ENHANCING BRAND EXPERIENCE ALONG WITH EMOTIONAL ATTACHMENT TOWARDS TRUST AND BRAND LOYALTY

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Abstract

Research on Samsung's smartphone consumers in Surakarta, have aimed to (1) Test the influence of brand experience on brand trust; (2) Test brand beliefs on brand loyalty; (3) Test on emotional attachment brand experience; (4) Test emotional attachment on brand trust; (5) Test brand experience on brand loyalty. The sample of this research was obtained from 100 respondents who have purchased a Samsung smartphone with the number of the purchase more than once. Methods of analysis used in this study are Structural Equation Modelling. The results of this research indicate that: (1) Brand experience influenced brand trust positively and significantly; (2) The trust against a brand loyalty affect brand positively and significantly; (3) Brand experience have positive and significant effect on emotional attachment; (4) Emotional attachment affects brand trust positively and significantly; (5) Brand trust have the influence of brand loyalty positively but not significant.

Keywords: Brand experience, emotional attachment, brand trust, brand loyalty.

Introduction

Samsung is one of the companies that have a very rapid development (Kumar, 2016). Samsung Smartphone is able to dominate the market share in almost all regions of the world (see Table 1). In the second quarter on 2015, the Samsung smartphone occupies the position of market leader in Asia, Europe, Latin America and ASEAN (Countries in South East Asia). In the North America's region, Samsung only able to occupy the second ranked after Apple. Globally Samsung smartphone's share ranked first with the market share of 24%, and the second position is Apple, with the market share of 14%. Data from these data, explaining that Samsung become a market leader. Those datas, explaining that Samsung has become the market leader.

Samsung's race in the competition to win the hearts of consumers by creating various programs that are able to increase customer loyalty. Creating a supe-rior experience should be one of the main goals of the company (Verhoef *et al.*, 2009). The company must compete to provide a new experience to the consu-mer. To create an interesting experience for the cus-tomer is one of the ways to increase Samsung smart-phone the customer loyalty. Consumer experience starting from the relationship between the consumer with products or services provided by the company which will cause a certain reaction (Gentile, Spiller, & Noci, 2007; Shaw & Ivens, 2002). The experience provides value on senses, emotional, cognitive, beha-viour and relationships where these values replace the value of the functional (Schmitt, 1999). The satis-faction gained by the consumer in the past will have an impact at the time will do the purchase process (Berry, Carbon, & Haeckel, 2002) and will increasing brand loyalty (Brakus, Schmitt, & Zarantonello, 2009; Sahin, Zehir, & Kitapci, 2011; Shim, 2012). In spite of direct experience can improve customer loyalty, but there is a research explain that the brand

Table 1
Q2 Smartphone Market Share in 2015

ASIA		North America		Europe		Latin America		ASEAN	
Samsung	13,0%	Apple	31,0%	Samsung	31,0%	Samsung	24,0%	Samsung	25,0%
Apple	8,0%	Samsung	24,0%	Apple	14,0%	Apple	11,0%	Nokia	10,0%
Huawei	8,0%	LG	15,0%	Nokia	10,0%	Huawei	10,0%	Lainnya	65,0%
Nokia	8,0%	Others	30,0%	Others	45,0%	Others	55,0%		
Others	63,0%								

Source: Naiya (2015)

experience does not have a significant influence on customer loyalty (Iglesias, Singh, & Bastita-Foguet, 2011).

Consumers will feel emotionally bonded with certain brands which will be able to increase consumer loyalty (Dunn & Hoegg, 2014; Vlachos, 2012). A strong emotional relationship will be able to eliminate consumer defection and tolerance on the negative information (Carroll & Ahuvia, 2006) and able to make consumer to re-purchase (Yim, Tse, & Chan, 2008). Patwardhan and Balasubramanian (2011) define that brand attachment are described in the construct brand romance, where brand loyalty will be able to increase significantly. There are important factors to be considered in the business that is building trust. The trust is part of being able to build consumer loyalty (Lau & Lee, 1999).

