CONSUMER BRAND LOYALTY IN BRAND HERITAGE ATTRACTIONS: A BRAND EQUITY PERSPECTIVE

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ABSTRACT

This study tries to analyze the conceptual model of brand equity, brand trust, brand satisfaction, and loyalty of Indonesian consumers to brand heritage. This research examines the direct effect of brand equity on trust and satisfaction, the direct effect of trust on satisfaction and loyalty, and the direct effect of brand satisfaction on brand loyalty. This conceptual model tests 9 proposed hypotheses. The object of this research is Brand Heritage in Indonesia. The total sample used is 270 respondents taken through the purposive sampling technique. The respondent's criteria used are respondents who have used/consumed and bought heritage brands in Indonesia. The data was obtained through the distribution of online and offline questionnaires. The hypothesis testing was carried out using structural equation modeling (SEM). Hypothesis testing using path analysis. This study found that two dimensions of brand equity, namely perceived quality and brand association, affect consumer trust and satisfaction. On the other hand, brand awareness does not have a significant effect on trust and satisfaction. Meanwhile, consumer trust also influences satisfaction and loyalty. Then, consumer satisfaction on consumer loyalty.

Keywords : Brand Heritage[1]; Brand Equity[2]; Trust[3]; Satisfaction[4]; Brand Loyalty[5]

INTRODUCTION

In the development of behavioral research, there have been significant changes. This is a big challenge for heritage brands in Indonesia. Previously, consumer behavior was just waiting and not participating in the production, but now consumers have started to be actively involved in various activities. This will certainly affect the use of strategies to build and maintain the superiority of a brand.

In Indonesia, several brands fall into the brand heritage category. Among them are Teh Botol Sosro (81 years), Kijang Car (44 years), Bumiputera Insurance (109 years), Kopi Kapal Api (88 years), Kecap Bango (87 years), Dji Sam Soe (108 years), Indomie (49 years) and so on. One of the characteristics of a heritage band is that the brand has a long history and has been enjoyed by

consumers from generation to generation. Several brands in Indonesia that have had a long enough time have a good image in the eyes of consumers. This statement is supported by a phase I survey in 2021 conducted by Top Brand Index that several heritage brands in Indonesia that are included in the top brand category in Indonesia include Teh Botol Sosro (18.6%) for the packaged tea brand category, for the bottled tea category, and the bottled tea category. ground coffee beans, namely Kapal Api (62.4%), Kecap Bango (61.6%) for the sweet soy sauce category, for the packaged instant noodle category, namely Indomie (72.9%), and so on.

Referring to the previous literature, Taheri et al., (2018) said that a brand can be categorized as a heritage brand when it meets the requirements including a brand must have superior performance (track record), a brand must be able to maintain core values for a long time (longevity), a brand must be consistent in carrying out its activities and its core values do not change (core values), past brands can be communicated through the use of symbols (use of symbols), and the history of a brand is the identity of a brand (history important to identity).

A brand is a very important subject that can create a positive image in the eyes of consumers. Technological progress has experienced very significant development. This is certainly an opportunity for the company but can also be a threat. During this competitive competition, it is expected that consumers will remain loyal to the heritage brands in Indonesia and still have a positive image. This study uses the dimensions of brand equity, namely brand awareness, perceived quality, and brand association. In principle, consumer satisfaction in this study is the result of a brand's ability to meet consumer expectations. According to Quan et al. (2020) satisfaction is an index of measurement made on a person's feelings after making a purchase and using a brand. In this study, when the heritage brand can realize what consumers want, satisfaction will be created. But if the opposite, then consumers will feel disappointed with the brand.

The concept of consumer relations with brands has been widely studied, especially in the concept of consumer brand trust. Referring to previous research, brand trust in this study is considered as a consumer's feeling of security when interacting with brands. This is due to the view that the brand is reliable and can meet consumer needs. In their research, El Naggar and Bendari (2017) define brand trust as a feeling of security when interacting with a brand.

This feeling of security is based on the view that a brand can be trusted and can fulfill consumer desires. The concept of brand trust has been defined in many disciplines. Of course, these definitions have different points of view. However, there are some similarities in the context of the importance of trust in human relations and its influence on human behavior (Başer et al., 2016).

