The Influence Of Brand Experience On Brand Loyalty Through Brand Satisfaction And Brand Trust In The Lanangs Malangsari Ptpn Xii Coffee Product In Jember District

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Abstract

This article aimed to analyze the effect of Brand Experience towards Brand Loyalty through Brand Satisfaction and Brand Trust on Lanang Malangsari coffee products of PTPN XII in Jember regency. The objects of this research were consumers of Lanang Malangsari coffee of PTPN XII in Jember Regency. Data collection method was carried out by distributing questionnaires to as many as 108 respondents who were determined using purposive sampling technique. The data analysis method used path analysis with independent variables, which were Brand Experience, Brand Satisfaction and Brand Trust as the intervening variables and Brand Loyalty as the dependent variable. The researchers obtained the primary data from the research objects directly while the secondary data obtained indirectly through intermediary media from journals, and articles. The test results indicated that partially a) Brand Experience had a significant effect towards Brand Satisfaction, b) Brand Experience had a significant effect towards Brand Trust. c) Brand Experience had a significant effect towards Brand Loyalty through Brand Satisfaction. d) Brand Experience had a significant effect towards Brand Loyalty through Brand Trust. e) Brand Experience had a significant effect towards Brand Loyalty. f) Brand Satisfaction had a significant effect towards Brand Trust. g) Brand Satisfaction had a significant effect towards Brand Loyalty. h) Brand Trust had a significant effect towards Brand Loyalty. i) Brand Experience had a significant effect towards Brand Trust through Brand Satisfaction.

Keywords :Brand Experience, Brand Loyalty, Brand Satisfaction, Brand Trust, Path Analysis

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I.   Introduction

The increasing economic development of a country is one way to increase the growth of world trade. According to Tirta Segara (quoted in kompas.com, 13 February 2014), Indonesia's economic growth in the fourth quarter of 2013 increased from 5.63% in the 2013 quarter to 5.72%. According to Hatta Rajasa (quoted in kompas.com, 3 September 2013), in 2014, the trade volume grew 4.5% in line with the improvement in commodity prices which later boosted the trade volume and improve Indonesia's trade balance.

In this globalization era, business competition is increasingly dynamic, completely uncertain, and complex, not only providing opportunities, but also provides challenges. Companies also have to face various challenges in order to always get the best way to shape and maintain their brand. The American Marketing Association in Kotler and Keller (2012: 241) defines brand as, "A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.". If interpreted, the meaning of a brand is a name, term, sign, symbol, design, or combination of all that is intended to identify goods or services from one seller or group of sellers and to distinguish it from competitors. Every product on the market must have its own image designed and intentionally created by marketers to differentiate their products from competing products (Kotler and Keller; 2007: 346), Shimp (2007: 39). The competition of companies to compete for consumers is no longer limited to the functional attributes of products like the product usability, but has been associated with brands that are able to provide a special image for the user. In other words, the role of the brand shifted (Aaker, 1991). At a low level of competition, a brand only distinguishes one product from another or just a name. Meanwhile, at a high level of competition, the brand contributes in creating and maintaining the competitiveness of a product. Brand will be associated with a special image that is able to provide certain associations in the consumers' minds.

Since the total production is increasing, company must be able to operate in a tough business environment. With the existence of technological advances, laws or government policies that change rapidly, it is expected that companies are able to survive and continue to compete with the expectations of what companies

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do is in accordance with the consumers' expectations. Since business environment changes rapidly with high intensity, companies must be able to accurately identify the competition that is happening and how to win it. As one of the commodities of plantation products, coffee is a commodity that has an important contribution in producing foreign exchange. So it indirectly contributes to the country's income from non-oil exports, considering that Indonesia is in the top five from all coffee producing countries in the world. Besides producing foreign exchange, coffee plays a role in increasing income for companies and small plantations, providing employment, meeting domestic needs and maintaining natural resources.

In facing the era of ASEAN Economic Community (AEC), coffee companies must increase their competitiveness so they are able to face the free market. This is a challenge for domestic coffee producers to continue improving their performance in maintaining their coffee market share in the domestic market and strengthening their products abroad. One effort to face these challenges was to develop new products by choosing the right marketing strategy for coffee products to be developed by companies.

Indonesia is currently the 4th leading producer of coffee after Brazil, Vietnam and Colombia. Coffee commodity has important roles such as a source of income for farmers, a source of foreign exchange, employment provider, provider of industrial raw materials, booster of the growth of the agribusiness area, and contributing to the preservation of environmental conservation. Based on the statistics from the Directorate General of Plantations in 2017, it was known that the top 5 (five) coffee export destination countries were the United States with a total volume of 63,252,971 (Kg) and a total value of 256,466,217 (US \$), Germany, Fed.Rep. Of with a total volume of 44,739,588 (kg) and a total value of 104,020,677 (US \$), Malaysia with a total volume of 43,150,945 (kg) and a total value of 86,968,220 (US \$), Italy with a total volume of 38,103,685 (kg) and a total value of 79,664,908 (US \$), Russian Federation with a total volume of 36,920,300 (kg) and a total value of 75,563,995 (US \$), and others.

In Indonesia there are many coffee companies. One of the companies engaged in coffee production is *PT Perkebunan Nusantara XII* which was a merger result of 3 *PT Perkebunan (PTP)* business units in East Java, which were *PTP XXIII, PTP XXVI* and *PTP XXIX* became *PT Perkebunan Nusantara XII (Persero)* based on PP No.17 of 1996,11 March 1996. *PT Perkebunan Nusantara XII* has entered the age of 23 years, where according to Kotler Philip (2007) a modern marketing figure, on average the company will lose half of its customers in less than 5 years. On the other hand, companies with high Brand Loyalty will lose less than 20% of their customers in 5 years.

In the 2015-2019 strategic plan, the Directorate General of Plantations placed coffee commodities as one of the main targets of the priority sub-agenda in increasing agro-industry, which is increasing the production of reliable and prospective export commodities, and encouraging the development of agro-industries in rural areas other than palm oil, cocoa , tea and coconut (Directorate General of Plantations, 2017). Based on data from the Directorate General of Plantations, Indonesian coffee production until 2017 was dominated by 81.87% of Robusta coffee which as many as 95.56% was cultivated by the majority of people's plantations (*PR*) or contributed to the average coffee production up to 515.21 thousand tons.

The coffee commodity at *PTPN XII* is quite high when compared to other commodities such as cocoa and tea. In addition, the selling price of coffee, both Robusta and Arabica coffee, is relatively stable. In the cocoa commodity, the production potential is low and susceptible to pests and diseases when compared to coffee which is protected from pests and diseases so that its productivity is higher. *PTPN XII* owns 1,650 hectares of cocoa plantations. From the area, bulk cocoa plants control 60 percent and fine cocoa plants control 40 percent. However, the productivity of the both cocoa plants is quite low, only 300 kilograms (kg) per hectare per year or below the BEP (Break Even Point) of production costs. The commodity of cocoa plants did not even contribute a penny to the profits made by *PTPN XII* throughout 2018. Therefore, when it is compared between coffee and cocoa products in terms of raw materials and the availability and number of downstream products from coffee, coffee commodities are more profitable (Portal PTPN XII, 2020).