The purpose of this research are: (1) To examine the influence of brand experience on the brand trust; (2) To examine the brand trust in brand loyalty; (3) To examine brand experience in emotional attachment; (4) To examine the emotional attachment to the brand trust; (5) To examine the brand experience on brand loyalty

Brand Experience

Traditional marketing only focuses on physical product spec or services, such as quantity, quality, functionality, availability, accessibility, price, delivery and customer support (Mascarenhas, Kesavan, & Bernacchi, 2006), and also feature and benefit (Schmitt, 1999a, 1999b). There has been a shift in its development which leads to the economy experiences (Pine & Gilmore, 1998) which create experiences to consumers are also factors that are considered important (Holbrook & Hirschman, 1982; Pullman & Gross, 2003, 2004; Schmitt, 1999a, 1999b). The differentiator in the competition has turned into customer experience (Mascarenhas *et al.*, 2006). The shift occurred because of consumers are not satisfied when only receive the benefit of functional, but emotional side is obtained from the experience when shopping or consuming.

Providing experiences to the consumer are one of the ways that was done by the company in order to excel in competition (Shaw & Ivens, 2002). Basically, the experience is a subjective response from customers due to the presence of a contact to the company (Meyer & Schwager, 2007). Consumer experience obtained from the interaction between the company/ products/brand with the consumer (Lasalle & Britton, 2002). Ismail, Melewar, Lim, and Woodside (2011) define the experience as it related to the perceived

sensations, emotion, knowledge acquired and skills gained through active engagement in the moment, during and after doing consumption. The active involvement can be attributed to the co-creation in creation experience (Caru & Cova, 2003; Prahalad & Ramaswamy, 2004). It can be concluded that the consumer experience is a subjective responses from customers due to the interaction between companies with customer, where in these interactions there are some active engagement between the customer and the company and customers in the interaction there is active engagement between customers and the company both previously, forever and after consumer doing consumption.

Brand experience is one of the concepts in the literature brand proposed by Brakus *et al.* (2009), define that brand experience as an interaction between consumer with the stimulus associated with the brand and brand identity (name, symbol and colour combinations), marketing communications (ads, brochures and website) and the marketing communications (Shop, Event and Website). In the explanation, the brand experience occurs when customer make contact with the brand (Alloza, 2008) and feel the stimulus provided by the brand, for example: the aesthetics of product design (Veryzer & Hutchinson, 1998), colour (Gorn, Chattopadhyay, Yi, & Dahl, 1997), interface (Mandel & Johnson, 2002), as well as stimulation of the ads that will always be remembered (Friestad & Thorson, 1993; Keller, 1987, 1991; Pham & Vanhuele, 1997). In this research, the dimension of brand experience adopted from Brakus *et al.* (2009), that are sensing, feeling and thinking experiences.

Brand Loyalty

In the marketing literature, brand loyalty is composed of approaches, which are: instrumental conditioning approach and the theory of cognitive aspect approach aspect.

First, Operant Conditioning Approach. This approach see the consistency of the purchase one brand in the long term is indicated as a brand (Assael, 1984). Some experts and researchers use the term repurchase type to explain about the loyalty (Ehrenberg & Goodhardt, 1968; Ehrenberg, 1964; McConnell, 1968; Morrison, 1966; Seth, 1968; Tucker, 1964). Seth (1968) defines brand loyalty as a relative function of the purchase of a brand within a certain period, similar with Seth (1968), Tucker (1964) explain if there are two brands of Cola drinks were offered to someone at certain time period, the level of loyalty that person can be measured from the frequency relative other brands which he would select. If he choose

a brand from B brand in some times of observation, then it could be said to be loyal. Shukla (2009) said behavioural approach operationalize loyalty into four ways: (1) measured based on the actual consumption of goods or services. This approach typically combines the volume and frequency of purchases within a certain time period; (2) a certain proportion; (3) measured by the probability of repurchases; (4) measuring the time consumers make the brand switching. Second, Cognitive Theory Approach. This approach believes that the singular behaviour does not reflect loyalty. There is one or more of the main cause of loyalty. The re-purchase behaviour of a brand cannot just happen. This perspective focuses on the psychological commitment from consumers in the purchase action without having to consider specific actual purchase behaviour.