Brand loyalty refers to the extent to which a person is committed to a particular brand as indicated by their brand attitudes and behavior as evidenced by repeated purchases. Brand loyalty is a concept in marketing that has been demonstrated a lot as a very important concept for companies (Kandampully et al., 2015).

Several studies that have been conducted by previous researchers found empirical gaps. Like the research of Han et al., (2015) and Dib & Alhaddad (2014) who found that brand awareness had a positive influence on brand trust but El Naggar & Bendary (2017) research which examined the mobile phone service industry in Egypt found different results, namely brand awareness was not a factor that could affect consumer confidence in the brand. Still, in the context of the dimensions of brand equity, there are inconsistencies in the results of research by El Naggar & Bendary (2017) find that perceived quality has a positive effect on brand trust, but the results of research by Dib & Alhaddad (2014) on mobile phones in Syria, Damascus found that perceived quality is not a factor that can affect consumer confidence.

The inconsistency of research results also occurs regarding the effect of trust on satisfaction. Research conducted by Kataria & Saini (2020) found that consumer trust affects satisfaction. However, research by Pooya et al. (2020) found the opposite, namely trust does not affect consumer satisfaction. This study combining the two conceptual models carried out by El Naggar & Bendari (2017) and Quan et al. (2020). The novelty of this research lies in the conceptual model developed and the use of heritage brand objects in Indonesia. Where previously research conducted by El Naggar & Bendari (2017) was conducted in Egypt in the context of the mobile phone service industry and Quan et al. (2020) researched online shopping in Vietnam. In addition, this study examines the effect of the trust variable on satisfaction. Based on the literature study conducted, there are still very few studies that analyze the effect of trust on satisfaction, especially in the context of brand heritage in Indonesia.

This study aims to determine and analyze the effect of brand equity

dimensions (brand awareness, perceived quality, brand association on trust and also consumer satisfaction, to determine the effect of brand trust on brand satisfaction and brand loyalty. Then, to determine the effect of brand satisfaction on brand loyalty.

Research Framework

The research framework in this study is described in Figure 1 below:

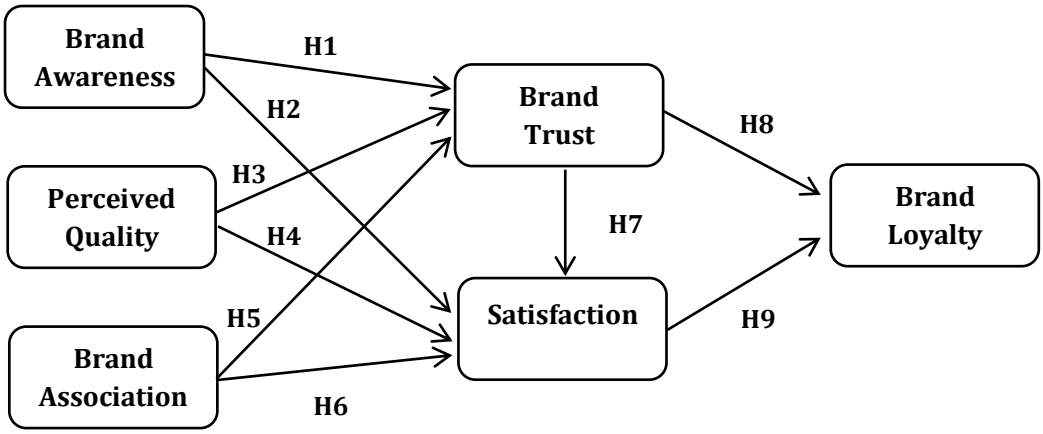

Figure 1
Research Model Framework

RESEARCH METHOD

The approach used is quantitative. This quantitative research is confirmatory by collecting primary data obtained from the respondents' answers after the questionnaire was distributed. After that, the data will be processed and interpreted. This research is a cross-section study where the research data is taken in one period.

