

THE INFLUENCE OF BRAND EXPERIENCE, BRAND IMAGE, AND BRAND TRUST ON BRAND LOYALTY OF ABC-CASH

I Putu Yoga Semadi¹, Maya Ariyanti²

¹⁻²School of Economics & Business, Telkom University,
INDONESIA.

¹yoga.semadi@gmail.com, ²ariyanti@telkomuniversity.ac.id

ABSTRACT

ABC-CASH as one of electronic money products has not been able to become a market leader in Indonesia. One of the important parameters in ABC-CASH positioning is the brand loyalty that is affected by the parameters of brand experience, brand image, and brand trust.

This research consists of 4 (four) hypotheses, namely: (1) brand experience has an effect on brand loyalty, (2) brand trust has an effect on brand loyalty, (3) brand image has an effect on brand loyalty, and (4) brand experience, brand image, and brand trust has simultaneous effect on brand loyalty.

The method used in this research was a quantitative method through customer survey. The technique of sampling applied was random stratified sampling. There were 350 users as the respondents. Meanwhile, the data were analyzed through Structural Equation Model (SEM) and SmartPLS3 software. The results of the data analysis which showed the causality relationship among the variables could be accepted based on the endogenous construct variant (R^2) of 0.74 (solid category).

Furthermore, the model was also analyzed to test the causality relationship among the variables that affected and were affected by brand experience, brand image, brand trust and brand loyalty and it met the criteria of original sample (O) > 0.7, Composite Reliability (CR) > 0.7, Average Variance Extracted (AVE) > 0.5, $R^2 = 0.74$, $Q^2 = 0.93$, and Goodness of Fit (GoF) = 0.61. Based on these results, it can be concluded that the model was acceptable.

Keywords: Brand Experience, Brand Image, Brand Trust, Brand Loyalty

INTRODUCTION

One of the Indonesian government programs to reduce the burden of printing costs and to control the circulation of money (physical money) is to launch a program of non-cash transactions since 2010 confirmed by the launching of National Non-Cash Movement in 2014. A number of electronic money products have come up and there have been 27 electronic money operators in Indonesia until January 2018. So far, the development of electronic money in Indonesia is still very slow indicated by the low public awareness in using electronic money.

Referring to other industries (non-banking) specifically the telecommunication industry, by 2014, the ratio of the number of telecommunication customers is 128% from the total population (Katadata News and Research, 2016). This fact is supported by the ratio of areas already covered by telecommunication access that has reached 99% ratio. This condition becomes a great opportunity for telecommunication operators to accelerate the penetration of digital financial services (DFS).

The low awareness of electronic money becomes one of the factors of the slow penetration of DFS today. According to research conducted by MicroSave Indonesia in 2017, there are four main risks that hinder the penetration of digital financial services in Indonesia, they are: (1) low awareness related to provider, product, and service cost; (2) lack of customer support; (3) inadequate complaints submission mechanism; and (4) lack of credibility and trust in providers and services provided. On the other hand, the current competitive conditions are increasingly tight, so that every company must be able to survive, even should be able to continue to grow. One of the most important things every company needs to do and keep in mind is to retain existing customers as well as to continue to work on new potential customers to keep customers from switching to competitors. In other words, the company must be able to maintain the loyalty of its brand/product.

In general, the brand is often used as an object of customer loyalty. American Marketing Association in Kotler and Keller (2016: 322) defines brand as a name, term, sign, symbol, or design of one seller or group of sellers and to differentiate them from those of competitors. Aaker (1992:27-32) explain that a brand is a distinguishing name and/or symbol (such as logo, trade-mark, or package design) intended to identify the goods or service of either one seller or a group of sellers, and to differentiate those goods or services from those competitors.

