

## **The Influence of Brand Experience, Brand Image, and Esteem Needs on Brand Loyalty Nike Brand Second Product in Solo Raya with Brand Trust as Intervening Variable**

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**Abstract:** This study aims to determine the effect of brand experience, brand image, and esteem needs on brand loyalty of second-hand Nike products in Solo Raya with brand trust as an intervening variable. The population in this study was conducted on all urban residents in Solo Raya who had bought second-hand Nike brand products. The sample in this study consisted of 200 respondents taken from the Purposive Model Technique (SEM) based on Partial Least Square (PLS) with the help of SmartPLS software. The results of the study found that: (1) Brand Experience had a positive and significant effect on Brand Trust for second-hand Nike brand products. (2) Brand Image has a positive and significant effect on Brand Trust for second-hand Nike brand products. (3) Esteem Needs have no effect on Brand Trust for second-hand Nike brand products. (4) Brand Experience has no effect on Brand Loyalty for second-hand Nike brand products. (5) Brand Image has no effect on Brand Loyalty for second-hand Nike brand products. (6) Esteem Needs has a positive and significant effect on Brand Loyalty for second-hand Nike brand products. (7) Brand Trust has a positive and significant effect on Brand Loyalty for second-hand Nike brand products. (8) Brand Trust mediates the influence of Brand Experience and Brand Image on Brand Loyalty for second-hand Nike brand products. (9) Brand Trust does not mediate the effect of Esteem Needs on Brand Loyalty for second-hand Nike brand products.

**Keywords:** Brand experience, brand image, esteem needs, brand trust, brand loyalty

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### **1. Introduction**

The use of social media encourages the rapid development of public knowledge, one of which is knowledge of fashion or fashion style. Fashion is part of consumer culture, where fashion choices can define their identity (Hassan & Harun, 2016). This knowledge creates a phenomenon in Indonesian society that attracts the attention of the author. Millennials currently have extensive knowledge in choosing the fashion brands they use, especially in fashion with big brands that are well-known internationally. The choice of this brand creates quite high prestige in the circle of friends, thereby increasing millennial consumption patterns in purchasing the brand. However, well-known brands are sold at relatively high prices so that only middle and upper income people can enjoy them.

Currently, the whole community can enjoy the brand with thrift shops/second/second hand fashion shops. Used fashion stores are shops that sell fashion products from various well-known brands at lower prices (Gopalakrishnan & Matthews, 2018). The influence of society by fashion trends on social media which is supported by the presence of this shop, has given a more consumptive lifestyle in buying used fashion, especially among Indonesian millennials. However, this phenomenon has given development to markets in various cities, especially used fashion stores, both conventional and e-commerce sales (Muliawati & Susanti, 2022). Not infrequently thrift shops also sell fashion products that are not original. Many consumers are deceived, because it is very difficult to distinguish between genuine and not the products being sold.

Brand Experience is needed in purchasing a used fashion product. Brand Experience is a sensation, feeling, cognition, and behavioral response evoked by brand-related stimuli that are part of brand design and identity, packaging, communication and environment (Brakus et al., 2009). Brand Experience, which captures an integrated 360-degree view of all customer interactions with the brand, will allow consumers to better evaluate brands (Nayeem et al., 2019). It takes time to gain accurate experience in order to be able to really distinguish between genuine and not the product, especially when making purchases online.

Many millennials use fashion brands as a benchmark in assessing one's self. Brand image is a brand perception that exists in the minds of individuals in the form of tangible and intangible brand associations (Cretu & Brodie, 2007). The brand image of a fashion product is considered to represent the consumer's self-image.

Brand image is used by consumers to evaluate the quality and value of a fashion product (Kim et al., 2017) . Brand image is important for millennials in presenting themselves through the fashion they use.

Indirectly, every purchase of fashion does not only fulfill clothing needs, but also fulfills Esteem Needs. Where Esteem Needs are the need to be seen or appreciated by others or even the surrounding community which has a psychological effect on a person, namely self-confidence, worth, strength, and so on (Syariah & Muazaroh, 2019) .

