



Euro Brand Trust Factors in Building Consumer Loyalty of Household Goods Consumers

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ABSTRACT

The context of global marketing communication of the Euro household brands is the focus of this research article. This study examines the effect of customer experience, perceived quality, brand associations, and European brand trust on customer satisfaction and loyalty. The survey was conducted in Greater Jakarta, Indonesia. This study took 452 samples in clusters to the profiles of married women and men who consumed Europe branded household products. The data were processed using the Amos structural equation model (SEM) version 26.0 to test several hypotheses. The study found that customer experience significantly influences perceived quality, brand association, European brand trust, customer satisfaction, and brand loyalty. Likewise, other variables, such as perceived quality, brand association, and European brand trust, significantly affect customer satisfaction and brand loyalty indirectly and directly. Trust in European brands shows a high-quality perception of European home appliances products. This psychological aspect may grow from the sociological experience that the Southeast Asian population and cultural heritage place quality European products in this region. The implications of the results of this study indicate that customer experience is networked as a basis in marketing communications for European brands in areas with a target market that has a history with Europe.

Keywords: Brand Loyalty, Customer Experience, Customer Satisfaction, European Brand Trust

JEL Classification: M300, M310, M370

1. INTRODUCTION

Southeast Asian countries, including Indonesia, have long-term, sociological, and emotional ties with Europe. The transnational trade network began in the colonial period, after independence, and is now in the contemporary era of globalization. Therefore, the people of Southeast Asia, as consumers, have been accustomed to and have had customer experience with various European brands from generation to generation.

It is essential to discuss the experience of the Southeast Asian community concerning the connection between the consumption culture of Euro products. Meanwhile, experience marketing has become an exciting study for building sustainable business and customer management models mutually beneficial between producers and consumers (Jafari et al., 2022). a brand (Amoroso

et al., 2021). Customer experience or brand experience is generated from stimuli and leads to satisfactory results, so consumers want to repeat the experience (Moriuchi and Takahashi, 2018). The brand experience should influence past consumer satisfaction ratings and future customer loyalty. Customers who have experience with a brand will be willing to share information about the goodness of a brand and then have a greater probability of repurchasing.

The focus on the Euro brand in this study also assesses the importance of brand association. This is because a brand has historical roots regarding intercultural relations between the people of Southeast Asia and Europe. European brand names have sociological and historical meanings through belief in quality and modernity. Meanwhile, from a psychological perspective, brand relationships with consumers are understood as the construction of affective and functional relationships (Leung, 2016). Brand

association is proposed as a mediating variable connecting branding activity efforts and results. The main inputs from a brand relationship are brand experience, trust, and satisfaction. In the end, the primary outcome of the relationship between all these concepts is brand loyalty (Menidjel et al., 2017; Akoglu and Özbek, 2022), which is very important to measure as the final component of consumer behavior in the context of transnational marketing.

Furthermore, this paper also highlights perceived quality variables related to brand associations and customer experience. Customers want the best value for money spent on European-branded products. The perception of product quality is embedded in the minds of consumers due to the stimulation received by the five senses, which penetrates affection and behavior. Perceived quality is a transnational consumer assessment of the superiority of household products that integrates consumer expectations and perceptions, brand management capability, brand orientation and formalisation (Lee et al., 2017; Li and Shang, 2020).

A fascinating factor in this research paper is the concept of European brand trust. Every region is unique, but European brands are specific to Southeast Asia, especially Indonesia. The world consumer community views Europe or the West as the center of world-class quality products, and that is the nation's identity, although Eastern Europe is still in transition to achieve a new identity that separates it from the past. Nation branding Western Europe positively promotes its image in various world consumer centers (Cheregi, 2017), including Southeast Asia. However, there is a context of competition in global market thinking, especially competition with products originating from East Asia. However, the Southeast Asian consumer society has interacted directly with European nations since the colonial period. Jaegler and Goessling's (2020) study provides empirical insight into how European-branded luxury products address business sustainability issues worldwide. However, this study is still limited to European brand strategies, especially analyzing French consumer expectations. Therefore, this research paper takes a position that has escaped the attention of previous researchers. This paper has a place to complement insights with European-brand trust insights.

The variable of customer satisfaction is significant to study because the conception of satisfaction is the goal of every transaction in product acquisition. This paper investigates the satisfaction associated with European brand trust because customer satisfaction is built by each brand if the customer trusts the brand entirely. If a product or idea fails to deliver on its promises, customers will switch to competing brands that have the potential to provide higher satisfaction (Hill and Brierley, 2017; Othman et al., 2017).

Finally, consumer loyalty is a measure of sustainable business success. Loyal consumers usually have a perfect view of a brand when they use the product repeatedly. Thus, it was suspected to understand customer loyalty to European brands through trust, customer satisfaction, relationships, and long-term consumer experience. However, brand loyalty is complicated because one must view it from various dimensions. Consumers believe a product has suitable characteristics according to its quality and price. Customer satisfaction is related to and influences brand

trust and brand image towards customer loyalty (Azizan and Yusr, 2019). Examining this concept as a dependent variable in European brands' trust and consumer loyalty is essential. It can be understood that the process of cultivating brands in Southeast Asia, especially in Indonesia, is thought to have affected consumer confidence in brands and occurred from generation to generation.

