

BRAND EXPERIENCE, ATTITUDE, AND LOYALTY IN BRAND EQUITY FASHION LUXURY BRAND

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ABSTRACT

Luxury products have become a means of self-actualization in society to show prosperity or wealth. Even so, the consumption of luxury goods is the prerogative of people in the world. There are several studies and research that discuss this luxury item to understand how consumer experiences with brands are either negative or positive, how luxury products affect people's attitudes which ultimately lead to loyalty to product purchases and provide benefits to producers how the product is considered good by the public. The purpose of this paper is to find out how the influence of brand experience, brand attitude, and brand loyalty on brand equity in luxury fashion brands. The research method used in this study is collecting responses from consumers who have at least bought several luxury fashion brands (such as Hermes, Chanel, Yves Saint Laurent, Fendi, and other luxury fashion brands with a minimum of 2 purchases within 2 years. Data were collected from 188 respondents using a questionnaire with a Likert scale. The empirical results show that customer engagement positively encourages brand loyalty.

Keywords: Brand experience, brand attitude, brand loyalty, brand equity, Indonesia

1. INTRODUCTION

Clothing is a primary need for every individual. Not only supports comfort when worn, but clothing can also support the user's self-confidence in expressing themselves [10]. Clothing can show the identity depicted in it. Characterizing a distinctive culture that is owned by certain groups [19]. In an open economy like now, the fashion industry is also growing rapidly oaks from abroad try their luck by selling their products in Indonesia. These products can also be found easily in various shopping centers [20].

Using luxury items is branded as a matter of pride for the individual who wears them. Tags from famous brands increase the confidence of the user. Although sometimes the price of this luxury brand is not cheap, still luxury goods have loyal fans. Especially luxury brands in the fashion sector [11]. Self-actualization is a way for humans to reach their unique potential to fulfill their needs [11]. One of them is to use luxury goods. Users of luxury goods feel whether using these goods can reflect the social status of consumers in society [12]. If so, then the resulting experience of the brand, behavioral proud to use the brand stretcher, and try to be loyal until there was a strong bond with the brand [10].

Brand experience is the sensation of the product being so real when held thus creating a distinct impression on users' hearts and memories [27]. This can make users easily remember the advantages and disadvantages of the brand [12]. Consumers seem to want everything just as consumers need luxury brands and products to deliver quality, performance, and exclusivity and also demand experiences that suit individual lifestyles [10].

When consumers have experienced the brand experience, it appears that brand attitude reflects how users react after trying the brand as a whole [10]. Attitude is a psychological

evaluation of an object, measured by its attributes [2]. Assessing consumer attitudes about brands should pay attention to their tendency to seek a positive relationship with brand choice and consumer willingness [29]. Brand attitude has two dimensions, namely cognitive and affective. Measurement of the cognitive dimension includes quality, credibility, superiority, the ability to work as expected, and so on. The affective dimension includes the feelings generated by a brand [10].

Brand attitude is an overall user evaluation and user reaction or behavior towards the brand, whether the user likes the brand or not [2]. If users are satisfied with the brand, it will encourage users to make consumer decisions to buy products and even tend to recommend products to others [33]. At that time a brand will have a good image and be known by the public [15].

Brand loyalty is the choice of consumers who continuously purchase products that have something different or certain service groupings under the same brand. Brand loyalty is a situation where users get a positive attitude towards the brand, there is a sense of belonging to the brand, and tend to make repeat purchases of the brand [5]. Brand loyalty is the highest level of success for a brand because users tend to make repeated purchases of the same brand [8]. Loyalty to customers produces the main value, namely brand equity (replaced). Brand equity refers to the values generated by a brand with easily recognizable characteristics. So that it makes a brand superior and easily known in the community [33].

The high fashion brand is something that is growing rapidly as globalization opens people's insight into the development of the world fashion which can be influenced by western culture such as those from Paris and The United States is currently the world's fashion center. The need for these lifestyle demands causes high public interest in consuming fashion product innovations. The creation of two groups of people, both the middle class and the upper class, has a significant effect on the high purchasing power of high fashion brands [12] This makes the demand for high fashion brands increase drastically. Seeing this phenomenon, the producers of high fashion brands decided to open their stores in Indonesia such as Louis Vuitton, Prada, Chanel, Hermes, Fendi, and so on. This is done to meet the demands of the Indonesian people. Manufacturers of high fashion brands provide a focus on customer satisfaction by paying attention to the brand, aesthetics, quality materials, and superior prices as this luxury item has become a symbol and status [10].

Just like William Shakespeare said, there are a thousand Hamlets in a thousand people's eyes; there are a thousand interpretations of the term "luxury" in a thousand consumers' minds. The luxury concept does not elicit a clear understanding and takes different forms for different consumers depending on their moods and experience and different situational factors. What one consumer perceives to be a luxury product may be viewed as a common routine purchase by others. Perhaps the concept of luxury can be best understood as the opposite of necessities, which are "utilitarian objects that relieve an unpleasant state of discomfort" [36]. Thus, a luxury item provides additional value to consumers above and beyond the mere necessities by symbolizing social status, premium price, exceptional quality, aesthetics, craftsmanship, and rarity [5].

