

## BAB V

### PENUTUP

Pada bab ini, peneliti akan menarik kesimpulan dari hasil yang telah peneliti dapatkan dan telah melalui pengolahan data penelitian selama beberapa bulan terakhir, selain itu pada bagian ini juga akan memuat implikasi manajerial, keterbatasan dalam penelitian, serta saran yang ditujukan untuk penelitian selanjutnya dari peneliti.

#### 5.1 Kesimpulan

Pada bagian ini, peneliti akan menarik kesimpulan dari hasil olah data yang telah dilakukan peneliti setelah memperoleh data dari responden. Pada pertanyaan *filter* responden, peneliti menanyakan pertanyaan terkait dengan pembelian dan penggunaan produk Adidas dan juga tempat pembelian Adidas. Peneliti memperoleh responden yang sesuai dengan kriteria penelitian sebanyak 148 responden dari total 154 responden. Lalu, berdasarkan pertanyaan demografi responden, peneliti memperoleh hasil bahwa mayoritas responden dalam penelitian adalah:

1. Responden perempuan sebanyak 88 responden dengan persentase 59,5%.
2. Responden dengan usia 19 - 23 tahun sebanyak 102 responden dengan persentase 68,9%.
3. Responden mahasiswa sebanyak 97 responden dengan persentase 65,5%.
4. Responden dengan pendapatan per-bulan sebesar Rp. 2.500.001 – Rp. 3.500.000 sebanyak 44 responden dengan persentase 29,7%.

Berdasarkan hasil statistik deskriptif pervariabel, peneliti memperoleh hasil dari jawaban responden dengan total *mean* sebagai berikut:

1. Variabel Pengalaman Merek mendapatkan total *mean* sebesar 4.27 dengan kategori interval kelas “Sangat Tinggi”.
2. Variabel Kepercayaan Merek mendapatkan total *mean* sebesar 4.55 dengan kategori interval kelas “Sangat Tinggi”.

3. Variabel Kualitas yang Dirasakan mendapatkan total *mean* sebesar 4.58 dengan kategori interval kelas “Sangat Tinggi”.
4. Variabel Loyalitas Merek mendapatkan total *mean* sebesar 4.24 dengan kategori interval kelas “Sangat Tinggi”.

Berdasarkan olah data analisis regresi linier sederhana, regresi linier berganda, dan analisis mediasi diperoleh hasil:

1. Pengalaman Merek terbukti memiliki pengaruh yang signifikan positif terhadap Loyalitas Merek. Dengan begitu, maka **H1 diterima**.
2. Pengalaman Merek terbukti memiliki pengaruh yang signifikan positif terhadap Kualitas yang Dirasakan. Dengan begitu, maka **H2 diterima**.
3. Kualitas yang Dirasakan terbukti memiliki pengaruh yang signifikan positif terhadap Loyalitas Merek. Dengan begitu, maka **H3 diterima**.
4. Pengalaman Merek terbukti memiliki pengaruh yang signifikan positif terhadap Kepercayaan Merek. Dengan begitu, maka **H4 diterima**.
5. Kepercayaan Merek tidak terbukti memiliki pengaruh yang signifikan terhadap Loyalitas Merek. Dengan begitu, maka **H5 ditolak**.
6. Pengalaman Merek, Kepercayaan Merek, dan Kualitas yang dirasakan terbukti mempengaruhi Loyalitas Merek secara bersama-sama atau simultan.
7. Berdasarkan analisis regresi berganda diperoleh bahwa Pengalaman Merek memiliki pengaruh yang paling besar terhadap Loyalitas Merek, jika dibandingkan dengan Kepercayaan Merek dengan Kualitas yang Dirasakan.
8. Pengalaman Merek terbukti memiliki pengaruh yang signifikan positif terhadap Loyalitas Merek dengan Kualitas yang Dirasakan sebagai variabel mediasi. Dengan begitu, maka **H6 diterima**.
9. Pengalaman Merek tidak terbukti memiliki pengaruh yang signifikan terhadap Loyalitas Merek dengan Kepercayaan Merek sebagai variabel mediasi. Dengan begitu, maka **H7 ditolak**.

## 5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan dan didapatkan, pada bagian ini, peneliti akan menyajikan implikasi manajerial yang telah didapatkan. Berikut merupakan implikasi manajerial dalam penelitian ini:

1. Berdasarkan penelitian yang telah dilakukan, didapatkan hasil bahwa pengalaman merek memiliki pengaruh yang signifikan positif terhadap kualitas yang dirasakan, kepercayaan merek, dan loyalitas merek. Namun, diperoleh pengaruh tertinggi yaitu pengalaman merek terhadap kepercayaan merek. Sehingga perusahaan perlu meningkatkan kepuasan pelanggan agar menghasilkan pengalaman yang baik. Pengalaman merek dapat terbentuk tidak hanya dengan produk yang bermutu, namun juga dengan iklan yang menarik dan jujur, perusahaan yang melibatkan konsumen dalam keberlangsungan bisnis juga dianggap menarik dan meningkatkan pengalaman konsumennya. Keterlibatan ini bisa dalam bentuk ajakan perusahaan pada konsumen dalam mengekspresikan diri lebih lagi, melalui produk-produk Adidas yang dapat diunggah melalui akun media sosial. Sehingga apabila produk bermutu, keterlibatan konsumen cukup tinggi dalam komunikasi dengan perusahaan, maka kualitas yang dirasakan, kepercayaan merek, dan loyalitas merek konsumen pada perusahaan juga akan ikut meningkat dan tumbuh dengan positif.
2. Berdasarkan hasil penelitian, kualitas yang dirasakan konsumen memiliki pengaruh yang signifikan positif terhadap loyalitas merek dan kualitas yang dirasakan juga berhasil memediasi pengalaman merek terhadap loyalitas merek secara signifikan positif. Oleh karena itu pentingnya bagi perusahaan untuk tetap mempertahankan kualitas produk dengan tetap mengutamakan kenyamanan, *update* model dan tren, serta kualitas. Konsumen akan terus tertuju pada perusahaan, apabila Adidas dapat mempertahankan kualitas dan ketahanannya. Karena pada dasarnya, seorang konsumen akan lebih memilih melakukan pembelian produk dengan merek yang sama apabila perusahaan dapat mempertahankan kualitas, kenyamanan, dan ketahanan dibandingkan dengan mencoba produk merek baru yang belum tentu baik.

### **5.3 Kelemahan Penelitian**

Pada bagian ini, peneliti akan menyajikan beberapa kelemahan terkait penelitian yang telah dilakukan. Diharapkan kelemahan yang akan peneliti sajikan, dapat menjadi bahan acuan dan pertimbangan dalam penelitian selanjutnya. Berikut merupakan kelemahan dalam penelitian ini, yaitu:

1. Terkait dengan produk Adidas yang tidak original karena tempat pembelian yang tidak resmi, peneliti tidak membuat *filter* sehingga perlu memfilter secara manual jawaban dari responden.
2. Dalam penelitian ini objek yang digunakan peneliti adalah keseluruhan produk Adidas, namun peneliti belum membuat pertanyaan pada kuesioner terkait produk yang dibeli dan digunakan oleh responden.

### **5.4 Saran Penelitian Kedepan**

Pada bagian ini, peneliti akan memberikan saran bagi penelitian selanjutnya yang akan mengembangkan penelitian ini. Berikut merupakan saran yang diusulkan oleh peneliti:

1. Pada penelitian selanjutnya, diharapkan peneliti dapat membuat *filter* terkait produk yang original dan tidak, apabila hendak menggunakan objek yang membutuhkan originalitas. Hal ini dilakukan agar dapat memudahkan peneliti ketika hendak mengolah data sehingga tidak perlu memfilter secara manual.
2. Pada penelitian selanjutnya, peneliti diharapkan dapat membuat pertanyaan terkait dengan produk yang dibeli dan digunakan oleh responden. Hal ini bertujuan untuk mengetahui produk Adidas yang paling banyak digunakan responden dan lebih diminati.

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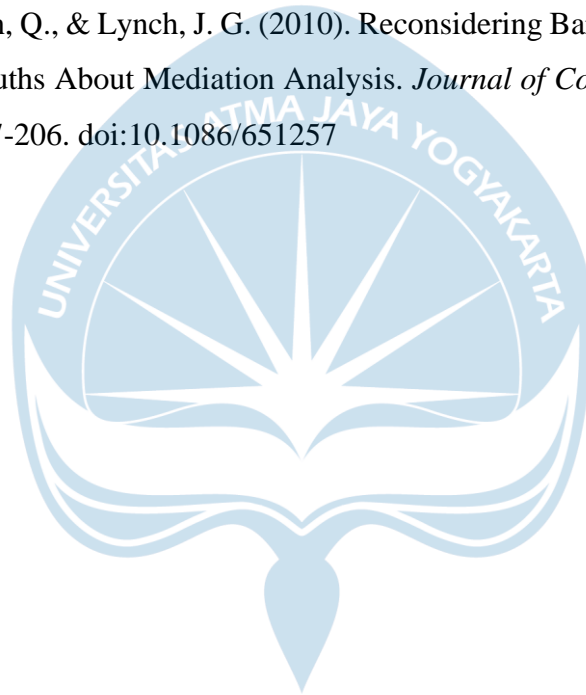
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## **LAMPIRAN I**

# **Surat Pengantar Kuesioner**

## SURAT PENGANTAR KUESIONER

Hal : Permohonan atas Pengisian Kuesioner Penelitian  
Kepada,  
Yth. Bapak/Ibu/Saudara/Saudari  
Di Tempat

Dengan Hormat,

Saya yang bertanda tangan dibawah ini:

Nama : Maria Angelina Santoso  
NPM : 190324951  
Fakultas : Bisnis dan Ekonomika  
Program Studi : Manajemen  
Universitas : Atma Jaya Yogyakarta

Dengan ini, saya memohon untuk Bapak/Ibu/Saudara/Saudari untuk berkenan dapat membantu saya dalam mengisi kuesioner penelitian skripsi saya dengan judul **“Pengaruh Pengalaman Merek terhadap Loyalitas Merek yang Dimediasi oleh Kualitas yang Dirasakan dan Kepercayaan Merek (Studi pada Konsumen Merek Adidas)”** yang digunakan untuk menjadi salah satu syarat kelulusan sarjana (S1). Seluruh informasi yang diberikan dan disampaikan oleh responden dalam kuesioner akan digunakan untuk kepentingan penelitian saja dan tidak akan disalahgunakan dan disebarluaskan.

Demikian surat permohonan atas pengisian kuesioner penelitian yang saya buat, atas perhatian dan partisipasi dari Bapak/Ibu/Saudara/Saudari dalam membantu kelancaran penelitian ini saya ucapkan terima kasih.

Yogyakarta, 10 April 2023

Hormat saya,



Maria Angelina Santoso



Variable	Measurement	Reference
Brand Experience	<p><b>Sensory</b></p> <ol style="list-style-type: none"> <li>1. This brand makes a strong impression on my visual sense or other senses.</li> <li>2. I find this brand interesting in a sensory way.</li> <li>3. This brand does not appeal to my senses.</li> </ol> <p><b>Affective</b></p> <ol style="list-style-type: none"> <li>4. This brand induces feelings and sentiments.</li> <li>5. I do not have strong emotions for this brand.</li> <li>6. This brand is an emotional brand.</li> </ol> <p><b>Behavioral</b></p> <ol style="list-style-type: none"> <li>7. I engage in physical actions and behaviors when I use this brand.</li> <li>8. This brand results in bodily experiences.</li> <li>9. This brand is not action oriented.</li> </ol> <p><b>Intellectual</b></p> <ol style="list-style-type: none"> <li>10. I engage in a lot of thinking when I encounter this brand.</li> <li>11. This brand does not make me think.</li> <li>12. This brand stimulates my curiosity and problem solving.</li> </ol>	(Brakus et al., 2009)
Perceived Quality	<ol style="list-style-type: none"> <li>1. This brand is reliable.</li> <li>2. This brand is of good quality.</li> <li>3. This brand is qualified.</li> <li>4. This brand is durable.</li> <li>5. This brand is suitable for my purpose.</li> <li>6. This brand is better than other sports brands.</li> </ol>	(Onurlubaş & Öztürk, 2020)
Brand Trust	<ol style="list-style-type: none"> <li>1. I trust this brand.</li> <li>2. I rely on his brand.</li> <li>3. This is an honest brand.</li> <li>4. I feel secure when I buy this brand because I know that will never let me down.</li> </ol>	(Chaudhuri & Holbrook, 2001)
Brand Loyalty	<ol style="list-style-type: none"> <li>1. I feel better when I use this brand.</li> <li>2. This brand excites me more than other brands.</li> <li>3. When I go shopping, this brand is the only brand I will buy.</li> <li>4. Other than this brand, no other brand catches my attention.</li> <li>5. If this brand is not available at the place I shop, I will not buy another brand or look at another store.</li> <li>6. I will continue to use the products of this brand in the future.</li> </ol>	(Onurlubaş & Öztürk, 2020)





**LAMPIRAN III**  
**Kuesioner**

### A. *Pertanyaan Filter*

1. Apakah anda pernah melakukan pembelian produk dari merek Adidas original dalam kurun waktu 1 tahun terakhir?
  - a. Ya
  - b. Tidak
2. Apakah anda pernah memakai produk Adidas original minimal 2 kali dalam 1 tahun terakhir?
  - a. Ya
  - b. Tidak
3. Dimana tempat atau toko pembelian produk merek Adidas yang anda beli?

