

THE EFFECT OF BRAND IMAGE, BRAND EXPERIENCE ON BRAND LOYALTY WITH BRAND TRUST AS A MEDIATION VARIABLE (STUDY ON MARKETPLACE USERS ON TIKTOK SHOP)



Meirisma Putri Indriani¹

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
b100210622@student.ums.ac.id

Jati Waskito²

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
Jw271@ums.ac.id

Abstract

The purpose of this study is to analyze the effect of Brand Experience on Brand Loyalty for Tiktokshop Marketplace Users. To analyze the effect of Brand Image on Brand Loyalty for Tiktokshop Marketplace Users. To analyze the effect of Brand Experience on Brand Trust for Tiktokshop Marketplace Users. To analyze the effect of Brand Image on Brand Trust for Tiktokshop Marketplace Users. To analyze Brand Trust on Brand Loyalty for Marketplace Users on Tiktokshop. To analyze Brand Experience, Brand Image, and Brand Trust for Marketplace Users on Tiktokshop. The population used is Tiktokshop Marketplace users who have made purchase transactions at Tiktokshop while the sample is 160 respondents with a purposive sampling technique. Data analysis using SmartPLS 3.9.9. The results of this study are that the brand experience variable has a significant positive effect on brand loyalty for Tiktok Shop Marketplace users. The brand image variable has a significant positive effect on brand loyalty for Tiktok Shop Marketplace users. The brand experience variable has a significant positive effect on brand trust for Tiktok Shop Marketplace users. The brand image variable has a significant positive effect on brand trust for Tiktok Shop Marketplace users. The brand trust variable has a significant positive effect on brand loyalty in Tiktok Shop Marketplace users. The brand trust variable acts as a mediator in the influence of brand experience on brand loyalty. The brand trust variable acts as a mediator in the influence of brand image on brand loyalty.

Keywords: Brand Experience, Brand Image, Brand Trust, Brand Loyalty

INTRODUCTION

In the ever-growing digital era, online marketplaces have become one of the main platforms for customers to make purchases. TikTok Shop, a popular social media platform, has become a favorite place for users to shop, explore, and interact with various brands (Putra Yuwana et al, 2023). This phenomenon is mainly because users use social media platforms as their primary place to shop. TikTok Shop, as part of a popular social media platform, has seen significant growth in user usage and adoption. According to TouBrakus et al. (2009), brand experience is defined as the sensations, feelings, cognitions, and responses of customers generated by a brand, related to the drives caused by brand design, brand identity, marketing communications, society, and the environment in which the brand is marketed (Defita Fitriasaki & Kussudyarsana, 2025). My brand experience begins when customers search for products, buy, receive services, and consume products. According to Amberle et al. (2002), brand experience is formed when consumers use their brands, talk about brands with others, seek information, promotions, and events, and other factors.

According to Kotler and Keller (2012), brand image consists of beliefs, concepts, or impressions that a person has of a brand. According to Oscar & Keni (2019), brand image consists of a collection of consumer memories about a brand that have been formed and left an impression. Purchasing decisions are greatly influenced by brand image. Therefore, brands are something that consumers must consider when choosing a product. According to Bawono et al. (2018), the results of the study showed that brand perception greatly influences consumer decisions to buy something. Brand trust greatly influences E-WOM in Denpasar City towards customer decisions to buy Maybelline products (Dewi & Sudiksa, 2019). Brand image can also influence E-WOM. the choice to buy goods or services.

Tumbuan (2019) defines brand image as the willingness of consumers to rely on a brand's ability to explain all of its uses or functions. Claranita (2020) confirms this opinion by defining brand trust as the willingness of customers to trust a brand despite the risks.

resulting in increased customer loyalty to the brand. In the business market, brand image is very important, especially in places where it is difficult to differentiate goods or services based on their real quality, or even when the goods offered are the same. Buyers are more interested in the mental image of the company or brand of the goods or services than

in the physical quality of the goods or services. Reactions to production are different. Customers who think positively about the brand tend to be more satisfied and loyal. As a potential source, corporate image can influence customer perceptions of service quality and affect customer satisfaction. A company must achieve or target a brand image if it already has a very good quality perception in the eyes of customers (Seric et al., 2014). The more competition between similar products that is getting tighter will make choosing more difficult for customers. Therefore, brand image can play a role in shaping consumer thinking about the brand according to their desires and expectations, and is able to distinguish the brand from competing brands (Dharmayanti et al., 2014). Maria et al. (2017) stated that in addition to the quality perceived by consumers, brand image influences consumer loyalty. Brand image is formed from information and past experiences of consumers with the brand. According to Alhaddad et al. (2015), perceived quality influences brand image, and Kurniawan et al. (2017), brand image influences brand loyalty.

