suggestion

Based on the results of the study, managerial implications and limitations above, the researcher suggests that similar studies in the future to add the number of research samples and add research variables (predictors) that are relevant in influencing brand attachments such as motivational variables (hedonic and utilitarian), perceived value (perceived value), and other variables, as well as adding outcomes variables such as variables of commitment, loyalty, word of mouth and so on.

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Sahin, A., Zehir, C., danKitapci, H., (2011). The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands, *Procedia Social and Behavioral Sciences,* Vol. 24.

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APPENDIX I

QUESTIONNAIRE

THE INFLUENCE OF BRAND EXPERIENCE, SATISFACTION AND TRUST IN EMOTIONAL ATTACHMENT TO BRAND

Dear:

Respondents

In place

With respect,

let me introduce myself, I am:

Name	: Marcelo Fernando Taju
NPM	: 151221823
Study program	: International Management Economics
Concentration	: Marketing Management
Faculty	: Faculty of Business and Economics
University	: Atma Jaya University Yogyakarta

I am currently doing research. I need research data that you can help by filling out this research questionnaire. For your willingness, I say many thanks. May God always provide the blessings you need.

Best regards:

Marcelo Fernando Taju

PART I: RESPONDENT CHARACTERISTICS

The following is a questionnaire regarding the demographic characteristics of respondents. You are welcome to answer by crossing **(X)** or checking the list **(√)** on one of the alternative answers provided in accordance with your current characteristics.

1. Gender:
   a. Man
   b. Girl

2. Your current age:
   a. 17 – 20 years old
   b. 21 – 34 years old
   c. 35 – 49 years old
   d. More than 49 years old

3. The last level of education you achieved:
   a. SLTA/Equal/Underneath
   b. Diploma (D1 – D3)
   c. Bachelor (S1)
   d. Postgraduate (S2 – S3)

4. Your current job:
   a. Student / College student
   b. Government employees/TNI/POLRI
   c. Private employees
   d. Entrepreneur
   e. Others

5. Your average income in 1 month:
   a. ≤ Rp 2.000.000
   b. Rp 2.000.001 – Rp 4.000.000
   c. Rp. 4.000.001 – Rp 6.000.000
   d. >Rp 6.000.001

6. Your average visit to starbuck in 6 month
   a. Less than 3 times
   b. 3 times or more

PART II: RESEARCH QUESTIONNAIRE

The following is a research questionnaire. You are welcome to answer by crossing (**X**) or checking the list (√) for one of the alternative answers provided.

STS = Strongly Disagree; TS = Disagree; CS = Quite Agree; S = Agree; SS = Strongly Agree

BRAND EXPERIENCE

No	STATEMENT	STS	TS	CS	S	SS
1	This brand makes a strong impression on my visual sense or other senses. *Merek ini memberi kesan kuat pada indera penglihatan saya atau indera lainnya.*					
2	I find this brand interesting in a sensory way. *Saya menemukan merek ini menarik dengan cara sensorik*					
3	This brand does not appeal to my senses. (*R) *Merek ini tidak menarik bagi saya(*R)*					
4	This brand induces feelings and sentiments. *Merek ini memunculkan perasaan dan sentimen.*					
5	I do not have strong emotions for this brand.(*R) *Saya tidak memiliki emosi yang kuat pada merek ini.(*R)*					
6	This brand is an emotional brand. *Merek ini adalah merek emosional.*					
7	I engage in physical actions and behaviors when I use this brand. *Saya melakukan tindakan dan perilaku fisik ketika menggunakan merek ini.*					
8	This brand results in bodily experiences. *Merek ini menghasilkan pengalaman tubuh.*					
9	This brand is not action oriented. (*R) *Merek ini tidak berorientasi pada tindakan.(*R)*					
10	I engage in a lot of thinking when I encounter this brand. *Saya terlibat dalam banyak pemikiran ketika menemukan merek ini.*					
11	This brand does not make me think *Merek ini tidak membuat saya berpikir.*					
12	This brand stimulates my curiosity and problem solving. *Merek ini merangsang keingintahuan dan pemecahan masalah saya.*					

Source: Chinomona (2013)

BRAND SATISFACTION

No	STATEMENT	STS	TS	CS	S	SS
1	I am very satisfied with the service provided by this brand. *Saya sangat puas dengan layanan yang diberikan oleh merek ini.*					
2	I am very satisfied with this brand. *Saya sangat puas dengan merek ini.*					
3	I am very happy with this brand. *Saya sangat senang dengan merek ini.*					
4	This brand does a good job of satisfying my needs. *Merek ini melakukan pekerjaan yang baik untuk memenuhi kebutuhan saya.*					
5	The service-products provided by this brand is very satisfactory. *Layanan-produk yang disediakan oleh merek ini sangat memuaskan.*					
6	I believe that using this brand is usually a very satisfying experience. *Saya percaya bahwa menggunakan merek ini merupakan pengalaman yang sangat memuaskan.*					
7	I made the right decision when I decided to use this brand. *Saya membuat keputusan yang tepat ketika saya memutuskan untuk menggunakan merek ini.*					
8	I am addicted to this brand in some way. *Saya kecanduan pada merek ini dalam beberapa hal.*					

Source: Chinomona (2013)

BRAND TRUST

No	STATEMENT	STS	TS	CS	S	SS
1	I trust this brand. *Saya percaya pada merek ini.*					
2	I rely on this brand *Saya mengandalkan merek ini.*					
3	This is an honest brand *Merek ini adalah merek yang jujur.*					
4	This brand is safe *Merek ini aman untuk digunakan.*					

Source: Chinomona (2013)

BRAND ATTACHMENT

No	STATEMENT	STS	TS	CS	S	SS
1	I am strongly passionate about the brand. *Saya sangat bersemangat dengan merek ini.*					
2	The brand induces strong passion in me. *Merek ini membangkitkan semangat kuat dalam diri saya.*					
3	I long to put the brand into my possession. *Saya ingin sekali mendekatkan merek itu dengan diri saya.*					
4	I may make necessary sacrifices to acquire the brand. *Saya dapat membuat pengorbanan yang diperlukan untuk mendapatkan merek ini.*					

Source: Chinomona (2013)

APPENDIX II

Case Summaries

	Gender	Age	Education	Occupation	Income	Frequencies	BE.1	BE.2
1	1	2	2	4	4	2	3	4
2	2	2	3	3	4	2	4	5
3	1	2	3	2	4	2	3	3
4	2	2	3	3	3	2	5	5
5	1	2	4	3	3	2	4	4
6	2	2	3	3	3	2	3	2
7	1	2	2	3	4	2	3	2
8	2	3	3	4	4	2	5	5
9	1	2	3	2	3	2	3	4
10	2	1	1	1	2	2	3	3
11	1	3	3	2	3	2	4	4
12	2	3	2	4	4	2	5	5
13	1	2	4	3	3	2	3	5
14	1	2	2	3	4	2	5	5
15	2	2	3	4	4	2	4	4
16	2	3	3	2	4	2	4	4
17	1	2	4	3	3	2	3	4
18	1	2	3	3	2	2	4	4
19	1	1	1	1	2	2	3	3
20	2	3	2	4	4	2	3	3
21	2	2	3	3	3	2	3	2
22	1	3	3	2	4	2	3	5
23	2	2	3	4	4	2	5	3
24	1	3	3	4	4	2	5	5
25	2	3	2	4	4	2	3	5
26	2	2	2	3	3	2	5	5
27	1	2	2	3	2	2	5	5
28	2	1	1	1	2	2	4	4
29	1	2	3	3	4	2	4	5
30	1	2	3	4	3	2	4	4
31	1	2	1	1	2	2	3	2
32	2	2	1	4	3	2	3	2
33	2	3	3	2	3	2	3	4
34	1	1	1	1	2	2	3	3
35	2	4	3	4	4	2	5	5
36	1	2	3	3	4	2	3	3
37	2	2	4	3	3	2	3	5
38	1	4	3	4	4	2	5	5
39	1	4	3	4	4	2	5	5
40	2	2	2	1	2	2	5	5
41	1	2	3	3	3	2	3	2
42	1	2	3	3	3	2	5	5
43	2	2	3	3	4	2	4	4
44	1	2	3	3	3	2	4	4
45	1	2	3	3	3	2	4	4
46	2	2	4	3	3	2	3	5
47	2	2	2	3	4	2	3	3
48	1	1	1	1	1	2	4	5
49	1	2	3	3	4	2	4	5
50	2	2	4	3	3	2	4	4