Contoh:

- a. Store resmi Adidas pada Mall ...
- b. Sports Station
- c. Apabila tempat pembelian Bapak/Ibu/Saudara/Saudari tidak ada diatas, silahkan menuliskan dibawah ini

Jawaban: \_\_\_\_\_

### B. *Profil Responden*

1. Jenis Kelamin
  - a. Laki-laki
  - b. Perempuan
2. Umur
  - a.  $\leq 18$
  - b. 19 – 23
  - c. 24 – 28
  - d.  $\geq 29$
3. Pekerjaan
  - a. Pelajar
  - b. Mahasiswa
  - c. Pekerja

- d. Ibu Rumah Tangga
- 4. Rata-rata Pendapatan Per-bulan:
  - a.  $\leq$  Rp. 1.500.000
  - b. Rp 1.500.001 - Rp. 2.500.000
  - c. Rp. 2.500.001-Rp. 3.500.000
  - d. Rp. 3.500.001-Rp. 4.500.000
  - e.  $\geq$  Rp. 4.500.001

**C. Pertanyaan terkait variabel penelitian**

Dengan keterangan sebagai berikut:

- 6 = Sangat Tidak Setuju
- 7 = Tidak Setuju
- 8 = Netral
- 9 = Setuju
- 10 = Sangat Setuju

**Variabel Pengalaman Merek (*Brand Experience*)**

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
Sensorik						
1.	Menurut saya, merek Adidas menarik bagi pancaindra saya (secara sensorik).					
2.	Merek Adidas membangkitkan perasaan dan emosi saya.					
3.	Saya tidak memiliki emosi yang kuat untuk merek Adidas.*					
Afektif						
4.	Merek Adidas adalah merek yang emosional.					
Perilaku						
5.	Saya terlibat secara fisik dan perilaku ketika menggunakan produk dari merek Adidas.					
6.	Merek Adidas menghasilkan pengalaman jasmani (secara fisik) bagi saya.					
7.	Saya merasa bahwa pengalaman menggunakan merek Adidas tidak					

	mendorong saya untuk melakukan tindakan tertentu.*					
<b>Intelektual</b>						
8.	Setiap saya menemukan merek ini, saya selalu memikirkannya.					
9.	Merek Adidas tidak membuat saya memikirkan tentangnya.*					
10.	Merek Adidas merangsang keingintahuan dan pemecahan masalah bagi saya.					

**Variabel Kualitas yang Dirasakan (*Perceived Quality*)**

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Merek Adidas dapat diandalkan.					
2.	Merek Adidas adalah merek yang bermutu.					
3.	Merek Adidas berkualitas.					
4.	Merek Adidas tahan lama.					
5.	Merek Adidas cocok untuk tujuan saya.					
6.	Merek Adidas lebih baik dari merek lainnya.					

**Variabel Kepercayaan Merek (*Brand Trust*)**

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya percaya pada merek Adidas.					
2.	Saya mengandalkan merek Adidas.					
3.	Merek Adidas adalah merek yang jujur.					

4.	Saya merasa aman saat membeli merek Adidas karena saya tahu merek Adidas tidak akan mengecewakan saya.					
----	--	--	--	--	--	--

**Variabel Loyalitas Merek (*Brand Loyalty*)**

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya merasa lebih baik ketika saya menggunakan merek Adidas.					
2.	Saya lebih antusias menggunakan merek Adidas dibandingkan dengan merek lain.					
3.	Saat saya berbelanja, merek Adidas adalah satu-satunya merek yang akan saya beli.					
4.	Selain merek Adidas, tidak ada merek lain yang menarik perhatian saya.					
5.	Jika merek Adidas tidak tersedia di tempat saya berbelanja, saya tidak akan membeli merek lain.					
6.	Saya akan terus menggunakan produk dari merek Adidas di masa mendatang.					





## Pengaruh Pengalaman Merek terhadap Loyalitas Merek yang Dimediasi oleh Kualitas yang Dirasakan dan Kepercayaan Merek (Studi pada Konsumen Merek Adidas)

Responden yang terhormat,

Perkenalkan saya Maria Angelina Santoso (190324951), mahasiswa Manajemen, Universitas Atma Jaya Yogyakarta. Saat ini saya sedang menempuh tugas akhir skripsi dengan judul "Pengaruh Pengalaman Merek terhadap Loyalitas Merek yang Dimediasi oleh Kualitas yang Dirasakan dan Kepercayaan Merek (Studi pada Konsumen Merek Adidas)"

Sehubungan dengan hal tersebut, saya memohon bantuan atas ketersediaan dari Bapak/Ibu/Saudara/Saudari untuk mengisi kuesioner yang ada dibawah ini dengan sejujurnya.

Bantuan dari Bapak/Ibu/Saudara/Saudari sangat berarti bagi saya dan penelitian saya.

Atas ketersediaan dan partisipasinya, saya ucapkan terima kasih.

mariaangelinasantoso30@gmail.com [Ganti akun](#)

Tidak dibagikan

\* Menunjukkan pertanyaan yang wajib diisi

Apakah anda pernah melakukan pembelian produk dari merek Adidas original dalam kurun waktu 1 tahun terakhir? \*

- Ya
- Tidak

Berikutnya

Kosongkan formulir

### Pertanyaan Filter 2

Apakah anda pernah memakai produk Adidas original minimal 2 kali dalam 1 tahun terakhir? \*

- Ya  
 Tidak

Dimana tempat atau toko pembelian produk merek Adidas yang anda beli? \*

Contoh:

1. Store resmi Adidas pada Mall ...
2. Sports Station
3. Apabila tempat pembelian Bapak/Ibu/Saudara/Saudari tidak ada diatas, silahkan menuliskan dibawah ini

Jawaban Anda

Kembali

Berikutnya

Kosongkan formulir

### Profil Responden

Jenis Kelamin \*

- Laki-laki  
 Perempuan

Umur \*

- ≤ 18 tahun  
 19 - 23 tahun  
 24 - 28 tahun  
 ≥ 29 tahun



Pekerjaan \*

- Pelajar
- Mahasiswa
- Pekerja
- Ibu Rumah Tangga

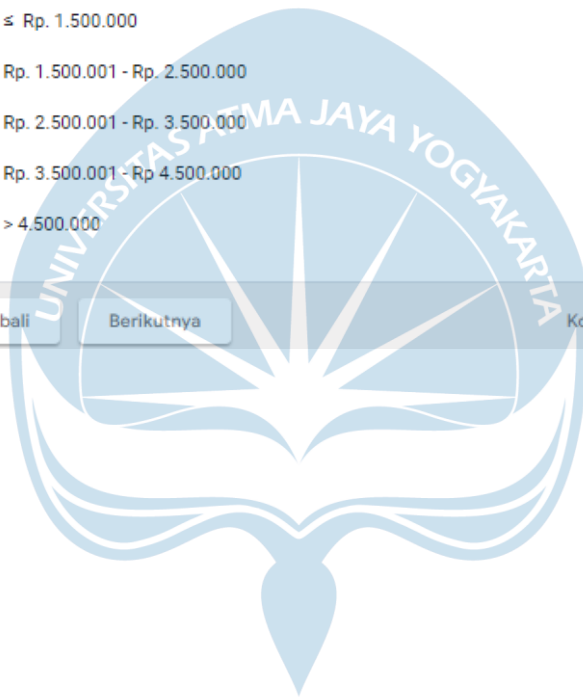
Rata-rata Pendapatan Per-bulan \*

- ≤ Rp. 1.500.000
- Rp. 1.500.001 - Rp. 2.500.000
- Rp. 2.500.001 - Rp. 3.500.000
- Rp. 3.500.001 - Rp. 4.500.000
- > 4.500.000

Kembali

Berikutnya

Kosongkan formulir



### Pengalaman Merek

Bapak/Ibu/Saudara/Saudari dapat mengisi kuesioner dibawah dengan pilihan jawaban sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Menurut saya, merek Adidas menarik bagi pancaindra saya (secara sensorik). \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Merek Adidas membangkitkan perasaan dan emosi saya. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya tidak memiliki emosi yang kuat untuk merek Adidas. \*\*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Merek Adidas adalah merek yang emosional. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya merasa terlibat secara fisik dan perilaku ketika menggunakan produk dari merek Adidas \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Merek Adidas menghasilkan pengalaman jasmani (secara fisik) bagi saya. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya merasa bahwa pengalaman menggunakan merek Adidas tidak mendorong saya untuk melakukan tindakan tertentu. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Setiap saya menemukan merek ini, saya selalu memikirkannya. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Merek Adidas tidak membuat saya memikirkan tentangnya. \*\*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Merek Adidas merangsang keingintahuan dan pemecahan masalah bagi saya. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Kembali

Berikutnya

Kosongkan formulir

### Kepercayaan Merek

Bapak/Ibu/Saudara/Saudari dapat mengisi kuesioner dibawah dengan pilihan jawaban sebagai berikut:  
1 = Sangat Tidak Setuju  
2 = Tidak Setuju  
3 = Netral  
4 = Setuju  
5 = Sangat Setuju

Saya percaya pada merek Adidas. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya mengandalkan merek Adidas. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Merek Adidas adalah merek yang jujur. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya merasa aman saat membeli merek Adidas karena saya tahu merek Adidas tidak akan mengecewakan saya. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Kembali

Berikutnya

Kosongkan formulir

### Kualitas yang Dirasakan

Bapak/Ibu/Saudara/Saudari dapat mengisi kuesioner dibawah dengan pilihan jawaban sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Merek Adidas dapat diandalkan. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Merek Adidas adalah merek yang bermutu. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Merek Adidas berkualitas. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Merek Adidas tahan lama. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Merek Adidas cocok untuk tujuan saya. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Merek Adidas lebih baik dari merek lainnya. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

[Kembali](#)

[Berikutnya](#)

[Kosongkan formulir](#)

### Loyalitas Merek

Bapak/Ibu/Saudara/Saudari dapat mengisi kuesioner dibawah dengan pilihan jawaban sebagai berikut:  
1 = Sangat Tidak Setuju  
2 = Tidak Setuju  
3 = Netral  
4 = Setuju  
5 = Sangat Setuju

Saya merasa lebih baik ketika saya menggunakan merek Adidas. \*

1    2    3    4    5

Sangat Tidak Setuju                  Sangat Setuju

Saya lebih antusias menggunakan merek Adidas dibanding dengan merek lain. \*

1    2    3    4    5

Sangat Tidak Setuju                  Sangat Setuju

Saat saya berbelanja, merek Adidas adalah satu-satunya merek yang akan saya beli. \*

1    2    3    4    5

Sangat Tidak Setuju                  Sangat Setuju

Selain merek Adidas, tidak ada merek lain yang menarik perhatian saya. \*

1    2    3    4    5

Sangat Tidak Setuju                  Sangat Setuju

Jika merek Adidas tidak tersedia di tempat saya berbelanja, saya tidak akan membeli merek lain. \*

1    2    3    4    5

Sangat Tidak Setuju                  Sangat Setuju

Saya akan terus menggunakan produk dari merek Adidas di masa mendatang. \*

1    2    3    4    5

Sangat Tidak Setuju                  Sangat Setuju

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The logo of Universitas Atma Jaya Yogyakarta is a circular emblem with a blue and white color scheme. It features a central sunburst or starburst design. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a circular path around the inner edge of the emblem.

