

THE EFFECT OF CUSTOMER EXPERIENCE AND BRAND COMMUNITY ON BRAND LOYALTY ON USERS SUZUKI AUTOMOTIVE PRODUCTS IN INDONESIA

Indawati Lestari¹, Isfenti Sadalia², Endang Suylistya Rini³, Beby
Karina Fawzee Sembiring⁴

Abstract

The purpose of this study is to determine and analyze the influence of customer experience and brand community on brand loyalty in Suzuki car users in Indonesia. The population in this study is all Suzuki car users who are active in the brand community. Sample selection in this study used non-probability sampling because it did not provide an equal opportunity for each member of the population to become a sample. The sampling method in this study was purposive sampling of 205 respondents. The data analysis carried out is structural equation modeling (SEM) analysis with AMOS software. The results of the data analysis show that partially the variables of customer experience and brand community have a positive and significant effect on the brand loyalty of Suzuki car users in Indonesia.

Keywords: customer experience, brand community, brand loyalty.

1. Introduction

The automotive world in Indonesia is growing rapidly, where the need for vehicles is no longer secondary but has become a primary need. People's needs for transportation are becoming increasingly important to support human life in activities that demand increased speed. Crowded activities and many places to go every day encourage people to have a fast and convenient means of transportation for daily use. There are many choices of transportation that can be used to support the activities carried out. Companies that want to develop and expect a competitive advantage must be able to provide products in the form of quality goods or services and good service to customers, which will later cause customer loyalty. A loyal customer becomes a very valuable asset for the company. Loyal customers will reduce the

¹ Universitas Sumatera Utara, indahtaca@gmail.com

² Universitas Sumatera Utara, isfentisadalia@gmail.com

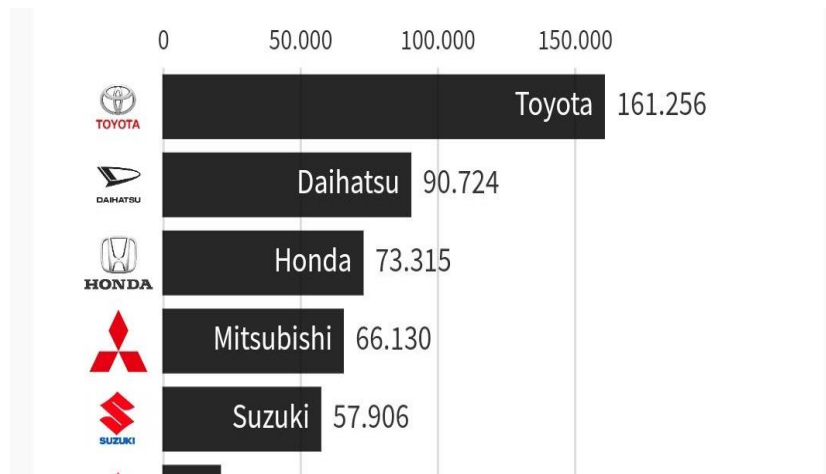
³ Universitas Sumatera Utara, endangsulistyarini@yahoo.co.id

⁴ Universitas Sumatera Utara, biring.beby@gmail.com

effort of finding new customers, providing positive feedback to the company (Darsono, 2004).

Customer loyalty is influenced by several factors including brand community, where in this case brand community refers to a form of specialized community, a community that has ties that are not based on geographical ties, but are more based on a set of social relationship structures between fans of a particular brand. In addition, another factor that determines brand loyalty is customer experience. Customer experience is one of the important things in marketing strategy in a company because consumers feel helped by the ease of service provided by the company. The need for information related to the company will be well met. Some of the well-known car brands in Indonesia that are included in the best-selling brands are as follows for the 2018-2020 knowing period are as follows:

Figure 1. Best Selling Car Brands in Indonesia Wholesale 2018-2020



Source: <https://www.goodnewsfromindonesia.id>

Based on data compiled by the Association of Indonesian Motor Vehicle Industries (Gaikindo), wholesale sales throughout 2020 recorded a figure of 532,027 units. Down 48.5 percent from the previous year (year on year) which reached 1,032,907 units. Toyota is still the ruler, this Japanese manufacturer managed to sell as many as 161,256 units of its products. The figure decreased significantly from 2019 sales (331,004). Daihatsu has sales figures of 90,724 units. The third place was filled by Honda with sales figures of 73,315 units. Mitsubishi and Suzuki are still in fourth and fifth place throughout 2018-2020. In this case, it can be seen that Suzuki is still unable to compete with other brands, this is influenced by the brand community and service experience of the product itself. The importance of increasing brand community and service experience to increase brand loyalty. This is in line with research conducted by (Coelho et al., 2018;

