

# The Influence of Brand Experience and Customer Satisfaction on Customer Loyalty with Customer Trust as Intervening Variable at Bakery and Cake Shop in Medan

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DOI: <https://doi.org/10.52403/ijrr.20220430>

## ABSTRACT

Changes in lifestyle and the trend of increasing people income in Indonesia have changed food consumption preferences, especially in big cities. Especially for food, consumers are now starting to prioritize foods that can be obtained in easy and fun ways, including foods that are classified as baked goods such as breads, cakes and pastries. People with a high level of activity tend to prefer practical food, including baked goods as an alternative choice. As a result of these lifestyle changes coupled with the rapid growth of modern retail outlets that provide a lot of fast food, contributed to the growth of the bakery product industry in Indonesia. The objective of this research was to analyze the influence of brand experience and customer satisfaction on customer loyalty with customer trust as an intervening variable at bakery and cake shop in Medan. This type of research is associative research and the population in this research is Aroma, Mawar and Jofie customer in Medan city with a total sample of 208 respondents. The sampling method used is purposive sampling. Data analysis was carried out through PLS-SEM using the Smart PLS program. The results show that directly brand experience, customer satisfaction and customer trust have a positive and significant influence on customer loyalty, then indirectly brand experience has a positive and significant influence on customer loyalty through customer trust and customer satisfaction has a positive and significant influence on customer loyalty through customer trust.

**Keywords:** Brand Experience, Customer Satisfaction, Customer Loyalty, Customer Trust

## INTRODUCTION

The high level of competition requires companies to be able to create a sustainable competitive advantage in the face of many competitors operating in the same industry. Changes in lifestyle and the trend of increasing people's income in Indonesia have changed food consumption preferences, especially in big cities. Especially for food, consumers are now starting to prioritize foods that can be obtained in easy and fun ways, including foods that are classified as baked goods such as breads, cakes and pastries. People with a high level of activity tend to prefer practical food, including baked goods as an alternative choice. As a result of these lifestyle changes coupled with the rapid growth of modern retail outlets that provide a lot of fast food, have contributed to the growth of the bakery product industry in Indonesia.

The bakery industry is one of the growing industries in the city of Medan compared to other industries. For the bakery industry, data obtained from the Medan City Industry Service contained 164 business units consisting of 45 medium-sized business units and 119 small-scale business units spread across 21 sub-districts in Medan City. In the bakery industry, we encounter many

types of processed bread and cakes with various new innovations in additional variations. Bakery, cake and pastry in big cities like Medan have become a lifestyle, as evidenced by the many places that serve a variety of modern bread and cakes in Medan. The presence of modern bakeries such as La Maison, Sam's Patisserie, The Harvest has threaten the existence of other bakeries. The growth of modern bakeries with various advantages of their respective products encourages every other bakery that has been around for a long time to improve its company strategy in order to survive in the competition between bakeries.

In the increasingly fierce competition between the bakery industry, the company must be able to face conditions like this by producing innovative and quality products. Currently in Medan, there are many bakery industries that already have shops and even have branches in several regions. As for several similar bakery industries in Medan that are able to survive and compete in the market to date, they are Aroma Bakery and Cake Shop, Mawar Bakery and Cake Shop, and Jofie Bakery and Cake Shop. These three bakeries are an industry making various breads and cakes. The products sold are white bread, various small breads, donuts, various cakes, various sponges and various pastries. In terms of marketing, these bakeries have ways of maintaining their business by serving delicious bakery products and creating new variations.

Based on the results of the pre-survey of customer satisfaction on 30 respondents in three bakeries (Aroma, Mawar and Jofie) stated that some customers were dissatisfied with the variants presented by the product. This shows that the product must create new innovations that are in accordance with customer tastes, so that customer expectations are met and customers will be satisfied with the product. Meanwhile, in terms of service, most customers are dissatisfied with the services provided. From these problems, the three bakeries must be able to improve the quality of their products so that they can change customers who were

initially disloyal to become loyal. Research conducted by Carranza et al (2018) entitled The Influence of Quality on Satisfaction and Customer Loyalty With an Importance-Performance Map Analysis Exploring The Mediating Role of Trust states that customer satisfaction has a positive and significant effect on customer loyalty. However, this is not in line with the research of Tangkuman et al (2020) entitled The Effect Of Experiential Marketing and Customer Satisfaction on Customer Loyalty at McDonald's Manado which states that customer satisfaction has no effect on customer loyalty. Due to the research gap, it is necessary to conduct further research on customer satisfaction and customer loyalty.

