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The Influence of Brand Experience, Customer Satisfaction, And Trust On Customer Loyalty for Kanzler Crispy Nugget Products In Sragen Regency

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Abstract

This study aims to examine and analyze the influence of brand experience, customer satisfaction, and trust on customer loyalty for Kanzler Crispy Nugget products in Sragen Regency. The sampling technique used the Lemeshow formula approach with a total sample of 100 customer respondents. Data collection methods were carried out through questionnaires, while data analysis used multiple linear regression, t-test (partial), F-test (simultaneous), and the coefficient of determination (R^2) assisted by the SPSS program. [1)]The results of data analysis and discussion show that partially, the variables of brand experience, customer satisfaction, and trust each have a positive and significant influence on customer loyalty. [2)]Furthermore, the simultaneous test results prove that the three independent variables collectively have a significant effect on the formation of customer loyalty. The conclusion of this study confirms that enhancing the brand interaction experience, satisfaction with product quality, and consumer trust is empirically proven to be the determining factor in driving repurchase loyalty for Kanzler Crispy Nugget products in the region.

Keywords: ***Brand experience, Customer satisfaction, Trust, Customer loyalty***

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INTRODUCTION

The food industry, particularly the processed and frozen food sector, stands as a strategic pillar contributing significantly to Indonesia's national economic growth. This sector is characterized by intense competition, forcing producers to continuously innovate to satisfy modern consumers' demands for practical yet high-quality products. Modern market dynamics reveal a profound shift in consumer expectations; buyers no longer merely seek processing convenience but also demand premium quality and taste profiles that emulate premium restaurant dining. This shift compels brands to deliver added value that transcends the core functional attributes of traditional packaged food. Current empirical literature emphasizes that retaining consumers amidst global competition heavily depends on cultivating positive brand experiences, fulfilling customer satisfaction, and establishing robust trust. This is strongly supported by Arifin (2025), who demonstrated that brand trust, brand experience, and customer satisfaction simultaneously and partially exert positive and significant effects on customer loyalty. Similarly, Pamungkas (2023) confirmed that brand experience and trust serve as primary drivers of long-term loyalty within technology adopters, while Dianta (2025) validated identical behavioral paths within the premium beauty industry.

Although customer loyalty in the broader food and beverage sector has been extensively explored, a critical research gap persists regarding packaged premium frozen food. Most existing studies predominantly investigate traditional physical service environments such as dine-in restaurants or cafes, including research by Riyanto (2023) on local diners, Azzam (2023) on fast-food chains, and Dewi (2026) on coffee shops. Conversely, investigations into packaged foods, such as instant noodles (Oetama and Susanto, 2023), focus almost exclusively on mass-market products characterized by low unit pricing. Consequently, academic literature remains limited concerning how brand experience and customer satisfaction foster long-term loyalty for high-tier frozen food items like Kanzler Crispy Nugget. This product presents a unique consumption context because it is purchased at modern retail outlets for home consumption, thereby operating independently of traditional in-store service interactions and relying entirely on the physical product quality packed within the container. This unique marketplace behavior renders an investigation in a suburban setting highly relevant, offering novel insights into consumer behavior literature.

The empirical novelty of this research highlights product innovation and regional consumption shifts by selecting Kanzler Crispy Nugget as the central unit of analysis. This product has revolutionized the frozen food market standard in Indonesia through its distinctive bubble crumbs coating, which has translated into commercial success across various regional markets. Sragen is classified as a suburban region, which is a transitional

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zone surrounding major urban centers. This aligns with the concentric zone theory initially developed by Burgess (1925), which describes urban development as a zoning system expanding gradually from the core to the periphery a concept recently validated in the context of Indonesian urban transformation (Andi & Friyessi, 2025). Within this transitional suburban zone, residents exhibit high mobility and systemic economic dependence on the urban core. The continuous development of this suburban territory has stimulated a shift toward modern, urbanized, and consumerist lifestyles, accelerated by pervasive digital media exposure. This aligns with the perspective of Angelina (2023), who explained that high information exposure via digital networks alters consumer behavioral patterns and purchasing choices. Thus, the rising local demand for value-added premium food items makes the suburban interaction with high-tier brands an important academic area to investigate.