The variables and indicators of this study are described in the table below:

Table 1.
Variables and Indicators

VARIABLE	INDICATOR	SOURCE/ ITEM
Brand Awareness	1. Imagining 2. Remembering 3. Recognizing 4. Familiar 5. Comes up First to the Mind	[Quan *et al.* 2020] - 5
Perceived Quality	1. High quality. 2. Functionality 3. Reliability 4. Excellent features.	[Kataria & Saini, 2019] - 4
Brand Association	1. Expertise 2. Responsible 3. Do the best 4. Contributing	[Quan *et al.2020*] - 4
Trust	1. Believed 2. Rely	[Kataria & Saini, 2019] - 6

	3. Meets 4. Safe.	
Satisfaction	1. Quality 2. Price 3. Fulfilled 4. Expectation	[Kataria & Saini, 2019] - 4
Brand Loyalty	1. Purchase 2. Plan 3. Believe 4. Willing to pay a higher 5. Prescribe 6. Comes to mind	[Kataria & Saini, 2019] - 6

Source : Processed data (2022)

This research was conducted in all regions of Indonesia with the consideration that products from heritage brands are found in all cities in Indonesia. Thus, consumers who have purchased and used/consumed heritage brands in Indonesia.

The population of this study is all consumers of brand heritage in Indonesia. The sample size used in the study used structural equation modeling (SEM), which is 5-10 times the number of indicators. Thus, the sample size used is 27 (total indicator) x 10 = 270 research samples. The method of determining the sample is by purposive sampling. The respondent's criteria set are: have ever bought a heritage brand product and have used a digital product with a heritage brand. Furthermore, data collection uses surveys through direct and online distribution of questionnaires.

The data analysis method of this research uses structural equation modeling (SEM). Data processing using AMOS 21 software. The data analysis method in this study used a two-stage approach, namely:

1) Measurement Model

For the initial stage, the indicators used to measure the construct were tested with face validity and content validity. Furthermore, the construct validity test will be assessed through convergent validity and discriminant validity. To determine the high and low validity of each instrument using a loading factor value of 0.50. Discriminant validity was obtained by comparing the value of the square root of the AVE with the correlation value between constructs. Furthermore, for reliability testing using the rule of thumb, namely 0.70 (Hair et al., 2018)

2) Structural Model

In testing the structural model, several assumptions will be considered, namely: the assumption of sample adequacy, the assumption of normality, and the assumption of outliers. Tests on the effect of independent variables on

the dependent variable using path analysis.

Several indices are used to assess the GOF of a model. The theory developed leads to the testing of models that have complex relationships between variables. This study uses path analysis with SEM. After the GOF structural model criteria are met, then further analysis of the structural model relationships and hypothesis testing can be carried out. The accepted hypothesis criteria are the critical ratio value 1.96 with probability p<0.05 (Hair et al., 2014).

RESULT AND DISCUSSION

Respondents Criteria

Respondents in this study have criteria that can indicate the background of each respondent. The criteria for each respondent are described in the following table:

Table 2.

Respondents Criteria

Category	Demographic	respondent	Percent (%)	Total
Gender	Male	139	51,5	270 resp. (100%)
	Female	131	48,5	
Age	⩽ 20 y.o	77	28.5	
	21 – 30 y.o	191	70.7	
	31 – 50 y.o	2	0.8	
Education	Senior High School	214	79,3	
	Diploma	1	0,4	
	Bachelor	49	18,1	
	Master	6	2,2	
Income	⩽ Rp 1.000.000	231	85,6	
	Rp 1.000.001 - 2.500.000	19	7,0	
	Rp 2.500.001 - 5.000.000	3	1,1	
	⩾ Rp 5.000.001	17	6,3	

Source: processed data 2022

Table 2 above shows that there are 139 male respondents (51.5%) and 131 female respondents (48.5%). In terms of age, respondents aged 21-30 years were dominated by 191 respondents (70.7%), followed by respondents aged ⩽ 20 years as many as 77 respondents (28.5) and respondents aged 31-50 years as many as 2 respondents (0.8%). The last education category is dominated by senior high school graduates with 214 respondents (79.3%) followed by a bachelor with 49 respondents (18.1%), Master 6 respondents (2.2%), and diploma 1 respondent (0.4%). Then, the characteristics of respondents from income are dominated by respondents with income of ⩽ IDR 1,000,000 as many as 231 respondents (85.6%), followed by IDR 1,000,001 - 2,500,000 19 respondents (7.0%), ⩾ IDR 5,000,001 as many as 17 respondents

(6.3%), and Rp. 2,500,001 - 5,000,000 as many as 3 respondents (1.1%).

