

Experience Through Digital Branding in Improving the Brand Loyalty Casual Restaurant

Lili Adi Wibowo^{1,*} Lisnawati²

¹ Universitas Pendidikan Indonesia

² Universitas Pendidikan Indonesia

*Corresponding author. Email: liliadiwibowo@upi.edu

ABSTRACT

This study examines the influence of brand personality on brand loyalty restaurant casual among the millennial generation as a strategy in improving the economy in the tourism industry sector. The result of this research is the measurement model of the company's competitiveness in getting consumers who are loyal to their brands. So that casual restaurants have an attraction that supports consumers among the millennial generation in Indonesia to build brand loyalty. The impact for the millennial generation of ignoring brand loyalty includes low personal relationships with brands, difficulty finding a match and individual satisfaction with brands. The higher the loyalty among millennials, the more positive they feel about a brand.

Keywords: Brand Personality, Brand Loyalty.

1. INTRODUCTION

Developments in the era of globalization are increasingly rapid, giving rise to very tight competition between companies. Distinctive competence is an important source of the organization's own competitive advantage [1] Companies generally try to maintain viability, obtain optimal profits and strengthen the brand in the minds of consumers. This new approach, defined by the American Marketing Association as an activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers and brands as well as society at large. The Internet boom is a consumptive society in everyday life that brings a profound transformation of marketing, its tools and strategies. Understanding the internet as a new channel enhances brands, and maximizes platforms and services. Today, marketing communication is an important part of operational marketing from the point of view of being the current marketing channel that is digital marketing.

Brands are like people, they have a story, history, personality and (customer) relationship. This relationship is based on the experience that consumers have with a brand. Thus, experts emphasize that companies must make all conducive to building a profitable relationship with the target brand. One way to do this, is with experiential marketing, also entering the digital age.

Marketers combine virtual and hands-on experiences so that companies have seen the promotion of exciting events and highly creative actions in the last decade (financeonline). The quality of information perceived by consumers should be measured in terms of information about the product or service offered (with an assessment of accuracy), truth, frequency, ease of understanding, satisfaction of customer needs and relevance of information [2]. Research has found that 65% of customers state that demos and live broadcasts help them understand the product better than other methods. Additionally, research shows that 85% of consumers are more likely to buy products after participating in brand-curated experiences and events. Even marketers find this type of strategy more successful than others. The vast majority of B2B companies (75%) find experiential marketing more successful than other tactics in the industry.

Brand loyalty is a consistent consumer preference to make purchases at the same brand, to a specific product or service category and a strong commitment to subscribe or buy a brand consistently in the future. [3]. Studies on brand loyalty according to [4] defines a measure that relates customers to a brand. This measure is able to give consumers an idea of the possibility of consumers switching to other brands that have good changes. Reference [5] explained that brand loyalty can be measured through 1) behavior measures, 2) measuring

switch cost, 3) measuring satisfaction 4) measuring liking brand 5) measuring commitment.

Research on brand loyalty is still an interesting topic [6]; [7]; [8]. Research on brand loyalty is carried out in several smartphone industries [9], automotive like motorcycle [10]; banking [11] even this research affects the lifestyle of today's millennial generation who are dominantly using brands and as true consumers [12].

Brand loyalty in the tourism sector is an important contributor to Indonesia's national income [13]. In line with the development of the tourism industry, the number of restaurants has increased significantly in Indonesia. Data collected from the Ministry of Tourism and Creative Economy shows that the number of medium and large scale restaurants in Indonesia increased by around 2.09%. This quantity shows that eating is a lifestyle for Indonesians [14]. Restaurant competition in fighting over consumers for millennials is quite heavy, especially brands can influence to open a restaurant with a unique concept and different from others that are contemporary for millennials. The increase in the restaurant business affects the situation of tough business competition, an organization that has strong brand loyalty will have a greater chance of survival [14].