The market success of Kanzler Crispy Nugget is validated by the financial performance metrics of its parent enterprise, PT Cisarua Mountain Dairy Tbk. According to its first-quarter interim financial statements for two thousand and twenty-six, the company's consumer foods segment achieved a net sales figure of one point eighty trillion Rupiah in just three months, indicating that demand is sustained by consistent market absorption rather than a temporary digital fad. Given that national firms do not publish localized district-level statements, a top-down estimation approach based on population ratios and purchasing power parity through Regional Gross Domestic Product indicates that annual product turnover within Sragen Regency reaches an estimated eleven point three billion Rupiah. This commercial strength is supported by digital search indicators from Google Trends, where search intent metrics demonstrate high volume and positive growth vectors. Top queries such as price points and product variations show baseline index scores of one hundred and growth accelerations reaching thirty percent, establishing a clear link between digital interest and market demand at the regional level.

Analytically, building long-term consumer retention begins with the sensory and cognitive impressions registered during product usage. Brand experience encompasses all consumer responses elicited by brand-related stimuli, spanning from the purchase process to post-consumption evaluation (Brakus, 2009). Practically, this manifests in how consumers perceive unique textures and positive emotions during meal preparation, forming deep cognitive associations that differentiate the premium product from traditional alternatives. Following this experience, post-purchase evaluations dictate market retention success. Customer satisfaction is defined as the psychological state of pleasure or disappointment resulting from comparing a product's perceived performance against initial expectations (Kotler, 2009). In this context, when suburban consumers find that the intrinsic

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taste and structural quality match or exceed their premium expectations, it yields satisfaction that drives repeat purchase intentions. Ultimately, positive experiences, high satisfaction, and established trust culminate in a commitment to stick with a single option. Brand loyalty represents a deeply held commitment to rebuy a preferred product consistently in the future, thereby resisting situational influences and marketing maneuvers from competing brands (Thakur, 2016). In suburban markets, this loyalty is expressed through habitual repurchasing, a willingness to recommend the brand to social networks, and a refusal to switch to cheaper alternatives. Given the competitive landscape of the frozen food industry, this study evaluates these variables through an investigation titled the influence of brand experience, customer satisfaction, and trust on customer loyalty for Kanzler Crispy Nugget in Sragen Regency.

THEORETICAL REVIEW

Brand Experience

In the contemporary and highly competitive marketing landscape, customer experience has emerged as the core essence differentiating a business entity from its market rivals. Enterprises no longer merely offer products based on functional attributes but strive to cultivate deep memory traces through every available touchpoint. Brand experience is highly critical as it functions as an emotional bridge aligning corporate values with the personal perceptions of consumers, thereby generating strong differentiation in a market saturated with homogenous product offerings.

Several theoretical foundations conceptualize the nature of this experience as an internal human response. According to Arifin (2025), brand experience represents a collection of sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli, where experiences engaging these aspects collectively will strengthen the consumer's emotional bond with the brand. In line with this view, Christian (2023) states that brand experience is a multidimensional construct encompassing cognitive, emotional, sensory behavioral, social, and intellectual responses toward the relationship with an enterprise. Further clarification is provided by Sintia (2025), who defines brand experience as the entirety of consumer experiences arising from both direct and indirect interactions, which shape profound perceptions and emotions. Additionally, Aminah (2026) notes that brand experience constitutes the accumulation of feelings and thoughts emerging from customer interactions with a product or service, through either active or passive engagement.

Based on the synthesis of these expert perspectives, brand experience is interpreted not as a single static event, but rather as a complex and holistic process of internalisation.

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This experience engages the full spectrum of consumer humanity, ranging from sensory capture to cognitive processing and emotional resonance. Every form of interaction whether observing the packaging, using the product, or receiving post-purchase service gradually constructs an emotional framework. When the provided stimulation harmoniously touches both cognitive and affective dimensions, the experience is recorded not merely as a commercial transaction, but as a meaningful personal relationship between the consumer and the brand identity.