Consumers purchase products to satisfy their different needs. While utilitarian products satisfy the functional needs of consumers, luxury items primarily appeal to consumers' psychological needs [18]. Arguably, it is the psychological benefits provided by luxury products that distinguish luxury from utilitarian products [37] further categorized the

psychological benefits of luxury consumption into individual value (i.e., self-identity value, hedonic value, materialistic value) and social value (i.e., conspicuousness value and prestige value). Therefore, luxury brands can be used as a way of self-expression and/or as a social classification symbol that signals class and group affiliations [4].

The self-expression value and social classification value of luxury brands are particularly appealing to consumers in emerging markets; only in the past few decades were consumers in these countries exposed to and capable of purchasing luxury brands (Roberts, 2011) [26]. Consumers in the emerging markets, now having more disposable income than ever before, are willing to spend on luxury brands to express their uniqueness and declare their newly gained social status [21]. Russian luxury consumers are mostly attracted to luxury brands because of the unique dimension of luxury value, which allows the owners to stand out from others and create a sophisticated self-image. Young Korean consumers, however, purchase luxury fashion brands for their symbolic meaning of social recognition and conformity. Likewise, Chinese consumers are found to be more motivated by the social than by the functional benefits of luxury products [37]. Consuming luxury brands helps middle-class Chinese consumers conform to the norms and values of their reference groups [37].

As research conducted, customer engagement positively encourages brand loyalty but does not support the hypothesis that branding a corporate effectively increases customer emotional attraction [27]. To be successful in the luxury clothing industry, managers need to have the skills to recognize the personality traits of wealthy customers so that consumers can meet consumer needs. Thus, customers remain loyal to the brand and therefore profitability will increase and costs will be reduced. The results of this study can improve understanding of the influence of personality traits on the importance of design and brand loyalty [16].

Based on the phenomenon of research that has been done, this research is about the effect of brand experience, brand attitude, and brand loyalty on brand equity in fashion luxury brands. The main problems that will be discussed in this study are (1) How does brand experience have a positive effect on brand attitude?; (2) How does brand attitude have a positive effect on brand loyalty?; (3) How does Brand attitude have a positive effect on Brand Equity?; (4) How does Brand Loyalty have a positive effect on brand equity?

2. RESEARCH METHOD

Today's consumer needs are not only for products, but more than that, brand experience is one of the factors that are a concern to satisfy consumers, so producers must pay attention to this. Brand experience is not objective on the contrary, it contains very subjective things, for example, sensations, emotions, and reactions to something that arises because there is encouragement from the brand. The impetus for something is caused by the design of the brand, the profile of the brand, and the environment in which the brand is issued in the market, brand experience is very diverse and varies greatly in terms of valence. The brand experience process is from upstream to downstream, from when consumers want to get the product until the consumer uses the product. A brand experience by analyzed from a different side, namely by analyzing what is experienced by consumers and what reactions occur to consumers that have to do with goods or services [10].

There are differences in the impact of brand experience on consumers, namely there are 2 opposite impacts, namely direct and indirect impacts. An example of a direct impact is when a consumer has already received the product/service provided and an example of an indirect

impact is when a new consumer only sees the product/service on social media, advertisements, and TV [19]. There are 4 different dimensions in the brand experience, namely: (1) Sensory: making life that can be felt with the senses, namely the eyes, mouth, nose, and tongue that are felt by these senses, namely seeing, making sounds, smelling, and feeling; (2) Affection: design or emotional strategy by having an impact on mood; (3) Behavior: making life in physical form and how to run life 4) Intellectual: making life that can make consumers experience or get an assessment or opinion on the existence of a brand [27].

The brand experience starts from the customer experience and also in it there are 2 conditions, namely cognitive and effective which are multidimensional in individuals for each consumer. Brand experience is defined as the sum of activities including products/services in the past and is associated with a high degree of closeness to a particular subject. Customer experience is a guide from the symbolic meaning of behavior, attitudes, thoughts, and feelings that unite and occur during consumption. Customer experience on a brand has a high impact compared to product features and usability because it can have a higher impact and can be easily remembered. When consumers assume that brand experience increases, the ability of consumers to classify brands are based on increasing characteristics. Customer experience in a holistic concept is divided into 5 components of experience, namely sense, thinking, acting, feeling, and relation. To evaluate a holistic view of customer experience with a brand is directed to brand marketers and those who provide services or products to manage a brand effectively [1].

Brand attitude is how consumers react to the brand and produce attitudes related to mental and nervous. The readiness of consumers to respond to a brand is based on experience and can result in certain behavior. How consumers behave and the resulting attitude is very important to generate the value of a brand [34]. The attitude tends to make a certain attitude continuously can either produce something positive or produce something negative towards an object. Brand attitude is determined by how important the benefits of a brand are and ultimately continues to how consumers behave [10].

Brand attitude consists of 3 dimensions, namely attitude, affective and cognitive. Each of these dimensions is a different behavioral dimension showing behavioral intentions, which shows knowledge and intellectual is a cognitive dimension, and evaluating marketing stimuli and emotional relationships between consumers is an effective component. Attitude to a brand is concluded as one of the results of consumer experience with the brand [10]. Brand attitude has a high self-confidence and a high certainty when consumers consciously know an object of behavior, at the time of social certainty of a reaction by others, and also when consumers give full attention to an attitude object. Assess the equity of a brand attitude is a very important factor and look at the consumer's response to a brand. A brand will be highly appreciated when consumers can give a positive reaction to the marketing of an item with a well-known brand that will be different from an unknown brand [2].