Loyalty is the choice that consumers make to buy a particular brand over other brands in the same product category (Giddens in Nugroho, 2011: 16). According to Arnould, Price, and Zinkan (2000: 783) in Noor (2014: 130), brand loyalty is a consumer commitment to consistently repurchase certain brands in the future, regardless of the situation and marketing efforts of other brands potentially making those consumers switching brands. Oliver (1999: 35) explain that brand loyalty has four indicators, namely: cognitive loyalty, affective loyalty, conative loyalty, and behavioral loyalty. Meanwhile, Aaker (2005: 54) points out five measurements of brand loyalty by consumers, namely: behavior measures, measuring switching cost, measuring satisfaction, measuring liking the brand, and measuring commitment. Brand loyalty is a very important concept especially in tight competition conditions with low growth. Customer loyalty begins with a customer's assessment of the quality of product or service he/she receives (perception) based on expectations that have been conceptualized in his/her mind. The assessment will lead to satisfaction and dissatisfaction. Customers will feel satisfied if the quality provided has been appropriate or even exceeds their expectations. However, if the quality of a product or service is less or below expectations, then customers will be disappointed. When management establishes customer loyalty as the highest factor in a company, the main concern is how to find the key determinants of customer loyalty (fitermining factors or main drivers of loyalty). A longitudinal study found that the main drivers of long-term customer loyalty are customer satisfaction, service quality, brand image, perceived value, trust, customer relationships, switching costs, waiting time, and reliability/dependability (Hasan, 2014: 126-127). Brand loyalty reflects customer loyalty in a particular brand (Tjahyadi, 2006: 65). If a brand is able to meet the expectations of consumers and to provide quality assurance on every occasion of its uses, and the brand is manufactured by a company that has a good image (brand image), then consumers will have confidence, and this confidence is indicative in shaping customer loyalty (Hasan, 2014: 126-127).

According to Kotler and Keller (2016: 601), brand image is a vision and belief buried in the minds of consumers as a reflection of the association retained in consumer memory. Consumer's positive image about a brand more encourages consumers to make a purchase. Kotler and Keller in Prabowo (2013: 30) state that brand image measurement is subjective

and can be measured based on aspects of the brand: strength, uniqueness, and favorable. Low and Lamb (2000: 350-370) also suggests several indicators of brand image: friendly or unfriendly, modern or outdated, useful or not, popular or unpopular, gentle or harsh, artificial or natural.

Brand image is associated with four inhibiting factors in digital financial services (MicroSave Indonesia survey), reflecting the factor of (1) low awareness regarding providers, products, and service costs.

Other factors are (2) lack of customer support, and (3) inadequate complaints submission mechanism can be categorized as experience in the use of products/services.

According to Brakus et al. (2009: 52-68), brand experience is defined as the sensations, feelings, cognitions and consumer responses evoked by the brand related to the stimuli given by brand design, brand identity, marketing communications, people and the brand environment marketed. The main consequences of the brand experience are also the source of Brand Trust Equity (TrBE), which consists of brand preference (Cobb-Walgren, Ruble, Donthu, 1995: 25-40), and brand satisfaction (Delgado-Ballester, Munuera-Alema 'n, 2005: 187-196).

Lau and Lee (1999: 344) explain trust in a brand is defined as the customer's desire to rely on a brand with risks faced because expectations towards the brand will lead to positive results. Lau and Lee (1999: 345) state three factors that affect brand trust and relate to the three relationships that exist between brands and consumers. These three factors are the brand itself (brand characteristic), the company's characteristic, and the consumer (consumer-brand characteristic). Trust can be built if a product has met the expectations and needs of consumers. Consumers who feel comfortable and believe in a product will not be easy to leave or replace the product with another brand.

Brand trust can be a parameter of measurement to reduce inhibiting factor (4) the low credibility and trust to provider and service provided.

ABC-CASH as one of digital financial services products from Telkomsel (the largest operator in Indonesia) places customer loyalty as the main parameter to become the market leader. Based on the ABC-CASH Performance Report - Full Year 2016, the number of transactions and the average monthly customer expenditures have not yet showed a positive trend indicating by the average number of transactions per user as well as the average monthly consumer spending which has not shown a consistent increase. Another survey conducted in 2017 showed ABC-CASH positioning was in the 3rd position after e-Money Mandiri and Flazz BCA (N=689 respondents) as an electronic money product most widely used. On the other hand, the position of ABC-CASH has begun to be threatened by the presence of Go-Pay launched by Go-Jek startup. ABC-CASH's internal report states that the number of active users is 20% of total users and only 1.2% of total consumers of Telkomsel.

The low number of active users of ABC-CASH becomes a matter that needs to be explored further to know the factors that affect the use of ABC-CASH by Telkomsel consumers. The identification of the effect of brand experience, brand image and brand trust on brand loyalty of ABC-CASH users is expected to identify dominant and weak variables that need improvement and will help provide insight for ABC-CASH management in applying the right strategy by maximizing dominant variables and increasing the weak variables affecting loyalty of ABC-CASH usage. With the increased number of active users of ABC-CASH, it is expected to improve ABC-CASH positioning as a market leader in electronic money services.