**LAMPIRAN V**  
**Hasil Pengisian Kuesioner**  
***Filter* dan Profil Demografi**  
**Responden**

Timestamp	Apakah anda pernah melakukan pembelian produk dari merek Adidas original dalam kurun waktu 1 tahun terakhir?	Apakah anda pernah memakai produk Adidas original minimal 2 kali dalam 1 tahun terakhir?	Dimana tempat atau toko pembelian produk merek Adidas yang anda beli?	Jenis Kelamin	Umur	Pekerjaan	Rata-rata Pendapatan Per-bulan
4/5/2023 13:16:23	Ya	Ya	sport station	Perempuan	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/5/2023 13:19:24	Ya	Ya	Store resmi Adidas pada Ambarukmo Plaza	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/5/2023 13:27:50	Ya	Ya	Store Adidas Pakuwon Mall	Perempuan	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/5/2023 13:32:04	Ya	Ya	2	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/5/2023 13:33:25	Ya	Ya	Store resmi Adidas pada Mall amplaz	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/5/2023 13:41:36	Ya	Ya	1	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/5/2023 15:33:26	Ya	Ya	Store adidas pakuwon	Laki-laki	≥ 29 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000



4/5/2023 16:14:28	Ya	Ya	Store resmi Adidas pada Mall Pakuwon	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/5/2023 16:14:49	Ya	Ya	Sport station lippo jogja	Laki-laki	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/5/2023 16:42:37	Ya	Ya	Store resmi Adidas pada Pakuwon mall	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/5/2023 16:46:52	Ya	Ya	1. store resmi adidas pada Amplaz	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/5/2023 22:30:20	Ya	Ya	Store resmi Adidas	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/6/2023 7:22:32	Ya	Ya	Store Adidas Amplaz	Perempuan	24 - 28 tahun	Pekerja	> 4.500.000
4/6/2023 8:10:13	Ya	Ya	Store Adidas TP Surabaya	Laki-laki	19 - 23 tahun	Mahasiswa	> 4.500.000
4/6/2023 8:12:11	Ya	Ya	Store resmi Adidas pada Mall Tunjungan Plaza	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/6/2023 8:14:15	Ya	Ya	2	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/6/2023 8:14:18	Ya	Ya	Adidas Pakuwon	Perempuan	19 - 23 tahun	Pekerja	> 4.500.000
4/6/2023 8:22:32	Ya	Ya	Adidas Plaza Indonesia	Perempuan	24 - 28 tahun	Pekerja	> 4.500.000

4/6/2023 8:36:11	Ya	Ya	Adidas pakuwon	Perempuan	≥ 29 tahun	Pekerja	Rp. 2.500.001 - Rp. 3.500.000
4/6/2023 8:37:47	Ya	Ya	1	Perempuan	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/6/2023 8:52:53	Ya	Ya	Adidas Tunjungan Plaza	Perempuan	≥ 29 tahun	Pekerja	Rp. 3.500.001 - Rp 4.500.000
4/6/2023 8:54:30	Tidak						
4/6/2023 9:01:53	Ya	Ya	Adidas Amplaz	Perempuan	24 - 28 tahun	Pekerja	> 4.500.000
4/6/2023 9:06:52	Ya	Ya	Adidas Pakuwon	Perempuan	≥ 29 tahun	Pekerja	> 4.500.000
4/6/2023 9:08:54	Ya	Ya	Sports Station	Perempuan	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/6/2023 9:18:34	Ya	Ya	Adidas PI	Perempuan	24 - 28 tahun	Pekerja	> 4.500.000
4/6/2023 9:20:52	Ya	Ya	1 Gancit JKT	Perempuan	19 - 23 tahun	Mahasiswa	> 4.500.000
4/6/2023 9:23:11	Ya	Ya	Store Adidas Mall Taman Anggrek Jakarta	Laki-laki	24 - 28 tahun	Pekerja	> 4.500.000
4/6/2023 9:26:20	Ya	Ya	Store Adidas Paragon Mall	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/6/2023 11:11:47	Tidak						

4/6/2023 11:15:02	Ya	Ya	Pakuwon	Perempuan	24 - 28 tahun	Pekerja	Rp. 1.500.001 - Rp. 2.500.000
4/6/2023 11:17:42	Ya	Ya	Adidas amplaz	Perempuan	≤ 18 tahun	Pelajar	≤ Rp. 1.500.000
4/6/2023 11:22:33	Ya	Ya	Store resmi Adidas pada Mall JCM	Laki-laki	24 - 28 tahun	Pekerja	> 4.500.000
4/6/2023 12:21:32	Ya	Ya	Adidas di Mall Pakuwon	Perempuan	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/6/2023 13:21:22	Ya	Ya	store resmi adidas di pakuwon	Perempuan	19 - 23 tahun	Mahasiswa	> 4.500.000
4/6/2023 16:13:19	Ya	Ya	Adidas amplas	Laki-laki	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/6/2023 22:44:19	Ya	Ya	Adidas pakuwon	Laki-laki	24 - 28 tahun	Pekerja	Rp. 2.500.001 - Rp. 3.500.000
4/6/2023 23:43:41	Ya	Ya	Adidas amplaz	Laki-laki	24 - 28 tahun	Pekerja	≤ Rp. 1.500.000
4/7/2023 12:51:47	Tidak						
4/7/2023 12:54:19	Ya	Ya	2	Perempuan	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/7/2023 13:15:45	Ya	Ya	Adidas pakuwon	Perempuan	24 - 28 tahun	Ibu Rumah Tangga	> 4.500.000
4/8/2023 12:21:55	Ya	Ya	Adidas Amplaz	Perempuan	24 - 28 tahun	Pekerja	> 4.500.000
4/8/2023 15:26:24	Ya	Ya	Adidas Pakuwon	Perempuan	24 - 28 tahun	Pekerja	Rp. 1.500.001 - Rp. 2.500.000

4/9/2023 18:58:03	Ya	Ya	Store resmi Adidas Mall Pakuwon Jogja	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/14/2023 17:59:51	Ya	Ya	Store resmi	Perempuan	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/15/2023 11:35:08	Tidak		Retail online				
4/15/2023 11:42:14	Ya	Ya	Amplaz	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/15/2023 11:48:31	Ya	Ya	Pakuwon Mall	Perempuan	≥ 29 tahun	Pekerja	Rp. 3.500.001 - Rp 4.500.000
4/15/2023 11:58:47	Ya	Ya	Sport stasion	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/15/2023 12:37:54	Ya	Ya	1 dan 2	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/15/2023 13:13:15	Ya	Tidak	1 dan 2				
4/15/2023 13:46:00	Ya	Ya	Fisik sport	Laki-laki	≥ 29 tahun	Pekerja	Rp. 1.500.001 - Rp. 2.500.000
4/15/2023 13:51:30	Ya	Ya	Adidas amplaz	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/15/2023 13:53:33	Ya	Ya	Adidas Pakuwon Mall	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/15/2023 13:53:37	Ya	Ya	Adidas Pakuwon Mall	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/15/2023 13:53:45	Ya	Ya	Adidas Pakuwon Mall	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000

4/15/2023 13:54:55	Ya	Ya	Adidas Pakuwon	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/15/2023 13:56:11	Ya	Ya	Pakuwon mall adidas resmi	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/15/2023 13:57:16	Ya	Ya	Adidas resmi pakuwon mall	Laki-laki	24 - 28 tahun	Pekerja	> 4.500.000
4/15/2023 13:58:26	Ya	Ya	Adidas Resmi mall	Laki-laki	24 - 28 tahun	Pekerja	> 4.500.000
4/15/2023 14:10:58	Ya	Ya	Adidas amplaz	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/15/2023 14:21:49	Ya	Ya	1	Perempuan	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/15/2023 16:43:16	Ya	Ya	Tunjungan Plaza	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/15/2023 17:10:03	Ya	Ya	website adidas.co.id	Perempuan	24 - 28 tahun	Pekerja	> 4.500.000
4/15/2023 19:34:58	Ya	Ya	adidas store resmi	Laki-laki	≥ 29 tahun	Pekerja	> 4.500.000
4/15/2023 19:36:36	Ya	Ya	1	Laki-laki	24 - 28 tahun	Pekerja	> 4.500.000
4/15/2023 21:27:32	Ya	Tidak	Sport Station				
4/15/2023 22:56:27	Ya	Ya	Sport station lippu	Laki-laki	24 - 28 tahun	Pekerja	Rp. 3.500.001 - Rp 4.500.000
4/15/2023 22:56:33	Ya	Ya	Sport station lippu	Laki-laki	24 - 28 tahun	Pekerja	Rp. 3.500.001 - Rp 4.500.000
4/15/2023 22:58:09	Ya	Ya	1 TP	Perempuan	≥ 29 tahun	Pekerja	> 4.500.000

4/15/2023 23:01:08	Ya	Ya	1	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/16/2023 9:56:42	Ya	Ya	Store resmi Adidas pada Mall Ambarukmo Plaza	Perempuan	19 - 23 tahun	Mahasiswa	> 4.500.000
4/17/2023 11:21:19	Ya	Ya	2	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 11:27:44	Ya	Ya	2	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 11:33:20	Ya	Ya	Pakuwon mall	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/17/2023 11:34:36	Ya	Ya	Pakuwon Mall YK	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/17/2023 11:35:30	Ya	Ya	Pakuwon Mall YK	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/17/2023 11:36:40	Ya	Ya	Pakuwon Mall	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/17/2023 11:41:46	Ya	Ya	Amplaz	Perempuan	24 - 28 tahun	Pekerja	> 4.500.000
4/17/2023 11:43:27	Ya	Ya	Pakuwon	Perempuan	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/17/2023 11:43:31	Ya	Ya	Pakuwon	Perempuan	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/17/2023 11:54:14	Ya	Ya	Adidas Pakuwon Mall	Perempuan	19 - 23 tahun	Pekerja	Rp. 3.500.001 - Rp 4.500.000

4/17/2023 12:03:20	Ya	Ya	Store resmi adidas mall pakuwon	Laki-laki	≥ 29 tahun	Pekerja	> 4.500.000
4/17/2023 12:04:20	Ya	Ya	Adidas amplaz	Perempuan	24 - 28 tahun	Pekerja	> 4.500.000
4/17/2023 12:05:43	Ya	Ya	2 lippo mall	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/17/2023 12:07:13	Ya	Ya	Pakuwon Mall	Perempuan	19 - 23 tahun	Pekerja	> 4.500.000
4/17/2023 12:27:11	Ya	Ya	Store Adidas di Amplaz Yogyakarta	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/17/2023 17:19:22	Ya	Ya	2 jcm	Perempuan	19 - 23 tahun	Mahasiswa	> 4.500.000
4/17/2023 17:21:31	Ya	Ya	1 Pakuwon	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/17/2023 19:19:09	Ya	Ya	Pakuwon	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 19:20:38	Ya	Ya	Store resmi Adidas Amplaz	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 19:21:55	Ya	Ya	1	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 23:19:09	Ya	Ya	2	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/17/2023 23:20:16	Ya	Ya	Pakuwon mall	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000

4/17/2023 23:21:39	Ya	Ya	Pakuwon	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/17/2023 23:22:53	Ya	Ya	Store Adidas Resmi mall	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 23:24:06	Ya	Ya	Sport station	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 23:25:13	Ya	Ya	1	Perempuan	24 - 28 tahun	Pekerja	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 23:26:56	Ya	Ya	Sepatu Adidas di Pakuwon Mall	Laki-laki	≥ 29 tahun	Pekerja	> 4.500.000
4/17/2023 23:27:58	Ya	Ya	1	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 23:29:03	Ya	Ya	Lippo plaza	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 23:30:45	Ya	Ya	Adidas Paragon Mall	Laki-laki	19 - 23 tahun	Pekerja	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 23:32:13	Ya	Ya	Adidas Amplaz	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 23:33:27	Ya	Ya	1	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/17/2023 23:37:56	Ya	Ya	Pakuwon Mall	Perempuan	24 - 28 tahun	Pekerja	Rp. 3.500.001 - Rp 4.500.000
4/18/2023 8:14:24	Ya	Ya	Pakuwon	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/18/2023 8:15:41	Ya	Ya	Pakuwon Mall Yogyakarta	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000



