

## **INCREASING CUSTOMER SATISFACTION THROUGH BRAND EXPERIENCE, BRAND EQUITY, AND CUSTOMER COMMITMENT**

**Ani Suhartatik**

**Lena Ellitan**

**Faculty of Business**

**Widya Mandala Catholic University Surabaya, Indonesia**

### **ABSTRACT**

*Currently, technological advances are very rapid, so that various types of goods that customers need can be easily obtained. With this variety of products, customers have to think critically in determining their product choices, so that manufacturers try to compete to win customer interest and market share in a more aggressive way in carrying out marketing strategies. The focus of marketers in general is to keep customers forever. It includes several aspects that are not easy to make, considering that each customer or consumer has different tastes, environmental and psychological conditions of the customer, or even the culture of the customer itself. The brand experience felt by customers is a very important factor for the continuity of the business owned because they are a long-term 'investment' to add value to the value they have. Brand equity can be affected by the brand experience by customers and therefore, the author feels the need to discuss how to make Customer Satisfaction through Brand Experience, Brand Equity and Customer Commitment.*

**Key words:** Customer Satisfaction, Brand Experience, Brand Equity and Customer Commitment.

### **INTRODUCTION**

Today, the increasingly difficult the state of the economy, characterized by the many competitions in various areas of life, one of which is in the field of business. Circumstances like this make the company to be more careful in determining competing strategies. The focus of marketers in general is to keep customers forever. It includes several aspects that are not easy to make, considering that each customer or consumer has different tastes, environmental and psychological conditions of the customer, or even the culture of the customer itself. According to Moreira and Silva (2017), the brand experience is formed from a sensory dimension (related to the visuals provided by the brand), an affective dimension (including feelings created by the brand and emotional with the consumer), the behavioral dimension (which refers to body experiences, lifestyles and interactions with the brand), and intellectual dimensions (including brands' ability to engage consumers in convergent and divergent thinking). Handoko (2008), Commitment is a motivation to maintain relationships and extend

relationships. Commitment should be an important variable in determining relationship success.

Consumer satisfaction is defined by Kyauk et al. (2014) as the extent to which the perceived performance of a product or service matches the expectations of buyers. If the product performance is lower than expected, the buyer is not satisfied. According to Kotler and Keller (2009), brand equity is the added value given to products and services. The added value provided by consumers can be reflected in the way consumers feel the quality and satisfaction of a good or service. The brand experience felt by customers is a very important factor for the continuity of the business owned because they are a long-term 'investment' to add value to the value they have. Brand equity can be affected by the brand experience by customers and therefore, the author feels the need to discuss how to make Customer Satisfaction through Brand Experience, Brand Equity and Customer Commitment

### **Brand Experience**

Brand experience can be interpreted as a response or feeling arising from behavior caused by customer perception of any experience they have on the brand, from the act of first contact with the brand or the level of quality regarding communication received (Moreira and Silva, 2017). According to Brakus et al., 2009, feelings, sensations, behavioral responses, and cognition are concepts of brand experiences caused by brand-related stimuli that arise due to brand identity, design, communication, packaging, and environment. Over time, the brand experience indirectly provides an emotional bond that can affect customers. The active component of satisfaction can be interpreted as the positive influence and passion of consumers who love the brand (Sahin, 2011). With the brand experience, it can cause actions related to the brand so as to cause satisfaction with a particular brand. In addition, the customer experience of the brand can be considered as motivation to make a repurchase. According to Panjaitan et al., (2016) Brand Experience has attracted attention in marketing practices today. Brand experience is a role that must be understood as a marketing practitioner to improve marketing strategies. Brand experience is the experience felt by consumers in feeling the quality of service itself so that it can be trusted in its service that will affect consumer satisfaction. The purpose of the brand experience, so that every customer can decide to consume, feel satisfaction, then be loyal to the brand. In addition to affecting customer satisfaction, brand experience can also affect brand trust as well as consumer loyalty in product selection. The brand experience will enter the customer's memory over a long period of time so that it can affect the concept of satisfaction and loyalty. According to Brakus et al., (2009) there are 3 dimensions of the Brand Experience, namely: 1. Sensory, is a brand experience through sound, sight, taste, smell, and touch. 2. Affection, is an approach to feelings by influencing moods, feelings and emotions. 3. Behavior, is a physical experience, lifestyle, and pattern of behavior.

### **Customer Commitment**

The term customer commitment includes the psychological and economic attachment a customer may have to a particular brand, store, or product according to Thomson et al (2005).

It is a bond between the continuity of the relationship in exchange, including the desire of each party to create a long-term relationship. According to Alwi (2001:50) Customer commitment is a more concrete form of loyalty judging by how the customer gives ideas, answers, and attention in achieving the company's goals. The relationship that exists in consumers becomes a relationship with the goals of the organization that will last for a long time. The consumer's positive feelings are the basis of customer comment in the exchange relationship between cost and benefit.

