

BAB 4

PENUTUP

4.1 Kesimpulan

Berdasarkan hasil dan pembahasan yang telah dipaparkan oleh peneliti mengenai pengaruh Brand Experience terhadap Brand Attachment dengan Brand Trust sebagai mediasi pada Pipinos Bakery, kesimpulan yang dapat diambil adalah bahwa *brand experience* memiliki pengaruh signifikan dan positif terhadap *brand attachment* secara langsung. Artinya, pengalaman yang positif dengan merek dapat meningkatkan kedekatan dan keterikatan pelanggan terhadap merek tersebut. *Brand experience* memiliki pengaruh signifikan dan positif terhadap *brand trust*. Ini berarti bahwa pengalaman yang baik dengan merek dapat membentuk kepercayaan pelanggan terhadap merek tersebut. Brand trust memiliki pengaruh signifikan dan positif terhadap *brand attachment*. Dengan demikian, kepercayaan yang tinggi terhadap merek dapat berkontribusi pada tingkat keterikatan pelanggan terhadap merek tersebut. *Brand experience* memiliki pengaruh positif tapi tidak signifikan terhadap *brand attachment* secara tidak langsung melalui *brand trust*. Hal ini menunjukkan bahwa pengalaman merek tidak hanya secara langsung mempengaruhi keterikatan pelanggan, tetapi juga melalui pembentukan dan penguatan kepercayaan terhadap merek, walaupun tidak secara signifikan.

4.2 Saran

Berdasarkan hasil penelitian dan kesimpulan yang telah diuraikan, peneliti dapat memberikan saran kepada Pipinos Bakery agar Pipinos Bakery terus meningkatkan dan memperkuat *brand experience* yang diberikan kepada pelanggan. Hal ini perlu dilakukan dikarenakan adanya fakta bahwa Pipinos Bakery tergolong baik dalam memberikan pengalaman merek terhadap konsumennya, dan belum masuk ke kategori sangat baik. Artinya, sebagian kecil dari konsumen Pipinos Bakery belum mendapatkan pengalaman yang sangat baik. Maka dari itu peningkatan *brand experience* merupakan salah satu aspek esensial yang perlu dijadikan pertimbangan oleh Pipinos Bakery.

Berdasarkan hasil penelitian dapat dinyatakan bahwa *brand attachment* dipengaruhi secara langsung oleh *brand experience* dan secara tidak langsung oleh *brand experience* melalui *brand trust*. Hal ini juga yang mendasari alasan bahwa Pipinos Bakery perlu melakukan peningkatan pada *brand experience*, karena dengan meningkatnya *brand experience*, *brand trust* dan *brand attachment* juga akan ikut meningkat.

Secara umum, hasil penelitian saya sudah menunjukkan bahwa Pipinos Bakery memberikan *experience* yang sudah baik. Sebanyak 40% narasumber mengatakan bahwa harga Pipinos Bakery tidak terjangkau. Maka dari itu, peneliti bisa memberikan saran agar Pipinos Bakery dapat meningkatkan kualitas dan rasa ataupun Pipinos Bakery dapat menyesuaikan harga dengan rasa yang ditawarkan. Hal ini juga didukung dengan adanya penilaian dari konsumen dalam situs

pergikuliner.com sebesar 3.8 dari 5 yang mengatakan bahwa rasa tidak sesuai dengan harga di Pipinos Bakery.

