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The Effect Of Brand Sensory Experience On Brand Loyalty With The Mediation Of Brand Attitude And Brand-Self Connection On Tokopedia

Omar Davala[1], Erlita Ridanasti S.E., M.M[2]

[1,2]Faculty of Business and Economics, Islamic University of Indonesia.

Corresponding Author : omardavala478@gmail.com , 153111309@uii.ac.id

Abstract

This study aims to analyze the effect of sensory brand experience on brand loyalty on the Tokopedia e-commerce platform by involving Brand Attitude and Brand-Self Connection as mediating variables. This study uses a quantitative approach with primary data collection through questionnaires analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. The results of the study indicate that sensory brand experience has a significant positive effect on brand loyalty, with Brand Attitude acting as a mediator that strengthens the relationship. Conversely, Brand-Self Connection does not provide a significant mediating effect, so further research is needed. The implications of this study emphasize the importance of sensory experience-based strategies to increase customer loyalty, as well as the need for an approach that supports consumer emotional connectedness.

Keywords: ***Sensory Brand Experience, Brand Attitude, Brand-Self Connection, Brand Loyalty, Tokopedia.***

INTRODUCTION

E-commerce facilitates transaction sell buy online via the internet, allows interaction direct between consumers and companies, as well as reduce limitation geographical and time. (Peña-García et al., 2020).*E-commerce* has become an integral part of the global economy, offering convenience and accessibility for consumer at a time create opportunity business. The role of *e-commerce*, in particular in transaction

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business-to-consumer, has change landscape various industry (Mangiaracina et al., 2019). Along development internet infrastructure and improvements its use, global companies are taking advantage of *e-commerce platform* as the main strategy reach customer more wide.

In Indonesia, Tokopedia is example success transformation business blessing technology. Survey on September 2, 2024 of 58 respondents shows Shopee and Tokopedia as the most popular e-commerce platforms, driven by ease transactions, visual design of the application, and ease of use search products, as well as intensive promotion. Although TikTok Shop has started interesting attention, level its use still below Shopee and Tokopedia, indicating preference user towards established and trusted platforms. Development *e-commerce* in Indonesia is supported factor external like support government and improvement awareness consumer will benefit shopping *online*, push marketing strategy innovation. Tokopedia, as one of the largest platforms, continues to innovate through improvement service customer, promotion effective, and innovative technology For maintain his position (Retzen Lupi & nurdin, 2016).

Tokopedia leverages digital and technology strategies For give experience shopping easy, convenient and safe *online*, with feature payments, promotions and speed delivery (Fauziah et al., 2021). Indonesian consumers are increasingly comfortable transacting in *e-commerce* Because convenience access, variation products, and methods payment. Satisfaction customers, influenced quality products, services customers, prices, and promotions, are factor key success. Marketing strategy Tokopedia's effectiveness, including the use of ambassadors brand and promotion like *cashback*, affect decision Consumers. Innovation technology like visual appearance of the application, audio notifications, ease of use, and speed applications also contribute to the increase users and satisfaction consumers.

Brand sensory experience now crucial in behavior modern consumer, consumer buy No only Because feature functional, but also experiential fun. Marketer innovate create experience outside normal For strengthen relation consumer-brand (Kim & Han, 2020). Experience brand, as phenomenon relatively new, classified become four aspects : sensory, affective, behaviora, and intellectual (Gao & Shen, 2024). *Brand sensory experience* involving stimulation senses (aroma, color) for influence perception and behavior, improving *mood* and duration visit (Labrecque & Milne, 2012). Aspects affective focus on the emotions triggered brand, advertising emotional positive strengthen loyalty (Morris et al., 2002). Aspects behavior focus on response consumers and aspects intellectual on evaluation rational information product (Schindler, 2001). *Brand attitude*,

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as evaluation affective consumer (Solomon, 2018), mediate connection experience brand and loyalty (Akoglu & Özbek, 2022). Experience positive increase trust and commitment, leading to loyalty. *Brand -self connection* also mediates connection the (Harrigan et al., 2018). Consumers who feel connected emotional and psychological with brand tend more loyal. Brand help consumer to form identity (Bernritter et al., 2016). In competition tight, sensory marketing strategies are important For maintain consumer (Mbatha et al., 2023), as Tokopedia did for survive in the Indonesian market amidst competition international *platform.*

LITERATURE REVIEW

Sensory brand experience is experience holistically designed for stimulate five senses customers, creating connectedness deep emotional with brand through various element interactions, such as visual appearance, sound, aroma, taste and texture physique (Zha et al., 2024). Stimulation five senses This aiming increase Power pull, power remember, loyalty, and attachment emotional consumers, considering real sensory activity influence behavior consumer (Elder & Krishna, 2022). The concept is increasingly get attention in literature marketing This (Zha et al., 2022). initially conceptualized as one of the dimensions experience brand by Jo ˇ Sko Brakus et al., (2009) with focus on its influence to loyalty. Development furthermore show importance sensory experience as variable independent, even operationalized in context equity brand, shows his role in create and maintain loyalty consumer (Hwang et al., 2021).