Moreover, numerous research questions are asked about influence of brand experience, brand image and brand trust to brand loyalty: “Is the partial effect of brand experience on brand loyalty?”, “Is the partial effect of brand trust on brand loyalty?”, “Is the partial effect of brand image to brand loyalty?”, “Is the simultaneous effect of brand experience, brand image and brand trust on brand loyalty?”. This study is aimed to examine the influence of brand experience, brand image and brand trust on brand loyalty of ABC-CASH brand in Indonesia.

MATERIALS AND METHODS

Participants

The statistical responden consisted of 350 subjects (216 men and 134 women) from active customers identified based on the usage of at least 2 transactions during 3 month period.

Instruments

The data collection tool was brand experience questionnaire which involving 7 questions, brand image which involving 7 questions, and brand trust which involving 5 questions. In order to examine brand loyalty among the customers, brand loyalty questionnaire with 5 questions was also used.

Table 1. Operationalization of Variables

Conceptual Definition	Indicator	Measurement Scale
<i>Brand experience</i> is identified as the sensations, feelings, cognitions and consumer responses evoked by brand-related stimuli that are part of a brand design, brand identity, marketing communications, people and the brand environment marketed.	The logo is directly associated with product or brand (EXP1)	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
	The product or brand induces feelings by giving the impression of pride (EXP2)	
	The product or brand induces feelings by giving a modern impression (EXP3)	
	The product or brand provides an experience that matches the slogan (EXP4)	
	The product or brand provides experience in behavioral patterns (EXP5)	
	The product or brand stimulates curiosity (EXP6)	
	The product or brand supports the movement of non-cash (cashless) (EXP7)	
<i>Brand image</i> is a representation of the overall perception of the brand and is shaped from the past information and experience of the brand. The image of the brand is related to an attitude of belief and preference for a brand.	The product or brand is well known (IMG1)	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
	The product or brand is easy to remember (IMG2)	
	The product or brand has a distinctive feature (IMG3)	
	The product or brand has a distinctive feature (IMG4)	
	The product or brand is easy to use (IMG5)	
	The product or brand is the best brand (IMG6)	

	The services provided make users happy (IMG7)	
<i>Brand trust</i> is defined as customer's desire to rely on a brand with the risks faced as expectations towards the brand will lead to positive results.	Consistently provides the best service (TRS1)	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
	The product or brand is trustworthy (TRS2)	
	The quality of the product or brand can be trusted (TRS3)	
	The handling of complaints is very responsive (TRS4)	
	The product or brand is able to meet the needs of users (TRS5)	
<i>Brand Loyalty</i> is a consumer's commitment to re-purchase a certain brand consistently in the future, regardless of the situation and marketing efforts of other brands potentially making those consumers switching brands. (Arnould et al., 2000: 783).	Increased use of product or brand (LYL1)	(Likert Scale) 1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree
	The product or brand gives satisfaction (LYL2)	
	Recommend the products or brands to other people (LYL3)	
	The product or brand becomes the top choice (LYL4)	
	Has commitment to continue using the product or brand (LYL5)	

Data Analytics

The method chosen to analyze the data should be in accordance with the research pattern and the variables to be studied. The analytical method used in this research is using PLS-SEM with two evaluation steps: 1) evaluation of measurement (outer model) to assess the validity and reliability of the model through the validity of convergent and discriminant, and 2) evaluation of structural (inner model) that aim to predict the relationship between latent variables.

RESULTS

More comprehensive picture of the description of the respondents consisted of gender and age. The subjects consisted of 216 men (61,71%) and 134 women (38,29%). In term of age, 236 respondents (67,43%) were 18-37 years old (Y generation/millennial), 110 (31,43%) were 38-57 years old (X generation), and 4 (1,14%) were more than 57 years old (baby boomers generation).

Descriptive data shows an overview of respondents' answers to statements contained in the questionnaire and the responses of respondents. In term of brand experience, EXP3 was the strongest component with score 87,83 followed by EXP2 (86,40), EXP6 (85,71), EXP1 (82,57) EXP7 (82,46) EXP4 (81,66) and EXP5 (81,26) as weakness component. In term of brand image, IMG5 was the strongest component with score 84,46 followed by IMG2 (84,00), IMG7 (83,54), IMG4 (81,43), IMG6 (81,03), IMG3 (79,89), and IMG1 (77,20) as weakness component. In term of brand trust, TRS2 was the strongest component with score 84,00 followed by TRS3 (82,29), TRS5 (82,29), TRS1 (79,26) and TRS4 as weakness component in brand trust. In term of brand loyalty, LYL3 was the strongest component with score 83,83 followed by LYL5 (82,91), LYL2 (81,37), LYL1 (81,20), and LYL4 (79,94) as weakness component.

