

The Effect of Brand Experience, Brand Satisfaction, Brand Trust, and Brand Loyalty Users of Janji Jiwa Coffee Application (Jiwa+)

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Abstract

This study is to analyze brand loyalty among users of the Janji Jiwa Coffee (Jiwa+) application in Jakarta. This study aims to determine the effect of Brand Experience, Brand Satisfaction, Brand Trust and Brand Loyalty. During the covid 19 pandemic, Janji Jiwa Coffee presents the Jiwa+ application to make it easier for consumers to place orders by utilizing GPS technology to refer the nearest outlet to their consumers. Descriptive and inferential approaches are used in this study. Researchers used quantitative data in the form of primary data. The sample in this study amounted to 106 people who are Janji Jiwa Coffee consumers who use the application (Jiwa+). Collecting data using e-questionnaire (google form). Data analysis technique is processed using Partial Least Square (PLS). The results for brand experience and brand satisfaction has an effect on brand loyalty, while for brand trust has no effect on brand loyalty. Then brand experience, brand satisfaction affects brand trust and brand experience affects brand satisfaction.

Keywords: *Brand Experience, Brand Satisfaction, Brand Trust and Brand Loyalty*

1. Introduction

In recent years, the trend of coffee consumption in Indonesia is growing rapidly (kompas.com, 2019). The activity of drinking coffee has now developed into a people's lifestyle. The rapid market share of the coffee business was started by the habit of people enjoying coffee by relaxing with friends, family and closest people (Rafiah, 2020). Currently, contemporary coffee shops are mushrooming and can be easily found in various cities in Indonesia (kompas.com, 2019).

The number of coffee shops in Indonesia has increased significantly in the last three years. The number of coffee shops in Indonesia as of August 2019 reached more than 2,950 outlets, an increase of almost three times compared to 2016, which was only 1,000 outlets. The coffee shop business in Indonesia is expected to continue to increase in line with the increase in domestic consumption of Indonesian coffee. The market value is also quite tempting, reaching Rp 4.8 trillion per year. (Indonesian toffin research, 2019)

There are many coffee brand drink producers with a wide selection of flavors and types offered, one of which is the Janji Jiwa brand which was established in 2018. The coffee reaches all consumers by providing relatively affordable prices so that all people can enjoy it.

The choice of outlets at Janji Jiwa Coffee is due to being one of the many coffee shops that can be found especially in big cities like Jakarta for example, Janji Jiwa Coffee which is increasingly developing (liputan6.com, 2019). Janji Jiwa is a newcomer to the market, by opening first outlet in 2018. It now has 700 outlets in 50 different cities (kumparan.com, 2020).

In 2020, it was also the first time that Janji Jiwa was included in the list of the Coffee Shop's Top Brand Index. Even though it was a newcomer, it was proven that it was able to compete and had become the public's trust in making choices, which was enjoyed by many people. This is proven by the inclusion of Jiwa Jiwa Coffee in the list of Top Brand Index below.

Tabel 1. Coffee Shop Top Brand Index

Brand	Index 2020	Brand	Index 2021
Kenangan	39,9%	Janji Jiwa	39,5%
Janji Jiwa	29,8%	Kenangan	36,7%
Kulo	13,6%	Kulo	12,4%
Fore	5,1%	Fore	6,3%

Source: data (topbrand-award.com,2022)

The data shows an increase in the position of the Janji Jiwa brand even during the covid 19 pandemic. The strengthening of the brand position of the Janji Jiwa Coffee can also be seen from the increase in the percentage of TBI. The coffee business has increased by 10% from 2020 to 2021, so this indicates that Janji Jiwa Coffee consumers are becoming more loyal to the Janji Jiwa brand.

In addition, in 2022 Marketing Magazine in collaboration with Frontier Group awarded two brands under the auspices of Jiwa Group, namely “Jiwa Jiwa” and “Jiwa Toast” in the Top Brand Award 2022. These awards are given to superior brands with outstanding performance in the Indonesian market. Janji Jiwa managed to get the title as the most chosen brand by consumers for the 'Coffee Shop' category. (topbrand-award.com, 2022)

Even though it has increased its position, Kopi Janji Jiwa has experienced a significant decrease in turnover during the covid 19 pandemic. Where the large-scale social restrictions from the government have changed people's behavior in buying food or drinks. So that makes Janji Jiwa Coffee change its marketing strategy through online sales with take away or online delivery.