Laroche et al., 2012) stating that the brand community has a positive and significant effect on brand loyalty. In his research, he explained that brand communities are able to make consumers active in promoting through word of mouth, exchanging information, comparing product experiences, seeking advice and especially encouraging social relationships between members so that this can increase user loyalty. However the research conducted by (Jang et al., 2008; Kaur et al., 2020) gave different results that brand communities had less influence on brand loyalty than other variables studied. In addition, (Foroudi et al., 2016; Imbug et al., 2018) stated that customer experience has a positive and significant effect in influencing brand loyalty. However the research conducted by (M, Hasfar, Militina T, 2020; Wijaithammarit & Taechamaneestit, 2012) states that providing results that customer experience is not the most dominant variable in influencing brand loyalty. The existence of phenomena and research gaps in this study made researchers interested in finding out more about the influence of customer experience and brand community on brand loyalty in Suzuki automotive users in Indonesia.

The formulation of the problem in this study is as follows:

1. Does customer experience have a positive and significant effect on the brand loyalty of Suzuki automotive product users in Indonesia?
2. Does the brand community have a positive and significant effect on the brand loyalty of Suzuki automotive product users in Indonesia?

2. Literature Review

Customer experience

According to Dagustani (2011), customer experience is a consumer's interpretation of the consumer's total interaction with a brand with the ultimate goal of creating a good relationship with consumers and building loyalty with consumers. Meanwhile, according to Semuel and Dharmayanti (2013), customer experience is the incarnation of a brand which includes all interactions between the organization and customers. Customer experience is the result of consumer interaction with products or services from the company, both physically and emotionally. The results of this interaction can be imprinted in the minds of consumers and affect consumers' assessment of the company. A good customer experience can be obtained from understanding customer expectations. Proper product delivery, and various other factors will give rise to customer loyalty to the company's products. According to Schmitt (1999) there are five dimensions of customer experience as follows:

1. Sense Experience

Sense experience is the creation of experiences related to the five senses through sight, sound, touch, taste and smell. Sense experience is used to differentiate their products in the market, motivate consumers to want to buy these products and convey value to consumers.

2. Feel Experience

Feel Experience is a strategy and implementation to give brand influence to consumers through communication (advertising), products (packaging and contents), product identity. Every company must have a clear understanding of how to create feelings through consumption experiences that can move the consumer's imagination that consumers expect to make the decision to buy. The purpose of Feel Experience is to drive emotional stimulus (events, agents, objects) as part of feel strategies so that it can affect emotions and mood consumers.

3. Think Experience

Think experience aims to encourage consumers to be interested and think creatively so that they may be able to produce a re-evaluation of the company and brand. Think Experience refers more to future, focused, value, quality, and growth and can be displayed through inspirational, high technology, surprise.

4. Act Experience

Act experience is a lifestyle that can be applied using ongoing trends or encouraging the creation of new cultural trends. The purpose of the act experience is to give an impression on behavior patterns and lifestyles, as well as enrich social interaction patterns through strategies that are carried out.

5. Relate Experience

Relate Experience is a combination of the four aspects of experiential marketing, namely sense, feel, think, and act. In general, relating experience indicates relationships with other people, other groups (e.g. work, lifestyle) or broader and abstract social communities (e.g. country, society, culture). The purpose of the relate experience is to connect these consumers with the culture and social environment reflected by the brand of a product.

Brand Community

According to Zaglia (2013), brand community is a special consumer community that has a commercial character where its members have an interest, enthusiasm, and love for the same brand. A brand community is a community that is structured on the basis of a person's closeness to a product or brand, so that they have the same thoughts and commitments about a particular brand that is not based on

geography, but rather on the social structure of the community. Brand community is one of the important tools in building a brand. Brand communities can be formed physically in the real world (offline) or virtual world (online). In the real world, community members generally gather and interact in a predetermined location that is common under the auspices of the brand owner. Meanwhile, the virtual community shares interactions and experiences about brands in the online virtual world. Customers joining the brand community is important to understand, because community basically helps consumers to achieve the goals expected by customers.