In the rubber commodity at *PTPN XII*, some are already unproductive because the plants are more than 25 years of age, low productivity, and damaged plant conditions. Rubber production has decreased, one of which was due to the attack of the Deciduous Rubber Leaves (*GDK*) disease caused by the fungus *Pestalotiopsis sp*. In addition, rubber commodities are currently still produced into secondary raw materials, which means that rubber products are still processed semi-finished and exported overseas. *PTPN XII* does not have downstream products made from rubber raw materials such as tire products and others to be sold as finished products. The commodity of rubber produced, exported, and the absence of downstream products made researchers prefer to examine coffee products that have downstream products, one of which is *Lanang Malangsari* coffee.

In the tea commodity, the problem faced by the company today is a drastic decline in the percentage of tea exports. 80-90 percent of the total black tea is aimed at the export market, and the rest is for the local market. However, from 2001-2007, the percentage of the company's black tea exports decreased to 56.8 percent. In addition to the decline in the percentage of exports, competition from the tea industry was also getting tougher, especially competitors from abroad, in this case was Vietnam. Out of the 32 *PTPN XII* plantation units, there are

only 3 gardens that cultivate tea plants, namely *Gunung Gambir Jember*, *Kertowono Lumajang* and *Malang Wonosari Gardens*. The tea commodity is almost similar to the coffee commodity whose final product is in the category for consumption. However, for tea products the availability of raw materials is quite limited. In addition, the relatively low selling price of tea and high production costs lead to smaller profits on tea products compared to coffee products.

Based on those researches, the company with coffee production sector also requires Brand Loyalty to maintain the company's sustainability. According to (Bastian, 2014) things that need to be considered by the company is to keep the existing customers and continue to look for new potential customers so that customers do not leave the company and become customers of other companies.

Kotler Philip (2009) as a modern marketing figure said that on average a company will lose half of its customers in less than 5 years. On the other hand, companies with high Brand Loyalty will lose less than 20% of their customers in 5 years. Thus, it is the company's job and the marketer's struggle to create loyal customers. In the past, people thought that the main goal of marketers was to achieve maximum customer satisfaction, but such goals have shifted because what matters more is loyalty. The reason is that having a loyal customer base is the same as gaining certainty of earning revenue in the future because loyal customers are expected to keep making transactions in the future. The above statement further strengthens the opinion that maintaining consumer loyalty to a brand is a strategic thing for producers and marketers (Fajrianthi, 2005).

PTPN XII which in this case for the downstream industry is handled by *PT Rolas Nusantara Mandiri (RNM)* also conducts promotions through Twitter, Facebook, Youtube, Instagram, and other social media as an effort to provide and maintain a positive brand attitude towards its customers in the midst of the increasing number of competitors of similar brands. Coffee companies emphasize the experience gained by customers when conducting product transactions (Brand Experience), customer satisfaction with brand products (Brand Satisfaction), and trust in brand products (Brand Trust). Based on these considerations, a research was needed to know the effect of Brand Experience towards Brand Loyalty through Brand Satisfaction and Brand Trust on *Lanang Malangsari* coffee product of PTPN XII in Jember Regency, given that *PT Perkebunan Nusantara XII* has entered the age of 23 years, but still survive with production coffee owned in the midst of a large variety of imported drinks that currently appeared.
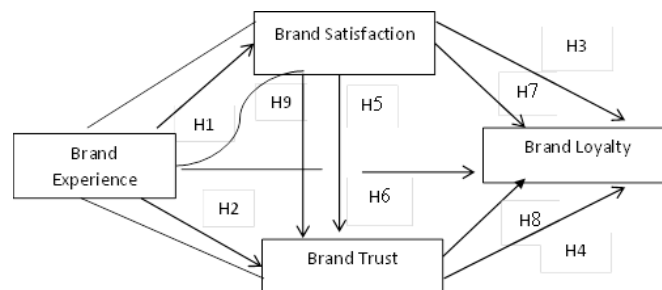

Figure 1. Conceptual Framework

II. Literature Review

Understanding Products
According to Firmansyah (2019: 2) states that the product is something that can be considered, used, owned, or consumed by all levels of society so as to meet the needs and satisfaction of consumers. Based on this, almost all production results are tangible objects that can be seen, touched and felt. This is because the product is a real object that is part of the production.

Understanding Brand Experience
According to Brakus, Schmitt, and Zarantonello (2009), brand experience is defined as the sensations, feelings, cognitions, and consumer responses arising from the brand, related to stimuli caused by brand design, brand identity, marketing communication, people and brand environment are marketed. Brand experience begins when consumers search for products, buy, receive services and consume products. Brand experience can be felt directly when consumers consume and buy products. Brand experience can be felt indirectly when consumers see advertisements or also when marketers communicate products through a website.

Understanding Brand Satisfaction
Satisfaction is a feeling of pleasure or disappointment from consumers which is the result of comparing the performance of a product that is felt with expected, if the product's performance meets expectations, consumers will be satisfied, and vice versa if the product's performance is below expectations, consumers will

not be satisfied. This means that the determinant of satisfaction is the gap between consumer experience and expectations that shape consumer expectations (Kotler and Keller, 2006). According to Durianto et al. (2001), also states that satisfaction is a direct measurement of how customers remain loyal to a brand. Satisfaction primarily becomes the main measurement where the needs and desires of customers on a product can be met. This measure can give an idea of the possibility of a customer to switch to another brand, especially if the brand has a change in price or other attributes. Generally, customers who are loyal to a brand will find it hard to switch to other brands whatever happens to that brand.

Understanding *Brand Trust*

"Trust is the willingness of a firm to rely on a business partner. It dependson a number of interpersonal and interorganizational factors, such as the firm'sperceived competence, integrity, honesty and benevolence". Trust is the willingness of the company to rely on business partners. Trust depends on a number of interpersonal and inter-organizational factors, such as company competence, integrity, honesty and kindness (Kotler and Keller, 2012: 225). According to Kotler and Keller (2012: 219) trust is the willingness of companies to depend on business partners. Trust depends on a number of interpersonal and interorganizational factors, such as competence, integrity, honesty, and kindness of the company. Personal interactions with company employees, opinions about the company as a whole, and perceptions of trust will change according to experience.

Understanding Brand Loyalty

According to Durianto dkk (2004: 126-134), brand loyalty is a measure used by customers for a brand. This measure can provide a picture for a customer related to differences between product brands one another, such as price, quality and quantity. Customers who are loyal to a product brand will always be consistent to buy it and will not move to another product brand. The loyalty that is owned by a customer towards a product that is increasingly high can reduce the threat and competition with other product brands, so brand loyalty has an important role in developing brand products. This brand loyalty can be one indicator that can be used to assess a consumer product brand.

III. Metodhology

Research Design

The design of this research was included in the explanatory research. This research examined the relationship between several variables through hypothesis testing. This research used path analysis model to determine the effect of Brand Experience towards Brand Loyalty through Brand Satisfaction and Brand Trust on *Lanang Malangsari* coffee product of PTPN XIIin Jember Regency.