There are fashion brands that have been popular in Indonesia for a long time. The brand can survive in the Indonesian market due to brand trust which has a major impact on the sustainability of a product. The less brand trust, the more difficult it is to build a brand in the market. Conversely, the higher the brand trust, the higher the chance for the brand to be popular and established in society (Nasir et al., 2020) . Brand trust is often considered as the main determinant of brand loyalty (Gómez & Rubio, 2010) because it plays an important role in building long-term relationships between consumers and their chosen brand (Bianchi et al., 2014) .

Consumers who like a brand, they feel greater brand loyalty/loyalty, the desire to use, and the desire to repurchase the brand. Brands try to meet customer needs by providing special and competitive benefits, which increase their loyalty (Quester & Lin Lim, 2003) . It is generally accepted that to qualify for loyalty, consumers must not only buy the same brand, but their purchases must also be intentional repeat purchases, the result of psychology, and likely to be continued in the future (Jacoby & Kyner, 1973 ) .

## **2. Literature Review**

### **2.1 Brand Loyalty**

Oliver (1999) defines that Brand Loyalty is a strong commitment to rebuy preferred products or repatronize services consistently in the future, thereby causing repeated purchases of the same brand or products assigned the same brand, even though there are situational influences. and marketing efforts have the potential to cause switching behavior. Tyebjee (Shang et al., 2006) shows that low-involvement consumers are characterized by low brand loyalty and seek alternatives. It can be seen that when consumers have high loyalty to a brand, they will be difficult to be influenced by competing brands.

### **2.2 Brand Trust**

Nasir et al. (2020) defines that Brand Trust is consumer behavior in which interactions between consumers and brands are expected to be reliable, responsible, and lead to positive results. Chaudhuri & Holbrook (2001) defines brand trust as the willingness of the average consumer to rely on the brand's ability to perform the stated function. According to Chaudhuri & Holbrook (Chaudhuri & Holbrook, 2001) beliefs about reliability, security, and honesty are important aspects of trust that people incorporate in operating brand trust.

### **2.3 Brand Experience**

Brakus et al. (2009) suggests that Brand Experience is a subjective internal consumer response (sensation, feeling, and cognition, and behavioral response), which is elicited by brand-related stimuli which are part of brand design and identity, packaging, communication, and environment. . Brand experience includes all types of experiences, including aspects of product, shopping, service, and consumption, during the consumer's interaction with the brand (Brakus et al., 2009) . In the context of experience creation, the relationship between service provider and buyer is usually referred to as actor and guest. Thus, critical reflection from research in experience reveals that the actual customer experience is unavoidable because every point of contact (e.g. food, price, environment, service, staff, etc.) between the customer and the brand is an experience in itself (Ong et al, 2018).

### **2.4 Brand Image**

Brand image is described as the perceptions and beliefs held by consumers, as reflected in the associations that exist in consumers' memories (Kotler et al. in Mabkhot et al., 2017) . Brand image is a consumer's perception of a particular brand, which is based on consideration and comparison with several other brands, for the same type of product (Desty Wulandari & Alananto Iskandar, 2018).

### **2.5 Esteem Needs**

Maslow's theory (2002:97) Consumers Esteem Needs / consumer appreciation needs is the customer's desire to be seen and look respectable in the eyes of other people when shopping to use an item or service (in Liwe & Nurcaya, 2019) . According to Maslow's theory, there are two types of esteem needs (Franks & Marrolla, 1976) . The first, needs which are based on the individual's own feelings of accomplishment and competence which originate from his perception of the effect he has on the environment. Second, needs based on reflected judgments from others in one's social environment in the form of social approval, attention,

recognition, appreciation, prestige, and status (Chung-Herrera, 2007).

Social Competition Theory (SCT) explains self-esteem which is in line with Maslow's Esteem Needs concept (Di Domenico & Fournier, 2017). Especially in aspects that include: the desire for reputation or prestige, status, fame and glory, domination, recognition, attention, importance, dignity or appreciation.

