



## Crafting Unforgettable Dining Moments: The Impact of Brand Love, Satisfaction, and Trust on Customer Experience

Stephen Sugiarto Prasetyo<sup>1\*</sup>, Margaretha Pink Berlianto<sup>2</sup>, Ardi Kho<sup>3</sup>

<sup>1,2,3</sup> Universitas Pelita Harapan, Indonesia. Plaza Semanggi 3rd, 16th, & 17th floor - Jalan Jenderal Sudirman Kav. 50 (Jalan Jenderal Gatot Subroto), Jakarta, Indonesia 12930

\*corresponding author

<sup>1\*</sup> [stephensugiarto@gmail.com](mailto:stephensugiarto@gmail.com), <sup>2</sup> [margaretha.berlianto@uph.edu](mailto:margaretha.berlianto@uph.edu)

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### Abstract

**Research aim:** The purpose of this research is to determine the influence of brand experience on brand love, brand satisfaction, and brand trust, the impact of brand satisfaction on brand love and brand trust, and the influence of brand satisfaction, brand love, and brand trust on brand loyalty.

**Methods:** The research method used was descriptive quantitative with a sample of 160 people. The sampling technique used purposive sampling, using the criteria of individuals who had dined at XYZ restaurant in Jakarta. The data analysis technique uses SmartPLS SEM.

**Research Finding:** This research found that brand experience has a positive effect on brand love, brand satisfaction, and brand trust; brand satisfaction affects brand trust, and brand love affects brand loyalty.

**Theoretical contribution/Originality:** The contribution of this research to academics is that brand experience plays an essential role in brand love, and brand love plays a critical role in customer loyalty.

**Practitioner/Policy implication:** This research contributes to business people in the restaurant industry, who believe there is still a need for a good customer experience amidst post-pandemic conditions and digitalization.

**Research limitation:** Only researched XYZ restaurants in Jakarta

### Abstrak

**Tujuan Penelitian :** Tujuan dari penelitian ini adalah untuk mengetahui peran brand experience terhadap brand love, brand satisfaction, dan brand trust serta peran brand love, brand satisfaction dan brand trust terhadap brand loyalty dalam industri restoran di Jakarta paska pandemi.

**Metode:** Metode penelitian yang dilakukan adalah metode penelitian kuantitatif deskriptif dengan sampel sebanyak 160 buah. Teknik pengambilan sampling menggunakan purposive sampling dengan kriteria individu yang pernah bersantap di restoran XYZ di Jakarta. Teknik analisis data menggunakan SmartPLS SEM

**Temuan Penelitian :** Penelitian ini berhasil menunjukkan bahwa pengaruh terbesar dari brand experience adalah brand love, diikuti oleh brand satisfaction dan brand trust. Selanjutnya Brand loyalty pada industry restoran dipengaruhi oleh brand love, tidak dipengaruhi oleh brand satisfaction dan brand trust.

**Kontribusi Teoritis/ Originalitas:** Hasil penelitian ini dapat menambah referensi untuk pengembangan literatur marketing yang berkaitan dengan perilaku pelanggan .

**Implikasi Praktis :** Penelitian ini berkontribusi bagi pelaku bisnis di industrri restoran bahwa masih diperlukan adanya pengalaman yang baik bagi pelanggan ditengah-tengah kondisi paska pandemi dan digitalisasi.

**Keterbatasan Penelitian :** Hanya meneliti restoran XYZ di Jakarta



## Introduction

After experiencing a decline in sales in recent years due to the pandemic Covid-19, worldwide restaurant industry revenue reached 5,8 Trillion USD in 2022 and is projected to reach 8,4 Trillion in 2028 [1]. Indonesia's restaurant industry also faced the same problem. According to Badan Pusat Statistics's report in 2021, the average income of medium and large-scale food and beverage service providers is 4,374 million rupiahs, an increase of 22.3% compared to last year, 44.48% of medium and large-scale food and beverage service providers are in the malls/shopping areas/office areas [2].

Even though the post-pandemic restaurant industry sales have increased, restaurant industry players need to be aware of whether customer behavior in restaurant dining has changed. Since the pandemic that has occurred has had an impact on changes in lifestyle and customer behavior in all aspects, including visiting restaurants to dine. During the pandemic, customers prefer to order food online. Whether these preferences remain the same or change after the pandemic. This issue is essential for restaurant businesspeople to expand and invest in the future. Is it still necessary to create a restaurant atmosphere that provides a pre-pandemic experience or a simple restaurant because customers prefer to order online?