Case Summaries

	Gender	Age	Education	Occupation	Income	Frequencies	BE.1	BE.2
51	1	2	4	3	3	2	3	3
52	1	2	3	3	4	2	4	4
53	2	2	2	3	3	2	4	4
54	2	1	1	1	2	2	3	3
55	1	2	3	3	4	2	4	4
56	1	2	4	3	3	2	3	4
57	2	2	2	3	4	2	3	2
58	1	2	2	3	4	2	3	2
59	1	2	4	3	3	2	5	5
60	1	2	3	3	4	2	3	2
61	2	1	1	1	2	2	5	5
62	1	3	3	3	4	2	4	4
63	1	2	2	3	3	2	5	5
64	1	2	4	3	3	2	4	4
65	1	2	4	3	3	2	3	5
66	1	3	4	3	3	2	2	3
67	1	3	2	3	4	2	5	5
68	1	1	1	1	2	2	3	5
69	1	1	1	1	2	2	5	5
70	1	1	1	1	2	2	4	4
71	1	2	3	3	2	2	3	4
72	1	2	2	4	4	2	3	3
73	1	3	3	3	4	2	3	3
74	1	2	2	1	2	2	5	5
75	2	3	4	3	3	2	2	3
76	2	3	3	3	4	2	5	5
77	1	3	2	3	4	2	5	5
78	1	1	1	1	2	2	5	5
79	1	2	1	3	4	2	3	3
80	2	3	3	3	4	2	4	5
81	1	3	3	3	3	2	3	3
82	1	3	3	3	4	2	5	5
83	1	2	4	4	3	2	5	5
84	2	1	1	1	2	2	4	5
85	2	3	3	4	4	2	3	3
86	2	3	4	3	3	2	2	3
87	2	3	2	3	4	2	5	5
88	1	2	3	3	3	2	3	2
89	2	3	2	3	4	2	4	4
90	1	2	3	4	3	2	3	4
91	1	2	1	2	4	2	5	3
92	1	3	3	3	3	2	3	3
93	2	2	3	3	3	2	4	4
94	2	2	4	3	3	2	3	3
95	1	2	2	3	4	2	3	4
96	1	2	3	4	4	2	5	3
97	1	3	4	3	3	2	3	2
98	1	2	3	2	3	2	3	4
99	1	2	3	2	4	2	3	5
100	1	2	1	2	4	2	5	3

Case Summaries

	Gender	Age	Education	Occupation	Income	Frequencies	BE.1	BE.2
101	2	2	4	3	3	2	4	4
102	1	3	3	4	3	2	5	5
103	1	3	2	3	4	2	5	5
104	1	2	3	3	2	2	5	3
105	1	3	2	4	4	2	5	5
106	2	2	3	3	3	2	4	5
107	1	3	3	3	4	2	4	4
108	1	2	3	2	4	2	3	4
109	2	2	4	3	3	2	3	3
110	1	4	3	3	4	2	4	5
111	1	4	2	3	4	2	4	4
112	1	4	3	3	4	2	2	4
113	1	3	3	4	3	2	3	4
114	2	2	3	2	4	2	4	4
115	1	4	1	3	4	2	3	4
116	1	2	2	4	4	2	4	4
117	1	2	3	4	4	2	5	3
118	2	2	2	3	3	2	3	3
119	1	2	3	4	4	2	5	3
120	1	3	3	4	4	2	3	4
121	1	1	1	1	2	2	3	4
122	1	1	1	1	2	2	3	4
123	1	2	3	3	4	2	4	4
124	1	2	3	2	3	2	3	4
125	1	2	2	3	3	2	5	5
126	1	3	2	4	4	2	3	3
127	2	2	3	4	4	2	5	3
128	1	1	1	1	1	2	4	5
129	1	2	3	2	4	2	4	4
130	2	2	3	2	4	2	5	5
131	1	2	4	3	3	2	1	3
132	1	2	2	4	4	2	3	3
133	1	2	3	4	4	2	5	5
134	2	2	4	3	3	2	3	3
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136	1	2	3	3	2	2	5	5
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138	2	2	1	2	4	2	5	3
139	1	2	3	3	3	2	3	4
140	1	2	3	4	4	2	5	3
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142	2	1	1	1	2	2	4	4
143	1	3	2	4	4	2	4	4
144	1	1	1	1	2	2	5	5
145	1	3	3	4	4	2	5	3
146	1	3	3	4	4	2	3	5
147	2	2	3	4	3	2	5	5
148	1	2	1	3	2	2	4	4
149	2	2	2	4	4	2	3	3
150	1	2	3	4	4	2	5	5

Case Summaries

	BE.3	BE.4	BE.5	BE.6	BE.7	BE.8	BE.9	BE.10	BE.11
1	4	3	4	4	4	2	2	3	3
2	3	4	4	5	4	3	4	4	5
3	3	3	3	3	2	3	3	3	3
4	5	5	5	5	3	3	4	5	4
5	5	4	4	4	4	3	3	3	3
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7	3	3	4	4	4	4	4	4	3
8	5	5	5	5	5	5	5	5	5
9	3	4	5	4	4	3	4	4	5
10	3	3	4	4	3	3	3	4	4
11	3	4	4	4	4	3	4	4	5
12	5	5	5	5	5	5	5	5	5
13	5	4	4	4	4	4	4	5	4
14	5	5	5	5	4	4	4	4	4
15	4	4	4	4	4	4	4	4	4
16	5	5	5	5	4	5	4	3	4
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18	5	4	4	5	4	4	4	5	5
19	2	4	5	3	4	4	4	3	3
20	4	4	3	3	4	4	3	4	4
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22	5	5	5	4	4	5	4	4	4
23	3	3	5	3	3	3	3	4	5
24	5	5	5	5	5	5	5	5	5
25	3	5	5	5	4	4	4	3	3
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27	5	5	5	5	3	3	4	5	5
28	5	4	5	3	4	4	4	4	4
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31	3	3	3	4	3	2	3	3	3
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36	5	5	5	3	5	3	3	3	5
37	3	3	3	5	3	3	3	3	3
38	5	5	5	5	5	5	5	5	5
39	5	5	5	5	5	5	5	5	5
40	5	5	5	5	5	5	5	5	5
41	2	2	2	2	3	3	2	3	2
42	4	4	5	4	4	4	4	4	3
43	4	4	4	4	4	4	4	4	4
44	4	4	4	4	4	4	4	4	4
45	4	4	4	4	4	4	4	4	4
46	3	2	2	3	4	2	3	3	3
47	3	3	4	4	3	4	4	3	3
48	3	4	4	5	4	4	5	3	3
49	3	4	4	5	4	3	4	4	5
50	4	4	4	4	4	5	4	5	5

Case Summaries

	BE.3	BE.4	BE.5	BE.6	BE.7	BE.8	BE.9	BE.10	BE.11
51	3	3	3	3	3	3	3	3	3
52	4	4	4	4	4	4	4	4	4
53	4	4	4	4	4	4	4	4	4
54	3	3	5	3	3	3	3	3	3
55	4	4	4	4	4	4	4	4	5
56	3	3	3	3	3	3	3	3	3
57	3	3	4	4	4	4	4	4	3
58	3	3	4	4	4	4	4	4	4
59	5	3	2	5	4	5	5	5	5
60	3	3	3	3	3	3	3	2	3
61	5	5	5	5	5	5	5	4	3
62	4	4	4	4	4	4	4	4	4
63	5	5	5	5	5	5	5	5	5
64	5	5	5	5	4	5	4	3	4
65	3	3	3	5	3	3	3	3	4
66	2	3	3	3	2	2	3	2	5
67	5	5	5	5	4	4	4	4	4
68	3	4	5	4	4	4	4	4	4
69	5	4	5	3	4	4	4	4	4
70	4	4	4	4	4	4	4	4	4
71	4	3	4	4	3	3	2	3	3
72	4	4	3	3	4	4	3	4	4
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75	2	3	3	3	2	2	3	3	3
76	5	3	3	4	4	5	5	4	5
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78	5	4	5	3	4	4	4	4	4
79	5	3	3	4	3	2	3	4	4
80	4	3	3	3	3	3	3	3	5
81	2	3	3	3	3	3	3	3	3
82	5	3	3	4	4	5	5	4	5
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84	3	4	4	5	4	4	5	3	4
85	2	2	3	3	2	3	3	3	3
86	2	3	3	3	1	3	3	2	5
87	5	5	5	5	4	4	4	4	4
88	3	3	2	2	2	3	2	2	2
89	4	3	3	4	3	4	3	4	4
90	4	3	3	3	3	4	4	4	4
91	3	5	5	4	4	4	4	4	4
92	2	2	3	3	3	3	3	3	3
93	4	4	4	4	4	4	4	4	4
94	4	3	3	3	2	3	2	3	3
95	3	3	4	4	4	4	4	4	4
96	3	3	5	3	4	2	3	4	5
97	2	3	3	3	2	3	3	3	3
98	3	4	5	4	4	3	4	4	5
99	3	3	3	3	3	3	3	4	3
100	3	5	5	4	4	4	4	4	4