### **3. Hypothesis**

#### **3.1 The Influence of Brand Experience on Brand Trust**

Previous research by Ha & Perks (2005) showed that brand experience has a significant positive effect on brand trust. The results of this study are in line with research conducted by Şahin et al. (2011) regarding the relationship between brand experience and brand trust which shows a significant positive effect. Based on these data, in this study the authors proposed the following hypothesis:

**H1:** Brand Experience has a significant effect on Brand Trust for second-hand Nike brand products.

#### **3.2 The Effect of Brand Image on Brand Trust**

Previous research by Chinomona (Chinomona, 2016) showed that brand image had a significant positive effect on brand trust. The results of this study are in line with research conducted by Hokky (2021) concerning the relationship between brand image and brand trust which shows a positive influence. Based on these data, in this study the authors proposed the following hypothesis:

**H2:** Brand image has a significant effect on Brand Trust for second-hand Nike brand products.

#### **3.3 The Effect of Esteem Needs on Brand Trust**

Research conducted by Liwe & Nurcaya (Liwe & Nurcaya, 2019) which shows that Esteem Needs has a positive and significant influence on customer brand trust. Based on these data, in this study the authors proposed the following hypothesis:

**H3:** Esteem Needs has a significant effect on Brand Trust for second-hand Nike brand products.

#### **3.4 The Effect of Brand Trust on Brand Loyalty**

Previous research by Şahin (Şahin et al., 2011) showed that brand trust has a significant positive effect on brand loyalty. These results are in line with research conducted by Nasir et al. (Nasir et al., 2020) regarding the relationship between brand trust and loyalty which has a significant effect. Based on these data, in this study the authors proposed the following hypothesis:

**H4:** Brand Trust has a significant effect on Brand Loyalty for second-hand Nike brand products.

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

Previous research by Şahin et al. (2011) which shows that brand experience has a significant positive effect on brand loyalty. These results are in line with research conducted by Ong et al. (2018) regarding the relationship between brand experience and brand loyalty which shows a significant positive effect. Based on these data, in this study the authors proposed the following hypothesis:

**H5:** Brand Experience has a significant effect on Brand Loyalty for second-hand Nike brand products.

#### **3.6 The Effect of Brand Image on Brand Loyalty**

Previous research by Rodiques & Rahanatha (2018) which shows that brand image has a significant positive effect on brand loyalty. These results are in line with research conducted by Hokky (2021) regarding the relationship between brand image and brand loyalty which is positively related. Based on these data, in this study the authors proposed the following hypothesis:

**H6:** Brand image has a significant effect on Brand Loyalty for second-hand Nike brand products.

#### **3.7 The Effect of Esteem Needs on Brand Loyalty**

Research conducted by Liwe & Nurcaya (2019) which shows that Esteem Needs has a positive and significant influence on brand customer trust. Based on the results of these studies to generate novelty in this study the authors propose the following hypothesis:

**H7:** Esteem Needs has a significant effect on Brand Loyalty for second-hand Nike brand products.

#### **3.8 The Influence of Brand Experience, Brand Image, and Esteem Needs on Brand Loyalty Mediated by Brand Trust**

- 3.8.1 Previous research by Başer et al. (Başer et al., 2016) which shows that Brand Experience has an indirect impact on brand loyalty through brand trust. These results are in line with research conducted by Huang(Huang, 2017) that brand trust has a mediating effect on the relationship between brand experience and brand loyalty.
- 3.8.2 Research conducted by Rodiques & Rahanatha(Rodiques & Rahanatha, 2018) which shows that brand trust has a positive and significant effect mediating the relationship between brand image and brand loyalty . These results are in line with research conducted by Hokky(Hokky, 2021) that brand trust mediates the effect of Brand image on the brand loyalty.
- 3.8.3 Research conducted by (Liwe & Nurcaya(Liwe & Nurcaya, 2019) which shows that Esteem Needs has a positive and significant influence on brand trust. The results of this study become a reference for generating novelty indirect effects of esteem needs on brand loyalty mediated by brand trust.

Based on these data, in this study the authors proposed the following hypothesis:

**H8:** Brand Trust can mediate the influence of Brand Experience, Brand Image, and Esteem Needs on Brand Loyalty for second-hand Nike brand products.