The brand attitude most preferred the result of brand evaluation in the main elements identified by consumers, so that this reaction makes the tendency to be attracted to public attention by negative events. When consumers give a positive impression of a brand, consumers likely have a greater view of the brand elements of the brand. Direct, such as ownership, or indirect, such as information, these two things greatly influence attitudes and behavior. Brand Attitude provides a view of the extent to which a person can accept the truth of his attitude or vice versa, namely one's feelings of guilt towards one's attitude [25].

When consumers like a brand, it can predict consumer behavior, brand considerations, brand choice, intention to buy, and consumer attitudes. The purchase experience is associated with a brand attitude which involves feelings, thoughts, and judgments about a brand. Brand attitude is defined as an evaluation result of the unidemi summary which is mostly more durable than brands that can energize consumers. Brand attitude is related to the level of liking and favored views of a brand. Brand attitude is widely used to be able to conclude the effectiveness of marketing activity. Brand attitude is also a source of brand equity that becomes a priority. So to get a high value on a brand, the company can make stages of work that can increase consumer favorable attitudes towards the brand. The formation of an attitude can be influenced by customer evaluation and evaluation based on experience with consumer purchases. An effective attitude is obtained when the individual puts the object of attitude with effective stimulation with classical condition mechanisms. One object of attitude is that brands, activities, and services will be conditions that get reactions or stimuli, this also has to do with stimuli that produce effective responses as unconditioned stimuli [1].

Brand equity is centered on the important things that will be provided by a company from products owned by consumers so that it is easier for consumers to remember their names, easy to understand, and champion in quality when compared to products of one type. When a brand has obtained good equity in the eyes of consumers, price is not an important thing as a consumer consideration in obtaining goods, even though at a higher price, consumers voluntarily buy goods or brands that consumers like. In addition, if the brand is already getting equity is good then the profit tau corporate profits can be greater because the price is not important or considered again by the users of goods [19].

Brand equity is focused on a set of what is owned and liabilities of a product and these two devices can affect the value of the product whether it can increase or even decrease. Brand equity consists of 5 dimensions, namely 1) awareness of a brand 2) brand association 3) perception of a quality 4) brand loyalty and 5) brand assets to ownership. Dimensions no. 1 to no. 4 in brand equity is called the primary dimension and dimension no 5 is a form of influence from dimensions no.1 to no. 4 is the primary dimension. All of these dimensions are dimension no. 1 to dimension no 5 is helping to create brand equity based on consumers [13].

Brand equity is a performance metric in the most important form of marketing. definition of brand equity There is not universally accepted. Conceptually, brand equity is defined as the value added to a brand name and its meaning is linked to the product and its physical attributes, which will be directed at different consumers. Brand equity consists of feelings, thoughts, images, perceptions, and experiences that consumers feel about a brand. The concept of brand equity is consumer-based and stems from the idea that the power of a brand stems from the minds of consumers and consumers' associations and cumulative opinions. Managers at brand equity mid-sized firms may not care how the effect is boomerang because consumers don't feel any different when things go wrong and consumers are likely to assume recovery as an attempt to create better quality results and strengthen trust with them. A step-by-step solution may not disappoint the consumer but it can lead to initial doubts about how a past purchase decision was and result in regret for not buying. A manager can anticipate conditions against this risk, the manager of a brand equity company must take more conservative actions and lead to a complete solution [24].

Brand loyalty is when consumers can continue to buy the same brand over a long period or receive the same service continuously. Consumers voluntarily buy or use the same service over and over again. Consumer loyalty can be used as data to be able to see the development of a brand in the future and it can also be understood that loyalty is when consumers use products/services continuously [22].

Brand loyalty is a very strong impetus for consumers to buy goods the same person continuously and promises to be able to buy/use the same goods/services in the future. The benchmark for brand loyalty is behavior measures, here loyalty is seen from consumer habits and the benchmark is the purchase contribution of the same brand. The contribution of the most recent purchase transaction is the contribution of consumers in buying the same brand. Measuring switch cost, the benchmark here is the issue of cost and cost is a determinant for consumers to survive in one brand. Measuring satisfaction when consumer dissatisfaction for one brand is very low, it is very difficult for consumers to switch to another brand unless there is another stronger urge. Measuring liking a brand, a sense of satisfaction with a brand, a sense of pride, and a very positive emotion that makes consumers voluntarily spend more money or money to get the brand's goods/services. Measuring commitment measures consumers who like a brand to the point where consumers can talk about the brand and even recommend using the brand/service to others [27].

The brand is a name, title, symbol, design, sign, or other feature that is described to represent a service or product and as a differentiator from other manufacturers. The definition of brand loyalty aimed at consumers is defined as loyalty like a promise or a tool owned by consumers that are united with the satisfaction of a brand. This sense of satisfaction is recognized as real, visible or invisible, and rational or emotional, therefore consumer satisfaction will be aimed at customer brand loyalty and a commitment to repurchase the preferred brand. Appreciation of a brand to customers can be added as product value that creates consumer loyalty through positive behavior. Customer loyalty in terms of increasing sales, brand purchases, and profits is useful for brand relationships and creating competition. Brand loyalty has a positive contribution to the brand effect by word of mouth promotion, with premium prices and increasing repurchase intentions. Therefore, brand loyalty will make high profits in the end [19].