Types and Data Sources

The type of data used in this research was qualitative data which was changed into quantitative. The data used were quantitative data which were a quantification of the score of the respondent's answers. Data sources were primary and secondary data. Primary data were obtained directly from the research context through the recapitulation of consumer responses that were sampled on the questionnaire on the research variables, respondent characteristics and direct observations done by researchers. Secondary data sources in this research were company information and company profile data.

Population and Sample

The population of this research were consumers of *LanangMalangsari* coffee product of *PTPN XII* in Jember Regency. The sample used in this research were 108 consumers of *LanangMalangsari*coffee products, with a non-probability sampling technique, namely purposive sampling.

Data Analysis Method

Data analysis method in this research used *Path Analysis*

IV. Result

Descriptition Stastitical Data

Description of the variables in this research explained the frequency distribution of respondents' answers about the indicators contained in the statement of the questionnaire of this research, namely emotional intelligence, job insecurity, turnover intention and job satisfaction. The score given by respondents on each statement in the questionnaire reflected how their perceptions of the research variables and how the pattern of relationships between variables existed in the research.

1. Description of the Brand Experience (X1) Variable

Respondents' rating on the Brand Experience (X1) variable according to the classification of the score levels of each Brand Experience is explained on thefollowing table:

Table 1. *Frequency Distribution of Respondents' Answers on the* Brand Experience Variable Brand Experience

Item	Frequency									
	1	%	2	%	3	%	4	%	5	%
$X_{1.1}$	0	0	0	0	13	12.0	45	41.7	50	46.3
$X_{1.2}$	0	0	0	0	25	23.1	42	38.9	41	38.0
$X_{1.3}$	0	0	0	0	23	21.3	39	36.1	46	42.6
$X_{1.4}$	0	0	2	1.9	30	27.8	37	34.3	39	36.1

Source: Data processed in 2020

Based on the data on Table 1, it can be seen that indicator X1.1, which is the visual design of the *LanangMalangsari* coffee product of *PTPN XII* gives an interesting impression in the minds of the consumers, 50 respondents or 46.3% strongly agreed. Indicator X1.2 is consumers feel proud when consuming *LanangMalangsari* coffee products of *PTPN XII*, as many as 42 respondents or 38.9% chose to agree. Indicator X1.3, which is Consuming *Lanang Malangsari coffee products of PTPN XII* stimulates consumers' curiosity, as many as 46 respondents or 42.6% agreed. Indicator X1.4, namely Consuming *Lanang Malangsari coffee products of PTPN XII* makes consumers continue to use the product, as many as 39 respondents or 36.1% chose to strongly agree.

2.   Description of the Brand Satisfaction (Z1) Variable*Brand Satisfaction* (Z_1):

Table 2. Frequency Distribution of Respondents' Answers on the Brand Satisfaction (Z1) Variable

Item	Frequency									
	1	%	2	%	3	%	4	%	5	%
$Z_{2.1}$	0	0	2	1.9	28	25.9	46	42.6	32	29.6
$Z_{2.2}$	0	0	0	0	6	5.6	33	30.6	69	63.9
$Z_{2.3}$	0	0	2	1.9	30	27.8	37	34.3	39	36.1

Source: Data processed in 2020

Data on Table 2 shows that indicator Z1.1, namely the quality of *Lanang Malangsari coffee products of PTPN XII* is better than other brands, as many as 46 respondents or 42.6% chose to agree. Indicator Z1.2 namely *Lanang Malangsari coffee products of PTPN XII* gives satisfaction to consumers, as many as 69 respondents or 63.9% chose to strongly agree. Indicator Z1.3, namely Using the *Lanang Malangsari coffee products of PTPN XII* provides pleasure, as many as 39 respondents or 36.1% chose to strongly agree.

3.   Description of the Brand Trust (Z2) Variable
Respondents' rating on the Brand Trust (Z2) variable according to the classification of the score levels of each Brand Trust statement is explained on the following table:

Table 3. Frequency Distribution of Respondents' Answers on the Brand Trust (Z2) Variable

Item	Frequency									
	1	%	2	%	3	%	4	%	5	%
$Z_{1.1}$	0	0	0	0	12	11.1	46	42.6	50	46.3
$Z_{1.2}$	0	0	1	.9	12	11.1	40	37.0	55	50.9
$Z_{1.3}$	0	0	3	2.8	19	17.6	37	34.3	49	45.4
$Z_{1.4}$	4	3.7	2	1.9	14	13.0	35	32.4	35	32.4
$Z_{1.5}$	0	0	0	0	23	21.3	45	41.7	40	37.0

Source: Data processed in 2020

Based on data on Table 3, it can be seen that the indicator Z2.1, namely the expectations or desires of consumers of *Lanang Malangsari coffee products of PTPN XII* fulfilled by the company, as many as 50 respondents or 46.3% chose to strongly agree. Indicator Z2.2, namely the quality of *Lanang Malangsari coffee products of PTPN XII* suitable with the price offered, as many as 55 respondents or 50.9% strongly agreed. Indicator Z2.3, namely *Lanang Malangsari coffee products of PTPN XII* gives a guarantee or special compensation and is willing to handle all the complaints of its customers if the product is not suitable, as many as 49 respondents or 45.4% strongly agreed. Indicator Z2.4, namely consuming *Lanang Malangsari coffee products of PTPN XII* can increase consumer confidence, 35 respondents or 32.4% chose to agree and strongly agree. Indicator Z2.5, namely *Lanang Malangsari coffee products of PTPN XII* uses qualified materials or raw materials (not easily damaged), as many as 45 respondents or 41.7% chose to agree.

4.   Description of Brand Loyalty (Y) Variable

Respondents' rating of the Brand Loyalty (Y) variable according to the classification of the score levels of each Brand Loyalty statement is explained on the following table:

Table 4. Frequency Distribution of Respondents' Answers on the Brand Loyalty (Y) Variable

Item	Frequency									
	1	%	2	%	3	%	4	%	5	%
$Y_{1.1}$	0	0	2	1.9	30	27.8	37	34.3	39	36.1
$Y_{1.2}$	0	0	2	1.9	13	12.0	32	29.6	61	56.5
$Y_{1.3}$	0	0	1	0.9	14	13.0	34	40.7	49	45.4
$Y_{1.4}$	0	0	0	0	12	11.1	30	27.8	66	61.1
$Y_{1.5}$	0	0	2	1.9	12	11.1	49	45.4	45	41.7

Source: Data processed in 2020

Based on the data on Table 4, it can be seen that the indicator Y1.1, namely consumers want to repurchase the *Lanang Malangsari coffee products of PTPN XII* after consuming it, as many as 39 respondents or 36.1% strongly agreed. Indicator Y1.2, namely consumers generally do not want to change into other brand of products except *Lanang Malangsari coffee products of PTPN XII* because in general the costs are expensive, as many as 61 respondents or 56.5% strongly agreed. Indicator Y1.3, namely Consumers consistently only *Lanang Malangsari coffee products of PTPN XII*, as many as 49 respondents or 45.4% chose to strongly agree. Indicator Y1.4, namely consumers of *Lanang Malangsari coffee products of PTPN XII* is not affected by other brands, as many as 30 respondents or 27.8% chose to agree. Indicator Y1.5, namely consumers recommend others to buy *Lanang Malangsari coffee products of PTPN XII*, 49 respondents or 45.4% agreed.

