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## The Effect of Customer Experience and Brand Trust on Customer Loyalty Steaky Steak Bandar Lampung

**Ambia Samudra<sup>1</sup>, Tri Lestira Putri Warganegara<sup>2</sup>**<sup>1</sup> Universitas Bandar Lampung, Lampung, Indonesia, [ambiasamudra7@gmail.com](mailto:ambiasamudra7@gmail.com)<sup>2</sup> Universitas Bandar Lampung, Lampung, Indonesia, [tira@ubl.ac.id](mailto:tira@ubl.ac.id)Corresponding Author: [ambiasamudra7@gmail.com](mailto:ambiasamudra7@gmail.com)

**Abstract:** Customer loyalty is one of the important aspects that needs to be considered by every company in order to retain existing customers. Companies can increase customer loyalty by improving customer experience and fostering brand trust. The purpose of this study was to determine the effect of customer experience and brand trust on customer loyalty. The population of this study were all consumers of Steaky Steak Bandar Lampung. The sample in this study amounted to 100 respondents who were customers of Steaky Steak Bandar Lampung. The sampling technique in this study was simple random sampling. The independent variables in the study are customer experience and brand trust, customer loyalty as the dependent variable. Multiple regression analysis, along with the t-test and f-test, is the method used in this study. Based on the research results, customer experience has a positive and significant effect on customer loyalty, brand trust has a positive and significant effect on customer loyalty, customer experience and brand trust together have a positive and significant effect on customer loyalty Steaky Steak Bandar Lampung.

**Keyword:** Customer Experience, Brand trust, Customer Loyalty

### INTRODUCTION

The culinary industry is experiencing increased competition, leading to an increase in the number of players in the food sector. Business owners must take a broader and more ingenious approach when considering unique cuisine and restaurant concepts that differentiate themselves from other establishments, thus developing their own distinctive features. More and more new restaurants are popping up, and many of them serve foreign cuisines as their main menu. This trend encourages local restaurants in Indonesia to create foreign dishes with diverse forms, different flavors, and affordable prices to cater to the upper middle and lower middle classes.

The culinary industry, also known as the food business, is currently experiencing significant growth. Indonesia is experiencing an increasing influx of various foreign foods, including steaks from western countries. Steak, which is generally reserved for the upper class, is now accessible to all. Featuring budget-friendly prices, interesting culinary offerings, and delicious flavors, these restaurants are able to pamper everyone's tongue. Steaky Steak

Bandar Lampung is a steakhouse located in Bandar Lampung City. It is strategically located behind the UIN Raden Intan Lampung campus on Jl. Hi Madang, Sukaramé. This restaurant has been the center of attention since it opened on June 22, 2022. With a focus only on the steaks and desserts they serve, the decision not to serve other menu variants was made with the clear intention of maintaining the authenticity and quality of their brand. They want customers to focus entirely on the enjoyment of the steaks they serve, in hopes of creating an unforgettable culinary experience.

(Griffin, 2010) provides a definition that consumer loyalty can be defined when customers consistently make purchases or carry out transactions at least twice in a certain period of time. Consumer loyalty is customer trust in a brand, provider, or company according to ongoing positive experiences in long-term purchases (Tjiptono, 2000). (Iskandar & Nasir, 2011) Strategies that can be used by companies to maintain customer loyalty by improving customer experience and brand trust.

Customer Experience is one of the many variables that determine customer satisfaction. Customers always remember positive encounters and will promote them to others (Azhari et al., 2015). Customer experience (customer experience) is the main focus in this competition. Steaky Steak offers a unique experience in the culinary world of steak, by serving five types of sauces that complement steak meat. Customers can choose from cheese, mushroom, barbecue, chocolate and buttermilk sauces. There is a choice of chicken and beef, either in the form of crispy steak slices or original. Each serving of steak contains 50 to 60 grams of meat, served with boiled vegetables and potatoes on a hot plate. The signature menu is Steak with Barbeque Sauce.