This insight is based on several data. In DKI Jakarta, 44.67% of food ordered are consumed in the restaurant, 28,02% take home by customer, and 27,31% are ordered by online service. Based on the phenomena above, we can conclude that even 55,33% of customers did not dine in the restaurant, but almost half (44,67%) still dine there. According to [3], 61% of 1550 respondents said that they ordered take-out or delivery, 64% of consumers said that they do not anticipate their pre-pandemic habits of dining in restaurants within the next six months, and two national fast-food brands experimenting with stores 40 or 50 percent smaller than before, with less space for dining and more capacity for curbside, drive-through, and pickup business. The models from psychology and marketing give a clue as to why customers dine in a restaurant. Stimulation or experience from goods and services seems to be necessary in order to overcome a negative 'painful' hedonic tone and attain (at least) the comfort level of our needs [4].

In contrast, according to the [5], 84% of consumers say going out to a restaurant with family and friends is a better use of their leisure time than cooking and cleaning up and want a restaurant experience and in 2023, 47% of operators expect competition to be more intense than last year. Besides facing issues from shifting customer behavior after the pandemic, the restaurant business industry has challenges in two key themes: inflation, rising costs, and ongoing restaurant labor struggles [6]. Several studies have found that customer experience has a positive effect on satisfaction [7], brand love [8–11], brand trust [12–14], brand loyalty affected by brand love [11,15], brand trust [12,16], and brand satisfaction [17]. However, brand experience does not affect satisfaction [17]. Based on this background and phenomena, this research tries to fill the gap by investigating the effect of the dining experience on the customer



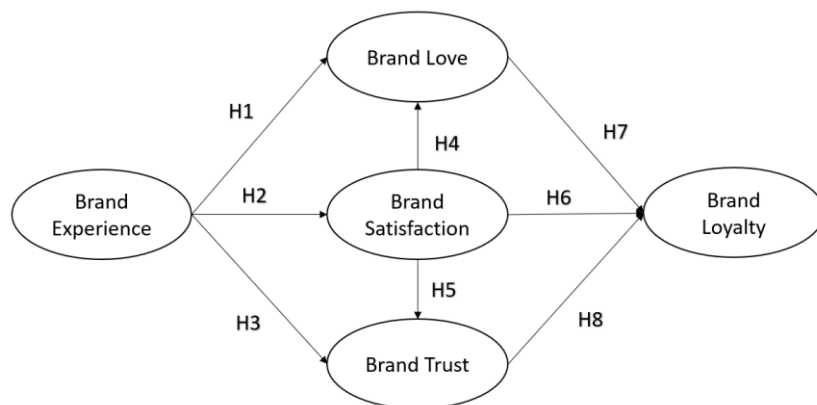
after the pandemic and to give insight into the restaurant industry so they can make good decision-making for the sustainability of their business.

### Statement of Problem

The food and restaurant industry has faced several problems after the pandemic. According to [18], three main factors influence restaurants: ultimate convenience, frictionless digital experience, and heightened safety in the wake of COVID-19. Consumer demands for convenience and seamless digital experiences are rising, further accelerated by the COVID-19 pandemic. How can food establishments elevate customer experiences to be successful with the next-generation guests? Can the quality, service, and tools the restaurant industry has relied on for generations—quality, service, and in-person experience—carry them only so far in answering this rising demand for convenience? So, where does the restaurant industry go from here? Does customer dining experience still affect customer satisfaction and loyalty nowadays? How can food establishments elevate customer experiences to be successful with the next-generation guests?

### Research Objectives

Research objectives in this study are to investigate the effect of Brand experience on brand love, brand satisfaction, and brand trust, to investigate the effect of brand satisfaction on brand love, brand trust and brand loyalty, and to investigate the positive effect of brand love and brand trust on brand loyalty in customer dining experience.



**Figure 1. Research Model**

Source: Developed for this research (2024)

### Method

This research uses a quantitative approach with an explanatory research approach because it tests the proposed hypothesis. This research was conducted in the first trimester of 2024 for data acquisition. The population of this study is XYZ restaurant customers, who are



an unknown population. The sampling technique used was purposive sampling, with the criteria being individuals who had dined at XYZ restaurant in Jakarta. DKI Jakarta is the province with the highest number of medium-large scale restaurants in Indonesia, with 3,602, followed by West Java with 784 and East Java with 432 [2]. Therefore, this research is centered on the Jakarta area. The number of samples taken from this research was 160 respondents based on [19].

The brand experience variable consists of four (4) indicators adopted from [20], the brand loyalty variable consists of six (6) indicators adopted from [21]. The brand trust variable consists of four (4) indicators adopted from [20]. Variables Satisfaction consists of three (3) indicators adopted from [22]. The brand love variable consists of six (6) indicators adopted from [20].