Brand Heritage

The distribution of the questionnaires provided the opportunity for respondents to choose a brand that was included in the brand heritage category. The brand heritage assessed by respondents is described in the table below:

Table 3.
Brand Heritage

No	Brand Heritage	Percent
1	Indomie	128 (47.4%)
2	Teh Botol Sosro	52 (19.3%)
3	Kopi Kapal Api	28 (10.4%)
4	Gudang Garam	27 (10%)
5	Kecap Bango	18 (6.7%)
6	Dji Sam Soe	10 (3.7%)
7	Kijang	5 (1.9%)
8	Djarum	2 (7%)
	Total	**270 (100%)**

Source: Processed data 2022

Based on the table above, it is known that when respondents answered the questions in the questionnaire, many consumers chose the Indomie brand to be rated at 128 (47.4%). Then followed by Teh Botol Sosro 52 (19.3%), Kopi Kapal Api 28 (10.4%), Gudang Garam 27 (10%), Kecap Bango 18 (6.7%), Dji Sam Soe 10 (3.7%), Kijang 5 (1.9). %). Furthermore, the Djarum brand was the least rated brand by the respondents, namely 2 (7%). These results indicate that Indomie can dominate the consumer mindset compared to other heritage brands.

Measurement Model Test

Validity Test

The validity test in this study was carried out using confirmatory-factor-analysis (CFA). In the test it was found that all items had a loading factor above 0.5. Average variance extract value of brand awareness (0.703), perceived quality (0.665), brand association (0.635), trust (0.691), satisfaction (0.640), and brand loyalty (0.662). Thus, all latent constructs used in this study met the criteria of AVE > 0.50 so that the existing data was feasible to use (valid). The results of the validity test are described in the following table:

Table 4.
Convergent Validity Test Results

Construct and Question Items	Validity Test			
	Loading Factor	AVE	$\sqrt{AVE}$	Description
Brand Awareness		0,703	0,838	
BA2	0,839			Valid
BA3	0,861			Valid
BA4	0,814			Valid
Perceived Quality		0,665	0,815	
PQ1	0,835			Valid
PQ2	0,792			Valid
PQ3	0,829			Valid
PQ4	0,805			Valid
Brand Association		0,635	0,797	
BAS2	0,805			Valid
BAS3	0,781			Valid
BAS4	0,804			Valid
Trust		0,691	0,831	
T1	0,867			Valid
T2	0,828			Valid
T3	0,842			Valid
T4	0,786			Valid
Satisfaction		0,640	0,799	
SAT1	0,741			Valid
SAT2	0,818			Valid
SAT3	0,812			Valid
SAT4	0,826			Valid
Brand Loyalty		0,662	0,813	
BL1	0,857			Valid
BL2	0,827			Valid
BL3	0,839			Valid
BL5	0,749			Valid
BL6	0,793			Valid

Source: data processed (2022)

Table 5.
Discriminant Validity Test Results

Variable	Brand Awareness	Perceived Quality	B. Association	Trust	Satisfaction	Brand Loyalty
B. Awareness	0,838					
Perc. Quality	0,675	0,815				
B. Association	0,609	0,732	0,797			
Trust	0,592	0,780	0,753	0,831		
Satisfaction	0,536	0,658	0,647	0,682	0,799	
Brand Loyalty	0,605	0,724	0,621	0,699	0,766	0,813

Source: data processed (2022)

The results of the discriminant validity test were carried out by comparing the value of the square root of the AVE with the correlation value between constructs. If the result of the square root of AVE is greater than the

result of the relationship between constructs, it is declared discriminantly valid. The results of the square root of the AVE for brand awareness variables are (0.838), perceived quality (0.815), brand association (0.797), trust (0.831), satisfaction (0.799), and brand loyalty (0.813). Referring to table 4.2, it is known that the value of the square root of each variable is greater than the value of the result of the relationship between constructs.

During the convergent and discriminant validity testing process, there were 4 items that were excluded from the test. The 4 items issued were BA1, BA5, BAS1, and BL4. The four items did not meet the assumptions of the convergent and discriminant validity tests, so they were excluded from the test.

Reliability Test

Reliability testing in this study was carried out using construct reliability. The table above, it is known that the construct reliability values of the brand awareness variables are (0.876), perceived quality (0.888), brand association (0.839), trust (0.899), satisfaction (0.876), and brand loyalty (0.881). Thus, the variables used in this study were declared to meet the reliable assumptions. This is supported by Hair et al. (2014) which stated that if the reliability value is greater than 0.70 it is considered to have good reliability.