Brand Attitude

Attitude, as evaluation common that appears from belief or response emotional (Murphy et al., 1993), in context brand attitude is evaluation comprehensively formed through consistent opinion (Mitchell & Olson, 1981), reflect trend psychological consumer in evaluate favorite to brand through interactions, purchases, and usage experiences. Brand attitude takes hold role important in predict behavior consumers, including decision Purchase and loyalty brand, as well as build connection term long between consumers and brands. Experience sensory brand experience, which involves visual, auditory, olfactory, taste and tactile elements, respectively significant influence attitude consumer to brand, which then play a role in to form loyalty and advocacy brand term long (Zha et al., 2022). Besides that, awareness acquired brand through campaign marketing also significant increase perception quality and desire buy, strengthen connection between awareness brand and loyalty (Zhao et al., 2022).

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Brand-Self Connection

Brand-self Connection refers to the relationship emotional between consumers and brands , where brands become part important from identity personal consumers, beyond just preference products and forms attachment strong influencing method consumer see and define yourself, and strengthen the sense of ownership and build attachment emotional (Shimul, 2022). Study latest show that attachment emotional to brand play a role important in to form loyalty and relationships term long , allows consumer feel that brand reflect identity self they, who strengthen loyalty and engagement brand (Vredeveld, 2018). In term length, relationship This No only involving aspect rational like quality products, but also relationships more psychological in which involves emotions and recognition self with brand.

Brand Loyalty

Brand Loyalty is draft important in behavior consumers who reflect commitment deep For purchase repeat or visit return to product or preferred services in the future (Oliver, 2014), and often measured through intention buy review and recommendations. Study latest show that loyalty influenced No only by quality products, but also by involvement emotional and interaction consumer with brand, where the interaction consistent positive strengthen attachment emotional and leads to loyalty term long (Ghorbanzadeh & Rahehagh, 2021). Belief and perception consumer to mark Brands also play a role important in create long - lasting loyalty, reducing perceived risk, strengthening engagement, and encourage loyalty (Rather et al., 2018). More continue, personalize marketing strategy proven increase loyalty with give impression that brand understand needs and preferences consumers, creating more relationship strong (Dávila Espuela et al., 2023).

Previous Research and Hypothesis Development

Some brands have difficulty retaining consumers in a highly competitive environment and through the implementation of sensory marketing strategies, competitive advantage becomes possible (Mbatha et al., 2023). As Tokopedia did, it was finally able to remain an Indonesian *e-commerce platform that survived even though there were many* international *e-commerce platforms.* Enter the Indonesian market. The following hypotheses are proposed for further examination:

H1: *Brand sensory experience has an influence positive towards brand loyalty*

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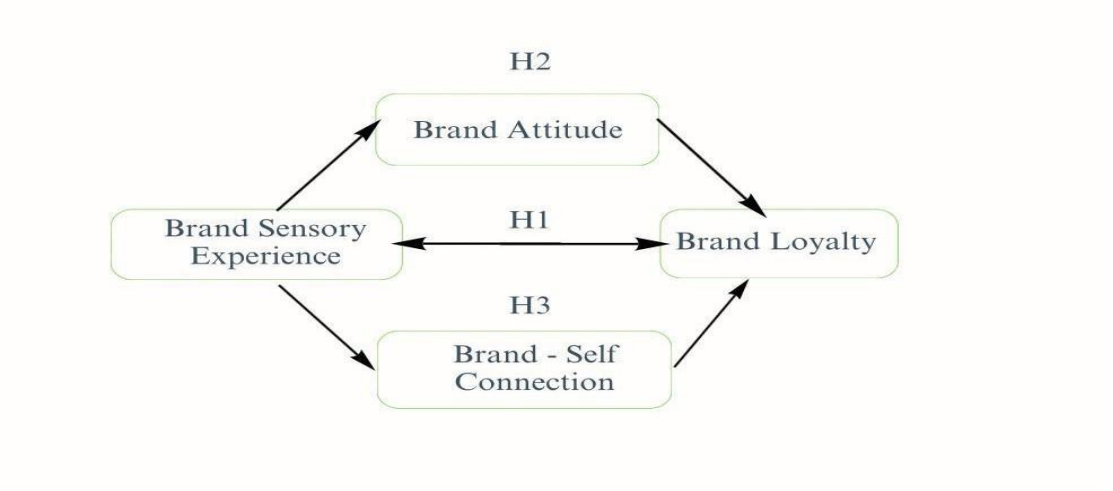
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H2: *Brand sensory experience after mediated with Brand attitude has an influence positive towards brand loyalty*