Validity and reliability testing is carried out by testing the outer model, where the criteria for an indicator are declared to have passed the convergent validity test if it has a loading factor value above 0.7 and an Average Variance Extracted value above 0.5 and the discriminant validity test value is declared to meet the requirements if the square root value AVE is greater than the correlation value between variables, and the composite reliability test value is above 0.7 [23]. The hypothesis is accepted if the statistical t-value is greater than 1.645 and the p-value is less than 0.005.

### Results and Discussion

Table 1 shows the profile of respondents from this study. There were 78 men (48.8%) and 82 women (51.25). Ages 18-24 years were 129 (80.6), ages 25-40 years were 24 respondents (15.0%) and over 41 years were 7 respondents (4.40%).

**Table 1. Respondent Profiles**

<b><u>Demographic Characteristics</u></b>	<b><u>Total</u></b>	<b><u>Percentage (%)</u></b>
<b><u>Gender</u></b>		
• Male	78	48.8%
• Female	82	51.2%
<b><u>Age:</u></b>		
• 18-24 years old	129	80.6%
• 25 - 40 years old	24	15.0%
• > 41 years old	7	4.40%
<b><u>Dining in XYZ Restaurant in 3 last month</u></b>		
• 1 times	88	55.0%
• 2 times	42	26.3%
• >3 times	30	18.7%
• Lainnya	0	0

Source: SPSS output (2023)

Based on the results of testing existing respondent data, it was found that the discriminant validity value based on the Fornell Larker Criterion did not meet the existing

criteria, so the indicators BLove1, BLove5 and BLove3 were deleted. After deleting and retesting, the results are as follows.

**Table 2. Validity and Reliability Testing**

<b><u>Construct &amp; Measurement item</u></b>	<b><u>Outer Loading</u></b>
BEXP1	0.826
BEXP2	0.883
BEXP3	0.891
BEXP4	0.817
BL1	0.840
BL2	0.889
BL3	0.711
BL4	0.882
BL5	0.826
BL6	0.854
BTRUST1	0.848
BTRUST2	0.895
BTRUST3	0.849
BTRUST4	0.837
SAT1	0.876
SAT2	0.896
SAT3	0.893
Blove2	0.882
Blove4	0.817
Blove6	0.824

Sumber: Smart-PLS output (2023)

Table 3 shows the result of the discriminant validity testing in this study. Fornell-Larcker criterion was examined by comparing the square root of AVE with the correlations between constructs. All square roots of average variance extracted (AVE) are higher than the correlation coefficient between the constructs. This means that this study has adequate discriminant validity.

**Table 3. Discriminant Validity**

	<u>Brand Experience</u>	<u>Brand Love</u>	<u>Brand Loyalty</u>	<u>Brand Satisfaction</u>	<u>Brand Trust</u>
<b>Brand Experience</b>	<b>0.55</b>				
<b>Brand Love</b>	0.835	<b>0.842</b>			
<b>Brand Loyalty</b>	0.712	0.784	<b>0.836</b>		
<b>Brand Satisfaction</b>	0.571	0.352	0.508	<b>0.888</b>	
<b>Brand Trust</b>	0.702	0.683	0.613	0.640	<b>0.857</b>

Source: Smart-PLS output (2023)

The collinearity statistics (VIF) results for each construct in this study are 1,000 – 2,341 and below 3. This means that there is no multicollinearity problem in this study.

**Table 4. R-square**

Variables	r-square
Brand Love	0.701
Brand Loyalty	0.631
Brand Satisfaction	0.326
Brand Trust	0.578

Source: Smart-PLS output (2023)

Based on Table 4, the r-square value of Brand love is 70.1%. This means that the influence of brand experience on brand love is moderate. The remaining 29.9% is influenced by other variables not included in this study. The R-square value of brand loyalty is 63.1%, which means that the influence of brand love, brand satisfaction, and brand trust on brand loyalty is moderate. The remaining 36.9% is influenced by other variables not included in this study. The r square value for brand satisfaction is 32.6%. This means that the influence of brand experience on brand satisfaction is weak. The remaining 67.4% is influenced by other variables not included in this study. The r square value of brand trust is 57.8%. This means that the influence of brand experience and satisfaction on brand trust is moderate. The remaining 42.2% is influenced by other variables not included in this study.