From the company's perspective, Murthy (in Kertajaya, 2009) stated that brand trust is a brand that has created a positive impression on customers over a long period of time based on integrity, honesty, and decency. From the consumer's perspective, brand trust is a psychological factor indicated by several initial assumptions about the credibility, integrity, and virtues attached to a particular brand, according to Guviez & Korchia (in Ferinna Dewi, 2008). Brand trust is defined as a high probability or expectation that a brand will do something that will benefit customers (Delgado, 2005). According to this definition, consumer trust consists of two important things: consumer trust that the product is able to meet the promised value, or the perception that the brand is able to meet customer expectations by fulfilling its promises, which ultimately results in customer satisfaction or customer satisfaction; and consumer trust that the brand is able to prioritize consumer interests rather than the interests of the brand itself. The consumption gap appears unexpectedly when there is a product problem. Sahin et al. (2011) defines brand indicators as trust variables.

According to Love of Luck and Wright (2007), brand loyalty is the tendency of customers to subscribe to a company in the long term by purchasing and using goods and services regularly and voluntarily recommending the company's products to others. Brand

loyalty can be defined as a positive attitude towards a brand and the habit of buying products with that brand repeatedly (Sutisna, 2003). Therefore, based on the understanding of experts about brand loyalty, it can be concluded that brand loyalty is a positive customer attitude and preference towards a brand and the habit of buying products with that brand regularly. According to Sahin et al. (2011), brand loyalty variable indicators.

REVIEW OF LITERATURE

Brand Experience

When a customer seeks and consumes a brand, the brand experience begins. The brand experience consists of sensations, feelings, thoughts, and behaviors resulting from the responses generated by the brand identity or design, including the environment, communication methods and styles, and packaging. According to Kraus et al. (2009), brand experience is the feelings, perceptions, and feelings of customers generated by a brand in the environment in which it is promoted by brand design, brand identity, marketing communications, and the environment in which the brand is sold. To explain further, Brakus began their research by looking at the customer's perspective; then, they looked at their own experiences and how those experiences shaped opinions, attitudes, and other elements of customer behavior.

When a brand is promoted through advertising or other media, consumers can experience this brand experience directly or indirectly. An important part of experiential marketing is the brand experience; customers experience the brand from searching for the product, selecting and consuming it, interacting with customer service, and using the product, so that this experience can provide value to the brand. Every relationship with a

Brands influence customer experience and how they view the brand. This perception can be positive, negative, or even neutral towards a brand. According to Duncan and Ouwersloot (2008), consumer reactions to a product are highly dependent on their experience with the brand. Therefore, customer experience with a brand clearly influences customer satisfaction. When they use a particular brand, customers do not only expect superior functionality; they also expect a better experience.

Brand Image

In essence, brands can differentiate products for consumers and help protect companies from the threat of competitors who seem to be hunting consumers by offering similar products. The strength of a brand is very dependent on the strength of the logo and name that it has, which is easily recognized by consumers. After building a strong brand in terms of logo and name, the brand is strengthened by several elements. One of them is quality. Brands are created differently. Philosophy is difficult to achieve and often does not create a good image, so this needs to be taken into account. The point is that a company must make an effort to create a successful brand, namely presenting a strong image, adequate quality for its consumers, long-term commitment, and creativity in marketing. Creating loyalty to the brand itself can be based on a strong brand that can attract and build trust with customers. Therefore, branding is needed to improve the products and services offered by the brand. Branding aims to create differences between brands so that consumers can better understand their own products and services.

