



Influence of satisfaction and brand trust on brand loyalty in Rimbun Coffee: brand love as moderating

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ABSTRACT

The purpose of this study is to analyze satisfaction and brand trust on brand loyalty at Rimbun Coffee coffee shop with brand love as moderating. The type of this research is quantitative research. The population in this study are customers who have tested the Rimbun Coffee coffee shop in Padang City with a sample of 140 respondents. The analysis of this study uses SmartPLS 3.0. The results of this study indicate: (1) Satisfaction has a positive effect on Rimbun Coffee's brand loyalty. (2) Brand trust has a positive and significant effect on brand loyalty felt by Rimbun Coffee coffee shop customers in Padang City. (3) Brand love significantly moderates the relationship between satisfaction and Rimbun Coffee's brand loyalty so that it has an impact on Rimbun Coffee's customers. (4) Brand love significantly moderates the relationship between brand trust and Rimbun Coffee's brand loyalty.

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INTRODUCTION

At first the way of life of consuming coffee came from the way of life of western culture. This culture itself has acquired its own place in the public arena. In this way, numerous business people on the planet are at last keen on the espresso business and open a café business. The espresso business has turned into a culture that exists in the public eye and has turned into a promising business. The business people themselves make a bistro a different business field. By and large, there are bistros that have total offices, for example, free remote organizations, latrines, cooling, appealing insides, sees.

The café business itself has expanded in huge urban communities, particularly in the city of Padang. The presence of complete offices, isn't an assurance that the bistro will be stared at by shoppers. The café itself should focus on taste and amazing help for its shoppers. In light of information that has been gotten from Gojek City of Padang, it is known that from 2017 to March 2021 there are 53 cafés that have enrolled their organizations on the Gojek foundation of Padang City. In the mean time, there are as yet numerous other cafés that poor person enrolled their business on the stage because of a few individual viewpoints that poor person been satisfied by the bistro entrepreneur with the Gojek organization.

In Padang, there is one bistro that is viewed as predictable in offering support and taste. The bistro is Rimbun Coffee. Rimbun Coffee initially began in 2011 with the standard of the Nunos Coffee House. Rimbun tries to fabricate an espresso environment in the city of Padang, then in 2015 changed its name to Rimbun Espresso and Brew Bar. Regardless of changing its name, Rimbun actually focuses on great help quality and taste for customers in the city of Padang. Brand Loyalty to Rimbun bistro is verifiable, this should be visible from Rimbun's capacity to make due as of not long ago despite the fact that there are numerous new cafés that have jumped up in Padang City, hence constructing connections among organizations and buyers.

As per Hwang et al., (2021), brand dedication is the consistency that customers do to proceed to purchase and involve similar brand as well as activities to disregard the presence of other item marks. With Brand Loyalty, organizations can quantify the number of rehash buys happen from the responsiveness of the item. From here, the organization can perceive areas of strength for how shopper's inclination for the item is when contrasted with different items. Brand dependability is one of the vital variables in the organization, in the event that the organization neglects to fabricate brand devotion, there will be a propensity for clients to change to different organizations. Discussing brand devotion isn't a long way from fulfillment. With the fulfillment of clients will be keen on the items presented by the organization. As per Yilmaz and Ari, (2016) consumer loyalty can likewise be deciphered as a wonderful condition made by clients subsequent to getting labor and products, and that implies that fulfillment here has turned into a feeling for clients coming about because of administration assessment. With fulfillment, it will make an appreciation for the local area so it makes trust for the actual organization.

As per Šerić et al., (2019), brand trust shows that shoppers believe in an item brand. Brand trust emerges in view of the accommodation and congruity among assumptions and wants that purchasers have in the wake of utilizing the item brand. Trust in the brand will make rehash acquisition of a brand. Trust itself will make a proportional connection among purchasers and the actual merchant. At the point when somebody as of now has serious areas of strength for a for the item, then, at that point, an affection for the actual brand emerges or regularly known as brand love. As per Rageh Ismail and Spinelli, (2012) brand love is a disposition held by an individual towards specific others, which includes the craving to think, feel, and act with a particular goal in mind towards that other individual. There is a proportional connection among buyers and the organization as well as the items presented by Rimbun Coffee itself. This shows that there is a client's image love for the brand and to a great extent affects clients which at last causes them to feel blissful and gives a decent impression to clients.

Building brand faithfulness is difficult, it takes a high fulfillment and trust from clients. This will increment in the event that there is a feeling of client love for the actual brand. Rimbun itself has been notable in individuals of the city of Padang to have great fulfillment so customers can cherish items from the lavish itself. Rimbun figured out how to have a decent Brand Trust with Brand Love as directing so that Brand Loyalty arose which made Rimbun confided in by individuals of the city of Padang right up to the present day.