Despite being a franchised culinary business, Steaky Steak still provides an on-site dining experience by providing comfortable outdoor, semi-outdoor, and indoor spaces. Facilities such as Wi-Fi, prayer rooms, and restrooms are also available to support customer convenience. Steaky Steak always gives its best to provide a good experience for customers.

Customer trust in products, brands, and quality can lead to customer loyalty and sustainable purchasing decisions (Poppy Andari & Sumiyarsih, 2021). Not to forget, consumer trust in a brand will affect customer loyalty. (Warganegara & Alviyani, 2020). One form of Endorsement promotion carried out by Steaky Steak Bandar Lampung. Endorsements are carried out to help increase awareness and reach wider consumers and increase visibility of the Steaky Steak brand. Endorsements made by Steaky Steak Bandar Lampung are expected to help increase the level of consumer confidence in the steaky steak brand.

Steaky Steak Bandar Lampung has problems that often arise. The lack of promotion carried out by Steaky Steak Bandar Lampung is one of the challenges faced by the restaurant. The direct impact of the lack of promotional efforts is the lack of awareness and information to the public about the existence and excellence of this restaurant. This results in a decrease in the number of customers who come to Steaky Steak, because the potential for new customers is not reached. Not only that, another problem faced is the increasing number of competitors around the restaurant location. With so many food businesses popping up around the area, competition has become fierce. The presence of new competitors provides more choices for potential customers, which makes Steaky Steak have to compete harder to retain and attract customers. The prosperity of a company depends on its ability to foster client loyalty. Partua Pramana (2014) states that consumer loyalty is formed through initial trials of products or services, then reinforced by satisfaction, which ultimately results in repeat purchases (Artha & Seminari, 2019). Companies must prioritize maintaining service quality as a strategic approach to achieve the goal of fostering customer loyalty and ensuring ongoing customer satisfaction, especially considering that the product is intangible (Putri & Utomo, 2017).

Based on the information provided, researchers are interested in conducting a research project entitled "The Effect of Customer Experience and Brand trust on Customer Loyalty

Steaky Steak Bandar Lampung".

## METHOD

This research uses a probability approach, specifically focusing on simple random sampling, as the sampling method. Random sampling refers to the process of selecting a sample from a population without bias (Sugiyono, 2019). In contrast, causal associative research aims to identify and understand the relationship between two or more variables. The data collection methodology used in this research is by using observation and distributing questionnaires.

The sample size in this study consisted of 100 people, determined using the Slovin formula and selected from the client base of Steaky Steak Bandar Lampung. This study used a survey instrument in the form of a Likert scale questionnaire distributed directly to participants. Furthermore, the tool was validated and tested for reliability using SPSS 26. Multiple regression analysis, along with the t-test and f-test, was used to test the hypotheses. The t-test was used to test the exact effect of the independent variable on the dependent variable, while the F-test was used to assess the collective impact of the independent variable on the dependent variable".

## RESULTS AND DISCUSSION

### Validity Test

The validity test is used to ensure the suitability of indicators for use in research. The validity test is carried out by comparing the value of r count with r table. The validity test results can be seen in the following table:

Table 1. Validity Test

Variables	Statement	Perarson Correlation (r count)	r table	Sig	Alpha	Status
<b>Customer Experience (X<sub>1</sub>)</b>	X1.1	0,660	0,1966	0,00	0,10	Valid
	X1.2	0,560	0,1966	0,00	0,10	Valid
	X1.3	0,680	0,1966	0,00	0,10	Valid
	X1.4	0,647	0,1966	0,00	0,10	Valid
	X1.5	0,583	0,1966	0,00	0,10	Valid
<b>Brand Trust (X<sub>2</sub>)</b>	X2.1	0,632	0,1966	0,00	0,10	Valid
	X2.2	0,647	0,1966	0,00	0,10	Valid
	X2.3	0,655	0,1966	0,00	0,10	Valid
	X2.4	0,642	0,1966	0,00	0,10	Valid
	X2.5	0,678	0,1966	0,00	0,10	Valid
<b>Customer Loyalty (Y)</b>	Y.1	0,563	0,1966	0,00	0,10	Valid
	Y.2	0,606	0,1966	0,00	0,10	Valid
	Y.3	0,670	0,1966	0,00	0,10	Valid
	Y.4	0,606	0,1966	0,00	0,10	Valid
	Y.5	0,651	0,1966	0,00	0,10	Valid