Promise Jiwa does online marketing by presenting the 'Jiwa+' application to make it easier for customers to place orders at their coffee shop. Through this application, customers will get a reference to the location of the nearest outlet. (entrepreneur.bisnis.com, 2020)

However, there are still complaints and ratings given by users of the Jiwa+ application where these complaints are found in downloading the official application through the Appstore and Playstore. The Jiwa+ Playstore application only received a rating of 2.5 out of 5.0. While the Appstore application received a rating of 4.0. of 5.0.

Tabel 2. Rating and Review of Janji Jiwa Coffee Application on *Appstore* & *Playstore*

	Stars	Date/Time	Complained
<i>Appstore</i>	*	27 Dec 2020	The order is silenced until it is automatically canceled
	**	23 Sept 2020	Rejection of orders at the nearest pick up
	**	7 Sept 2020	10 times the order always cancels automatically at the same outlet
	**	27 Oct 2020	Orders by apps are still rejected and processed when the customer arrives at the place
	*	17 March 2020	Payment by ovo, but cannot be used and cancel the order
<i>Playstore</i>	***	16 August 2021	Order through the application but the order doesn't arrive home
	**	3 August 2021	Orders through the application take longer than ordering on the spot and often refuse orders
	*	24 August 2021	Orders are always canceled more than 4 times and automatically rejected
	**	23 Oct 2020	Orders are often rejected even though the order is at a different outlet
	*	28 Oct 2020	In the apps almost all menus are sold out but in the apss go food and grab food is still available

Source: data processed 2021

There are various complaints and ratings given by Janji Jiwa customers when placing orders through the Jiwa+ application by giving 3 stars to 1 star on the Appstore and on the Playstore. This further strengthens the indications of the problem of brand loyalty in Janji Jiwa brand. With the problem of brand loyalty, it is possible for consumers to switch to other brands and will influence consumers to make repeated purchases of the same brand.

Brand loyalty is a very important factor for a company because if someone is loyal to a brand, then consumers will tend to make purchases of that brand (Murtiningsih et al., 2016). Previous research also supports that brand trust has an influence on brand loyalty, namely research (Suntoro & Silintowe, 2020), (Permatasari & Setyawan, 2020), (Lacap & Tungcab, 2020), (Bernarto, Berlianto, Meilani, Masman, & Suryawan, 2019) said that brand trust has an influence on brand loyalty.

Where brand satisfaction has an important role for the occurrence of brand loyalty. The satisfaction felt by consumers in getting products as expected allows for brand loyalty (Suntoro & Silintowe, 2020). Several studies that support that brand satisfaction affects brand loyalty are research (Permatasari & Setyawan, 2020), (Bernarto et al., 2019), (Majid, Sunaryo, & Husein, 2018) that brand satisfaction affects brand loyalty.

Then in addition to brand satisfaction, brand experience can also affect brand loyalty. The better the Brand Experience is formed on a brand, the better the brand loyalty in the eyes of consumers, and vice versa (Semuel & Putra, 2018). It can be said that brand experience can be one of the determining factors for the occurrence of brand loyalty. Supported by previous research conducted by (Lacap & Tungcab, 2020), (Saragih et al., 2019), (Miharni Tjokrosaputro, 2020), (Gunawan & Siemon, 2020) that brand experience has an influence on brand loyalty.

Based on the description above, there are indications of brand loyalty problems due to a decrease in turnover even though the Top Brand Index has increased as well as the existence of rating data that has not been maximized and complaints in the review column on Jiwa+ application.

Then it is supported by several previous studies related to the influence of Brand Experience, Brand Satisfaction and Brand Trust variables on Brand Loyalty and the existence of gaps from previous research. This is what makes researchers interested in examining the problems in this study, so the author gives the title the influence of brand experience, brand satisfaction, brand trust and brand loyalty for users of the Janji Jiwa Coffee (Jiwa+) application.

2. Literature Review

According to (Kotler, Philip & Armstrong, 2016) Marketing management as the art and science of selecting markets, targeting and building profitable relationships with customers. A brand represents everything about a product or service to consumers (Kotler, Philip & Armstrong, 2016). Brand loyalty is a very important factor for a company because if someone is loyal to a brand, then consumers will tend to make purchases of every product introduced or produced by the brand (Murtiningsih, Moeljadi, Noermijati, & Rofiaty, 2016).