Case Summaries

	BE.3	BE.4	BE.5	BE.6	BE.7	BE.8	BE.9	BE.10	BE.11
101	5	3	3	3	3	3	3	4	5
102	5	5	5	3	3	5	5	5	5
103	5	5	5	5	5	5	5	5	5
104	3	3	3	3	3	3	3	3	3
105	5	5	5	3	3	5	5	4	3
106	3	4	4	4	4	4	4	4	4
107	4	4	4	4	4	4	4	4	4
108	4	5	5	5	5	5	5	5	5
109	2	2	2	3	3	3	3	4	3
110	3	4	4	5	4	4	4	4	4
111	4	4	4	4	4	4	4	4	4
112	5	5	5	3	5	3	3	3	5
113	3	4	5	4	4	3	4	4	5
114	5	5	5	5	4	5	4	3	4
115	4	5	4	4	5	3	3	4	4
116	4	4	4	4	4	4	3	5	4
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121	4	5	3	3	3	4	4	5	5
122	4	5	3	4	4	4	4	4	4
123	5	3	3	4	4	5	5	4	5
124	3	4	4	4	4	3	4	4	4
125	5	3	5	4	4	5	4	3	3
126	4	4	3	3	4	4	3	4	4
127	3	4	5	3	4	4	4	4	4
128	3	4	4	5	4	4	5	4	4
129	4	4	5	4	4	4	4	4	3
130	5	5	5	5	5	5	5	5	5
131	3	3	4	2	2	2	3	2	3
132	4	4	3	3	4	4	3	4	4
133	5	5	5	5	5	5	5	5	5
134	3	3	3	3	3	3	3	3	3
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136	5	5	5	5	3	3	4	5	5
137	3	3	4	3	3	3	3	4	4
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139	4	3	4	4	3	3	2	3	3
140	3	4	5	3	4	4	4	4	4
141	3	3	4	3	3	4	4	4	5
142	5	4	4	4	3	3	4	4	4
143	4	4	4	4	4	4	4	4	4
144	5	4	5	3	4	4	4	4	4
145	3	3	5	3	3	3	3	4	5
146	5	5	3	3	3	4	4	5	5
147	4	5	5	4	4	4	5	5	5
148	4	4	4	4	4	4	4	4	4
149	4	4	3	3	4	4	3	4	4
150	5	5	5	5	5	5	5	5	5

Case Summaries

	BE.12	BS.1	BS.2	BS.3	BS.4	BS.5	BS.6	BS.7	BS.8
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4	5	5	4	5	5	5	5	5	5
5	3	2	3	4	4	5	4	4	4
6	3	2	2	2	2	2	3	2	2
7	2	5	4	5	3	5	5	5	5
8	5	5	5	3	4	4	5	5	5
9	5	5	4	4	4	4	4	4	4
10	4	4	4	3	3	3	3	3	3
11	5	5	4	4	4	4	4	4	4
12	5	5	5	5	5	5	5	5	5
13	5	5	5	5	5	5	5	5	5
14	4	4	4	5	5	4	4	4	4
15	4	5	4	3	3	5	5	5	4
16	5	5	5	5	5	4	5	5	5
17	3	3	3	2	2	4	4	3	3
18	5	4	4	4	3	4	4	3	4
19	3	5	5	3	4	4	4	3	3
20	2	4	4	4	4	4	4	3	3
21	2	4	3	3	3	5	4	4	3
22	5	5	5	3	4	4	5	5	5
23	4	4	5	4	4	4	4	2	3
24	5	5	5	5	5	5	5	5	5
25	3	5	5	4	3	4	4	4	5
26	5	3	5	5	4	4	4	5	5
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30	4	4	3	4	4	5	5	4	4
31	3	3	3	3	3	4	3	3	3
32	3	3	3	2	4	5	5	3	3
33	5	4	4	4	4	4	4	4	4
34	2	3	3	3	3	2	3	1	3
35	5	5	5	5	5	5	5	5	5
36	5	5	3	4	2	4	5	4	4
37	2	4	3	3	3	4	4	3	3
38	5	5	4	4	5	5	5	5	4
39	5	3	5	4	4	4	4	5	5
40	5	5	5	5	5	5	5	5	5
41	2	3	3	3	3	3	2	3	3
42	3	3	5	4	3	4	4	4	4
43	4	5	3	3	3	4	5	4	4
44	4	4	4	4	4	4	4	4	4
45	4	4	4	4	4	4	4	4	4
46	3	2	3	4	4	4	4	5	4
47	3	5	4	4	4	5	5	5	5
48	3	3	3	3	5	4	4	4	4
49	4	4	4	4	4	4	5	4	4
50	5	5	5	4	4	5	5	5	5

Case Summaries

	BE.12	BS.1	BS.2	BS.3	BS.4	BS.5	BS.6	BS.7	BS.8
51	3	4	3	4	4	5	4	4	4
52	4	3	4	4	3	4	4	4	4
53	4	4	5	5	4	4	4	5	5
54	3	2	3	3	3	3	3	3	3
55	4	4	4	4	4	4	5	4	4
56	3	3	3	3	3	4	4	2	4
57	2	5	4	4	4	5	5	5	5
58	5	2	3	4	4	5	5	5	5
59	5	5	4	4	4	5	5	5	5
60	3	5	5	3	5	4	4	4	4
61	4	3	4	4	3	4	4	3	3
62	4	4	4	3	5	4	4	4	4
63	5	3	5	5	4	4	4	5	5
64	5	5	4	4	4	5	5	5	5
65	2	3	3	2	2	4	4	3	3
66	4	3	2	3	2	2	3	3	2
67	4	4	4	4	4	4	4	4	4
68	4	5	5	5	5	5	5	5	5
69	5	4	4	5	5	5	5	5	5
70	4	3	4	3	3	4	4	3	3
71	4	4	4	4	3	4	4	4	4
72	4	4	4	4	4	4	4	3	3
73	4	5	5	4	3	4	4	4	4
74	5	5	5	4	3	5	5	5	5
75	3	3	2	3	2	2	3	3	2
76	4	4	4	4	4	4	4	4	4
77	4	4	4	5	5	4	4	4	3
78	5	4	4	5	5	5	5	5	5
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81	3	2	3	2	2	3	2	3	3
82	4	4	4	4	4	4	4	4	4
83	5	5	5	5	5	5	5	5	5
84	2	3	3	4	3	4	4	4	4
85	3	2	2	2	1	2	1	2	2
86	4	3	2	3	2	2	3	3	2
87	4	4	4	5	5	4	4	4	3
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90	5	4	4	4	3	4	4	4	4
91	3	4	4	4	3	3	4	4	4
92	2	3	5	3	3	3	2	3	3
93	4	4	4	4	4	4	4	4	4
94	4	3	2	3	3	4	4	3	3
95	2	3	4	4	4	3	3	4	4
96	4	4	5	3	5	4	4	2	3
97	4	3	2	3	2	2	3	4	1
98	5	5	4	4	4	4	4	4	4
99	4	3	4	3	3	5	4	4	4
100	3	4	4	4	3	3	4	4	4

Case Summaries

	BE.12	BS.1	BS.2	BS.3	BS.4	BS.5	BS.6	BS.7	BS.8
101	4	4	4	4	4	5	5	5	5
102	5	4	3	4	4	5	5	4	4
103	5	4	4	5	5	4	4	4	3
104	3	3	3	3	3	3	2	3	2
105	4	4	4	4	4	4	4	4	4
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107	4	4	4	4	4	4	4	4	4
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112	5	5	3	3	3	4	5	4	4
113	5	5	4	4	4	4	4	4	4
114	5	5	5	5	5	4	5	5	5
115	4	4	4	3	3	4	5	4	4
116	4	3	3	2	3	4	4	3	3
117	5	5	4	3	4	4	5	5	4
118	3	2	2	2	2	3	2	2	2
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123	4	4	4	3	3	4	3	5	4
124	4	5	4	4	4	4	4	4	4
125	3	3	5	5	4	4	4	5	5
126	3	3	4	2	2	4	4	3	3
127	5	5	4	3	4	5	5	5	4
128	3	4	4	3	3	4	4	4	4
129	4	4	4	4	4	4	4	4	4
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131	2	4	2	3	2	2	3	2	2
132	3	3	3	3	3	3	3	3	3
133	5	3	5	4	4	3	3	5	5
134	3	3	3	4	1	2	2	4	1
135	3	3	4	3	3	4	4	4	5
136	5	5	5	5	5	5	5	5	5
137	4	3	3	3	3	3	3	3	3
138	4	4	4	4	3	3	4	4	4
139	4	4	4	5	2	4	4	4	4
140	5	5	5	4	4	4	4	4	5
141	4	4	5	4	4	4	4	4	4
142	4	4	4	4	4	4	4	4	4
143	4	4	4	4	3	3	4	4	4
144	5	4	4	5	5	5	5	5	5
145	4	4	5	4	4	4	4	2	3
146	4	4	3	4	4	5	5	4	4
147	5	4	3	4	4	5	5	3	5
148	4	4	4	5	4	5	5	5	5
149	2	4	4	3	4	4	4	3	3
150	5	3	5	4	4	3	3	5	5