DAFTAR PUSTAKA

- 5 *Cafe Hits Bandung Favorit Anak Muda*. (2023, May 29). kumparan. Retrieved January 1, 2024, from <https://kumparan.com/jendela-dunia/5-cafe-hits-bandung-favorit-anak-muda-20Uq8tk3mAM>
- Anggara, A. K. D., Ratnasari, R. T., & Osman, I. (2023). *How store attribute affects customer experience, brand love and brand loyalty*. *Journal of Islamic Marketing*.
- Barijan, D., Ariningsih, E. P., & Rahmawati, F. (2021). *The influence of brand trust, brand familiarity, and brand experience on brand attachments*. *Journal of Digital Marketing and Halal Industry*, 3(1), 73-84.
- Cardoso, A., Gabriel, M., Figueiredo, J., Oliveira, I., Rêgo, R., Silva, R., ... & Meirinhos, G. (2022). *Trust and loyalty in building the brand relationship with the customer: empirical analysis in a retail chain in northern Brazil*. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 109.
- Danurdara, A. B. (2021). *A Study of Service Quality on Customer Satisfaction and its Impact on Customer Loyalty: The Case of Food and Beverage Industry in Bandung*. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(4), 9106-9112.
- Davis, S. V., & Dacin, P. A. (2022). *This brand is who I am... or is it? Examining changes in motivation to maintain brand attachment*. *Journal of Product & Brand Management*, 31(7), 1125-1139.
- Gaffar, V., Hendrayati, H., & Bahtiar, V. P. (2019, May). *Factors Influencing Restaurant Selection in Bandung Culinary City*. In *1st International Conference on Economics, Business, Entrepreneurship, and Finance (ICEBEF 2018)* (pp. 123-127). Atlantis Press.
- Gkouna, O., Tsekouropoulos, G., Theocharis, D., Hoxha, G., & Gounas, A. (2022). *The impact of family business brand trust and crisis management practices on customer purchase intention during Covid-19*. *Journal of Family Business Management*, (ahead-of-print).
- Gomes, C., Munaier, S., Rocha, R., & Portes, J. H. (2022). *Building brand trust by choosing the right location: When the business headquarters site influences clients' trust in a brand*. *ReMark-Revista Brasileira de Marketing*, 21(1), 88-108.
- Guo, Y., & Hsu, F. C. (2023). *Branding Creative Cities of Gastronomy: the role of brand experience and the influence of tourists' self-congruity and self-expansion*. *British Food Journal*.
- Hair, J. F., Babin, B. J., Black, W. C., & Anderson, R. E. (2019). *Multivariate Data Analysis*. Cengage.
- Han, C. M., Nam, H., & Swanepoel, D. (2023). *Perceived brand localness of foreign brands and its impacts on brand trust and purchase intentions in developing countries in Asia: a social identity theory perspective*. *International Marketing Review*.

- Hironymus Gondang, *Path Analysis (Analisis Jalur) Konsep & Praktik dalam Penelitian*, Medan: PT. Penerbit Mitra Group, 2020.
- Huaman-Ramirez, R., & Merunka, D. (2019). *Brand experience effects on brand attachment: the role of brand trust, age, and income*. *European Business Review*, 31(5), 610-645.
- Imam Ghozali, *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*, Semarang: Badan Penerbit Universitas Diponegoro, 2018.
- Kim, R. B., & Chao, Y. (2019). *Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers*. *Journal of International Studies*, 12(3).
- Kimaro, A. (2022). *Assessing the impact of brand trust and brand image on consumer behavior during a time of crisis: Brand trust, Brand image, Consumer behavior during covid-19*.
- Kusumawati, A., Dewantara, R. Y., Azizah, D. F., & Supriono, S. (2023). *Determining outcome factors of city branding post-COVID-19: roles of brand satisfaction, brand experience and perceived risk*. *Journal of Tourism Futures*.
- Luzuriaga, E. S., & Barrera, O. M. (2018). *The brand experience as an instrument for customer loyalty; Segment: Health companies Guayaquil (Ecuador)*. *Espacios*, 39(4), 1-4.
- Marmat, G. (2023). *A framework for transitioning brand trust to brand love*. *Management Decision*, 61(6), 1554-1584.
- Marwan Hamid, Ibrahim Sufi, Wen Konadi, dkk, *Analisis Jalur dan Aplikasi SPSS Versi 25*, Medan: Merdeka Kreasi, 2023.
- Molinillo, S., Japutra, A., & Ekinci, Y. (2022). *Building brand credibility: The role of involvement, identification, reputation and attachment*. *Journal of Retailing and Consumer Services*, 64, 102819.
- Musfialdy, M., & Lusrivirga, R. (2021). *The Construction of the Meaning of Cafe for Millennials (Phenomenology in the Construction of the Meaning of Hanging Out for Millennials-Café User around Campus)*. *Indonesian Journal of Economics, Social, and Humanities*, 3(1), 13-20.
- Na, M., Rong, L., Ali, M. H., Alam, S. S., Masukujjaman, M., & Ali, K. A. M. (2023). *The Mediating Role of Brand Trust and Brand Love between Brand Experience and Loyalty: A Study on Smartphones in China*. *Behavioral Sciences*, 13(6), 502.
- Nidar, S. R., Sutisna, S., & Firmansyah, E. A. (2018). *Kunjungan Wisatawan dan Bisnis Kuliner di Kota Bandung*. *Ultima Management: Jurnal Ilmu Manajemen*, 10(1), 52-64.
- Norfai, *Manajemen Data Menggunakan SPSS*, Kalimantan: Universitas Islam Kalimantan, 2020.
- Pereira, L., Couto, M., Costa, R. L. D., Dias, Á., Gonçalves, R., & Silva, R. V. D. (2022). *Food and beverage industry in a pandemic context*. *International Journal of Services, Economics and Management*, 13(2), 152-181.
- PIPINOS. (n.d.). LinkedIn. Retrieved January 1, 2024, from <https://id.linkedin.com/company/pipinos>
- Rabbanee, F. K., Roy, R., & Spence, M. T. (2020). *Factors affecting consumer*

