

Analysis Of The Influence Of Brand Association, Experiential Marketing And Brand Trust On Consumer Loyalty For National Digital Game Products

Bahtiar Efendi
Fakultas Ekonomi Dan Bisnis, Universitas Sains Al-Qur'an Jawa Tengah Di Wonosobo, Indonesia
bahtiarefd@unsig.ac.id

Zunan Setiawan
Prodi Magister Manajemen, Universitas Ahmad Dahlan, Indonesia
zunan.setiawan@mm.uad.ac.id

Lalang Saksono
Prodi Manajemen, Universitas Islam Jakarta, Indonesia
lalangsaksono@gmail.com

Silvia Ekasari
STIE Manajemen Bisnis Indonesia, Indonesia
silvia.ekasari@stiembt.ac.id

Musran Munizu
Prodi Manajemen, Universitas Hasanuddin, Indonesia
musran@fe.unhas.ac.id

Article's History:

Received 5 Oktober 2023; Received in revised form 15 Oktober 2023; Accepted 8 November 2023; Published 1 Desember 2023.
All rights reserved to the Lembaga Otonom Lembaga Informasi dan Riset Indonesia (KITA INFO dan RISET).

Suggested Citation:

Effendi, B., Setiawan, Z., Saksono, L., Ekasari, S., & Munizu, M. (2023). Analysis Of The Influence Of Brand Association, Experiential Marketing And Brand Trust On Consumer Loyalty For National Digital Game Products. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9 (6). 2653-2658.
<https://doi.org/10.35870/jemsi.v9i6.1710>

Abstract:

The purpose of this study is to examine the potential effects of brand association, brand trust, and experiential marketing on consumer loyalty and purchase decisions. Only people who enjoy video games were included in the study's population. With a total of 100 samples, the sample was chosen using a non-probability sampling approach called purposive sampling. In order to collect data for this study, questionnaires were distributed in accordance with the descriptive statistical analysis methodology. The author must create a relationship model between variables referred to in this instance as a path diagram before he can apply path analysis in his research. There is a strong positive correlation between experiential marketing and brand association in purchase decisions, according to the results of the data processing that was done. The fact that the t-count value is greater than the t-table value indicates this. The computed t-value does not exceed the value in the t-table, indicating that there is no significant positive connection with the brand trust variable. The Sig value is smaller than the author's conventional significance criterion of 0.05, indicating that experiential marketing, brand trust, and brand association have a substantial impact on purchasing decisions. According to the partial test, customer loyalty is significantly impacted negatively by the factors experiential marketing, brand trust, and brand association.

Keywords: experiential marketing, brand trust, brand association, purchasing decision, video game, consumer loyalty.

Introduction

Every game maker is required to continue to innovate and improve all aspects of the video games they create. This is not only aimed at bringing out gamer satisfaction but also to create a certain impression when gamers complete or complete a game; this impression must involve a person's emotions. So that when the consumption process is over, a gamer gets a factor that makes them remember, talk about, or even reminisce about when one day the game they finished is discussed again. This process essentially instills five special elements into consumers' minds, namely experiential marketing, which acts as a bond for consumers' emotions, fosters long-term loyalty, and creates unforgettable experiences. Experiential marketing refers to personal events that occur to customers due to certain stimuli created and provided by marketers when consuming goods or services. One of the key characteristics of experiential marketing is focusing on the consumer experience, how to assemble it, and creating a scenario that will become an experience for the consumer. When consumers have felt the benefits and experiences that are embedded in their minds, the name, story, and gameplay of the video game will continue to be remembered, and its characteristics will be difficult to forget. It is a brand association that has a definition: everything that is related directly or indirectly to consumers' memories of a brand. The salient features of brand associations are associations that signify the product's potential to convey lifestyle, social status, and professional role; alternatively, they convey associations that necessitate the application of the product and the kinds of consumers who use it, retailers who sell it, or salespeople. Brand association is related to how much memorability and influence the product has in influencing consumers' minds when they ask about the details of the video game (Buchari & Ratih, 2018).