H3: *Brand sensory experience after mediated with influential Brand-self connection positive towards brand loyalty*

Hypotheses this aiming for test how the influence of brand sensory experience, brand attitude, brand-self connection on brand loyalty.

Research Framework



Research objectives

Objective study this is for identify the ideal model that explains how influence *sensory brand experience* to *brand loyalty* in a way directly and if mediated by *brand attitude* and *brand-self connection*. Research This use approach quantitative, with primary data collected through survey use questionnaire distributed online via Google Forms. Population in study This is all over Indonesian people who use Tokopedia application. Selection sample done with use technique *non-probability sampling*, in particular method *purposive sampling*. Method This involving election subject based on criteria appropriate specifics with objective study with 145 respondents. Data is collected use questionnaire consisting of from a number of part : identity respondents and questions indicator measured variables use Likert scale (1-5). Variables independent in study This is *sensory brand experience*, and variables its dependents *brand loyalty* with mediation from variable *brand attitude* and *brand-self connection*.

Data analysis was performed use method *Partial Least Square Structural Equation Modeling* (PLS-SEM) with device soft SmartPLS 4. Analysis process involving two stage

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main : analysis descriptive and analytical statistics inferential. Analysis descriptive grouping respondent data based on variable demographics, while analysis inferential covers testing validity, reliability, and evaluation of the structural model (relationships causal) between variable independent and dependent. Validity test involving validity convergent and discriminant, while the reliability test done with evaluate internal consistency and reliability indicators. Structural model used For evaluate connection causal through method *bootstrapping*, using testing coefficient path, coefficient determination, and analysis size effect.

RESULT AND DISCUSSION

Analysis Results

Study This explore influence brand sensory experience towards brand loyalty with mediation of brand attitude and brand-self connection on. Data collected from 145 respondents analyzed use method *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) for test reliability, validity, and significance connection between variable.

Descriptive Statistics of Respondents

The following are the demographics of the respondents used in this study

Table 2. Respondent Profile

Characteristics	Information	Frequency	Percent
Gender	Man	77	53%
	Woman	68	47%
last education	Elementary/Middle School Equal	2	1%
	High School/Vocational School Equal	74	51%
	Diploma	6	4%
	Bachelor	60	41%
	Master	3	2%
Age	18- 28	83	57.24%
	29- 38	49	33.79%
	39- 48	11	8%

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	49+	2	1%
Work	Mother House Ladder	4	3%
	Employee Private	53	37%
	Employee Country Civil	8	6%
	Students	68	47%
	Businessman	12	8%
Income per month	Not enough from Rp. 1,000,000	57	39%
	Rp. >1,000,000-Rp. 3,000,000	15	10%
	Rp. >3,000,000-Rp. 5,000,000	24	17%
	Rp. >5,000,000-Rp. 10,000,000	37	26%
	Rp. 10,000,0000 +	12	8%

Source: Primary Processed Data (2024)

Table 3. Reliability and Validity Testing Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BA	0.926	0.927	0.944	0.771
BL	0.943	0.944	0.955	0.779
BSC	0.927	0.930	0.945	0.775
SBE	0.924	0.925	0.943	0.767

Source: Primary Processed Data (2024)

Test Results Reliability and Validity

Measurement model testing done for evaluate reliability and validity indicators used in study This. The result show that all indicator fulfil expected criteria For reliability and validity. *The Average Variance Extracted* (AVE) value for every variable more big from 0.5, and the value *Composite Reliability* (CR) exceeds 0.7, which indicates that instrument study own good internal consistency and ability measure the construct in question in a way accurate.

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Structural Model Testing Results

Study this to be continued with analysis model structure through a series testing. The structural model test *(inner model)* in this study consists of three types of tests, namely the Determination Coefficient *(R-Square) test* to measure how much the independent variable can explain the dependent variable, *the Goodness of Fit test of Fit (Q-Square)* which is used to evaluate the fit of the model to the data, as well as hypothesis testing to test the relationship between variables that have been proposed in the research model.