Based on the background and focus on the factors that may significantly influence the sustainability of European businesses and brands in the Asian region in general, in the context of international business, this research is unique with the aim of empirical evidence. This article examines several internal and external variables affecting individual consumers, such as European brand household goods. The research questions are, first, does the customer experience variable significantly affect the other independent variables such as perceived quality, brand association, and European brand trust? Second, does the perceived quality variable have a significant effect on customer satisfaction and brand loyalty? Third, does the brand association variable significantly affect customer satisfaction and brand loyalty? Fourth, does European brand trust affect customer satisfaction and brand loyalty?

2. LITERATURE REVIEW

2.1. Customer Experience of Household Branded Products

Customer experience is "a customer's subjective response to direct and indirect holistic encounters with manufacturers, including but not limited to communication encounters, service encounters, and consumption encounters" (Lu and Yan, 2023). Every customer's experience may be different, but clients can feel the core commonality of the perceived quality of a brand. Thus, quality becomes a clear advantage and creates subjective customer reactions to the uniqueness fully provided by the manufacturer. The customer experience of branded products (Waqas et al., 2021) is assumed to be more solid in consumer thoughts and actions because high value does not exist in non-branded products.

Customers have unique experiences related to brands and are usually embedded in memory. The customer then talks about, tells about, and recommends the brand name to others with a personal narrative as the subject. However, it must be understood that the use of a brand involves sensations, feelings, cognitions, responses, and behavioral stimuli. Because of this, brand experiences can generate emotional attachments. However, emotions are generated from internal stimuli that evoke meaningful experiences for consumers to manage. From the producer side, this requires a strategy to increase customer loyalty and advocacy to increase market share (Hoyer et al., 2020; Uzir et al., 2021; Park et al., 2018). Specifically for household products, end users are all family members who use the product in the long term so that consumers get proof of its performance.

2.2. Perceived Quality of Branded Products

Perceived quality is related to consumer confidence in the value received when consuming a product. Kirmani and Zeithaml (2013) define it as "a customer's perception of the overall quality or

superiority of a product or service concerning its intended purpose, value relative to alternatives.” Aaker (2013) also defines perceived quality as like Zeithaml. Meanwhile, Konuk (2021), Styliadis et al. (2020), and Swinker and Hines (2006) classify perceived quality into four categories: intrinsic, extrinsic, appearance, and performance. Perceptions of quality arise and grow from product consumption experiences by proving the superiority of branded products and even being associated with top brands in the digital era (Kim, 2020).

Perceived quality, perceived risk, and customer trust are thought to influence customer loyalty (Marakanon and Panjakajornsak, 2017). Customer trust is believed to directly influence customer loyalty, while perceived quality indirectly influences customer loyalty through customer trust and perceived quality. Kim et al. (2018) and Sun et al. (2022) also state that perceived quality, brand image, and brand trust are determining factors that need further investigation to achieve brand loyalty. Brands also have credibility in the eyes of consumers to fulfill customer satisfaction (Othman et al., 2017). Meanwhile, brand trust is necessary for multinational companies (Fârte and Obadă, 2021) to gain and maintain their market share in various world regions.

2.3. Brand Association Strengthen Equity

Strengthening brand equity refers to consumer-based brand equity (CBBE), which conceptualizes brand knowledge as an association with the uniqueness of a brand. This CBBE concept extensively uses human associative memory theory derived from cognitive psychology to conceptualize how brand association networks are formed and operated (Keller, 2021). This theory assumes that knowledge about a brand is stored in consumers' memory as information linked to form a complex brand associative network. Jin et al. (2019) also found a relationship between specific brand images and symbols and their benefits. The experience of consuming branded household products fosters brand trust and loyalty and strengthens equity.

The richness of brand associations is very important in generating intention in potential consumers and their ability to perceive benefits. In addition, Brakus et al. (2009: 53) also conceptualize brand experience as “subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioral responses arising from brand-related stimuli that are part of brand design and identity, packaging, communication, and environment.” Furthermore, Chinomona and Maziriri (2017) and Chen (2017) state that repeated interactions between brands and customers reflect relationship characteristics such as love, connection, interdependence, intimacy, and commitment in brand relationships.

2.4. European Brand Trust as Luxury Product

European brand trust is a concept that previous researchers rarely mention. Therefore, this concept needs to be defined as a brand of various products with the country of origin being countries on the European continent, either the household consumer goods produced in Europe or produced in other countries, which marketing was then distributed throughout the world. Various European brands in this research paper are limited to household product categories such as home appliances, electronics, lighting,

hardware and tools, and others (Husain et al., 2022; Eshuis et al., 2021). European brands can be categorized as luxury brands for consumers in Southeast Asia and, therefore, have brand trust.

Branded products are considered passports for global citizenship of industrialized countries to expand market coverage worldwide. Globalization has given rise to the idea of transnational brands as attractive assets for companies by considering the quality and price (Mandler et al., 2021; Sichtmann et al., 2019). The global brand appeal is associated with its ability to provide economies of scale and scope in manufacturing, research and development, and marketing.

Based on the definitions and constructs of some of the variables above, a hypothesis was formulated to test the influence of customer experience on perceived quality, brand association, and European brand trust, as follows:

Hypothesis-1: H_1 Customer experience has a significant effect on perceived quality.

Hypothesis-2: H_2 Customer experience has a significant effect on brand association.