Structural Model Test

Based on the table above, it is known that the construct reliability values of the brand awareness variables are (0.876), perceived quality (0.888), brand association (0.839), trust (0.899), satisfaction (0.876), and brand loyalty (0.881). Thus, the variables used in this study were declared to meet the reliable assumptions. This is supported by Hair et al. (2014) which stated that if the reliability value is greater than 0.70 it is considered to have good reliability.

Table 6.

GOF Indicess of Structural Model

Type of GOF	Indicess	Cut off	Result	Evaluation
Absolute fit	Chi-square	Expected Small	419,119	Good
	p-value	≥ 0,05	0,000	Marginal
	CMIN/DF	2 - 5	1,923	Marginal
	GFI	≥ 0,90	0,883	Marginal
	RMSEA	≤ 0,80	0,059	Good
Incremental fit	TLI	≥ 0,90	0,947	Good
	CFI	≥ 0,90	0,954	Good
Parsimony fit	AGFI	≥ 0,90	0,852	Marginal

Source: data processed (2022)

Based on the table above, it is known that the GOF for absolute fit with Chi-square index of (419,119), p-value (0.000), CMIN/DF (1.923), GFI (0.883), RMSEA (0.059). GOF for Incremental fit with TLI (0.947) and CFI (0.954) indices. Then, GOF for parsimony fit with an AGFI index of (0.852). Of all the GOF indices above, there are 4 that meet the Good category, namely Chi-square, RMSEA, TLI, and CFI. According to Hair et al. (2014), a model is said to be good if at least three indices meet the model fit requirements. Thus, the model in the study was declared good.

Discussion

Based on the findings of SEM estimation using the maximum likelihood approach, seven hypotheses have a positive and significant effect, while two hypotheses have no significant effect. For further information regarding the results of hypothesis testing, see table 9 below:

Table 7.
Hypothesis Test Results

Hypothesis	Stan-Reg Weights	C.R.	p	Direction	Description
H - 1 BA → Trust	,047	0,693	,488	+	Not Significant
H - 2 BA → Satisfaction	,103	1,325	,185	+	Not Significant
H - 3 PQ → Trust	,486	5,533	***	+	Significant
H - 4 PQ → Satisfaction	,232	2,054	,040	+	Significant
H - 5 BAS → Trust	,371	4,462	***	+	Significant
H - 6 BAS → Satisfaction	,203	1,987	,047	+	Significant
H - 7 Trust → Satisfaction	,285	2,571	,010	+	Significant
H - 8 Trust → B. Loyalty	,344	4,858	***	+	Significant
H - 9 Sat → B. Loyalty	,540	7,059	***	+	Significant

Source: data processed (2022)

Hypothesis 1:

Testing Hypothesis 1 resulted in a standardized regression weights value of 0.047 and a significance value of 0.488. This value indicates that brand awareness has a positive but not significant impact on consumer confidence. The probability value is greater than 0.05 with a critical ratio (CR) value of 0.693. This shows that the CR value is less than ±1.96. Thus it can be stated that hypothesis 1 is not supported in this study. This result is different from the results of research conducted by Dib & Alhaddad (2014) who examined smartphones in Syria, Damascus. In principle, consumers do not think about whether a brand is

included in the brand heritage category or not because the most important thing for consumers is the quality of a product.

These results certainly strengthen the results of previous research conducted by Sidharta et al. (2018) who researched Islamic bank products. In this study, it was found that brand awareness had no significant effect on consumer trust. Other research is in line with this research, namely research conducted by Esch et al. (2006) which also examines brands. From this study, it was found that brand awareness does not have a significant effect on consumer trust. Thus, the ability of consumers to recognize and remember a brand is not very important for consumers because the most important thing about a product is quality.

Hypothesis 2:

The results of testing hypothesis 2 show that the standardized regression weights value is 0.103 with a significance level of 0.185. This value indicates that brand awareness has a positive effect but the effect is not significant on satisfaction. The results of the critical ratio (CR) are 1.325 which indicates that the resulting CR is smaller than ±1.96 with a probability value greater than 0.05. Referring to this value, it can be concluded that hypothesis 2 is not supported. This result contradicts the findings of Quan et al. (2020) who researched online shopping in Vietnam. Even so, the research findings are supported by research conducted by Zeng et al. (2019) which examined smartphone brands in China. The results also show that brand awareness has no significant effect on consumer satisfaction.