Kotler & Keller (2009, 260) expressed their opinion that branding can provide brand knowledge to consumers and is expected to provide added value to the company. Fandy Tjiptono (2005) also explained that brand image can convince consumers to do so by choosing a brand. In essence, brand image is a picture of a brand in the minds of consumers, meaning that different consumers will have different views of their image of a brand. Experts have put forward various definitions of brand image. Depending on the research conducted, different perspectives on brand image are generated by different ideas from experts.

Armstrong and Kotler (2012) found that brand image is a form of consumer trust in a brand. Solagat Luar and Tudorica (2001) also emphasized that brand image is a human perception of something that exists in a brand. It can be concluded that brand image is a collection of perceptions about a brand that exists in the minds of consumers and explains the brand's reputation.

Brand Trust

Brand trust refers to consumers' perceptions about a brand's ability to perform as per its promises (Chaudhuri & Holbrook, 2001). According to Esch et al. (2006), brand trust precipitates a level of commitment that consumers have towards a brand. It implies

attachment as a reflection of the buyer-seller relationship at a particular point in time (Persson, 2010). Thus, such relational associations seem to play a significant role in consumers' willingness to purchase a brand they trust, which indicates how much trust they attach to a particular brand (Esch et al., 2006). When a company gains brand trust from consumers, they will tend to stick with the same brand and purchase products in different categories under it (Mabkhot, Shaari, & Salleh, 2017), and brand trust, thus, drives positive attitudinal and behavioral loyalty towards a brand (Chaudhuri & Holdbrook, 2001) and influences purchase decisions (Gefen & Straub, 2004).

Previous research (e.g., Zboja & Voorhee, 2006) and recent research (e.g., Mabkhot, Shaari, & Salleh, 2017), however, only focus on the impact of brand trust on loyalty and repurchase intention, while its influence can shape brand attachment as proposed by Esch et al. (2006). Therefore, brand trust is the second important factor proposed in the current research model that drives consumer behavior through brand attachment.

Brand Loyalty

The concept of brand loyalty is very important for companies because it offers many benefits, including repeat purchases, and can reduce marketing costs. Businesses with a very loyal consumer base to the brand can reduce their company's marketing costs, and the cost of retaining consumers can be much cheaper than acquiring new customers. Strong brand loyalty can increase engagement and trigger new consumer interest. Another benefit obtained from brand loyalty is that companies can react more quickly to their competitors' movements (Kurniawan, 2009). According to Aaker (2001), brand loyalty is a measure of the relationship between consumers and a brand. This metric can provide insight into how likely consumers are to switch to other products, especially for brands that experience changes, either in price or other attributes. Kotler and Keller (2009) explain that loyalty is a commitment that is believed to be deeper in making purchases or re-consumption of products or services that are enjoyed in the future, even though there may be influences from situations and marketing efforts that create the potential for consumers to switch brands. Meanwhile, according to Schiffman and Wisenblit (2015), brand loyalty is consumer learning about buying a brand without considering other available alternatives. Brand loyalty is a central idea in marketing because it is a measure of a customer's relationship with a brand. It can be

concluded that brand loyalty is part of a consumer's systematic opinion that they prefer to consume similar brands in a particular product or service category. Brand loyalty is the strength of commitment to consistently support or consume a brand in the future.

RESEARCH METHOD

Quantitative research was obtained by distributing questionnaires to users of the TikTok shop Marketplace. The population in this study was Marketplace users on TikTok shop who had made purchase transactions on TikTok Shop, while the sampling technique used a purposive sampling technique with the criteria of social media users in Indonesia, especially on the TikTok application and had made product purchase transactions on TikTok Shop, and the sample used was 160 respondents. Measurements in this study used a 1-5 Likert scale with an analysis method using SEM-PLS with SmartPLS software version. 3.9.9.