The measurement model (Outer Model) involves the relationship of each criterion representing a latent variable with each indicator. The focus of the measurement model assessment is on the validity of the component used to represent each construct as suggested by some researchers (eg, Chin, 2010; Hair et al., 2011; Henseler et al., 2009). The evaluation of measurement model (Outer Model) consists of construct validity, convergent validity, and discriminant validity.

The construct validity refers to the extent to which measuring devices can measure theoretical aspects. Loading factor and cross loading value which are higher than 0.70 are considered significant (Hair et al., 2011).

Table 2. Loading Factor per Indicator

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O / STDEV)	P Values
EXP1 <- B_EXP	0.78	0.77	0.04	17.94	0.00
EXP2 <- B_EXP	0.86	0.85	0.03	32.39	0.00
EXP3 <- B_EXP	0.86	0.86	0.03	31.22	0.00
EXP4 <- B_EXP	0.79	0.79	0.03	25.36	0.00
EXP5 <- B_EXP	0.81	0.81	0.02	32.59	0.00
EXP6 <- B_EXP	0.87	0.87	0.02	38.13	0.00
EXP7 <- B_EXP	0.73	0.72	0.05	15.54	0.00
IMG1 <- B_IMG	0.78	0.78	0.03	24.28	0.00
IMG2 <- B_IMG	0.81	0.80	0.04	22.72	0.00
IMG3 <- B_IMG	0.81	0.81	0.03	31.41	0.00
IMG4 <- B_IMG	0.86	0.86	0.02	40.03	0.00
IMG5 <- B_IMG	0.86	0.86	0.02	35.04	0.00
IMG6 <- B_IMG	0.86	0.86	0.02	39.18	0.00
IMG7 <- B_IMG	0.86	0.86	0.02	35.37	0.00
LYL1 <- B_LYL	0.92	0.92	0.02	61.01	0.00
LYL2 <- B_LYL	0.89	0.89	0.02	45.09	0.00
LYL3 <- B_LYL	0.93	0.93	0.01	80.33	0.00
LYL4 <- B_LYL	0.90	0.90	0.02	56.01	0.00
LYL5 <- B_LYL	0.93	0.93	0.01	72.93	0.00
TRS1 <- B_TRS	0.89	0.89	0.02	53.62	0.00
TRS2 <- B_TRS	0.90	0.90	0.02	49.70	0.00
TRS3 <- B_TRS	0.93	0.93	0.01	79.37	0.00
TRS4 <- B_TRS	0.86	0.86	0.02	42.35	0.00
TRS5 <- B_TRS	0.87	0.87	0.02	39.49	0.00

The result of analysis as in Table 2 shows all the indicators that measure the specific construct > 0.70 so that each construct has reached a predetermined minimum standard.

The convergent validity of the research tool refers to the extent to which the tool produces a response that represents a measured idea. The three main aspects used in measuring the validity of convergence are loading factor, composite reliability (CR) and average extracted (AVE) (Hair et al., 2011).

Table 3. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)
B_EXP	0.91	0.92	0.93	0.66
B_IMG	0.93	0.93	0.94	0.70
B_LYL	0.95	0.95	0.96	0.84
B_TRS	0.93	0.94	0.95	0.79

Based on the result, it can be concluded as follows: (1) brand experience construct with components EXP1-EXP7 has loading factor > 0.70, CR> 0.70 and AVE> 0.50, (2) brand image construct with components IMG1-IMG7 has loading factor > 0.70, CR> 0.70 and AVE> 0.50, (3) brand trust construct with components TRS1-TRS5 has loading factor > 0.70, CR> 0.70 and AVE> 0.50, (4) brand loyalty construct with components LYL1-LYL5 has loading factor> 0.7, CR> 0.7 and AVE> 0.5.

The next model outer evaluation is discriminant validity using cross loadings and correlation between variables and AVE root. The result of cross loadings shows that the correlation value (loading) of each component in its construct is higher than the correlation of the component with the other construct (Table 4). Thus it can be said that the general model has met the cross loadings requirement.

