

Sustainability of Consumer's Brand Loyalty through Brand Experience and Brand Trust of Adidas Shoes in Indonesia

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Abstract

The purpose of this study was to determine the effect of brand experience on brand loyalty, and brand trust affect brand loyalty. This study aims to observe the behavior of the adidas company as a transnational company in developing and maintaining brand loyalty among its consumers. Brand loyalty is a key business which must be managed. Brand Adidas keep striking forward in the markets and penetrates bigger and wider market, to secure its position. Adidas maintain its position as a great brand consist of making sustainable, stylish, and functional products which peak the creator interest. This study uses 190 samples of adidas users around Jakarta. Collected data is tested for its reliability and validity. The results of the analysis conclude that an increase in brand experience and brand trust can significantly increase brand loyalty. Every increase in brand experience will increase brand loyalty by 0.42 times in 5 Likert scale, then each increase in brand trust will increase the brand loyalty by 0.60 times in 5 Likert scale. This study suggests that the brand experience and brand trust is crucial to improve consumer's brand loyalty in regions in Indonesia.

Keywords

Brand Trust, Brand Experience, Brand Loyalty, and Transnational Company.

1. Introduction

In Indonesia, there are few well-known brands for sport and daily attires, such as Adidas, Nike, Puma, Reebok and much more. In terms of quality, innovation and durability, Adidas keep being on the top as it was expensive but worth the payment. Adidas on its top position, has notable competitors which exceed its own revenue globally and competes in the matters of style, quality, and durability (Budiono, (2011); (2012); Purba et al, (2020)). Adidas primary competitors were Nike and Puma but recently, Puma has been acquired by Adidas, eliminating its own competitor. Effective marketing strategies and innovative products in attempts to fulfil the needs and desires of community were the preparations and steps for Adidas to outperform other apparel industries (Adirineksa. G.P., Purba, Budiono, & Rajagukguk, 2020).

Adidas Brand spread its wings in many countries globally, including Indonesia. Rapid economic growth in Indonesia has affect the markets significantly. Revenues of both company, Adidas and Nike were great in the states of development from 2015 to 2018. In Figure 1, Net Sales and Revenues of both companies were concluded there, and still, the winner is Nike, but their growth as we can see, quite tremendous and having a great run. Trade values, import and export were treated as normal basis and effectively increase economy potentials in Indonesia (Budiono et al, (2020); (2020); Rajagukguk et al, (2020)). Global products and materials were traded and being used frequently in

Indonesia. However, to stay on the top tier markets, Adidas must survive the competitions that it is facing up until now. Competition is one of the first unpreventable qualities in today's commerce world and a challenge for Adidas that must go through against, particularly Nike (Budiono & Purba, 2019). No matter what a firm is, huge or little, it has competitors inside the industry and the methods of these competitors impact the strategy of defining key plans. Competition is a recognized highlight of corporate life for profit-driven organizations (Budiono, Purba, & Adirinekso, G.P., 2020).

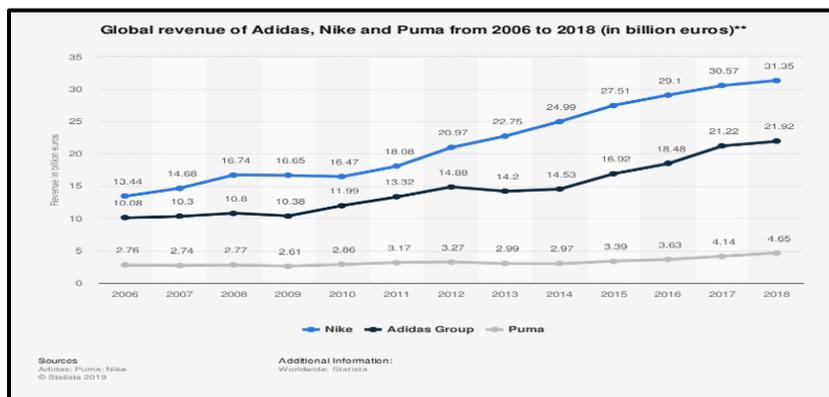


Figure 1. Global Revenue Worldwide of Adidas, Nike and Puma (billion euro)

In the existing era of 2020, technologies were used as a daily basis and as standards for improvement of something that brings greater value to business or any instruments (J.T. Purba, Budiono, Rajagukguk, et al., 2020). Terms of technology that has been used by Adidas was therefore an up-to-date thing, which is an automations processing. Adidas has a few automation factories called Adidas Speed Factory which conclude the use of digital technology on the processing of its product (Budiono, (2011); Purba & Panday, (2015); Purba & Budiono (2019)). Almost all Adidas factory was conducted by automation, but not entirely automated, it still needs the hand of human resources, except this Speed Factory.