RESULTS AND DISCUSSION

Data Instrument Test

The following is a schematic of the proposed PLS program model:

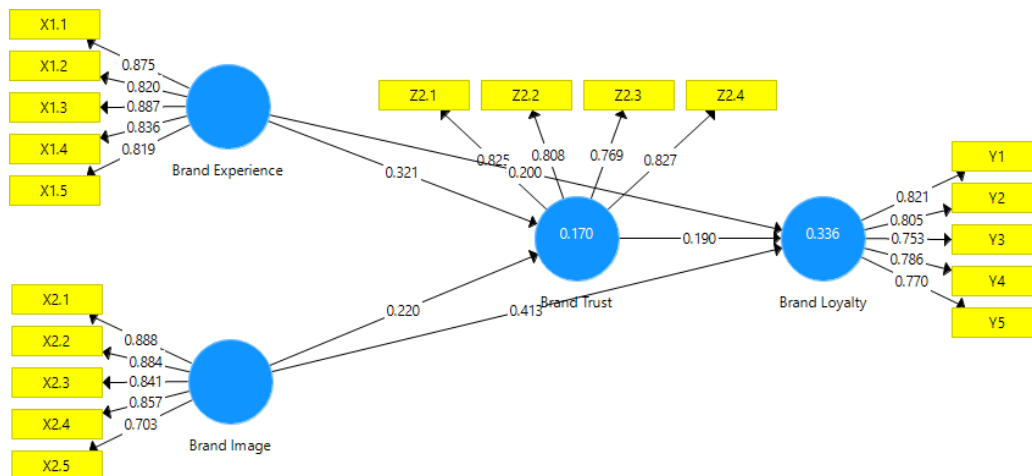


Figure 1.
Outer Model

In this model analysis, the relationship between latent variables and their indicators is specified.

Validity Test Analysis

In using Smart PLS, validity measurements are carried out in 2 ways and the results of the analysis that have been carried out are:

Convergent Validity

Each statement representing each variable has a loading factor value > 0.6 (Hair et al, 2010), so it can be concluded that the statement representing each variable is valid and/or meets the requirements for research.

Discriminant Validity

The findings of this test with average variance extracted (AVE) show that the AVE value produced by each variable used is > 0.5 as follows:

Table 2.
Results of Average Variance Extruded (AVE) Analysis

Variables	Average Variance Extracted (AVE)
Brand Experience	0.719
Brand Image	0.701
Brand Loyalty	0.620
Brand Trust	0.652

Source: Primary Analysis Data, 2025

Based on the results, it shows that each variable has good discriminant validity.

Reliability Test Analysis

In this measurement, there are 2 methods used in this study, namely:

Composite Reliability

The composite reliability results are shown as follows:

Table 3.
Results of Composite Reliability Analysis

Variables	Composite Reliability
Brand Experience	0.927
Brand Image	0.921
Brand Loyalty	0.891
Brand Trust	0.882

Source: Primary Analysis Data, 2025

Judging from the Composite Reliability value for each variable, the value of > 0.7 shows that the four variables are reliable.

Cronbach's Alpha

The following is a presentation of Table 4, which is reinforced with Figure 4.1 showing the Cronbach's alpha value of each variable:

Table 4.
Cronbach's Alpha

Variables	Cronbach's Alpha
Brand Experience	0.904
Brand Image	0.894
Brand Loyalty	0.847
Brand Trust	0.823

Source: Primary Analysis Data, 2025

These results can show that each research variable has met the Cronbach's Alpha value requirements, so it can be concluded that all variables have a high level of reliability.

Structural Model Analysis (Inner Model)

