

# **The Effect of Brand Experience on Brand Loyalty with Brand Awareness, Brand Personality, Customer Satisfaction as Intervening Variables in Oronamin C Brand**

**By**

**Muhammad Sidiq Nugraha**

Faculty of Economy and Business, Telkom University Department of Management, Faculty of Economics and Business, Telkom University, Jalan Telekomunikasi No.1 Terusan Buah Batu, Bandung

Email: [sidiqnugraha204@gmail.com](mailto:sidiqnugraha204@gmail.com)

**Indrawati**

Faculty of Economy and Business, Telkom University Department of Management, Faculty of Economics and Business, Telkom University, Jalan Telekomunikasi No.1 Terusan Buah Batu, Bandung

Email: [indrawati@telkomuniversity.ac.id](mailto:indrawati@telkomuniversity.ac.id)

**Maria Apsari Sugiati**

Faculty of Economy and Business, Telkom University Department of Management, Faculty of Economics and Business, Telkom University, Jalan Telekomunikasi No.1 Terusan Buah Batu, Bandung

Email: [mariasugiati@telkomuniversity.ac.id](mailto:mariasugiati@telkomuniversity.ac.id)

## **Abstract**

During a pandemic, public health awareness is raised. The increased demand for goods with health advantages, like vitamin drinks, reflects this. Oronamin C is one of the vitamin beverage brands available in Indonesia. Oronamin C was created as a wholesome carbonated beverage to meet daily vitamin intake. When cases of covid or news sentiment about Covid-19 increased, sales of the Oronamin C drink significantly climbed. However, when the number of cases declined, Oronamin C sales similarly saw a sharp reduction. Therefore, research is required to identify the elements that may influence brand loyalty. Brand loyalty may cause the demand for a product or brand to remain constant. This study aims to determine if brand experience has a direct or indirect effect on brand loyalty by using brand awareness, brand personality, and customer satisfaction as intermediary variables. As a result, the alternative path with the highest path coefficient might be chosen as a guide for improvement ideas. 291 Oronamin C consumers were selected as respondents for this study using the purposive sampling method. With the use of Smart PLS 4.0, before being evaluated, the data's validity and reliability were assessed using structural equation modeling. According to the study's findings, brand loyalty is directly influenced by brand experience rather than indirectly through brand awareness, brand personality, and customer satisfaction as mediating variables. According to the findings of this study, Oronamin C has to improve its capability to foster positive consumer perceptions of its brand by designing an effective communication plan to build a positive brand experience with the goal of boosting brand loyalty.

**Keywords:** Oronamin C, Brand, Brand Experience, Brand Awareness, Brand Personality, Customer Satisfaction, Brand Loyalty.

## Introduction

When the Covid-19 Pandemic began to enter Indonesia, public awareness of health and wellness increased. This phenomenon is reflected by the incremental demand for products that have health benefits, such as vitamin drinks. Based on the vitamin drink category sales update in one of the biggest modern minimarket chains in Indonesia, the sales experience a 93.8% incremental in March 2020 which is the first case of covid-19 encountered in Indonesia. This phenomenon also happened when the number of covid-19 cases peaked in Indonesia during the July-August 2021 period. The total transaction in the vitamin drink category in the two largest minimarket chains in Indonesia reached IDR. 100 Billion during July-August 2021. One of the vitamin drink brands that has been experiencing this phenomenon is Oronamin C.

Oronamin C is a Japanese Vitamin Drink that contains vitamins C, B, and Honey which is suitable for daily consumption that penetrated the Indonesian market in June 2018. Oronamin C was formulated as a nutritious carbonated drink to meet daily vitamin needs. Sales of the Oronamin C drink experienced a significant increase when Covid-19 cases or news sentiment related to Covid-19 increased. However, Oronamin C sales also experienced a drastic decline when the number of cases subsided. It may indicate that many of the consumers did not repeat the consumption of Oronamin C when they experienced it for the first time. As Oronamin C positions itself as a daily vitamin drink, Oronamin C is expected to be consumed by its consumers more frequently.

A stimulation-seeking organism will look for more stimulation when a brand engages the mind and body, stimulates the senses, and leaves the consumer feeling good (Jo Sko Brakus et al., 2009). Therefore, research is necessary to ascertain how brand experience affects brand loyalty. Demand for a product or brand might remain stable due to brand loyalty (Chandran et al., 2020). Brand awareness, brand personality, and customer happiness are used in this study as intervening variables to examine if brand experience has a direct or indirect effect on Brand loyalty. The research outcomes will emphasize how brand experience affects brand loyalty.