Table 4. Cross Loadings of Research Variables

	B_EXP	B_IMG	B_LYL	B_TRS
EXP1	0.78	0.70	0.66	0.68
EXP2	0.86	0.76	0.73	0.72
EXP3	0.86	0.74	0.72	0.70
EXP4	0.79	0.67	0.66	0.66
EXP5	0.81	0.69	0.68	0.65
EXP6	0.87	0.75	0.72	0.72
EXP7	0.73	0.60	0.59	0.59
IMG1	0.63	0.78	0.61	0.64
IMG2	0.74	0.81	0.71	0.69
IMG3	0.69	0.81	0.62	0.62
IMG4	0.72	0.86	0.68	0.71
IMG5	0.78	0.86	0.69	0.72
IMG6	0.72	0.86	0.68	0.72
IMG7	0.77	0.86	0.73	0.77
LYL1	0.76	0.75	0.92	0.72
LYL2	0.77	0.75	0.89	0.75
LYL3	0.79	0.75	0.93	0.73
LYL4	0.72	0.71	0.90	0.69
LYL5	0.79	0.75	0.93	0.73
TRS1	0.71	0.76	0.70	0.89
TRS2	0.76	0.74	0.73	0.90
TRS3	0.79	0.78	0.74	0.93
TRS4	0.69	0.73	0.67	0.86
TRS5	0.74	0.71	0.69	0.87

The structural model analysis (Inner Model) aims to test the developed hypotheses in order to examine the effect of exogenous variables on endogenous variables, consists of evaluation of R² value, effect size analysis (f²), predictive assessment (Q²), and goodness of fit assessment (GoF).

The main criteria for structural model evaluation are the endogenous construct variant (R²) and the significant level of the coefficients (path coefficients) namely T value, which is the magnitude of relationship or the effect of construct and is generated through bootstrapping procedure (Chin, 2010; Hair et al., 2011).

Table 5. R-Squares of Structural Model

	R Square	R Square Adjusted	Conclusion
B_LYL	0.74	0.74	Solid

Based on the analysis result, it is obtained that R² value= 0.74 for variable B_LOYALTY. According to Chin (1998) and Henseler et al. (2009), if R² value = 0.74, it is included in the solid category (R²> 0.67).

The effect size analysis (f²) is used to measure changes in R² in an attempt to understand whether each independent construct and a dependent construct has a practical effect (Cohen 1988).

Table 6. Effect Size Analysis

	B_EXP	B_IMG	B_LYL	B_TRS
B_EXP			0.17**	
B_IMG			0.05*	
B_LYL				
B_TRS			0.05*	

Description: * 0.02 = small, ** 0.15 = medium, *** 0.35 = large

Predictive assessment (Q²) test is developed to measure endogenous predictive behavior (Batu, 1974), and Q² represents the extent to which the observed values are reconstructed by estimation models and parameters (Vinzi, 2010).

Table 7. Predictive Relevance (Q Square)

	R Square	1 - R Square	Q ²
B_LYL	0.74	0.26	0.93

The calculation result shows that the predictive relevance value is 0.93 or the relevant predictive value of the model is 93%. Predictive relevance score 93% is categorized high / large (Hair, et al, 2011).

Assessment of Goodness of Fit (GoF) is one way to verify SEM-PLS (Tenenhaus et al., 2004). The GoF index values as suggested by Wetzels et al. (2009) are 0.1 (small), 0.25 (medium) and 0.36 (large).

Table 8. Goodness of Fit

	Average Variance Extracted (AVE)	R Square	AVE x R Square	Conclusion
B_LYL	0.84	0.74	0.62	
	GoF		0.62	Large

After ensuring that the model was used both outer and inner model, then hypotheses testing analysis was carried out by performing the path coefficient test as in the previous section. Evaluation of structural model can be seen from t-statistic value, if t-statistic value is greater than 1,96 (alpha 5%) or 2.56 (alpha 1%), it shows significant effect.

Tabel 9. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O / STDEV)	P Values	Conclusion
B_EXP -> B_LYL	0.45	0.45	0.07	6.85	0.00	Significant
B_IMG -> B_LYL	0.24	0.24	0.07	3.44	0.00	Significant
B_TRS -> B_LYL	0.22	0.22	0.07	3.29	0.00	Significant
B_EXP -> B_LYL	0.45	0.45	0.07	6.85	0.00	Significant

DISCUSSION AND CONCLUSION

Descriptive findings indicate that male users are more than female users. Other findings indicate that respondents are dominated by users with 18-37 year olds who are Y generation (millennial) that can be considered by ABC-CASH management in attracting and providing marketing programs.