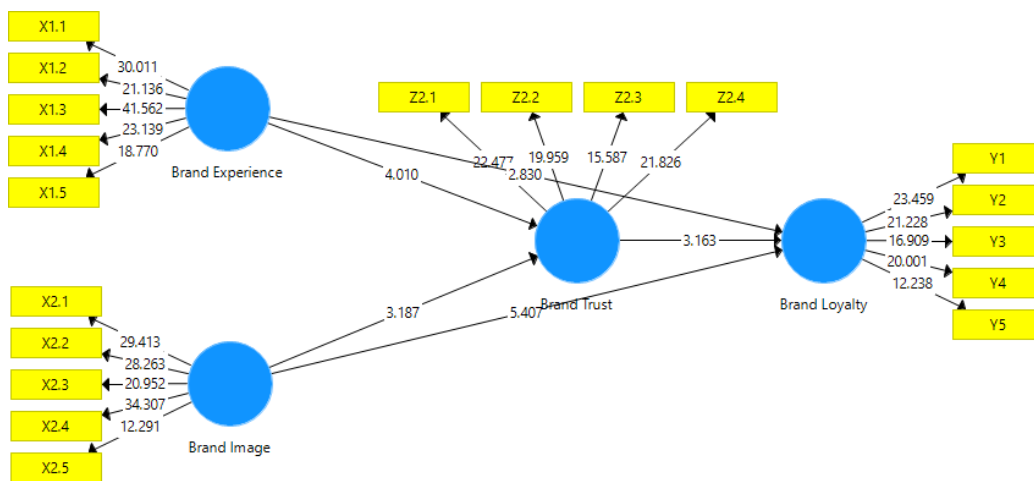


Figure 2
Inner Model

Inner model shows the strength of the estimation between latent variables or constructs. This study will explain the results of the path coefficient test, goodness of fit test, and hypothesis test. In assessing the structural model with PLS, among others:

Goodness of Fit Analysis

This test is to determine whether the model formed is worthy of being researched or not by looking at the results of the research conducted, namely:

Table 5.
R Square Results

Model	R Square	R	Square Adjusted
Brand Loyalty	0.336		0.323
Brand Trust	0.170		0.159

Source: Primary Analysis Data, 2025

These results show the assessment of goodness of fit using Q-square with the calculation:

$$\begin{aligned}
 \text{Qsquare} &= 1 - [(1-R^2_1) \times (1-R^2_2)] \\
 &= 1 - [(1-0.323) \times (1-0.159)] \\
 &= 1 - (0.677 \times 0.841) \\
 &= 1 - 0.254449 \\
 &= 0.431
 \end{aligned}$$

This means that the results of this analysis show that the Q square value of 0.431 means that the level of model diversity shown by the independent variable in explaining the dependent variable is 0.431 or 43.1%, and the remaining 56.9% is still influenced by other factors. Thus, from these results, this research model can be stated to have good goodness of fit.

Hypothesis Test Analysis

For the results of processing, the direct influence hypothesis can be seen in the path coefficient table in SmartPLS bootstrapping. The test results can be seen through the bootstrapping test table as follows:

Direct Influence

This path coefficient test will show how strong the influence of the independent variable is on the dependent variable. The path coefficient can explain the largest to the smallest influence.

Table 6.
Results of Direct Influence Tests (Path Coefficients)

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Experience -> Brand Loyalty	0.200	2,830	0.005
Brand Experience -> Brand Trust	0.321	4,010	0,000

Brand Image -> Brand Loyalty	0.413	5,407	0,000
Brand Image -> Brand Trust	0.220	3,187	0.002
Brand Trust -> Brand Loyalty	0.190	3,163	0.002

Source: Primary Analysis Data, 2025

It can be explained that the greatest influence is shown in the influence of the brand image variable on brand loyalty, with a value of 5.407. Then the second largest influence is the influence of the brand experience variable on brand trust, with a value of 4.010. The third largest influence is the influence of the brand image variable on brand trust of 3.187. The fourth largest influence is the brand trust variable on brand loyalty of 3.163. The fifth largest influence is the brand experience variable on brand loyalty of 2.830. Based on the results of the description, it can be concluded that the entire model in this variable has a positive Path Coefficient value. This can be seen because the greater the Path Coefficient value, the stronger the influence or relationship between the independent and dependent variables.

To determine whether or not Table 4.13 is significant, look at the p-value where the analysis results obtained are: t-table value 1.96 according to Ghozali (2018)

Model 1 (The Influence of Independent Variables on Brand Loyalty)

Partially, the resulting value of the brand experience variable on brand trust with a t statistic of 2.830 with a p value of 0.005 can be explained by the t statistic value of $2.830 > t$ table 1.96 or p value of $0.005 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the brand experience variable has a significant effect on brand loyalty.

Partially, the resulting value of the brand image variable on brand loyalty with a t statistic of 5.407 with a p value of 0.000 can be explained by the t statistic value of $5.407 > t$ table 1.96 or p value of $0.000 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the brand image variable has a significant effect on brand loyalty.