Hypothesis-3: H_3 Customer experience has a significant effect on European brand trust.

2.5. Customer Satisfaction

Customer satisfaction measures how an organization's “total product” performs concerning customer needs. This definition states something important about customer satisfaction compared to what the customer initially expected (Hill and Brierley, 2017). The pleasure obtained and the attitude that is formed as part of the previous experience is a positive affective reaction, then has an impact on the next purchase as a cyclical pattern to predict purchase intention and consumer behavior towards product brands (Kewat et al., 2023; Pandey et al., 2020).

Higher brand performance and brand association will build trust and loyalty. Loyalty is realized through customer trust in the service quality of a brand with positive experiences. Likewise, in the end, after-sales service is positively related to customer satisfaction, retention, and loyalty. The variables of customer satisfaction, brand trust in brand image building process are essential to investigate their effects on customer loyalty in household products (Kim and Chao, 2019).. This is because customer satisfaction partially mediates the relationship between perceived quality and perceived cost value with brand loyalty, while customer satisfaction fully mediates the relationship between lifestyle alignment and brand trust (Kataria and Saini, 2019; Azizan and Yusr, 2019).

Based on the definitions of these concepts and variables, a hypothesis was developed that tests the influence of customer experience, perceived quality, brand association, and European brand trust on customer satisfaction, as follows:

Hypothesis-4: H_4 Customer experience has a significant effect on Customer satisfaction.

Hypothesis-5: H_5 Perceived quality has a significant effect on Customer satisfaction.

Hypothesis-6: H_6 Brand association has a significant effect on Customer satisfaction.

Hypothesis-7: H_7 European brand trust has a significant effect on Customer satisfaction.

2.6. Brand Loyalty of Household Products

Brand loyalty is the primary goal of any competition between brands in the market. Various marketing communication efforts were made to achieve brand loyalty performance. Memorable and sustainable brand experiences foster loyalty, active brand referrals, and increased profitability. Brand loyalty is a customer's deep commitment to consistently reject or re-select a particular product/service in the future. Loyalty can be unstable, requiring celebrities to maintain a brand's image (Kim et al., 2018); Slack et al., 2020). Companies must try to make customers interested and loyal to their brands because not all brands attract customers. Growing and maintaining customer loyalty helps establish long-term sustainable relationships between companies and customers. Customers are willing to pay more for the value received (Wieseke et al., 2014; Menidjel et al., 2017).

Based on the explanation of the concept or variable above, it was suspected that there is an influence of Customer Experience, Perceived Quality, Brand Association, and European Brand Trust on Brand Loyalty. Therefore, the following hypothesis was formulated:

Hypothesis-8: H_8 Customer experience has a significant effect on Brand Trust.

Hypothesis-9: H_9 Perceived quality has a significant effect on Brand Trust.

Hypothesis-10: H_{10} Brand association has a significant effect on Brand Trust.

Hypothesis-11: H_{11} European brand trust has a significant effect on Brand Trust.

The last hypothesis to test two direct variables, such as the alleged influence of Customer satisfaction on Brand Loyalty, is as follows:

Hypothesis-12: H_{12} Customer satisfaction has a significant effect on Brand loyalty.

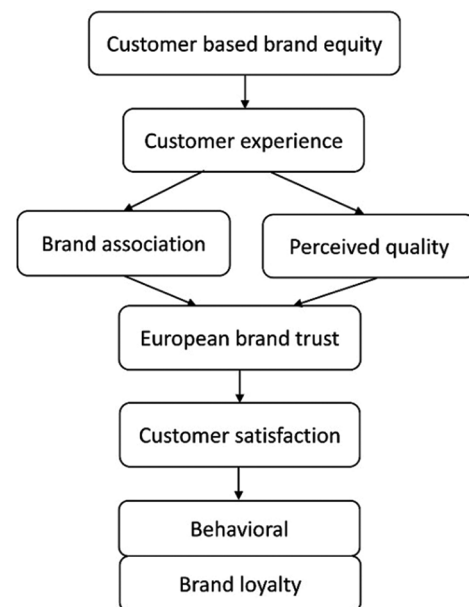
Based on the theoretical and conceptual development above, this study proposes a hypothesized model of several independent variables: Customer experience, perceived quality, brand association, and European brand trust. The intervening variable is customer satisfaction, and the dependent variable is brand loyalty (Figure 1). The experience of consumers buying and consuming household products branded in Europe becomes factual to be examined with several other independent variables in the purchasing decision-making process.

3. METHODOLOGY

3.1. Survey Research

In this research, the tested six variables were first compiled with a concept explication in chapter two and enriched with measurements from various current references. Table 1 shows the constructs by considering the context of consumer behavior in Indonesia. First, the measure of customer experience thinks several indicators such as "first time knowing the brand name," "the communication message is acceptable to common sense," and

Figure 1: Research framework



"willing to try to buy and use the product." Also, in this variable, customers are asked to respond to statements about "positive experience consuming the product" and "long-term consuming experience." All the item constructs were arranged in five positive statements. They were given a Likert scale rating weight such as "strongly disagree" (score 1), "disagree" with a score of 2, "agree slightly" with a score of 3, "agree" with a score of 4, and "strongly agree" with a score of 5.