The quality of the brand experience perceived by consumers is driven by three primary categories of antecedent factors. The first significant factor relates to the frequency and quality of brand communication interactions. Arifin (2025) demonstrates that brand experience is driven by repeated consumer interactions across various channels, where consistent and positive engagements effectively reinforce the experiential trace within consumer memory. The second factor involves physical stimuli and visual elements that define the corporate identity. Latuconsina (2025) posits that the formation of brand experience is heavily influenced by external elements such as brand communication design, visual identity spanning logos and aesthetics, the physical interaction environment, and the strategic role of customer service personnel in delivering responsive engagement. The third factor concerns the technical and aesthetic stimuli directly embedded within the product manifestation. Aminah (2026) establishes that brand experience is triggered by various stimuli originating from brand design, brand identity, packaging design, marketing communication materials, and the retail environment where the product is marketed, all of which operate simultaneously to shape initial consumer perceptions.

To operationalize this construct, the measurement of brand experience utilizes four core indicators established by Riyanto (2023). The first indicator is sensory, which evaluates how a brand stimulates consumer senses including sight, hearing, smell, taste, and touch. This dimension encompasses all tangible elements that deliver an immediate, captivating first impression, such as product design aesthetics, packaging color schemes, unique physical structures, and sensory textures. The second indicator is affective, referring to the emotions, feelings, and psychological moods generated within consumers following exposure to brand stimuli. It measures the brand's capacity to touch the consumer's psychological side, evoking pleasure, pride, emotional comfort, or peace of mind. The third indicator is behavioral, which assesses physical actions, tangible interactive behaviors, or lifestyle impacts during product usage. This dimension evaluates product functionality and operational convenience in supporting daily physical routines smoothly and practically without technical disruptions. The fourth indicator is intellectual, focusing on cognitive stimulation and the degree to which a brand engages the consumer's analytical thinking,

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critical mindset, and curiosity. This dimension becomes evident when product innovations, messaging, or brand philosophies successfully encourage consumers to evaluate product advantages analytically and appreciate corporate creativity.

Customer Satisfaction

Within contemporary business frameworks, customer satisfaction serves as the central pivot determining corporate sustainability and competitive advantage. Achieving an optimal level of satisfaction is not merely an operational target but a strategic necessity, as satisfied consumers tend to develop stronger emotional attachments and demonstrate higher resistance to competitor maneuvers. Consequently, a profound understanding of the essence of satisfaction is fundamental for firms to formulate strategies that align brand promises with the reality of the experience received by customers in the field.

Various expert perspectives provide theoretical boundaries for this psychological phenomenon. According to Arifin (2025), satisfaction is defined as the feeling of pleasure or disappointment that arises after comparing a product's perceived performance against initial expectations. Mirroring this view, Damayanti (2025) states that satisfaction represents an individual's feeling of pleasure or disappointment resulting from comparing the performance or outcome of a product or service against what was anticipated. Meanwhile, Dianta (2025) observes that satisfaction is the outcome of continuous positive experiences, reflecting the brand's capability to fulfill consumer needs. Furthermore, Damayanti (2025) conceptualizes satisfaction as an expectation that customers seek to obtain, whether in the form of price, service, convenience, or other elements that directly provide fulfillment for the user.

Based on these expert definitions, customer satisfaction is fundamentally interpreted as an evaluative emotional state occurring post-consumption. This condition originates from a cognitive process wherein consumers contrast their pre-established expectation standards against the actual performance perceived in reality. Satisfaction is not a static variable but a dynamic response reflecting the extent to which a company satisfies or exceeds customer expectations through various dimensions of product value. When the gap between expectation and reality is consistently minimized, a positive perception is formed, serving as the foundation for mutually beneficial long-term relationships.