Partially, the resulting value of the brand trust variable on brand loyalty with a t statistic of 3.163 with a p value of 0.002 can be explained by the t statistic value of $3.163 > t$ table 1.96 or p value of $0.002 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the brand trust variable has a significant effect on brand loyalty.

Model 2 (The Influence of Independent Variables on Brand Trust)

Partially, the resulting value of the brand experience variable on brand trust with a t statistic of 4.010 with a p value of 0.000 can be explained by the t statistic value of $4.010 > t$

table 1.96 or p value of $0.000 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the brand experience variable has a significant effect on brand trust.

Partially, the resulting value of the brand image variable on brand trust with a t statistic of 3.187 with a p value of 0.002 can be explained by the t statistic value of $3.187 > t$ table 1.96 or p value of $0.002 < 0.05$, so statistically H_0 is rejected or H_a is accepted, meaning that the brand image variable has a significant effect on brand trust.

Indirect Effect Testing

This analysis is more to explain the results of significant influence indirectly or using mediation. The results of the analysis are:

Table 7.
Results of Indirect Effect Analysis

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Experience → Brand Trust → Brand Loyalty	0.061	2,399	0.017
Brand Image → Brand Trust → Brand Loyalty	0.042	2,070	0.039

Source: Primary Analysis Data, 2025

The results show that the t-statistic value is 2.399, and the p value is 0.017, and with a coefficient of 0.061, it is known that the results show that brand experience on brand loyalty is moderated by brand trust. It turns out that the t-statistic value is $3.399 > t$ table 1.96 or p value $0.017 < 0.05$, and the coefficient shows a positive direction of 0.061, which means that brand trust is able to mediate between brand experience and brand loyalty.

The results of the t-statistic value of 2.070 and p-value of 0.039 and with a coefficient of 0.042 on brand image towards brand loyalty moderated by brand trust, it turns out that the t-statistic value of $2.070 > t$ table 1.96 or p-value of $0.039 < 0.05$ and the coefficient shows a positive direction of 0.042, meaning that brand trust is able to mediate between brand image and brand loyalty.

The Influence of Brand Experience on Brand Loyalty

The results of this study indicate that brand experience has a positive and significant effect on brand loyalty. This is in accordance with the results of the hypothesis test, which shows greater than the t table (1.96), which is 2.830 with a large influence of 0.200 and P Values < 0.05 of 0.005.

A study by Utami and Jatra (2024) examined the effect of brand experience on brand loyalty with brand attachment as a mediating variable on iPhone users in Denpasar City. The results of this study indicate that brand experience has a positive and significant effect on brand loyalty, both directly and through brand attachment.

Another study by Iman and Kurniawati (2023) focused on fashion products in Indonesia, finding that dimensions of brand experience, such as sensory, affective, behavioral, and intellectual, have a positive effect on customer engagement, which in turn increases brand loyalty.

Various studies support the conclusion that brand experience plays an important role in forming and increasing brand loyalty. Therefore, companies are advised to continue to create and manage positive brand experiences to build strong loyalty from consumers towards their brands.

Influence of Brand Image on Brand Loyalty

The results of this study indicate that brand image has a positive and significant effect on brand loyalty. This is in accordance with the results of the hypothesis test, which shows greater than the t table (1.96), which is 5.407 with a large influence of 0.413 and P Values <0.05 of 0.000.

Research by Fauziah and Safri (2024) analyzed the influence of brand image on brand loyalty in bag purchases at Elizabeth Pekanbaru. The results of the study indicate that brand image has a significant effect on brand loyalty, where consumers who have a positive perception of the brand tend to be more loyal in making repeat purchases.

A study by Komalasari and Khatimah (2022) discusses the influence of brand image and brand trust on brand loyalty in PIXY cosmetic products through customer satisfaction as an intervening variable. The results of this study indicate that brand image has a positive and significant influence on brand loyalty, with customer satisfaction as a mediator that strengthens the relationship.

Another study by Nurkhalis, Udayana, and Welsa (2022) examined the influence of brand image and brand trust on brand loyalty and purchasing decisions of Burger King customers in Yogyakarta. The results of the data analysis showed that brand image has a

positive effect on brand loyalty, which means that the better the brand image in the eyes of consumers, the higher their loyalty to the brand.