Adidas keep pursuing their business and prospect by doing much developments. They put themselves to be an eco-friendly brand that end plastic wastes, purpose to change lives and gaining respective positions in the market. Adidas also pursuing a good relation between its brand and the environments involved, and all users. Conducting many events to strengthen their own communities around the world and as their purpose goes by, to change lives. What makes adidas's endeavours indeed more amazing is its overarching conviction that making quality items is fair as critical as decreasing squander and utilizing reused materials (Purba et al, (2020); Budiono, (2009)).

With all these causes and attributes, it becomes the strength for Adidas to win its battle against many of its competitors and keep staying on top tier markets. On its attempt to penetrates the markets, Adidas prove its steps by entering Asian Countries, getting tremendous responses. Indonesia's doing exports of goods and products outside and globally manage to equal its progress on doing imports, in terms of oil and gas and non-oil and gas. It means that imports of products such as Adidas brand and others were quite excellent and gain its purpose as Adidas wants to go global.

The other thing, Adidas give a positive force to the users on caring to the near environments around which makes Adidas more recognizable as a top-tier brand which cares not just for profit, but to the local and nearby forces or environments.

Adidas wins the competition against many competitors and its primary competitors, Nike. Based on the data, it can be concluded that Adidas users were bigger than expected, with a reason that globally Nike still had the top position on the competition, but solely in Indonesia, Adidas win the competition (Budiono, (2016); Budiono & Purba, (2020); Purba, (2014)). The utilization and purchase of Adidas with measured numbers indicates more usage regarding the brand in Indonesia, and it is concluded too that many people use Adidas more than other brands. By these conditions, arise the problem which consist of whether the usage, interactions, experiences toward Adidas brand, provides the usage or purchase consistency toward the brand or not.

Table 1. Sales of Shoes from The 5 Best Brands in Indonesia 2018

No	Merk	Number of Sales (unit)	Share (%)
1	Adidas	98,902	32%
2	Nike	96,481	31%
3	Reebok	41,362	13%
4	New Balance	35,215	11%
5	Under armour	34,721	11%
	Total	305,681	100%

Source: Asosiasi Persepatuan Indonesia (APRISINDO), 2018

Through this Brand Experience, a brand can be trusted or not by the users, that the products produced can contribute and benefit for users, it is also called brand trust. Behind the existence of a Brand Trust, there is another element that is user satisfaction with a product brand or Brand Satisfaction that leaves an impression for its users, for comparison of expectations with the reality of the use of the product. All these things are believed to be important to build brand loyalty, which is how strong the community or user preferences are towards a brand. Furthermore, the background of the implementation of this research is to find out the effects of brand experience, satisfaction and trust on building brand loyalty based on the use of Adidas brand (Rahman & Noor, 2014). It is hoped that with this research, researchers can find out and look deeper into the relationship between the variables or not, and how these variables can influence and impact each other, respectively for the Adidas Brand as a whole. Therefore, authors will study that the brand experience and brand trust influence on consumer's brand loyalty.

2. Literature Review

2.1. Brand Experience

The use of a product or service indicates the experience of each customer for a product. Experience indicates the use and evaluation of an object, both tangible and intangible. This brand experience can be interpreted as the perception of consumers, in every moment of the relationship that is owned in using the brand, both when projected in an advertisement to describe the self-image of a brand, when first use or view, or the level of quality regarding the services provided and the products used (Lin, 2015). Brand experience is a sensation, behavior, cognition which originates rather than stimuli that occur as a form of response to a particular brand (Manhas & Tukamushaba, (2015); Lim, (2015), Severi & Ling, (2013)).