This study is to test hypotheses related to the current state of affairs. This study consists of four variables studied, namely brand experience, brand attitude, brand loyalty, and brand equity. In addition, the purpose of this study was to examine the effect of brand experience, brand attitude, and brand loyalty on brand equity in luxury fashion brands. The first measurement used is the “brand experience scale”. This measurement contains 12 items to measure the brand experience overall [10]. The measurement for brand attitude, brand loyalty, and brand equity contains 13 items as measurements [2].

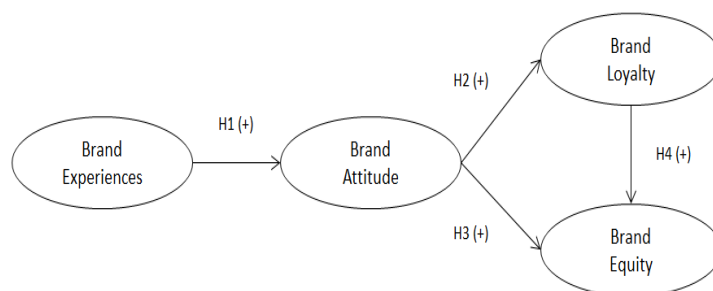


Figure 1. Research Model

Brand experiences are different from constructs associated with other brands, including brand attitudes, brand involvement, and brand attachment. Compared to brand attitudes, brand experiences include specific feelings, not just the general feeling of liking a product. Furthermore, unlike brand involvement and brand attachment, there is no need for emotional attachment between the consumer and the brand because the experience occurs when there is no personal interest or connection in a brand [13].

Brand-related stimuli provide deep meaning and memory that will make the value of a brand more visible to consumers. The consumer experience of a brand will generate interest and trust in the brand. This is by the assumption that a positive brand experience can generate greater liking for the brand [17].

The distance between consumer attitudes and buying habits is based on the triangle of individuals, ideas, and objects having a positive or negative relationship with each other, which will lead to harmony or even chaos between behaviors, values, and attitudes. This unbalanced situation can be balanced using a rational approach that can help consumers change perceptions and attitudes towards luxury brands. Therefore, an individual's experience of an object (e.g. expensive watches) has a positive or negative influence on consumer attitudes [10].

Brand experience has a big role in the overall assessment of consumers based on the performance of a product. Brands provide deep meaning and experience and ultimately make the value of a brand visible to consumers. Brand experience A positive can give trust to the brand. This continues to happen with the idea that a positive brand experience can increase brand relevance and generate high liking for the brand. There is evidence to suggest that a brand experience positive should lead to increased personality associations with a brand and a brand experience that a sensory-rich can act as an enhancer of behavioral responses that can make a company profitable. Brand experience can positively affect a brand's preference and induce an intention to repurchase (Nayeem et al., 2019) [17]. Then a hypothesis can be drawn: **H1: Brand experiences have a positive influence on brand attitude.**

Brand attitude is an expression of an individual's assessment of a brand and brand attitude that is a real thing in consumer preferences and preferences. The purpose of consumer behavior towards the brand is functionally related to the perception and evaluation of the brand based on the trustworthiness of a brand name in general. Information integration and behavioral accessibility provide the basis for examining the role of consumer behavior in determining brand choice. It can be drawn, that the brand attitude is more prominent and accessible, information related to the brand may influence the decisions taken by consumers. Consumer decisions in choosing a brand depending on the specific brand attitudes. That way, behavior is an aspect of a stable psychological construct in predicting future consumer behavior [15]. Consumer attitude is one aspect that leads to a particular brand not only in brand recognition but also in market preferences [23]. The concept of brand loyalty is the consumer's belief in a brand. The attitude of consumers in determining aspects of a brand and being influenced by these aspects as a result of increasing consumer loyalty to the brand [7]. Then the hypothesis can be drawn:

H2: Brand attitude has a positive influence on brand loyalty.

Brand attitude is an assessment of consumers and/or general feelings towards a brand, and the measurement of attitude is interrelated when measuring brand equity [34]. Brand equity is a huge marketing asset that provides a competitive advantage and improves a company's financial performance. Conceptualization and measurement of brand equity itself are very diverse and inconclusive. Although derived from various points of view, the definition of brand equity is the unique marketing influence on a specific brand. The strength of a brand depends on the beliefs and perceptions of consumers based on what consumers have learned, felt, seen, and heard. The value of a brand will be felt when the brand is by consumers [15]. Brand Equity is one of the things that is affected by the consumer's attitude towards a brand. In addition, the stock market value of two-thirds of a brand will increase when the consumer's attitude towards the brand becomes positive [3]. The positive attitude of consumers towards a company and brand has long been associated with business outcomes such as increased profits, revenue, and brand loyalty. Therefore, many companies are constantly trying to improve attitudes to satisfy customers towards a brand to get customers who have high loyalty to a brand. And over time it is associated with an increase in the number of purchases and consumer loyalty to the brand [30]. Then the hypothesis can be drawn:

H3: Brand attitude has a positive influence on brand equity.