One of the factors from a strategic brand management point of view, scholars propose that brand experience plays an important role in influencing brand loyalty [15], [16]. Brand experience has strength and intensity, in other words, consumers will feel a stronger brand experience than other consumers. Brand experience is related to product and service experience, where the perceived experience differs in valence. Some brand experiences occur spontaneously and quickly, while others will be experienced intentionally and over a longer period of time. Long-lasting brand experiences are stored in consumers' memories which then influence other consumers. Consumers are human beings who have the most powerful senses, namely sight, as the most common sense in understanding the goods or services presented. The second sense is the sense of sound which is related to the emotions and feelings when consumers hear about the related brand. The third sense is the sense of smell which is associated with pleasure and well-being and is associated with emotions and memories. The fourth sense is the sense of taste which is the most distinct emotional sense and most often interacts with other senses. The last sense is the sense of touch is touch. It relates to information and feelings about a product through physical and psychological interactions [17].

2. METHODS

This research was conducted in February 2020. The research location is a casual restaurant in Indonesia. Based on the level of explanation and field of research, the type of this research is descriptive and verification

research. Descriptive research is a type of conclusive research that has the main goal of describing something, usually the characteristics or functions of a market [18]. This study aims to obtain findings regarding the influence of brand experience dimensions through digital branding in forming brand loyalty. Verificative research or causality research is research to test the truth of causal relationships (cause and effect), namely the relationship between the independent variable (which affects) and the dependent variable (which is influenced). [18]. This study will test the truth of the hypothesis through data collection in the field, regarding the influence of the brand experience dimension on brand loyalty surveys among the millennial generation in Indonesia. The research method is basically a scientific way to get data with a specific purpose and use, there are four keywords that need to be considered, namely the scientific method, data, purpose, and usability. The scientific method means that research activities are based on scientific characteristics, namely rational, empirical and systematic. The research method used is the explanatory survey method. Based on the sample using the Slovin technique formula, the sample size is 399.9 which is fulfilled to 400 people.

The instrument in this study was a questionnaire/questionnaire consisting of experiences through digital branding and brand loyalty aimed at the millennial generation in Indonesia. To find out these variables, it is done directly by using a Likert Scale. Data analysis technique is a way to measure, process and analyze data for hypothesis testing. The purpose of processing the data is to test the hypotheses that have been formulated in the study. The research tool used in this research is a questionnaire. This questionnaire was compiled based on the variables contained in the study, namely providing data on the influence of experience through digital branding in building brand loyalty in casual restaurants among the millennial generation in Indonesia. This research uses verification analysis. The data analysis technique used Structural Equation Modeling.

3. RESULTS AND DISCUSSION

Structural model analysis relates to the evaluation of parameters that show a causal relationship or the effect of one latent variable on another latent variable. The following is a picture of the standardized loading factor estimation parameter of the structural model. The structural model after the goodness of fit test can be said to be fit which can be seen in Figure 1.

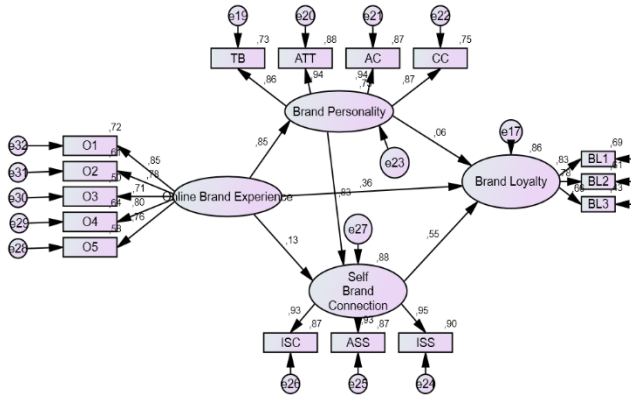


Table 1. Construct Analysis

Construct	Mean	SD
Online Brand Experience	6.116	0.754
Brand Personality	5.962	0.753
Self Brand Connection	5.993	0.782
Brand Loyalty	5.984	0.824

Based on Figure 1, it can be seen that the estimated parameter values for each variable can be seen in the Structural Model Table of the Effect of Online Customer Reviews on online booking intention as in Table 2.