Dick and Basu (1994) explain there is one more approach to understanding about customer loyalty, it is integrative approach. There are four types of loyalty based on consumers attitude and behaviour, they are: (1) no loyalty, the attitude and behaviour of re-purchase customer purchases are equally weak; (2) Spurious loyalty, which is relatively weak attitude coupled with strong purchasing patterns; (3) Latent loyalty, the attitude of a strong but a weak re-purchase behaviour and (4) loyalty, that is where the consumer own positive attitude toward the brand and comes with a consistent re-purchase behaviour. This research uses conditioning approach to explaining loyalty. Repurchase behaviour is the focus of this research. In addition to re-purchase, referencing a brand behaviour to others also become the focus of the discussion. Brand loyalty in this study was adopted from Keller and Lehmann (2006) and Oliver (1999), which repurchase and refer to others.

Emotional Attachment

Jimenez and Voss (2014) explained that the basis of the emotional attachment is the theory of the extraordinarily initiated by Bowlby (1969). Bowlby (1969) states that a relationship will last long in the human life span that begins with a child's bonds to the mother or another figure replacement for the mother. Further developing the concept of attachment, which could mean their attachment bonds between individuals with specific objects (Ball & Tasaki, 1992; Schultz, Kleine, & Kernan, 1989) and usually the bond from emotional ties (Fournier, 1998; Park, MacInnis, Priester, Esingerich, & Iacobucci, 2010; Thomson, MacInnis, & Park, 2005). Emotional attachment is defined as a relationship construct that reflects the emotional bond that connects individuals

with consumption entity (Park & MacInnis, 2006). Jimenez and Voss (2007) define emotional attachment as the relationship construct that reflects the relationship of the emotional bond between individuals and objects. Brand attachment is defined as the strength of the bond between the brand relationship with himself (Park et al., 2010). The Dimension of emotional attachment is love, the passion, and bonding with the brand (Thomson et al., 2005).

Brand Trust

The Belief is understood from different angles. There are some approaches include the relationship between seller and buyer (Dwyer, Schurr, & Oh, 1987; Eastlick, Lotz, & Warrington, 2006; Morgan & Hunt, 1994), the organization and the stakeholders (Greenwood & Van Buren III, 2010), or consumers and brands (Delgado-Ballester & Munuera-Aleman, 2001; Delgado-Ballester, Munuera-Aleman, & Yague-Guillen, 2003). The belief is also used in the various research, among others used in the research as the environment online and e-commerce (Ha, 2004; Ha & Perks, 2005; Kracher, Corritore, & Wiedenbeck, 2005; Lee, Ahn, Kim, & Lee, 2014; Li & Yeh, 2010; Ruparelia, White, & Hughes, 2010; Salo & Karjaluoto, 2007; Tanrikulu & Celilbatur, 2013), or offline environment (Dwyer et al., 1987; Eastlick et al., 2006; Morgan & Hunt, 1994).