Brand loyalty is a commitment from an individual to an organization and a product/brand that that person will repurchase and give priority to a particular brand. Behavioral point of view of the brand Loyalty explains the value of a brand, where this loyal behavior means the consumer's tendency toward a brand or a reason to buy the brand. Brand loyalty is “a compliment that consumers have for a brand” and an important asset of brand equity [2]. Brand equity has a conceptualization of a collective asset and liability of a brand. Where the collective assets and liabilities of a brand have brand loyalty as one of its dimensions [35].

The decision to buy goods from consumers for the same product is usually influenced by loyalty to a brand. This loyalty makes loyal customers accept the price listed on the brand compared to switching to another brand. Therefore, in increasing brand equity, brand loyalty is one aspect that must be developed [28].

When consumers receive benefits such as the positive impact of special treatment, and social benefits, for example feeling close to the brand, employees, and shops, consumers feel high quality of relationship. The advantage of trust or confidence, for example, feeling a belief in the quality of the product that is recommended to them, this advantage provides the benefits of a relationship that consumers will receive as a consequence of a long-term relationship with the brand. A marketing effort of brand relationship that gains consumer gratitude in the short term and the long term can be increased based on a reciprocal attitude of gratitude. Therefore, when a brand can provide relational benefits, consumers can reciprocate by maintaining and building relationships with the brand. For example, passengers who participate in the point program are usually reluctant to switch to other airlines because consumers will not be able to redeem the points/miles they have accumulated. Therefore, high relationship equity can increase consumers to be more loyal to a brand [7].

Why the relationship of equity is positive with brand loyalty, the explanation of this relationship also considers the mediating role of brand equity. Brand equity can determine subjective judgments and things that do not exist for a brand, for example, a strong taste, something attractive and liked. The principle of reciprocity explains that when consumers get relational benefits, a good reaction will come from consumers.

The consumer's relationship with the brand can be strengthened by getting values and personalities that are in line with the consumer's self. Consumers who have a strong relationship commitment will reject negative information and will focus on positive information about the brand.

In the long term, the level of success of a brand depends on its loyal buyers, who can make a large contribution to brand equity. Brand loyalty can be said to be the fastest way to get brand equity, it can be interpreted as consumer linkage to a brand or when an organization suddenly changes prices and features. Loyalty in a service is a result of the consumer's desire to buy, attention to price, word of mouth communication, and reactions to behavior [6].

Brand loyalty can be equated with a positive attitude (attitudinal loyalty) and consumer attitudes by making repeated purchases (behavioral loyalty) to a brand. An example is a hospital where patient loyalty is brand loyalty from a health institution, patients when they are satisfied will choose the same hospital and will recommend it to their closest people and this does not happen when patients are not satisfied then they will stop. treatment at that time. Loyal patients can provide a high financial basis for the future even though they are no longer sick or have been discharged from the hospital, they can contribute by word of mouth promotion, donations, or other activities. Thus, the hypothesis can be drawn:

H4: Brand loyalty has a positive influence on brand equity

The research variables of this study were from respondents as buyers of luxury brand fashion, then the variables of brand experience, brand attitude, brand loyalty, and brand equity. This study was conducted to test the hypothesis to determine the effect of each variable. The research was conducted on people who had bought a luxury fashion brand twice in the past two years. The time horizon applied in this research is by cross-sectional method because the sampling is limited by the specified time [38]. The population in this study is consumers of fashion luxury brands in Indonesia. The number of population members is not known so this study takes a sample. Sampling in this study used non-probability sampling with method purposive sampling technique.

This study was measured by 25 statement items, personal data 7 questions, brand experience 11 questions [2], brand attitude 5 questions [10], brand loyalty 4 questions [9], brand equity 4 questions [30], and each using a 5 Likert scale questionnaire method. The population in this study is aged at least 20 years in Indonesia to more than 40 years. The desired criteria are only for people who buy luxury fashion brands with a minimum of 2 purchases within 2 years and we provide representatives from the brands in question, namely Hermes, Chanel, Yves Saint Laurent, Fendi, Dior, Prada, and others. Questionnaires are given online using one of the links online, namely the google form, which many people are already familiar with online formulas, making it easier to fill out the formulas. Questionnaires were distributed through WhatsApp and WhatsApp group numbers to 22 groups of WhatsApp, each group consisting of a minimum of 5 people a total of 387 respondents, and WhatsApp direct as many as 183 numbers so that the total was 570 respondents. The number of respondents received as many as 192 with 4 respondents cannot be used because the respondents are not included in the criteria in question. Respondents used in this study were 188 respondents (32%).

3. RESULTS & DISCUSSIONS

Based on the age of 20-30 years as much as 40.1%, 30-40 years as much as 32.8%, and over 40 years as much as 27.1%. By gender 56.5% were female and 43.5% were male. Based on occupation, 63.8% are employees, 25.4% are entrepreneurs and the remaining 10.8% are housewives, doctors, lecturers, SOEs, etc. Based on the latest education, high school education is 2.3%, diploma education is 7.9% and the majority is strata 1-strata 3 education as much as 89.8%. Based on revenue of 5,000,000-15,000,000 as much as 45.2%, income 16,000,000-30,000,000 as much as 24.9%, income 31,000,000-50,000,000 as much as 10.7%, income 51,000,000-65,000,000 4.5% and above 66,000,000 income as much as 14.7%.