4/18/2023 8:16:57	Ya	Ya	Mall Yogyakarta (Pakuwon)	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/18/2023 8:18:57	Ya	Ya	Adidas amplaz	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/18/2023 8:20:07	Ya	Ya	Hartono mall	Perempuan	≥ 29 tahun	Pekerja	> 4.500.000
4/18/2023 8:27:14	Ya	Ya	Pakuwon Mall	Perempuan	≥ 29 tahun	Pekerja	> 4.500.000
4/18/2023 8:28:32	Ya	Ya	SS lippo mall	Laki-laki	≥ 29 tahun	Pekerja	Rp. 3.500.001 - Rp 4.500.000
4/18/2023 8:30:09	Ya	Ya	Store adidas di amplaz	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/18/2023 8:38:48	Ya	Ya	adidas ambarukmo	Perempuan	24 - 28 tahun	Pekerja	Rp. 3.500.001 - Rp 4.500.000
4/18/2023 8:40:33	Ya	Ya	Adidas pakuwon	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/18/2023 8:45:46	Ya	Ya	Pakuwon Yogyakarta	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/21/2023 20:35:50	Ya	Ya	1	Perempuan	24 - 28 tahun	Pekerja	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 20:38:43	Ya	Ya	Pakuwon	Perempuan	24 - 28 tahun	Pekerja	Rp. 3.500.001 - Rp 4.500.000
4/21/2023 20:42:22	Ya	Ya	2	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 20:43:43	Ya	Ya	1 Amplaz	Perempuan	24 - 28 tahun	Pekerja	> 4.500.000

4/21/2023 20:46:02	Ya	Ya	Amplaz	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/21/2023 20:47:01	Ya	Ya	Amplaz Mall	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 20:52:00	Ya	Ya	2	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 20:59:11	Ya	Ya	1	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 21:00:10	Ya	Ya	Pakuwon Mall	Perempuan	24 - 28 tahun	Pekerja	Rp. 3.500.001 - Rp 4.500.000
4/21/2023 21:15:23	Ya	Ya	2	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 21:16:51	Ya	Ya	2	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/21/2023 21:17:55	Ya	Ya	Pakuwon	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 21:18:54	Ya	Ya	Sport station jcm	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 21:19:49	Ya	Ya	Amplaz	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 21:21:05	Ya	Ya	2 SCH	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/21/2023 21:22:06	Ya	Ya	Pakuwon Mall Yogyakarta	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/21/2023 21:23:08	Ya	Ya	Sleman City Hall	Perempuan	24 - 28 tahun	Pekerja	> 4.500.000
4/21/2023 21:24:07	Ya	Ya	2	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000

4/21/2023 21:25:09	Ya	Ya	Pakuwon Adidas Resmi	Perempuan	≥ 29 tahun	Pekerja	> 4.500.000
4/21/2023 21:40:10	Ya	Ya	2	Laki-laki	19 - 23 tahun	Pekerja	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 21:41:37	Ya	Ya	Ambarukmo Plaza	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 21:42:32	Ya	Ya	Amplaz	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/21/2023 21:43:32	Ya	Ya	2	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/21/2023 21:44:29	Ya	Ya	Pakuwon	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/21/2023 21:45:26	Ya	Ya	Pakuwon Mall	Perempuan	19 - 23 tahun	Mahasiswa	≤ Rp. 1.500.000
4/21/2023 21:46:35	Ya	Ya	1	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/21/2023 21:47:27	Ya	Ya	Jcm	Laki-laki	19 - 23 tahun	Mahasiswa	> 4.500.000
4/21/2023 21:48:24	Ya	Ya	Paragon mall	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 21:49:23	Ya	Ya	1 Amplaz	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 21:50:18	Ya	Ya	Pakuwon mall jogja	Perempuan	24 - 28 tahun	Pekerja	Rp. 3.500.001 - Rp 4.500.000
4/21/2023 22:04:57	Ya	Ya	2	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 3.500.001 - Rp 4.500.000
4/21/2023 22:04:59	Ya	Ya	1 pakuwon	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000

4/21/2023 22:05:00	Ya	Ya	Sport station	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 1.500.001 - Rp. 2.500.000
4/21/2023 22:05:02	Ya	Ya	Pakuwon	Perempuan	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000
4/21/2023 22:09:26	Ya	Ya	1	Laki-laki	≥ 29 tahun	Pekerja	> 4.500.000
4/21/2023 22:09:28	Ya	Ya	PI	Perempuan	24 - 28 tahun	Pekerja	> 4.500.000
4/21/2023 22:09:28	Ya	Ya	2	Laki-laki	19 - 23 tahun	Pekerja	> 4.500.000
4/21/2023 22:09:29	Ya	Ya	The park	Laki-laki	19 - 23 tahun	Mahasiswa	Rp. 2.500.001 - Rp. 3.500.000

The logo of Universitas Atma Jaya Yogyakarta is a light blue watermark in the background. It features a circular emblem with a sunburst or starburst design in the center. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written around the perimeter of the circle. Below the circle is a stylized, flame-like or leaf-like shape.

**LAMPIRAN VI**  
**Hasil Pengisian Kuesioner**  
**Indikator Pertanyaan Penelitian**

**Bagian 2 Jawaban Responden**

N o	B E 1	B E 2	B E 3	B E 4	B E 5	B E 6	B E 7	B E 8	B E 9	BE 10	B T 1	B T 2	B T 3	B T 4	P Q 1	P Q 2	P Q 3	P Q 4	P Q 5	P Q 6	B L 1	B L 2	B L 3	B L 4	B L 5	B L 6
1	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4
2	5	4	4	4	4	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5
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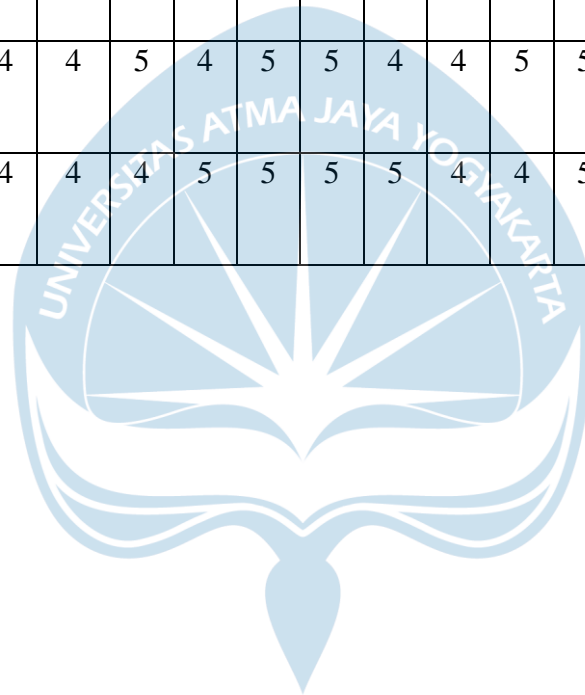






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**LAMPIRAN VII**  
**Hasil Olah Data**

## A. Hasil Uji Validitas dan Reliabilitas (30 Responden)

### Pengalaman Merek

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.858	.857	11

Item Statistics			
	Mean	Std. Deviation	N
BE1	4.53	.507	30
BE2	4.37	.556	30
BE3	4.07	.691	30
BE4	4.03	.809	30
BE5	3.90	.803	30
BE6	4.13	.629	30
BE7	4.07	.740	30
BE8	4.30	.596	30
BE9	3.87	.681	30
BE10	3.93	.868	30
BE11	4.00	.871	30

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.109	3.867	4.533	.667	1.172	.044	11

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BE1	40.67	24.092	.240	.599	.864
BE2	40.83	21.316	.763	.710	.834
BE3	41.13	23.568	.223	.649	.869
BE4	41.17	19.661	.729	.784	.831
BE5	41.30	20.493	.606	.859	.841
BE6	41.07	21.857	.560	.702	.846
BE7	41.13	20.464	.677	.730	.836
BE8	40.90	22.507	.474	.602	.851
BE9	41.33	21.471	.572	.600	.844
BE10	41.27	20.616	.529	.716	.849
BE11	41.20	19.476	.691	.844	.834

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
45.20	25.545	5.054	11

### Kualitas yang Dirasakan

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.847	.872	6

<b>Item Statistics</b>			
	Mean	Std. Deviation	N
PQ1	4.53	.507	30
PQ2	4.60	.498	30
PQ3	4.67	.479	30
PQ4	4.40	.675	30
PQ5	4.27	.640	30
PQ6	4.10	.803	30

<b>Summary Item Statistics</b>							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.428	4.100	4.667	.567	1.138	.046	6

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PQ1	22.03	5.689	.697	.697	.813
PQ2	21.97	5.482	.816	.828	.795
PQ3	21.90	5.610	.789	.829	.801
PQ4	22.17	5.178	.651	.685	.818
PQ5	22.30	5.597	.538	.436	.840
PQ6	22.47	5.223	.481	.361	.867

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
26.57	7.633	2.763	6

### Kepercayaan Merek

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.856	.866	4

Item Statistics			
	Mean	Std. Deviation	N
BT1	4.57	.568	30
BT2	4.27	.740	30
BT3	4.33	.661	30
BT4	4.53	.571	30

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.425	4.267	4.567	.300	1.070	.022	4

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BT1	13.13	2.878	.706	.568	.817
BT2	13.43	2.668	.558	.352	.889
BT3	13.37	2.447	.812	.696	.767
BT4	13.17	2.764	.774	.703	.791

<b>Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
17.70	4.562	2.136	4

### Loyalitas Merek

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.916	6



<b>Item Statistics</b>			
	Mean	Std. Deviation	N
BL1	4.27	.583	30
BL2	4.20	.805	30
BL3	3.83	1.206	30
BL4	3.80	1.126	30
BL5	3.77	1.194	30
BL6	4.40	.675	30

<b>Summary Item Statistics</b>							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.044	3.767	4.400	.633	1.168	.076	6

<b>Item-Total Statistics</b>						
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	
BL1	20.00	19.517	.682	.543	.914	
BL2	20.07	17.444	.785	.703	.896	
BL3	20.43	13.840	.901	.922	.876	
BL4	20.47	14.395	.902	.919	.875	
BL5	20.50	13.983	.892	.851	.878	
BL6	19.87	19.913	.499	.418	.927	

<b>Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
24.27	23.375	4.835	6

## B. Hasil Uji Statistika Deskriptif

Descriptive Statistics			
	N Statistic	Minimum Statistic	Maximum Statistic
BE1	148	3	5
BE2	148	3	5
BE3	148	1	5
BE4	148	2	5
BE5	148	2	5
BE6	148	2	5
BE7	148	1	5
BE8	148	2	5
BE9	148	1	5
BE10	148	2	5
BT1	148	3	5
BT2	148	2	5
BT3	148	3	5
BT4	148	3	5
PQ1	148	4	5
PQ2	148	4	5
PQ3	148	4	5
PQ4	148	3	5
PQ5	148	3	5
PQ6	148	2	5
BL1	148	2	5
BL2	148	2	5
BL3	148	1	5
BL4	148	1	5
BL5	148	1	5
BL6	148	2	5
Valid N (listwise)	148		

## Pengalaman Merek

Case Processing Summary			
		N	%
Cases	Valid	148	100.0
	Excluded <sup>a</sup>	0	.0
	Total	148	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.879	.880	10

Item Statistics			
	Mean	Std. Deviation	N
BE1	4.43	.537	148
BE2	4.36	.650	148
BE3	4.18	.747	148
BE4	4.19	.632	148
BE5	4.22	.676	148
BE6	4.39	.601	148
BE7	4.14	.696	148
BE8	4.32	.747	148
BE9	4.27	.796	148
BE10	4.20	.788	148

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.268	4.135	4.432	.297	1.072	.010	10