Other studies that support the findings in this study were also conducted by Matthews and Watchravesringkan (2014) who examined jeans brands. The results show that brand awareness does not affect satisfaction. This is in line with the research of Esch et al. (2006) which also found that brand awareness had no significant effect on consumer satisfaction. Thus, this study illustrates that the ability of consumers to remember a brand or to recognize a brand is not very important in shaping consumer satisfaction.

Hypothesis 3:

The results of testing hypothesis 3 obtained the standardized regression weights regression value of 0.486 with a significance level of 0.000. This value indicates that perceived quality has a positive and significant impact on trust. The resulting CR value of 5.533 is greater than ±1.96 with a probability level less than 0.05. Thus, Hypothesis 3 is supported in this study. The study

which found that perceived quality had a positive effect on trust was conducted by El Naggar & Bendari (2017) which was conducted in Egypt in the context of the mobile phone service industry. Likewise, research conducted by Masrek et al. (2018) who researched mobile banking also found similar results.

The results of research conducted by Assaker et al. (2020) who researched with the context of upscale hotels in Europe. The study found that perceived quality has a significant effect on the trust of hotel guests. Likewise with the research conducted by Sallam et al. (2014) in the context of the Hewlett-Packard (HP) brand in Pakistan, also found that perceived quality is a very important factor that can create consumer trust. Thus, the findings in this study emphasize that the quality of a brand is very important in creating consumer trust. In addition, the reliability, benefits and durability of a product are considered by consumers to create consumer confidence in a brand.

Hypothesis 4:

Based on hypothesis testing 4, it was found that the standardized regression weights value was 0.232. With a significance level of 0.040. These results indicate that perceived quality has a positive and significant effect on satisfaction. The probability value in this test is less than 0.05 and the resulting CR is 2.054 which indicates that the resulting CR is greater than ±1.96. Based on these findings, hypothesis 4 is supported in this study. The results of this study strengthen previous research. Like the research conducted by Samudro et al. (2020) which examined the chemical industry. In addition, research by Kataria & Saini (2020) in the context of low involvement products in India also found that perceived quality had a positive effect on satisfaction. Research conducted by El Naggar & Bendari (2017) in the context of the mobile phone service industry.

Research that found the same results with the findings of this study was also conducted by Quan et al. (2020) who researched online shopping in Vietnam. Sallam et al. (2014) who researched the Hewlett-Packard (HP) brand in Pakistan., Samudro et al. (2020) which examined the chemical industry. The findings of some of these studies found that perceived quality has a positive and significant influence on consumer satisfaction. Therefore, companies must be able to provide the best quality, reliable products and products that have durability because these points are factors that can create consumer satisfaction with a brand.

Hypothesis 5:

Testing hypothesis 5 resulted in standardized regression weights of 0.371 and a significance level of 0.000. This shows that brand association has a positive and significant effect on traffic. The critical ratio value is 4.462, indicating that the Critical Ratio value is greater than ±1.96 with a probability level less than 0.05. Based on this value, hypothesis 5 is supported in this study. Association to the brand is everything inherent in the consumer's imagination about a brand. This memory will certainly stimulate someone to believe in a brand. Research that found that brand association has a positive effect on brand trust was conducted by El Naggar & Bendari (2017) which was conducted in Egypt in the context of mobile phone service.

Another study with similar results to this study was conducted by Madadi et al. (2021) who examined four categories of brands including cellphones, economy cars, soda, and shampoo. The findings of the study found that the abrand association affected consumer trust. The results of this study confirm that the relationship between consumers and brands is very important to note. Especially the consumer's perception of the company's expertise, the belief that the company will be responsible and can contribute to society. These things can trigger consumer confidence in a brand.

Hypothesis 6:

Testing hypothesis 6 resulted in standardized regression weights of 0.203 and a significance level of 0.047. This shows that the brand association has a positive and significant effect on satisfaction. The critical ratio value is 1.1987, indicating that the Critical Ratio value is greater than ±1.96 with a probability level less than 0.05. Based on this value, hypothesis 6 is supported in this study. Association to the brand is everything inherent in the consumer's imagination about a brand. This memory will certainly stimulate someone to feel satisfaction with a brand. Research on the effect of brand association on satisfaction was conducted by Quan et al. (2020) who examined online shopping in Vietnam. Meanwhile, in the context of the mobile phone market, Dunuwille & Pathmini (2016) found that brand associations have a significant influence on consumer satisfaction.