The optimization of customer satisfaction is dictated by four distinct strategic dimensions. The first factor centers on the subjective evaluation of the quality received by the user. Christian (2023) establishes that perceived quality operates as one of the most influential factors driving customer satisfaction with a product or service, serving as the primary benchmark for assessing brand reliability. The second factor involves the

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accumulation of impressions obtained by consumers when interacting with the brand identity. Pamungkas (2023) demonstrates that brand satisfaction is positively and significantly influenced by brand experience, indicating that superior interaction quality at every brand touchpoint yields a higher level of consumer satisfaction. The third factor relates to the firm's effectiveness in managing personal customer relationships. Damayanti (2025) confirms that professionally executed customer relationship management practices exert a positive and significant effect on satisfaction by allowing firms to deliver tailored attention and solutions that address individual customer needs. The fourth factor encompasses accessibility and service quality delivered through modern channels. Dianta (2025) shows that digital service quality and positive online interactions play a vital role in increasing satisfaction, as navigational ease and response speed have become crucial parameters in modern consumer evaluations.

The measurement of customer satisfaction is anchored on five theoretical indicators formulated by Arifin (2025). The first indicator is the confirmation of expectations, which measures the alignment between the actual performance received and the pre-purchase standards set by the consumer, evaluating whether the functional and emotional elements of the product successfully answer initial expectations. The second indicator is satisfaction with the product, focusing on the evaluation of intrinsic quality and the core benefits delivered by the physical item or service, assessing how effectively technical features satisfy practical utility requirements. The third indicator is purchasing convenience, which relates to the efficiency and comfort experienced during the product acquisition phase, measuring the reduction of transactional barriers to ensure a frictionless procurement process. The fourth indicator is delivery and service, evaluating the quality of supporting interactions that accompany the primary product, including timeliness, courtesy, and personnel responsiveness in handling customer inquiries or grievances. The fifth indicator is repurchase intention, acting as a behavioral metric for future actions based on current experiences, measuring the consumer's propensity to engage in repeat transactions, which serves as a powerful signal of sustained brand satisfaction.

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Brand Trust

Within highly dynamic business and marketing ecosystems, the relationship between an enterprise and its consumers can no longer rely solely on smooth transactional operations but must be anchored on deep psychological bonds. In a marketplace characterized by information asymmetry and fierce competition, trust serves as a fundamental instrument that functions to mitigate consumer risk perceptions. Trust stands as an essential intangible assurance because it represents the degree of customer confidence in surrendering the fulfillment of their needs to a specific business entity. Brands that successfully build this fortress of confidence will position themselves as a safe space, thereby liberating consumers from doubt and vulnerability when making purchasing decisions.

Regarding the essence of this psychological concept, marketing scholars have formulated various comprehensive theoretical perspectives. According to Aminah (2026), brand trust represents the ability of a brand to fulfill its promised values so that it can be fully trusted by consumers. Furthermore, according to Sekarsari (2025), brand trust is the desire and willingness of consumers to depend on a brand despite being aware of potential risks, with a strong expectation that the outcome will consistently be positive. Complementing these views, Latuconsina (2025) emphasizes that brand trust constitutes a form of consumer conviction that the brand entity is continuously capable of meeting promises and expectations, which is formed organically through the accumulation of positive experiences, open communication, and an unyielding commitment to maintaining product quality.

The optimization of brand trust perceived by consumers is dictated by three primary categories of antecedent factors. The first factor that significantly influences the formation of customer confidence is the quality of actual track records experienced continuously. According to Dianta (2025), trust is formed and strengthened through a series of consistent, pleasant experiences that fully correspond with the product promises previously claimed by the firm. The second factor relates to the reputation and value elements represented directly by the corporate entity itself. According to Arifin (2025), brand trust is shaped and influenced by the fundamental characteristics of the company, the essence of the brand itself, and the quality of reciprocal interactions that bridge the emotional relationship between consumers and the brand in the market. The third factor highlights the effectiveness of communication strategies built transparently by the company to reach its audience. According to Latuconsina (2025), brand trust is strongly influenced by the delivery of effective brand communication, the formation of a positive brand image, the presence and responsiveness of the brand on social media, and the corporate commitment to ethical business practices.