According to Ellena (2011:24) customer commitment is an important relationship that must be maintained continuously, where each party maintains a relationship and maintains a relationship. It can be said that customer commitment as a lasting desire of each customer over a long enough period of time to improve relationships that have value and can be an advantage on the part of the company. Such statements show a positive attitude towards the brand and a desire to continue to maintain relations between Chaudhuri (2001).

Customer commitment is measured using three components, namely according to Bansal et al, (2004): (1). Continuance commitment, is a need that refers to a product because to continue to choose on the same product. (2). Normative commitment, has an obligation to continue to choose and remain in a relationship with a product. (3).Affective commitment, is a company product and service caused by emotional bonding between relationships is a customer commitment.

### **Brand Equity**

Kotler and Keller (2009) state that brand equity is the added value given to products and services. Consumers provide added value that is reflected in the way consumers enjoy the quality and satisfaction of a good or service. If the consumer only makes a purchase because of price, product, convenience and only cares about the brand but is not interested in the brand of the product, allowing equity in the product brand is low. When compared to consumers who make a purchase of a product brand by being faced by competitors by providing product offerings that can be said to be superior, the product brand has high brand equity..

Astuti and Cahyadi (2007) state that brand equity is a set of associations and behaviors that every customer has with a brand, a member of the distribution channel, and a company that allows a brand to gain durability, excellence, and strength that can distinguish from competing brands. A brand product can be said to have positive brand equity based on the pleasant reaction given by consumers, conversely if the consumer gives an unpleasant reaction then it can be said that the brand's product is negative based. The concept of thinking about consumer brand equity models reveals that the power of a brand lies in what consumers have read, seen, learned, heard, felt, and thought about the brand (Kotler and Keller 2007).

Brand equity measurement according to Aaker (1997) is measured using four variables, namely:

1. Brand loyalty, is "the attachment that a customer has to a brand' which is interpreted as the feeling of consumers in exploring a brand.
2. Brand awareness is the ability of consumers to recognize or remember that a brand is a member of a particular product category.
3. Brand association, is the memory associated with a brand.
4. Perceived quality, is the consumer's assessment of the superiority and superiority of the product in a overall manner

### **Customer Satisfaction**

According to Tjiptono (2012) consumer satisfaction is a condition when consumers show awareness of needs and desires that have been fulfilled properly in accordance with what is expected. According to Kotler and Keller (2009), customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his or her impression of a product's performance (or results) and its expectations. Some experts explain about the notion of consumer satisfaction based on the results of customer assessment of what is in accordance with expectations when doing buyers and consuming a product can affect the level of satisfaction felt. When consuming the product, the comparison between expectations and perceptions of performance is acceptable (Aritonang 2010). Consumer nonconformity is a response to what was felt between previous expectations and perceived prpduk performance (Tjiptono 2010). According to Kotler (2011) consumer satisfaction is the level of feeling a person after comparing the performance or outcame felt with the expectations of a product. Customer satisfaction is the influence of service that creates value. The higher the service provided, the higher the perceived value so that consumer satisfaction will be realized.

Measurement of customer satisfaction according to Pasuraman and Zeithaml (2012) states that there are 5 dimensions, namely: a. Responsiveness, is always as willing as possible in serving customers, and able to help customers b. Reliability is able to serve immediately, satisfactorily, and accurately, and in accordance with what has been promised. C. Emphaty (empathy), is a concern given in the form of personal attention to the customer, knowledge to contact, and understand the needs of the customer. D. Assurance (guarantee), is the officer must have courtesy, knowledge and trustworthy nature so that customers are not burdened with various risks. e. Tangibles (direct evidence), is a means to communicate, employee equipment, and physical facilities.

### **How to Increase Customer Satisfaction**

The brand experience has the potential to influence customer commitment. Of course, in terms of the service provided. According to iglesias (2017) when high-level customer commitment may be particularly relevant in the context of service. When a customer commits to a brand, customers are more likely to blame the failure on external factors that have nothing to do with the service brand itself according to story (2010). Experience also occurs when consumers

consume and use products. According to Moreira and Silva, (2017) that brand experience can be defined as the feelings and behavioral responses that a customer's perception of every contact they have with the brand, from the act of first contact with the brand or the level of quality regarding communication received. Where a brand has been perceived by buyers.

Furthermore, it takes high purchasing power to show that a brand product that has been felt in accordance with desired expectations. Which means that the higher the buying intention towards the same brand product, it shows that the higher the commitment to the brand. But if it turns around with the statement, it can be concluded that the low commitment to the brand's products. **Brand Experience Influences in Increasing Customer Commitment**

Brand equity is the main thing that is needed in a brand. According to Iglesias (2017) that shows that brand acidification and emotional response are key to building brand equity. According to Iglesias (2017) the direct effect of sensory brand experience on brand equity is insignificant in the context of banking services, it takes a relevant mediator to transfer a positive brand experience into enhanced brand equity. According to moreira (2017) found that the direct effect of brand experience on brand equity is significant in the context of other services including catering services. So research has concluded that the development of brand customer satisfaction, and affective commitment to the brand, is necessary to change a positive brand experience towards better brand equity.