Path Analysis

Path analysis is part of the regression analysis, which used to analyze independent variables that can influence dependent variables, both directly and indirectly through one or more intermediaries. Following are the results of the path analysis in this research.

Table4. Path Analyisis Record

No.	Testing	Variable	B	T_{count}	Sig.
1	Z_1	X_1	0,299	5.055	0,000
2	Z_2	X_1	0,252	2.651	0,009
3	Z_2	Z_1	0,186	2,948	0,004
		X_1	0,186	2,194	0,030
4	Y	Z_1	0,787	6,401	0,000
		Z_2	0,189	2,464	0,015

Source: Data processed in 2020

Based on Table 4, it can be explained that the results of data analysis obtained the value of tcount=5.055 and ttable=1.982, so t count >ttable and thus H0 was rejected and H1 was accepted. It means that Brand Experience (X) had significant effect on Brand Satisfaction (Z1). From the result of data analysis, it was obtained that tcount = 2.651 and ttable=1.982 so tcount>ttable, thus H0 was rejected and H2 was accepted. It means that Brand Experience (X) had significant effect on Brand Trust (Z2). From the result of data analysis, it was also found that tcount=2.194 and ttable=1.982 so tcount>ttable, thus H0 was rejected and H3 was accepted. It means that Brand Experience (X) had significant effect on Brand Loyalty (Y). From the result of data analysis, it was found that tcount=2.948 and ttable=1.982 so tcount>ttable, thus H0 was rejected and H4 was accepted. It means that Brand Satisfaction (Z1) had significant effect on Brand Satisfaction (Z1). From the data analysis, it was obtained that tcount=6.401 and ttable=1.982, so H0 was rejected and H5 was accepted. It means that Brand Satisfaction (Z1) had significant effect on Brand Loyalty (Y). From the result of data analysis, it was found that tcount=2.464 and ttable=1.982, so tcount>ttable, thus H0 was rejected and H6 was accepted. It means that Brand Trust (Z2) had significant effect on Brand Loyalty (Y). The results of path analysis can be seen in the following Figure:
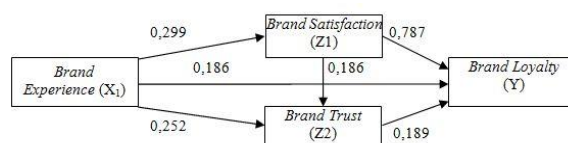

Figure 2. The Model of Path Analysis

Based on the result of path coefficient, an equation can be formulated as follow.

$Z = \beta_1 X_1 + \varepsilon_1$

$Z_1 = 0,299 X_1 + \varepsilon_1$

$Z_2 = 0,252 X_1 + 0186 Z_{1 +} \varepsilon_1$

$Y = \beta_1 X_1 + \beta_2 Z + \varepsilon_2$

$Y = 0,186 X_1 + 0,787 Z_1 + 0,189 Z_2 + \varepsilon_2$

Classic Assumption
Multicollinearity Test
Multicollinearity means that there is an intercorrelation between the independent variables that shows more than one significant linear correlation. If the position of correlation coefficient of the related variables is outside the critical value, then the correlation coefficient has meaning and Multicollinearity occurs. If the correlation coefficient occurs inside the critical value, then the correlation coefficient has no meaning and Multicollinearity does not occurs.

Multicollinearity tendency can be detected by looking at the Variance Inflation Factor obtained under the requirement that if VIF value ≥ 5, then Multicollinearity occurs. However, if the VIF value ≤ 5, then Multicollinearity does not occurs. The result of Multicollinearity test can be seen in the following Table

Table 5. The Results of Multicollinearity Test.

Model		VIF	Notes
X_1	Z_1	1,000	There is no multicollinearity
X_1	Z_2	1,000	There is no multicollinearity
Z_1	Z_2	1,000	There is no multicollinearity
X_1	Y	1,287	There is no multicollinearity
Z_1	Y	1,251	There is no multicollinearity
Z_2	Y	1,075	There is no multicollinearity

Source: Data processed in 2020

It can be seen in Table 5 that the value of VIF ≤ 10. Based on the results of the research, it was known that the value VIF was not more than 10 so the data has no Multicollinearity problem.

Heteroscedasticity Test

Heteroscedasticity Test is intended to test whether in the regression model, there is unequality of variance from the residual of an observation to other observations. The way to find out the presence / absence of heteroscedasticity is to look at a plot graph between the predicted value of the dependent variable and the residual.
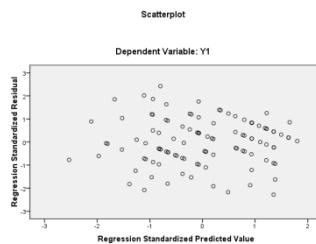

Figure 3. Scatter plot
Source: Data processed in 2020

Based on the scatter plot graph, it was obvious that there was no specific pattern because the dot was spread out irregularly up and below the Y axis. Therefore, it can be concluded that there was no heteroscedasticity tendency.

Hypothesis Test (t test)

From the results of the data analysis, it was obtained that the value of tcount= 5.055 and ttable= 1.982, so tcount$\geq$ ttable and thus H0 was rejected and H1 was accepted. It means that Brand Experience (X) had significant effect on Brand Satisfaction (Z1). From the result of data analysis, the value of tcount=2.651 and ttable=1.982, so tcount$\geq$ttable, and thus H0 was rejected and H2 was accepted. It means that Brand Experience had significant effect on Brand Trust (Z2). From the result of data analysis it was found that tcount=2.194 and ttable= 1.982, so tcount $\geq$ ttable, and thus H0 was rejected and H3 was accepted. It means that Brand Experience (X) had significant effect on Brand Loyalty (Y). From the result of data analysis, it was found that tcount=2.948 and ttable=1.982, so tcount $\geq$ ttable, and thus H0 was rejected and H4 was accepted. It means that Brand Satisfaction (Z1) had significant effect on Brand Satisfaction (Z1). From the result of data analysis, it was

obtained that tcount=6.401 and ttable=1982, so tcount ≥ ttable, and thus H0 was rejected and H5 was accepted. It means that Brand Satisfaction (Z1) had significant effect on Brand Loyalty (Y). From the result of data analysis, it was obtained that tcount=2.464 and ttable=1.982, so tcount ≥ ttable, and thus H0 was rejected and H6 was accepted. It means that Brand Trust (Z2) had significant effect on Brand Loyalty (Y).