Case Summaries

	BT.1	BT.2	BT.3	BT.4	BA.1	BA.2	BA.3	BA.4
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3	4	4	2	3	3	3	2	3
4	5	5	5	5	4	5	5	5
5	4	4	3	3	3	2	2	2
6	3	2	2	3	2	2	3	2
7	5	4	4	4	4	4	3	4
8	5	5	5	5	5	5	5	5
9	5	4	4	4	4	4	5	4
10	3	3	4	3	4	3	3	3
11	5	4	4	4	4	4	5	4
12	4	4	4	4	4	4	4	3
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15	4	3	4	4	4	4	4	5
16	5	5	5	5	5	5	5	5
17	4	4	3	3	3	3	4	4
18	4	3	4	4	4	4	3	5
19	3	3	4	3	3	4	5	3
20	2	3	3	3	3	3	3	2
21	3	3	1	4	3	4	3	3
22	5	5	5	5	5	5	5	5
23	3	3	3	4	2	4	4	4
24	5	5	5	5	5	5	5	5
25	4	4	3	3	4	4	4	4
26	5	5	4	5	5	5	5	3
27	5	5	5	5	4	5	5	5
28	5	5	4	5	5	5	5	5
29	5	4	4	4	4	4	4	4
30	5	4	4	5	3	4	4	4
31	3	3	3	3	3	3	3	3
32	3	3	3	3	3	3	3	2
33	5	4	4	4	4	4	5	4
34	2	2	3	2	3	2	2	3
35	5	5	5	5	5	5	5	5
36	4	5	4	4	4	4	4	3
37	4	4	3	3	3	3	3	2
38	5	5	5	5	5	5	5	5
39	5	5	5	5	5	5	5	5
40	5	5	5	5	4	5	5	5
41	3	3	3	3	3	3	3	3
42	5	3	4	4	4	4	3	5
43	4	5	4	5	3	4	4	4
44	4	4	4	4	3	4	4	4
45	4	4	4	4	3	4	4	4
46	4	4	4	4	3	2	3	2
47	5	4	4	4	4	4	4	4
48	4	4	3	4	3	3	3	5
49	4	4	4	4	4	4	4	4
50	5	4	5	4	4	4	5	5

Case Summaries

	BT.1	BT.2	BT.3	BT.4	BA.1	BA.2	BA.3	BA.4
51	4	4	4	4	3	2	2	2
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54	3	3	4	3	4	3	3	3
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61	5	3	4	3	3	4	4	3
62	4	4	4	4	4	4	4	4
63	5	5	4	5	5	5	3	5
64	5	4	5	4	4	4	5	5
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66	3	3	2	3	3	2	2	3
67	5	4	5	4	5	5	5	5
68	5	5	4	5	5	5	4	5
69	5	5	4	5	5	5	4	4
70	5	3	4	3	4	4	4	4
71	5	3	4	4	4	4	3	5
72	2	4	3	2	4	3	3	3
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75	1	2	2	1	3	2	2	3
76	5	4	4	4	5	4	4	4
77	4	4	5	4	5	4	5	5
78	5	5	4	5	5	5	4	4
79	4	4	4	3	4	4	4	5
80	4	4	4	2	4	4	4	5
81	2	1	1	1	2	2	2	2
82	5	4	4	4	5	4	4	4
83	5	5	5	5	4	5	5	5
84	4	4	3	3	4	2	3	5
85	3	2	3	2	2	2	3	2
86	3	3	2	3	4	2	2	3
87	5	4	5	4	5	4	5	5
88	3	3	3	4	2	3	3	4
89	4	4	4	2	4	4	4	5
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91	5	4	3	4	3	4	4	3
92	3	3	3	3	3	3	3	3
93	4	4	4	4	3	4	4	4
94	4	4	3	4	1	3	4	4
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96	3	3	3	4	2	4	4	4
97	3	3	2	3	3	3	3	3
98	4	4	4	4	4	4	5	4
99	5	4	4	4	3	4	4	4
100	5	4	3	3	4	4	4	3

Case Summaries

	BT.1	BT.2	BT.3	BT.4	BA.1	BA.2	BA.3	BA.4
101	5	4	5	4	4	4	5	5
102	5	4	4	5	3	4	4	4
103	5	5	5	5	5	4	5	5
104	4	3	3	3	3	3	3	3
105	4	4	3	4	4	4	4	4
106	4	4	4	4	4	4	4	4
107	4	4	4	4	3	4	4	4
108	5	4	4	4	5	5	5	5
109	4	4	2	2	3	2	3	2
110	5	4	4	4	4	4	4	4
111	4	5	4	4	4	4	4	4
112	4	5	4	4	4	4	4	4
113	5	4	4	4	4	4	5	4
114	5	5	5	5	5	5	5	5
115	4	5	4	4	4	4	4	4
116	4	4	4	4	4	4	4	4
117	4	3	4	4	4	4	4	4
118	3	2	2	3	2	2	2	2
119	3	3	3	4	4	4	4	4
120	5	4	4	4	4	4	5	5
121	4	3	4	4	2	3	2	2
122	5	3	4	3	3	4	5	3
123	5	4	4	4	4	4	4	4
124	5	4	4	4	4	4	5	4
125	5	5	4	5	5	5	5	5
126	2	4	3	3	3	3	3	3
127	5	3	4	4	4	4	4	4
128	4	4	3	3	3	3	3	5
129	5	4	3	3	4	4	5	3
130	5	4	4	4	3	4	5	5
131	3	3	3	3	2	3	2	2
132	3	4	3	3	3	3	3	3
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136	5	5	5	5	4	5	5	5
137	3	4	4	3	5	2	3	3
138	5	4	3	3	3	4	4	4
139	5	3	4	4	4	4	3	5
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143	5	4	3	3	3	4	4	3
144	5	5	4	5	4	4	4	4
145	3	3	3	4	2	4	4	4
146	5	4	4	5	3	4	4	5
147	5	4	5	5	3	4	4	4
148	5	5	4	5	5	5	4	4
149	3	4	3	3	3	3	3	2
150	5	5	5	5	5	5	5	5

APPENDIX III

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all
   variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.868	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BE.1	42.87	39.430	.534	.859
BE.2	42.47	40.602	.413	.867
BE.3	42.77	39.220	.494	.862
BE.4	42.53	37.499	.730	.846
BE.5	42.40	39.490	.470	.864
BE.6	42.63	40.447	.465	.863
BE.7	42.73	41.995	.428	.864
BE.8	42.80	37.545	.728	.846
BE.9	42.70	39.666	.581	.856
BE.10	42.80	39.614	.677	.851
BE.11	42.57	38.461	.690	.849
BE.12	42.60	40.179	.475	.862

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
46.53	46.464	6.816	12

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.886	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BS.1	27.17	17.799	.608	.879
BS.2	27.10	18.645	.581	.880
BS.3	27.43	18.875	.522	.886
BS.4	27.40	18.662	.596	.878
BS.5	27.00	18.759	.676	.871
BS.6	26.93	18.340	.702	.868
BS.7	27.07	17.857	.727	.865
BS.8	27.13	17.223	.902	.849

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
31.03	23.482	4.846	8

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.849	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BT.1	11.67	3.402	.730	.790
BT.2	12.03	3.895	.659	.821
BT.3	12.13	3.706	.664	.818
BT.4	12.07	3.582	.701	.802

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.97	6.171	2.484	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.884	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BA.1	11.77	4.668	.735	.859
BA.2	11.73	3.926	.850	.809
BA.3	11.67	4.299	.683	.875
BA.4	11.53	3.982	.741	.855

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.57	7.220	2.687	4

APPENDIX IV

Frequencies

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	99	66.0	66.0	66.0
	Female	51	34.0	34.0	100.0
	Total	150	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 20 years old	18	12.0	12.0	12.0
	21 - 34 years old	89	59.3	59.3	71.3
	35 - 49 years old	36	24.0	24.0	95.3
	Over than 49 years old	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementari high school	26	17.3	17.3	17.3
	Diploma	32	21.3	21.3	38.7
	Sarjana (S1)	71	47.3	47.3	86.0
	Paska Sarjana (S2 – S3)	21	14.0	14.0	100.0
	Total	150	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	21	14.0	14.0	14.0
	Pegawai Negeri Sipil	16	10.7	10.7	24.7
	Pegawai Swasta	75	50.0	50.0	74.7
	Enterpreneur	38	25.3	25.3	100.0
	Total	150	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rp 1.000.000	2	1.3	1.3	1.3
	Rp 1.000.000 – Rp 3.000.000	25	16.7	16.7	18.0
	Rp. 3.000.001 – Rp 5.000.000	50	33.3	33.3	51.3
	> Rp 5.000.000	73	48.7	48.7	100.0
	Total	150	100.0	100.0	

Frequencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 times or over	150	100.0	100.0	100.0

APPENDIX V

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
BE.1	150	3.8333	.92262
BE.2	150	3.9467	.95388
BE.3	150	3.8333	.98592
BE.4	150	3.8733	.89215
BE.5	150	4.0467	.92204
BE.6	150	3.8800	.82673
BE.7	150	3.6867	.80382
BE.8	150	3.7267	.85841
BE.9	150	3.7800	.80159
BE.10	150	3.8800	.76781
BE.11	150	4.0267	.82695
BE.12	150	3.9333	.95304
Brand experience	150	3.8706	.65364
Valid N (listwise)	150		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
BS.1	150	3.9400	.89165
BS.2	150	3.9467	.85755
BS.3	150	3.7400	.81455
BS.4	150	3.6200	.90983
BS.5	150	4.0267	.80223
BS.6	150	4.1000	.80893
BS.7	150	3.9200	.89383
BS.8	150	3.9067	.90001
Brand satisfaction	150	3.9000	.66381
Valid N (listwise)	150		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
BT.1	150	4.2600	.88560
BT.2	150	3.9000	.80059
BT.3	150	3.7800	.86599
BT.4	150	3.8000	.88991
Brand trust	150	3.9350	.73698
Valid N (listwise)	150		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
BA.1	150	3.7533	.88186
BA.2	150	3.8133	.85441
BA.3	150	3.9067	.90744
BA.4	150	3.9200	.97292
Brand attachment	150	3.8483	.77929
Valid N (listwise)	150		

APPENDIX VI

Outer Loadings

	BA	BE	BS	BT
BA.1	0.805			
BA.2	0.921			
BA.3	0.875			
BA.4	0.847			
BE.1		0.725		
BE.10		0.795		
BE.11		0.662		
BE.12		0.708		
BE.2		0.743		
BE.3		0.753		
BE.4		0.829		
BE.5		0.714		
BE.6		0.691		
BE.7		0.754		
BE.8		0.745		
BE.9		0.841		
BS.1			0.692	
BS.2			0.703	
BS.3			0.731	
BS.4			0.778	
BS.5			0.775	
BS.6			0.804	
BS.7			0.806	
BS.8			0.881	
BT.1				0.850
BT.2				0.840
BT.3				0.871
BT.4				0.863

Cross Loadings

	BA	BE	BS	BT
BA.1	0.805	0.629	0.613	0.669
BA.2	0.921	0.755	0.784	0.806
BA.3	0.875	0.725	0.682	0.742
BA.4	0.847	0.617	0.625	0.662
BE.1	0.558	0.725	0.514	0.532
BE.10	0.574	0.795	0.570	0.595
BE.11	0.515	0.662	0.448	0.500
BE.12	0.649	0.708	0.572	0.630
BE.2	0.581	0.743	0.506	0.650
BE.3	0.651	0.753	0.600	0.695
BE.4	0.598	0.829	0.558	0.629
BE.5	0.647	0.714	0.539	0.588
BE.6	0.585	0.691	0.463	0.560
BE.7	0.576	0.754	0.536	0.580
BE.8	0.569	0.745	0.525	0.543
BE.9	0.596	0.841	0.572	0.602
BS.1	0.599	0.450	0.692	0.486
BS.2	0.690	0.597	0.703	0.516
BS.3	0.562	0.541	0.731	0.631
BS.4	0.578	0.572	0.778	0.632
BS.5	0.497	0.466	0.775	0.579
BS.6	0.571	0.539	0.804	0.650
BS.7	0.666	0.603	0.806	0.746
BS.8	0.686	0.631	0.881	0.764
BT.1	0.711	0.675	0.685	0.850
BT.2	0.689	0.649	0.699	0.840
BT.3	0.791	0.728	0.734	0.871
BT.4	0.669	0.667	0.675	0.863

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BA	0.885	0.894	0.921	0.745
BE	0.928	0.930	0.938	0.560
BS	0.903	0.908	0.922	0.598
BT	0.878	0.881	0.916	0.733

R Square

	R Square	R Square Adjusted
BA	0.734	0.730
BS	0.514	0.510
BT	0.758	0.755

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BE -> BS	0.717	0.725	0.040	17.835	0.000
BE -> BT	0.432	0.429	0.052	8.311	0.000
BS -> BA	0.311	0.314	0.070	4.418	0.000
BS -> BT	0.507	0.509	0.050	10.143	0.000
BT -> BA	0.583	0.582	0.067	8.671	0.000
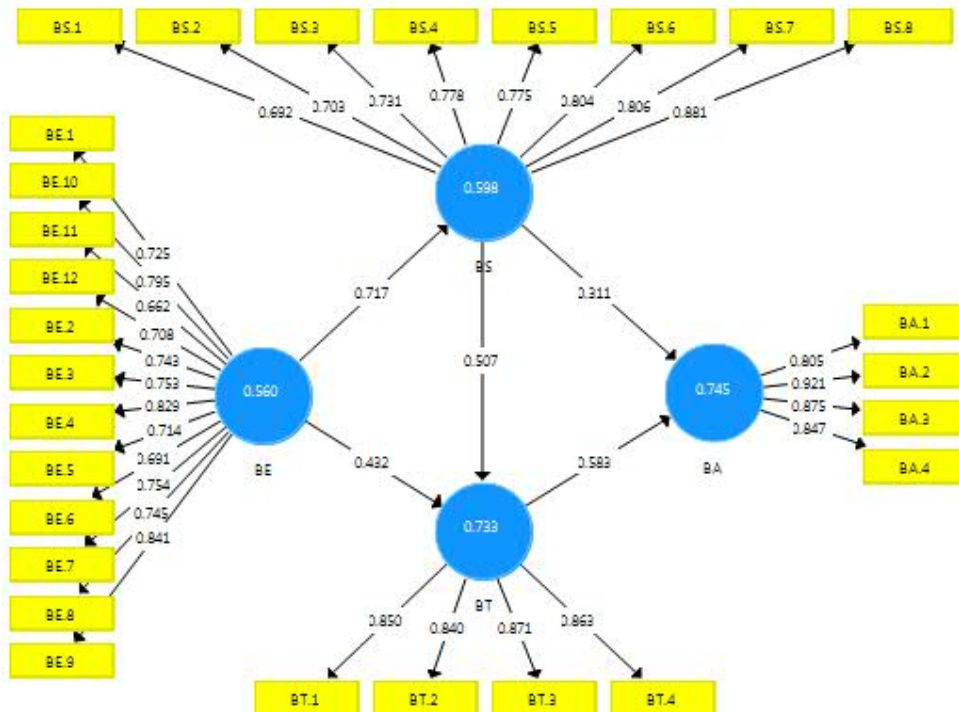
APPENDIX VII