## Literature Review

### 2.1 Marketing

An organization's and its stakeholders' profitable connections are managed through a set of procedures called marketing. These processes include generating, conveying, and delivering value to consumers. (Kotler & Keller, 2016). According to Kotler and Armstrong, marketing activities begin with understanding consumer needs, determining target markets that can be served by the organization, and developing value propositions in order to attract consumers. Not just making sales, marketing activities also aim to communicate with the intended target market so that they can be involved in building deep customer relationships, so that the resulting brand or product can become part of the conversation and the consumer's life itself (Kotler and Armstrong, 2016: 17).

### 2.2 Brand Experience

Brand Experience is a personal, inside reaction (sensation, feeling, and cognition) and behavioral reaction that the brand creates in response to stimuli that are present in the brand's environment, communication, packaging, and brand identity (Jo Sko Brakus et al., 2009). Consumers' capacity to identify and recall a brand may be impacted by brand experience. The experience felt by consumers when interacting with a brand can affect consumer memory of a brand. The consumer's memory can influence how consumers recognize a brand. The more often

consumers repeat experiences with a brand, the higher the probability that consumers will recognize and remember the name of that brand (Abdel et al., 2017). Brand Personality is formed due to the emergence of perceptions caused by contact that occurs between consumers and brand elements such as brand users, product attributes, brand names, and brand communication. Consumer assessment of the personality of a brand can be elicited when consumers receive sensory, affective, intellectual or behavioral experiences (behavioral experience). Consumer experience of a brand can be used to shape brand perceptions of Brand Personality (Aaker, 1997.) and also In several studies, Brand Experience is stated to have an influence on brand loyalty both directly and indirectly (Mathew & Thomas, 2018)(Ong et al., 2018).

### **2.3 Brand Awareness**

The capacity of a potential customer to recognize or recall that a brand belongs to a specific product category is known as brand awareness (Ilyas et al., 2020). One aspect that affects brand loyalty is brand awareness (Ilyas et al., 2020). A consumer's ability to recognize a product may have an impact on their brand loyalty. The advantages that a company conveys to consumers can affect the brand they choose, which may lead to repeat purchases (Ilyas et al., 2020). An organization or business's brand awareness may be a sign of its existence, commitment, and driving values. As a result, if a brand has significant brand awareness, its presence will always be recognized (Ilyas et al., 2020). Effectively managed brands respond in ways that increase value and satisfaction among their customers.

### **2.4 Brand Personality**

The characteristics of people linked to a brand are called its personality (Aaker, 1997). Customers frequently decide to select a brand whose brand personality fits their own (Kotler & Keller, 2016: 157). Aaker created a scale for measuring brand personality that has five components: sincerity, competence, excitement, sophistication, and ruggedness. sincerity, which is synonymous with honesty and wholesomeness. Reliability, intellect, and success are all parts of competence. Excitement encompasses qualities like boldness, spirit, creativity, and modernism. Elegance and charm are examples of sophistication. Outdoorsy and toughness are both aspects of ruggedness.

Brand personality adds value to a product, boosts consumer preference, and fosters more brand or product loyalty (Biel, 1993; Fornier, 1998 in Brakus et al, 2009). As a result, brand personality provides customers with a value that is comparable to experience. Therefore, consumers will be happier if a brand is increasingly linked to traits of human personality (Ozkul & Bilgili, 2015).

### **2.5 Customer Satisfaction**

When customers compare their opinions of how well a product performed, their feelings of satisfaction or dissatisfaction result. Customers will be pleased with a product or brand if it performs better than they had expected. In contrast, if a product performs poorly compared to the consumer's expectations, the customer will be dissatisfied with the performance of the product or brand (Kotler & Keller, 2016). According to Oliver and Bearden in Bilgili and Ozkul (2015), customer satisfaction affects post-purchase consumer behavior, and this behavior directly affects whether or not a client will make another purchase.

### **2.6 Brand Loyalty**

In a corporate setting, brand loyalty is used to explain the customer's desire to continue to prioritize a product or brand over time, preferably exclusively, and to suggest a product or brand to peers or relatives, according to Lovlock and Wirtz in Bilgili and Ozkul (2015). Oliver discusses "Customer" in Kotler and Keller (2017: 127) Customers with strong brand loyalty will stick with a product or service they like despite external reasons and other product marketing

campaigns that can tempt them to change their behavior towards a brand or a product. Brand loyalty makes it simple for a business to forecast demand and maintain financial stability (Kotler & Keller, 2015). Contrary to customer loyalty, which can be formed through incentive programs.