## **LITERATURE REVIEW**

### **Brand Experience**

According to Sahin et al (2011) brand experience can be defined as the consumer's perception when dealing with the brand, either in the brand image advertised, during the consumer's personal first impression or the level of quality regarding the personal treatment they receive. Brand Experience is created when consumers use the brand and tell others about the brand, seek information, promotion of the brand. Everything that is in the minds of consumers about the brand in terms of thoughts, feelings, experiences, images, perceptions, beliefs, and attitudes. Sahin et al (2011) propose five experiences with brands (sensory includes aesthetics and sensory qualities), namely: sense, feel, think, act, and relate. Sense is one way to make customers create experiences through the five senses (eyes, ears, tongue, skin, and nose), feel influences customer experience through mood, think creates creative thinking experiences, act creates physical customer experiences, lifestyle and interaction, while relate is an experience that is used to influence customers and combines aspects of sense, feel, think, and act. Brand experience is a person's impression (sensations, feelings, thoughts, and behaviors) on a brand when he interacts

or after he interacts with the brand (Sahin et al, 2011).

### **Customer Satisfaction**

Kotler and Keller (2016) Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product or service's perceived performance in line with expectations. If the performance is far from expectations, the customer is not satisfied, if the performance is as expected, the customer will be satisfied and if the performance exceeds expectations, the customer will be very satisfied or happy. Meanwhile, according to Tjiptono (2016) satisfaction is an attitude that is decided based on the experience gained. Research is very much needed to prove whether or not previous expectations are the most important part in satisfaction. Satisfaction is a measurement and customer assessment of how well the service or product can meet the needs, including the services that have been received from the purchase stage to the consumption stage. post-purchase (Narteh, 2015). Thus, customer satisfaction or dissatisfaction is the gap between expectations before the purchase and the perceived results after the purchase.

### **Customer Trust**

Trust is the company's willingness to rely on business partners. Trust depends on a number of interpersonal and interorganizational factors, such as company competence, integrity, honesty and kindness (Kotler and Keller, 2016). According to Mayer et al (2014) trust is a number of specific beliefs about integrity (honesty of trusted parties and ability to keep promises), benevolence (trusted attention and motivation to act in the interests of those who trust them), competency (ability of trusted parties to carry out their duties). need for trust) and predictability (consistency in the behavior of the trusted party). Customer and company relationships require trust to be able to become a long-term relationship (Morgan and Hunt, 1994). Morgan and Hunt (1994) state that trust

arises as a result of the reliability and integrity of partners shown through various attitudes such as consistency, competence, fairness, responsibility and caring. In the context of the company's relationship with customers, customer trust will arise when the company proves its expertise and reliability.

### **Customer Loyalty**

Tjiptono (2014) Customer loyalty is a customer's commitment to a brand, store, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases. Customer loyalty is a deeply held commitment to repurchase or subscribe to a preferred product or service continuously in the future, resulting in repeated purchases of the same brand or set of brands. Thus, customer loyalty is a customer's attitude towards a product or service in the same company for a long time.

Kotler and Keller (2016) reveal that loyalty is a deeply held commitment to repurchase or subscribe to a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause customers to switch to another product. According to Griffin (2012) customer loyalty is a customer's commitment to a brand to remain loyal. Loyal customers are those who make repeat purchases or use products repeatedly at the same business entity, buy product lines offered by the same business entity, tell others about the satisfaction obtained from the product, and show immunity to competitors.