Second, considering the definitions and measurement criteria, the concept of perceived quality was explained to find several constructs for perceived quality were "products made in Europe are identified with high quality," "buying household goods because of the perception of quality goods," and "I perceive quality made in Europe." Also, the "quality of the goods depends on the country which made in," and "the real quality I get according to my previous perception."

Third, considering the definitions, the concept of perceived quality was explained to find several constructs such as "products made in Europe are identified with high quality," "buying household goods because of the perception of quality goods," and "I perceive quality made in Europe." Also, the constructs such as "European brand associations were superior to domestic ones," "in my mind, brands from Europe are reliable," and "European brand names fit my social class."

Fourth, European brand trust is a variable tested with the brand's origin in dominant European countries from the United Kingdom, Germany, the Netherlands, France, and others. Consumer trust in European brands is constructed like "I believe in European brands," "I believe that I have differentiation with European brands," "European brands save money because they last longer," "Buying European brands feels like you are equal to European consumers," and "European brands are synonymous with prestigious goods."

Table 1: Constructs and measures

Constructs	Item-code	Measures	References
Customer experience	CUSEX01	- Know the brand name	Becker and Jaakkola (2020), Chen et al. (2020), Klaus and Maklan (2013)
	CUSEX02	- Understand the communication message	
	CUSEX03	- Try to buy and use the product	
	CUSEX04	- Positive experience	
	CUSEX05	- Long-term consuming experience	
Perceived quality	PQUAL06	- Belief in European product quality	Calvo-Porral and Lévy-Mangin, (2017), Marakanon and Panjakajornsak (2017), Vazifehdoost and Negahdari (2018), Harsono et al. (2018), Yang and Lee (2019), Klabi (2020), Shaikh and Parikh (2020)
	PQUAL07	- The perception of quality goods	
	PQUAL08	- European product means high-quality	
	PQUAL09	- The product quality positive experience depends on the country which made it.	
	PQUAL10	- The high quality is the fact.	
Brand association	BRASS11	- European brands' household products are high-quality	Mann and Ghuman (2014), Chen (2017), Chinomona and Maziriri (2017), Vazifehdoost and Negahdari (2018)
	BRASS12	- Feels a prestige by buying European brands	
	BRASS13	- European brand is superior	
	BRASS14	- Brands from Europe are reliable	
	BRASS15	- European brand names fit my social class	
European brand trust	EUBTR16	- Believe in European brands	Menidjel et al. (2017), Tong et al. (2018), Amron (2018), Jaegler and Goessling (2020)
	EUBTR17	- Get differentiation with European brands	
	EUBTR18	- European brands mean saving money	
	EUBTR19	- It feels like you are equal to European consumers	
	EUBTR20	- European brands are synonymous with prestigious goods	
Customer satisfaction	CUSAT21	- Physical appearance and model	Parasuraman et al. (1994), Hill and Brierley (2017), Othman et al. (2017), Rather et al. (2019), Azizan and Yusr (2019), Kataria and Saini (2019)
	CUSAT22	- Product performance is reliable and accurate	
	CUSAT23	- After-sales service	
	CUSAT24	- Knowledge, inspiration, and courtesy of employees	
	CUSAT25	- The care and personal attention of the company	
Brand loyalty	BRLOY26	- Loyal to use European brand products	Lee and Jee (2016), Chinomona (2016), Huang (2017), Menidjel et al. (2017), Molinillo et al. (2017), Vazifehdoost and Negahdari (2018), Kataria and Saini (2019)
	BRLOY27	- Not tempted by non-European brands	
	BRLOY28	- Firstly, choose brands from Europe	
	BRLOY29	- The family has always recommended European brands	
	BRLOY30	- Ask children to select European brands of household products	

Table 2: Description of the demography and brand experience

Demography and brand experience	Frequency (number of people)	Ratio (%)
Age		
17-27	127	28.10
28-40	191	42.26
41 and older	134	29.64
Gender		
Woman	259	57.30
Man	193	42.70
Monthly expenditure		
More than \$2,000	129	28.54
\$1,000-2,000	151	33.41
<\$1,000	172	38.05
Marital status		
Married	322	71.24
Single	130	28.76
Education		
High school	132	29.20
Undergraduate	190	42.04
Graduate/Postgraduate	130	28.76
Brand experience*)		
Ariston (28%), Beko (1%), Bosch and Siemens (5%), Boretti (0.2%), Braun (0.8%), Dyson (0%), Electrolux (21%), Fulgor (0%), Groupe SEB (2%),	Gtech (0.3%), Indesit (0.2%), Illycaffè (0.3%), Kenwood (12%), Modena (19%), Natuzzi (10%), Melitta (0%), Phillips (37%),	Nutella (3%), Olivetti (1%), Sèleco (0.2%), Severin (0.1%), Smeg (0.5%), Tekka (9%), Technivorm (1%),

*) Questions to respondents: What brands do you and your family buy and use for home appliance products from Europe 5 years later? The answer can be more than one brand

Fifth, customer satisfaction measurement follows the Servqual concept. It considers other indicators such as “attractive physical appearance and product models,” “household product performance is reliable and accurate,” and “has easy and fast after-sales service.” Also, the construct compiled “knowledge and courtesy of employees and their ability to inspire trust. and belief,” and “the care, the individual attention the company gives to its customers.”