Counting Paths

The path calculation explains the influence of Brand Experience (X), Brand Satisfaction (Z1), Brand Trust (Z2) and Brand Loyalty (Y) of *Lanang Malangsari* coffee product of PTPN XII. Before calculating the path, the significance level should be tested first. If there is an insignificant path, then the Trimming Theory method is carried out.
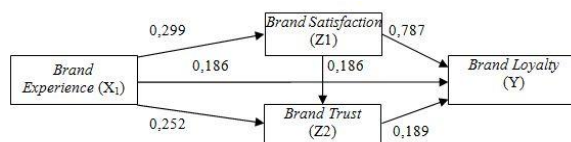

Figure 4 The Results of Recapitulation of Path Calculation
Source: Data processed in 2020

a. Direct Effect
1)   The direct effect of Brand Experience (X) on Brand Satisfaction (Z1) variables was 29.9%
2)   The direct effect of Brand Experience (X) on Brand Trust (Z2) variables was 25.2%
3)   The direct effect of Brand Experience (X) on Brand Loyalty (Y) of consumer variables was 18.6%
4)   The direct effect of Brand Satisfaction (Z1) on Brand Trust (Z2) variables was 18.6%
5)   The direct effect of Brand Satisfaction (Z1) on Brand Loyalty (Y) variables was 78.7%
6)   The direct effect of Brand Trust (Z2) on Brand Loyalty (Y) variables was 18.9%
7)   The direct effect of Brand Satisfaction (Z1) on Brand Trust (Z1) variables was 18.6%

b.   *Indirect Effect*
The effect of Brand Experience (X) on Brand Loyalty (Y) through Brand Satisfaction (Z1)
Ieyz1x = X → Z1 → Y, (0.299) (0.787) = 0.235 or 23.5%
The effect of Brand Experience (X) on Brand Loyalty (Y) through Brand Trust (Z2)
Ieyz2x = X → Z2 → Y, (0.252) (0.189) = 0.047 or 4.7%
The effect of Brand Experience (X) on Brand Satisfaction (Z1) through Brand Trust (Z2)
Iez2z1x = X → Z1 → Z2, (0.299) (0.186) = 0.055 or 5.5%

c.   *Total Effect*
Total effect : Y   X1→Z1→Y, 0,299 + 0,235 = 0,534 or 53,4%
Total effect : Y   X1→Z2→Y, 0,252 + 0,047= 0,299 or 29,9%
Total effect : Z2   X1→ Z1→ Z2, 0,299 + 0,055 = 0,354 or 35,4%

IV. Discussion

The Effect of Brand Experience on Brand Satisfaction

Based on the results of the research, Brand Experience had a significant effect on Brand Satisfaction because the significance value was smaller than 5% (0.05), it can be concluded that Brand Experience variable was proved as significantly affect Brand Satisfaction. This showed that Brand Experience can improve Brand Satisfaction.

The results of the research indicated that the better the Brand Experience implemented, the better the Brand Satisfaction. The existing influence showed that Lanang Malangsari coffee, a product of PTPN XII in Jember, considered Brand Experience in such a way so that it is able to increase Brand Satisfaction.

Based on identification of the indicators, it was obtained that the average assessment of most respondents toward Brand Experience variable with 4 indicators was agree, indicator X1.1 namely the visual design of PTPN XII Lanang Malangsari coffee product is impressive. There were as many as 50 respondents or 46.3% choose strongly agree. For indicator X1.2, as many as 42 respondents or 38.9% agree that they are proud when consuming Lanang Malangsari coffee product of PTPN XII. For indicator X1.3, as many as 46 respondents or 42.6% was agree that consuming Lanang Malangsari coffee product of PTPN XII stimulates their curiosity. For indicator X1.4, as many as 39 respondents or 36.1% were strongly agree that consuming Lanang Malangsari coffee product of PTPN XII makes them to continue consuming the product.

Based on the results of this research, the first hypothesis of this research which stated that Brand Experience affected Brand Satisfaction was accepted. It can be concluded that Brand Experience has a significant effect on Brand Satisfaction of Lanang Malangsari coffee product of PTPN XII in Jember. In other words, the role of Brand Experience on Brand Satisfaction was significant, if Brand Experience improved so as

Brand Satisfaction of Lanang Malangsari coffee products of PTPN XII in Jember. Brand Experience is defined as the sensations, feelings, cognitions, and consumer responses resulted from the brand related to the stimuli caused by the design, identity, marketing communications, people of the brand and also the brand's marketing environment. This is supported by research conducted by Brakus et al. (2009) which mentioned that Brand Experience affected customer satisfaction and loyalty directly and indirectly. Brand Experience can be done anywhere. Kotler and Armstrong (2009: 261) emphasized that a brand's name, term, sign, symbol or a combination of them has a meaning, which aims to identify the goods or services produced by producers. Yuliyasti et al. (2018) research results showed that Brand Experience and Customer Satisfaction had a positive and significant effect on Brand Trust. However, other findings showed that Brand Experience did not have a significant effect on Customer Satisfaction. Customer Satisfaction also had a significant effect on Customer Loyalty.

The Effect of Brand Experience on Brand Trust

Based on the results of the research, Brand Experience had an effect on Brand Trust because of the significance value that was smaller than 5% (0.05), it can be concluded that the Brand Experience variable was proved as significantly affect the Brand Trust. This showed that Brand Experience can enhance Brand Trust.

The results of the research indicated that the better the Brand Experience implemented, the better the Brand Trust. The effect showed that *Lanang Malangsari* coffee, the product of PTPN XII in Jember, considered Brand Experience in such a way so that can increase Brand Trust.

Based on identification of the indicators, it was obtained that the average assessment of most respondents toward Brand Experience variable with 4 indicators was agree, indicator X1.1 namely the visual design of *Lanang Malangsari* coffee product of PTPN XII is impressive. For the indicator, there were as many as 50 respondents or 46.3% choose strongly agree. For indicator $X_{1.2,}$ as many as 42 respondents or 38.9% agree that they are proud when consuming *Lanang Malangsari* coffee product of PTPN XII. For indicator X1.3, as many as 46 respondents or 42.6% was agree that consuming *Lanang Malangsari* coffee product of PTPN XII stimulates their curiosity. For indicator X1.4, as many as 39 respondents or 36.1% were strongly agree that consuming *Lanang Malangsari* coffee product of PTPN XII makes them to continue consuming the product.

Based on the results of this research, the second hypothesis of this research which stated that Brand Experience affected Brand Trust was accepted. It can be concluded that Brand Experience has a significant effect on Brand Trust of *Lanang Malangsari* coffee product of PTPN XII in Jember, which means that the role of Brand Experience on Brand Trust was significant, if the Brand Experience improved so as the Brand Trust of *Lanang Malangsari* coffee product of PTPN XII in Jember. According to Brakus et al. (2009), Brand Experience is defined as the sensations, feelings, cognitions, and consumer responses resulted from the brand related to the stimuli caused by the design, identity, marketing communications, people of the brand and also the brand's marketing environment. According to Panjaitan (2016), Brand Experience had attracted attention in current marketing practices. Marketing practitioners must realize that understanding the role of Brand Experience will greatly help marketers to develop marketing strategies. This is relevant to, and has been proven by, the research conducted by Madeline et al. (2019) who found that Brand Experience had a positive effect on brand image and Brand Trust, brand love and Brand Trust had a positive effect on Brand Loyalty. However, it is in contrast to the results of research conducted by Deni Wardani et al (2016), which showed that Brand Experience had no effect on Brand Trust.

The Effect of Brand Experience on Brand Loyalty

Based on the results of the research, Brand Experience had an effect on Brand Loyalty because of the significance value that was smaller than 5% (0.05), it can be concluded that the Brand Experience variable was proved as significantly affect the Brand Loyalty. This showed that Brand Experience can enhance Brand Loyalty.