Brand trust is the willingness of consumers to trust a brand with all the risks because there is an expectation in their minds that the brand will give positive results to consumers so that it will lead to loyalty to a brand (Deka, Nurhajati, & Rachma, 2020). Brand satisfaction according to (Kotler, Philip & Armstrong, 2016) satisfaction is a person's feeling of pleasure or disappointment from the results of comparing the performance of a product with his expectations. Brand experience is conceptualized as sensations, feelings, cognitions and consumer responses evoked by stimuli from a brand, which are part of brand design, brand identity, packaging, communication, people and the environment. Where the brand is marketed (J.J. Brakus, Schmitt, & Zarantonello, 2009).

2.1 Research Framework

Based on the description above, this research model can be described using three independent variables such as brand experience, brand satisfaction and two dependent variable such as brand trust and brand loyalty.

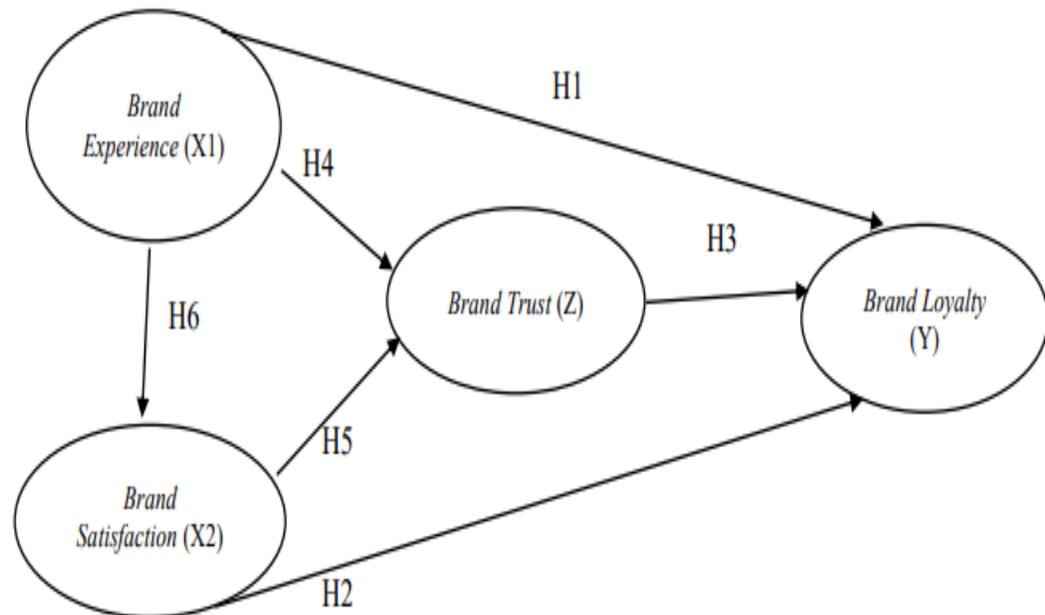


Figure 1. Conceptual framework

Source: data processed 2022

3. Methodology

This study uses quantitative data with primary data. The source of the data obtained for this research is through the distribution of questionnaires. The data that has been collected, using descriptive and inferential data analysis techniques. And using the Partial Least Square (PLS) method. This study contains 19 indicators, the sample size is obtained (5x19). So the author takes a minimum sample of 95 samples/respondents. The data used is primary data in the form of a questionnaire via google form via whatsapp. Data from this study were also obtained from previous research, literature and questionnaires obtained from consumers who use the Janji Jiwa Coffee application (Jiwa+).

4. Result and Discussion

4.1 Result

The following are the characteristics of the respondents who were distributed through questionnaires to 106 respondents using the Janji Jiwa Coffee application in Jakarta.