Source: Data processed by SPSS 26, 2023

The table shows that all indicators meet the validity requirements of this study. All indicators have determined an r value greater than 0.1966, the r table value. All indications in this study are considered valid.

## Reliability Test

When conducted on the same topic, the reliability test shows how well the measurement can produce similar results. Reliability testing uses Alpha or Cronbach's Alpha. This study uses Cronbach Alpha to measure reliability. The following are the results of the reliability test :

**Table 2. Reliability Test**

Variables	Cronbach's Alpha	Description
Customer Experience	0,735	Reliabel
Brand Trust	0,760	Reliabel
Customer Loyalty	0,713	Reliabel

Source: Data processed by SPSS 26, 2023

The table shows that the Cronbach Alpha value exceeds 60% (0.6) which indicates that this research instrument is credible. Each statement of the research questionnaire is reliable and can be used as a research metric.

## Multiple Linear Regression Analysis

**Table 3. Multiple Linear Regression Test**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.310	1.710	1.351	.180
	Customer Experience	.396	.109	.358	.000
	Brand Trust	.485	.105	.456	.000

a. Dependent Variable: Customer Loyalty

Source: Data processed by SPSS 26, 2023

Based on the picture above, which is the result of multiple linear regression analysis tests whose data has been processed by researchers. The following are the results of the analysis :

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 2,310 + 0,396X_1 + 0,485 X_2$$

From the multiple linear regression equation above, it can be interpreted as follows:

- The constant value in the multiple linear regression equation shown earlier is 2310. This explains that if the variables representing customer experience (X1) and brand trust (X2) are 0 (zero), then the value of customer loyalty (Y) is 2,310.
- The customer experience variable (X1) has a regression coefficient of 0.396 which shows a positive sign. This shows that customer experience (X1) has a positive influence on customer loyalty (Y). Furthermore, if customer experience (X1) increases by one unit while brand trust (X2) is assumed to be constant, then customer loyalty (Y) will change, namely an increase of 0.396.
- The regression coefficient of the brand trust variable (X2) of 0.485 shows a positive relationship. This indicates that an increase in brand trust (X2) by one unit, while keeping customer experience (X1) constant, will result in an increase in customer loyalty (Y) of 0.485.

According to this equation, customer experience and brand trust increase customer loyalty". This positive effect shows that Steakly Steak Bandar Lampung customer loyalty increases along with brand trust and customer experience.

### T Test (Partial)

**Table 4. T-test**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	2.310	1.710		1.351
	Customer Experience	.396	.109	.358	3.628
	Brand Trust	.485	.105	.456	4.626

a. Dependent Variable: Customer Loyalty

"Source: Data processed by SPSS 26, 2023

From the analysis described above, it is obtained :

- The Customer Experience t test results obtained a tcount of 3.628 and a significance of 0.000. The tcount value is greater than the t table and the significance of Customer Experience is less than 0.05 ( $0.00 < 0.05$ ), it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that the better Customer Experience and the more interested consumers are, it will increase customer satisfaction.
- The t test results, Brand trust obtained a tcount of 4.626 and a significance of 0.000. The tcount value is greater than the ttable and the significance of Brand trust is less than 0.05 ( $0.00 < 0.05$ ), it can be concluded that  $H_0$  is rejected, which means that Brand trust has a significant effect on customer loyalty. Therefore,  $H_a$  is accepted

Therefore, based on the findings of the t-test and the explanations provided, it can be concluded. There is a relationship between the Customer Experience (X1) and Brand trust (X2) variables with the customer loyalty variable (Y).