Various studies support the conclusion that brand image plays an important role in forming and increasing brand loyalty. Therefore, companies are advised to continue to build and maintain a positive brand image in order to increase consumer loyalty to their brands.

The Influence of Brand Experience on Brand Trust

The results of this study indicate that brand experience has a positive and significant effect on brand trust. This is in accordance with the results of the hypothesis test, which shows a value greater than the t table (1.96), which is 4.010, with a large influence of 0.321 and P Values <0.05 of 0.000.

Research by Kusdianto (2018) examines the influence of brand experience on brand trust and its impact on customer satisfaction of Polo shirt products at AEON Mall BSD City. The results of the study indicate that brand experience has a positive and significant effect on brand trust, which in turn increases customer satisfaction.

Another study by Oktaviani, Fadhilah, and Ningrum (2024) focused on Nivea product users, finding that brand experience has a positive and significant influence on brand trust, with customer satisfaction as a mediating variable. This suggests that positive experiences with a brand can increase customer satisfaction, which ultimately strengthens trust in the brand.

Various studies support the conclusion that brand experience plays a crucial role in forming and increasing brand trust. Therefore, companies are advised to continue to create and manage positive brand experiences to build strong trust from consumers towards their brands.

The Influence of Brand Image on Brand Trust

The results of this study indicate that brand image has a positive and significant effect on brand trust. This is in accordance with the results of the hypothesis test, which shows greater than the t table (1.96), which is 3.187 with a large influence of 0.220 and P Values <0.05 of 0.002.

Research by Ihsan and Sutedjo (2022) analyzed the influence of brand image and brand trust on consumer satisfaction and their impact on repurchase interest in Amidis bottled

drinking water products. The results of the study showed that brand image has a positive and significant effect on consumer trust, which in turn increases repurchase interest.

A study by Masitoh and Kurniawati (2023) examined the effect of brand experience on brand loyalty through perceived quality and brand trust on e-wallet users in Indonesia. The results of this study indicate that brand experience has a positive effect on brand trust, which then has an impact on brand loyalty.

Another study by Febrianti et al. (2025) focused on users of Korean skincare products, finding that brand experience has a positive and significant effect on brand loyalty, with perceived quality and brand satisfaction as mediating variables. This suggests that positive experiences with a brand can increase consumers' perceptions of quality and satisfaction, which ultimately strengthens loyalty to the brand.

Various studies support the conclusion that brand image plays an important role in forming and increasing brand trust. Therefore, companies are advised to continue to build and maintain a positive brand image to strengthen consumer trust in their brands.

The Influence of Brand Trust on Brand Loyalty

The results of this study indicate that brand trust has a positive and significant effect on brand loyalty. This is in accordance with the results of the hypothesis test which shows greater than the t table (1.96) which is 3.163 with a large influence of 0.190 and P Values < 0.05 of 0.002.

Research by Djami and Maulany (2024) analyzed the effect of brand trust on brand loyalty in the DANA e-wallet application. The results of the study showed that brand trust had a positive and significant effect on brand loyalty, where increasing consumer trust in the DANA brand increased their loyalty in using the application.

A study by Ranti and Arslan (2024) examined the effect of brand trust, brand experience, and brand awareness on brand loyalty in the Line instant messaging application with customer satisfaction as a mediating variable. The results of this study indicate that brand trust has a positive and significant effect on brand loyalty, both directly and through customer satisfaction as a mediating variable.

Another study by Al Satria and Firmansyah (2024) focused on members of KSPPS BMT Peta Tulungagung, finding that brand trust had a positive and significant effect on

member loyalty. This shows that high trust in a brand can increase member loyalty in using the services provided by KSPPS BMT Peta Tulungagung.

Various studies support the conclusion that brand trust plays an important role in forming and increasing brand loyalty. Therefore, companies are advised to continue to build and maintain consumer trust in their brands to strengthen customer loyalty.

Brand Trust as a Mediator in the Influence of Brand Experience on Brand Loyalty

These results show a statistical t-analysis value of 2.399 or > 1.96 and a P value of 0.017 or < 0.05 , which means that brand experience has a positive and significant effect on brand loyalty with brand trust as a mediator.