In expansion, brand experiences incorporate subjective, inside shopper reactions (faculties, emotional, and cognitions) and behavioral reactions caused by brand-related boosts that are parts of the brand image, packaging, brand communication and surroundings illustrates that brand experience bargains with a person group of onlookers because it interacts with a brand. Encouraged Naidoo (2011) states each time anyone utilized a brand, it brings either a good, bad or impartial encounter, with other words, brand can provide positive experience or even negative one. Brand experience could be an individual source of data that can be utilized to create the premise of future choices, giving value and utility, therefore such as repurchase. Brand experience is made when clients utilize the brand, doing conversation with others around the brand; looking for brand data, advancements, and occasions (Shams, Alpert, & Brown, 2015). From the over portrayals, it can be famous that brand experiences include the inclusions that permit customers to lock in with and involvement the genuine benefits of the brand.

There are five distinctive sorts of brand encounters or experience: sense, feel, think, act, and relate (Saleem, Rahman, & Umar, 2015). "Sense" measurement in buyer involvement includes substantial and touchable see of an involvement, captivating to five faculties of vision, sound, fragrance, taste, and touch. There is an incitement in "feel" to the shopper's sensations and feelings where "think" interests the problem-solving involvement. The experiential components incorporate sensory, affective, behavioral, and mental, which together reflect the generally degree of brands which are experienced by buyers, functionally and emotionally (Manhas & Tukamushaba, 2015). The affiliations among these aspects increase intrigued within the brand and clarify behavior. Experiences take put at whatever point shoppers look for products, shop, are given a benefit or expend an item. Consumers take portion in those exercises they are uncovered to the properties of the item itself, but they are moreover uncovered to other brand-related jolts such as brand-identifying colors, offers, plan components, trademarks, mascots, and brand characters (Lin, 2015). This brand-related stimulus constitutes the major source of subjective inside shopper response, which are at the exceptionally substance of brand encounters. Brand experiences may change in strength, escalated and valence.

Furthermore a few encounters happen suddenly and are short-lived whereas others happen more intentioned and are long-lasting, resulting in brand loyalty.

2.2. Brand Trust

In making purchases and uses, consumers will think repeatedly in order to choose products that are felt to meet their wants and needs. When consumers decide to buy a product, they most likely believe that the product can meet their expectations and needs. They rely on these products to achieve the benefits needed or needed. Trust is a condition or situation to what extent consumers believe in a thing / brand in fulfilling their desires (Ebrahim, 2020). This trust is needed by the brand so that consumers want to use the product line of the brand. Brand trust is a mediating factor involved in customer behavior after and before the purchase of a product, it results in long-term loyalty and can strengthen relationships between parties (Mabkhot, Hasnizam, & Salleh, 2017).

Trust in the brand itself carries the desire of customers where they rely on the ability to use it as expected (Hidayanti, Nuryakin, & Farida, 2018). Brand trust implies clients who accept that a particular brand will offer an exceedingly dependable item, such as total usefulness, quality confirmation, and after deals benefit to them. Besides, trust can decrease the consumer's instability, since the customer not as it were knowing that brand can be worth trusting, but moreover considers that tried and true, secure and legitimate utilization situation is the vital connect of the brand believe (Fatma et al, (2020); Hanaysha & Hilman (2015).

Trust is the desire of the operators include in an exchange and the chance which related with the desire and behavior characterized believe or trust as an expression of a feeling. The feeling has an impact to cognition, fondness, and behaviour. Believe might be measured by deciding the property and advantage of a brand. Drawing induction from the over portrayals of brand trust, it is questionable to illustrate that when clients are a believer to the brand, rehash buy conduct will be made, which leads to commitment to the brand, and the relationship between brand as well as clients can be built up.

There are a few things can be identified from trust. To begin with, trust and commitment are the foremost vital factors or variables in keeping up long term relationship among partners within the trade and industry. The second one, clarification from trust and commitment within the relationship between company and consumers give supplement for commerce hypothesis particularly around exchange fetched (cost). Third, the greatest challenges of developing the believe concept are within the cognitive and full of feeling based. A few components, such as brand, believe, commitment and satisfaction give impact on dependability or loyalty (Zakaria, Zailani, & Fernando, 2014).