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BE1	38.25	19.917	.554	.461	.871
BE2	38.32	18.588	.687	.629	.861
BE3	38.50	18.483	.594	.422	.868
BE4	38.49	18.850	.658	.539	.863
BE5	38.47	18.441	.683	.590	.861
BE6	38.30	19.993	.466	.369	.876
BE7	38.55	19.719	.429	.299	.880
BE8	38.36	17.744	.724	.561	.857
BE9	38.41	18.734	.506	.384	.876
BE10	38.49	17.177	.774	.644	.852

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
42.68	22.858	4.781	10

### Kualitas yang Dirasakan

Case Processing Summary			
		N	%
Cases	Valid	148	100.0
	Excluded <sup>a</sup>	0	.0
	Total	148	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.831	.846	6

<b>Item Statistics</b>			
	Mean	Std. Deviation	N
PQ1	4.54	.500	148
PQ2	4.62	.487	148
PQ3	4.69	.464	148
PQ4	4.64	.524	148
PQ5	4.57	.573	148
PQ6	4.41	.737	148

<b>Summary Item Statistics</b>							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.578	4.412	4.689	.277	1.063	.009	6

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PQ1	22.93	4.518	.582	.446	.808
PQ2	22.84	4.336	.707	.652	.785
PQ3	22.78	4.474	.670	.586	.794
PQ4	22.83	4.318	.649	.455	.794
PQ5	22.90	4.241	.608	.434	.802
PQ6	23.05	3.983	.503	.296	.840

<b>Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
27.47	6.006	2.451	6

## Brand Trust

Case Processing Summary			
		N	%
Cases	Valid	148	100.0
	Excluded <sup>a</sup>	0	.0
	Total	148	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.816	.816	4

Item Statistics			
	Mean	Std. Deviation	N
BT1	4.59	.506	148
BT2	4.55	.587	148
BT3	4.49	.577	148
BT4	4.55	.526	148

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.547	4.493	4.595	.101	1.023	.002	4

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BT1	13.59	2.025	.582	.361	.793
BT2	13.64	1.798	.622	.429	.777
BT3	13.70	1.696	.726	.533	.724
BT4	13.64	1.932	.623	.393	.775

<b>Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
18.19	3.120	1.766	4

**Brand Loyalty**

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	148	100.0
	Excluded <sup>a</sup>	0	.0
	Total	148	100.0
a. Listwise deletion based on all variables in the procedure.			

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.900	.906	6

<b>Item Statistics</b>			
	Mean	Std. Deviation	N
BL1	4.39	.601	148
BL2	4.36	.690	148
BL3	4.10	.995	148
BL4	4.10	1.008	148
BL5	4.03	1.065	148
BL6	4.46	.723	148

<b>Summary Item Statistics</b>							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.240	4.034	4.459	.426	1.106	.033	6

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BL1	21.05	14.677	.647	.487	.897
BL2	21.08	13.626	.768	.638	.881
BL3	21.34	11.314	.854	.777	.862
BL4	21.34	11.341	.833	.752	.866
BL5	21.41	11.494	.746	.583	.884
BL6	20.98	14.115	.622	.394	.898

<b>Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
25.44	18.017	4.245	6



### C. Hasil Uji Regresi Linier Sederhana

#### Pengalaman Merek terhadap Kualitas yang Dirasakan

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	BrandExperience <sup>b</sup>	.	Enter
a. Dependent Variable: PerceivedQuality			
b. All requested variables entered.			

Model Summary		
Model	R Square	Adjusted R Square
1	.305	.300
a. Predictors: (Constant), BrandExperience		

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.475	1	7.475	64.020	.000 <sup>b</sup>
	Residual	17.048	146	.117		
	Total	24.523	147			
a. Dependent Variable: PerceivedQuality						
b. Predictors: (Constant), BrandExperience						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.564	.253		10.129	.000
	BrandExperience	.472	.059	.552	8.001	.000
a. Dependent Variable: PerceivedQuality						

## Pengalaman Merek terhadap Kepercayaan Merek

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	BrandExperience <sup>b</sup>	.	Enter
a. Dependent Variable: BrandTrust			
b. All requested variables entered.			

Model Summary		
Model	R Square	Adjusted R Square
1	.388	.383
a. Predictors: (Constant), BrandExperience		

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.111	1	11.111	92.397	.000 <sup>b</sup>
	Residual	17.558	146	.120		
	Total	28.669	147			
a. Dependent Variable: BrandTrust						
b. Predictors: (Constant), BrandExperience						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.093	.257		8.145	.000
	BrandExperience	.575	.060	.623	9.612	.000
a. Dependent Variable: BrandTrust						

#### D. Hasil Uji Regresi Linier Berganda

#### Pengalaman Merek, Kualitas yang Dirasakan, Kepercayaan Merek terhadap Loyalitas Merek

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	PerceivedQuality, BrandTrust, BrandExperience <sup>b</sup>	.	Enter
a. Dependent Variable: BrandLoyalty			
b. All requested variables entered.			

Model Summary		
Model	R Square	Adjusted R Square
1	.495	.485
a. Predictors: (Constant), PerceivedQuality, BrandTrust, BrandExperience		

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.418	3	12.139	47.054	.000 <sup>b</sup>
	Residual	37.150	144	.258		
	Total	73.568	147			
a. Dependent Variable: BrandLoyalty						
b. Predictors: (Constant), PerceivedQuality, BrandTrust, BrandExperience						

Coefficients <sup>a</sup>						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.915	.521		-1.757	.081
	BrandExperience	.865	.119	.585	7.265	.000
	BrandTrust	.026	.126	.016	.209	.835
	PerceivedQuality	.293	.128	.169	2.294	.023
a. Dependent Variable: BrandLoyalty						



# The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers

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## Abstract

**Purpose** – Adopting the brand resonance approach, this research aimed to reveal the effect of emotional (perceived quality) and rational (brand trust) factors between brand experience and brand loyalty.

**Design/methodology/approach** – This article uses the brand resonance model to examine the above-mentioned relationship. The sample of the study consisted of 385 sports consumers between the ages of 18 and 65 years. An online survey was used to collect data and surveys were delivered to sports consumers via social media. Using SmartPLS 3.0 software, a partial least squares structural equation modeling analysis was conducted in this study.

**Findings** – The results support the hypotheses and demonstrate the importance of quality and trust in building customer loyalty for companies in the sports industry. Brand experience has a positive direct effect on perceived quality, brand trust and brand loyalty. It has been revealed that there is an important intermediary role of perceived quality and brand trust that manages the relationship between customers' brand experience and brand loyalty.

**Practical implications** – The findings of this study are essential for brands that want to develop and are included in the sports industry in the online shopping environment, which increases with the development of technology to create long-term loyalty in customers.

**Originality/value** – It reveals two mediating roles in the relationship between brand experience and brand loyalty, namely perceived quality and brand trust. These research results help to understand the processes of shaping the loyalty of sports consumers towards sports brands. Unlike previous studies, it examines this relationship in the sports industry by adding new mediator variables and contributes to the development of the model.

**Keywords** Brand experience, Brand loyalty, Perceived quality, Brand trust, Sports consumer

**Paper type** Research paper

## Introduction

With the increase in the popularity of sports organizations, the spread of participation in sports and the diversification of advanced sports products accordingly, the sports industry is expanding its place in the world economy. This industry consists of a combination of intangible services (e.g. sports organizations offering sports consultancy) and tangible products (e.g. sports manufacturers); some producers offer a combination of services and products (e.g. sports stores) and include activities (Funk, 2008). The sports products market is expanding with the growth of the trend of healthy and active living, which is a trend that is

**Data availability statement:** The data that support the findings of this study are available from the corresponding author upon reasonable request.

**Publication ethics:** In the writing process of the current study, scientific, ethical and quotation rules were followed within the scope of the "Higher Education Institutions Scientific Research and Publication Ethics Directive". No falsification has been made on the collected data and this study has not been sent to any other academic publication environment for evaluation.

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expected to continue to grow internationally. While globalization has enabled brands to reach worldwide, it has also greatly affected people's lifestyles (Handa and Khare, 2013). Sports products have become a popular category among young people as consumers identify a more relaxed lifestyle with versatility and comfort. This situation has prompted manufacturers such as Nike and Adidas to expand their range of sports products to generate higher sales volumes. According to the Digital 2020 report, Turkey's population is 83.88 million, and the active social media user population is 54 million. In addition, it is stated in the report that 81% of social media users between the ages of 16 and 64 years search for products or services online, while 63% of them shop online. According to the report, Nike came at third place in Google searches, while Adidas was at eighth place (Digital Report Turkey, 2020). Businesses that are aware of the importance of technological development in the field of marketing use the advantages such as targeted customer base, taste trends, choices and preferences among customers, and identification of potential customers with these platforms, which provide faster access to customers, to develop their own potential (Sharma *et al.*, 2021).

Companies need to create exciting brand experiences that persuade customers to continually buy and stick to the brand's products to differentiate themselves from their competitors. Through these brand experiences, consumers connect to the brand's personality and develop strong relationships with the brand (Ramaseshan and Stein, 2014). Consumers develop a perception toward a brand based on sensations, feelings, cognitions, and behavioral responses. If this perception is positive, the customer remains loyal to the brand and repurchasing behavior. The development of the consumer–brand relationship has been the focus of branding theory in recent years.

The number of studies involving brand experience and brand loyalty in various sectors (e.g. cars, restaurants and hotels, mobile phones, banking, web design, etc.) has been increasing in recent years (Altaf *et al.*, 2017; Huang, 2017; Mostafa and Kasamani, 2020; Ong *et al.*, 2018). There are many studies that measure the relationship between brand experience and brand loyalty with various mediating variables (Iglesias *et al.*, 2011; Mathew and Thomas, 2018; Mostafa and Kasamani, 2020). In this study, the relationship between brand experience and brand loyalty, which has been tested with mediating variables in different sectors by various researchers, was evaluated through brand trust and perceived quality (Altaf *et al.*, 2017; Ding and Tseng, 2015; Naggar and Bendary, 2017; Şahin *et al.*, 2011). There are factors that make this study different from other studies. The first of these is that the brand resonance model chooses sports brands as context and the sample group includes sports consumers. The second is the direct and indirect examination of the effect of brand experience on brand loyalty through perceived quality and brand trust in this context and sample. Finally, the present article draws on The Brand Resonance Model to examine the relationship mentioned above. In this model, brand experience is assumed as "salience", perceived quality and brand trust as "emotional and rational variables", and brand loyalty as "resonance".

## Theoretical background

### *The brand resonance model*

The brand resonance model describes how to create intense, active loyalty relationships with customers for a brand (Keller, 2001). Brand resonance is at the top of the customer-based brand equity (CBBE) model pyramid and it is a concept which characterizes brand relationships. This model is a measure of the extent to which a consumer develops strong behavioral, psychological and social bonds with the brands they consume (Rindfleisch *et al.*, 2006). Brand resonance model provides a guide for an assessment and research research by which brands can evaluate their progress in brand building efforts (Keller, 2009). There are many studies in the marketing literature using the brand resonance model in

different sectors (Jang *et al.*, 2020; Moura *et al.*, 2019; Raut *et al.*, 2020). According to Keller (2013), the brand resonance model is a flexible model in terms of applicability and can be applied equally well to any type of brand and therefore to any type of entity that can be considered as a brand (person, place, etc.).

Sports brands establish long-term relationships in order to create brand loyalty in their customers. Keller (2013) defined this long-term relationship with the brand resonance model. The model that aims to build fidelity in this long-term relationship suggests two ways, rationally and emotionally. The rational path includes important components such as performance (e.g. price, efficiency, durability, reliability), judgment (e.g. quality, reliability), while the emotional one includes important components such as imagination and emotions (e.g. fun, excitement) (Keller, 2013). With brand resonance, customers can recognize the salient aspect of a brand, perceive its superior level of quality, and ultimately show a high degree of brand loyalty (Jung *et al.*, 2014). In this study, perceived quality as the emotional factor supported by the previous literature and brand trust as the rational factor were selected as the mediation variable.

### Literature review and research hypotheses

#### *Brand experience*

Successful brands form close bonds with their consumers, which in turn drives them away from other competing brands. The first step in establishing these bonds is encountering and experiencing the brand. Brand experience is a concept that was introduced by Schmitt (1999) into the experiential marketing literature and whose importance has increased in recent times (Schmitt *et al.*, 2014). Brand experience is defined as subjective internal (e.g. sensations, emotions, and cognition) and behavioral responses of consumer associated with stimuli that are a part of a brand's design, identity, packaging, communication, and environment (Brakus *et al.*, 2009). Experiences occur when shopping, buying, and consuming directly and interacting with media, including print and electronic media, indirectly (Rajumesh, 2014).