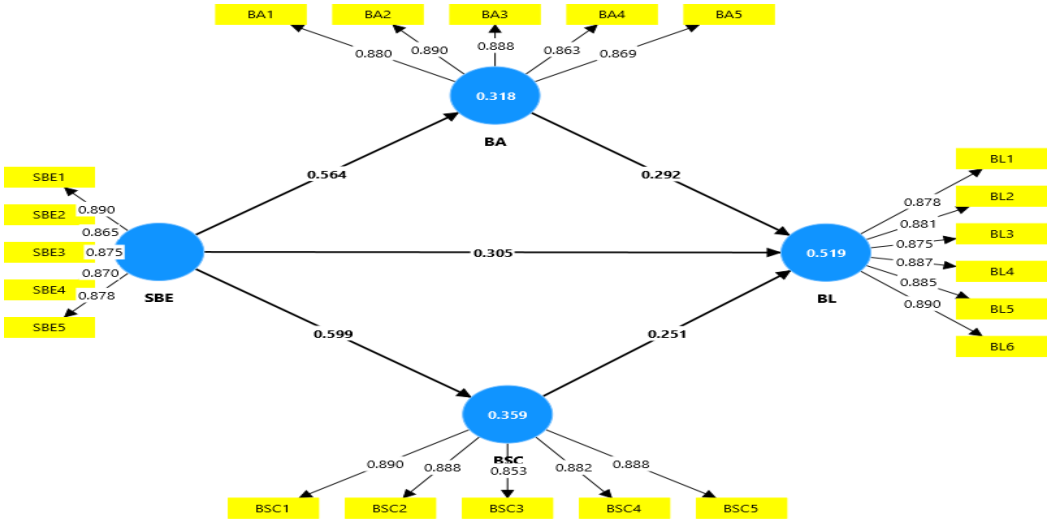


Figure 2. Bootstrapping Structural Model Testing
Source: Primary Processed Data (2024)

Table 4. Structural Model Testing Results

	R-square	R-square adjusted
BA	0.318	0.313
BL	0.519	0.509
BSC	0.359	0.355

Source: Primary Processed Data (2024)

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Table 5 Results *Q- Square* Test

	Q^2predict
BA1	0.209
BA2	0.225
BA3	0.220
BA4	0.173
BA5	0.260
BL1	0.267
BL2	0.227
BL3	0.307
BL4	0.255
BL5	0.248
BL6	0.339
BSC1	0.276
BSC2	0.259
BSC3	0.220
BSC4	0.254
BSC5	0.267

Source: Primary Processed Data (2024)

Table the serve results structural model testing, in particular R-square value (coefficient determination) and Q^2 predict (validity) predictive for variable *Brand Attitude* (BA), *Brand Loyalty* (BL), and *Brand-Self Connection* (BSC). R-square measures how much big variance variable dependents that can explained by variables independent in the model. The R-square value for BA is 0.318, which means the model explains 31.8% of the variance in *Brand Attitude*. The R-square value for BL is 0.519, indicating the model explains 51.9% of the variance in *Brand Loyalty*. Meanwhile That is, the R-square value for BSC is 0.359, which means the model explains 35.9% of the variance. In *Brand-Self Connection*. The adjusted R-square value, which is adjustment to amount variable in the model, shows small difference from R-square, indicating that addition variable No in a way significant increase ability model explanation.

In addition to R-square, the table also presents Q^2 predict value for every indicator from each latent variable (BA1-BA5, BL1-BL6, BSC1-BSC5). Q^2 predict is size validity predictive model, which shows how much good model can predict values indicator. A

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positive Q^2 predict value, as seen in the table, indicates that the model has validity predictive. The more tall Q^2 value, the more Good ability predictive model. For example, BL6 has highest Q^2 predict value which is 0.339 among the BL indicators, indicating ability this predictive indicator is the best among other indicators in BL variable.

In general overall, results this show that the model has sufficient ability good in explain and predict *Brand Loyalty*, and ability moderate in explain and predict *Brand Attitude* and *Brand-Self Connection*. Although R-square value for BL is sufficient high (0.519), the R-square value for BA and BSC is still classified as moderate. This is indicates that still there is other factors outside the model that also influence third variable However, with positive Q^2 predict value, validity fixed predictive model confirmed.