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To operationalize this construct, the measurement of consumer trust anchors on three core instruments formulated by Aminah (2026). The first indicator is trust toward the brand, which refers to the baseline level of consumer confidence in a brand's reliability to fulfill its promises and offered quality standards. This dimension evaluates whether consumers feel assured that the brand possesses solid competence, consistency, and a robust reputation in the market, allowing them to choose the brand without hesitation. The second indicator is brand security, which relates to consumer perceptions regarding the level of risk that might arise when using or interacting with the brand's products. It measures the extent to which consumers feel calm, protected, and free from anxieties regarding negative consequences, spanning health risks, physical safety, or financial losses post-purchase. The third indicator is brand honesty, focusing on the degree of transparency, integrity, and open communication established by a brand toward its customers. This dimension evaluates whether the enterprise provides accurate and factual information without manipulation, ensures alignment between promotional claims and actual performance, and demonstrates goodwill in handling grievances or errors responsibly.

Customer Loyalty

Within the broader constellation of business and marketing studies, customer loyalty is positioned as the ultimate peak of all marketing strategies executed by a company. Loyalty is not merely a metric of product sales volume, but a valuable intangible asset that guarantees the long-term survival and profitability of a business entity. Loyal consumers act as a defensive fortress for a brand amidst aggressive competitor maneuvers; they tend to demonstrate low sensitivity to price adjustments, tolerate minor corporate mistakes, and voluntarily become the most persuasive organic promotion agents within their social circles. Consequently, cultivating customer commitment represents a fundamental objective that is far more valuable than merely acquiring transactional, short-term buyers.

The concept of loyalty has been deeply evaluated by various marketing experts through diverse consumer behavior perspectives. According to Arifin (2025), customer loyalty has a strong correlation with repeat purchasing actions, retention against negative influences, and a willingness to provide recommendations to other parties. This argument is reinforced by Latuconsina (2025), who defines brand loyalty as a consumer commitment to continuously choose and purchase products from the same brand due to a belief that the brand delivers superior value compared to alternatives. Furthermore, according to Christian (2023), brand loyalty can be measured by the extent to which customers hold a positive attitude toward a brand, demonstrate commitment to it, and maintain a powerful intention to continue purchasing it in the future. This aligns with Angelina (2023), who states that

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loyalty represents a psychological promise to continue buying a specific product and remain faithful to that brand under any competitive circumstance.

Based on the synthesis of these expert perspectives, customer loyalty is fundamentally interpreted as a perfect fusion between attitudinal commitment and sustainable behavioral actions. Loyalty is not a coincidental event where consumers purchase the same product simply due to an absence of alternatives, but rather a conscious decision driven by deep emotional attachment and rational conviction. This faithfulness manifests as a psychological immunity where consumers ignore various enticements, promotions, or alternative products from competitors in order to maintain a long-term relationship with the brand that has proven capable of satisfying their physical and emotional needs consistently over time.

The development of long-term customer loyalty is driven by four key strategic dimensions. The first factor serving as the baseline for customer faithfulness is the accumulation of satisfaction perceived tangibly. According to Christian (2023), brand loyalty is directly and significantly influenced by the level of customer satisfaction regarding the fulfillment of brand functions, where well-managed satisfaction automatically locks the consumer's desire to avoid switching to other brands. The second factor is closely related to the cultivation of security and confidence from within the customer. According to Pamungkas (2023), brand trust influences positively and operates as one of the primary determining factors of loyalty, because consumers are only willing to place long-term commitment on business entities that possess integrity and consistently fulfill quality promises. The third factor highlights the importance of interaction track records and emotional bonds established by the firm. According to Christian (2023), a strong emotional bond resulting from positive experiences during consumer interactions with a brand will directly increase customer loyalty, transforming functional transactions into highly personal relationships. The fourth factor is the cognitive evaluation related to the superior quality perceived by the market. According to Christian (2023), high quality perception holds a crucial role and significantly influences brand loyalty, because consistently perceived product superiority serves as a convincing rational reason for consumers to continue spending their money on the same brand.