### F Test (Simultaneous)

**Table 5. F test**

ANOVA <sup>a</sup>					
Model		Sum of Squares	df	Mean Square	F
1	Regression	295.294	2	147.647	66.469
	Residual	215.466	97	2.221	
	Total	510.760	99		

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Brand Trust, Customer Experience

Source: Data processed by SPSS 26, 2023

Based on the table above, it shows that Fhitung is 66.496 while Ftabel is 3.09, meaning that  $F_{hitung} > F_{tabel}$  is obtained ( $66.496 > 3.09$ ) with a significant value of 0.000. Because the value of  $F_{hitung} > F_{tabel}$  and a significant value of  $0.000 < 0.05$ . indicates that simultaneously customer experience (X1) and brand trust (X2) have a significant influence on customer loyalty (Y). Based on the simultaneous test results,  $H_0$  is rejected and  $H_a$  is accepted, meaning that between the independent variables, namely customer experience (X1) and brand trust (X2) have a significant effect simultaneously on customer loyalty (Y).

### Coefficient of Determination (R2)

**Table 6. Coefficient of Determination (R2)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 <sup>a</sup>	.578	.569	1.49040
a. Predictors: (Constant), Brand Trust, Customer Experience				

Source: Data processed by SPSS 26, 2023

The given table displays the coefficient of determination test which shows that the combined effect of customer experience and brand trust factors on customer loyalty is represented by the coefficient of determination  $R^2 = 0.578$ . Based on this reasoning, it can be stated that the customer experience and brand trust factors have a combined influence of 57.8% on the customer loyalty variable. The remaining 42.2% is driven by additional variables not explored in this study.

## Discussion

### The Influence of Customer Experience on Customer Loyalty

The research shows that customer experience has a major effect on customer loyalty because the significance value is 0.000, which is smaller than 0.05. The premise that customer experience affects loyalty has been confirmed. This is in accordance with the research of Yulinda, et al in 2020 "The Effect of Customer Experience and Trust on KFC Customer Loyalty in Bengkulu City". Consumer experience significantly impacts consumer loyalty, according to the study.

### The Effect of Brand trust on Customer Loyalty

The research findings show that the Brand trust variable is statistically significant with a p value of 0.000, which is below the significance level of 0.05. Therefore, the alternative hypothesis ( $H_a$ ) is validated, but the null hypothesis ( $H_o$ ) is rejected. This finding indicates that brand trust has a significant impact on customer loyalty. Therefore, the hypothesis stating that brand trust has a major influence on customer loyalty has been validated. This is in line with previous research conducted by Moku, et al (2023) on "The Impact of Customer Experience, Customer Value, and Brand trust on Customer Loyalty of Go-Jek Online Transportation Service Users in Manado".

### The Effect of Customer Experience and Brand trust on Customer Loyalty

The findings of the F test indicate a statistically significant effect of the variables Customer experience ( $X_1$ ) and Brand trust ( $X_2$ ) on customer loyalty ( $Y$ ). Therefore, there is a strong correlation between the independent and dependent variables, resulting in a favorable influence. Customer loyalty is positively influenced by Customer experience and Brand Trust. This means that as customer experience and brand trust increase, customer loyalty also increases. This is in line with the findings of research conducted by Antara, et al (2020) with the title "The Impact of Customer Experience and Brand trust on Customer Loyalty Allbaik Chicken Sawah Lebar Bengkulu City".

## CONCLUSION

Based on research on customer experience and brand trust on customer loyalty Steak Steak Bandar Lampung, it can be concluded as follows :

1. Customer experience has a positive and significant effect on customer loyalty at Steak Steak Bandar Lampung.
2. Brand trust has a positive and significant effect on customer loyalty at Steak Steak Bandar Lampung.



3. Based on the F (summary) test, Customer Experience and Brand trust simultaneously have a significant influence on customer loyalty at Steaky Steak Bandar Lampung.

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