Sixth, brand loyalty was measured by indicators such as “I am loyal to a product with a brand from one of the countries in Europe” and “I will not be tempted by other brands that are not from Europe.” Also, “If asked to choose a brand from various countries worldwide, I will choose brands from Europe.” Also, some statements such as “My family has always recommended European brands for household consumer goods” and “I will ask my children to continue choosing household products with European brands.”

3.2. Sample and Procedure

The method conducted survey research to collect data in Greater Jakarta on consumers of household products. The Greater Jakarta is a metropolitan city Jakarta, surrounded by several smaller satellite cities such as Bekasi, Tangerang, Depok, and Bogor. It is a medium-sized city in Indonesia. The sampling technique was purposive, with the assumption that the people selected as respondents were adults, housewives, or fathers of families. Sampling was conducted at public service facilities such as offices, shopping centers, household stores, and universities.

The sample in each of the nine cities was 60 people, so the total sample in this study was 540. However, after verification of the respondents' questionnaires, only 452 respondents met the requirements for further data processing. Most of the respondents were women, 321 (71%), with occupations such as employees in private companies (80.22%), civil servants (6.97%), and entrepreneurs (12.81%).

Respondents aged 17-27 years (28.1%), 28-40 years (42.26%), and 41 and older (29.64%) indicate a productive age and have relatively adequate purchasing power for consumption of branded products (Table 2). The level of education shows that most respondents graduated from undergraduate (42.04%), high school (29.2%), and graduate (28.76%). This demographic profile shows that the average consumer is married (71.24%). The decision-making process is generally for the mother and approved by the father in the household. Likewise, regarding education level, this study is robust with the profile of respondents who are well educated so that their assumptions prioritize aspects of rationality in making purchasing decisions for a brand.

Family monthly expenditure shows that most respondents are upper-middle-class citizens because the average monthly spending is <\$1,000 (38.05%), expenses between \$1,000 and 2,000 (33.41%), and more than \$2,000 (28.54%). Respondents are urban citizens in the capital and cities around Jakarta, which reflects a group of consumers with relatively high purchasing power in Indonesia. The brand experience in this survey asked, "What brands do you and your family buy and use for home appliance products from Europe five years later? The answer can be more than one brand". The ability to recall a brand name that has been or is currently being used is known as brand recall (Keller, 2021). European brands that have high brand recall and are chosen by respondents are Phillips (37%), Ariston (28%), Electrolux (21%), and Modena (19%). Also, Kenwood (12%), Teka (9%), Bosch and Siemens (5%), Groupe SEB (2%), and several other brands.

3.3. Data Analysis

A structural equation model (SEM) is used to process the data because it makes it easy to find and confirm the relationship between several variables. SEM analyzes the relationships among many latent constructs to be examined to reduce errors in the model. Hair et al. (2020) suggest that the measurement model is reviewed and evaluated first, then the structural model is analyzed. SEM analysis using PLS software version 26.0 to examine the proposed hypothesis. SEM analysis is commonly used in market research and has even been widely applied in the social sciences in recent decades due to the availability of easy-to-use software. The application and flexibility of SEM techniques based on covariance and partial least squares so that an overview can be seen with the PLS software (Hair et al., 2020).

4. RESULTS

4.1. Descriptive Statistics

The descriptive statistics on each variable were described in summary in Table 3, which includes five independent variables,

one intervening, and one dependent variable. Table 3 shows the average variation that tends to the proper distribution with a median of 3. While the standard deviation varies, it is also not too far from one variable to another in each variable. The lowest standard deviation is brand loyalty (BRLOY) and customer experience (CUSEX) variables. Meanwhile, the highest standard deviation is perceived quality (PQUAL) and European brand trust (EUBTR) variables. This data shows that all variables are determinants of each item in the construct.

4.1.1. Measurement Model

The confirmatory factor (CFA) analyzed the model's fit, as summarized in Table 4. All six variables for the internal reliability

Table 3: Descriptive statistics for variables

Construct	Min.	Max.	M	SD
Customer experience (CUSEX)	1	5	3.11	0.751
Perceived quality (PQUAL)	1	5	3.09	0.911
Brand association (BRASS)	1	5	3.14	0.812
European brand trust (EUBTR)	1	5	3.06	0.839
Customer satisfaction (CUSAT)	1	5	3.21	0.689
Brand loyalty (BRLOY)	1	5	3.05	0.755

Table 4: Result of confirmatory factor analysis (CFA) for measurement model

Construct	Item	Internal reliability cronbach α	Convergent validity		
			Factor loading	Composite reliability	Ave. variance extracted ^b
Customer experience (CUSEX)	CUSEX-1	0.686	0.49	0.72	0.67
	CUSEX-2		0.67		
	CUSEX-3		0.62		
	CUSEX-4		0.77		
	CUSEX-5		0.49		
Perceived quality (PQUAL)	PQUAL-6	0.681	0.77	0.87	0.71
	PQUAL-7		0.75		
	PQUAL-8		0.61		
	PQUAL-9		0.69		
	PQUAL-10		0.75		
Brand association (BRASS)	BRASS-11	0.698	0.49	0.76	0.75
	BRASS-12		0.61		
	BRASS-13		0.72		
	BRASS-14		0.79		
	BRASS-15		0.73		
European brand trust (EUBTR)	EUBTR-16	0.772	0.67	0.78	0.87
	EUBTR-17		0.75		
	EUBTR-18		0.78		
	EUBTR-19		0.81		
	EUBTR-20		0.69		
Customer satisfaction (CUSAT)	CUSAT-21	0.691	0.74	0.66	0.72
	CUSAT-22		0.63		
	CUSAT-23		0.82		
	CUSAT-24		0.78		
	CUSAT-25		0.72		
Brand loyalty (BRLOY)	BRLOY-26	0.637	0.73	0.69	0.81
	BRLOY-27		0.81		
	BRLOY-28		0.76		
	BRLOY-29		0.71		
	BRLOY-30		0.79		