According to Muniz and O'Guin (2001), brand community is formed on the basis of three aspects of indicators, namely as follows:

1. Consciousness of Kind

The most important element of the community is the shared awareness of a type of product, and this is clearly seen in the community. Each member feels that their relationship with the brand is important, but more importantly, they feel that their relationship is stronger with each other. Members feel that they know each other, even though they never met. The indicators found in consciousness of kind are:

a. Legitimacy (legitimasi). Legitimacy is the process by which community members distinguish, between community members and those who are not members of the community, or have different rights. Brand communities generally open up social organizations that do not reject any members, but like the community in general that they have hierarchical status. Anyone loyal to a brand can become a member of a community, without ownership.

b. Oppositional brand loyalty. Opposition brand communities are social processes involved in addition to public awareness of a type of product (consciousness of kind). Through opposition in brand competitions, members of the brand community gain important aspects of the experience in their community, as well as important components to the meaning of the brand. It serves to describe what is not a brand and who is not a member of the brand community.

2. Rituals and Tradition

Rituals and traditions are also evident in the brand community. Rituals and traditions represent an important social process by which the meaning of the community is to develop and channel within the community. Some of them are developed and understood by all members of the community, while others are more translated in their origin and applied. These rituals and traditions are centered on the experience of using the brand and sharing stories with all members of the community. As for the indicators of rituals and traditions are characterized by the following:

a. Celebrating the history of the brand, Instilling history in the community and preserving culture is important. The existence of this clear consistency is a great thing. For example, there is a celebration of the founding date of a brand community. Appreciation in a brand's history often differs in members who actually like the brand with those who just happen to own the brand.

b. Sharing brand stories, Sharing stories of experiences using the brand's products is essential to creating and maintaining community. Stories based on experiences give special meaning between community members, this will create a relationship of closeness and a sense of solidarity between members. Fundamentally, a community creates and retells myths about what experiences it has had on the community.

3. Moral Responsibility

Community is also characterized by shared moral responsibility. Moral responsibility is to have a sense of responsibility and obligation as a whole, as well as to each member of the community. This sense of moral responsibility is a collective result of being carried out and contributes to a sense of community within the group.

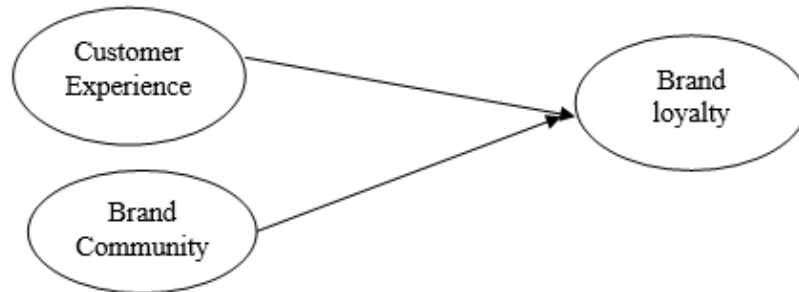
Brand Loyalty

According to Firmansyah (2019: 104) that brand loyalty can be interpreted as a deep commitment to repurchase products or services that are his preference consistently in the future by repurchasing the same brand even though there are situational influences and marketing efforts that can cause shifting behavior. Meanwhile, according to Aaker (2018: 15) brand loyalty is a measure of consumer linkage to a brand that describes how strong the consumer's reference to a brand is when compared to other brands. Thus, a brand will have a high level of brand loyalty if consumers constantly choose the same brand from the same product range with different brands. Qualitatively, the more repurchases or repeat orders that occur, the more loyal a customer is to the brand. Whereas quantitatively, brand loyalty can be measured by customer sensitivity to the brand.

According to Giddens (2002) consumers who are loyal to a brand have the following indicators:

1. Have a commitment to the brand.
2. Dare to pay more on the brand when compared to other brands.
3. Recommend the brand to others
4. Will repurchase the product does not take into consideration
5. Always follow the information related to the brand.
6. Always develop relationships with terse brandsbut.

Figure 2 Conceptual Outline, (2023)



Hypothesis:

1. Customer experience has a positive and significant effect on the brand loyalty of Suzuki automotive product users in Indonesia.
2. Brand community has a positive and significant effect on the brand loyalty of Suzuki automotive product users in Indonesia.

3. Research Methods

This research is an associative quantitative study designed to determine the influence between independent variables, namely customer experience and brand community, on brand loyalty. The method used in this study is the survey method, where respondents are given several statements in the form of questionnaires. The population in this study is all Suzuki car users in Indonesia. The sampling used purposive sampling with the criteria of respondents who used Suzuki cars for more than 3 years. The total sample was 205 respondents. Data analysis is carried out is SEM (Structural equation modelling) analysis using AMOS software.