Table 5 shows that of the eight existing hypotheses, three hypotheses are not supported and five hypotheses are supported by the rules. Hypotheses are supported if they have a t-statistic value above 1.645 and a p-value below 0.05

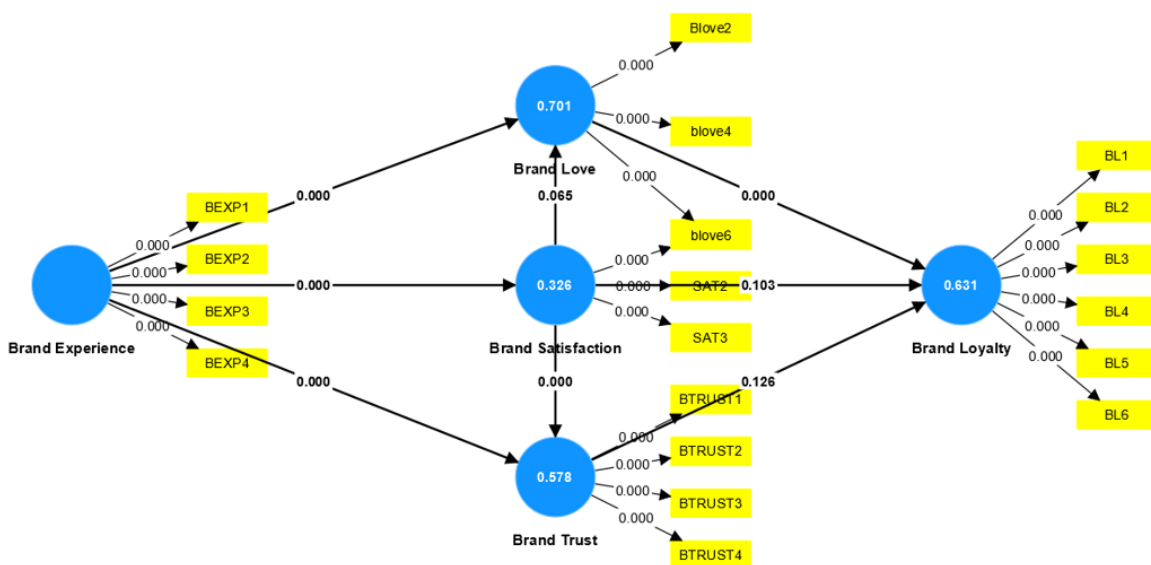


**Table 5. Hypothesis Testing**

<u>Hypothesis</u>	<u>Original sample</u>	<u>t-stat</u>	<u>P value</u>	<u>Results</u>
H1: Brand experience has a positive effect on brand love	0.788	14.962	0.000	Supported
H2: Brand experience has a positive effect on brand satisfaction	0.571	7.362	0.000	Supported
H3: Brand experience has a positive effect on brand trust	0.500	9.141	0.000	Supported
H4: Brand satisfaction has a positive effect on brand love	0.082	1.517	0.065	Not Supported
H5: Brand satisfaction has a positive effect on brand trust	0.354	5.989	0.000	Supported
H6: Brand satisfaction has a positive effect on brand loyalty	0.087	1.263	0.103	Not Supported
H7: Brand love has a positive effect on brand loyalty	0.669	8.209	0.000	Supported
H8: Brand trust has a positive effect on brand loyalty	0.101	1.147	0.126	Not Supported

Source: Smart-PLS output (2023)

**Figure 2. Results of the Structural Model Analysis**



Source: Smart-PLS output (2023)



In Table 5, is shown that brand experience has a positive effect on brand love (H1) with an influence of 0.788 (t-statistic  $14.962 > 1.645$ , p-value  $0.000 < 0.005$ ). This result is in line with previous research [8,9,11,24], which found that brand experience has a positive effect on brand love. This happens because customers should first have an experience with a brand, and once they feel the experience is good or the same as their expectation, they will fall in love with the brand. This result aligns with [25] that brand love requires customer experience. Brand experience is the strongest antecedent of brand love compared to brand satisfaction and brand trust. Brand experience also influences brand satisfaction (H2) with an influence of 0.571 (t-statistic  $7.362 > 1.645$ , p-value  $0.000 < 0.005$ ). These results are in line with previous research [7]. These results also support [21] definition of customer satisfaction as an individual's evaluation of his or her experience and reactions to a particular product transaction, episode, or service encounter, in which the evaluation is based on the perceived discrepancy between prior expectations and the actual performance of the product. It means that a customer must first experience a brand, and when they get a good experience, then they feel satisfied. Furthermore, brand experience has a positive effect on brand trust (H3) with an influence of 0.571 (t-statistic  $9.141 > 1.645$ , p-value  $0.000 < 0.005$ ). These results support previous research [10,12,13,24]. In the restaurant industry, when customers have a good experience or their needs are met, this improves the brand's credibility in the eyes of customers, which ultimately leads to trust. Hypothesis 4 found that Brand satisfaction was found to have no effect on brand love (t-statistic  $0.082 < 1.645$ , p-value  $0.065 > 0.005$ ). These results do not support previous research [26]. This finding contradicts [27], which defined brand love as the degree of passionate, emotional attachment a satisfied consumer has for a particular trade name. This result shows that even though the restaurant's brand love is good and restaurant customers are satisfied, this does not affect brand love. According to [28], brand love only happens when the customer has a long-term relationship with the brand, and [29] that suggests that satisfaction as love probably constitutes the most intense and profound satisfaction of all. Based on the respondent profiles in this study, most respondents (55%) consumed in this restaurant one time within three months, which is moderate.