## 4. Methodology

### 4.1 Population and Sampling

The population in this study are people in Solo Raya who have bought second-hand Nike brand products. The sampling technique used in this study was non-probability sampling using purposive sampling. With the criteria of the respondents: (1) Have bought second-hand Nike brand products, (2) are over 14 years old, (3) live in Solo Raya.

### 4.2 Sample

The sample according to Sugiyono (Sugiyono, 2017) is part of the number and characteristics possessed by the population. In determining the number of samples according to Ferdinand(Ferdinand, 2014) requires a minimum of 5 times the number of indicators, then the sample size that must be met in modeling is at least 100 and uses a comparison of 5 observations for each estimated parameter . This study has 17 indicators, so the number of samples taken is  $17 \times 5 = 85$  respondents. To determine validity, this study uses PLS ( Partial Least Square ) analysis calculations. In order to exceed the minimum sample limit, the researchers increased the number of respondents by 115. So that the total sample used was 200 respondents. The sampling technique used in this study was non-probability sampling using purposive sampling. With the criteria of the respondents: (1) Have bought second-hand Nike brand products, (2) are over 14 years old, (3) live in Solo Raya.

### 4.3 Data Collection Technique

In the implementation of data collection in the study was carried out using a questionnaire technique or questionnaire consisting of 34 closed questions. The questionnaire uses the Likert scale method and can be filled in by respondents via the Google form . In this study, the primary data source was obtained from the answers of a sample of 200 respondents through filling out a questionnaire.

## 5. Result

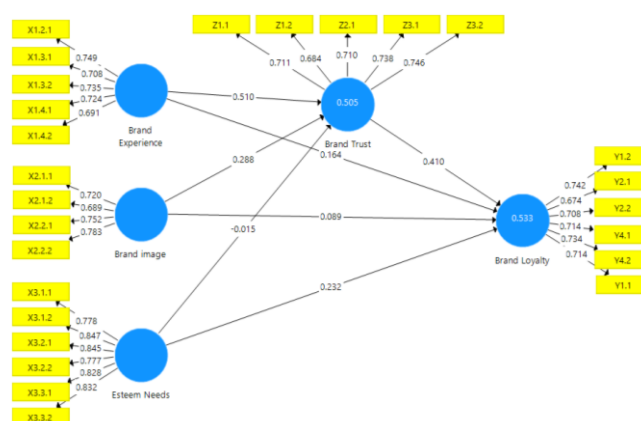


Figure 1: Outer Model

Source: Processed primary data (2023)

### 5.1 Convergent Validity

Convergent Validity is carried out to determine the validity of each indicator relationship with constructs or other variables by using outer loading or loading values factor. An indicator is said to meet convergent validity in the good category if the outer loading value is  $> 0.7$  (Ghozali, 2018: 51) . However, according to Chin in Ghozali & Latan (2015: 74) for the early stages of research the development of a measurement scale for a loading factor value of  $0.5 - 0.6$  is still considered sufficient. The results are presented in table 1 below:

Table 1: Outer Loading		
	Nilai Outer Loading	Keterangan
X1.2.1	0,749	Valid
X1.3.1	0,708	Valid
X1.3.2	0,735	Valid
X1.4.1	0,724	Valid
X1.4.2	0,691	Valid
X2.1.1	0,720	Valid
X2.1.2	0,689	Valid
X2.2.1	0,752	Valid
X2.2.2	0,783	Valid
X3.1.1	0,778	Valid
X3.1.2	0,847	Valid
X3.2.1	0,845	Valid
X3.2.2	0,777	Valid
X3.3.1	0,828	Valid
X3.3.2	0,832	Valid
Y1.1	0,714	Valid
Y1.2	0,742	Valid
Y2.1	0,674	Valid
Y2.2	0,708	Valid
Y4.1	0,714	Valid
Y4.2	0,734	Valid
Z1.1	0,711	Valid
Z1.2	0,684	Valid
Z2.1	0,710	Valid
Z3.1	0,738	Valid
Z3.2	0,746	Valid

Source: Processed primary data (2023)

### 5.2 Discriminant Validity

Discriminant validity is carried out to ensure that each concept from each latent model is different from other variables. An indicator is declared to fulfill discriminant validity if the Average Variance Extracted (AVE) value is  $> 0.5$  (Ghozali, 2018: 51) . The results are presented in table 2 below:

Table 2: Average Variance Extracted (AVE)		
	Average Variance Extracted (AVE)	Keterangan
Brand Experience (X1)	0,521	Valid
Brand image (X2)	0,543	Valid
Esteem Needs (X3)	0,67	Valid

<b>Brand Loyalty (Y)</b>	<b>0,511</b>	<b>Valid</b>
<b>Brand Trust (Z)</b>	<b>0,515</b>	<b>Valid</b>

Source: Processed primary data (2023)

### 5.3 Reliability Test

The reliability test was carried out to measure the consistency of the questionnaire which is an indicator of the variable or construct. Measurement of the reliability of a construct using reflective indicators that can be done in two ways, namely: composite reliability. Cronbach alpha is used to measure the lower limit of the reliability value of a construct, while composite reliability is used to measure the actual value of the reliability of a construct. A variable can be said to be reliable if the composite reliability value is  $> 0.7$  (Ghozali, 2018: 46) . The results are presented in table 3 below:

Table 3: Composite Reliability		
<b>Variabel</b>	<b>Composite Reliability</b>	<b>Keterangan</b>
<b>Brand Experience</b>	<b>0,844</b>	<b>Reliabel</b>
<b>Brand image</b>	<b>0,826</b>	<b>Reliabel</b>
<b>Esteem Needs</b>	<b>0,924</b>	<b>Reliabel</b>
<b>Brand Loyalty</b>	<b>0,862</b>	<b>Reliabel</b>
<b>Brand Trust</b>	<b>0,842</b>	<b>Reliabel</b>

Source: Processed primary data (2023)

### 5.4 Multicollinearity Test

This multicollinearity test is used to test whether there is a correlation between independent or independent variables. The criteria that apply in the multicollinearity test are  $VIF < 10$  and  $\text{tolerance} < 0.01$  (Ghozali, 2018: 107) . The results are presented in table 4 below:

Table 4: Collinearity Statistic					
	<b>Brand Experience</b>	<b>Brand Image</b>	<b>Esteem Needs</b>	<b>Brand Loyalty</b>	<b>Brand Trust</b>
<b>Brand Experience</b>				<b>2,452</b>	<b>1,927</b>
<b>Brand image</b>				<b>1,708</b>	<b>1,540</b>
<b>Esteem Needs</b>				<b>1,441</b>	<b>1,441</b>
<b>Brand Loyalty</b>					
<b>Brand Trust</b>				<b>2,020</b>	

Source: Processed primary data (2023)

Based on table 4 above, it can be seen that all the variables in this test fulfill the multicollinearity test requirements with a tolerance value of  $> 0.01$ . So it can be concluded that in this study the multicollinearity assumption test did not violate.

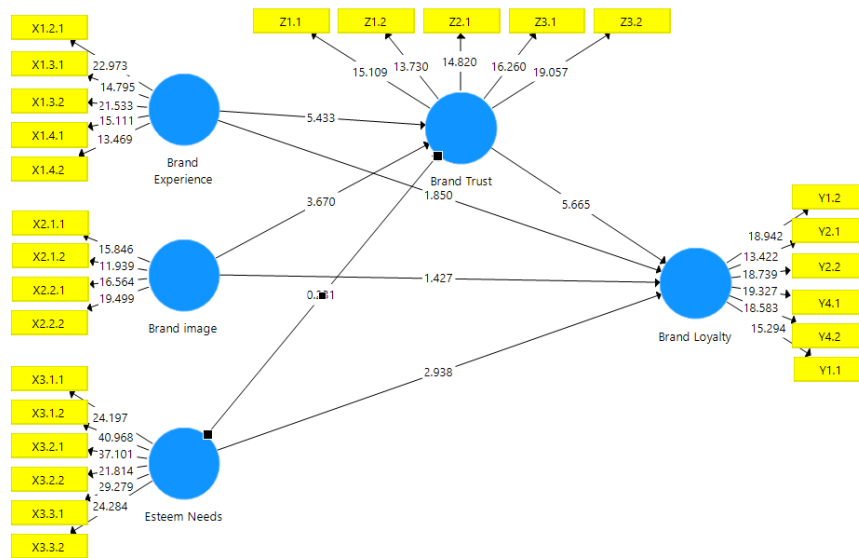


Figure 2: Inner Model

Source: Processed primary data (2023)