Figure 1 Structure model

Based on, the results of the structural model can be presented in The Table 1.

Table 2. Estimated parameter values

	Estimate	S.E.	C.R.	P	Label
Brand Personality <--- Online Brand Experience	,788	,061	12,927	***	par_15
Self Brand Connection <--- Brand Personality	1,091	,093	11,767	***	par_10
Self Brand Connection <--- Online Brand Experience	,155	,085	1,836	,066	par_16
Brand Loyalty <--- Brand Personality	,071	,173	,410	,682	par_6
BrandLoyalty <--- SBC	,455	,127	3,581	***	par_9
BrandLoyalty <--- OnlineBrandExperience	,364	,093	3,936	***	par_17

The results of the significance test on the estimated path coefficients in the model are all significant at an error rate of 5% or the P-value has a value of 0.05. So that the criteria for acceptance or rejection of the main hypothesis in this study can be written as follows:

Hypothesis 1: The higher the level of Online Brand Experience, the higher the Brand Personality. The results of the analysis showed a significant estimation value (b=0.788 and p<0.05)

Hypothesis 2: The higher level of Brand Personality will increase Self Brand Connection. The results of the analysis showed a significant estimation value (b=1.091 and p<0.05)

Hypothesis 3: The higher the level of Online Brand Experience will increase the Self Brand Connection. The results of the analysis showed that the estimated value was not significant (b=0.155 and p>0.05)

Hypothesis 4: The higher level of Brand Personality will increase Brand Loyalty. The results of the analysis

showed that the estimated value was not significant (b=0.071 and p>0.05)

Hypothesis 5: The higher the level of Self Brand Connection will increase Brand Loyalty. The results of the analysis showed a significant estimation value (b=0.455 and p<0.05)

Hypothesis 6: The higher the level of Online Brand Experience will increase Brand Loyalty. The results of the analysis showed a significant estimation value (b=0.364 and p<0.05)

Model Fit Test: The model testing parameters shown in table 3 show that the model includes the Good Fit criteria

The overall fit test of the model is carried out to evaluate in general the degree of fit or goodness of fit. In the Goodness of fit test, the assessment criteria can be carried out according to the opinions of various experts. The goodness of fit test indicators and cut-off values used in the suitability of this research model.

Table 3. Goodness of fit test results

	Cutting point	Indeks Model	Keterangan
CMIN/DF	≤5	4.997	Good Fit
GFI	>0.90	0.837	Fit
RMSEA	<0.08	0.016	Fit
NFI	>0.90	0.911	Good Fit
PNFI	0.60-0.90	0.729	Fit

Table 3 Goodness of Fit Testing Results shows that the entire goodness of fit measure is greater than the cut off value, which can be said that the overall model is fit. In this study the goodness of fit model of this research, there are criteria values that have met the requirements by having a good fit value. So it can be said that this model is marginally feasible to be used as a tool in confirming the theory that has been built based on the existing observational data. Thus, it can be stated that this model is fit or acceptable.

4. CONCLUSIONS

Based on the results of research based on testing of 300 respondents, it was concluded that the online brand experience variable was considered to have a high respondent response. In addition, the self-brand connection variable consists of dimensions of ideal self-concept, actual social self-concept and ideal social self-concept. Overall, the self-brand connection variable based on the respondent's responses is considered high, where the dimension that gets the highest score is the ideal self-concept. Furthermore, the brand loyalty variable based on the respondents' responses has a high value. Based on the data analysis of the structural model test results, it is known that the significance of the estimated path coefficients in the model is all considered significant.