The following hypothesis are supported by prior studies:

**H1:** Brand Experience has a positive and significant effect on the brand awareness of the Oronamin C brand

**H2:** Brand awareness has a positive and significant effect on the brand personality of the Oronamin C brand

**H3:** Brand Experience has a positive and significant effect on the brand personality of the Oronamin C brand

**H4:** Brand awareness has a positive and significant effect on customer satisfaction of the Oronamin C brand

**H5:** Brand Personality has a positive and significant effect on customer satisfaction of the Oronamin C brand

**H6:** Brand experience has a positive and significant effect on customer satisfaction of the Oronamin C brand

**H7:** Brand awareness has a positive and significant effect on the brand loyalty of Oronamin C brand

**H8:** Brand experience has a positive and significant effect on the brand loyalty of the Oronamin C brand

**H9:** Customer satisfaction has a positive and significant effect on the brand loyalty of the Oronamin C brand

**H10:** Customer experience has a positive and significant effect on brand loyalty through customer satisfaction of the Oronamin C brand

**H11:** Brand experience has a positive and significant effect on brand loyalty through brand awareness, brand personality, and customer satisfaction of the Oronamin C brand

**H12:** Brand experience has a positive and significant effect on brand loyalty through brand personality and customer satisfaction of the Oronamin C brand

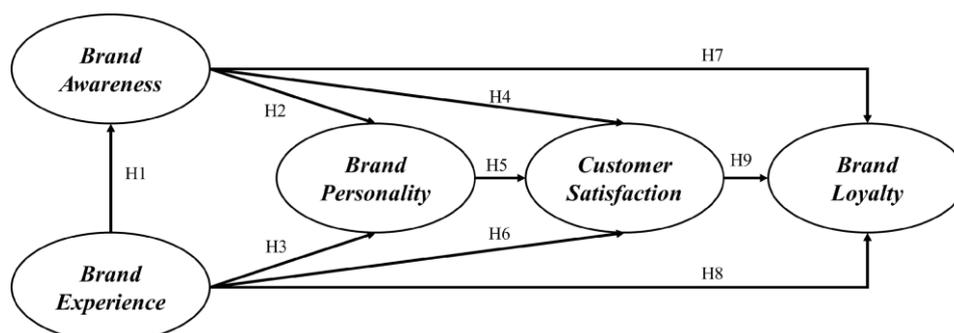
**H13:** brand awareness has a positive and significant effect on brand loyalty through customer satisfaction of the Oronamin C brand

**H14:** Brand Personality has a positive and significant effect on brand loyalty through customer satisfaction of the Oronamin C brand

**H15:** Brand Experience has a positive and significant effect on brand loyalty through brand awareness of the Oronamin C brand

**H16:** Brand experience has a positive and significant effect on brand loyalty through brand awareness, brand personality, and customer satisfaction of the Oronamin C brand

**H17:** Brand awareness has a positive and significant effect on brand loyalty through brand personality and customer satisfaction of the Oronamin C brand.



**Figure 2** Research Model

## Research design and method

To determine the best path for the relationship of brand experience towards brand loyalty, either directly or through intervening variables, which in this study are brand awareness, brand personality, and customer satisfaction, correlations between variables will be analyzed and the path coefficient will be measured based on prior literature studies.

The survey is given to 400 respondents as part of the study's purposive sampling strategy. The preliminary questions are used to make sure that the responders to this study are only those who possess the necessary information and have consumed Oronamin C at least once. 291 Oronamin C users in total are eligible to participate in the study as respondents. The Likert scale is employed in this investigation. With the use of the PLS tool, the data is analyzed using a structural equation model (SEM) model.

The r-square for the dependent construct, the path coefficient, or the t-value for each path is used to examine the correlation and the significance between the constructs while evaluating the inner model and the structural model in PLS. The t-statistic value, which must be above 1,64 for the one-tailed hypothesis, and the p-value, which must be below 0.05, may suggest the path coefficient or the inner model. The inner model additionally evaluates the fit model and q-square value

## Findings

### 4.1 Respondent Demography

The questionnaire given to respondents serves as the study's main source of data. Google Forms was the tool utilized to build the research surveys. A Likert scale is used for the questionnaire's rating scale, with 1 denoting "Strongly Disagree" and 5 denoting "Strongly Agree." The respondents who were considered qualified to complete the survey were Indonesian citizens between the ages of 17 and 35 who had consumed Oronamin C at least once. The overview of the respondents' demographic characteristics may be seen in Table 1.