There are various definitions of brand trust. Chaudhuri and Hal Holbrook (2001) define brand trust as a readiness in relying on the ability of a product to perform its function. Consumers believe the ability of brands due to the past experience (Ardyan & Aryanto, 2015; Tanrikulu & Celilbatur, 2013). Confidence in the brand is also defined as an expectation of confidence in the reliability of brands and goodwill in situations involving risk (Delgado-Ballester et al., 2003). Gefen (2000) defines trust is a willingness to make himself aware in to the action taken by a trustworthy person based on a sense of trust and responsibility. In this study, the dimensions of brand trust adopted from Delgado-Ballester et al. (2003) and Morgan and Hunt (1994) that are: *Brand reliability, Brand Predictability, Brand Competence,* and *Reputation trust.*

Brand trust is an important issue of doing business. In the literature of the brand, the concept of trust in the brand is based on the idea of relationship between the brand and the consumer (Zehir, Sahin, Kitapci, & Ozsahin, 2011). Consumers are the jury in assessing a product or brand that is being offered by the company. The assessment will determine whether the consumers believe it or not on a brand or product

that offered. The trust will be able to increase the commitment (Bowden, 2009; Dwivedi & Johnson, 2013; Ezgi & Hancer, 2015; Sahin, Kitapci, & Zehir, 2013) and interest of the person in the behaves (Alan & Kabadayi, 2014; Kabadayi & Alan, 2012). Some other research explains the role of brand trust, for example, the influence of trust on the brand loyalty (Sahin *et al.*, 2011; Zehir *et al.*, 2011) UKM's progress (Eggers, O'Dwyer, Kraus, Vallaster, & Guldenberg, 2013). Fault in building brand trust will cause doubt on consumer, that will cause the business loss in the future (Miranda & Klement, 2009).

The belief is one of the most relevant in uncertain situation (Moorman, Zaltman, & Deshpande, 1992). Without trust in others, then the people will work on complexity (Gefen, 2000) and uncertainty. Hawes, Kenneth, and Swan (1989) see trust as a catalyst to produce many transactions between buyer and seller, it can provide a high hope to the buyer to obtain a satisfactory exchange. The success of the exchange occurs because the belief is able to eliminate uncertainties remain. In the exchange needs to be stressed the existence of secure, honesty and reliability. Confidence about reliability, security and honesty is an important aspect of the trust (Zehir *et al.*, 2011).

The Influence of Brand Experiences on Brand Trust

Experience in the past will make a person more confident in doing anything in the future. The belief in cognitive impairments will increase when the experience in accordance with consumer expectations (Komiak & Benbasat, 2006). Tanrikulu and Celilbatur (2013) trust is one of the factors to improve the confidence from past experience. The study result of Weisberg, Te'eni, and Arman (2011) explain that the experience of past purchases will boost consumer confidence. Hypotheses of the explanation is as follow:

H_1: The Brand experience is able to increase brand trust significantly.

Brand Trust Influence on Loyalty

Consumers develop trust in brands based on positive beliefs (Ashley & Leonard, 2009). The importance of the belief is to build strong relationship between customer and brand (Fournier, 1998) it related positively with brand loyalty (Lau & Lee, 1999). Trust reflects the cumulative effects from time to time on customer loyalty in high involvement, products of high market services (Ciou & Droge, 2006). Some of

researchers explain that belief is antecedents from customer loyalty (Sahin *et al.*, 2011). Hypotheses of the explanation is as follow:

H_2: Brand trust is able to increase brand loyalty significantly.

The Influence of Brand Experience on Emotional Attachment

Some of the experts and researches define the experience in different ways. The experience defined as the totality of customer perception that was created during the process of learning process when needed, usage and sometimes arrange goods or services (Carbon & Haeckel, 1994). The experience is defined as the events happened because of responses of a personal nature from some stimuli (Pullman & Gross, 2003; Schmitt, 1999a, 1999b). Usually the experience is more inclined to touch the emotional side, either emotionally or emotional VIP basis (Pullman & Gross, 2004), feeling, fantastic and pleasure (Holbrook & Hirschman, 1982). The experience that is able to touch the consumer emotional side will cause the existence of consumer attachment on the brand or specific product Dunn and Hoegg (2014). More specifically view the experience from the side of fear, where this type of experience can increase the emotional brand attachment. Hypotheses of the explanation is as follow:

H_3: Brand experience can increase the emotional significantly.