4. Results And Discussion

In this study, the data analysis method used was structural equation modeling (SEM) using AMOS software. The series of data processing processes include testing measurement models, including validity and reliability, while structural model testing includes testing the significance of the influence of independent or exogenous variables on dependent or endogenous variables. Table 1 presents the SLF values of each of the latent variables of customer experience, brand community and brand loyalty. While Figure 3 presents the test results of the model.

Figure 1 SLF Value Based On Each Variable Indicator SLF indicator

Indikator	SLF
CE1	0,9219
CE2	0,8976
CE3	0,8807
CE4	0,898
CE5	0,8931
CE6	0,8903
CE7	0,8943
CE8	<u>0,9053</u>
CE9	0,9249
BC1	0,9246
BC2	0,9167
BC3	0,8849
BC4	0,8897
BC5	0,9048
BC6	0,9169
BL1	0,9223
BL2	0,8844
BL3	0,8853
BL4	0,8935
BL5	0,8979
BL6	0,9189

Based on Table 1, it can be seen that the entire SLF value of each indicator is 0.5. This shows that a good convergent validity has been achieved in terms of SLF size. The following are the results of the SEM model test image with AMOS software.

Figure 3 Model Testing Results with AMOS

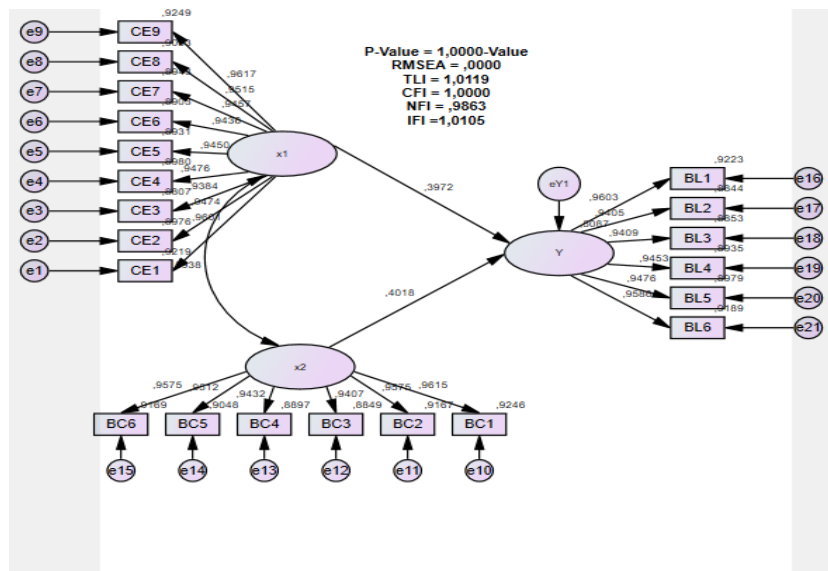


Table 2 presents the results of validity testing based on average variance extracted (AVE) and reliability testing based on construct reliability (CR).

Table 2

Indikator	SLF	Error	SLF 2	AVE	CR
CE1	0,9219	0,0901	0,8499	0,873058216	
CE2	0,8976	0,1199	0,805686		
CE3	0,8807	0,1428	0,775632		
CE4	0,898	0,1246	0,806404		
CE5	0,8931	0,1264	0,797628		
CE6	0,8903	0,1331	0,792634		
CE7	0,8943	0,1272	0,799772		
CE8	0,9053	0,1128	0,819568		
CE9	0,9249	0,0849	0,85544		
BC1	0,9246	0,0869	0,854885	0,475479759	
BC2	0,9167	0,0945	0,840339		
BC3	0,8849	0,1458	0,783048		
BC4	0,8897	0,1272	0,791566		
BC5	0,9048	0,1172	0,818663		
BC6	0,9169	0,0934	0,840706		
BL1	0,9223	0,0796	0,850637	0,885957258	
BL2	0,8844	0,1239	0,782163		
BL3	0,8853	0,1183	0,783756		
BL4	0,8935	0,1107	0,798342		
BL5	0,8979	0,1088	0,806224		
BL6	0,9189	0,085	0,844377		

From the size of AVE, known value of AVE, it is known that the entire AVE value > 0.5, which means that it has met the good convergent validity property based on the size of AVE. While based on the CR value, the entire CR value > 0.7, which means it has met the good convergent validity property based on the CR size.