According to Kotler and Keller (2009, p.258) a brand is a name, term, sign, emblem, or design, or combination therein, intended to identify the goods or services of one of the sellers or groups of sellers and differentiate them from competitors. With the experience that has been felt by the customer, by itself the customer can provide an assessment of the brand's product. If the experience given is higher then the positive value will be received, but conversely with less good experience then the value of a brand product will be reduced. Brand Experience plays a role in improving brand equity.

Customer satisfaction can be measured through the experience provided. According to Chahal (2015) that customer satisfaction is a major result of the brand experience. Brand experience is influenced by several things such as the services provided, the atmosphere of the environment, music and the image of the brand sense provided, according to iglesias (2017) the presence of positive sensory cues is important because, even if employees have an important role in building a service brand. By harnessing the potential of music and fragrances to create a more pleasant atmosphere and experience. Based on Brakus, Schmitt and Zarantonello (2009) Brand experience can be interpreted as a feeling of cognition, consumer response, and sensation caused by brand influence, related to stimuli caused by brand identity, brand design, brand environment, and marketing communication marketed. Brand experience is the experience felt by consumers in feeling the quality of the brand.

Based on research according to iglesias (2017) when high-level customer commitment may be particularly relevant in the context of service. By providing services that can meet customer expectations, satisfaction will be felt by customers. According to iglesias (2017) that customer

satisfaction has an impact on customer commitment, which in turn positively affects brand equity.

Based on understanding according to Syafaruddin Alwi (2001: 50) Commitment is a clearer form of loyalty that shows from how far customers devote ideas, answers, and attention in the company's efforts to achieve goals. With loyalty to a brand, a value has been formed in the brand. Based on the understanding according to Kotler and Keller (2009: 263) the added value contained in products and services is brand equity. The quality and satisfaction that exists in all goods and services can affect the added value provided by consumers. So it can be concluded that good equity can have a good impact on the survival of a brand. Customer commitment is very important in increasing brand equity...

Customer satisfaction has an impact on brand equity. According to Iglesias (2017) that customer satisfaction has an impact on customer commitment, which in turn positively affects brand equity. With a good brand experience will have an impact on customer satisfaction in building brand equity (Hsu, 2012).

Based on the understanding of Tjiptono (2012) When consumers can realize that their expected wants and needs can be fulfilled properly in a situation can be interpreted as consumer satisfaction. Adjustments to the experience shape customer satisfaction. With it the formation of equity in a brand that can affect the value of a brand product. Kotler and Keller (2007) The concept of thinking about a consumer brand equity model reveals that the strength of a brand lies in what consumers have read, seen, learned, heard, felt, and thought about the brand so far.

## **CONCLUSION**

In essence, the brand experience has a close dependence on customer needs and satisfaction. If the customer is emotionally satisfied and feels his need for a product has been fulfilled. Their level of trust with the brand increased several times. Especially if the brand manages to get out of the mainstream circle and produce products that are more creative and have character. Apart from the many counterfeit products that are present on the market. Consumers will not be easily attracted. This is called a loyal customer. They don't just say faithfully in their mouths but also repeat orders when the products they use run out. Even if the brand is having a dispute or problem. Does not discourage consumers from buying the product in question. The sense of trust placed in the brand is really great. As a result of long experiences that exist between the two parties. So that the use of products from the relevant brand has changed its function from ordinary consumption activities to become a primary need. Consumers will not feel satisfied if they do not buy or use products from that brand. Although the product is sold more expensive than competing brands. Purchases are still made because the emotional ties that exist cannot be broken just like that. When this condition occurs, it will be difficult for competing brands to break in to fade customer loyalty.

Brand equity is an important part of marketing activities. High brand equity makes the business more stable. This is due to consumer loyalty which keeps the company's revenue stable and



higher than other companies' income. Always remember the important components in building brand equity, namely brand awareness, perceived quality or product quality, brand association, and brand loyalty or consumer loyalty to a brand developed by a particular company. Building brand equity is not easy, but with various effective approaches, this can be done and the company can develop more optimally. So important is the role of the customer in the company, so that entrepreneurs are always competing to explore the best potential to be presented to customers, but in fact not a few companies are even confused about making their customers loyal and not switching to other company's products or services. The customer satisfaction provided by the company becomes its own value from the customer, so the company should know very well who the customer is, and must know very well what to do / give to the customer, so that in the end the customer will make a big contribution to the company's business.

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