Composite reliability=(square of the summation of the factor loadings)/{(square of the summation of the factor loadings)+(square of the summation of the error variances)} b Composite reliability=(summation of the square of the factor loadings)/{(summation of the square of the factor loadings)+(summation of the error variances)}

of Cronbach alpha with a relatively high score. Internal reliability Cronbach-alpha shows that all variables are reliable for the survey that has been conducted. Convergent validity, which is calculated by factor loading, composite reliability, and average variance extracted, is intended to measure the extent to which related scale items are theoretically correlated. Convergent validity is important to measure the extent to which a certain set of indicators for a construct meets or shares a high proportion of variance. Hair et al. (2014) stated that composite reliability of 0.70 or higher and the average extracted variance of more than 0.50 were considered acceptable.

This measurement model shows that the all-composite reliability value is above 0.65, so all constructs show convergent validity. Likewise, the extracted mean variances are all above 0.60. Discriminant validity is the extent to which a construct indicator represents one construct, and the construct indicator is different from other constructs in the model. Overall, therefore, we conclude that the model construction is reliable and valid.

4.2. Structural Model

The structural model describes the overall mapping of the relationships that influence each other between variables. The processing results were summarized in Table 5. The intercorrelation of the effects of the structural equation model (SEM) processing resulted in a structural model estimated using the maximum likelihood method (MLA). Table 5 shows that all the appropriate measures from this study were above the recommended values, which indicates a good model fit. All paths are significant at the 0.01 level and the 0.05 level. The customer experience (CUSEX) and customer satisfaction (CUSAT) have the most substantial effect on brand loyalty (BRLOY).

Several other variables also have a significant effect on customer satisfaction and brand loyalty, such as perceived quality (PQUAL), brand association (BRASS), and European brand trust (EUBTR). The brand association shows a strong relationship between the brand and what consumers think, feel, and have with a product brand. Consumers have an inner connection with the brands they habitually consume, and in that relationship, it is not easy to separate.

Trust in European brands arises after customer satisfaction is obtained, which fosters a process of brand strengthening in the minds and feelings of consumers. The brand becomes a reliable reference for the next buying process and recommendations given to family and peer group consumers. Brand loyalty is investigated

in this study and has shown statistically significant results. Customer loyalty depends on their trust in the brand and the brand's satisfaction based on proven brand experience and relationships.

Customer satisfaction shows a strong relationship with brand loyalty. A customer is satisfied if he receives the same or higher reward than expected. This level of satisfaction can vary between consumers but is generally relatively the same for a product category. Some consumers may not care about the satisfaction received from some brands of low-end product categories. Still, for the middle and high-end product categories, some consumers are very considerate of brands and demand a high level of satisfaction.

The examination of the brand attributes in this paper focused on European brands in household consumer goods. However, the competition is getting sharper with various brands from the East Asia region. Indonesian consumers pay more attention to their brand experience than other variables, such as brand relationship and trust. For Indonesian consumers, experience is the main factor they consider when buying a product rather than perceptions or dreams built into product campaigns. Brand loyalty has challenges in the future that must be answered by deepening the more meaningful experience given to consumers because customer experience is considered a natural thing to build perceived quality and other variables.

4.3. Correlation and Regression Analyses

Customer satisfaction (CUSAT) as a mediating variable shows the significance of its function as an intermediary to the brand loyalty variable (BRLOY). Tables 6 and 7 show the regression on each mediating and dependent variable. Correlation and regression obtained a higher average on customer satisfaction than the dependent variable (brand loyalty).

These results need confirmed as the moderator-mediator variable distinction (Namazi and Namazi, 2016). They suggested that the proposed model should meet four conditions. First, the relationship between the independent variables (customer experience, perceived quality, brand association, and European brand trust) and the mediating variable (customer satisfaction) must be significant. Second, the relationship between the independent and dependent

Table 6: Customer satisfaction scale: Linear regression coefficients

Item	Standardized coefficients	t	P
(Constant)		4.422	2.077
(CUSAT-21)	0.412	3.701	3.102
(CUSAT-22)	0.598	4.081	1.121
(CUSAT-23)	0.496	2.587	1.893
(CUSAT-24)	0.671	3.089	1.109
(CUSAT-25)	0.407	2.655	2.097

Table 7: Brand trust scale: Linear regression coefficients

Item	Standardized coefficients	t	P
(Constant)		0.788	0.327
(BRLOY-26)	0.141	2.775	0.219
(BRLOY-27)	0.112	1.029	0.296
(BRLOY-28)	0.128	3.022	0.154
(BRLOY-29)	0.232	1.842	0.289
(BRLOY-30)	0.198	1.112	0.118