The results of this study confirm that the relationship between consumers and brands is very important to note. Especially the consumer's perception of the company's ability to produce a product, the belief that the company will be responsible and can contribute to society. These things can produce consumer satisfaction with a brand.

Hypothesis 7:

Testing hypothesis 7 resulted in standardized regression weights of 0.285 and a significance level of 0.010. This shows that trust has a positive and significant effect on satisfaction. The critical ratio value, which is 2.571, indicates that the Critical Ratio value is greater than ±1.96 with a probability level less than 0.05. Based on this value, hypothesis 7 is supported in this study. Trust in the brand is an important factor that can create customer satisfaction. Consumers who have a high level of trust will produce a high level of satisfaction and a desire to commit to the brand. There is a lot of empirical evidence that has proven this theory. One of the studies conducted by Kataria & Saini (2020) regarding low involvement products in India found that trust has a positive effect on satisfaction.

Another study in line with this study was conducted by Asiati et al. (2019) regarding the loyalty of sharia bank customers. The findings of this study indicate that consumer trust can affect satisfaction. Therefore, consumer confidence in quality and safety must be properly maintained because some of these factors can affect the level of consumer satisfaction with a brand.

Hypothesis 8:

Testing hypothesis 8 resulted in standardized regression weights of 0.344 and a significance level of 0.000. This shows that trust has a positive and significant effect on brand loyalty. The critical ratio value is 4.858, indicating that the Critical Ratio value is greater than ±1.96 with a probability level less than 0.05. Based on this value, hypothesis 8 is supported in this study. The results of this study are in line with research conducted by Song et al. (2019) which examined coffee shop brands. In addition, this study also supports the research conducted by Başer et al. (2016) who examined the effect of brand trust on brand loyalty showed that trust affected consumer loyalty.

Another study that is in line with this research was conducted by Huang (2017) who also found that brand trust can affect consumer loyalty to mobile phone brands. In addition, the research of El Naggar & Bendari (2017); Sallam et al. (2014) also found similar results to the findings in this study. Thus, this study emphasizes that consumer confidence in the quality, reliability, ability of consumers to meet expectations and the safety of a brand is very important. And in the end, some of these things can generate consumer loyalty.

Hypothesis 9:

Hypothesis 9 testing resulted in the standardized regression weights of 0.540 and a significance level of 0.000. This

shows that satisfaction has a positive and significant effect on brand loyalty. The critical ratio value is 47,059 indicating that the Critical Ratio value is greater than ±1.96 with a probability level less than 0.05. Based on this value, hypothesis 9 is supported in this study. The results of this study are in line with research conducted by Assaker et al. (2020) who researched Upscale Hotels. This study also supports research conducted by Song et al. (2019) which examines coffee shop brands.

Another study that yielded the same findings as this study was also found to be conducted by Bae et al. (2020) who researched the context of cultural heritage attractions in Seol, South Korea. The study found that satisfaction affects consumer loyalty. In addition, Quan et al. (2020), Kataria & Saini (2020), and also Ahmed et al. (2014) also found similar results to this study. Referring to the findings in this study, it can be stated that customer satisfaction is a very important variable to consider because this variable can make consumers loyal to a brand.

CONCLUSION

Conclusion and Implication

The conclusions that can be drawn from this research are: (1) Brand awareness is a variable that has an influence on consumer trust and customer satisfaction but not yet significant (2). Perceived quality is a variable that has an impact on consumer trust and consumer satisfaction (3) Brand association is a variable that has an impact on consumer trust and customer satisfaction (4) Consumer trust influences customer satisfaction and loyalty. (5). Consumer satisfaction has an influence on and consumer loyalty

Limitation and Future Research

Future research is expected to increase the scope of research both in terms of the use of variables, research locations, the approach used in extracting information about brand heritage and the location of this research so that studies on brand heritage in Indonesia can be presented comprehensively. From a practical point of view, the results of this study provide information that it turns out that consumers of heritage brands in Indonesia are not too aware of the importance of heritage brands so that in the future the company should increase promotions and other strategies that can increase consumer awareness of the heritage brand.

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