The results of testing through SEM analysis tool showed that the indicator “modern impression” is the significant component of brand experience. It means that “modern impression” is the key in determining brand experience. The more the product or brand can give the modern impression, it will create a better brand experience and will increase brand loyalty to a higher level. While the indicator “easy to use” is the significant component of brand image. It means that “easy to use” is the key values in determining brand image. Getting easier the brand or product is used, it will create a better brand image and will increase brand loyalty to a higher level. The component “trustworthy” is the significant component of brand trust. It means that belief in product or brand is the key of value in determining brand trust. The higher user's trust, will create a better brand trust and increase brand loyalty to a higher level. The component “recommending product or brand to others” is the significant component of brand loyalty. It means that “recommendation of product or brand” is key in determining brand loyalty. The more often a product or brand is recommended to others, it will create a better brand loyalty.

Among all the variables, the brand experience had the highest average score with 83.98 followed by brand loyalty (81.85), brand image (81.65) and brand trust (81.12). It means that experience on using the products is fundamental to support the image and trust on products and finally will maintain customer loyalty.

Although all components (brand experience, brand image, brand trust and brand loyalty) were at favorable levels among customers, there was still a chance for improvement and development in all components in term of achieving very favorable levels. This issue means that although ABC-CASH have a favorable levels among customers, those components can improve the brand experience, brand image and brand trust as well as customers’ brand loyalty to a higher level via using new programs and strategies and continuously increasing the quality of products and services, which could promote their competitive advantage in the

market in a long run and guarantee their sustainability in the market which is full of competition for electronic money products.

Brand experience is the result of sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. Brand image is the result of the vision and belief buried in the minds of consumers, as a reflection of the association retained in consumer memory. Brand trust is the result of brand performance and brand ability in meeting the customers' expectations and establishing sense of satisfaction for the customers of electronic money.

Due to the important of brand experience, brand image and brand trust in increasing customer loyalty to brand, the less the brands (brand experience, brand image and brand trust), the less satisfaction with using the products and services; in contrast, the higher the brands, the more the satisfaction and loyalty to the brand would be. Establishing and maintaining customers' brands (brand experience, brand image and brand trust) in brand are among the most important marketing programs of companies, especially when markets are very competitive and product distinction is decreased.

In order to make customers loyal to a brand and turn to the promoter and representative of a product or service, it is required to obtain their interest via their experience, image and trust in the brand. One of the most important cases in increasing the experience level of customers in brand is the fulfilling the promises on how the products can change their behavior (in term of improve their quality or flexibility of activities/transactions) and slogans about the products. The actions that cause the violation of the company's promises make customers have weaker assessment. The weakness of the company in fulfilling the slogans and customer expectations finally leads to less interest of customers using the products and switching to the competitors' products. In term of image, one of the most important cases in increasing the image level of customers in brand is awareness of products and how the products known by customers. Customer's lack of products and features may make the products less unknown to the customers. The weakness of the company in socialize the products leads to low intention of customers using the products. One of the most important cases in increasing the trust level of customers in brand is the consistency to provide the best services. The weakness of the company in delivering services based on customers expectation will leads to less interest of customers using the products.

The result of the correlation tests in this research showed that, generally, brand experience has a significantly positive relationship with brand loyalty and higher brand experience among the customers resulted in higher brand loyalty. Other researchers such as, Brakus et al. (2009:52), Kusuma (2014:1), and Pranadata (2017:217) have reported similar results on the positive relationship of brand experience and brand loyalty in their research.

In the same result, brand image also has a significantly positive relationship with brand loyalty and higher brand image among the customers resulted in higher brand loyalty. Other researchers such as, Noor (2014:127), and Hasanah (2009:76) have reported similar results on the positive relationship of brand image and brand loyalty in their research.