Table 5: Inter-correlations between variables for model 2

Item	CUSEX	PQUAL	BRASS	EUBTR	CUSAT	BRLOY
CUSEX		0.798**	0.672**	0.803**	0.659**	0.708**
PQUAL			0.552	0.679	0.679**	0.148*
BRASS				0.761	0.718**	0.115*
EUBTR					0.695**	0.093*
CUSAT						0.759**
BRLOY						

CUSEX: Customer experience, PQUAL: Perceived quality, BRASS: Brand association, EUBTR: European brand trust, CUSAT: Customer satisfaction, BRLOY: dan Brand Loyalty

*P<0.05, **P<0.01

variables (brand loyalty) needs to be significant. Third, the relationship between the mediating variable (customer satisfaction) and the dependent variable (brand loyalty) must be significant. Fourth, the independent variable has a simultaneous relationship with the dependent variable. These four conditions were met for the result as indicated by the correlation between variables.

4.4. Path Analysis

The hypothesized model examines the direct and indirect effects between the independent and dependent variables through intervening variables. However, the direct effect is not as significant as the indirect impact, as shown in Table 8.

As Figure 2 shown, there is no significant effect between perceived quality and brand loyalty, between brand association and brand loyalty, and between European brand trust and brand loyalty, unless there is a significant effect between customer experience and brand loyalty.

Figure 2 shows model 2 with an insignificant correlation on the direct impact of several independent variables on the dependent variable. Furthermore, the hypothesis is dropped and produces model 3 in Figure 3. Thus, the direct impact only occurs on the independent variable (customer experience) on the dependent variable (brand loyalty). In comparison, all other independent variables must go through the mediating variable 'customer satisfaction' to achieve 'brand loyalty'. Model 3 shows that the mediating variable was needed to gain consumer satisfaction with various European branded home appliance products. Brand loyalty was only achieved directly if the customer has significant experience using the product.

5. DISCUSSION

Customer experience is significant as the foundation of the consumer's subsequent psychological and sociological response.

Table 8: Path analysis: Fit indexes of assessed models

Model	X ²	df	X ² /df	CFI	TLI	RMSEA[90% CI]	SRMR
1	1,410.21	452	3.12	0.778	0.691	0.147 (0.152-0.299)	0.351
2	316.67	142	2.23	0.683	0.628	0.109 (0.082-0.197)	0.117
3	404.67	141	2.87	0.859	0.776	0.125 (0.092-0.217)	0.238

Other researchers have found that genuine-related brands constitute a significant source of internal consumer subjective responses, referred to as "brand experiences" (Becker and Jaakkola, 2020; Brakus et al., 2009). Other previous research also found a similar study that the brand experience can positively affect consumer satisfaction, brand loyalty, and brand trust. The findings in this research can help managers and marketers better understand their market and help them better serve the needs and wants of their potential customers (Hoyer et al., 2020). Experience occurs when using the product and when getting to know the product's identity, from the packaging, logo, brand name, and so on (Klabi, 2020). Brand elements such as design and identity, packaging, communication, and brand environment were recorded in consumers' memories and familiarity with these attributes (Waqas et al., 2021). Also, that experience consumption is a beautiful life that pursues happiness.

Perceived quality appears when someone has not tried to buy but has received information about the brand from other people or advertisements. The findings in this study, which show perceived quality as an influential factor, were in line with the results of other researchers, such as Calvo-Porral and Lévy-Mangin (2017), who found that perceived quality is significantly related to brand purchase intentions and subsequent customer trust. The specific difference in this research paper is related to European brands. It turns out that this finding also applies to product purchases in the retail industry in general. For comparison, Shaikh and Parikh (2020) and Marakanon and Panjakajornsak (2017) specifically explore the direct effect of brand service quality on building perceived quality. Likewise, Othman et al. (2017) and Sun et al. (2022) specifically researched Iran, which also found the influence of brand relationship quality (satisfaction, trust, and brand commitment).

The brand association has a significant positive impact on the uniqueness of the product and the quality. Meanwhile, product quality has a significant positive effect on brand loyalty, and brand loyalty has a relatively significant impact on purchase intention (Vazifehdoost and Negahdari, 2018). The brand association resides in the customer's mind and stays in the individual's memory, triggered by the experience and acceptance of the quality of

Figure 2: Model 2 results

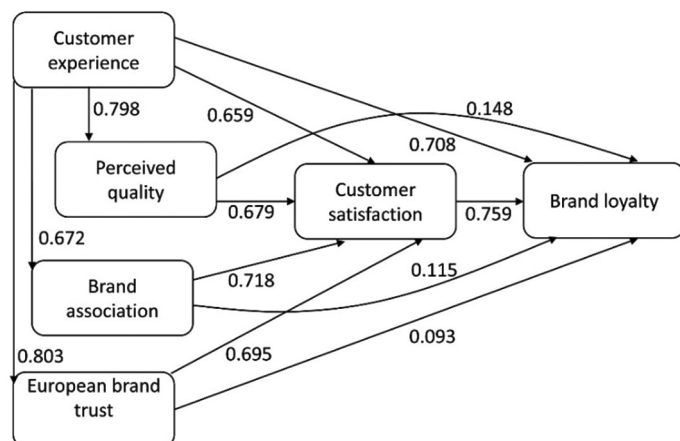
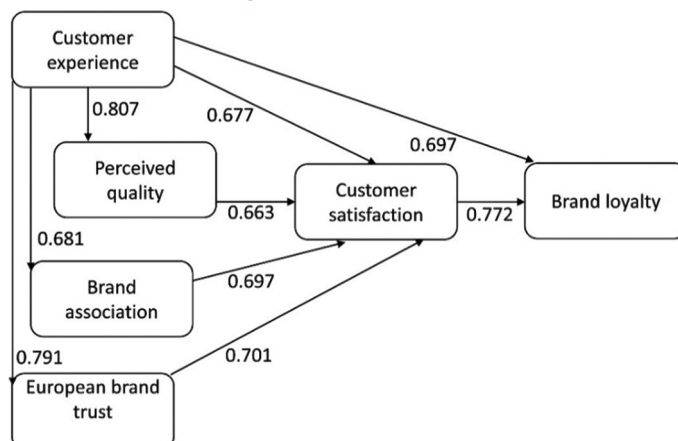