The results of the research indicated that the better the Brand Experience implemented, the better the Brand Loyalty The effect showed that *Lanang Malangsari* coffee, the product of PTPN XII in Jember, considered Brand Experience in such a way so that can increase Brand Loyalty.

Based on identification of the indicators, it was obtained that the average assessment of most respondents toward Brand Experience variable with 4 indicators was agree, indicator X1.1 namely the visual design of *Lanang Malangsari* coffee product of PTPN XII is impressive. For the indicator, there were as many as 50 respondents or 46.3% choose strongly agree. For indicator $X_{1.2,}$ as many as 42 respondents or 38.9% agree that they are proud when consuming *Lanang Malangsari* coffee product of PTPN XII. For indicator X1.3, as many as 46 respondents or 42.6% was agree that consuming *Lanang Malangsari* coffee product of PTPN XII stimulates their curiosity. For indicator X1.4, as many as 39 respondents or 36.1% were strongly agree that consuming *Lanang Malangsari* coffee product of PTPN XII makes them to continue consuming the product.

Based on the results of this research, the third hypothesis of this research which stated that Brand Experience affected Brand Trust was accepted. It can be concluded that Brand Experience has a significant effect on Brand Trust of *Lanang Malangsari* coffee product of PTPN XII in Jember, which means that the role of Brand Experience on Brand Trust was significant, if the Brand Experience improved so as the Brand Trust of *Lanang Malangsari* coffee product of PTPN XII in Jember. According to Kotler and Armstrong (2009: 261), Brand Experience is defined as the sensations, feelings, cognitions, and consumer responses resulted from the brand related to the stimuli caused by the design, identity, marketing communications, people of the brand and also the brand's marketing environment. A research conducted by Riasma et al (2018) showed that Brand Experience had a positive and significant effect on Brand Trust, which means that the more positive experience achieved by customers after consuming milk product of Hilo brand, the higher the trust level of customer. Baseret et al's study (2015) revealed that Brand Experience directly and positively affected Customer Satisfaction, Brand Trust and Brand Loyalty. In addition, it was found that experience had an indirect effect on Brand Loyalty through Customer Satisfaction and Brand Trust. According to Rehman et al. (2014), satisfaction is the overall experience by the consumers toward products or services including repurchase intentions. According to the research done by Mourie (2005), it declared that the experiences which reached the customers' needs or desires were able to increase the long-term relationships. Moreover, Brand Experiences, satisfaction, and trust affected Brand Loyalty positively (Sahin et al. 2011). Some researches stated that loyalty was influenced by satisfaction, this satisfaction level made us able to predict the purchase intention and consumers' behavior on the product brands (Ahmed et al, 2014). A previous research described that satisfaction was a forerunner of Brand Loyalty, an intention to re-purchase the products and a brand behavior towards the customers (Ahmed et al, 2014). Satisfaction itself was not capable enough to fulfil the factors in making the consumer loyal, but Brand Loyalty was directly affected by Brand Satisfaction (Rehman et al. 2014).

The Effect of Brand Experience on Brand Loyalty through Brand Satisfaction

Based on the research results, Brand Experience on Brand Loyalty through Brand Satisfaction obtained a significance value which was smaller than significance level of 5% or (0.05), thus the Brand Experience variable had a significant effect on Brand Loyalty through Brand Satisfaction. It shows that Brand Experience increased Brand Loyalty through Brand Satisfaction.

The result of this research revealed that the better the Brand Experience being implemented, the better Brand Loyalty and Brand Satisfaction would be. This effect proved that the product of *Lanang Malangsari* coffee product of PTPN XII in Jember took Brand Experience into consideration that it was able to increase the results Brand Loyalty and Brand Satisfaction results.

According to the results of this research, the fourth hypothesis on this research stated that Brand Experience affected Brand Loyalty through Brand Satisfaction. Brand Experience had a significant effect on Brand Loyalty through Brand Satisfaction as the effect given was 0.235 or 23.5% on Brand Loyalty through Brand Satisfaction. Hence, it can be concluded that Brand Experience affected Brand Loyalty through Brand Satisfaction of *Lanang Malangsari* coffee product of *PTPN XII* in Jember; it indicated that Brand Experience on Brand Loyalty played a significant role towards Brand Satisfaction; Brand Loyalty through Brand Satisfaction of *Lanang Malangsari* coffee product of *PTPN XII* in Jember was improved along the with the increase of Brand Experience. Kotler and Armstrong (2009: 268) defined Brand Experience as the consumers' sensations, feelings, cognitions and responses towards the brand, it was stimulated by brand design, brand identity, marketing communication, people and brand environment being promoted. A research conducted by Riasma et al. (2018) said that Brand Experience had a positive and significant effect on Brand Trust, which means that the more positive experience gained by the customers after consuming Hilo milk, the higher the level of customers' trust would be. Baseret al. (2015) stated that Brand Experience directly and positively affected customers' satisfaction, Brand Trust and Brand Loyalty. In addition, it was found that experience also affected the Brand Loyalty through customers' satisfaction and Brand Trust indirectly. According to Rehman et al. (2014), satisfaction became the overall experience of consumers towards the products or services and their re-purchase intentions were also into it. A research carried out by Mourie (2005) explained that the experiences which fulfilled the customers' needs or desires were able to increase the long-term relationships. Moreover, Brand Experiences, satisfaction, and trust affected Brand Loyalty positively (Sahin et al. 2011)

The Effect of Brand Experience on Brand Loyalty through Brand Trust

Based on the results of this research, Brand Experience on Brand Loyalty through Brand Trust gained a significance value which was smaller than significance level of 5% or (0.05); thus, Brand Experience variable affected Brand Loyalty through Brand Trust significantly. It revealed that Brand Experience increased Brand Loyalty through Brand Trust.

The results of this research indicated that the better the Brand Experience being implemented, the better Brand Loyalty and Brand Trust would be. This effect showed that *Lanang Malangsari* coffee product of

PTPN XII in Jember took Brand Experience into consideration to reinforce the results of Brand Loyalty and Brand Trust results.