Hypothesis Testing Results

		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
H1	**SBE -> BL**	0.305	0.296	0.110	2,780	0.005
H2	**SBE -> BA -> BL**	0.164	0.167	0.075	2.185	0.029
H3	**SBE -> BSC -> BL**	0.151	0.160	0.092	1,637	0.102

Table this serve results testing hypothesis with method *bootstrapping*, shows influence *Sensory Brand Experience* (SBE) towards *Brand Loyalty* (BL) in general direct (H1) and via mediation *Brand Attitude* (BA) (H2) and *Brand-Self Connection* (BSC) (H3). The results shows H1 and H2 are supported in a way significant ($p<0.05$), while H3 is not supported ($p>0.05$), indicating that BSC mediation does not significant in relationship between SBE and BL.

DISCUSSION

Influence *Sensory Brand Experience* (SBE) towards *Brand Loyalty* (BL), with role mediation *Brand Attitude* (BA) and *Brand-Self Connection* (BSC). Table First give description descriptive about model capabilities in explain BA, BL, and BSC variances through R-square value and validity predictive model through Q^2 predict value. While table

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second serve results testing hypothesis For test significance connection between variable. Combination information from second table This give better understanding deep about dynamics connection between SBE, BA, BSC, and BL.

Test results hypothesis in a way clear show that SBE has influence significant direct against BL (H1 supported). Findings This consistent with existing literature, which emphasizes importance sensory experience in build loyalty brand. That is, the experience felt consumer through five senses at the moment interact with brand in a way direct contribute to the improvement loyalty. The more positive and impressive the sensory experience, the more big possibility consumer for return use or buy brand This is. Underline importance for marketer for create experience a multisensory and memorable brand for consumers.

More furthermore, the analysis also revealed that BA plays a role as a significant mediator in connection between SBE and BL (H2 is supported). This means that SBE does not only impact directly on BL, but also online No direct through formation attitude positive to brand. When consumers own positive sensory experience with brand, they tend to form a more positive attitude positive to brand said, which in turn increase loyalty they. Findings This highlight importance build Positive *Brand* Attitude as bridge between experience brand and loyalty.

However, an interesting finding is that BSC does not proven as a significant mediator in connection between SBE and BL (H3 is not supported). This indicates that although brand sensory experience important, and attitude to Brands also play a role in build loyalty, feelings connected with brand personally (brand the part from identity self) no in a way significant mediate influence sensory experience of loyalty. In context study this, can interpreted that consumer may be loyal to brand Because they like brand said (attitude) positive, not Because they feel brand the represent self they.In general overall, research This give contribution significant to understanding mechanism influence *Sensory Brand Experience* (SBE) towards *Brand Loyalty* (BL). Findings This strengthen runway theoretical and empirical about the importance of SBE in context marketing, as well as underline role crucial *Brand Attitude* (BA) as a mediator in build loyalty brand. Contribution main study This lies in its affirmation that, in context under study, mediation *Brand-Self Connection* (BSC) does not proven significant in mediate connection between SBE and BL. This is give nuance new in literature, which was previously tend emphasize importance connection emotional between consumers and brands. Implications practical for marketer is emphasis on creation a positive and memorable sensory experience, which is directed For to form attitude positive to brand, as a more strategic effective in

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push loyalty consumer compared to with effort build identification self with brand solely. Findings This relevant with researches previously which shows that experience positive brand can to form evaluation positive brand (e.g. , attitude) brand), which then influence behavior consumers, including loyalty. Research This also provides direction for study furthermore For explore context or factors possible moderation influence the role of BSC in connection between SBE and BL, such as type products, categories industry, or characteristics consumers.

RECOMMENDATIONS

Based on findings research that emphasizes importance *Sensory Brand Experience* (SBE) and *Brand Attitude* (BA) in build *Brand Loyalty* (BL), as well as not enough its significance role *Brand-Self Connection* (BSC) in context mentioned, some recommendation specific can applied for Tokopedia. First, Tokopedia needs focuses on improving SBE through a number of way. This including improvement appearance and layout applications /websites to be intuitive and attractive visually, ensuring speed and performance optimal application /website for avoid long loading times, and exploiting user data For personalize experience shopping, such as recommendation customized products and promotions. In addition that, addition feature interactive and gamification, as well as attention to experience finished good sell, also can improve SBE. Second, Tokopedia needs to building a positive BA through communication effective branding that emphasizes values brand like convenience and security, manufacturing relevant and engaging content, loyalty and *reward* programs For customer loyalty, transparency and trust in information, as well as Handling reviews and feedback customer in a way responsive. Although BSC is not significant in study this, Tokopedia remains can consider a campaign that inspires and facilitates formation community among user For build connection emotional with brand in term long. In conclusion, Tokopedia should prioritize increased SBE and positive BA formation as the main strategy For increase loyalty consumers, because factors This proven more significant in context study This compared to with effort direct For building BSC.

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