Figure 3: Model 3 results



a product. However, for this research paper, what was more remarkable is European brands, which, for Indonesian consumers, and perhaps Southeast Asia in general, have a special place. The variable nature of the country-to-brand association is an essential attribute of occupying brand associations. Other researchers, such as Chen (2017), Chinomona and Maziriri (2017), found the same thing. They found that the variable nature of country-to-brand association impacted the strength of the country of origin. Brand association, trust, commitment, and satisfaction of a good or institution are related.

European brands' trust is a unique factor in this research because, historically, European nations have had strong relationships with the people of Southeast Asia. As a comparison, research by Chae et al. (2020) confirmed the structural relationship between perceived value, brand trust, and purchase intention. Although different commodities, this finding verifies that the type of message of scarcity, such as the exclusivity of a brand, is a determinant of brand trust. Other researchers, such as Rovai (2018), investigated a Euro luxury brand. Exclusivity as a Euro brand is decisive in strengthening consumer trust. The findings suggest that origin, as a characteristic, should be regarded as an association. The image of the country of origin of a product and its impact on brand associations were perceived as quality. However, the different customer satisfaction index models according to regional characteristics, such as North America and Europe, may differ from other regions, such as Asia. Other findings, qualitative research discusses in-depth European brands, especially luxury brands such as Jaegler and Goessling (2020), found sustainability concerns in luxury supply chains, especially French consumer expectations.

Customer satisfaction results from the process that the customer goes through the previous variables. This research indicates that customer satisfaction is achieved and was significantly influenced by all factors, such as customer experience, perceived quality, brand association, and European brand trust. As a comparison, but in different variables, customer satisfaction and loyalty intentions in the context of a retail supermarket chain in the UK. Also, brand service quality substantially influences brand satisfaction more than brand trust (Kataria and Saini, 2019). Also, it was found that the relationship between brand satisfaction and trust is powerful. So, customer satisfaction and brand trust are essential. Customer satisfaction is a determinant of loyalty.

Brand loyalty was significantly influenced by customer experience, perceived quality, brand association, and European brand trust. Consumer loyalty to consume European brands indicates the importance of relationship marketing activities. This result founds that the customer experience and trust strengthened brand loyalty. As Uzir et al. (2021) research results, brand experience, brand personality, and brand relationship variables all influence the extent to which consumers are loyal to a brand. Popp and Woratschek (2017) explored the relative impact of satisfaction, brand community integration, and consumer experience on customer loyalty in a brand community. Other previous research also emphasizes the importance of interpreting loyalty through brand experience as well as the direct and indirect relationship between

brand experience and brand loyalty. Van der Westhuizen (2018) found that self-brand connection and brand experience connected with brand loyalty as Lee et al. (2015) in South Korea, the usability aspect is a distal determinant of brand loyalty. Therefore, brand loyalty must be increased along with the purchase intention of the customer's brand.

6. CONCLUSION

This study has proven the relationship between the tested variables through the structural equation model. The customer experience variable significantly affects perceived quality, brand association, European brands trust, customer satisfaction, and brand loyalty. This research shows that customer experience becomes the primary performance in marketing communications and becomes the basis for building other mutually supportive brand attributes. The implications of these findings recommend engaging consumers to have experiences that reinforce their satisfaction and trust in sustainability relationships.

Perceived quality has a significant effect on customer satisfaction and brand loyalty. The quality of European branded household products was perceived as high from the experience of using the brand and results in a significantly high level of satisfaction and loyalty. The brand association has a significant effect on customer satisfaction and brand loyalty. Customer satisfaction and brand loyalty were based on consumers' minds as a brand association for the uniqueness and benefits of the product.

European brands' trust significantly affects customer satisfaction and brand loyalty. Brands originating from Europe have a favorable position in the minds of customers and have provided satisfaction. Directly, the customer satisfaction variable also significantly affects brand loyalty. Consumers become loyal to household consumer goods products with brands from Europe because they have given satisfaction.

The study results have implications for the importance of producer attention and a network of marketing channels to provide an exciting experience for customers. The concept of relationship and collaboration marketing is essential to be used as the basis for business development for household products from Europe. Marketing communication programs must be directed at developing strategic customer engagement programs to grow and maintain brand trust and loyalty on an ongoing basis. Academically, it was recommended to provide insight into qualitative marketing research, primarily based on the ethnography of the ASEAN community.

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