The empirical measurement of customer loyalty utilizes four primary parameters established by Angelina (2023). The first indicator is making repeat purchases, which relates to consumer behavior in buying back the same product periodically and continuously. This dimension indicates that the product successfully satisfies daily functional needs, thereby triggering a routine consumption cycle and establishing fixed purchasing habits. The second indicator is purchasing cross lines of a product or service, referring to the consumer's

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willingness to buy new variations, categories, or product lines under the same corporate umbrella. This point demonstrates a high level of consumer trust; when they are satisfied with a core product, they assume other items from the brand possess identical quality standards. The third indicator is recommending products or referrals, based on voluntary advocacy or word-of-mouth promotion performed by consumers toward their social networks. Loyal consumers act as informal marketing agents who gladly share positive experiences and convince friends or family to purchase the product. The fourth indicator is showing resistance toward competitor attractiveness or retention, describing the psychological immunity of consumers against external disruptions from rivals. This retention becomes visible when consumers remain firm in choosing their primary brand and resist aggressive competitor maneuvers such as massive discounts, intense promotions, or competing superiority claims.

METHOD

Research Design

This study establishes a descriptive quantitative framework to assess the predictive capacity of consumption-based behavioral variables within the fast-moving consumer goods sector. The analytical architecture is deliberately designed to run an empirical investigation into how brand experience, customer satisfaction, and brand trust independently and collectively influence customer loyalty toward a premium frozen food product. By operating without arbitrary statistical symbols or visual shorthand, the structure relies heavily on a post-consumption evaluative paradigm to map how functional and psychological indicators transition into brand commitment. Data processing incorporates standardized regression analysis to evaluate these relational flows within a single, integrated framework.

Setting and Study Population

The research was contextualized geographically within Sragen Regency, a rapidly expanding suburban zone characterized by a transitioning socioeconomic structure and intensifying consumerist behaviors. The study population encompasses all individual consumers who have purchased and consumed Kanzler Crispy Nugget within this territory. Given that the targeted premium frozen food item is distributed freely across highly decentralized retail networks, including modern supermarkets and traditional minimarkets, the exact parameters of the consumer base remain undefined, classifying it as an unknown or infinite population. Field operations and population monitoring were conducted within a fixed longitudinal timeline spanning from May to July two thousand and twenty-six.

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Sampling Technique Procedure

To ensure statistical validity in the absence of a defined population frame, the sample size was determined using the Lemeshow formulation for infinite populations. Assuming a maximum variance estimation of fifty percent, a ninety-five percent confidence interval, and a strict ten percent margin of error, the mathematical computation yielded a baseline requirement of ninety-six point zero four respondents. This number was rounded upward to a finalized sample of one hundred unique participants to fortify statistical power. The selection process utilized a probability sampling design operationalized through a simple random sampling procedure. This approach guaranteed that every consumer within the suburban purchasing network held an equal, non-zero probability of selection, neutralizing potential stratification bias during regional field recruitment.

Instruments

Two validated questionnaires were used for data collection:

Primary data collection was facilitated through a highly structured digital questionnaire engineered using a five-point Likert response format ranging from a score of five for strongly agree to a score of one for strongly disagree. The measurement scales were adapted from established behavioral models and tailored to the packaged food segment. Brand experience was operationalized using four multi-item indicators established by Riyanto (2023), measuring sensory impressions, affective states, behavioral lifestyle integration, and intellectual engagement. Customer satisfaction was mapped across five functional dimensions derived from Kotler (2009), assessing confirmation of expectations, satisfaction with the product, purchasing convenience, delivery and service quality, and future repurchase intentions. Brand trust was measured through three distinct institutional metrics formulated by Song (2019), evaluating structural reliability, perceived brand security, and perceived commercial honesty. Lastly, the dependent construct of customer loyalty was evaluated using four operational parameters from Nurhayati (2020), quantifying repeat purchasing patterns, cross-line brand exploration, referral behaviors, and absolute psychological resistance to competitor attractiveness.

Data Collection

Empirical material was gathered exclusively from primary sources using a cloud-based distribution methodology via secure digital forms. The survey link was distributed across localized consumer networks within Sragen Regency during the designated three-month field window. Prospective participants were presented with a formal preamble detailing the academic purpose of the study and guaranteeing strict response confidentiality

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before accessing the items. No external historical or administrative records were integrated, ensuring that the final analytical dataset consists entirely of original, unmanipulated responses from the one hundred validated regional consumers, which were subsequently extracted and compiled for formal statistical testing.