## 5.5 Hypothesis Test

Hypothesis testing was conducted to find out whether there is a clear and reliable influence between the independent variables and the dependent variable. The processing of this hypothesis test is carried out in the bootstrapping option in the SmartPLS software by analyzing direct and indirect effects and looking at the results of the p-values. When the p-values, in this study a variable is said to have a significant effect if the p-value is  $<0.05$ , but if the p-value is  $> 0.05$  then the variable has no significant effect (Ghozali, 2018: 245).

### 5.5.1 Direct Effect

Analysis of direct effect testing (direct effect) was carried out to test the hypothesis of the direct effect of an exogenous variable on endogenous variables. The results are presented in table 5 below:

Table 5: Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Keterangan
<b>Brand Experience -&gt; Brand Trust</b>	0,510	0,511	0,094	5,433	<b>0,000</b>	<b>Berpengaruh Signifikan</b>
<b>Brand image -&gt; Brand Trust</b>	0,288	0,290	0,079	3,670	<b>0,000</b>	<b>Berpengaruh Signifikan</b>
<b>Esteem Needs -&gt; Brand Trust</b>	-0,015	-0,012	0,067	0,231	<b>0,818</b>	<b>Tidak Berpengaruh</b>
<b>Brand Trust -&gt; Brand Loyalty</b>	0,410	0,413	0,072	5,665	<b>0,000</b>	<b>Berpengaruh Signifikan</b>
<b>Brand Experience -&gt; Brand Loyalty</b>	0,164	0,165	0,088	1,850	<b>0,065</b>	<b>Tidak Berpengaruh</b>
<b>Brand image -&gt; Brand Loyalty</b>	0,089	0,091	0,062	1,427	<b>0,154</b>	<b>Tidak Berpengaruh</b>
<b>Esteem Needs -&gt; Brand Loyalty</b>	0,232	0,225	0,079	2,938	<b>0,003</b>	<b>Berpengaruh Signifikan</b>

Source: Processed primary data (2023)

### 5.5.2 Indirect Effect

An indirect test analysis (indirect effect ) was carried out to examine the effect of exogenous variables on endogenous variables mediated by an intervening variable. The results are presented in table 6 below:

Table 6: Indirrect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Keterangan
<b>Brand Experience -&gt; Brand Trust -&gt; Brand Loyalty</b>	0,209	0,210	0,051	4,090	<b>0,000</b>	<b>Berpengaruh Signifikan</b>
<b>Brand image -&gt; Brand Trust -&gt; Brand Loyalty</b>	0,118	0,120	0,042	2,838	<b>0,005</b>	<b>Berpengaruh Signifikan</b>
<b>Esteem Needs -&gt; Brand Trust -&gt; Brand Loyalty</b>	-0,006	-0,005	0,028	0,228	<b>0,820</b>	<b>Tidak Berpengaruh</b>

Source: Processed primary data (2023)

## 6. Discussion

### 6.1 The influence of Brand Experience on Brand trust for second-hand Nike brand products

According to Kotler & Keller (2009) Brand experience is an experience created by a brand for consumers. The sensory experience that consumers feel after using a brand becomes the consumer's intellectual experience about the brand physically which will be able to build trust in a brand. Based on the research results, it can be seen that brand experience has a significant effect on brand trust, with a p-value of 0.000. So it can be interpreted that the level of customer experience, especially the intellectual experience of second-hand Nike brand products, can affect trust in these brands/products. The results of this study reinforce the results of research by Ha & Perks, (2005) and Şahin et al., (2011) which show that brand experience has a positive and significant effect on brand trust.