LITERATURE REVIEW

Brand Loyalty

As per Li et al., (2020) Brand Loyalty can likewise be deciphered as a pledge to purchase or re-buy in a thing or administration that is loved reliably from now on, it can make customers purchase similar brand or a progression of items from an alternate brand. the equivalent, despite the fact that it can't be isolated from outer impacts and endeavors from promoting that can possibly make buyers change conduct. As per Hwang and del Pobil (2021) brand dedication is the routineness that customers do to proceed to purchase and involve similar brand as well as activities to overlook the presence of other item marks. Brand Loyalty will make rehash acquisition of a brand, which emerge due to positive encounters in utilizing a similar item brand. Good encounters that are felt a few times make consistency in customers to continue to pick brands from a similar item.

Satisfaction

As indicated by Kim et al., (2015) Satisfaction is a response and evaluation of a specific item or administration that alludes to buyer request that has been effectively satisfied. In light of exploration from Hassan and Shamsudin, (2019) clients will show the fulfillment they get while working with the organization. As indicated by Yilmaz and Ari (2016), Satisfaction can likewise be deciphered as a charming condition made by clients in the wake of getting labor and products, and that implies that Satisfaction here has turned into a feeling for clients coming about because of administration assessment.

Brand Trust

As per Bastian (2014), client trust in a brand (Brand Trust) can be deciphered as the longing or readiness of shoppers to constantly pick a specific brand with different dangers that will be experienced in light of the fact that the assumption for a brand will prompt positive outcomes. Brand Trust is likewise one of the fundamental highlights for clients and organizations to lay out a relationship. It can likewise allude to clients' positive convictions in help items or brands (Atulkar, 2020). Šerić et al., (2019) uncovered that the faith in purchasers towards an item brand can be shown by brand trust. This conviction will impact shoppers to reuse a similar item brand when the requirement for the brand reappears. Brand trust emerges due to the comfort and congruity among assumptions and wants that purchasers have subsequent to utilizing the item brand. Trust in the brand will make rehash acquisition of a brand.

Brand Love

Brand love is considered as a profound inclination that can give the idea that is something beyond an inclination (Bairrada et al., 2019). Most scholarly exploration on Brand Love starts with relational love hypothesis and applies it to purchaser conduct which views that affection tends as more grounded when buyers feel a feeling of local area with different shoppers of the brand (Rauschnabel and Ahuvia, 2014). As per Batra et al., (2012) said that Brand Love is generally communicated in a self-situated manner, where buyers are worried about what they will get from a brand's contribution, not how they can help the brand. As per Becheur et al., (2017) brand love is a private, energetic, and involved connection among buyers and a brand. Brand love is an overwhelming inclination made by sensations of friendship from buyers for a brand. Brand love has three dimensions: mystery (cognitive), sensuality (sensory), and intimacy (emotional) (Song, Bae, et al., 2019).

Relationships Between Variables

Relationship of Satisfaction with Brand Loyalty

In this review, it was found that Satisfaction fundamentally affected Brand Loyalty. This is upheld by research led by Chiguvi and Guruwo (2015) which likewise found that fulfillment emphatically affects steadfastness. So, there is a connection among Satisfaction and Brand Loyalty.

Relationship of Brand Trust with Brand Loyalty

Brand trust is likewise viewed as the inclination of customers to rely upon the brand. Furthermore, Brand Trust is considered as an assumption in view of the conviction that the brand has explicit elements and qualities that are reliable, skilled and dependable (Kwan Soo Shin et al., 2019). Brand Trust has turned into a focal point of study pointed toward making sense of faithfulness. The connection between purchaser trust and unwaveringness has been upheld in a few examinations. Brand Trust prompts Brand Loyalty since trust makes an exceptionally esteemed trade relationship (Abdullah, 2015).

Influence of Satisfaction with Brand Loyalty Through Brand Love as a Moderation Variable

As per Cho and Fiore, (2015) Brand Love has been viewed as a huge profound component with purchasers, since it causes long haul positive connections (for example expansion in Brand Loyalty) including transient connections (for example impermanent expansion in utilization). Additionally, found Brand Love reinforces the impact of Satisfaction on dedication. Dimensions of brand love such as: mystery (cognitive), sensuality (sensory), and intimacy (emotional) have a significant influence on loyalty.