## **MATERIALS & METHODS**

This type of research uses a quantitative approach. According to Sugiyono (2018), the quantitative method is a method based on the philosophy of positivism that aims to describe and test hypotheses made by researchers. The variables connected in this study are Brand Experience and Customer Satisfaction with Customer Loyalty with the intervening variable Customer Trust. This research was

conducted in 3 (three) Bakery and Cake Shops in Medan, namely (Aroma, Mawar and Jofie). The population in this study were customers at 3 (three) Bakery and Cake Shops in Medan, namely (Aroma, Mawar and Jofie) who had bought at least 2 times. The sampling technique in this study was a sample taken with a non-probability sample design with a purposive sample type, namely a sampling technique with certain criteria. The sample criteria used in this study were customers who had bought at least 2 times at 3 (three) Bakery and Cake Shops in Medan, namely (Aroma, Mawar and Jofie). If the population is unknown, then to determine the sample size, the formula (Hair et al, 2010) is the number of indicators times 8. In this study, the total statements were 26 statements, so the minimum sample size for this study was  $26 \times 8 = 208$ .

So the number of samples taken in this study were 208 respondents with the criteria of customers who had bought at least 2 times at 3 (three) Bakery and Cake Shops in Medan, namely (Aroma, Mawar

and Jofie), The data analysis technique used the Smart PLS (Partial) measurement model. Least Square).

## RESULT

### Respondents' Descriptive Results

Table 1 Distribution of Frequency and Age Percentage by Gender

Age	Gender		Total
	Male	Female	
17-23	34	54	88
24-30	0	56	56
31-37	0	18	18
38-44	0	20	20
> 44	0	26	26
Total	34	174	208
Percentage	16,3 (%)	83,7 (%)	100 (%)

Based on Table 1, it shows that the characteristics of the respondents are based on crosstabs between age and gender where from the data it is known that the customers who buy a lot of bread at the three bakeries are women aged 24-30 years. More female respondents decided to buy at these three bakeries because customers at that age generally buy bread to be consumed when they go to work.

Table 2 Frequency Distribution and Age Percentage by Occupation

Age	Occupation				Total
	Student	Entrepreneur	Employee	Others	
17-23	88	0	0	0	88
24-30	14	11	31	0	56
31-37	0	0	10	8	18
38-44	0	0	20	0	20
> 44	18	8	0	0	26
Total	120	19	61	8	208
Percentage	57,7 (%)	9,1 (%)	29,3 (%)	3,8 (%)	100 (%)

Based on Table 2, shows that the characteristics of respondents based on crosstab results between age and occupation where from the data it is known that more customers who buy bread at the three bakeries are students or students as many as 120 respondents or (57.7%), entrepreneurs as many as 19 respondents. or (9.1%),

employees or employees as many as 61 respondents or (29.3%), and others as many as 8 respondents or (3.8%). It can be concluded that respondents with student or college occupations are more dominant in making repeat purchases at three bakeries. This is because the price offered is very affordable for students.

Table 3 Frequency Distribution and Age Percentage with Reasons for Frequent Visiting

Age	Reasons for visiting				Total
	Affordable prices	Product Varies	Taste Better	Others	
17-23	58	30	0	0	88
24-30	15	20	16	5	56
31-37	0	0	0	18	18
38-44	15	5	0	0	20
> 44	0	4	22	0	26
Total	88	59	38	23	208
Percentage	42,3 (%)	28,4 (%)	18,3 (%)	11,1 (%)	100 (%)

Based on Table 3, it shows that the characteristics of respondents based on crosstab results between ages with reasons for frequent visits where from the data it is known that the reason respondents often visit is because of affordable prices as many as 88 respondents or (42.3%), the products vary as much as 59 respondents or (28.4%), 38 respondents or (18.3%) taste better and 23 respondents (11.1%) taste better. It can be concluded that respondents with reasons

of affordable prices are more dominant. This is of course in accordance with the age of the respondents who are more dominant aged 17-23 years with the occupation of the respondents, namely students or students who prefer affordable bread prices.