Table 3. Respondent Description

Demographics	Category	Percentage
Gender	Male	28,3%
	Female	71,7%
Age	16-20	21,7%
	21-25	60,4%
	26-30	14,2%
	31-35	2,8%
	36-40	0,9%
	Domicile	North Jakarta
	West Jakarta	2,8%
	East Jakarta	15,1%
	Center Pusat	8,5%
	South Jakarta	72,6%
Profession	Student	40,6%
	Public/Private Employees	49,1%
	Entrepreneur	10,4%
Wage	1.000.000 - 2.500.000	37,7%
	3.000.000 - 4.500.000	31,3%
	5.000.000 - 6.000.000	23%
	>6.500.000	9%

Source: data processed 2022

Table 4. Descriptive Data Analysis

<i>Variable</i>	<i>Average Total Index</i>
Brand Experience	0,511
Brand Satisfaction	0,564
Brand Trust	0,660
Brand Loyalty	0,582

Source: data processed 2022

The output results of the SmartPLS data processing which show the Average results. Variance Extracted (AVE). The AVE value from the table above shows all constructs. In the research model above 0,50. The output results show that the AVE value at each variable > 0,50. So that each variable in this study is considered valid.

Validity test

Validity testing aims to measure the suitability of the instrument with indicators contained in each variable, where there is an element of accuracy in instrument. This test includes convergent validity and discriminant validity.

Table 5. Loading Factor

<i>Items</i>	<i>Loading Factor</i>	<i>Description</i>
BE1	0,673	Valid
BE2	0,811	Valid
BE3	0,678	Valid
BE4	0,741	Valid
BE5	0,640	Valid
BE6	0,640	Valid
BL1	0,828	Valid
BL2	0,876	Valid
BL3	0,659	Valid
BL4	0,768	Valid
BS1	0,903	Valid
BS2	0,862	Valid
BS3	0,806	Valid
BS4	0,885	Valid
BS4	0,890	Valid
BT1	0,865	Valid
BT2	0,920	Valid
BT3	0,741	Valid
BT4	0,882	Valid

Source: data processed 2022

According to Ghozali & Latan (2016) the correlation between indicators can be said to be valid, if it has a value $> 0,70$, but for research at the development stage the value of $0,50 - 0,60$, can still be said to be valid. it can be seen that the value for each indicator is still above $0,6$ so it is still acceptable.

Table 6. Average Variant Extracted (AVE)

Variable	Average Variant Extracted (AVE)
Brand Experience	0,511
Brand Satisfaction	0,564
Brand Trust	0,660
Brand Loyalty	0,582

Source: data processed 2022

The AVE value from the table above shows all constructs in the research model above $0,50$. The output results show that the AVE value at each variable $> 0,50$. So that each variable in this study is considered valid.

Table 7. Composite Reliability & Cronbach Alpha

Variable	Cronbach Alpha	Composite Reliability
Brand Experience	0,803	0,865

Brand Satisfaction	0,808	0,862
Brand Trust	0,827	0,885
Brand Loyalty	0,759	0,847

Source: data processed 2022

Based on the output above, it can be seen that the composite reliability value shows very high value. Where as a whole the variables used have value above 0,700 and means that the variables used in this study very reliable to do.

Coefficient of Determination Test (R²)

This test aims to determine the value that indicates how much large independent variables can explain the dependent variable. Conditions for value R², which is getting closer to 1, then it can be said that the independent variable explains well dependent variable.

Table 8. R square

Variable	R square
Brand Loyalty	0,754

Source: data processed 2022

The output value above the R Square value has a value of 0,472 meaning, the independent variables in this study were able to explain the dependent variable by 47,2% and the rest comes from variables outside the study while for the value of R Square Adjusted by 0,457 or 45,7%.

Hypothesis testing

“The t statistic test basically shows how far the influence of one the explanatory/independent variable individually in explaining the variation of the variable dependent”(Ghozali, 2013). Through hypothesis testing with t-test, researchers are able to determine the influence or not, positive or not and significant or not on each independent variable to the dependent variable. Where the lower limit of significance is 1,97 and the p-value 0,05 is significant.

Tabel 9. T-Statistic

Variable	OS	T- Statistics (O/STDEV)	P Values
Brand Experience (X1) > Brand Loyalty (Y)	0,217	2,118	0,035
Brand Satisfaction (X2) > Brand Loyalty (Y)	0,448	4,001	0,000
Brand Trust (Z) > Brand Loyalty (Y)	0,071	0,566	0,571
Brand Experience (X1) > Brand Trust (Z)	0,350	2,515	0,012
Brand Satisfaction (X2) > Brand Trust (Z)	0,459	3,482	0,001
Brand Experience (X1) > Brand Satisfaction (X2)	0,777	17,913	0,000

Source: data processed 2022

The table above shows the value of the original sample on the brand experience variable to brand loyalty has a positive original sample value of 0,217. For t-count value 2,118 > t table 1,98304 and p-value 0,035 < 0,05. So that it can be said that brand experience has a significant influence on brand loyalty.