Brand satisfaction has a positive effect on brand trust (H5) with an influence of 0.354 (t-statistic  $5.989 > 1.645$ , p-value  $0.000 < 0.005$ ). These results support previous research [25]. Satisfaction symbolizes the happy attitude of consumers toward a company's ability to fulfil product quantity, product quality, product prices, and various other aspects that consumers like [25]. When a company can fulfil product quality and other requirements, it can make customers trust the brand since they will deliver the product as promised. Hypothesis 6 found that Brand satisfaction has no effect on brand loyalty (t-statistic  $1.263 < 1.645$ , p-value  $0.103 > 0.005$ ). These results do not support previous research [25]. but in line with [26]. This means that even though restaurant customers are satisfied with the restaurant, this does not affect customer loyalty. The possible reasons for the insignificant effect of brand satisfaction on brand loyalty





are that the restaurant industry is unique, where customers generally have more than one type of food taste, will not eat the same food from the same restaurant in a short time, and tend to move to another place. So even though they are satisfied with the restaurant, they will still try other restaurants to get different tastes and experiences or feel bored with the same food.

Brand love was found to have a positive effect on brand loyalty (H7) with an influence of 0.669 (t-statistic  $8.209 > 1.645$ , p-value  $0.000 < 0.005$ ). These results are in line with previous research [24,26,28]. According to [28], brand love has originated from the research done in the areas of consumer delight and relationships exploring consumer and brand duo. Brand love emerged to be a significant construct that influences customer loyalty. In other words, the customers who love the brand will tend to become loyal [29]. Brand love is the strongest antecedent of brand loyalty and the only variable influencing brand loyalty compared to satisfaction and trust. Finally, brand trust was found to have no effect on brand loyalty (t-statistic  $1.147 < 1.645$ , p-value  $0.126 > 0.005$ ). This result is different from previous research [25]. This study shows that even though customer trust in the restaurant is good, it does not make customers loyal because, in general, the product characteristics of restaurants are variety-seeking buying behavior. Customers often do a lot of brand switching[30].

## **Conclusion**

This study concludes that brand experience has a positive effect on brand love, brand satisfaction, and brand trust. Brand satisfaction has a positive effect on brand trust but not brand love and brand loyalty. Brand love has no effect on brand loyalty, and brand trust has a positive effect on brand loyalty.

The theoretical implication of this research is that it succeeded in supporting previous research and added recent references about brand experience, brand satisfaction, brand love, brand trust, and brand loyalty in the dining restaurant industry after the pandemic.

Managerial implications of this study are as follows. Brand experience is still essential to shape customer brand love, brand satisfaction, and brand trust in dining restaurants after the pandemic. The dining restaurant manager should increase customer experience to increase brand love, satisfaction, and trust. The restaurant decision-maker could increase the brand experience by creating a good and favorable restaurant atmosphere and providing a good and exciting experience in customers' hearts with excellent services. Based on this study, restaurant managers should highlight that Brand experience is the most significant influence on brand love. Secondly, brand satisfaction is an essential factor in shaping brand trust. The dining restaurant manager should increase customer satisfaction to increase brand trust. The manager could increase brand satisfaction by serving the customers well, giving good service, and creating a good restaurant atmosphere. Finally, brand love has a positive effect on brand loyalty. Therefore, Managers should increase brand love by creating an extraordinary brand



that makes customers love and attach to the brand. This could happen by creating a good brand image, awareness, and excellent services.

The limitation of this research is that the results cannot be generalized to describe the condition of a population because this research uses non-probability sampling. These two studies were only conducted on 1 type of restaurant. Next, the same model is tested in different industries or restaurants. Second, this research was conducted in the Jakarta area. Furthermore, the same model and industry can be carried out in other big cities in Indonesia.

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