**Table 1.** Respondent Demography Summary

Demographic Categories	Frequency (n = 291)	
Age Group		
17-24 Years Old	126	43%
25-34 Years Old	165	57%
Gender		
Male	116	40%
Female	175	60%
Educational Background		
Bachelor Degree	215	74%
Magister Degree	9	3%
Doctoral Degree	1	0%
Highschool	66	23%
Domicile		
Bandung	30	10%
Bekasi	12	4%
Bogor	8	3%
Depok	8	3%
Jakarta	87	30%

Demographic Categories	Frequency (n = 291)	
Semarang	14	5%
Solo	2	1%
Surabaya	5	2%
Tangerang	16	5%
Tangerang Selatan	13	4%
Yogyakarta	96	33%
Occupation		
Government Employee	1	0%
Private Employee	168	58%
Students	112	38%
Entrepreneur	10	3%

### 4.2 Descriptive Analysis

A descriptive study was conducted to find out how consumers viewed the five key aspects of the Oronamin C brand. From the highest to lowest scores among the elements in this survey, brand awareness, brand personality, customer satisfaction, brand experience, and brand loyalty stood out.

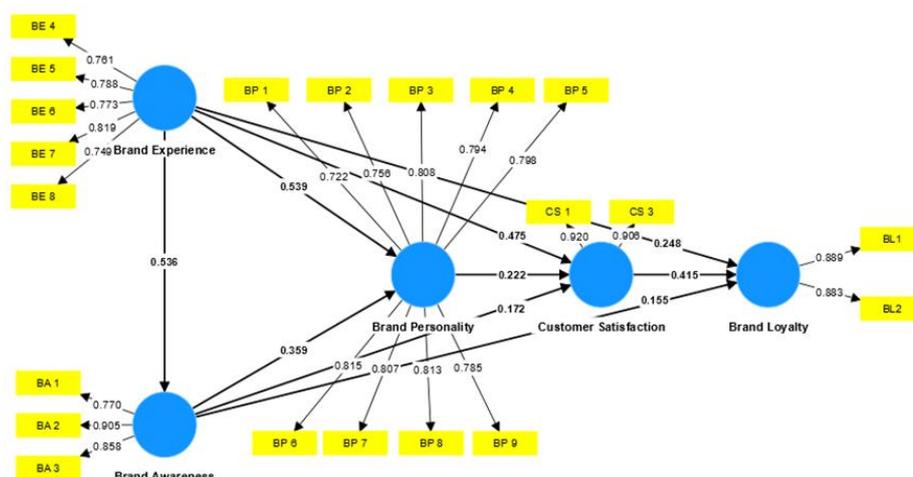


Figure 2 Partial least square model

### Outer Model

The correlation between the construct and its indicators is assessed using the outer model, as demonstrated in table 2:

Table 2. convergent validity

Variable	Indicators	Outer Loading	Conclusion	Cronbach Alpha	Composite Reliability
Brand Experience	BE 1	0,668	Invalid	<b>0,838</b>	<b>0,845</b>
	BE 2	0,698	Invalid		
	BE 3	0,824	Valid		
	BE 4	0,767	Valid		
	BE 5	0,801	Valid		
	BE 6	0,714	Valid		
	BE 7	0,753	Valid		

Variable	Indicators	Outer Loading	Conclusion	Cronbach Alpha	Composite Reliability
Brand Awareness	BE 8	0,790	Valid	<b>0,806</b>	<b>0,844</b>
	BA 1	0,768	Valid		
	BA 2	0,904	Valid		
	BA 3	0,860	Valid		
	BP 1	0,707	Valid		
	BP 2	0,741	Valid		
	BP 3	0,811	Valid		
	BP 4	0,777	Valid		
Brand Personality	BP 5	0,790	Valid	<b>0,924</b>	<b>0,926</b>
	BP 6	0,797	Valid		
	BP 7	0,790	Valid		
	BP 8	0,809	Valid		
	BP 9	0,804	Valid		
	BP 10	0,694	<b>Invalid</b>		
	BP 11	0,778	Valid		
Customer Satisfaction	CS 1	0,901	Valid	<b>0,800</b>	<b>0,803</b>
	CS 2	0,898	Valid		
	CS 3	0,866	Valid		
Brand Loyalty	BL1	0,841	Valid	<b>0,726</b>	<b>0,726</b>
	BL2	0,855	Valid		
	BL3	0,883	Valid		

Table 2 demonstrates that numerous items have loading factors that are less than 0.7, necessitating their elimination before the convergent loading factor procedure may be tried again. All of the items can be deemed acceptable if the acquisition value is greater than 0.7.