REFERENCES

- [1] L. Lisnawati, "Pengaruh orientasi pasar terhadap distinctive capability dan implikasinya pada keunggulan bersaing UMKM Kota Bandung sebagai industri kreatif (Survei pada empat sentra UMKM unggulan Kota Bandung)," *Strateg. J. Pendidik. Manaj. Bisnis*, 2019.
- [2] L. Lisnawati, L. A. Wibowo, and P. Andi, "Empirical study of perceived quality information and perceived information security impact on online purchasing in Indonesia," in *Increasing Management Relevance and Competitiveness*, 2020.
- [3] L. L. Schiffman, Leon, & Kanuk, *Consumer Behaviour* (edisi tujuh). 2008.
- [4] Aaker, V. Kumar, and G. S. Day, *Marketing Research*, 9th ed. 2009.
- [5] F. Rangkuti, "Strategi Promosi Yang Kreatif dan Analisis Kasus Integrated Marketing Communication, Gramedia Pustaka Utama, Jakarta, 2010," *J. Chem. Inf. Model.*, 2010.
- [6] O. Iglesias, J. J. Singh, and J. M. B. Forguet, "The Role of Brand Experience and Affective Commitment in Determining Brand Loyalty," *Brand Mangement*, vol. 18, no. 8, pp. 570–582, 2010.
- [7] B. Ramaseshan and A. Stein, "Connecting the dots between brand experience and brand loyalty: The mediating role of brand personality and brand relationships," *J. Brand Manag.*, 2014.
- [8] N. Limpasirisuwan and K. Donkwa, "A Structural Equation Model for Enhancing Online Brand Community Loyalty," *Int. J. Behav. Sci.*, 2017.
- [9] H. S. Shieh and W.-H. Lai, "The Relationships among Brand Experience, Brand Resonance and Brand Loyalty in Experiential Marketing: Evidence from smart phone in Taiwan," *J. Econ. Manag.*, vol. 28, pp. 57–73, 2017.
- [10] Y. S. Kusuma, "Pengaruh Brand Experience terhadap Brand Loyalty melalui Brand Satisfaction dan Brand Trust Harleu Davidson di Surabaya," *J. Strateg. Pemasar.*, vol. 2, no. 1, pp. 1–11, 2014.
- [11] I. Khan, Z. Rahman, and M. Fatma, "The Role of Costomer Brand Engagement and Brand Experience in Online Banking," *Intenational J. Bank Mark.*, 2016.
- [12] R. B. Kim and Y. Chao, "Effects of Brand Experience, Brand Image and Brand Trust on Brand Building Process: The case of Chinese millennial Generation Consumers," *J. Int. Stud.*, vol. 12, no. 3, 2019.
- [13] A. Mudrikah, A., Sartika, D., Yuniarti, R., Ismanto, and Satia, "Kontribusi sektor pariwisata terhadap GDP Indonesia tahun 2004-2009," *Econ. Dev. Anal. J.*, vol. 3, no. 2, 2014.

- [14] A. S. Hussein, "Effects of brand experience on brand loyalty in Indonesian casual dining restaurant: Roles of customer satisfaction and brand of origin," *Tour. Hosp. Manag.*, vol. 24, no. 1, pp. 119–132, 2018.
- [15] J. J. Brakus, B. H. Schmitt, and L. Zarantonello, "Brand experience: what is it? How is it measured? Does it affect loyalty?," *J. Mark.*, vol. 73, no. 3, 2009.
- [16] E. Jeong and S. Jang, "Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations," *Int. J. Hosp. Manag.*, vol. 30, no. 2, pp. 356–366, 2011.
- [17] B. Hultén, "Sensory marketing: the multisensory brand-experience concept," *Eur. Bus. Rev.*, vol. 23, no. 3, pp. 256–273, 2011.
- [18] N. K. Malhotra, *Marketing Research: An Applied Orientation Sixth Edition* Pearson Education. 2010.