For the brand satisfaction to brand loyalty has an original value positive sample of 0,448 and for t-count value 4,001 > t table 1,98304 and p-value 0,000 < 0,05. So it can be said that brand satisfaction has significant influence on brand loyalty

For the brand trust to brand loyalty has the original sample value positive by 0,071 and for t-count 0,566 < t table 1,98304 and p value 0,571 > 0,05. So it can be said that brand trust has no significant effect to brand loyalty.

For the brand experience variable to brand trust has original value positive sample of 0,350 For t-count value 2,515 > t table 1,98304 and p value 0,012 < 0,05. So it can be said that brand experience has a significant influence to brand trust.

For the brand satisfaction variable to brand trust has original value positive sample of 0,459 and for t-count value 3.482 > t table 1,98304 and p value 0,001 < 0,05. So it can be said that brand satisfaction has a significant influence to brand trust.

For the brand experience variable to brand satisfaction has original value positive sample 0,777 and For t-count value 17,913 > t table 1,98304 and p value 0,000 < 0,05. So it can be said that brand experience has a significant influence on brand satisfaction.

4.2 Discussion

This study shows that brand experience (X1) has an influence on brand loyalty (Y). Meanwhile, brand experience (X1) on brand loyalty (Y) through brand trust (Z) has no effect. For the statement of the direct influence of brand experience on brand loyalty, it is supported by the results of the t-statistical test with a t-value of 2,118 > t table, 1,98304 and a p value of 0,035 < 0,050, which means that brand experience affects the brand. These results are also supported by several previous studies which that brand experience has an influence on brand loyalty (Lacap & Tungcab, 2020), (Wibisino et al., 2020), (Miharni Tjokrosaputro, 2020), (Gunawan & Siemon, 2020), (Saragih et al., 2019) (Semuel & Putra, 2018), (Panjaitan et al., 2016).

Brand experience on the application (Jiwa+) is obtained from the experience of application users (Jiwa+) whose majority of users are in the age range of 21-25 years, this indicates that these late teenage consumers have used the Jiwa+ application as a means of ordering with pick up or delivery methods. These results are also in line with the statement that brand experience is able to influence the moods and emotions of customers which will later create a positive experience with the brand and create long-term purchases (Rachman & Wahyono, 2017). And supported by other statements that brand experience can create a positive impression so that consumers will form a long-term loyalty attitude that can make consumers recommend the brand to others (Saragih et al., 2019).

From the results of the respondents answers, it was found that consumers who used the Janji Jiwa Coffee application were dominated by women as much as 71,7%, this became the dominant age for application users (Jiwa+). This is because female consumers prefer new, unique and different flavors compared to male consumers so that there are differences in purchasing (Ali et al., 2020). The majority of consumers who use the Janji Jiwa Coffee application are late teens who work as civil servants/private companies due to the large-scale social restrictions (PSBB) imposed by the government during the COVID-19 pandemic, so they take advantage of online ordering. So it can be concluded that for the direct influence of brand experience on brand loyalty, the application of the Janji Jiwa Coffee (Jiwa+) brand has received a good response from its users.

Meanwhile, the indirect effect of brand experience on brand loyalty through brand trust is supported by the results of the t-statistical test with a t-count value of $0,534 < t \text{ table } 1,98304$ with a p-value of $0,594 > 0,05$, which means that brand experience on brand loyalty through brand trust has no effect. From the respondents answers to the questionnaire, it can be seen that the mean value of each item contained in the brand experience variable, the lowest mean value is in BE 6, namely the statement "the brand application brand of the Promise Jiwa (Jiwa+) makes you curious". This indicates that the Jiwa application has not fully succeeded in attracting the attention of Janji Jiwa Coffee consumers.