Table 4.1 shows that all variables used in this study have Cronbach's alpha values and composite reliability > 0.700, thus, The study's variables are all reliable and valid.

**Table 3. AVE**

Variables	Average variance extracted (AVE)
<b>Brand Awareness</b>	0,717
<b>Brand Experience</b>	0,605
<b>Brand Loyalty</b>	0,785
<b>Brand Personality</b>	0,623
<b>Customer Satisfaction</b>	0,833

Table 3 demonstrates that each research variable's AVE has a value greater than 0.50. As a result, it can be said that all the variables have satisfied the requirements for convergent validity.

**Table 4. Discriminant Validity**

Item Penelitian	Brand Experience	Brand Awareness	Brand Personality	Customer Satisfaction	Brand Loyalty
BE 3	<b>0,824</b>	0,375	0,587	0,642	0,596
BE 4	<b>0,767</b>	0,443	0,634	0,610	0,533
BE 5	<b>0,801</b>	0,584	0,609	0,693	0,656
BE 6	<b>0,714</b>	0,346	0,508	0,511	0,424
BE 7	<b>0,753</b>	0,310	0,576	0,562	0,495
BE 8	<b>0,677</b>	0,344	0,574	0,490	0,392
BA 1	0,307	<b>0,768</b>	0,375	0,364	0,333
BA 2	0,442	<b>0,904</b>	0,544	0,523	0,500
BA 3	0,553	<b>0,860</b>	0,644	0,606	0,529
BP 1	0,534	0,403	<b>0,707</b>	0,450	0,359
BP 2	0,544	0,655	<b>0,741</b>	0,591	0,496
BP 3	0,649	0,499	<b>0,811</b>	0,625	0,589
BP 4	0,524	0,463	<b>0,777</b>	0,486	0,403
BP 5	0,602	0,469	<b>0,790</b>	0,582	0,529
BP 6	0,580	0,580	<b>0,797</b>	0,594	0,566
BP 7	0,561	0,595	<b>0,790</b>	0,605	0,524
BP 8	0,637	0,503	<b>0,809</b>	0,658	0,592
BP 9	0,590	0,407	<b>0,804</b>	0,573	0,562
BP 11	0,671	0,448	<b>0,778</b>	0,675	0,609
CS 1	0,752	0,505	0,664	<b>0,901</b>	0,693
CS 2	0,699	0,576	0,721	<b>0,898</b>	0,702
CS 3	0,677	0,538	0,630	<b>0,866</b>	0,652
BL1	0,590	0,491	0,607	0,643	<b>0,841</b>
BL2	0,582	0,439	0,524	0,630	<b>0,855</b>
BL3	0,620	0,494	0,610	0,707	<b>0,883</b>

Table 3 demonstrates that it is obvious that each construct has a higher correlation value than any of the other constructs and that the correlation between each construct and every other construct in the research model is greater for each construct. Therefore, this might be said that the research's construct has discriminant validity.

**Table 1. Fornel-Larcker Criterion**

Item Pernyataan	Brand Awareness	Brand Experience	Brand Loyalty	Brand Personality	Customer Satisfaction
Brand Awareness	0,846				
Brand Experience	0,535	0,752			
Brand Loyalty	0,525	0,639	0,886		
Brand Personality	0,641	0,750	0,622	0,777	
Customer Satisfaction	0,571	0,738	0,684	0,691	0,913

Table 4 demonstrates that all measured construction in this study has a higher average variance extracted (AVE) root value compared to the other constructs. To put it another way, all indicators have high discriminant validity

*Inner Model*

**Table 2 R-Square**

<b>Variables</b>	<b>R-square</b>
Brand Awareness	0,288
Brand Loyalty	0,522
Brand Personality	0,627
Customer Satisfaction	0,463

According to Table 5, the brand loyalty variable's r-square value was 0,522, which is considered to be medium. According to the findings, brand experience, brand awareness, brand personality, and customer happiness account for 52.2% of the exogenous factors' impact. Brand awareness scored at 0.288, which is considered a weak category. Then, it is obtained by 0,627 for brand personality, which can be described as the medium category, and it is obtained by 0,463 for customer satisfaction, which can be described as a weak correlation.