Brand trust has a significantly positive relationship with brand loyalty and higher brand trust among the customers resulted in higher brand loyalty. Other researchers such as, Kusuma (2014:1), and Noor (2014:127) have reported similar results on the positive relationship of brand trust and brand loyalty in their research,

The results of the regression test for predicting the brand loyalty variable based on the components of brand experience, brand image and brand trust variables showed the significant predictors for brand loyalty. The components of "stimulates curiosity",

“impression of pride”, “modern impression” from brand experience variable were significant predictors for brand loyalty. “distinctive features”, “easy to use”, “make users happy”, “the best brand” from brand image were significant predictors for brand loyalty. The components of “quality of the product or brand can be trusted”, “trustworthy” were significant predictors for brand loyalty. The results demonstrated that the mentioned factors had an impact on the loyalty of ABC-CASH customers. Paying attention to the components such as always maintain consistency of services, realize the customer expectations on the “easy way” will keep maintain experience of customers. Maintain the awareness of the brand through the right marketing strategy will keep in the brand become famous and can improve image of the brand. Ensure satisfaction of customer through quality of services can maintain customers trust to the brand. On the other side, establishing the digital ecosystem in society will be able to accelerate the penetration of using electronic money and will change the behavior of customers rapidly.

There are some limitations associated with the current research. First, there is no comparison analysis between existing electronic money, data were collected only from ABC-CASH customers. Therefore, the sample may have relatively homogenous characteristics and interests. The next phase of the study can perform the comparison for existing electronics money in perspective of brands.

REFERENCES

- [1] Ambler, A. (2002). Relating brand and customer perspectives on marketing management. *Journal of Service Research*, 13-25.
- [2] Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423.
- [3] Armstrong, G., & Kotler, P. (2015). *Marketing an introduction twelfth edition global edition*. London: Pearson.
- [4] Augusty, F. (2006). Management research methods: Research guidelines for thesis and dissertation management science. Semarang: Diponegoro University.
- [5] Becker, B. (2012). Hierarchical latent variable models in PLS-SEM: Guidelines for using reflective-formative type models. *Long Range Planning (LRP)*, 359-394.
- [6] Brakus, B. (2009). Brand experience: What is it? how is it measured? does it affect loyalty? *Journal of Marketing*, 73, 52-68.
- [7] Cantone, L. (2011). *The role of experience in the branding strategies. The role of experience in the branding strategies*. USA: Author.
- [8] Central Bank of Indonesia. (2013). *Central Bank of Indonesia launches non-cash national movement—Central Bank of Indonesia*. Retrieved from http://www.bi.go.id/id/ruang-media/siaran-pers/Pages/sp_165814.aspx.
- [9] Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- [10] Deheshti, D. (2016). The relationship between brand image and brand trust in sporting goods consumers. *Annals of Applied Sport Science*, 4 (3), 27-34.

- [11] Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18 (1), 39-50.
- [12] Garson, G. D. (2016). *Partial least squares: Regression & structural equation models*. United States of America: Statistical Associates Publishing.
- [13] Hair, H. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 414-433.
- [14] Hair, H. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. United States of America: SAGE Publications, Inc.
- [15] Hasan, S. A. (2014). *Marketing selected cases*. Yogyakarta: Center for Academic Publishing Service.
- [16] Hasanah, E. Y. (2009). *Study on brand loyalty in increasing brand equity of GSM prepaid card*. Indonesia: Diponegoro University.
- [17] Hox, J. (1999). An introduction to structural equation modeling. *Family Science Review*, 11, 354-373.
- [18] Indrawati, P. (2015). *Management and business research methods*. Bandung: PT Refika Aditama.
- [19] Kotler, P., & Keller, K. L. (2016). *Marketing management*. England: Pearson Education Limited.
- [20] Low, G. S., & Lamb, C. W. (2000). The measurement and dimensionality of brand associations. *Journal of Product & Brand Management*, 350-368.
- [21] Noor, M. F. (2014). *The influence of brand image and brand trust on brand loyalty King Thai Tea Bandung*. Bandung: Economics School, Parahyangan Catholic University.
- [22] Nyohardi, P. (2016). The influence of brand experience on brand loyalty through brand satisfaction and brand attitude. *Journal of Bisnis and Manajemen*, 52 (11), 159-184.
- [23] Pranadata, P. (2017). Analysis of brand experience influence on brand perceived value, brand satisfaction, and brand loyalty (Case Study On One Stop Carcare Service Industry in Malang). *Journal of Bisnis and Manajemen*, 4 (2), 217-227.
- [24] Spencer, S. (2015). *Digital financial services in Indonesia*. Jakarta: United States Agency for International Development (USAID).
- [25] Vinzi, V. (2010). *Handbook of partial least squares: Concepts, methods, and applications*. Berlin: Springer.