- engagement on online social networks: self-congruity, brand attachment, and self-extension tendency. European Journal of Marketing, 54(6), 1407-1431.*
- Ratna Wijayanti, dkk, *Metode Penelitian Kuantitatif*, Lumanjang: Widya Gama Press, 2021.
- Shimul, A. S., Faroque, A. R., & Cheah, I. (2023). *Does brand attachment protect consumer–brand relationships after brand misconduct in retail banking?. International Journal of Bank Marketing.*
- Shimul, A. S. (2022). *Brand attachment: a review and future research. Journal of Brand Management, 29(4), 400-419.*
- Shukla, M., Misra, R., & Singh, D. (2022). *Exploring relationship among semiotic product packaging, brand experience dimensions, brand trust and purchase intentions in an Asian emerging market. Asia Pacific Journal of Marketing and Logistics, 35(2), 249-265.*
- Shukla, M., Misra, R., & Singh, D. (2022). *Exploring relationship among semiotic product packaging, brand experience dimensions, brand trust and purchase intentions in an Asian emerging market. Asia Pacific Journal of Marketing and Logistics, 35(2), 249-265.*
- Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, Bandung: Alfabeta, 2020.
- Sung, B., La Macchia, S., & Stankovic, M. (2023). *Agency appraisal of emotions and brand trust. European Journal of Marketing, 57(9), 2486-2512.*
- Temkin, B. (2021). *Data Collection: Welcome to the Experience Economy. In The Machine Age of Customer Insight (pp. 159-167).* Emerald Publishing Limited.
- Ugalde, C., Vila-Lopez, N., & Kuster-Boluda, I. (2023). *Brand attachment toward functional, symbolic and hedonic brands. Journal of Fashion Marketing and Management: An International Journal, 27(3), 470-488.*
- van der Westhuizen, L. M. (2018). *Brand loyalty: exploring self-brand connection and brand experience. Journal of Product & Brand Management, 27(2), 172-184.*
- Wardani, D., & Gustia, R. R. (2017). *Analysis of brand experience, brand satisfaction and brand trust relationship to brand attachment. Jurnal Ilmu Manajemen & Ekonomika, 9(1), 59-72.*
- Wen, T., Qin, T., & Liu, R. R. (2019). *The impact of nostalgic emotion on brand trust and brand attachment: An empirical study from China. Asia Pacific Journal of Marketing and Logistics, 31(4), 1118-1137.*
- Zeren, D., & Kara, A. (2020). *Effects of brand heritage on intentions to buy of airline services: The mediating roles of brand trust and brand loyalty. Sustainability, 13(1), 303.*