Brakus *et al.* (2009) discuss brand experience in four dimensions: sensory, affective, intellectual (cognitive), and behavioral. Sensory brand experience expresses the experiences resulting from the visual, auditory, olfactory, taste, and touch stimuli provided by the brand. In contrast, the brand's affective stimuli provide brand experience to consumers (Brakus *et al.*, 2009). That is, it includes the mood, emotion and feeling of consumers (Ding and Tseng, 2015). Intellectual brand experience involves thinking differently and convergingly and enables consumers to change their thinking about brand (Hult, 2011). Behavioral experience activates consumer behaviors or intentions by appealing to physical experiences, lifestyles, long-term behavioral patterns, or interactions with other people (Ding and Tseng, 2015).

Researchers have asserted that experience with products and services is an essential factor affecting consumers' future behavioral and emotional intentions (Mostafa and Kasamani, 2020). Thus, true brand loyalty occurs when customers tend to both affect the emotional attachment factor and brand trust (He *et al.*, 2012). Generally, brands that provide excellent brand experiences are differentiated from other brands and are more favored, thereby building brand loyalty and promoting the spread of the brand (Brakus *et al.*, 2009). Therefore, consumers will be more likely to repurchase from these brands, recommend them to others, or move away from the brand (Yu *et al.*, 2020). Previous studies in different sectors have shown that there is a significant positive relationship between brand experience and loyalty (Huang, 2017; Ong *et al.*, 2018; Şahin *et al.*, 2011). Therefore, the following hypothesis is proposed:

*H1.* Brand experience has a positive impact on brand loyalty.

Consumers consciously and unconsciously experience products and services in different environments, and then various perceptions are formed as a result of this experience (Berry and Carbone, 2007). Experience is an essential part of consumer learning. The higher the consumer's use of a product, the more information that integrates with their knowledge and increases their perception of quality (Naggar and Bendary, 2017). In studies on electronic industry and fast food industry consumers, it is thought that product performance is necessary for quality perceptions (Ding and Tseng, 2015; Xixiang *et al.*, 2016). As a result of product performance, establishing a deep, lasting, sincere emotional connection with the customer and the customer's developing a special bond and trust in the brand develops a holistic experience that ensures loyalty (Bapat and Thanigan, 2016). The hypothesis for this investigation is:

*H2.* Brand experience has a positive impact on perceived quality.

Previous research has suggested that brand trust develops from past brand experience and interaction (Delgado-Ballester and Munuera-Alemán, 2005). In research on customers in different sectors (bath soap and perfume, mobile handsets, etc.), successful experiences with a brand have been demonstrated that the brand offers quality products or services and positively affects consumers' thoughts on honesty and trust (Francisco-Maffezzoli *et al.*, 2014; Khan and Fatma, 2017). Hence, the hypothesis below emerges:

*H3.* Brand experience has a positive impact on brand trust.

#### *Brand loyalty*

Brand loyalty is one of the most cited concepts in marketing, with both scholars and practitioners recognizing the diversity of benefits derived from it (Iglesias *et al.*, 2011). Dick and Basu (1994) defined that loyalty to a brand should include positive buying behavior and positive attitude toward the brand. Brand loyalty is a conditional reaction to a product due to a positive perception about a brand (Chaudhuri and Holbrook, 2001). While previous studies on loyalty focused on components such as perceived value, brand trust, and customer satisfaction, recent studies on brand loyalty have increasingly adopted an integrated approach (brand experience, perceived quality, e-wom, etc.) (He *et al.*, 2012; Eslami, 2020).

#### *Perceived quality*

Perceived quality is defined as the consumer's judgment about the superiority or excellence of a brand based on subjective perceptions (Aaker and Jacobson, 1994; Zeithaml, 1988). The products of high-quality brands make the consumers want to buy the products of the brand and allow the brand to be differentiated from the rival brands. Perceived quality is not an objective measure of the functional or manufacturing quality of products, but rather the subjective assessment of perceptions on products by consumers (Li *et al.*, 2021). It also allows creating a strong brand perception while expressing the high price for a high-quality product. Perceived quality, in relation to consumer brand loyalty, is essentially a consumer's perception of the reliability of a product or service and is closely linked to customers' preference, satisfaction, and purchasing preferences (Nikhashemi and Valaei, 2018). Perceived quality is an important antecedent of emotional commitment to build brand loyalty and trust (Coelho *et al.*, 2018). I thus hypothesize that:

*H4.* Perceived quality has a positive impact on brand loyalty.

#### *Brand trust*

Brand trust is expressed as a critical factor in commercial success (Morgan and Hunt, 1994). Chaudhuri and Holbrook (2001) define brand trust as "the desire of the average consumer to



trust a brand's ability to fulfill its stated function." Consumers who rely on a brand are more willing to stay loyal to that brand, buy from new brands promoted under it, pay a premium price for it, and share information about their tastes (Mabkhot *et al.*, 2017). In contrast, an increased sense of risk and uncertainty impairs consumer confidence. Therefore, focusing on a great brand experience will also reduce the likelihood of risk in the consumer's minds in terms of finding the brand more reliable. This, in turn, will affect their loyalty toward the brand, and therefore their propensity to become brand advocates (Joshi and Garg, 2021). Researchers have shown that trust is crucial in creating brand loyalty (Bernarto *et al.*, 2020; Mabkhot *et al.*, 2017). Therefore, the following hypothesis is proposed:

H5. Brand trust has a positive impact on brand loyalty.

*Mediation effect of perceived quality and brand trust*

Zeithaml (1988) suggested that CBBE is another important and main building block called "perceived quality" that affects consumers positively or negatively. Consumers develop loyalty based on the perceived quality of a brand after their experience with the product or service. Consumers evaluate whether the utilitarian motive is obtained during the consumption of a service brand and form a quality perception about the brand. If the quality of the experienced brand is perceived as high, the consumption target is achieved and loyalty to the brand occurs (Ding and Tseng, 2015). Eslami (2020) confirmed the mediating effect of perceived quality on health insurance customers between brand experience and brand loyalty. However, in the context of sports consumers and accordingly sports brands, the following hypothesis has been developed due to the lack of studies evaluating the mediation effect in the model (Figure 1):

H6. Perceived quality has a mediating effect on the relationship between brand experience and brand loyalty.

Previous studies have measured the relationship between brand experience and brand trust, and the relationship between brand trust and brand loyalty (Atulkar, 2020; Başer *et al.*, 2015; Naggar and Bendary, 2017) In addition, Huang (2017) confirmed the mediating effect of brand

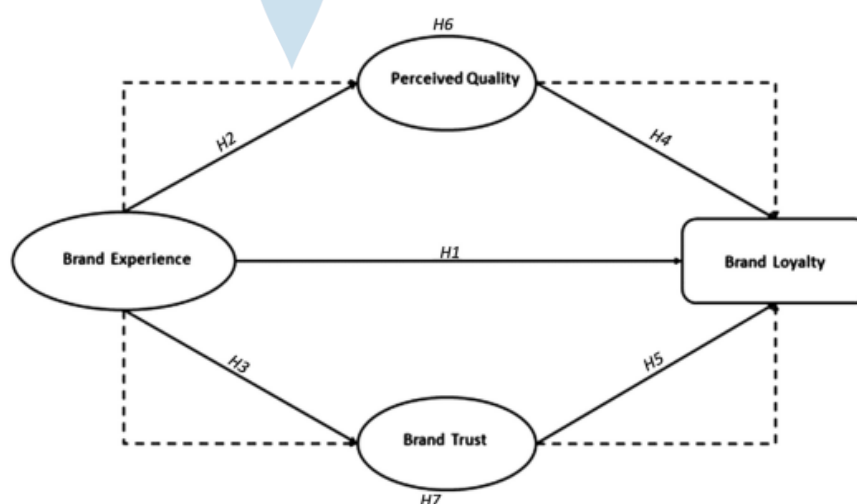


Figure 1.  
Proposed  
theoretical model

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trust between brand experience and brand loyalty in his research on mobile phone users. Based on the brand resonance model, it is thought that brand trust has a mediating effect on brand experience and brand loyalty. Therefore, the following hypothesis is proposed:

Effect of brand experiences

- H7.* Brand trust has a mediating effect on the relationship between brand experience and brand loyalty.

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### Research method

This study aimed to measure the mediating effect of perceived quality and brand trust, which are thought to affect loyalty formation, to determine the brand loyalty that may occur based on the experience of sports consumers with a brand. Previous research shows that brand trust and loyalty result from customers' deep emotional commitment to the brand, which changes customer attitude and purchasing behavior. The brand resonance model offers a solid foundation for this model (Keller, 2013). This model stresses that brand resonance are formulated, started with brand salience, and followed by two routes, i.e., emotional and rational. With this logic, this study proposes that brand loyalty is formulated via brand salience (i.e. brand experience), and then two mediators (i.e. perceived quality and brand trust). Therefore, structures and visual elements have been derived from previous research, as shown in Figure 1, to develop the proposed research framework.

### Sample design and data collection

The research sample consists of 385 sports consumers between the ages of 18 and 65. This age group was selected in the "Digital 2020 Turkey" report because it is the age group that uses social media the most in Turkey. Snowball sampling and criterion sampling method was used in the study. The inclusion criteria of the sample in this study are to be in the age range of 18–65, to be a social media user, and to have purchased sports products online at least once. The data were collected online with Google Forms. The link of the online form has been distributed in various ways (Facebook, Instagram, Whatsapp, e-Mail, etc.). "What is your favorite sports brand?" They were asked to answer the questions by considering the sports brand they gave to the question. A total of 409 online questionnaires were collected. The answers of the 24 participants were deemed invalid due to incomplete information. As a result, the analysis phase was started with 385 participants. According to Hair *et al.* (2019), this number of answers meets the basic rule of the minimum sample size required to run the structural equation modeling (SEM). In addition, G\*power v3.1.9.4 software was used to calculate the required minimum sample size based on statistical power. With an effect size of 0.05, it was revealed as a result of the analysis that a sample size of 138 was sufficient to reach a statistical power of 0.95 (Faul *et al.*, 2009).

Table 1 shows the demographic information of the survey participants; 55.3% were men and 44.7% were women. Their most preferred sports brand was Nike (53.7%), while Hummel was the least preferred (3.8%). Their average age is 29.498 ( $\pm 8.562$ ), and their average monthly income is 448.47 dollar ( $\pm 377.13$ ) (Table 1).

### Measures

The Brand Experience Scale, developed by Brakus *et al.* (2009) and adapted into Turkish by Aşkın and İpek (2016), was first created by Chaudhuri and Holbrook (2001) and Lau and Lee (1999) to measure the research model created within the scope of the theoretical framework and was then further developed by Kabadayı and Aygün (2007). The Perceived Quality and Brand Loyalty Scale developed by Onurlubaş and Öztürk (2020) were used. The Brand Experience Scale is a 7-point Likert-type scale (between "1- Strongly disagree" and

**Table 1.**  
Demographic profile of  
the respondent

Variable		Frequency	Percentage	Total	$\bar{x}$	S	Min	Max
Gender	Female	172	44.7	385				
	Male	213	55.3					
The most preferred sports brand	Nike	207	53.7	385				
	Adidas	100	25.9					
	Puma	24	6.2					
	Hummel	15	3.8					
	Reebok	18	4.6					
	Skechers	21	5.4					
Age				385	29,498	8,562	18	65
Income(TL)				385	3794.13	3190.55	0	20,000

“7- Strongly agree”). The Perceived Quality, Brand Trust, and Brand Loyalty Scale was scored with a 5-point Likert-type scale (between “1- Strongly disagree” and “5- Strongly agree”). These items are seen in the scales in [Table A1](#). The participants were also asked about their age, gender, average monthly income, favorite sports shops, and social media usage. Monthly average income and age were asked in an open-ended questionnaire. Gender was asked with favorite sports shops and social media use multiple choice options.