Table 3 Test the Overall Match of the Model

Match Size	Value	Benchmark Value	Match of Model to Data
P-Value	1,0000	> 0.05	Ya
RMSEA	0.000	< 0.1	Ya
TLI	1.0119	> 0.9	Ya
CFI	1.0000	> 0.9	Ya

NFI	0.9863	> 0.9	Ya
IFI	1.0105	> 0.9	Ya

Source: Amos data processing results, (2023)

Based on Table 3, the results are obtained that the SEM model as a whole has good capabilities in terms of matching sample data (good fit).

Table 4. Significance Testing (Hypothesis Test)

		Estimate	S.E.	C.R.	P	Label	
Y	<---	x1	,3744	,0604	6,1960	***	par_19
Y	<---	x2	,3785	,0605	6,2558	***	par_20

Information: *** berarti $p < 0.001$

1. It is known that CE (X1) has a positive effect on BL (Y), with a path coefficient value of .3744, and significant, with C.R. = 11.1303 > 1.96 and $p < 0.001$ which means < 0.05 (Hypothesis Accepted).
2. It is known that BC (X2) has a positive effect on BL (Y), with a path coefficient value of .3785, and significant, with C.R. = .0605 > 1.96 and $p < 0.001$ which means < 0.05 (Hypothesis Accepted).

Table 5. Coefficient of Determination (R-Square)

	Estimate	
Y	,5087	

It is known that the value of the coefficient of determination (R-Square) of the variable BL (Y) is 0.5087 which means CE (X1), BC (X2) is able to affect BL (Y) by 0.5087%.

Discussion

1. Based on the results of data analysis, it is known that customer experience has a positive and significant effect on brand loyalty for Suzuki product users in Indonesia. The existence of customer experience of a service can affect customer loyalty. Experiences can be in the form of feelings of emotions that arise from the heart positively and joyful feelings that occur at the time of consumption. At the moment when the company is able to create a good experience for customers consistently and more intensely ends up triggering customer loyalty. The experience felt by these customers can be in the form of pleasant things in the form of effective and efficient treatment services. The existence of a good customer experience makes consumers feel helped by the ease of service provided by the company. The need for information related to the company will be well met. This is in line with the research conducted by (Foroudi et al., 2016; Imbug et al., 2018) state that customer experience has a positive and significant effect in influencing brand loyalty that customer experience is significant in influencing brand loyalty.

2. Based on data analysis, it is known that the brand community has a positive and significant effect on brand loyalty for Suzuki product users in Indonesia. Brand communities can create long-term relationships with consumers and will maintain consumer loyalty. Suzuki formed a brand community in order to improve the relationship between the company and consumers directly, and also in order to create long-term relationships with consumers so that loyalty to a brand will be formed. Loyalty will actively lead them to the promotion stage indirectly by recommending the brand they have used to others. In addition, with the existence of a brand community, companies can meet the needs of their consumers such as information needs, communication, entertainment, productivity, and feedback needs that are established between Suzuki and its consumers. This is in line with research conducted by (Coelho et al., 2018; Laroche et al., 2012) state that brand community has a positive and significant effect on brand loyalty.

5. Conclusions and Suggestions

Conclusions

1. Customer experience has a positive and significant effect on the brand loyalty of Suzuki automotive product users in Indonesia.
2. Brand community has a positive and significant effect on the brand loyalty of Suzuki automotive product users in Indonesia.

Suggestions

1. Improving customer experience can be done by improving the quality and features on the company's website that aim to serve consumers and have a fast response. In this case, sellers or service providers can create a fast and informative response through several available media such as telephone or livechat in the application or website. Provide information related to relevant content. The form of the content can be in the form of articles, tips or other important information that is closely related to the product. The existence of this content does not have to play a role in advertising products, but it can also be just to increase customer knowledge and insights so as to increase brand loyalty.
2. Suzuki Indonesia community can continue to update up to date information to community members in order to increase consumer loyalty. This can be done in a certain activity such as gatherings and social services. Provide the latest information quickly so that members and users of Suzuki products can quickly respond to responses so as to avoid inaccurate product information. In addition, the Suzuki community needs to cooperate in sharing information about Suzuki products, especially cars, to new or inexperienced

community members. So that in this case the existence of a brand community is able to increase the knowledge and enthusiasm of members so that they continue to be present in all activities carried out by the community.

3. For further research, it is hoped that it can conduct research with even broader variables than previous studies that have not been studied in this study, so that other factors that affect brand loyalty can be known.

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