The Influence of Emotional Attachment toward Brand Trust

Emotional attachment is the emotional ties between people with certain objects (Fournier, 1998; Park *et al.*, 2010; Thomson *et al.*, 2005). Morgan and Hunt (1994) share partial support by emphasizing that the relationship is not only commitment, but it also involves trust. Jahn, Gaus, and Kiessling (2012) are making propositions where the impact of a construct is more emotional and relational (i.n., self-concept connection, partner quality) also can influence brand trust. Furthermore, Jahn *et al.* (2012) describe the dimension of emotional attachment consists of self-concept and quality of the partner connection. Quality partners include aspects of predictability, dependability and faith that influence the development of trust (Wieselquist, Rusbult, Foster, & Agnew, 1999). Hypotheses of the explanation is as follow:

H_4: Emotional attachment increase brand trust significantly.

Experience Influence Brand Loyalty

Providing experience for customers is not easy. The first step a company to manage the customer experience is to give a direction or an effect on the customer (Berry *et al.*, 2002; Carbon & Haeckel, 1994), both rational and emotional. There are two types of directions: performance and context clue (Carbon & Haeckel, 1994). Experience can exist when consumers directly related to the product or through marketing communications (Holbrook & Hirschman, 1982; Schmitt, 1999a, 1999b) or when consumers are visiting the store (Kerin, Jain, & Howard, 1992), and many other ways. The value of the relationship will increase after an intense interaction created or after the interwoven experience between brands and consumers.

Build the relationship between brands and consumers become an important element in the success of a business strategy (Jones, Comfort, Clarke-Hill, & Hillier, 2009). When the brand has been built with a strong relationship based on its consumers, it will create a major source of differentiation will ultimately create brand loyalty. The experience is able to predict the behaviour of consumers in the future (Zarantonello, 2008). Brand experience can increase the profitability of the brand and also create brand loyalty and brand reference to another parties (Morrison & Crane, 2007). A customer with superior experience on the brand will impact brand loyalty (Biedenbach & Marrel, 2010; Brakus *et al.,* 2009; Frow & Payne, 2007; Ismail *et al.,* 2011). Hypotheses of the explanation is as follow:

H_5: The brand experience capable of increasing customer loyalty significantly.

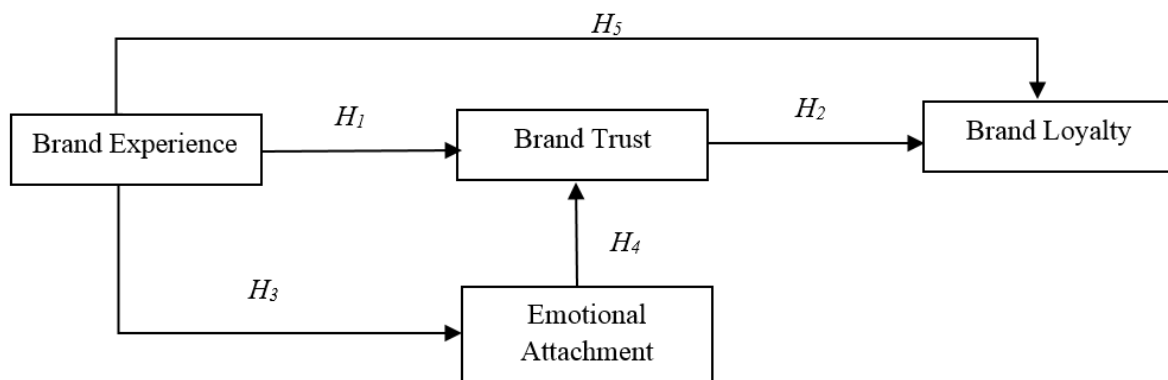Figure 1 shows an Empirical research model developed in this study.