It is also supported by the results of the questionnaire answers, there are still consumers who use the Kopi Janji Jiwa application who still provide neutral answers to each indicator of brand experience, this indicates that there are still some consumers who are still doubtful and have not felt a good brand experience. In addition, there are still some user experiences of the Janji Jiwa Coffee application who do not trust the application due to several complaints experienced by other users such as those found in the Appstore and Playstore.

This study shows that brand satisfaction (X2) has an influence on brand loyalty (Y). Meanwhile, the indirect effect shows that brand satisfaction (X1) on brand loyalty (Y) through brand trust (Z) has no effect.

For this direct effect, the results of the t-statistical test with a t-count value of $4,001 > t \text{ table } 1,98304$ and a p-value of $0,000 < 0,05$, which means that brand satisfaction has an effect on brand loyalty. These results are also supported by several previous studies which that brand satisfaction has an effect on brand loyalty by (Permatasari & Setyawan, 2020), (Bernarto et al., 2019), (Majid et al., 2018), (Kusuma, 2014). Supported by other research statements, that the brand satisfaction is a determining factor of customer satisfaction with the brand, because if the satisfaction is high then the customer will not switch to another brand (Saragih et al., 2019).

Consumers who use the Kopi Janji Jiwa application are dominated by the age range of 21-25 years as much as 60,4%, this makes the age that dominates for application users (Jiwa+). This is because Janji Jiwa Coffee focuses on millennials, where the age group of 21-25 years is still part of the millennial generation (Ali et al., 2020).

(Jiwa+) application has given satisfaction to users because the application makes it easier for consumers to provide references to the nearest outlet from the user's point of location and utilizes the self pick up and delivery order method so that it can be time efficient while placing an order through the application. This indirectly makes consumers who use the application willing to recommend (Jiwa+) brand application to others.

As for the indirect effect, the results of the t-statistic test are obtained with a t-count value of $0,516 < t \text{ table } 1,98304$ and a p-value of $0,606 > 0,050$, which means that brand satisfaction on brand loyalty through brand trust has no effect. The Jiwa+ application does not provide satisfaction and does not give a feeling of pleasure or pleasure after using the application (Soul+). This indicates that there is a sense of dissatisfaction felt by application users (Jiwa+) which can affect brand trust so that it will affect repurchase on the Janji Jiwa brand.

The dissatisfaction felt by consumers occurs because of the experience of users who are disappointed while using the Jiwa+ application, so that it has an impact on the rating of the Kopi Janji Jiwa application itself, which is still relatively low. This can influence consumers to switch to other brands so that it will affect the repeated use of the Jiwa+ brand application.

There are still some user complaints, including refusal of orders at the nearest pick up, the number of automatic rejections of orders, orders can be canceled automatically, when in the application almost all menus are sold out but in other applications such as go food and grab food are still available.(Playstore & Appstore.com, 2021)

This study shows that brand trust (X2) has no effect on brand loyalty (Y), this statement is supported by the results of the t-statistical test with a tcount of $0,566 < t \text{ table } 1,98304$ with a p value of $0,571 > 0,050$ which means that brand trust has no effect on the brand loyalty. This study is also supported by research which that brand trust has no effect on brand loyalty (Miharni Tjokrosaputro, 2020).

The majority of respondents to Janji Jiwa Coffee application who said agreed did not strengthen the influence of brand trust on brand loyalty because the Jiwa+ application was present in the midst of the covid 19 pandemic where the application was still relatively new and was launched in conjunction with the PSSB policy, namely large scale social restrictions set by the Government (entrepreneur.bisnis.com, 2020), so there are still not many consumers who are interested and want to try the application.

Then, user complaints were found which can be found in Playstore and Appstore where there were complaints and low ratings. This makes consumers less trusting of the application brand (Jiwa+). In addition, there are other applications other than Jiwa+ which are the first choice. For example, currently there are many coffee shops with the grab and go concept, such as the brand of Janji Jiwa Coffee make a partnerships with various delivery service applications such as grab food, go food, and shopee food.(news.detik.com, 2022)

So that this makes Janji Jiwa Coffee consumers have many alternative online application brands that are used as a means to place orders online. Where during the current covid 19 pandemic, many people use online applications such as GoFood and GrabFood.