2.3. Brand Loyalty

Companies need consumers and customers as their sales targets. The sale generates the needed profit, and as such, it is expected that there is an element that the company expects to occur among the users of its products to ensure the maximum profit generated and further develop in the future. The element is loyalty, where Loyalty itself is a choice made by consumers to buy a certain brand product line compared to other brands in the product category (He & Lai, 2014). Brand loyalty is a consistent consumer preference for purchasing the same product in a specific brand category. Brand loyalty indicates a strong commitment that is owned by consumers so they decide to subscribe or buy a brand consistently in the future or can also be called to make repeated use (Hur, Ahn, & Kim, 2011).

The center of trade exercises is not exclusively on competing for modern clients, but moreover on securing the devotion of existing ones. Oliver characterized brand devotion or loyalty as "a profoundly held mental commitment to rebuy or patronize a preferred product/service reliably within the future, in this manner causing monotonous same-brand or same brand-set obtaining". More as of last, brand loyalty as the degree of reliability of buyers to a specific brand, independent of the showcasing exercises of competitive brands (Pranata & Permana, 2021).

Whereas brand loyalty is driven by situational circumstances such as cost and comfort (Iglesias et al, 2011) it holds a few pointers of previous mental and full of feeling connection to the brand (Lin, 2010). In expansion to loyalty, other researchers have recommended that brand loyalty holds a few other measurements. In any case, in later marketing literature, genuine and spurious brand loyalty are still the foremost perceived measurements, and as such, this inquire about paper will center on the affect brand experience, satisfaction and trust has on genuine brand loyalty when moving forward with the research.

3. Methodology

3.1. Data Collecting Method

Data collection method in this study, is done by conveying surveys by testing theories or hypothesis to discover out the truth of the hypotheses that has been shaped based on information to be collected. The method of data collection is done by distributing a Likert scale-based questionnaire to be filled in by respondents. This aims to prove the truth of the existing hypothesis. The questionnaire has been arranged based on the variables involved in the study with measurements using a quantitative approach. According to Sekaran (2016), the initial Likert scale may be a set of statements (items) advertised for a genuine or theoretical situation under ponder. Members are inquired to appear their level of understanding (from unequivocally oppose this idea to strongly concur) with the given articulation (items) on a metric scale.

3.2. Validity Test

Validity clarifies how well the collected information covers the genuine region of examination. Validity fundamentally implies that it is a job to do measure of what is expected to be measured. On the other hand, it is utilized to be able to see the conceptualization range level of the information examined in a frame of inquire that is conducted. A validation that's carried out and inquired about must be side by side with reliability where together it demonstrates that an information can be realized and can be accounted for so that the information that's handled and displayed to the more extensive community can gotten to be a primary dependable benchmark for the inquire about. Without reliability, the level of validity cannot be pronounced dependable since it cannot be realized, it as it were gets to be a demonstrating figure.

Validation testing consists of four main types used by statisticians, namely face validity, criterion-related validity, content validity and construct validity (Taherdoost, 2016), where in this study using the type of construct validity.

a. Face Validity

This validity type consists of a subjective judgment on the operationalization of a develop. Face validity is a measurement that shows up to be related to a particular develop or constructs, within the judgment of non-experts such as test takers and agents of the lawful framework. That's, a test has face validity on the off chance that its substance basically looks pertinent to the individual taking the test. It assesses the appearance of the survey in terms of possibility, lucidness, consistency of fashion and designing, and the clarity of the dialect utilized (Taherdoost, 2016).

b. Criterion Validity

Criterion validity serves its purpose, with respect to whether the most recent estimation could be a device that has been utilized broadly among other estimation instruments broadly in other areas of science. There, require a shape of comparison between estimation instruments in arrange to urge a solid instrument legitimately. From a mental viewpoint, the comes about of the tests carried out with the most recent estimation devices have been related with past estimation devices in arrange to be more precise in handling the comes about given by the collected information. In making these estimations, it is fundamental to create a frame of comparison where the test comes about must be compared with the relationship coefficient of the two rebellious.

c. Content Validity

Addressing each thing contained within the survey that has been dispersed to the target number of respondents (tests), to discover out whether it incorporates each variable examined in a consider. This category looks at whether the instrument satisfactorily covers all the substance that it ought to about the variable (Heale & Twycross, 2015). Each consider address that is given in a survey comprises of different variables and gets to be the foundation of the hypothetical establishment and speaks to the whole substance of the investigate.

d. Construct Validity

Construct validity alludes to whether you will be able draw inferences around test scores related to the studied concept. Examine whether the apparatuses utilized agree with the system contained within the inquire about and are pertinent to the talk of the material to be examined within the research. The result from the research features a concept that relates well with the definitions that have been expressed. Each course of action of address fabric gets to be more in agreement with the definition put forward by the researcher. There are two primary components of construct validity which is discriminant validity and convergent validity (Taherdoost, 2016).