R DISTRIBUTION TABLE 5%

Df	5%	DF	5%	DF	5%	DF	5%
1	0.997	51	0.271	101	0.194	151	0.159
2	0.950	52	0.268	102	0.193	152	0.158
3	0.878	53	0.266	103	0.192	153	0.158
4	0.811	54	0.263	104	0.191	154	0.157
5	0.754	55	0.261	105	0.190	155	0.157
6	0.707	56	0.259	106	0.189	156	0.156
7	0.666	57	0.256	107	0.188	157	0.156
8	0.632	58	0.254	108	0.187	158	0.155
9	0.602	59	0.252	109	0.187	159	0.155
10	0.576	60	0.250	110	0.186	160	0.154
11	0.553	61	0.248	111	0.185	161	0.154
12	0.532	62	0.246	112	0.184	162	0.153
13	0.514	63	0.244	113	0.183	163	0.153
14	0.497	64	0.242	114	0.182	164	0.152
15	0.482	65	0.240	115	0.182	165	0.152
16	0.468	66	0.239	116	0.181	166	0.151
17	0.456	67	0.237	117	0.180	167	0.151
18	0.444	68	0.235	118	0.179	168	0.151
19	0.433	69	0.234	119	0.179	169	0.150
20	0.423	70	0.232	120	0.178	170	0.150
21	0.413	71	0.230	121	0.177	171	0.149
22	0.404	72	0.229	122	0.176	172	0.149
23	0.396	73	0.227	123	0.176	173	0.148
24	0.388	74	0.226	124	0.175	174	0.148
25	0.381	75	0.224	125	0.174	175	0.148
26	0.374	76	0.223	126	0.174	176	0.147
27	0.367	77	0.221	127	0.173	177	0.147
28	0.361	78	0.220	128	0.172	178	0.146
29	0.355	79	0.219	129	0.172	179	0.146
30	0.349	80	0.217	130	0.171	180	0.146
31	0.344	81	0.216	131	0.170	181	0.145
32	0.339	82	0.215	132	0.170	182	0.145
33	0.334	83	0.213	133	0.169	183	0.144
34	0.329	84	0.212	134	0.168	184	0.144
35	0.325	85	0.211	135	0.168	185	0.144
36	0.320	86	0.210	136	0.167	186	0.143
37	0.316	87	0.208	137	0.167	187	0.143
38	0.312	88	0.207	138	0.166	188	0.142
39	0.308	89	0.206	139	0.165	189	0.142
40	0.304	90	0.205	140	0.165	190	0.142
41	0.301	91	0.204	141	0.164	191	0.141
42	0.297	92	0.203	142	0.164	192	0.141
43	0.294	93	0.202	143	0.163	193	0.141
44	0.291	94	0.201	144	0.163	194	0.140
45	0.288	95	0.200	145	0.162	195	0.140
46	0.285	96	0.199	146	0.161	196	0.139
47	0.282	97	0.198	147	0.161	197	0.139
48	0.279	98	0.197	148	0.160	198	0.139
49	0.276	99	0.196	149	0.160	199	0.138
50	0.273	100	0.195	150	0.159	200	0.138

THE INFLUENCE OF BRAND EXPERIENCE, SATISFACTION AND TRUST IN EMOTIONAL ATTACHMENT TO BRAND

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A. BACKGROUND

Today's business competition climate is getting tougher. This requires each company to have a competitive advantage in terms of products and services. A competitive advantage that is owned will provide an opportunity for companies to be able to win business competition and become a market leader in a particular industry category. The company's ability to win business competition with ownership of these competitive advantages will make many positive contributions to the company such as obtaining greater profits.

One proof in the form of competitive advantage possessed by the company is shown by the level of emotional involvement with the company's brand (brand attachment). Brand attachment is an emotional condition in a special relationship between a person and certain objects (Kotler and Armstrong, 2015). People with a high level of attachment to a brand will have a level of loyalty to the brand and prefer the brand later to be used (bought) again. This shows that the emotional attachment of consumers to a brand is one of the outcomes of a company's ability to create a strong brand and form of competitive advantage they have.

The importance of consumer attachment to the brand requires each company to be able to increase emotional attachment of consumers to the company's brand. Many ways you can do to increase consumer attachment to a brand. Cinnamon (2013) in his research proved that brand experience, brand satisfaction and brand trust are predictors of brand attachment.

One factor that influence brand attachment is brand trust. Kotler and Keller (2016) define brand trust as the willingness of consumers to trust the brand with all the risks, because there is hope that the brand can provide positive results for him. Trust is a very important factor in turning buyers or consumers into customers. Consumers who believe in a brand, tend to entrust the problem with the brand. Consumers believe in a brand because they are reliable, provide guaranteed no harm and their performance is very valuable or very useful. In the long run, a high level of brand confidence will increase consumers'

attachment to a brand. The results of Chinomona's research (2013), Tsiotsou (2010) found tangible evidence of the positive influence of brand trust in brand attachment.

Another factor that influence brand attachment is brand satisfaction. Lovelock and Wirtz (2011) define satisfaction as an attitude that is decided based on the experience gained. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to the fulfillment of consumer consumption needs. Consumer satisfaction can be created through quality, service and value. The key to achieving customer loyalty is to provide high customer value.Consumers with high levels of satisfaction with a product or service will trust the brand more and become more emotionally involved with the brand concerned (Chinomona, 2013). The results of Chinomona's research (2013) provide tangible evidence of the positive influence of brand satisfaction on brand attachment.

Based on the explanation above, it can be seen that in order to increase brand attachment, the efforts that must be made are to increase the level of customer satisfaction and trust in a brand. The main issue is how to increase satisfaction and trust in a brand. Chinomona (2013), in his research empirically proved the influence of brand experience on brand satisfaction and brand trust. The results of the study of Sahin et al., (2011) also provide tangible evidence of how the level of customer satisfaction and trust in a brand is directly affected by consumers' experience of a brand.

Brooks et al., (2009) defines brand experience as the sensations, feelings, cognitions, and consumer responses caused by the brand, related to stimuli caused by brand, design, brand identity, marketing communications, people and the brand environment of the market. Brand experience is created when customers use a brand, talk with others about the brand, find information about the brand, promotions, events, and so on (Amber, 2013). A good consumer experience on a brand has a significant influence on brand satisfaction and brand trust.

Understanding the meaning of brand attachment, every company must be able to create a better consumer experience on the company's brand, increase customer satisfaction and trust in the company's brand. Likewise, PT Sari Coffee Indonesia as a Starbucks trademark holder company in Indonesia. In order to increase brand attachment, the management of PT Sari Coffee Indonesia does various things related to brand experience, brand satisfaction, and brand trust. All these activities are carried out so that the level of consumer interest in the company's brand is getting better.

B. FORMULATION ON THE PROBLEM
1. How does brand experience influence brand satisfaction on the Starbucks brand?
2. How does brand experience influence brand trust in the Starbucks brand?
3. How does brand satisfaction influence brand trust in the Starbucks brand?

4. How does brand satisfaction influence brand attachment on the Starbucks brand?

5. How does brand trust, influence brand attachment on the Starbucks brand?

C. SCOPE OF PROBLEM

1. The sample in this study is consumers in Yogyakarta who have made repeat purchases of Starbucks brand products and services from PT Sari Coffee Indonesia at least 3 times in the past 6 months.

2. The variables studied consisted of brand experience, brand satisfaction, brand trust, and brand attachments.

D. RESEARCH FRAMEWORK

This research is a replication study from a previous study conducted by Chinomona in 2013. The research model is as follows:
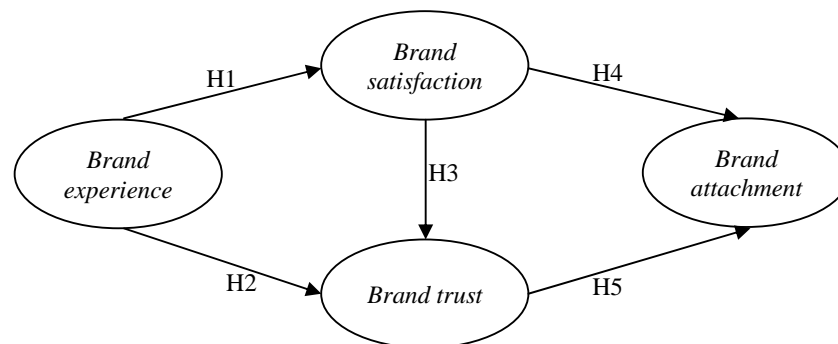
Figure1
Research Framework

E. RESEARCH HYPOTHESIS

1. The effect of *brand experience* on *brand satisfaction*

Consumer experience has a role to build customer satisfaction in a brand. This is because brand experience is conceptualized as sensations, feelings, cognition, and behavioral responses generated by brand-related stimuli that are part of brand design and identity, packaging, communication, and the environment (Brakus *et al.,* 2009). Consumers with a good brand experience will be satisfied with the consumption of a product or service.The influence of brand experience on brand satisfaction was found in the study of Chinomona (2013), Sahin *et al.,*2011), Rehman *et al.,* (2014), and Chinomona and Maziriri (2017). Based on this, the researchers propose the following research hypotheses:

H1: *Brand experience* **has a positive effect on** *brand satisfaction***.**

2. The influence of *brand experience* on *brand trust*

Brand experience not only has an influence on brand satisfaction but also affects consumer confidence in a brand. The concept of brand experience and scale that develops

is very important for marketers to understand and manage brand trust and loyalty concepts (Sahin *et al.*, 2011). Rehman *et al.*, (2014) stated that trust is influenced by positive consumer experiences on the consumption of products or services.The results of the study of Chinomona (2013), Sahin *et al.,* 2011), Rehman *et al.,* (2014) prove the effect of brand experience on brand trust. Based on this, the researchers propose the following research hypotheses:

H2: *Brand experience* **has a positive influenceon** *brand trust.*

3. The effect of *brand satisfaction* on *brand trust*

Consumer satisfaction is one of the determining factors for the success of a business. The company's ability to create better products or services will make consumers believe in certain brand products or services. Consumer trust is formed is a form of post-consumption evaluation where consumers who are satisfied with the consumption of a product or service will become increasingly confident in the product or service.The effect of brand satisfaction on brand trust significantly was found in the study of Chinomona (2013), Asadollahi *et* al., (2012). Based on this, the researchers propose the following research hypotheses:

H3: *Brand satisfaction* **has a positive influence on** *brand trust.*

4. The effect of *brand satisfaction* on *brand attachment*

Today's marketers pay a lot of attention to how to satisfy their customers in ways that are considered the best and can be used as a strong competitive advantage. Satisfaction is the overall experience of consumers with products or services and repurchase intentions are also included (Rehman *et al.,* 2014).Consumers who have a high level of satisfaction emotionally will also have a high level of attachment to a brand (Chinomona, 2013). The influence of consumer satisfaction on the consumption of a particular product or service brand on brand attachment was found in the study of Chinomona (2013), Asadollahi *et al.*, (2012). Based on this, the researchers propose the following research hypotheses:

H4: *Brand satisfaction* **has a positive influence** *on brand attachments.*

5. The influence of *brand trust* on *brand attachment*.

Construction of trust is defined as the extent to which a person believes in him and is willing to act on the basis of the actions or decisions of others (Rehman et al., 2014). Trust is the term for the tendency to believe in the ability of certain brands to perform the functions promised (Kim and Co, 2010) and the willingness to rely on other parties in the form of risk and will comes from understanding others based on past experience, and also involves expectations that the other party will lead to positive results not the possibility of negative results (Rehman *et al.*, 2014).Consumers with a high level of trust in a brand will

have a high level of attachment to the brand in question. The influence of brand trust on brand attachment was found in the study of Chinomona (2013), Asadollahi *et al*., (2012), Chinomona and Maziriri (2017). Based on this, the researchers propose the following research hypotheses:

H5: *Brand trust* **has a positive influence on** *brand attachments.*

F. RESEARCH METHODOLOGY

1. Type, Place and Time of Research

This research is survey research. The study was conducted in Yogyakarta in September 2019.

2. Population, Samples, and Number of Samples

- The population in this study is all people who have bought products and services under the Starbucks trademark.
- The technique of determining the sample of this research is purposive sampling. Characteristics or sample requirements in this study are consumers who have consumed Starbucks products and services at least 3 times in the last 6 months.
- In this study, the researchers added the number of study samples to 150 respondents.

3. Method of collecting data

Research data were collected using a questionnaire. The research questionnaire was adapted from the Chinomona study conducted in 2013.

4. Data Measurement Method

Measurement data in this study use a Likert scale technique on a scale of 1 to 5. Questions on the questionnaire are made in the form of multiple choices and each question item has a different weight. The weights of each questionnaire are as follows:

Strongly disagree	given weight	1
Disagree	given weight	2
Quite agree	given weight	3
Agree	given weight	4
Strongly agree	given weight	5

For negative questions (R) namely questions about brand experience, namely item number 3, 5, and 9 the weighting system is as follows:

Strongly disagree	given weight	5
Disagree	given weight	4
Quite agree	given weight	3
Agree	given weight	2
Strongly agree	given weight	1

5. **Instrument Testing Method**
   a. **Validity test**

   Validity shows the accuracy and the accuracy of the measuring instrument in carrying out its measurement function. To determine the accuracy and accuracy of data collected from the use of instruments, a validity test was performed using Pearson product moment correlation. An item is said to be valid if r-count> r-table.The results of the validity test on the all variable obtained r-count> r-table. Based on the validity test provisions where all questions have r count value> r table, then all questions in the are declared valid or valid.

   b. **Reliability Test**

   Reliability testing is related to the problem of trust in the instrument. An instrument has a high level of confidence (consistency) if the results of the test show permanent results. Reliability test is carried out to determine the stability of the measuring instrument. An instrument is declared reliable or reliable if the Alpha coefficient> 0.6. The reliability test results on brand experience, brand satisfaction, brand trust, and brand attachment variables obtained Alpha Cronbach values between 0.849 and 0.886. Based on the reliability test provisions where all research variables have Alpha Cronbach> 0.60, then all the questions about the brand experience, brand satisfaction, brand trust, and brand attachment variables are declared reliable or reliable.

6. **Data analysis method**
   a. **Percentage Analysis**

   Percentage analysis is used to determine the profile of respondents in this study. The method used is to present answers to questions about the respondent's personal data.

   b. **Descriptive Analysis**

   To find out the respondents' ratings on variable brand experience, brand satisfaction, brand trust and brand attachments used descriptive analysis. The method used is to calculate the mean value (mean) of each research variable.

   c. *Structural Equation Modelling*

   Structural equation modeling analysis is used to test simultaneously from many regression equation models.

G. **RESEARCH RESULTS**
   1. **Demographic Characteristics of Respondents**
      a. The majority of respondents in this study (66%) were male.
      b. The majority of respondents in this study (59,3%) aged between 21 to 34 years old.

    c. The majority of respondents in this study (47,3%) had a Bachelor's degree (S1).

    d. The majority of respondents in this study (50%) work as private employees.

    e. The majority of respondents in this study (48,7%) had an average income of more than RP. 5,000,000.

    f. The majority of respondents in this study (100%) visited Starbucks between 3 times or more.

2. Description of Respondents' Answers to the Research Variables

Table1

Description of Respondents' Answers to the Research Variables

No	Variable	Mean	Information
1	Brand experience	**3.8706**	Good
2	Brand satisfaction	**3.9000**	High
3	Brand trust	**3.9350**	High
4	Brand attachment	3.8483	High

    a. Descriptive analysis results on the brand experience variable obtained an average value of **3.8706**. Based on the terms of the descriptive analysis, it was concluded that respondents had good experience in consuming Starbucks products or services.

    b. Descriptive analysis results for the brand satisfaction variable obtained an average value of **3.9000**. Based on the terms of the descriptive analysis, it is concluded that respondents have a high level of satisfaction in consumption of Starbucks products or services.

    c. Descriptive analysis results for the brand trust variable obtained an average value of **3.9350**. Based on the terms of the descriptive analysis, it is concluded that respondents have a high level of confidence in the consumption of Starbucks products or services.

    d. Descriptive analysis results for the brand attachment variable obtained an average value of 3.8483. Based on the terms of the descriptive analysis, it was concluded that respondents had a high level of attachment to Starbucks products or services.

3. The Effect of Brand Experience, Brand Satisfaction, and Brand Trust on Brand Attachment

To examine the effect of brand experience, brand satisfaction, and brand trust on brand attachments, Structural Equation Modeling, analysis was used with the help of the SmartPLS program.

Table2
Criteria Test Results *Goodness of Fit*

Godness of Fit Index Outer Model			
Item	**Cut off Value**	**Test result**	**Information**
Convergent Validity			
Factor *Loading*	> 0,5	0,662 s/d 0,921	Good
Discriminant Validity			
Cross Loading	Loading value> other *cross-loading* values	Fulfilled (See Table 4.12)	Good
Construct Reliability & Validity			
Cronbach Alpha	> 0,6	0,878 s/d 0,928	Good
Composite Reliability	> 0,6	0,916 s/d 0,938	Good
AVE	> 0,5	0,560 s/d 0,745	Good
Goodness of Fit Index Inner Model			
R-square	> 0,5	0,514 s/d 0,758	Good
Q-square	> 0,5	0,9687	Good

a. Evaluate the Goodness of Fit - Assessing the Outer Model

The outer loading value of each variable indicator has an outer loading value greater than 0.5 so that it can be concluded that all indicators are good indicators to measure.

The results of the analysis of the four variables are known that all indicators of each study variable have a leading value that is greater than the loading value of the correlation with other latent variables so that it can be said that the data has good discriminant validity.

Based on the results of the overall evaluation, both convergent validity, discriminant validity, and construct reliability, which have been described above, it can be concluded that the indicator measuring latent variables are valid and reliable gauges.

b. *Goodness of Fit Evaluation* – Assessing the *Inner Model*

Table 3
R-Square Value and *Adjusted R-Square*

Variable	**R Square**	**Adjusted R-Square**
Brand satisfaction	0.514	0.510
Brand trust	0.758	0.755
Brand attachment	0.734	0.730

1) This means that exogenous variable (brand experience) are able to explain 51.4% of changes in endogenous variables (brand satisfaction).

2) This means that exogenous variable (brand experience and brand satisfaction) are able to explain 75.8% of changes in endogenous variables (brand trust).