Based on the results of this research, the fourth hypothesis of this research clarified that Brand Experience affected Brand Loyalty through Brand Trust, was accepted. Brand Experience affected Brand Loyalty through Brand Trust as the effect gained was 0.235 or 23.5% on Brand Loyalty through Brand Trust. Therefore, it can be concluded that Brand Experience had a positive effect on Brand Loyalty through Brand Trust of *Lanang Malangsari* coffee product of *PTPN XII* in Jember in which it means that Brand Experience played a significant role on Brand Loyalty through Brand Trust; there was also an increase of Brand Loyalty through Brand Trust of *Lanang Malangsari* coffee product of *PTPN XII* in Jember if Brand Experience was fostered. The term "Trust" referred to the tendency to set up to a belief in the ability of certain brands to achieve the functions they promised (Kim and Ko, 2010) and the willingness to rely on other parties regarding risk and willingness were based on the others' understanding of on past experiences, as well as the involvement of expectations that the others brought them to the positive results instead of the negative ones (Rehmanet al. 2014). Brand Experience had a positive and significant relationship to Brand Trust and Brand Satisfaction on the customer's computers. Therefore, the owner of computer brand was suggested to use experiential marketing technique in increasing the customers' trusts and satisfactions concerning their salary (Maleklu, Farzad and Farshad Maleklu, 2016). Fernandoet al. (2018) pointed out that Brand Experience had a significant effect on Brand Loyalty. The research also declared that gender was being a moderator in the relationship of Brand Experience and Brand Loyalty in retail fashion industry. Ahmed, Zohaib and Muhammad Rizwan (2014) in their research explained that Brand Trust was the brand's promise given to their customers to meet their expectations. A significant and positive relationship between Brand Trust and Brand Loyalty was obtained on their research. These results showed that the products' promises given to customers were fulfilled and they became loyal customers who put their trust to the product in which it benefited the company. Brand Trust became an important item that helped the customers to be loyal to certain brands (Beery (1993). Upamannyu and Mathur (2012) stated that trust was important for the development of loyalty and maintaining long-term relationship. Loyalty was developed if there was a trust factor. A research done by Upamanyu and Mathur (2012) revealed that the exploration results on the basis of loyalty was considered as an establishment by evaluating, maintaining relationships and Brand Trust affected the maintenance and evaluation, and they also said that trust was important antecedent of loyalty since it attracted the new customers and retained the old ones as well (Rehmanet al. 2014).

The Effect of Brand Trust with Brand Satisfaction

Based on the results of this research, Brand Trust had an effect on Brand Satisfaction as its significance value was smaller than the significance level of 5% or (0.05), so that Brand Trust affect Brand Satisfaction significantly. Thus, Brand Trust improved Brand Satisfaction.

The results showed that the better the Brand Trust was implemented, the better the Brand Satisfaction would be. This effect made *Lanang Malangsari* coffee product of *PTPN XII* in Jember put Brand Trust into consideration to increase the results of Brand Satisfaction.

Based on the identification of the obtained indicators, the average assessment from most respondents on Brand Trust variable through 3 indicators was agree, indicator Z1.1 stated that *Lanang Malangsari* coffee product of *PTPN XII* was better than other brands since 46 respondents or 42.6% agreed upon it. Indicator Z1.2 stated that *Lanang Malangsari* coffee product of *PTPN XII* satisfied the consumers since 69 respondents or 63.9% strongly agreed. Indicator Z1.3 stated that *Lanang Malangsari* coffee product of *PTPN XII* provided its own pleasures as 39 respondents or 36.1% strongly agreed upon it.

Based on the results of this research, the hypothesis stated that Brand Trust affected Brand Satisfaction, in which it was accepted. Thus, it can be concluded that Brand Trust had a significant effect on Brand Satisfaction of *Lanang Malangsari* coffee product of *PTPN XII* in Jember, it means that Brand Trust enacted a significant role on Brand Satisfaction, if Brand Trust increased, the Brand Satisfaction of *Lanang Malangsari* coffee product of *PTPN XII* in Jember would also increase. Lau and Lee (1999) explained about the relationship of trust in a brand, a trusted entity relied on a symbol, not a person; so that the Brand Loyalty involved Brand Trust. Nowadays, the market loyalty was able to be created; for instance, the marketers must put their focus in establishing and maintaining the trust on consumer-brand relationships. Concerning the research on organizational behavior, trust was found to create the highest level of loyalty, which was commitment. Therefore, the trust that the customers gave to a brand erected the loyalty to the brand. Taskin et al. (2016: 25) claimed that company's long-term success was possible to achieve if the marketers were capable in establishing and maintaining the consumers' positive attitudes toward a brand like Brand Trust and the consumers' Brand Loyalty to a certain brand. Brand Trust definitely brought up a positive effect on the achievement of Brand Loyalty (Alhaddad Abdullah, 2015: 22). The higher the consumers' level of Brand Trust, the greater the chance of the consumers to be loyal to the brand (Chinomona, 2016).

The Effect of Brand Trust with Brand Loyalty

Based on the results of this research, Brand Trust had an effect on Brand Loyalty since its significance value was smaller than significance level of 5% or (0.05), so that the Brand Trust affected Brand Loyalty significantly. It showed that Brand Trust improved Brand Loyalty.

The results of this research indicated that the better the Brand Trust was implemented, the better the Brand Loyalty would be. This effect made *Lanang Malangsari* coffee product of *PTPN XII* in Jember considered Brand Trust to increase the results of Brand Loyalty.

Based on the identification of obtained indicators, the average assessment from most respondents of Brand Trust variable got 3 indicators, which were agree, indicator Z1.1 stated that *Lanang Malangsari* coffee product of *PTPN XII* was better than other brands since 46 respondents or 42.6% agreed upon it. Indicator Z1.2 stated that *Lanang Malangsari* coffee product of *PTPN XII* provided satisfaction to consumers since 69 respondents or 63.9% strongly agreed. Indicator Z1.3 stated that consuming *Lanang Malangsari* coffee product of *PTPN XII* provides its own pleasures since 39 respondents or 36.1% strongly agreed.

Based on the results of this research, the hypothesis claimed that Brand Trust had a positive effect on Brand Loyalty, it means the hypothesis was accepted. Thus, Brand Trust affected the Brand Loyalty of *Lanang Malangsari* coffee product of *PTPN XII*, it indicated that Brand Trust got a significant role on Brand Loyalty; the Brand Loyalty of *Lanang Malangsari* coffee product of *PTPN XII* in Jember improved along with the increase of Brand Trust. Lau and Lee (1999) described about the relationship of trust in a brand, a trusted entity relied on a symbol, not a person; so that the Brand Loyalty involved Brand Trust. Nowadays, the market loyalty was able to be created; for example, the marketers must focus on establishing and maintaining the trust on consumer-brand relationships. In the context of the research of organizational behavior, trust is found to create the highest level of loyalty, namely commitment. Therefore, the trust that has been built by customers in a brand is likely to create loyalty to the brand. According to Taskin et al. (2016: 25) the company's long-term success can be achieved if marketers are able to form and maintain positive consumer attitudes toward brands such as Brand Trust and consumer Brand Loyalty towards brands. Brand Trust has been proven to bring a positive influence on the achievement of Brand Loyalty (Alhaddad Abdullah, 2015: 22). The higher the Brand Trust level of a consumer's brand, the greater the chance for consumers to be loyal to the brand (Chinomona, 2016).

The Effect of *Brand Satisfaction* with *Brand Loyalty*

Based on the results of this research, Brand Satisfaction affected Brand Loyalty since its significance value was smaller than significance level of 5% or (0.05), thus Brand Satisfaction variable had a significant effect on Brand Loyalty. It showed that Brand Loyalty was increased by Brand Satisfaction.

The results revealed that the better the Brand Satisfaction was applied, the better the Brand Loyalty would be. This effect made *Lanang Malangsari* coffee product of *PTPN XII* in Jember took Brand Satisfaction into consideration to increase the results of Brand Loyalty.