### 6.2 Influence of Brand Image on Brand Trust of second-hand Nike brand products

According to Tjiptono (2005) Brand image is a description of consumer associations and beliefs about certain brands. The brand image of a product that is well known to the wider community plays an important role in the initial process of building brand trust. Based on the research results, it can be seen that brand image has a significant effect on brand trust, with a p-value of 0.000. So it can be interpreted that Nike is a truly quality brand, it can be seen that even in a second state, the Nike brand still has a brand image that is able to build customer brand trust. With this, it can be seen that in choosing second-hand fashion products, customers do not only pay attention to the quality of the materials available, but also look at the brand image of the second-hand products they want to choose. The results of this research reinforce the results of research from Chinomona (2016) and Hokky (2021) which show that brand image has a positive and significant effect on brand trust.

### 6.3 The influence of Esteem Needs on Brand trust for second-hand Nike brand products

Maslow's theory (2002: 97) Consumers Esteem Needs / the need for consumer appreciation is the desire for customers to be seen and look respectable in the eyes of others when shopping to use an item or service ( in Liwe & Nurcaya, 2019) . The esteem needs of a customer can be fulfilled when he gets either fame, attention or recognition from others when using a product or service. Based on the research results, it can be seen that esteem needs have no significant effect on brand trust, with a p-value of 0.818, it means that not all esteem needs can be fulfilled when buying/using second-hand Nike brand products. So that not all customers are also able to have brand trust in second-hand Nike brand products. The results of this study are not in line with the results of research from Liwe & Nurcaya (2019) which shows that Esteem Needs has a positive and significant influence on brand trust.

### 6.4 The influence of Brand Trust on Brand Loyalty for second-hand Nike brand products

According to Kotler & Armstrong (2016) Brand trust is consumer trust in a product with all the risks because there are high hopes or expectations for the brand that will provide positive results to consumers so that it will lead to loyalty and trust in a brand. Based on the research results, it can be seen that brand trust has a positive and significant effect on brand loyalty, with a p-value of 0.000. So it can be interpreted that the level of



reliability, honesty, and safety of second-hand Nike brand products has an important role in influencing customer commitment to these products. The results of this study strengthen the results of research from Şahin et al. (2011) and Nasir et al. (2020) which shows that brand trust has a positive and significant effect on brand loyalty.

#### **6.5 Effect of Brand Experience on Brand Loyalty for second-hand Nike brand products**

According to Brakus et al. (2009) to define and conceptualize the construct of brand experience, we begin with a review of consumer and marketing research, which examines when experiences occur and how they influence judgments, attitudes, and other aspects of consumer behavior. Brand Experience/brand experience can be a factor that encourages customers to have brand loyalty to a brand, which according to them that the brand has provided a good experience while using the brand. Based on the research results, it can be seen that brand experience has no effect on brand loyalty, with a p-value of 0.065. So it can be interpreted that second-hand Nike brand products have not been able to provide the maximum experience for customers because even though second-hand products still look good, not all second-hand Nike brand products have the durability and comfort of new products. So that the experience is not able to build customer brand loyalty. The results of this study are not in line with the results of research by Şahin et al. (2011) and Ong et al. (2018) which shows that brand experience has a positive and significant effect on brand loyalty.

#### **6.6 Effect of Brand Image on Brand Loyalty for second-hand Nike brand products**

According to Chinomona (2016) Brand image is the soul of a product or service . Brand image has a role in building brand loyalty, when brand image is able to provide a stimulus to customers about the good quality of the product in various ways, thereby giving a good impression on the minds of customers. Based on the research results, it can be seen that brand image has no effect on brand loyalty, with a p-value of 0.154. So it can be interpreted that not all customers who know the brand image of second-hand Nike brand products have brand loyalty. Because the respondents are dominated by the age of 21-30 years and work as students, many of them buy these second-second products on the basis of low prices and they only buy certain types of second-hand Nike brand products. So that customers do not have loyalty to buy other second-hand products at this Nike brand. The results of this study are not in line with the results of research from Rodiques & Rahanatha (2018) and Hokky (2021) which show that brand image has a positive and significant effect on brand loyalty.