3) This means that exogenous variable (brand satisfaction and brand trust) can explain 73.4% of changes in endogenous variables (brand attachment).

c. **Hypothesis test**

Table 4
Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand experience -> Brand satisfaction	0.717	0.725	0.040	17.835	**0.000**
Brand experience -> Brand trust	0.432	0.429	0.052	8.311	**0.000**
Brand satisfaction -> Brand trust	0.507	0.509	0.050	10.143	**0.000**
Brand satisfaction -> Brand attachment	0.311	0.314	0.070	4.418	**0.000**
Brand trust -> Brand attachment	0.583	0.582	0.067	8.671	**0.000**

a. Brand experience has a positive and significant effect on brand trust. The results of this study indicate that the better the quality of the loyalty program will significantly increase brand trust between consumers and companies.

b. Brand satisfaction has a positive and significant effect on brand trust. The results of this study indicate that better brand satisfaction that is built will significantly increase brand trust between consumers and companies.

c. Brand experience has a positive and significant effect on brand trust. The results of this study indicate that, the better the quality of the loyalty program will significantly increase brand attachment to the company.

d. Brand trust has a positive and significant effect on brand attachment. The results of this study indicate that better brand trust that is built significantly will increase brand attachment to the company.

e. Brand trust has a positive and significant effect on brand attachment. The results of this study indicate that better brand trust that is built significantly will increase brand attachment to the company.

H. DISCUSSION

High consumer attachment to a brand is one measure of the company's success in building relationships with consumers. This is because consumers with a high level of attachment to a brand will make a positive contribution to the company in various ways such as repurchases and so forth. Based on that, it is important for every company to always do various kinds of ways to increase consumer attachment to the company's brand.

This research was conducted to examine the effect of brand experience, customer satisfaction and consumer confidence in influencing their attachment. The results of this study provide empirical evidence that consumers with good Starbucks products and service consumption experience can significantly increase consumer satisfaction (beta 0.717; p

0,000), and increase consumer confidence in Starbucks products and services (beta 0.432; p 0,000).

The significant influence of brand experience on consumer satisfaction has confirmed the results of research by Chinomona (2013), Sahin et al., (2011), and Rehman et al., (2014). While the significant influence of brand experience on consumer confidence has confirmed the results of the study of Chinomona (2013), Sahin et al., (2011), and Rehman et al., (2014). The results of this study provide information that consumers' evaluations of a good product or service consumption experience will make consumers satisfied and believe in a particular product or service brand.

In the next stage, high consumer satisfaction with the consumption of Starbucks products and services will significantly increase consumer confidence (beta 0.507; p 0.000) and towards increasing brand engagement (beta 0.311; p 0,000). The results of the study also provide information that consumers who believe will be increasingly bound to Starbucks products and services (beta 0.583; p 0,000). The effect of consumer satisfaction on consumer confidence confirms the results of the study of Chinomona (2013), and Asadollahi et al., (2012). The results of this study provide tangible evidence that consumers who are satisfied with the consumption of products or services will have a higher level of confidence in the product or service concerned.

The effect of consumer satisfaction on brand attachment confirms the results of the study of Chinomona (2013), and Asadollahi et al., (2012). While the influence of consumer confidence on brand attachment confirms the results of research by Chinomona (2013), and Chinomona and Maziriri (2017). The results of this study provide information that, directly, the level of consumer attachment to a product or service brand is determined by how high the level of customer satisfaction and trust in the consumption of a particular product or service brand.

The results of this study can be summarized in a relationship model of research results as follows:
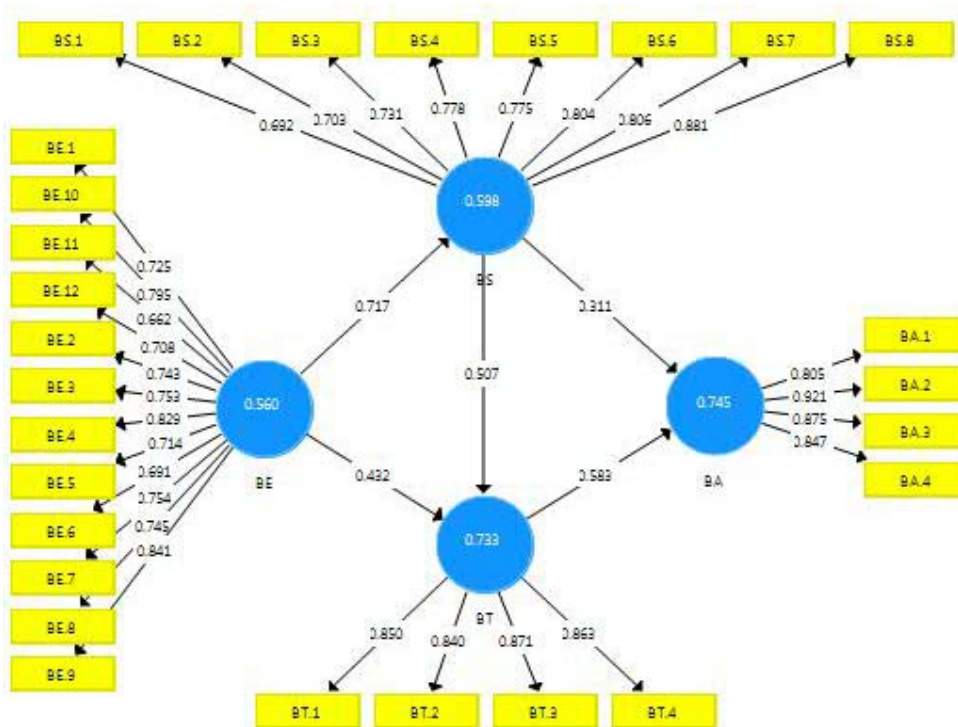
Figure 2
Model of Relationship Between Research Variables

I. CONCLUSION

The results of this study can be concluded that respondents have good brand experience and have a level of satisfaction, trust and have a high level of emotional attachment to the Starbucks brand. Good brand experience has a significant positive effect on brand satisfaction. The results of this study also provide information that brand experience and brand satisfaction significantly have a positive and significant influence on brand trust.In the final stage of the findings of this study it was found that consumers with high levels of satisfaction and trust were significantly able to provide stimuli to increase high emotional attachment to the Starbucks brand.

J. MANAGERIAL IMPLICATIONS

The results of this study provide empirical evidence that to increase the high emotional attachment of consumers to a brand, the ways that management must do is to increase consumer satisfaction and trust in a brand. Satisfaction and trust can be sought to increase through the creation of a better consumption experience on a brand. Based on this managerial implication that researchers make are as follows:

1. A good consumer experience in the Starbuck brand will be seen from positive consumer behavior patterns in various forms. In order for consumers to have better

behavior patterns, companies must strive for better consumer behavior patterns. Ways that can be done include by innovating (creating) new food and beverage menus, improving the quality of raw materials for food and beverages, improving the quality of services provided to customers. This is done with the aim that customers have a better experience and have a more positive impression on Starbucks.

2. Increase customer satisfaction by increasing the product's ability to function properly. Starbucks as a multinational company with a wide reputation should be able to provide beverage and food products from various regions or countries with the same food and beverage requirements. This is done with the aim that consumers can have food or drinks, according to taste or desire. The company's ability to do a number of things, will certainly make consumers more fasting at Starbucks.

3. To increase customer confidence, companies must provide more detailed information about the benefits, product characteristics of the impact that might result from the consumption of food and drinks at Starbucks. The company's ability to honestly provide information about food or beverages will make customers more trusting in the Starbuck brand so that in the long run it will create a stronger emotional bond to the Starbucks brand.

K. RESEARCH LIMITATIONS

In this study, researchers have limitations in terms of taking a relatively small number of research samples (150 respondents). In addition, the variables used as brand predictors are limited to brand experience, brand satisfaction and brand trust variables. Based on this, the results of this study cannot be generalized in general regarding consumer consumption behavior on the Starbucks brand, and were not able to explore more variables that are able to predict an increase in brand attachment.

L. SUGGESTION

Based on the results of the study, managerial implications and limitations above, the researcher suggests that similar studies in the future to add the number of research samples and add research variables (predictors) that are relevant in influencing brand attachments such as motivational variables (hedonic and utilitarian), perceived value (perceived value), and other variables, as well as adding outcomes variables such as variables of commitment, loyalty, word of mouth and so on.

Letter of Statement

No. 366/J/I

Based on the Thesis Defense results that has been held on Friday, 8 May 2020 with the following examiners:

1. Drs. Budi Suprapto, MBA., Ph.D.   Chairman
2. Nadia Nila Sari, SE., MBA.   Member
3. Drs. C. Jarot Priyogutomo, MBA   Member

The examiners team has decided that:

Name   : Marcelo Fernando Taju

Student Number   : 151221823

Program   : International Business Management

Has passed the

Thesis Without Revision

This letter of statement is made for Yudisium/Graduation of Bachelor of Management in Faculty of Business and Economics Universitas Atma Jaya Yogyakarta.

Dean,

Drs. Budi Suprapto, MBA., Ph.D