








Brand Trust, Consumer Experience, and Customer Satisfaction Function as Moderating Factors on Customer Loyalty (A Case at PT. Trimitra Garmedindo Interbuana)

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Abstract. Customer satisfaction and brand trust are considered to have effects on consumer loyalty. This study aims to determine how brand loyalty and customer experience affect the satisfaction of customers of PT. Trimitra Garmedindo Interbuana (TRIMED). The sample of this study was taken using a quantitative technique consisting of a company that commonly buys products from PT. TRIMED. The findings of this study showed that customer satisfaction served as a mediating variable at PT. TRIMED since brand trust and customer experience had a significant impact on customer loyalty. Customers were more likely to acquire trust in a brand and have a pleasant experience when they were pleased with the company. Delivering high-quality products that consistently satisfy consumer needs can assist companies in increasing brand trust and enhancing the customer experience. This may then result in more devoted customers. According to the research findings, the impact of consumer satisfaction depends on how strong this bond is. The effects of brand trust and customer experience on customer loyalty can be implemented if customers are satisfied with the company.

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

1 INTRODUCTION

Industry 4.0 adoption has been prioritized for the pharmaceutical and medical device sector. The urgent need for medical supplies is the main cause, especially in view of the massive Covid-19 epidemic. According to the World Health Organization (WHO), medical technology helps society reach the highest levels of health. Due to the absence of medical device regulatory frameworks in some nations, WHO decided to create a document that would offer guidance and assist member nations in taking action to ensure the quality and safety of medical devices [1]. Hand sanitizers, medical bags, tensimeters, healthcare items, immobilization products, emergency supplies, and hand san-

itizers are just a few of the medical products that are produced by PT. Trimirta Garmedindo Interbuana. The majority of these exports go to countries like the US, Canada, Germany, France, Italy, the Netherlands, England, Spain, Japan, Korea, Singapore, Malaysia, and Australia.

PT. Trimitra Garmedindo Interbuana consistently places a premium on product quality in an effort to gain the trust of its clients, which is anticipated to raise consumer satisfaction and encourage customer loyalty. As more businesses make investments to draw committed customers, there appears to be a shift in how businesses compete [2]. This is significant because, in the medical device sector, customer loyalty is crucial for business continuity [3]. Customer loyalty is a term used to describe a business strategy that encourages customers to make repeat purchases of goods and services. Brand trust is the most important factor in determining client loyalty. Business partners are also crucial to maintaining trust in the modern industrial environment, whether it comes from an individual or a company. A person is more likely to depend on others when they have faith in their expertise, dependability, and integrity [4]. Brand perception has a direct impact on client loyalty since happy, well-treated customers are more likely to become ardent ones [5], [6]. Brand loyalty is a factor that can affect consumer loyalty because it has the capacity to boost it. Another element that could affect a customer's loyalty is the customer experience. Customers frequently alter products to fit their demands, which affects a number of variables, including both they and other customers. In order to establish long-lasting [7], win-win relationships with their customers, businesses must be able to respond to changes in their environment, consider how their customers use the products and services they offer, and put effective strategies in place. Because in order to foster loyalty, organizations must deliver excellent client experiences. Loyalty activities demonstrate that a customer has enough faith in their purchase to endorse it to other possible buyers [8]. A thriving business depends on happy and loyal customers. Customer satisfaction, which is characterized as a consumer's overall assessment of the performance of the offer up to that one, is considered to have a favorable impact on repeat business. However, a competitive market environment will make it more challenging to draw in new clients, and revenues from devoted customers may now be higher. As a result, businesses are emphasizing client loyalty growth over consumer satisfaction [9]. Customers favor one brand over all others because they are happy with the good or service they received, displaying what is referred to as "consumer loyalty"[10]. Based on the aforementioned data, this study aims to evaluate the hypothesis that customer loyalty is correlated with brand trust and customer experience.

1.1 Literature Review

Brand Trust and Customer Loyalty.

Brand trust [11], [12] is the belief of consumers that a business can sustain a hazardous brand in the hopes of achieving beneficial outcomes. Customers learn enough about a brand from prior interactions before starting to trust it. Another factor that is taken into consideration is the level of trust that exists between a company and its clients. Businesses must establish and maintain a long-term relationship of trust with their clients if they want to succeed in these trying times. To determine the effect of brand trust on

customer loyalty, two studies—one involving [13] participants and the other involving [14]—were conducted.