### **Data Analysis Results**

The results of the direct and indirect effects test can be seen in the following table:

**Table 4 Direct and Indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Experience -> Customer Loyalty	0,214	0,215	0,050	4,248	0,000
Brand Experience -> Customer Trust	0,532	0,529	0,061	8,723	0,000
Customer Satisfaction -> Customer Loyalty	0,309	0,310	0,053	5,886	0,000
Customer Satisfaction -> Customer Trust	0,416	0,418	0,063	6,553	0,000
Customer Trust -> Customer Loyalty	0,471	0,469	0,064	7,335	0,000
Brand Experience -> Customer Trust -> Customer Loyalty	0,250	0,248	0,044	5,654	0,000
Customer Satisfaction -> Customer Trust-> Customer Loyalty	0,196	0,196	0,041	4,812	0,000

## **DISCUSSION**

### **The Effect of Brand Experience on Customer Loyalty**

Based on the results of the direct influence hypothesis test, it is known that the brand experience variable has a positive and significant effect on customer loyalty. This is evidenced by the path coefficient value of 0.214 and a significance value of 0.000 <0.05, which means that brand experience has a positive and significant effect on customer loyalty. Based on the distribution of answers obtained through distributing questionnaires to 208 respondents, it shows that respondents are more dominant in answering agree to the statements given, such as the statement "I like the bread in Aroma, Mawar and Jofie" which shows most respondents answered agree. This shows that loyal customers are customers who feel a good brand experience in shopping or consuming products.

The results of this study are in line with research conducted by Devia et al (2018) and Alexander et al (2013) which states that brand experience has a significant effect on customer loyalty. Likewise, the results of research by Shandy and Iskandar

(2013) state that brand experience has a positive effect on customer loyalty.

### **The Effect of Customer Satisfaction on Customer Loyalty**

Based on the results of the direct effect hypothesis test, it is known that the customer satisfaction variable has a positive and significant effect on customer loyalty. This is evidenced by the path coefficient value of 0.309 and a significance value of 0.000 <0.05, which means that customer satisfaction has a positive and significant effect on customer loyalty. Based on the distribution of answers obtained through distributing questionnaires to 208 respondents, it is known that most respondents chose to agree with the statements given. This shows that customers have felt satisfaction with the three bakery.

The results of this study are in line with research conducted by Carranza et al (2018) which states that customer satisfaction has a positive and significant effect on customer loyalty. Grace Ing et al (2019) also stated that customer satisfaction has a positive effect on customer loyalty.

### **The Effect of Brand Experience on Customer Trust**

Based on the results of the direct influence hypothesis test, it is known that the brand experience variable has a positive and significant effect on customer trust. This is evidenced by the path coefficient value of 0.532 and a significance value of 0.000 <0.05, which means that brand experience has a positive and significant effect on customer trust. Based on the distribution of answers obtained through distributing questionnaires to 208 respondents, it is known that the dominant respondents chose to agree with the statement given. Based on the statement "the appearance of bakery products at Aroma, Mawar and Jofie is attractive". This shows that the smooth appearance of the bread and the very soft texture of the products from Aroma, Mawar and Jofie make customers interested in buying them, these reasons foster a sense of customer trust in these three bakeries.

The results of this study are in line with research conducted by Clarissa (2019) which states that partially brand experience has a significant effect on customer trust. Likewise, research conducted by Darmawan (2018) proves that brand experience has a positive effect on customer trust.

### **The Effect of Customer Satisfaction on Customer Trust**

Based on the results of the direct effect hypothesis test, it is known that the customer satisfaction variable has a positive and significant effect on customer trust. This is evidenced by the path coefficient value of 0.416 and a significance value of 0.000 <0.05, which means that customer satisfaction has a positive and significant effect on customer trust. Based on the distribution of the answers obtained through distributing questionnaires to 208 respondents, it is known that most respondents chose to agree with the statements given such as the statement that "I feel happy with the taste of the bread which is in line with expectations". This

shows that respondents are satisfied with the bread purchased from the three bakeries, where this bread has a good taste and varied types of bread, this is certainly in accordance with the statement "I feel happy with the variety of bread offered".

The results of this study are in line with research conducted by Bernardo and Patricia (2017) which states that customer satisfaction has a positive effect on customer trust. This finding supports research conducted by (Chinomona and Dubihlela, 2014; Chinomona and Sandada, 2013; Shpetim, 2012; Hyun, 2010) which states that customer satisfaction has a positive effect on customer trust.

### **The Influence of Brand Experience on Customer Loyalty Through Customer Trust**

Based on the results of the indirect effect hypothesis test, it is known that Brand experience variable has a positive and significant effect on customer loyalty through customer trust, it is known from the path coefficient value of 0.250 and a significant value of 0.000 <0.05, which means that brand experience has a positive and significant effect on customer loyalty through customer trust. Based on the distribution of answers obtained through distributing questionnaires to 208 respondents, it is known that most of the respondents answered agree with the statement given, in this case the brand experience felt by the customer was very good so that it increased customer trust and made customers loyal to the three bakeries.