Influence of Brand Trust with Brand Loyalty Through Brand Love as a Moderation Variable

As indicated by Song et al., (2019) affirms that there is a connection among trust and Brand Loyalty that happens when clients have cherished the brand. He expressed that Brand Love is something imperative

that helps fabricate a higher Brand Loyalty. This shows that Brand Love goes about as a mediator in the connection among trust and steadfastness.

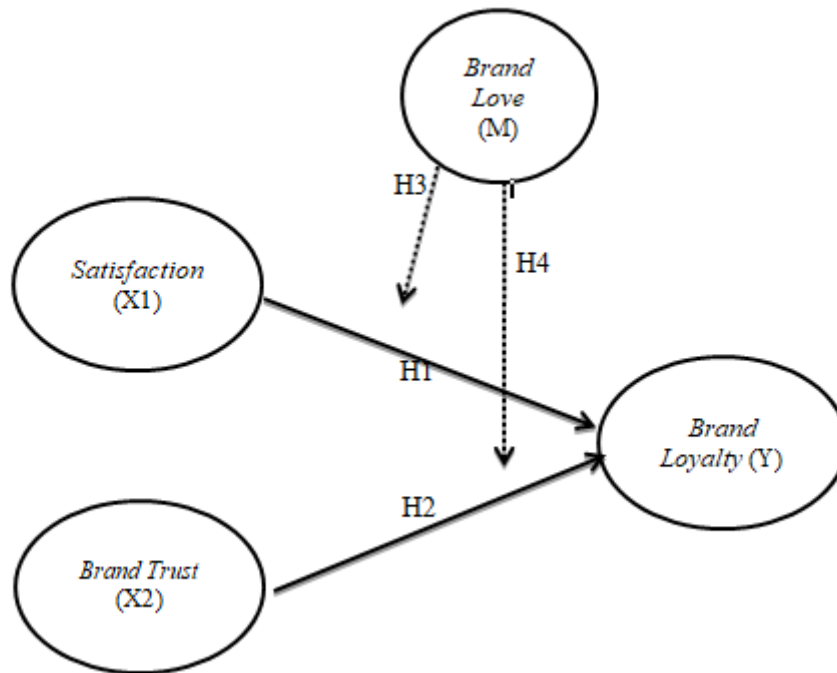


Figure 1. Conceptual Network

METHOD

This type of research includes quantitative descriptive research. The population in this study were customers who had visited the Rimbun Coffee coffee shop in Padang City with a total of 140 samples from 14 indicators. Sampling using non-probability sampling technique.

Operational Variable

Operational definition is explained to see the theory based on the operational approach of each variable and object of research, the operational definition is as follows:

Table 1 Operational Definition and Indicators

| Variable | Operational Definition | Indicator | Source |
|--------------------------|--|---|---------------------------|
| <i>Brand Loyalty</i> (Y) | Steady buyer inclination for buying a similar brand on a particular item or administration class | a. I want to keep visiting Rimbun Coffee b. I will recommend Rimbun Coffee to others | J. H. Kwon et al., (2020) |
| <i>Satisfaction</i> (X1) | a client reaction to the genuine nature of an item and the assumptions that the client needs before after the client consumes it | a. feels like doing the right thing when buying the Rimbun Coffee. b. satisfied with the Rimbun Coffee. c. Rimbun Coffee lived up to expectations. d. choosing Rimbun Coffee is a wise choice. | Dwivedi (2015) |

| | | | |
|------------------------------------|--|--|---|
| Brand Trust (X₂) | a feeling of safety moved by item clients, in their cooperations with a brand in light of the discernment that the brand can be relied upon and focuses on the interests and government assistance of buyers | a. I always believe in visiting this Rimbun Coffee b. This Rimbun Coffee never disappoints me c. This Rimbun Coffee gives me peace of mind | J. H. Kwon et al., (2020) |
| Brand Love (M) | How much shoppers have serious areas of strength for a connection or warmth to a specific brand | a. I Love Rimbun Coffee. b. Rimbun Coffee is a joy for customers. c. Rimbun Coffee is really great for customers. d. Rimbun Coffee makes customers feel happy. e. Rimbun Coffee is meaningful for customers. | HakJun Song, JunHui Wang, Heesup Han (2019) |

RESULT AND DISCUSSION

The Influence of Satisfaction on Brand Loyalty

In light of the testing of the speculations in this review, it was found that Satisfaction significantly affects brand unwaveringness. This shows that the higher the degree of fulfillment, the higher the degree of brand unwaveringness. This shows that serious fulfillment is expected to energize numerous clients. At the point when clients who visit and appreciate Rimbun Coffee are fulfilled, it will build the longing of guests to keep on getting a charge out of it, in this manner empowering them to pick Rimbun Coffee as their primary decision. The discoveries show that adjustments of fulfillment are factors that influence changes in client unwaveringness in visiting Rimbun Coffee. Fulfillment possessed by clients at Rimbun Coffee has expanded in light of the dependability given and got by clients straightforwardly. The consequences of this study are in accordance with research led by Lombart and Louis, (2012) which found that Satisfaction significantly affected Brand Loyalty. This is likewise upheld by research led by Chiguvu and Guruwo (2015) which likewise found that fulfillment emphatically affects dependability. This shows that there is a connection among Satisfaction and Brand Loyalty.