Discriminant validity is the degree to which inactive variable segregates from other idle variables. Discriminant validity implies that an inactive variable can account for more change within the watched factors related with it than a) estimation mistake or comparable outside, unmeasured impacts; or b) other develops inside the conceptual framework. In case, at that point the validity of the indicators and of the develops are flawed. In brief, Discriminant validity tests develops that ought, with no relationship. For the convergent validity, is a parameter regularly utilized in humanism, mental research, and other behavioral sciences, alludes to the degree to which two measures of builds that hypothetically ought to be related, are in reality related (Taherdoost, 2016).

3.3. Reliability Test

Reliability inquire was made in arrange to assess the legitimacy or reliability of an investigate that has been done. On the other hand, Reliability is characterized as the degree to which test scores are free from measurement error. It may be a degree of solidness or inside consistency of an instrument in measuring certain concepts). There are different sorts of reliability depending on the adjustments that are managed and with the number of people who give data. The frame of reliability is exceptionally conclusive and a shape of reliability of an information must be wiped out a frame of testing and assessment in an organized and exact way in measuring information. Without a frame of reliability testing, it will be exceptionally troublesome to discover another frame of estimation to guarantee that information is information that can be utilized as a reference for other researcher afterward. It is advance characterized that reliability may be a consistency of any sound comes about from the survey to degree the exactness of each estimation scale included.

This estimation is aiming to see the precision between the estimation comes about at diverse times where a ponder can be considered solid if it provides consistent comes about at distinctive times. Within the reliability test itself, can be isolated into two shapes of estimation, counting test-retest reliability and internal consistency (Taherdoost, 2016), where in this consider the sort of internal consistency reliability is utilized.

a. Test-Reliability

This estimation leads to taking a frame of re-measurement and it is utilized when the researcher conducts inquire about at diverse times, within the sense that the respondent is the same but is given at distinctive times and the comes about of these activities will be seen as the consistency of the comes about given. The higher the level of consistency, the way better the estimation comes about will be and demonstrate that they are dependable. Be that as it may, each test is as it were transitory and not interminable.

b. Internal Consistency

It is the foremost suitable test, measured with Cronbach alpha. The sources of the rule-of-thumb that states alphas underneath 0.70 show poor reliability and infer destitute prescient legitimacy. Utilizing Cronbach alpha permits researcher to see the level of flawlessness of the information that has been collected.

For interesting points reliability, which incorporates amazing reliability (0.90 and over), the high one (0.70-0.90), standard reliability (0.50-0.70) and bad classification (0.50 and below). In spite of the fact that reliability is vital for consider, it isn't adequate unless combined with other instrument, that is validity. In other words, for a test to be reliable, it moreover must be substantial (Taherdoost, 2016).

3.4. Research Model

Based on relationship between variables and causality, Authors build the research model in this research is as follow Figure 2.

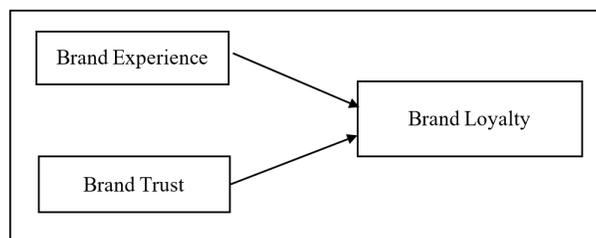


Figure 2. Research Model

Next, the applied regression model for this study is (Greene, 2018):

$$BL = \beta_0 + \beta_1 BE + \beta_2 BT + e_i \quad (1)$$

A calculation is made by estimating the suitability of the regression model that is the magnitude of the R-squared and F-test with a significance level of 5%. After that, authors do t-test for each coefficient parameters with a significance level of 5%.