**Table 3. q-square predict**

<b>Variabel</b>	<b>Q<sup>2</sup> predict</b>
Brand Awareness	0.280
Brand Personality	0.531
Customer Satisfaction	0.527
Brand Loyalty	0.395

According to table 6, it is concluded that all of the variables employed in this study have predictive importance because the Q-square values of all the variables are all greater than 0.

**Table 4. Model Fit**

<b>Parameter</b>	<b>Estimated Model</b>
Chi-square	957,027
NFI	0,766

As shown in table 7, the NFI value produced by this study is 0.766, which can be characterized as substantial because it is higher than the threshold value of 0.36. This outcome demonstrates the robustness of the measurement and structural models.

**Table 5.** *Hypothesis tests on direct effects*

Hipotesis	Path Hipoteses	Path Coefficient	T Statistik ( O/STDEV )	P values	Results
H1	Brand Experience -> Brand Awareness	0,536	13,591	0,000	<b>Supported</b>
H2	Brand Awareness -> Brand Personality	0,359	8,394	0,000	<b>Supported</b>
H3	Brand Experience -> Brand Personality	0,539	13,473	0,000	<b>Supported</b>
H4	Brand Awareness -> Customer Satisfaction	0,172	3,427	0,001	<b>Supported</b>
H5	Brand Personality -> Customer Satisfaction	0,222	3,004	0,003	<b>Supported</b>
H6	Brand Experience -> Customer Satisfaction	0,475	7,579	0,000	<b>Supported</b>
H7	Brand Awareness -> Brand Loyalty	0,155	2,780	0,005	<b>Supported</b>
H8	Brand Experience -> Brand Loyalty	0,248	3,930	0,000	<b>Supported</b>
H9	Customer Satisfaction -> Brand Loyalty	0,415	6,201	0,000	<b>Supported</b>

By comparing t-statistics with t-table (1,645) and using a significance threshold of 0.05, table 8 illustrates the outcomes of the hypothesis testing. As a result, every direct effect hypothesis that has been examined is supported.

**Table 6.** *hypothesis test on indirect effects*

Hipotesis	Path Hipotesis	Path Coefficient	T Statistik ( O/STDEV )	P values	Results
H10	Brand Experience -> Customer Satisfaction -> Brand Loyalty	0,197	5,111	0,000	<b>Supported</b>
H11	Brand Experience -> Brand Awareness -> Brand Personality -> Customer Satisfaction -> Brand Loyalty	0,018	2,387	0,017	<b>Supported</b>
H12	Brand Experience -> Brand Personality -> Customer Satisfaction -> Brand Loyalty	0,05	2,406	0,016	<b>Supported</b>
H13	Brand Awareness -> Customer Satisfaction -> Brand Loyalty	0,071	3,096	0,002	<b>Supported</b>
H14	Brand Personality -> Customer Satisfaction -> Brand Loyalty	0,092	2,488	0,013	<b>Supported</b>

Hipotesis	Path Hipotesis	Path Coefficient	T Statistik ( O/STDEV )	P values	Results
H15	Brand Experience -> Brand Awareness -> Brand Loyalty	0,083	2,680	0,007	<b>Supported</b>
H16	Brand Experience -> Brand Awareness -> Customer Satisfaction -> Brand Loyalty	0,038	2,990	0,003	<b>Supported</b>
H17	Brand Awareness -> Brand Personality -> Customer Satisfaction -> Brand Loyalty	0,033	2,448	0,014	<b>Supported</b>

The obtained results of indirect effect hypothesis testing in table 9 shows that all the indirect path coefficient are all supported.

## Discussion

The H1 path's coefficient value is 0.536 and is positive. In addition, a statistical T value of 13.591 and a P value of 0.00 were obtained. At the 5% confidence level (One-Tailed), it may be said that H1 is supported because the coefficient value is positive and the statistical T value is bigger when compared to the T table (1.645). The results demonstrate that Brand Experience positively affects Brand Awareness.

The H2 path's coefficient value is 0.359 and is positive. In addition, a statistical T value of 8.394 and a P value of 0.00 were obtained. At the 5% confidence level (One-Tailed), it may be said that H2 is supported because the coefficient value is positive and the statistical T value is higher when compared to the T table (1.645). The findings show that Brand Awareness significantly and favorably affects Brand Personality.