Based on the identification of the obtained indicators, the average of assessment from most respondents towards Brand Satisfaction variable got 5 indicators, which were agree, indicator Z2.1 declared that the consumers' expectations or desires on *Lanang Malangsari* coffee product of *PTPN XII* were fulfilled by the company since as many as 50 respondents or 46.3% selected "strongly agree". Indicator Z2.2 clarified that the quality of *Lanang Malangsari* coffee product of *PTPN XII* was appropriate with the price offered since 55 respondents or 50.9% chose "strongly agree". Indicator Z2.3 pointed out that *Lanang Malangsari* coffee product of *PTPN XII* guaranteed or gave special compensation and was willing to handle all customers' complaints if the product was not like what they wanted since as many as 49 respondents or 45.4% selected "strongly agree". Indicator Z2.4 stated that consuming *Lanang Malangsari* coffee product of *PTPN XII*was able to increase the consumers' confidence since as many as 35 respondents or 32.4% chose "agree" and "strongly agree". Indicator Z2.5 declared that *Lanang Malangsari* coffee product of *PTPN XII* used qualified materials or raw materials (uneasily damaged) since as many as 45 respondents or 41.7% chose "agree".

Based on the results of this research, the hypothesis was accepted since Brand Satisfaction affected Brand Loyalty. It can be concluded that Brand Satisfaction had a significant effect on Brand Loyalty of *Lanang Malangsari* coffee product of *PTPN XII* in Jember, in which it implied that Brand Satisfaction had a significant role on Brand Loyalty; the Brand Loyalty of *Lanang Malangsari* coffee product of *PTPN XII* increased as Brand Satisfaction also showed an increase. Nowadays, the marketers paid a lot of attention on how to satisfy the customers through the best ways and it could be used as a strong competitive advantage. Satisfaction was defined as the customers' overall experiences on the products or services and it also involved the intention of re-purchasing as said by Rehman et al. (2014). Mourie (2005) also said that the experiences which reached the customers' needs or desires was able to foster the long-term relationship. In addition, the higher or lower consumer satisfaction was dependent to the quality of the brand characteristics offered by the company (Sahin et al, 2011). Several researches showed that the loyalty was affected by satisfaction, the level of satisfaction made us predict the purchase intention and consumers' behavior towards the brand of a product (Ahmed et al. 2014).

Practical research illustrated that satisfaction was actually a forerunner of Brand Loyalty, the intention to re-purchase products and brand behavior to the customers (Ahmed et al. 2014). Satisfaction itself may not enough to fulfil the factors on how to to make a consumer loyal, but Brand Satisfaction affected Brand Loyalty directly (Rehman, 2014).

The Effect of Brand Experience on Brand Trust through Brand Satisfaction

Based on the results of this research, Brand Experience impacted Brand Trust through Brand Satisfaction as its significance value was smaller than the significance level of 5% or (0.05), so that the Brand Experience variable had a significant impact on Brand Trust through Brand Satisfaction. It indicated that Brand Experience was able to foster Brand Trust and Brand Satisfaction.

The results of this research also claimed that the better the Brand Experience was applied, the better the Brand Trust and Brand Satisfaction would be. This effect made *Lanang Malangsari* coffee product of *PTPN XII* in Jember took Brand Experience under consideration to acquire the results of Brand Trust through the increase of Brand Satisfaction.

According to the identification of the obtained indicators, the average assessment from most respondents on the Brand Experience variable acquired 4 indicators, which were agree, indicator X1.1 stathe ted that visual design of *Lanang Malangsari* coffee product of *PTPN XII* left an interesting impression on the consumers' thoughts since as many as 50 respondents or 46.3% strongly agreed upon it. Indicator X1.2 clarified that that consumers felt proud when they consumed *Lanang Malangsari* coffee product of *PTPN XII* since as many as 42 respondents or 38.9% decided to agree. Indicator X1.3 stated that consuming *Lanang Malangsari* coffee product of *PTPN XII* stimulated the consumers' curiosity since as many as 46 respondents or 42.6% agreed. Indicator X1.4 verified that consuming *Lanang Malangsari* coffee product of *PTPN XII* made the consumers want to consume it continuously since as many as 39 respondents or 36.1% strongly agreed upon it.
According to the results of this research, the hypothesis was accepted as Brand Satisfaction influenced Brand Loyalty. So that Brand Satisfaction had an influence on the Brand Loyalty of *Lanang Malangsari* coffee product of *PTPN XII* in Jember, it denotes that Brand Satisfaction played a significant role on Brand Loyalty; there was an increase of the Brand Loyalty of *Lanang Malangsari* coffee product of *PTPN XII* in Jember if Brand Satisfaction was increased as well. According to Saragih (2019), Brand Experience and Brand Trust had a significant influence on Brand Trust and Brand Loyalty. Panjaitanet al. (2016) in their research stated that Brand Experience influenced Brand Satisfaction significant, Brand Experience also did it on Brand Trust. Song (2012) in his research said that a positive shopping experience brought up positive emotions and emerged the perceptions of a brand. In a research done by Song (2012), he stated that a positive correlation was found between Brand Satisfaction and Brand Trust.

V. Conclusions
Several conclusion are drawn based on the results of data analysis and the discussion on the effect of Brand Experience (X), Brand Satisfaction (Z1), Brand Trust (Z2) and Brand Loyalty (Y) of *Lanang Malangsari* coffee product of *PTPN XII* as follows:
a.   Brand Experienceaffected *Brand Satisfaction* significantly
b.   Brand Experienceaffected *Brand Trust* significantly
c.   Brand Experienceaffected *brand loyalty* significantly through *Brand Satisfaction*
d.   Brand Experienceaffected *brand loyalty* significantly through *Brand Trust*
e.   Brand Experience affected *Brand Loyalty* significantly
f.   *Brand Satisfaction* affected *Brand Trust* significantly
g.   *Brand Satisfaction* affected *Brand Loyalty* significantly
h.   *Brand Trust* affected *Brand Loyalty* significantly
i.   Brand Experience affected *Brand Trust* through *Brand Satisfaction* significantly

VI. Suggestions
Based on the analysis done in this research, there are several which the company should consider to attain the maximum results. The following are the considerations in improving the quality of company:
a.   Brand Experience (X) is able to be increased by establishing a comfortable environment and making the consumers stay for long. Moreover, the music provided at the coffee shop will work up the atmosphere and make the customers relax.
b.   Brand Satisfaction (Z1) is able to be enhanced by providing the products which meet the consumers' needs through the information delivered by consumers.
c.   Brand Trust (Z2) is able to be upgraded by providing the guarantee of coffee flavor which fulfils the consumers' expectations

d.   Brand Loyalty/Brand Loyalty (Y) is able to be improved by accepting the inputs from the consumer and making an improvement on the qualities of product and service.

VII. Future Research

This study provides an overview of the importance of the role of brand experience, brand satisfaction and brand trust to increase brand loyalty for Malangsari coffee products in PTPN XII. However, other research needs to be done relating to brand loyalty from local cultural factors and lifestyle changes (such as the impact of the Corona Cofid Virus 19 pandemic) on the product brand itself.

VIII. Social Implication

PTPN XII must maintain and continue to innovate in maintaining and increasing the strength of its brand by involving more people as consumers through activities that have a direct impact on building their trust and loyalty as consumers.

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