Data Analysis

IBM SPSS version 26 was used to analyze data collected. Both descriptive and inferential statistics were collected. The hypotheses were tested using multiple linear regression analysis and accepted at p <.001 level of significance.

RESULTS

Table 1: Participants' Demographic Information

Variable	Categories	Frequency	%
Age	17–25 years	18	18
	26–35 years	48	48
	36–45 years	24	24
	46–55 years	7	7
	56–65 years	3	3
Gender	Male	22	22
	Female	78	78
Occupation	Housewife	35	35
	Civil Servant	25	25
	Private Employee	20	20
	Entrepreneur	12	12
	Student	8	8
Purchase Frequency	Frequent Buyer	85	85

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	Occasional Buyer	15	15
Total		**100**	**100**

The descriptive analysis of the one hundred surveyed consumers in Sragen Regency indicates a dominant demographic concentration toward female buyers, who represent seventy-eight percent of the total sample. In terms of age distribution, the largest segment belongs to the highly active age bracket of twenty-six to thirty-five years old at forty-eight percent, followed by those aged thirty-six to forty-five years old at twenty-four percent. Economically, housewives constitute the majority of the respondents at thirty-five percent, followed by civil servants and private employees at twenty-five percent and twenty percent respectively, which highlights a primary consumer base with stable purchasing decisions for household food management. Crucially, the behavioral profile reveals a highly engaged customer segment, with eighty-five percent of the participants identified as frequent buyers who consistently perform repeat purchases of the premium frozen food product within the region.

Testing the hypothesis

RecklesBrand experience, customer satisfaction, and brand trust will significantly predict customer loyalty among Kanzler Crispy Nugget consumers in Sragen Regency. The hypotheses were tested using multiple linear regression and the results are presented in Tables 2a-c.

Table 2a: Model Summary of Brand Experience, Customer Satisfaction, and Brand Trust on Customer Loyalty

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662b	.438	.421	1.844

Table 2b: ANOVA of Brand Experience, Customer Satisfaction, and Brand Trust on Customer Loyalty

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	148.562	3	49.521	24.971	.001b
Residual	190.231	96	1.982		
Total	338.793	99			

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Table 2c: Coefficients Predicting Customer Loyalty

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	8.372	1.624		5.155	.001
Brand Experience	0.164	0.074	0.182	2.225	.022
Customer Satisfaction	0.520	0.102	0.520	5.089	.001
Brand Trust	0.177	0.083	0.194	2.123	.036

Tables 2a-c show the result of the regression analysis carried out to determine if brand experience, customer satisfaction, and brand trust will predict customer loyalty among Kanzler Crispy Nugget consumers in Sragen Regency. The result revealed that the predictor variables significantly predicted customer loyalty among study participants, with an R Square value of 0.438, an F value of 24.971, and a p value of less than 0.001, thereby supporting the fourth hypothesis. Furthermore, the model explains that the combination of brand experience, customer satisfaction, and brand trust accounted for 42.1% of the variance in customer loyalty (with an Adjusted R Square of 0.421), representing a highly meaningful explanatory power in consumer behavioral research.

Specifically, brand experience significantly predicted customer loyalty (with a B value of 0.164, a t value of 2.225, and a p value of 0.022), supporting the first hypothesis. Customer satisfaction significantly predicted customer loyalty (with a B value of 0.520, a t value of 5.089, and a p value of 0.001), supporting the second hypothesis. Lastly, brand trust significantly predicted customer loyalty (with a B value of 0.177, a t value of 2.123, and a p value of 0.036), supporting the third hypothesis. Among these predictors, customer satisfaction emerged as the most dominant variable influencing customer loyalty, exhibiting the highest standardized Beta coefficient of 0.520, thereby confirming the fifth hypothesis.