The H3 path's coefficient value is 0.539 and is positive. Additionally, a P value of 0.00 and a T-statistical value of 13.473. At the 5% confidence level (One-Tailed), it may be said that H3 is supported because the coefficient value is positive and the statistical T value is higher than the T table (1.645).

The coefficient value of the H4 path is 0.172 and is positive according to the results of hypothesis testing. Additionally, a P value of 0.001 and T statistic of 3.427 were found. At the 5% confidence level (One Tailed), it may be said that H4 is supported because the coefficient value is positive and the statistical T value is higher than the T table (1.645). According to the data, brand awareness positively affects customer satisfaction.

According to the findings of hypothesis testing, the H5 path's coefficient value is 0.222. T Statistic value of 3.004 and a P value of 0.00 are also present. At the 5% confidence level (One Tailed), it may be said that H5 is supported because the coefficient value is positive and the statistical T value exceeds the T table (1.645). The findings suggest that Brand Personality positively impacts Customer Satisfaction.

According to the findings of hypothesis testing, the H6 path's coefficient value is 0.475. In addition, a statistical T value of 7.579 and a P value of 0.00 were obtained. At the 5% confidence level (One-Tailed), we may say that H6 is supported because the coefficient value

is positive and the statistical T value is higher than the T table (1.645). According to the findings (Jo Sko Brakus et al., 2009), brand experience has a favorable and considerable impact on consumer satisfaction.

The H7 path's coefficient value is 0.155 based on the findings of testing the H7 hypothesis. Additionally, a P value of 0.005 and a T-statistics value of 2.780. At the 5% confidence level (One-Tailed), it may be said that H7 is supported because the coefficient value is positive and the statistical T value is higher than the T table (1.645). The results demonstrate that brand awareness has a positive and significant impact on brand loyalty (Zhao et al., 2022) (Yohana & Suryawan, 2020).

The H8 path's path coefficient value is 0.248 and is positive. 3.930 T Statistic and 0.00 P value. At the 5% level of confidence (One-Tailed), it can be said that H8 is supported since the coefficient value is positive and the statistical T value is higher than the T table. It demonstrates that brand loyalty has a significant and favorable impact on brand loyalty (Mostafa & Kasamani, 2021)

Based on the findings of testing the H9 hypothesis, the H9 path has a positive coefficient value of 0.447. In addition, a statistical T value of 6.962 and a P value of 0.00 were obtained. At the 5% confidence level (One-Tailed), it may be said that H9 is accepted because the coefficient value is positive and the statistical T value is higher when compared to the T table (1.645). It demonstrates that brand loyalty has a favorable and substantial impact on brand loyalty (Chandran et al., 2020) Pratheep and others, 2021

The H10 path has a positive coefficient value of 0.197 based on the findings of testing the H10 hypothesis. In addition, a statistical T value of 5.111 and a P value of 0.00 were obtained. At the 5% confidence level (One-Tailed), it can be said that H10 is supported because the coefficient value is positive and the statistical T value is higher when compared to the T table (1.645).

According to the outcomes of the H11 hypothesis testing, the H11 path's coefficient value is 0.018 and is affirmative. Additionally, there was a P value of 0.00 and a T statistic value of 2.387. At the 5% confidence level (One-Tailed), it may be said that H11 is supported because the coefficient value is positive and the statistical T value is higher than the T table (1.645).

According to H12, brand personality and brand satisfaction have a favorable and considerable impact on brand loyalty. The H12 path's coefficient value is 0.05 and is positive. Additionally, the P value was 0.016 and the T statistics value was 2.406. At the 5% confidence level (One-Tailed), it may be said that H12 is supported because the coefficient value is positive and the statistical T value is higher than the T table (1.645).

The H13 path's coefficient value is 0.071 based on the findings of testing the H13 hypothesis. Additionally, there was a P value of 0.00 and a T statistics value of 3.096. At the 5% confidence level (One Tailed), it may be said that H13 is supported because the coefficient value is positive and the statistical T value is higher when compared to the T table (1.645). It demonstrates how brand awareness affects brand loyalty positively and significantly through consumer satisfaction.

The H14 path's coefficient value is 0.092 and is positive, according to the H14 hypothesis. Additionally, a P value of 0.00 and a T statistics value of 2,488 were provided.