#### Data analysis

For evaluating the hypothesized relationships, analyses were performed using the partial least squares structural equation modeling (PLS-SEM) approach supported by Smart-PLS® 3.2.8 software. PLS-SEM is a method that uses weighted compounds of indicator variables to minimize unexplained variance and facilitate the liability for measurement errors ([Hair et al., 2017](#)). This software also determines the dependent variable’s structures and measures each independent variable’s effects on the dependent variable ([Ringle et al., 2015](#)).

#### Normality test

We used a web-based calculator ([Cain et al., 2017](#)) to test the data for multivariate normality using [Mardia’s \(1970\)](#) test. Multivariate normality is one of the criteria for more accurate model prediction. The outcome of the multivariate normality analysis shows that Mardia’s multivariate skewness ( $\beta = 5.188, p < 0.01$ ) and multivariate kurtosis ( $\beta = 44.671, p < 0.01$ ) suggest multivariate non-normality. This is another reason for use of PLS-SEM, as it can handle non-normal data very well ([Hair et al., 2019](#)).

#### Common method bias (CMB)

In research conducted in social sciences, collecting data from the same source and cross-sectional can lead to bias in research results. This situation may cause errors in the analysis findings related to the model established between theoretical structures ([Podsakoff et al., 2003](#)). In order to avoid this situation, the common method variance was controlled. Harman’s single factor analysis is one of the most common methods of determining whether probability exists ([Podsakoff et al., 2003](#)). In this context, as a result of the analysis, Harman’s single factor test was applied and it was found that it explained 37,399 percent of the total variance. These results showed that it was less than the stated 50 percent threshold ([Fuller et al., 2016](#)). According to the analysis results, CMB does not cause a problem in the current situation.

## Results

### *Measurement scales' psychometric properties*

The values indicate that the factor loads are between 0.565 and 0.904. According to Hair *et al.* (2017), factor loadings should be  $\geq 0.708$ . However, the authors suggest that expressions with factor loads between 0.40 and 0.70 should be excluded from the model if their AVE or CR values are below the threshold (Hair *et al.*, 2017). Because the calculated AVE and CR values were above the threshold, expressions with a factor load below 0.708 were not removed from the measurement model (Table 2).

Also, with Cronbach's alpha  $\geq 0.60$  (George and Mallery, 2019) and CR coefficient  $\geq 0.70$ , the AVE coefficient should also be  $\geq 0.50$  (Hair *et al.*, 2017). The Cronbach's alpha coefficients of the structures are between 0.679 and 0.882. It is observed that internal consistency reliability is ensured because the CR coefficients are between 0.823 and 0.829, and the AVE coefficients are between 0.516 and 0.727. The convergence validity of the structures was provided according to these findings (Table 2).

The criterion suggested by Fornell and Larcker (1981) was used to determine the validity of the decomposition. According to the criteria of Fornell and Larcker (1981), the square root of the explained mean-variance (AVE) values of the structures in the study should be higher than the correlation coefficients between the structures included in the study. As a result of the analysis made in Table 3, the values indicated with "\*" in the table show AVE's square root values. When these values are examined, it is found that the square root AVE value of each structure is higher than the correlation coefficients with other structures (Table 3).

Constructs	Items	Outer loading (>0.6)	Cronbach's alpha (>0.7)	Rho-A (>0.7)	CR (>0.7)	AVE (>0.5)
Sensory experience (SE)	SE1	0.885	0.710	0.796	0.837	0.640
	SE2	0.904				
	SE3	0.565				
Affective experience (AE)	AE1	0.830	0.679	0.692	0.823	0.610
	AE2	0.801				
	AE3	0.705				
Intellectual experience (IE)	IE1	0.904	0.811	0.829	0.888	0.727
	IE2	0.886				
	IE3	0.762				
Behavioral experience (BE)	BE1	0.865	0.760	0.772	0.863	0.678
	BE2	0.732				
	BE3	0.867				
Perceived quality (PQ)	PQ1	0.820	0.882	0.894	0.911	0.632
	PQ2	0.873				
	PQ3	0.837				
	PQ4	0.833				
	PQ5	0.668				
	PQ6	0.718				
Brand trust (BT)	BT1	0.849	0.875	0.876	0.914	0.727
	BT2	0.880				
	BT3	0.877				
	BT4	0.803				
Brand loyalty (BL)	BL1	0.732	0.820	0.835	0.864	0.516
	BL2	0.808				
	BL3	0.752				
	BL4	0.663				
	BL5	0.639				
	BL6	0.699				

**Table 2.**  
Convergent validity

*Assessment of the formative construct*

This study proposed the brand experience variable as a type two higher-order (reflective-formative) construct. The structure revealed in this study was tested with the high-level reflective-formative structure proposed by Hair *et al.* (2017). The collinearity of the indicators (VIF) and the significance of the indicator weight were used to determine the formative measure (Table 4). The VIF value is below the threshold of 3.3 for all measurements (Hair *et al.*, 2019). According to these results, there is no collinearity problem. The 5,000 resampling bootstrapping technique was used to assess the significance of the weight, and the results show that the overall weight of the indicator is significant at the  $p < 0.001$  level. As a result, the four-dimensional brand experience variable was reduced to a one-dimensional structure with second-level modeling and the analyzes continued.

*Direct and indirect effects*

To assess the mediating effect in the study, Zhao *et al.* (2010) suggested approach was used. According to the author, if the indirect effects are significant, the mediating effect can be mentioned. Hair *et al.* (2017) used a bootstrapping technique with 5,000 subsamples to estimate the 95 percent bias-corrected confidence interval for the indirect effect. Zhao *et al.* (2010) proposed decision tree was used. According to the test results, brand experience is related to brand loyalty ( $\beta = 0.382, t = 5.798, p < 0.001$ ), perceived quality ( $\beta = 0.478, t = 11.675, p < 0.001$ ) and brand trust ( $\beta = 0.472, t = 10.035, p < 0.001$ ) direct effect was found. Perceived quality ( $\beta = 0.143, t = 2.467, p < 0.05$ ) and brand trust ( $\beta = 0.359, t = 5.798, p < 0.000$ ) also directly affect brand loyalty (Table 5).

Also, in Smart-PLS 3.2.8 (Hair *et al.*, 2017), the mediating effect of Perceived Quality and Brand Trust was checked by running analyses. Based on Smart-PLS indices, on the relationship between Brand Loyalty and Brand Experience (BE \* PQ → BL), Perceived Quality ( $\beta = 0.068, t = 2.326, p < 0.05$ ) and (BE \* BT → BL) Brand Trust ( $\beta = 0.169, t = 4.502, p < 0.001$ ), the mediating effect was confirmed (Table 5). According to these results, according

**Table 3.**  
Discriminant validity  
(Fornell-Larcker  
criterion)

Constructs	SE	AE	IE	BE	PQ	BT	BL
Sensory experience (SE)	0.800*						
Affective experience (AE)	0.624	0.781*					
Intellectual experience (IE)	0.516	0.634	0.853*				
Behavioral experience (BE)	0.532	0.601	0.641	0.824*			
Perceived quality (PQ)	0.340	0.468	0.405	0.371	0.795*		
Brand trust (BT)	0.303	0.494	0.415	0.363	0.779	0.853*	
Brand loyalty (BL)	0.389	0.596	0.536	0.536	0.606	0.651	0.718*

**Note(s):** \*Root square of AVE

**Table 4.**  
Assessment of higher-  
order construct

Higher-order construct	General framework	$\beta$	VIF	t- value	p	Confidence intervals	
						Lower (2.5%)	Lower (2.5%)
Brand experience	Sensory	0.243	1.793	17.116	0.000	0.215	0.271
	Affective	0.254	2.228	14.569	0.000	0.219	0.288
	Intellectual	0.365	2.056	21.164	0.000	0.331	0.399
	Behavioral	0.329	1.972	21.910	0.000	0.299	0.358

General framework		$\beta$	Std dev	t-value	p-value	Confidence intervals		Results
						Lower (2.5%)	Upper (97.5%)	
<i>Direct effect</i>								
H1	Brand Experience → Brand loyalty	0.382	0.062	5.798	0.000	0.301	0.456	Supported
H2	Brand experience → Perceive quality	0.478	0.041	11.675	0.000	0.398	0.558	Supported
H3	Brand Experience → Brand trust	0.472	0.047	10.035	0.000	0.381	0.564	Supported
H4	Perceive Quality → brand loyalty	0.143	0.058	2.467	0.014	0.035	0.260	Supported
H5	Brand trust → brand loyalty	0.359	0.062	5.798	0.000	0.238	0.482	Supported
<i>Indirect effect</i>								
H6	Brand Experience → PQ → Brand loyalty	0.068	0.029	2.326	0.020	0.018	0.136	Supported
H7	Brand Experience → BT → Brand loyalty	0.169	0.038	4.502	0.000	0.108	0.238	Supported

**Table 5.** General model resolution by SmartPLS using PLS algorithm and Bootstrapping

to the decision tree of Zhao et al. (2010), it was concluded that perceived quality and brand trust partially mediated (integrating).

The coefficient of determination ( $R^2$ ), effect size ( $f^2$ ) and predictive relevance ( $Q^2$ ) were reported to assess the quality of the structural model. When the  $R^2$  values of the model are examined, perceived quality is explained as 22.6%, while brand trust is explained as 22%. Brand loyalty, on the other hand, was announced as 55.8%. According to these results, brand experience, perceived quality and brand trust perfectly explain brand loyalty. Among these variables, perceived ( $\beta = 0.143, t = 2.467$ ) quality has the least effect on brand loyalty. The most, brand experience affects brand loyalty ( $\beta = 0.382, t = 5.798$ ).

Effect size coefficient ( $f^2$ ) 0.02 and above is low; it is medium to be 0.15 and above; and if it is 0.35 and above, it is considered high (Hair et al., 2017). When the effect size coefficients are examined, the effect of brand experience on perceived quality ( $f^2 = 0.292$ ) and brand trust ( $f^2 = 0.283$ ) is moderate. In addition, the effect of perceived quality and brand trust on brand loyalty ( $f^2 = 0.244$ ) is similarly moderate.

The predictive power coefficients ( $Q^2$ ) calculated for endogenous variables are greater than zero, indicating that the research model has the power to predict endogenous variables (Hair et al., 2017). The findings show that the  $Q^2$  values are greater than zero. The results for  $R^2, f^2$  and  $Q^2$  are shown in Table 6.

Finally, the overall predictive power of the model was estimated using Goodness of Fit (GoF) with the formula given below.

Constructs	R-square	Q-square	f-square
Perceived quality	0.226	0.134	0.292
Brand trust	0.220	0.157	0.283
Brand loyalty	0.558	0.259	0.244

**Table 6.** The result of  $R^2, f^2$  and  $Q^2$

$$GoF = \sqrt{AVE} * \sqrt{R^2}$$

The geometric mean of the mean AVE and the mean  $R^2$  (for endogenous structures) were used to calculate the model fit values. [Wetzels et al. \(2009\)](#) proposed predictive values to evaluate GoF analysis, and these are GoF = 0.10 (small), GoF = 0.25 (medium), and GoF = 0.36 (large). The calculated value of the average AVE is 0.647, the  $R^2$  value is 0.227 for perceived quality, 0.229 for brand trust and 0.556 for brand loyalty. According to this report, the observed value of GoF for the model is 0.466, which easily fits the model very well.

**Discussion**

Previous studies on brand experience and brand loyalty were applied by taking into account different mediation variables ([Mathew and Thomas, 2018](#); [Mostafa and Kasamani, 2020](#)). In this study, the effect of brand experience on brand loyalty was measured with perceived quality and brand trust. To test the hypotheses, the  $f^2$  effect size, path coefficients, confidence intervals,  $p$ -value, and  $R^2$  analysis results are given in [Tables 4–6](#) and [Figure 2](#). In addition, GoF analysis was performed to test the fit of the research model and it was determined that the model fits very well for the designed research.

According to the research findings, sensory, affective, intellectual and behavioral experience explains the brand experience in one dimension. Second, brand experience directly affects brand loyalty, perceived quality, and brand trust. Then, perceived quality and brand trust have a direct impact on brand loyalty. Finally, the partial mediation effect between perceived quality and brand trust, brand experience and brand loyalty was revealed.