The results of this study are in line with research conducted by Baser et al (2016) which states that brand experience has a positive effect on customer loyalty through customer trust. Meanwhile, research conducted by Huang (2017) states that there is a significant influence between brand experience on customer loyalty through customer trust.

### **The Effect of Customer Satisfaction on Customer Loyalty Through Customer Trust**

Based on the results of the indirect effect hypothesis test, it is known that the customer satisfaction variable has a positive and significant effect on customer loyalty through customer trust. This is evidenced by the path coefficient value of 0.196 and a significant value of  $0.000 < 0.05$ , which means that customer satisfaction has a positive and significant effect on customer loyalty through customer trust. Customer satisfaction is an important factor that supports customer loyalty. If the customer is very satisfied, then the customer's trust in the product will increase.

The results of this study are in line with research conducted by Setiawan (2016) which shows that there is an influence between customer satisfaction on customer loyalty through customer trust. According to Ha et al (2010) customer satisfaction affects customer loyalty through customer trust.

### **The Effect of Customer Trust on Customer Loyalty**

Based on the results of the direct effect hypothesis test, it is known that the customer trust variable has a positive and significant effect on customer loyalty. This is evidenced by the path coefficient value of 0.471 and a significance value of  $0.000 < 0.05$ , which means that customer trust has a positive and significant effect on customer loyalty. Based on the distribution of answers obtained through distributing questionnaires to 208 respondents, it is known that most respondents chose to agree with the statements given. In this case, it shows that customers already have confidence in Aroma, Mawar and Jofie so that this makes customers interested in buying products from these three bakeries. This is in accordance with the statement "confident in the company's honesty in informing the product consumption period".

The results of this study are in line with research conducted by Quoquab et al (2019) which states that customer trust has a

positive effect on customer loyalty. Likewise, the results of research conducted by Naufal and Afandi (2019) stated that customer trust had a positive and significant effect on customer loyalty.

### **CONCLUSION**

The results of this study aim to analyze the influence of brand experience and customer satisfaction on customer loyalty with customer trust as an intervening variable. Based on the results of research and discussion in the previous chapter, it can be concluded as follows:

1. Brand Experience has a positive and significant effect on Customer Loyalty of the Medan Bakery and Cake Shop. This shows that the better the bakery brand experience, the better the level of customer loyalty.
2. Customer Satisfaction has a positive and significant effect on Customer Loyalty of Bakery and Cake Shop Medan. This shows that the more satisfied customers are with the bakery, the customer loyalty will also increase.
3. Brand Experience has a positive and significant effect on Customer Trust in Bakery and Cake Shop Medan. This shows that the better the bakery brand experience, the better the level of customer trust.
4. Customer Satisfaction has a positive and significant effect on Customer Trust in Bakery and Cake Shop. This shows that the more satisfied customers are with the bakery, the more customer trust will increase.
5. Brand Experience has a positive and significant impact on Customer Loyalty through Bakery and Cake Shop Customer Trust. This shows that the better the bakery brand experience, the better the level of customer loyalty and customer trust.
6. Customer Satisfaction has a positive and significant effect on Customer Loyalty through Bakery and Cake Shop Customer Trust. This shows that the more satisfied the bakery customers are,

the more customer loyalty and customer trust will increase.

7. Customer trust has a positive and significant effect on Customer Loyalty of Bakery and Cake Shop. This shows that the higher the customer trust in the bakery, the more customer loyalty will increase.

**Acknowledgement:** None

**Conflict of Interest:** None

**Source of Funding:** None

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How to cite this article: Balkis Febry Fonda, Arlina Nurbaity Lubis, Beby Karina Fawzee Sembiring. The influence of brand experience and customer satisfaction on customer loyalty with customer trust as intervening variable at bakery and cake shop in Medan. *International Journal of Research and Review*. 2022; 9(4): 249-257. DOI: <https://doi.org/10.52403/ijrr.20220430>

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