Once a brand association has been formed in the consumer's mind, the trust factor in a brand determines whether a consumer ultimately decides whether or not to repurchase an item, in the case of video games. Consumers tend to be more willing to try games that basically already have a big name, and the game's predecessor series have been successful. They want to spend their money on a video game whose quality is guaranteed. The willingness of the typical consumer to rely on a brand's capacity to fulfill all of its purposes or functions is known as brand trust. In particular, because consumers know they can rely on a reputable brand, trust helps lessen uncertainty in an unsafe setting. It is then up to the consumer to determine whether or not the video game is worthwhile to purchase after they have had these three experiences (Setiawan et al., 2019). The process of making a purchase involves addressing problems and includes assessing selection sources for purchasing alternatives, analyzing or identifying wants and desires, gathering information, making a purchase choice, and acting after the purchase. In this stage, consumers act as decision-makers regarding all stimuli and influences designed by producers, selecting all alternatives, and carrying out the purchasing process.

Literature Review

Experiential marketing refers to personal events that occur to customers due to certain stimuli created and provided by marketers when consuming goods or services. Experience marketing is present in nearly every setting and activity, in a wide range of sectors. Businesses now focus on developing experiences for their customers rather than just emphasizing products and benefits in their marketing. Three concurrent developments within the context of the business environment have resulted in this change in experiential marketing. For purchasers or consumers to become first-time customers, trust is a crucial component (Simamora, 2021). Customers that have faith in a brand are more likely to confide in it with their issues. An essential element of internal positioning or attitudes related to brand loyalty is brand trust. The qualities of a brand are what ultimately influence a customer's decision to trust it. According to studies on interpersonal trust, people are trusted because of their expertise, dependability, and reputation. Brand reputation refers to other people's perceptions of a brand's quality and dependability. In addition to public relations and advertising, product quality and performance can also contribute to the development of a brand's reputation. Customers will perceive that a brand has a good reputation. If a brand can meet their expectations, then a good brand reputation will strengthen customer trust (Zunan et al., 2022).

Brand predictability concerns the ability of one group to predict the behavior of other groups. Predictable

brands are brands that allow customers to expect how a brand will perform with each use. Because the quality of the products is consistently high, predictability is achievable. Because consumers can be assured that nothing unexpected will happen when using the brand, brand predictability can boost consumer confidence. Because predictability raises favorable expectations, brand predictability will consequently boost brand trust. A brand that is competent can meet the needs of its clients and find solutions to their difficulties. The qualities and traits that allow a group to exert influence in a specific field are referred to as capabilities. The set of brand assets and liabilities associated with a name, symbol, or brand that can raise or lower the value that a good or service offers to clients and the business is known as brand equity (Halim, 2022). Understanding some of the habits of human life is necessary for the analysis of consumer behavior. Numerous elements, including cultural, social, personal, and psychological ones, have a significant impact on consumer behavior when it comes to purchasing purchases. Producers understand that customer behavior is important to them since it indicates that they can fulfill customers' requirements and wants, which will keep them loyal to the things the company sells. An organization's marketing plan must be successful, and this requires an understanding of consumer behavior (Anisya et al., 2020). Consequently, businesses need to be able to meet not just financial goals but also social demands and other expectations from customers (Mudrajat, 2017). A measure of a customer's attachment to a brand is called consumer loyalty (Efendi, 2020). This metric can give an indication of the likelihood that a consumer will move to a different product brand, particularly if the brand's pricing or other characteristics change. Loyalty can be based on actual product purchasing behavior, which is associated with the proportion of purchases (Sekaran, 2016).

Methodology

A population is a generalization area made up of items or topics that the author has chosen to be examined and from which conclusions will be made because they possess particular attributes. Only people who enjoy video games were included in the study's population. Purposive sampling, a method for choosing samples based on unique standards established by the author, is a non-probability sampling technique that was used to choose the sample. Consequently, there are fifty samples in this study. However, the number of samples was raised to 100 in order to facilitate data processing. Two different data types were employed in this study: primary and secondary data. The author-created questionnaire was used to gather primary data. Here, participants are requested to complete the questionnaire independently, without the interviewer's personal opinions. This questionnaire will be changed into questions when information from several references was gathered. In order to collect data for this study, questionnaires were distributed in accordance with the descriptive statistical analysis methodology. A summary of the data is provided by descriptive statistics. Descriptive statistics in this instance provide an explanation of the respondents' features and the variables that were employed. A statistical table displaying the attributes of the respondents on a nominal scale provides a general explanation of their features. A validity and reliability test were first conducted by trying out the questionnaire on a number of respondents in order to preserve the validity and reliability of the questions. Before the author uses path analysis in his research, he must develop a relationship model between variables, which in this case is called a path diagram.