Based on the hypothesis test, brand trust plays a role as a mediator in the influence of brand experience on brand loyalty, which is proven to be true. Therefore, the findings of previous researchers above show that the findings of this study support previous research.

Research by Ang and Keni (2021) entitled "Prediction of Brand Experience and Brand Image on Brand Loyalty: Brand Trust as a Mediating Variable" found that brand trust positively mediates the relationship between brand experience and brand loyalty in Adidas shoe consumers in Jakarta. These results indicate that consumers' positive experiences with a brand increase their trust, which in turn strengthens loyalty to the brand.

Research by Ang and Keni (2021) entitled "Prediction of Brand Experience and Brand Image on Brand Loyalty: Brand Trust as a Mediating Variable" found that brand trust positively mediates the relationship between brand experience and brand loyalty in Adidas shoe consumers in Jakarta. These results indicate that consumers' positive experiences with a brand increase their trust, which in turn strengthens loyalty to the brand.

Another study by Chandra and Tan (2023) entitled "The Effect of Brand Experience on Brand Loyalty with the Mediation of Brand Trust and Brand Satisfaction of The iPhone Brand in Jabodetabek" found that brand trust and brand satisfaction significantly mediate the relationship between brand experience and brand loyalty among iPhone users in Jabodetabek. This shows that positive experiences with a brand not only increase trust but also satisfaction, which together strengthen consumer loyalty to the brand.

Various studies support the conclusion that brand trust plays a crucial mediating role in the relationship between brand experience and brand loyalty. Therefore, companies are

advised to not only focus on creating positive brand experiences but also on building and maintaining consumer trust in their brands to strengthen customer loyalty.

Brand Trust as a Mediator in the Influence of Brand Image on Brand Loyalty

These results show a statistical t-analysis value of 2.070 or > 1.96 and a P value of 0.039 or < 0.05 , which means that brand image has a positive and significant effect on brand loyalty with brand trust as a mediator. Based on the hypothesis test, brand trust acts as a mediator in the influence of brand experience on brand loyalty, as proven to be true. Therefore, the findings of the previous researchers above show that the findings of this study support previous research.

Research by Reza, Udayana, and Ningrum (2024) entitled "The Influence of Brand Image on Brand Loyalty with Satisfaction and Brand Trust as Mediating Variables" found that brand trust positively mediates the relationship between brand image and brand loyalty in Xiaomi smartphone users in Yogyakarta. These results indicate that a positive brand image increases consumer trust, which in turn strengthens loyalty to the brand.

In addition, a study by Affandi, Suherman, and Aditya (2023) entitled "The Mediation Effect of Brand Trust in the Influence of Brand Image and E-Service Quality on Bukalapak Customer Loyalty" also supports this finding. The study indicates that brand trust significantly mediates the influence of brand image on customer loyalty among Bukalapak users in DKI Jakarta. This confirms that brand trust is a key factor in transforming a positive brand image into sustainable customer loyalty.

Various studies support the conclusion that brand trust plays a crucial mediating role in the relationship between brand image and brand loyalty. Therefore, companies are advised to not only focus on building a positive brand image, but also on building and maintaining consumer trust in their brands to strengthen customer loyalty.

CONCLUSION

Based on the research results of the Influence of Brand Experience and Brand Image on Brand Loyalty with Brand Trust as a Mediating Variable (Study on Marketplace Users on Tiktok Shop), it can be concluded: 1) The brand experience variable has a significant positive effect on brand loyalty among TikTok Shop Marketplace users. 2) The brand image variable

has a significant positive effect on brand loyalty among TikTok Shop Marketplace users. 3) The brand experience variable has a significant positive effect on brand trust among TikTok Shop Marketplace users. 4) The brand image variable has a significant positive effect on brand trust among TikTok Shop Marketplace users. 5) The brand trust variable has a significant positive effect on brand loyalty on TikTok Shop Marketplace users. 6) The brand trust variable acts as a mediator in the influence of brand experience on brand loyalty. 7) The brand trust variable acts as a mediator in the influence of brand image on brand loyalty.

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