From the brand choices given, respondents chose the Hermes brand by as many as 28 people by 14.9%, Chanel brand by 40 people by 21.3%, Gucci by 36 people by 19.1%, Dior by 10 people by 5.3%, LV by 23 people by 12.2%, YSL as 5 people by 2.7%, Balenciaga as 7 people by 3.7%, Fendi as 4 people by 2.1%, Prada as 2 people by 1.1%. Respondents bought this brand twice in 2 years 65% and more than twice in 2 years as much as 35%.

In this study, the variables used consisted of 4 variables, namely: brand experience as an independent variable measured by 14 statement items, intervening variables including brand attitude as measured by 5 statement items, brand equity measured by 5 questions, and brand loyalty as the dependent variable as measured by 4 statement items. Measurements were carried out to obtain the results of respondents' brand experience with brand attitude, brand loyalty, and brand equity. Statements using the scale questionnaire method Likert 5-point from 1 (strongly disagree) to 5 (strongly agree).

Table 1 Variables and Measurements (*Likert Scale*)

Variables	Measurement of Measurement	Reference
<i>Brand experience</i>	Using a Likert scale questionnaire (1=strongly disagree, 2=disagree 3=disagree 4=agree 5=strongly agree) there are several statements on this factor	(Jhamb et al., 2020) [10]
<i>Brand attitude</i>	Using a Likert scale questionnaire (1=strongly disagree, 2=disagree 3=disagree 4=agree 5=strongly agree) there are several statements on this factor	(Jhamb et al., 2020) [10]
<i>Brand loyalty</i>	Using a Likert scale questionnaire (1=strongly disagree, 2=disagree 3=disagree 4=agree 5=strongly agree) there are several statements on this factor	(Altaf et al., 2017) [2]
<i>Brand equity</i>	Using a Likert scale questionnaire (1=strongly disagree, 2=disagree 3=disagree 4=agree 5=strongly agree) there are several statements on this factor	(Altaf et al., 2017)

Table 2 Characteristics of Respondents Profile

Profile	Frequency	Percentage
Sex		
Male	80	42.6%
Female	108	57.4%
Employment		
Employee	118	62.8%
Student	5	2.7%
Self-employed	49	26.1%
Not Working	7	3, 7%

Others	9	4.7%
Age		
20 – 30	71	37.8%
30 – 40	66	35.1%
> 40	51	27.1%
Education Level		
SMA / Equivalent	4	2.1%
Diploma / Equivalent	14	7.4%
Bachelor (S1, S2, S3)	170	90.4%
Total purchases		
2 times	122	64.9%
> 2 times	66	35.1%
Monthly Income Level		
> 66,000,000	25	13.2%
51,000,000 - 65,000. 000	7	13.3%
31,000,000 – 50,000,000	20	10.6%
16,000,000 – 30,000,000	43	22.9%
5,000,000 – 15,000,000	80	42.6%
Fashion luxury brand purchased by		
Hermes	28	14,9%
Chanel	40	21.3%
Gucci	36	37.2%
Dior	32	19.1%
Luis Vuitton	23	12.2%
Yves Saint Laurent	5	2.7%
Balenciaga	7	3.7%
Fendi	4	2.1%
Prada	2	1.1%
Others	17	9.0%

Source: Data Processed using SPSS

Based on gender, the majority of respondents were women from 108 respondents or 57.47% of the total respondents. Based on occupation, the majority of respondents work as employees consisting of 118 respondents or 62.8% of respondents. Based on age, the majority of respondents aged between 20-and 30 years consisted of 71 respondents or 37.8% of the total respondents. Based on the level of education, the majority of respondents have undergraduate education (S1, S2, S3) consisting of 170 respondents or 90.4% of the total respondents. Based on the number of purchases, the majority of respondents bought luxury brand products twice consisting of 122 respondents or 64.9% respondents. Then, based on the level of income per month, the majority of respondents earn a monthly income of 5,000,000 - 15,000,000 consisting of 80 respondents or 42.6% of the total respondents. Based on the brand purchased, it is known that the most frequently purchased product is Chanel with 40 respondents or 21.3% of the respondents.