The Influence of Brand Trust on Brand Loyalty

As per the consequences of testing the subsequent speculation, it was found that brand trust affected brand devotion felt by Rimbun Coffee clients. These discoveries show that the more predictable brand trust in clients will increment client devotion to keep consuming espresso items at Rimbun Coffee. Consequently, the subsequent speculation is acknowledged. This present circumstance is made when Rimbun Coffee chiefs proceed keep up with brand trust in clients, either straightforwardly or by implication, making brand steadfastness on Rimbun Coffee items higher. The consequences of the examination of the dispersion of the brand trust variable have a TCR worth of 82.86%, and that implies that the responses from the respondents are in the high classification. These references surely bring forth needs that urge clients to purchase and consume Rimbun Coffee items. The trust given by clients urges them to make buys over and over and all the more routinely, the conduct shown by these clients urges them to disregard the presence of other espresso items from Rimbun Coffee. Šerić et al., (2019) found that brand trust decidedly affects brand devotion. The consequences of a similar report were gotten by Huang, (2017) who uncovered that the higher brand trust will energize expanded brand reliability in clients. Besides, the consequences of examination by Kwan et al., (2019) found that brand trust significantly affects brand faithfulness in shoppers in utilizing a brand. Where the higher the worth of brand trust in the client will make a higher recurrence of buys, this is in accordance with the development of brand reliability.

Influence of Satisfaction with Brand Loyalty Through Brand Love as a Moderation Variable

In light of speculation testing in this review, it was found that brand love directed essentially the connection among fulfillment and brand faithfulness. The consequences of the conveyance examination of the variable brand love directing fulfillment with brand steadfastness have a TCR worth of 81.97%, and that implies that the responses from the respondents are in the high classification. In this way the backhanded impact model of the fulfillment variable on brand devotion has an essentially debilitating effect through brand love as a directing variable. In this manner the third speculation is dismissed. So, it tends to be reasoned that brand love debilitates the impact of fulfillment on brand faithfulness. This finding is upheld by the aftereffects of Song et al., (2019) which expresses that the connection among fulfillment and brand dedication isn't critical, directed by the brand love.

Influence of Brand Trust with Brand Loyalty Through Brand Love as a Moderation Variable

In light of speculation testing in this review, it was found that brand love directed altogether the connection between brand trust and brand devotion. The consequences of the conveyance examination of the variable brand love directing Brand Trust on Brand Loyalty has a TCR worth of 84.22%, and that implies that the responses from the respondents are in the high classification. These discoveries show that the higher the trust that buyers have in Rimbun Coffee items, the more they will build their obligation to proceed to visit and consume espresso items at Rimbun Coffee with brand love as balance. Hence the fourth speculation is acknowledged. This finding is caused when purchasers progressively put stock in brands, it is indivisible from the affection for the brand that they feel in order to support rehashed activities in consuming the item. Likewise, solace and congruity among wants and assumptions that are constantly satisfied while consuming items likewise bring about shoppers having a higher obligation to keep purchasing and consuming Rimbun Coffee items and overlooking the presence of espresso brands from other cafés.

So, it tends to be presumed that brand trust can influence the degree of brand devotion in espresso items at Rimbun Coffee and this impact can be directed by brand love so there is a roundabout impact that can build the connection between brand trust and brand dependability. This implies that brand trust can fundamentally affect brand dependability in espresso items at Rimbun Coffee which can then be trailed by brand love as a directing variable. These discoveries are upheld by the exploration of Kwan et al., (2019) which says that the higher shopper trust in the brand will reinforce the purchaser's obligation to keep on utilizing just a single item brand and overlook other substitute item marks.

CONCLUSION

The consequences of testing the primary speculation found that Satisfaction fundamentally affected brand unwaveringness in visiting and consuming espresso at Rimbun Coffee. The consequences of testing the subsequent speculation found that brand trust affected brand reliability saw by Rimbun Coffee clients. The consequences of testing the third speculation found that brand love didn't altogether direct the connection among fulfillment and brand devotion. The consequences of testing the fourth speculation found that brand love directed essentially the connection between brand trust and brand dedication.

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