H₁: Brand trust has a big impact on customer loyalty.

Customer Experience and Customer Loyalty.

The perception that customers have of how organizations treat them is known as customer experience [15]. Consumer contacts with other market actors, whether direct or indirect, are determined by the cognitive, emotional, physical, sensory, spiritual, and social components of the customer experience [16].

Customer experience [8] refers to the overall management of customers' encounters with a brand or company through numerous methods. Due to the increased rivalry in the medical equipment industry, businesses are driven to increase client loyalty. Customers form loyalty [17] as a result of their interactions with service providers at many points of contact. Many companies are now focusing on creating stronger and more enduring consumer encounters in order to enhance customer loyalty [18].

H₂: consumer experience has a big impact on consumer loyalty.

Brand Trust and Customer Satisfaction.

Building trust is the first step in enhancing client satisfaction [4]. Consumers' earlier product consumption experiences can boost their trust in a brand. Customer brand satisfaction will increase as a result of positive consumer experiences [19]. Because it increases customer pleasure, trust in a brand is essential [20], [21].

H₃: Brand trust has a major impact on customer loyalty by acting as a moderating factor.

Customer Experience and Customer Satisfaction.

Customers' satisfaction with medical device users [22], [23] describes how well health service providers can accommodate their patients' needs in terms of expectations, objectives, and preferences. Customer satisfaction is a top priority for medical device manufacturers for three reasons: to establish their competitive advantages, to profit financially, and to keep their customers happy so they would buy more. Customer experience had a major impact on customer happiness, according to study findings from earlier studies [11]. The research model is shown in Figure 1.

H₄: Customer experience has a substantial impact on customer loyalty by acting as a moderating element in customer satisfaction.

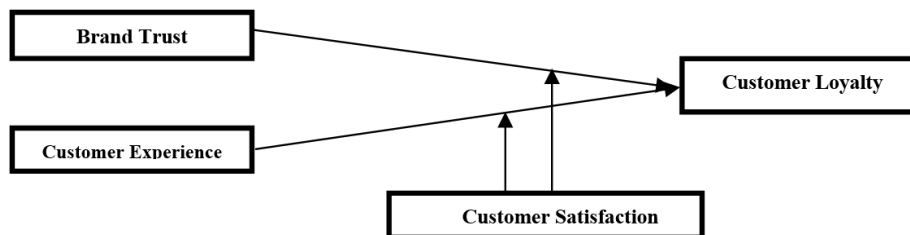


Fig. 1. Research Model.

2 METHODS

The methodology should adequately describe the steps taken and the equipment used. In order to quantify and comprehend the causal linkages between variables, this study used a quantitative approach. Typically, 100 firms or one company in every sample makes a purchase from Trimitra Garmedindo Interbuana. Because every one of the 100 businesses in the demographic is a regular client of PT, the sampling approach employed was saturation sampling or census sampling. As an illustration, Trimitra Garmedindo Interbuana was taken. Then, data was obtained by distributing questionnaires using G-Forms. Then, moderated regression analysis (MRA) and hypothesis testing were used for data analysis. The characteristics taken into account in this study were brand trust, customer experience, customer satisfaction, and customer loyalty.

2.1 Moderated Regression Analysis (MRA) Analysis

A variety of statistical tools were applied to look at the relationships between each variable and the independent, dependent, and moderating factors using linear regression techniques. Due to substantial multicollinearity among the independent variables, the interaction test and the absolute difference value test would deviate from the assumptions of ordinary least squares (OLS) regression. Another method, the residual test, is created to address this multicollinearity.

3 RESULTS AND DISCUSSION

3.1 Results of Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Analysis.

Model	Coefficients ^a				t	Sig.	
	Unstandardized Coefficients		Standardized Coefficients				
	B	Std. Error	Beta				
(Constant)	.518	.315			1.647	.103	
1	Brand Trust	.486	.094	.498		5.188	.000
	Customer Exp	.344	.105	.314		3.273	.001

a. Dependent Variable: Y

Table 1 yields the following equation:

$$Y = 0,518 + 0,486X_1 + 0,344X_2 \quad (1)$$

- a. The output of the multiple linear regression equation can be used to understand each variable as follows:

- b. In a constant value of 0.518, there is a positive value indicating that customer loyalty is equal to 0.518 if the variables assessing brand trust and customer experience remain constant or equal to 0.
- c. Given that the customer experience variable is assumed to remain constant, the brand trust variable is 0.486 which shows a positive regression coefficient, that if the brand trust value changes, customer loyalty will change by 0.486. Because of this, a company's brand trust will boost customer loyalty.
- d. Meaning that the brand trust remains constant, the customer experience variable has a value of 0.344 where there is a positive regression coefficient, meaning that customer loyalty has a value of 0.344 if the customer experience value changes. Then customer loyalty will be higher than consumer experience. If the customer experience value changes, the level of customer loyalty will change by 0.344. As a result, customer loyalty will increase as the customer experience improves.