Since the coefficient value is positive and the T statistic value is larger when compared to the T table, it might be stated that H13 is supported at the 5% confidence level (One-Tailed) (1.645). It shows how brand personality—as determined by consumer satisfaction—has a favorable and significant influence on brand loyalty.

The H15 path has a coefficient of 0.083. A P value of 0.00 and a T statistic value of 2,680 were also present. Because the coefficient value is positive and the T statistic value is larger when compared to the T table, it may be claimed that H13 is supported at the 5% confidence level (One Tailed) (1.645). It illustrates how brand awareness affects brand experience and brand loyalty in a favorable and meaningful way.

The H16 path's coefficient value is 0.038 based on the findings of testing the H16 hypothesis. A P value of 0.03 and the T statistics value of 2.990 are also included. At the 5% confidence level (One-Tailed), it may be said that H16 is supported because the coefficient value is positive and the t statistic value is higher than the T table (1.645). It indicates how customer satisfaction and brand awareness have a favorable and significant influence on brand loyalty.

The H17 path's coefficient value, with reference to the H17 hypothesis, is 0.033. Additionally, there was a P value of 0.00 and a T statistic value of 2,448. At the 5% confidence level (One-Tailed), it can be said that H13 is supported because the coefficient value is positive and the T statistic value is higher when compared to the T table (1.645). It demonstrates how brand personality and customer happiness have a positive and considerable impact on brand awareness, which in turn influences brand loyalty.

## **Conclusions, Suggestions, and Agenda for Future Research**

### ***6.1 Managerial Implications***

This study investigated the path that may have the greatest influence on brand loyalty and found that the direct of brand experience on brand loyalty of Oronamin C is greater (path coefficient = 0,248) than any indirect path of brand experience on brand loyalty.

Design, brand identity, packaging, communication, and the surrounding environment can all be used to stimulate a brand's experience. Based on the findings of the study, it is anticipated that PT Amerta Indah Otsuka, the company that manufactures and markets Oronamin C products, will be able to stimulate brand experiences for consumers of the Oronamin C brand through various channels like television advertisements, digital marketing, or events. To increase brand loyalty for Oronamin C, it is intended that every marketing message the company uses would center on the brand experience.

The statement item with the lowest value in the brand experience variable was "I was involved in a lot of positive thinking when I found Brand Oronamin C." Based on these discoveries. PT. Amerta Indah Otsuka is expected to concentrate on marketing communications that can mold opinions about positive things when dealing with or taking Oronamin C. This can be accomplished by creating marketing materials or campaigns with amusing themes, starting with the choice of brand ambassadors, colors, logos, mascots, jingles, and other elements that can influence consumer perceptions of products in order to generate positive thoughts when consumers interact with Oronamin C, either when they find products or when they are exposed to Oronamin C marketing materials.

### ***6.2 Implications for Further Studies***

1. The R-Square value for the Brand Awareness variable in this study is 0.288, or 28.8%, which indicates that exogenous variables, in this case, one variable from Brand Experience, can explain the Brand Awareness variable. The remaining 71.2% can still be explained by variables not included in this study. Other factors that potentially explain brand awareness can be included in a future study to increase the R-Square value..

2. The Brand Personality variable's R-Square value is 0.627, or 62.7%, which indicates that it can be explained by exogenous factors in this study, which are Brand Awareness and Brand Experience. Variables that are not looked at in this study can still explain the remaining R-square value of 37.3%. To increase the R-Square value, more variables that can describe Brand Personality can be included in future studies.

3. The customer satisfaction variable in this study has an R-Square value of 0.463, or 46.3%, indicating that exogenous variables such as brand experience, brand awareness, and brand personality can explain the customer satisfaction variable. Variables that are not looked at in this study can still explain the remaining 53.7% of the R-Square value. In order to increase the R-Square value, more variables that potentially explain brand awareness can be included in future studies.

4. The Brand Loyalty variable's R-Square value is 0.522, or 52.2%, indicating that exogenous variables such as Brand Awareness, Brand Experience, and Customer Satisfaction can adequately explain this variable. Variables that are not looked at in this study can still explain the remaining R-square value of 47.8%. In order to increase the R-Square value, more variables that potentially explain brand loyalty can be included in future studies.

### ***Acknowledgments***

The authors would like thank to the Faculty of Economics and Business, Telkom University, Bandung, Indonesia, for supporting this research.

### ***Funding***

The authors received no direct funding for this research.

### ***Disclosure statement***

No potential conflict of interest was reported by the authors

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