#### **6.7 The influence of Esteem Needs on Brand Loyalty for second-hand Nike brand products**

Esteem needs/needs for appreciation can be of particular interest to customers who make it the reason they buy a brand/product. When fame, attention, or recognition from other people is a measure of their needs, then when they have gotten this from the goods/services they use, customers will have brand loyalty to continue to get the appreciation they need . Based on the research results, it can be seen that esteem needs have a positive and significant effect on brand loyalty, with p-values of 0.003. So it can be interpreted that customers have brand loyalty only to second-hand Nike brand products with prestige values that can increase fame, attention, or recognition from others, so that the award needs are fulfilled. The results of this study are novelty from the results of research conducted by Liwe & Nurcaya (2019) which shows that Esteem Needs has a positive and significant influence on brand trust .

#### **6.8 The role of Brand Trust in mediating the relationship between the influence of Brand Experience, Brand Image, Eseeem Needs on Brand Loyalty for second-hand Nike brand products**

6.8.1 Brand trust has been studied extensively in relationship marketing, especially its linking effect on customer preferred responses, such as brand loyalty (Huang, 2017) . Brand trust can increase when customers get the expected brand experience and thus can also increase brand loyalty. Based on the research results it is known that brand trust can mediate the effect of brand experience on brand loyalty, with a p-value of 0.000. So it can be interpreted that brand trust fulfills its role as a mediator because respondents are dominated by income < Rp. 1,000,000 so they believe that second-hand Nike brand products are able to meet their needs at a more affordable price. This can improve the experience of customer behavior on second-hand Nike brand products which will also increase their brand loyalty. So the results of this study strengthen the results of research from Başer et al. (2016) and Huang (2017) which show that brand trust has a positive and significant effect in mediating the relationship between brand experience and brand loyalty.

- 6.8.2 Chaudhuri & Holbrook (2001) defines brand trust as the willingness of the average consumer to rely on the brand's ability to perform the stated function. Based on the research results, it is known that brand trust can mediate the effect of brand image on brand loyalty, with a p-value of 0.005. It can be interpreted that the brand image that is owned by second-hand Nike brand products can build more loyalty with the existence of brand trust fulfilling its role as a mediator because respondents are dominated by income < Rp. 1,000,000 so they believe that second-hand Nike brand products are able to meet their needs, namely at a more affordable price but customers can get products with a good image in the social environment. So the results of this study strengthen the research results from Rodriques & Rahanatha (2018) and Hokky (2021) which show that brand trust has a positive and significant effect in mediating the relationship between brand image and brand loyalty.
- 6.8.3 Maslow's theory (2002: 97) Consumers Esteem Needs / the need for consumer appreciation is the desire for customers to be seen and look respectable in the eyes of others when shopping to use an item or service ( in Liwe & Nurcaya, 2019) . Based on the research results, it is known that brand trust cannot mediate the effect of esteem needs on brand loyalty. With a p-value of 0.820. So it can be interpreted that brand trust does not fulfill its role as a mediator. This is due to the knowledge of respondents about Nike products through trends that are happening at a certain time and have the prestige to fulfill their appreciation needs. So that respondents immediately buy products when they know that there are second-hand Nike brand products that have a high level of prestige and are sold at affordable prices, this happens so that brand loyalty grows in the respondents. The existence of this trend makes the growth of consumer behavior that is not based on brand trust. In other words, the existence of prestige in the customer is able to grow loyalty without brand trust.

## 7. Conclusion

Based on the results of the data analysis that has been done, it can be concluded that:

- 7.1 Brand Experience has a positive and significant effect on Brand Trust for second-hand Nike brand products.
- 7.2 Brand Image has a positive and significant effect on Brand Trust for second-hand Nike brand products.
- 7.3 Esteem Needs have no effect on Brand Trust for second-hand Nike brand products.
- 7.4 Brand Experience has no effect on Brand Loyalty for second-hand Nike brand products.
- 7.5 Brand Image has no effect on Brand Loyalty for second-hand Nike brand products.
- 7.6 Esteem Needs has a positive and significant effect on Brand Loyalty for second-hand Nike brand products.
- 7.7 Brand Trust has a positive and significant effect on Brand Loyalty for second-hand Nike brand products.
- 7.8 Brand Trust mediates the influence of Brand Experience and Brand Image on Brand Loyalty for second-hand Nike brand products.
- 7.9 Brand Trust does not mediate the influence of Esteem Needs on Brand Loyalty for second-hand Nike brand products.

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