There are several stages of hypothesis testing in this study using validity and reliability tests as follows:

Table 3 Validity Test Results, Reliability Tests, and Descriptive Statistics

	Indicator of Brand Experience	Factor Loading	Cronbach Alpha	MEAN	ST DEV
2	This brand is emotional.	0.660	0.787	3.28	1.151
3	This brand raises feelings and sentiments.	0.734		3.52	1.226
5	This brand affects my psychological and behavioral aspects.	0.650		2.70	1.331
8	I think very well using this brand.	0.736		3.84	.964
9	The brand encourages curiosity and be a problem-solving style.	0.720		3.32	1.278
11	I think this brand is appealing to sensory.	0.619		3.89	1.046
MEAN				.81618	3.4246

	Indicator of Brand Attitude	Factor Loading	Cronbach Alpha	MEAN	ST DEV
1	I like to buy stuff with this brand.	0.774	0.860	3.59	1.165
2	I think this brand is good to buy.	0.857		4.13	.830
3	I think this brand is very pleasant buying.	0.875		3.97	.916
4	I think this brand has a high value.	0.736		4.13	.898
5	This brand is very fashionable to buy.	0.798		4.08	.846
MEAN				3.9787	.75145

	Indicator Brand Loyalty	Factor Loading	Cronbach Alpha	MEAN	ST DEV
1	If anyone asks me brand which to choose, I would recommend this brand.	0.614	.833	3.89	.938
2	I would not choose another brand if the brand is ready to solve the problem of style.	0.829		3.18	1.282
3	I consider myself loyal to this brand.	0.917		2.97	1.266
4	This brand will be my first choice in the future for any problem.	0.876		2.76	1.300
MEAN				3.1981	.98466

	Indicator of Brand Equity	Factor Loading	Cronbach Alpha	MEAN	ST DEV
1	Even though other brands have the same features as this brand, I prefer to choose this brand.	0.821	0.892	3.27	1.208
2	If other brands are not different from this brand in any way, it seems smarter to choose this brand.	0.850		3.45	1.171
3	If there are other brands as good as this brand, I would rather choose this brand.	0.888		3.30	1.231
4	It makes sense to choose this brand than the other brands.	0.916		3.39	1.238
MEAN				1.05356	3.3497

Source: Data were processed using SPSS

Based on Table 3 it can be seen that all 19 indicators have a significant value above 0.45, which means that the 19 indicators are valid. With this, the remaining indicators can be used for further analysis. From Table 3, as the results of the reliability test, all variables have a Cronbach's alpha value of more than 0.6 meaning that it has met the reliability criteria or there is internal consistency between indicators in a variable.

The structural Equation Model (SEM) is a data analysis method used in this study using the AMOS 24 program. SEM is a model that seeks to explain the relationship between variables. In doing so, the study examines the structure of the relationship expressed in a series of equations, similar to a series of multiple regression equations [39]. SEM is a statistical technique that allows testing a series of simultaneous relationships.

Before performing hypothesis analysis, the first thing that must be done is the overall *fit model* to ensure that the model can describe all causal effects. To ensure that the model formed is suitable and *fit* and can describe all the causal effects, therefore the hypothesis analysis, the suitability of the overall model (*overall fit model*) must be tested first. The processing results show the test results using the criteria *chi-square*, *significance probability*, RMSEA, CFI, TLI, and NLI [39].

Table 4 Goodness of Fit

type Measurement	Measurement	Value	Limit acceptance suggests	conclusions
<i>Absolute measures fit</i>	Chi-Square	426,784	Chi-square table near 0	<i>Poor fit</i>
	<i>p</i>	0.000	≥ 0.05	<i>Poor fit</i>
	RVI	2.935	Saturated value than independent approaching	<i>Goodness of fit</i>
	RMS	0.100	0.1	<i>Goodness of fit</i>
<i>Incremental fit measures</i>	IF	0.863	0.90 or close to 1	<i>Marginal fit</i>
	NFI	0.805	0.90 or close to 1	<i>Marginal fit</i>
	TITLE	0.840	0.90 or close to 1	<i>Marginal fit</i>
	CFI	0.862	0, 90, or close to 1	<i>Marginal fit</i>
	RFI	0.774	≥0,90 or near 1	<i>Poor fit</i>
<i>Parsimonious fit measure</i>	CMIN / DF	2.884	The lower limit of 1, the upper limit of 5	<i>Goodness of fit</i>
	AIR	548,784	Saturated value than independent approaching	<i>Goodness of fit</i>

Source: AMOS version 24

Based on Table 4. It can be concluded that the important requirements of the chi-square value are not met, this can be seen from the chi-square value where the expected criteria are small or close to 0, but after processing the indicator value is a is 426,784 so it can be concluded that this model is in the category *poor fit*. The p-value has criteria > 0.05 while the indicator value is 0.000 so it can be concluded that this model is in the category of *poor fit*. The

RSMEA value has criteria < 0.10 and after processing the value is 0.10 which means it is the *goodness of fit*. The criteria for NFI, TLI, and CFI are > 0.90 . The indicator value of NFI is 0.643, which means it is in the category of *poor fit*. The indicator value of TLI is 0.714 which means *poor fit*. The indicator value of CFI is 0.805, which means it is in the category of *poor fit*. The criteria for the CMIN/DF value are the lower limit of 1, the upper limit of 5, and the indicator value of 2.884, so it can be concluded that the model is a *goodness of fit*. That is, with an approach that has been used in this study, it can be concluded that from all these tests there are results that show the *goodness of fit*, more than one namely 4, and it can be concluded that the structural model that has been determined is in the category feasible to use and can be carried out for the next stage is hypothesis testing.