When [hypothesis 1](#) is examined, it is revealed that 55.8% direct effect of brand experience on brand loyalty. [Rajumesh \(2014\)](#), in his research on fast-moving consumer goods consumers, concluded that brand experience positively affects brand loyalty. Similarly, [Mostafa and Kasamani \(2020\)](#), in their research on smartphone users, revealed that brand experience directly affects brand loyalty. Several studies conducted in varied sectors support the results of the present study ([Ong et al., 2018](#); [Şahin et al., 2011](#)). By creating their brands

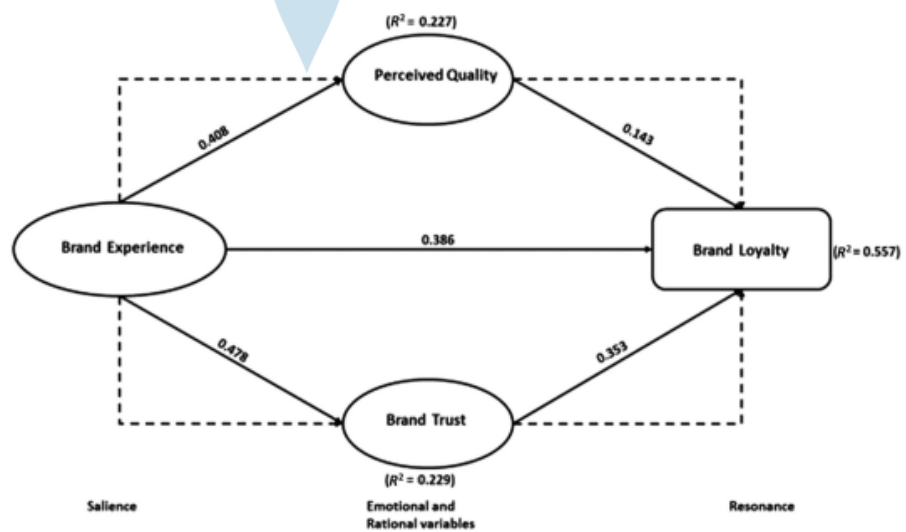


Figure 2.  
General model  
resolution by smart-  
PLS algorithm

highly experientially, marketers gain brand loyalty, resulting in lower advertising costs while generating more sales and profits for marketers. Also, brand-loyal consumers are less responsive to competitive moves, remain loyal to the brand, and are even willing to pay higher prices for brands.

In *Hypothesis 2*, the direct effect of brand experience on perceived quality was examined and this hypothesis was confirmed. Studies measuring the effect of perceived quality (Ding and Tseng, 2015; Xixiang *et al.*, 2016) with brand experience support these research results. The finding that brand experience is the driving force of perceived quality within the framework of the brand resonance model is rarely found in the literature of sports consumers and sports brands. Shanahan *et al.* (2019) stated in their study on students that the perceived quality of sportswear impacts brand loyalty. Naggar and Bendary (2017) stated that there is a direct effect between brand experience and perceived quality in their research on mobile phone users. Customers who are satisfied with the experiences of brands can see them as a symbol of unique and superior quality. Therefore, for this study, it can be said that the fact that an emotional response has a cognitive component affects the perception of quality, especially in sports consumers.

In *Hypothesis 3*, the direct effect of brand experience on brand trust was examined. Research results show that this hypothesis is confirmed. It is involved in studies that support research findings (Huang, 2017; Khan and Fatma, 2017). Ramaseshan and Stein (2014), on the other hand, revealed in their research that, contrary to our findings, brand experience does not affect brand trust. As in the researchers conducted in different sectors, it is normal for individuals who have experienced the brand in the sports sector and are satisfied with the idiom, to trust the brand. The reason for this can be explained as the sports brands included in the research are well-known sports brands.

In *Hypothesis 4*, the direct effect of perceived quality on brand loyalty was examined. In this study, it has been proven that perceived quality has a positive direct effect on brand loyalty. Studies in different sectors in the literature support our findings (Alhaddad, 2015; Atulkar, 2020; Shanahan *et al.*, 2019). Contrary to our research findings, Xixiang *et al.* (2016) reached the conclusion that perceived quality does not affect brand loyalty in their research on electronics industry and fast food industry consumers in China. The authors also attributed this to the fact that there may be other factors related to creating brand loyalty rather than perceived quality in the cultural context of China.

In *Hypothesis 5*, the effect of brand trust on brand loyalty was examined. The *H5* hypothesis was supported and it was found that a brand with a strong brand trust affects brand loyalty. Studies in the literature support our findings (Huang, 2017; Mabkhot *et al.*, 2017). According to Atulkar (2020), it has been argued that brand trust has a direct effect on brand loyalty, which plays an important role in creating repeat purchase behavior in customers. According to Huang (2017), this finding can be well explained by the long-term characteristics of both brand trust and loyalty. Advertising and the use of celebrities can be a factor in the consumers trust in sports brands. In the trusted brand, the customer wants to be bought again and creates loyalty towards the brand.

*Hypothesis 6* aims to measure the effect of brand experience on brand loyalty through perceived quality. The findings support *Hypothesis 6*. Perceived quality has an intermediary effect on brand experience and brand loyalty. The experience with a brand and the quality perception that occurs after the brand is an important factor that affects the loyalty of the customer towards that brand. As far as sports are known by the authors in the relevant literature, no study has been found in which perceived quality has a mediator effect on the relationship between brand experience and brand loyalty in sports brands. Shanahan *et al.* (2019) stated in a study conducted by Mechanical Turk users of Amazon who have Facebook accounts that perceived quality positively affects brand loyalty.



In *Hypothesis 7*, the effect of brand experience on brand loyalty was tested through brand trust; the findings of the study support this hypothesis. Most previous research has investigated the relationship between the binding effect and brand trust and brand loyalty, and not the mediating effect. *Şahin et al. (2011)* stated in their research on the automotive industry that brand experience positively affects brand trust, which positively affects brand loyalty. Likewise, *Khan and Fatma (2019)* also obtained results similar to that of our research in their studies. Unlike other studies, *Huang (2017)* examined the mediation effect of brand trust between brand experience and brand loyalty in a study conducted on mobile phone brand users and revealed that brand trust shapes the relationship between brand experience and brand loyalty.

### **Theoretical implications**

*Keller (2013)* proposes the “brand resonance model” that suggests a rational and emotional path to brand resonance. This study reveals the validity of the brand resonance model by defining the roles of perceived quality (emotional) and brand trust (rational) to mediate brand loyalty, especially in sportswear products. The sub-dimensions of brand experience include sensory, affective, intellectual and behavioral dimensions. The study identified and tested brand experience as a type two higher-order (reflective formative) construct. Therefore, this research makes an important contribution to the brand literature by explaining the interrelationship between brand experience sub-dimensions.

In addition, the bridge-building strategy proposed by *Harrison-Walker and Coppett (2003)* suggests two bridges for a firm’s success. In this study, it shows perceived quality and brand trust as two complementary bridges in shaping the brand loyalty of customers, especially in the sportswear industry.

The key mediator variable (KMV) model proposed by *Morgan and Hunt (1994)* and *Huang (2017)* stated that brand trust plays an important role in brand loyalty. This article extends the importance of this relationship in sportswear products. In addition, this research confirmed the positive and meaningful relationships between brand experience and brand value components as suggested by *Aaker (1991)*, and the positive relationship between brand experience and the components of CBBE revealed by *Altaf et al. (2017)*. For this reason, these research results provide important inputs on branding for both academicians and businesses. It also provides sufficient grounds to demonstrate the intertwining of brand emotions and their ultimate impact on loyalty.

One of the important theoretical contributions of this study is the integrated modeling and investigation of the direct and indirect relationships between brand experience, perceived quality, brand trust and brand loyalty. Other existing studies have tried to do this separately, but not together. The integrated approach makes the model proposed in the study more inclusive than existing theories, connects theory to practice and provides practical as well as theoretical implications.

### **Practical implications**

This research provides important findings for businesses that want to create brand loyalty. The experiences of sports consumers about sports brands are very effective in their adherence to that brand. While creating this loyalty, consumers’ perception of brands’ quality must find a positive direction. For this reason, company executives in the sports industry are recommended to develop factors that will increase the perception of quality in customers. Especially in the online shopping environment, which has increased with the development of technology, marketers should use new channels to reach their customers. Along with the expanded reach, these technologies can be used to help with the targeted customer base, taste trends, choices and preferences among customers, identification of potential customers, etc. It

provides customization benefits to marketers such as Mobile communication is an important choice for marketers and advertisers to promote products and services among various consumer segments due to its unique features and extreme speed of spread. With this in mind, company executives should develop their marketing programs accordingly and provide additional benefits to customers who engage with their brands over time. Customer retention strategies should be based on experience-heavy practices so customers can focus more. Creating trust in consumers for a brand is a long-term process. Additionally, a heightened sense of risk and uncertainty undermines a consumer's confidence. Therefore, focusing on a great brand experience will also reduce the likelihood of risk in the consumer's mind, thus making the brand more trustworthy. This will affect their loyalty to the brand and thus their tendency to be brand advocates. In creating this loyalty, it is especially important that the brand has a theme, history and personality. They should also try to increase their customers' involvement in the shopping process by clearly differentiating their brands by showing why and how their brands are better than alternative brands. Thus, it changes customer perceptions and related behaviors and helps them evaluate a brand before making purchasing decisions, which ultimately creates brand trust and brand loyalty in the customer. Sports businesses should create platforms (both visual and verbal) to convey their themes, backgrounds, and brand personalities. Sports brands can especially use famous athletes to create quality and trust in their consumers through advertisements and themes. In this study, perceived quality and brand trust as an essential mediator that manages the relationship between brand experience and brand loyalty on customers is revealed. Therefore, marketers must understand that brand trust has evolved, and that brand experience is vital in building brand loyalty.

#### **Limitations and further research**

The following limitations should be taken into account in the interpretation of the study results. The first limitation concerns the generalization of the results. As the study was carried out with people living in Turkey who use sports products, the results could not go beyond the current sampling frame. Future research could examine different countries together. Second, this study covers only a sample of social media users between 18 and 65 years of age. The age range can be extended in future research. Also, because of the COVID-19 pandemic, data could only be filled in with online forms. While the model's ability to predict brand relationships is remarkable, other factors can be added to improve the proposed model's predictive power. The brand resonance model suggests other possible variables such as brand loyalty, brand equity, brand community, brand satisfaction, engagement, and product performance, and therefore further studies can use these important factors as mediators. Finally, the study focused on a model made solely on sports brands. Yet, this way the model can be applied to different industries.

#### **Conclusion**

Despite current limitations, the research makes the following contributions. First of all, it revealed the mediating role of perceived quality and brand trust in the relationship between brand experience and brand loyalty. This result will lead to an easier understanding of the brand loyalty process of customers in the sports industry. In addition, it has been seen that the study, which is shaped within the framework of the Brand Resonance Model, is also valid in the sports brands sector, unlike the previous literature. Moreover, it contributed to the expansion of the brand experience and brand loyalty literature.

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**Appendix**

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Brand experience

*Sensory*

This brand makes a strong impression on my visual sense or other senses

I find this brand interesting in a sensory way

This brand does not appeal to my senses

*Affective*

This brand induces feelings and sentiments

I do not have strong emotions for this brand

This brand is an emotional brand

*Behavioral*

I engage in physical actions and behaviors when I use this brand

This brand results in bodily experiences

This brand is not action oriented

*Intellectual*

I engage in a lot of thinking when I encounter this brand

This brand does not make me think

This brand stimulates my curiosity and problem solving

Brakus *et al.* (2009)

Perceived quality

This brand is reliable

This brand is of good quality

This brand is qualified

This brand is durable

This brand is suitable for my purpose

This brand is better than other sports brands

Onurlubaş and Öztürk (2020)

Brand trust

I trust this brand

I rely on his brand

This is an honest brand

I feel secure when I buy this brand because I know that will never let me down

Chaudhuri and Holbrook's (2001), Lau and Lee (1999)

Brand loyalty

I feel better when I use this brand

This brand excites me more than other brands

When I go shopping, this brand is the only brand I will buy

Other than this brand, no other brand catches my attention

If this brand is not available at the place I shop, I will not buy another brand or look at another store

I will continue to use the products of this brand in the future

Onurlubaş and Öztürk (2020)

**Table A1.**  
Measures

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