This study shows that there is the influence of brand experience on brand trust. Then, this study is supported by the results of the t-statistical test with a t-count value of $2,515 > t\text{-table } 1,98304$ with a p-value of $0,012 < 0,050$. And also supported by several previous studies that brand experience has an affects to brand trust (Charvia & Erdiansyah, 2020), (Saragih et al., 2019), (A. R. Pertiwi et al., 2017), (Kusuma, 2014). The higher the brand experience, the more brand trust will increase (Charvia & Erdiansyah, 2020).

For the direct influence of brand experience on brand trust that users of the Janji Jiwa Coffee application have a positive brand experience to make it easier for consumers to place orders through online applications without having to queue at the outlet, where the goal is to provide user experience, especially loyal consumers of Janji Jiwa Coffee, causing purchases to occur repeat on the same brand. So that it can be said that Janji Jiwa Coffee has succeeded in making consumers feel the brand experience while using the Jiwa+ application.

As for the indirect effect, the results of the t-statistic test are obtained with a t-count value of $3,305 > t\text{-table } 1,98304$ and a p-value of $0,001 < 0,050$, which means that brand experience on brand trust through brand satisfaction has an effect. The Janji Jiwa Coffee application has been used as an online ordering tool by Jiwa+ consumers as seen by the good brand experience of its users obtained from using the application.

This sense of satisfaction arises after using the Jiwa+ brand, this brand application is indeed in accordance with the reality where there is no difference in menus when ordering at outlets or through applications. Where this indicates that the application of the Jiwa+ brand from Janji Jiwa Coffee has succeeded in giving a positive impression to consumers. So that later it will lead to consumer confidence in the Jiwa+ application brand to be chosen as an online ordering method.

This study shows that brand satisfaction (X2) has an influence on brand trust (Y). This statement is supported by the results of the t-statistical test with a tcount of $3.482 > t\text{-table } 1,98304$ with a p value of $0,001 < 0,050$. Supported by previous research conducted by (Lacap & Tungcab, 2020), (Saragih et al., 2019), (A. R. Pertiwi et al., 2017) that brand satisfaction (X2) has an influence on brand trust (Z). If consumers are satisfied with the brand offered, then brand trust in the brand is also high (Saragih et al., 2019).

The users of the Kopi Promise Jiwa application are dominated by the age range of 21-25 years as much as 60,4%, this makes the age that dominates the application users (Jiwa+). Then, in 2022 Janji Jiwa Coffee brand was included in the Coffee To Go category at the Marketeers Youth Choice Award (YCA) 2022. This proves that the Kopi Janji Jiwa brand is one of the local coffee brands enjoyed by the younger generation (jiwagroup.com,2022).

Janji Jiwa Coffee application has succeeded in providing satisfaction to its users marked by the benefits of using the application, this is because by ordering online it can save time, is practical and does not need to queue.

This study shows that brand experience (X1) has an influence on brand satisfaction (x2). This statement is supported by the results of the t-statistical test with a t-count value of 17,913 > t-table 1.98304, with a p-value of 0,000 <0,050. Several studies are in line with the results in this study, namely research conducted by (A. R. D. Pertiwi et al., 2017), (Fikri et al., 2018), (Lacap & Tungcab, 2020), (Moreira et al., 2017) that there is an influence between Brand Experience on Brand Satisfaction.

The majority of consumers who use the Janji Jiwa (Jiwa+) application are workers who work as civil servants or private employees who take advantage of online ordering during the covid 19 pandemic. Likewise, the majority of users of the Jiwa+ application in South Jakarta are 72,6%. This indicates that there are many Janji Jiwa outlets spread across the South Jakarta area so that consumers can find out and have many choices of outlet references through the application.

The Jiwa+ brand app has given a positive impression as well as a good brand experience. This is based on consumer experience while using the application. One of them is the brand experience that has been felt by consumer users, namely with the Jiwa+ brand application, users have many alternative choices for reference outlets where this can benefit consumers such as consumers can easily place orders without queuing, saving time so that the Jiwa+ application can be used as an alternative choice of ordering method online which makes it easier for consumers to make purchases.

5. Conclusion

So it can be concluded that brand experience (X1) has an influence on brand loyalty (Y), brand satisfaction (X2) has an influence on brand loyalty (Y), brand trust (Z) has no effect on brand loyalty (Y), brand experience (X1) has influence on brand trust (Z), brand satisfaction (X2) has an influence on brand trust (Z), brand experience (X1) has an influence on brand satisfaction (X2).

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