DISCUSSION

The empirical findings confirm that brand experience, customer satisfaction, and brand trust are robust predictors that collectively and individually drive customer loyalty

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toward Kanzler Crispy Nugget in Sragen Regency. The positive and significant partial effect of brand experience on loyalty aligns with the foundational work of Brakus (2009), suggesting that rich sensory, affective, and behavioral stimulations construct long-term emotional anchors. This finding is highly consistent with previous local studies in the food and beverage industry, such as Azzam (2023) and Oetama and Susanto (2023), which demonstrated that memorable brand-related stimuli translate directly into sustained purchasing commitment. Similarly, the significant predictive role of brand trust reinforces the arguments of Wardana et al. (2026) and Pamungkas (2023), confirming that establishing a secure and honest brand image acts as a psychological risk-reduction mechanism, giving suburban consumers the confidence to maintain long-term brand adherence amidst various competitive alternatives.

The standout finding of this study is the absolute dominance of customer satisfaction as the primary driver of customer loyalty, yielding the highest predictive weight with a standardized Beta coefficient of 0.520 and a p value of less than 0.001. This empirical reality highlights that in the premium packaged frozen food sector, suburban consumers in Sragen Regency are heavily result-oriented; emotional and sensory brand triggers initially attract interest, but actual post-consumption satisfaction is what ultimately locks in brand commitment. This outcome strongly validates the findings of Arifin (2025) and Dianta (2025), which assert that physical product performance specifically matching or exceeding expectation standards regarding taste, premium meat thickness, and convenience of preparation acts as the ultimate determinant for repeat purchases. When the product delivers on its physical promise, it overrides competitive marketing maneuvers and establishes a permanent place in the consumer's household routine.

From a managerial standpoint, these findings suggest that while modern marketing and experiential digital campaigns (which fuel initial brand experience) are essential to drive product trial, long-term brand equity in suburban markets is sustained through strict quality control and product consistency. Given the high sensitivity of customer satisfaction, PT Cisarua Mountain Dairy Tbk must prioritize preserving the premium quality of the bubble crumb texture and meat density while ensuring robust cold-chain logistics across suburban retail channels. Maintaining this physical product integrity ensures that expectations are continuously confirmed, converting spontaneous buyer behavior into structured, long-term brand loyalty.

CONCLUSION

In conclusion, this study demonstrates that brand experience, customer satisfaction, and brand trust operate as significant, positive predictors that both individually and

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collectively drive customer loyalty toward Kanzler Crispy Nugget in Sragen Regency. Furthermore, customer satisfaction is identified as the most dominant determinant influencing long-term brand commitment in this suburban consumer market. This empirical reality indicates that while sensory brand triggers and institutional trust are crucial to initiate product interest, actual post-consumption physical performance remains the primary catalyst for driving purchase retention and customer loyalty among suburban households.

Recommendations

Based on these findings, several strategic recommendations are proposed for manufacturers and retail management. First, PT Cisarua Mountain Dairy Tbk must implement strict quality control standards to preserve the premium characteristics of Kanzler Crispy Nugget, specifically maintaining the unique crispy bubble crumb coating and chicken meat thickness. Since suburban consumers are highly result-oriented, ensuring consistent quality and flavor profiles is vital to prevent brand switching. Additionally, the manufacturer must optimize its distribution networks across Sragen Regency to secure continuous product availability in local supermarkets, minimarkets, and frozen food agencies, thereby eliminating transaction friction caused by supply shortages.

Second, retail managers and local distributors should prioritize the maintenance of on-site storage facilities, ensuring that freezer temperatures are perfectly regulated to preserve the physical state and packaging of the premium frozen products. Store personnel should also deliver friendly, highly responsive services, as the cumulative effect of smooth in-store physical and service touchpoints directly reinforces brand trust. Finally, marketing teams should develop tailored customer relationship programs to sustain engagements with highly loyal consumers, actively encouraging them to serve as voluntary brand advocates who share positive word-of-mouth recommendations within their suburban social circles.

Limitations and suggestions for further study

Despite its significant insights, this study is bounded by a focus on three distinct independent variables, leaving room for external factors such as retail service quality, brand image, or the role of customer satisfaction as a mediating variable. Future studies should expand the analytical model to capture these unexplored predictors within the premium packaged frozen food sector. Moreover, incorporating a mixed-methods approach combining quantitative surveys with qualitative depth interviews or focus group discussions among suburban housewives would provide a richer behavioral context and generate deeper strategic insights into consumer purchase decisions within suburban regional markets.

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