Case studies

The average overall score on the experiential marketing variable questions is 282, falling into the "very high" scoring level, according to the study findings. This indicates that the majority of the sentences that were given to respondents elicited affirmative responses, and it was established that the experiential marketing variable significantly influenced the dependent variable. The brand trust variable question has an overall average score of 300, falling into the "very high" scoring category. This indicates that the majority of the sentences that were given to respondents elicited affirmative responses, and it was established that the brand trust variable significantly influenced the dependent variable. The brand association variable question has an average total score of 305, falling into the "very high" scoring category. This indicates that the majority of the sentences that were given to respondents elicited affirmative responses, and it was established that the brand association variable significantly influenced the dependent variable.

Overall, the purchasing choice variable questions had an average score of 283, which falls into the "high" scoring category. This means that most of the statements submitted to respondents resulted in positive answers, and the purchasing decision variable was proven to have a major contribution to the overall research. The average of the total score on the consumer loyalty variable question overall is 285, which is in the "very high" score range. This means that most of the statements submitted to respondents resulted in positive answers, and the consumer loyalty variable was proven to have a major contribution to the overall research.

H05 is approved and Ha5 is refused based on the computation results, which show that the t-count figure is $0.4 < t\text{-table of } 1.99$. This indicates that there is no 0.05, or 5%, relationship between experiential marketing and customer loyalty. This finding is consistent with earlier studies showing that experiential marketing significantly increases customer loyalty. The results of the t-test indicated that although think, act, and relate had an insignificantly beneficial influence on customer loyalty, feel and sense had a significant positive effect. As $1.9 < t\text{-table of } 1.99$, the t-count figure indicated that H06 was approved and Ha6 was denied. This indicates that at 0.2, or 20%, there is no relationship between consumer loyalty and brand trust. This finding is consistent with earlier studies that demonstrated how brand trust significantly reduces loyalty. Because the t-count result was 1.9 less than the t-table of 1.99, Ha7 was approved and H07 was denied. This indicates that at 0.3, or 30%, there is no relationship between brand association and customer loyalty. This finding, which explains that brand connection has little bearing on loyalty, is consistent with another research. H08 is rejected and Ha8 is accepted based on the computation results, which show that the t-count figure of $2.8 > \text{the } t\text{-table of } 1.99$. This indicates that there is a 0.3, or 30%, relationship between consumer loyalty and purchase decisions. This outcome is consistent with earlier studies. where consumer loyalty is significantly positively impacted by purchase decisions. 0.5 is the R square value. This graph illustrates the extent to which brand association, brand trust, and experiential marketing influence consumer decisions. This number indicates that brand association, brand trust, and experiential marketing all have a simultaneous 50% influence on purchase decisions; the remaining 50% is determined by other variables.

In structure I, the question of whether brand association, brand trust, and experiential marketing have any influence at all on purchasing decisions is addressed. There is a strong positive correlation between experiential marketing and brand association in purchase decisions, according to the results of the data processing that was done. This is seen by the estimated t-value of the two X variables, which is higher than the t-table value at a significance level of 0.05. While brand association has a value of 4.2, the experiential marketing variable has a value of 2. This is the same as research that has been carried out previously, explaining the importance of arranging scenarios that consumers will experience during pre-purchase through experiential marketing variables and cultivating special characteristics in consumers' minds so that the product can be easily recognized through brand association with purchasing decisions by target consumers. And the brand trust variable does not have a significant positive relationship; the t-calculated value for this variable is -1.4, which is not greater than the value in the t-table. Previous research explains that it is true that brand trust, which in their research is included in brand attachment, has an insignificant influence on consumer loyalty.

In structure II, the subject of whether brand trust, brand association, experiential marketing, and purchase decisions have an impact on customer loyalty is addressed. Consumer loyalty is significantly impacted negatively by the variables experiential marketing, brand trust, and brand association in the partial test. This is shown by the fact that the three variables' computed t-values do not surpass the values in the t-table. Just the feel and sense indicators out of the five indications in the experiential marketing variable have an impact on a customer's degree of loyalty. The remaining factors, however think, act, and relate have no bearing whatsoever on a customer's loyalty. The associated author's journal also explains the brand trust variable, which states that brand trust significantly reduces customers' loyalty to a product. In addressing the query of whether brand association, brand trust, and experiential marketing have an impact on consumer loyalty through factors that influence purchase decisions. The path calculation results following model trimming show that the overall effect. The experiential marketing variable's impact on customer loyalty as determined by purchase decisions has a 0.9 coefficient of determination. Additionally, 1.2 is the value of the brand association variable on consumer loyalty as determined by purchase decisions. Meanwhile, the brand trust variable is not included in the overall influence calculation. From structure I to structure II, these variables have no influence on the dependent variable.