This hypothesis test aims to test whether there is an effect of the independent variable on the dependent variable. Hypothesis testing in this study was carried out using the method of *Structural Equation Modeling (SEM)*. The hypothesis was tested at a significance level of 0.05 and a 95% confidence level. To determine whether the hypothesis is supported or not by comparing the magnitude of sig with 0.05 (Hair *et al.*, 2010). The basis for making hypothetical decisions is as follows:

- a. If *p-value* < 0.05 , then H_0 is rejected
- b. If the *p-value* is 0.05, then H_0 is accepted

Here are the results of the SPSS output:

Table 5. Direct Hypothesis Test Results

Hypothesis	Estimation	t-value	p-value	Decision
H1: <i>Brand Experience</i> -> <i>Brand Attitude (+)</i>	0.734	5.832	0.000	Supported
H2: <i>Brand Attitude</i> -> <i>Brand Loyalty (+)</i>	0.521	4.868	0.000	Supported
H3: <i>Brand Attitude</i> -> <i>Brand Equity (+)</i>	0.285	3.951	0.000	Supported
H4: <i>Brand Loyalty</i> -> <i>Brand Equity (+)</i>	0.588	5.572	0.000	Supported

Source: AMOS Version 24.

The first hypothesis in this study examines how the influence of brand experience on brand attitude. The results of the research that has been carried out show that there is an influence between brand experience on brand attitude which is indicated by a p-value of 0.000 (< 0.05) and with an estimated value of -0.720 means that the results of this study are stated to support the results of previous studies conducted by [10].

The second hypothesis in this study examines how the influence of brand attitude on brand loyalty. The results of the research that has been carried out show that there is an influence between brand attitude and brand loyalty which is indicated by a p-value of 0.000 (< 0.05) and with an estimated value of 0.395 means that the results of this study state to support the results of previous research conducted by [2].

The third hypothesis in this study examines the effect of brand attitude on brand equity. The results of the research that has been carried out show that there is an influence between brand attitude and brand equity, which is indicated by a p-value of 0.000 (< 0.05). and with an

estimated value of 0.531 means that the results of this study state to support the results of previous research conducted by [2].

The fourth hypothesis in this study examines the effect of brand loyalty on brand equity. The results of the research that has been carried out show that there is an influence between brand loyalty and brand equity which is indicated by a p-value of 0.000 (< 0.05) and with an estimated value of 1.449 means that the results of this study state support the results of previous research conducted by [2].

4. CONCLUSIONS AND SUGGESTIONS

This study aims to examine and analyze the effect of brand experience on brand loyalty, brand equity, and brand attitude. From 188 samples that were processed, the results showed that there was an effect of brand experience on brand loyalty, the brand attitude had a positive effect on brand loyalty, the brand attitude had a positive effect on brand equity and brand loyalty had a positive effect on brand equity. In brand experience, consumers think very well when using a brand and sensory this brand is very attractive to consumers, in brand attitude consumers feel they are worthy, good and have high value when buying and choosing this brand, on brand loyalty consumers willing to recommend the brand they choose to be recommended to others and on brand equity if there is indeed no difference in other brands then consumers will not choose another brand.

This study has several limitations, namely, this research specifically examines buyers and consumers who have at least bought several luxury fashion brands (such as Hermes, Chanel, Yves Saint Laurent, Fendi, and other luxury fashion brands with a minimum of 2 purchases in a period of 2 years), then this study only examined the effect of variable correlation brand attitude, brand experience, brand loyalty to the brand equity directly, as well as the research using samples with specific characteristics.

This study shows that each variable has a significant influence which ultimately creates brand equity or a value produced by the company from a product, the manufacturer must provide a focus for creating: (1) Experience after the consumer uses the product. Positive energy for customers using luxury brand products can be created by providing quality products that are comfortable to use and can fulfill customer self-actualization so that there is a sense of confidence and pride in wearing these products; (2) Positive impression of using the product. The emotions and thoughts of customers will be formed when they are fully aware of how the product used has a significant effect when using the product. To create this, luxury brand manufacturers must try to give the customer a mindset that the products purchased have made customers better themselves. Customers can feel more fashionable and proficient with the product. Manufacturers must continue to research to adapt products to the times; (3) The positive value of the product. The product is considered positive when it has a good impact on its users.

In luxury brands, consumers give positive value when the benefits they get are greater or at least equal to the price paid. With high prices, producers have a tough enough challenge not to disappoint customers. The positive value they can create for the product can be through the development of product quality, the prestige formed on the product, and the creation of an exclusive market share. This is because customers choose luxury goods not only for quality satisfaction but also as a tool that can describe who these customers are in the eyes of others.

In this study, the authors describe the effect of a variable with other variables directly. To make research more complex, other researchers can provide connecting or intervening variables so that they can provide more information on how an independent variable can be influenced by other variables to influence the dependent variable.

The results of this study indicate that the influence between a variable and other variables is positive. For other researchers, it is hoped that they can conduct research involving other variables such as customer satisfaction related to the goals of producers and consumers. Future research can also conduct research on more general products, especially in the purchase price range, so that they can provide information to middle-class producers to advance their business. So that further research can provide input, not only focusing on one party but also focusing on producers.

In addition to customer satisfaction, another thing found is a purchase experience where consumers have experienced when they have made a purchase transaction that multiplies the feelings and emotions of consumers. This can be investigated for further research because this is the end goal of all previous processes that occur before the purchase is made. Purchase experience can be further investigated by which variables greatly influence it.

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