Coefficient data analysis:

1. According to the significant value of the brand trust variable, which is comparable to $0.000 < 0.05$ customer loyalty, the brand trust variable has a significant impact on the customer loyalty variable.
2. Given that the significance value of the customer loyalty variable is $0.001 < 0.05$, it is widely known that the customer experience variable has a significant impact on customer loyalty.

3.2 Moderated Regression Analysis Results

Table 2. Moderated Regression Analysis Regression Equations.

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	.842	.393		4.681	.000
Brand Trust	.344	.591	.353	3.583	.001
1 Customer Exp	.224	.627	.205	2.357	.002
Cust.Satisfaction	.305	.246	.336	3.033	.001
Cust.Satisfaction	.203	.251	.730	2.679	.002

a. Dependent Variable: Customer Loyalty

Data analysis of Table 2:

1. This shows that the variable between customer satisfaction and brand trust has a significant value of 0.001 to 0.05, it can be assumed that the latter variable can lessen the effect of the former on customer loyalty.

2. It may be assumed that customer satisfaction can mitigate the effect of customer experience on customer loyalty given that the interaction between the two variables has a significant value of 0.001 to 0.05.

3.3 Discussion

This study seeks to understand how consumer loyalty is affected by brand trust and customer experience using customer satisfaction as a mediating variable. Considering prior research [7] conducted one of the studies that examined how brand trust influences customer loyalty. A medical device firm is more likely to keep its consumers over the long run if it has developed a strong brand trust within its target market. Customers trust the business to deliver dependable, secure, and efficient medical gadgets because they know these products can significantly improve their health and well-being. According to research findings from [13], consumers form a sense of loyalty toward service providers as a result of their encounters with them at various touch points. Brand trust is bolstered by consumer experiences with previous product consumption. Positive consumer interactions will increase their brand satisfaction level [17]. Customer loyalty is greatly influenced by the customer experience as well. Customers are more likely to suggest a business to others, make repeat purchases from it, and stick with its brand over time if they have a favorable experience. Brand loyalty is essential for positively affecting consumer happiness [19]. Customer experience has a big impact on customer satisfaction, according to the previous research findings [11]. A medical device company is more likely to develop a devoted customer base when it provides a satisfying customer experience and forges strong brand trust with its clients. Even if the company's products are more expensive or harder to get, these customers are more likely to pick them over those of rivals. The fact that they have faith in the business's ability to meet their demands, in the long run, may also make them more understanding of isolated mistakes or lapses in service. Even in the context of a medical device company, cultivating client loyalty requires both a great customer experience and the development of brand trust. Companies may contribute to ensuring long-term profitability and sustainability by giving these issues priority.

4 CONCLUSIONS

Customers are more likely to trust a brand and have a positive experience when they are pleased with the goods or services they receive from a business. For instance, providing customers with high-quality items that regularly match their demands can assist in increasing brand trust and enhancing the customer experience. This may then result in more devoted customers. Customers are more inclined to stick with a brand they believe in and have had good experiences with in the future. However, consumer happiness can have an impact on how strong this bond is. The effects of brand trust and customer experience on customer loyalty can be amplified if customers are extremely satisfied with a company's goods or services. In other words, if a customer have a pleasant experience and believes in the brand, they are more likely to be a loyal customer.

On the other side, the influence of brand trust and customer experience on customer loyalty can be diminished if customers are unhappy with a company's goods or services. If a consumer is unhappy with the goods or services they receive, they may still decide to switch to a rival, even if they trust the brand and have a favorable experience. Therefore, it is critical for manufacturers of medical devices to place a high value on customer happiness, coupled with brand reputation and user experience. Companies can improve the link between these aspects and customer loyalty by offering high-quality goods and services that satisfy customer demands and expectations.

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