Conclusion

There is a strong positive correlation between experiential marketing and brand association in purchase decisions, according to the results of the data processing that was done. This is demonstrated by the two variables' computed t-values, which are greater than the t-table value at the significance level of 0.05. Purchase decisions were found to be significantly influenced by experiential marketing, brand trust, and brand association variables based on the results of primary data processing by respondents. Consumer loyalty is significantly impacted negatively by the variables experiential marketing, brand trust, and brand association in the partial test. A number of implications and recommendations can be drawn from the findings of this study based on the analysis of the aforementioned conclusions, including: Indonesian game developers have to put in extra effort to get their work published because of the fear of piracy. Because there is evidence that the experiential marketing variable, brand association, is only positive on purchasing decisions. So, developers must think about the most effective way to attract loyal consumers and keep them away from pirated products that may appear.

The sentence "don't buy pirated products" is no longer used for socialization or the prevention of related problems. However, it is also used as a culture in promotional strategies so that consumers continue to remember that buying pirated goods is not a positive thing to do, especially for the games they like. You have to be more careful in developing strategies for product concepts, in this case video games. Damaging the basis of a game is fatal. Because when the foundation of a successful game adapts over the years. However, with the sudden change, what happened was a decline in loyalty, which was shown by leaving the game and switching to another game. Indonesian game makers must also pay attention to improving service after a purchase. This process can be done in several ways, namely: Gathering buyers at special events. Holding competition events, apart from attracting consumers and making them more loyal. Competition events are also intended to attract the enthusiasm of non-consumer gamers. Handling complaints like a service product is very effective in keeping consumers active. Make them comfortable with after-sales services. For the public, this research can be used as a reference for gaining customer loyalty. It takes more than just experience as reflected by experiential marketing; trust in the brand as reflected by brand trust; and recognition of the character of the product as reflected by brand association. After knowing the results, only experiential marketing variables and brand association have an influence on decisions, and that also does not make them loyal to game products. Future writers can look for reasons why this might happen.

References

- Buchari, A., & Ratih, H. (2018). *Corporate Management and Marketing of Educational Services*. CV Alfabeta.
- Setiawan, Z., Purwoko, P., Fikri, M. A., & Sulisty, B. A. (2019). The effect of natural harmony, self-renewal, community, and hedonism on the satisfaction of rafting adventure tourism product consumers. *Manajemen Bisnis*, 9(1).
- Simamora, B. (2021). *Winning the Market with Effective and Profitable Marketing, First Edition*. Jakarta: PT. Gramedia Pustaka Utama.
- Zunan, S., Ari, S., Sasongko, A. H., & Pratiwi, R. (2022, January). Antecedents and consequences of consumer satisfaction in the context of special occasion at trade exhibitions and the halal business in Indonesia: A method based on partial least squares (PLS) path modeling. In *International Conference on Social, Economics, Business, and Education (ICSEBE 2021)* (pp. 97-103). Atlantis Press.
- Halim, R. E. (2022). The effect of relationship of Brand trust and brand effect on brand performance: An analysis from loyalty perspective. *Jurnal Manajemen Indonesia*.
- Anisya, R., Wijayanti, R., & Efendi, B. (2020). Pengaruh Label Halal, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Aice. *Journal of Economic, Business and Engineering (JEBE)*, 2(1), 98-105.
- Mudrajat, K. (2017). *Quantitative Methods, Theory and Applications to Business and Economics*. Yogyakarta: UPP STIM YKPN.
- Efendi, B. (2020). Pengaruh experiential marketing, kepuasan pelanggan, dan citra rumah makan terhadap

loyalitas pelanggan (studi empirik pada rumah makan saung mansur Banjarnegara). *Journal of Economic, Management, Accounting and Technology*, 3(2), 161-168.
Sekaran, U. (2016). *Research Methodologies for Business, 4th Edition, Book 2*. Jakarta: Salemba Empat.