4. Result and Discussion

After obtaining primary data from the research instrument, the data will be assessed for its validity and reliability. In this study, the research instrument used is the electronic questionnaire which consist of research indicators as shown in the table 2. for each research variables.

Table 2. Validity and Reliability Test

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem correlation	alpha
BE1	190	+	0.6547	0.5916	0.4044	0.9048
BE2	190	+	0.5916	0.5204	0.4113	0.9073
BE3	190	+	0.6372	0.5718	0.4063	0.9055
BE4	190	+	0.6396	0.5745	0.4060	0.9054
BE5	190	+	0.6597	0.5972	0.4038	0.9046
BT1	190	+	0.5623	0.4878	0.4145	0.9084
BT2	190	+	0.6010	0.5310	0.4103	0.9069
BT3	190	+	0.6854	0.6265	0.4010	0.9036
BT4	190	+	0.7108	0.6555	0.3982	0.9026
BT5	190	+	0.7077	0.6520	0.3986	0.9027
BL1	190	+	0.6720	0.6112	0.4025	0.9041
BL2	190	+	0.6465	0.5822	0.4053	0.9051
BL3	190	+	0.7500	0.7008	0.3939	0.9010
BL4	190	+	0.7277	0.6751	0.3964	0.9019
BL5	190	+	0.7373	0.6861	0.3953	0.9015
Test scale					0.4032	0.9102

Source: Data Processing

The basis for decision making in the reliability test is the Cronbach's Alpha value of 0.91 > 0.60, so the questionnaire is declared reliable or consistent. The validity testing based on Stata software shown in table 2. The item-test correlation on the table 2 is also showing result of validity based on r-table, which in this research all item-test correlation that more than value r-table.

Based on the proposed Research model, we conduct data processing in 190 observations (Adidas users). By using linear regression and robustness feasibility, the output of data processing is as follows.

Based on the running data in Brand Loyalty are influenced by independent variables in the model. The test results for the proposed model that the results of the value of F-test = 47.22 and probability F = 0.00 smaller than the significance level of 5%, we reject the null hypothesis. The independent variable Brand Experience and Brand Trust has a significantly positive effect on Brand Loyalty simultaneously. Therefore, authors construct the equation of the research model as follows.

$$BL = -0.197 + 0.42 BE + 0.60 BT$$

The partial analysis shows that the results of the t-test on the variable Brand Experience and Brand Trust reject the null hypothesis and the direction of the positive coefficient. The value of this positive coefficient parameters supports to the theory. Every increase in Brand Experience will increase the Brand Loyalty by 0.42. Every increase in Brand Trust will increase the Brand Loyalty by 0.60.

Table 2. Result of Linear Regression for Corporate Performance of Unilever

Linear regression		Number of obs	=	190		
		F(2, 187)	=	47.22		
		Prob > F	=	0.0000		
		R-squared	=	0.5341		
		Root MSE	=	.47434		
BL	Coef.	Robust Std. Err.	t	P> t	[95% Conf. Interval]	
BE	.4199434	.1831596	2.29	0.023	.0586188	.7812679
BT	.6031817	.1242809	4.85	0.000	.3580089	.8483545
_cons	-.1971812	.5677708	-0.35	0.729	-1.31724	.9228779

5. Conclusion

The research has been carried out, with an aim of answering the problem and solving the hypothesis that existed. Based on the results and discussion that has been done can be concluded that, Brand Experience has a significantly positive effect on Brand Loyalty. Brand Trust has a significantly positive effect on Brand Loyalty.

First, Adidas must pay attention to and improve the independent variable brand experience variable that can be given to the consumers. By improving existing technology for the products, into something more unique and attractive, allowing it to be felt by consumers, for its good sensation and comfort, will affect the behavioral conduct, done by the consumers. Through the uniqueness and value that Adidas bring to it consumers, it will trigger them to feel, to recognize and to act for what they get, for what they experienced.

Second, Adidas company can center on progressing and extending in terms of innovation, not fair on its creation of items, but they must start to investigate and extend in terms of advanced promoting by communicating through different web media in maximizing conveyance channels that lead to the Adidas item itself. There were many competitors with their own value and specializations, and based on the background, Adidas have quite much competitors, therefore Adidas needs to innovates to make its brand more recognizable with its specialization and therefore gives an outstanding experience followed by satisfaction and trust for its products which causing loyalty.

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