Research Method
Populations and Sample

The populace in this research are all student at the public and private university within Surakarta city area, who has been buying Samsung Smartphone at least twice. Sampling techniques in this research is using purposive sampling. Purposive Sampling technique is researchers using its own consideration of the purpose of selecting members of the population deemed to be able to provide information on the need or the unit sample in accordance with certain criteria desired by researchers (Sugiyono, 2011). The criteria are as follows: (1) University that has more than 400 active students; (2) University located in Distric of Surakarta; (3) Student who never make a purchase of at least two times purchase; (4) Active student between 17 to 25 years old. The questionnaire was made and distributed to 150 respondents, then spread to the students in the five universities ex-Distric of Surakarta, 150 questionnaire back but 100 questionnaires only that can be used for further analysis. Table 2 shows the characteristics of respondent in this research.

Variable Operationalization

In order to analyse, this research is determined in their measurement. This research uses a scale of 5, with the following descriptions, one show strongly disagree and five indicating strongly agree. The following is an operationalization variable used in this research as shown in Table 3.

Analysis

The analysis in this research using Structural Equation Modelling (SEM). For data processing, this research using AMOS version 2.0.

Figure 1. Empirical research model

Research Result

This research tested validity and reliability test before performing the analysis. Reliability test used are Cronbach Alpha and Composite Reliability.

Table 2
Respondents Characteristic

INFORMATION	Frequency	Percentage
UNIVERSITY		
STIES	23	23,0%
UTP	15	15,0%
IAIN	20	20,0%
SINUS	20	20,0%
UNS	22	22,0%
GENDER		
Male	53	53,0%
Female	47	47,0%
AGE		
17–19	43	43,0%
20–22	47	47,0%
23–25	9	9,0%
>25	1	1,0%
SEMESTER		
One	26	26,0%
Three	2	2,0%
Five	52	52,0%
Seven	10	10,0%
Nine	10	10,0%
PUCHASING SAMSUNG'S BRAND		
2 times	94	94,0%
>2 times	6	6,0%

While the value calculation produced by both Cronbach Alpha and Composite Reliability are more than 0.6, then it is reliable. This research use the factor loading for assay validity. The terms of the instrument is valid if the value is more than 0.5. Table 4 explains that the instrument being built are already valid and reliability (reliable) because whole worth more than required.

SEM Analysis

Model fit in this study several kinds of measurement, which are CMIN/DF, IFI and CFI. The cut off for IFIS and CFI must be above 0.90. The value of the model fit is the CMIN/df (1,819), IFI (0,906) and CFI (0,902). All values are in excess of the requirements, so it can be concluded that the model already fit with data.

There are five hypothesis in this research. The result of the hypothesis test can be seen in Table 5.

The first Hypothesis in this research is the brand experience is able to increase brand trust significantly. The results of this research showed that the brand experience is able to increase brand trust significantly ($B = 0,353$; $p = 0,048$). The first Hypothesis is acceptable.

The second Hypothesis in this research is brand trust, it is able to increase brand loyalty significantly. The result of this research showed that the brand trust was able to increase brand loyalty significantly ($B = 0,858$; $p = 0,011$). The second hypothesis is acceptable.

Table 3
Variable Operationalization

Variable and definition	Indicator	Source
Brand Experience The brand experience is a subjective response (sensation, feeling and mind) it is kind of consumer behaviours is caused by stimuli in associated with brand design and identity.	1. Sensing Experience 2. Felling Experience 3. Thinking Experience	Adopted from Brakus *et al.* (2009)
Brand Trust Brand trust is the consumer confidence to the desired brand with certain conditions such as reliable, no damage warranties and excellent performance and useful.	1. Brand reliability 2. Brand Predictability 3. Brand Competence 4. Reputation trust	Adopted from Delgado-Ballester *et al.* (2003); Morgan and Hunt (1994)
Emotional Attachment The existence of emotional ties between the consumers with a certain brand that are consumed by consumers with deep feeling related to the connection, affection, and passion.	1. Love 2. Passion 3. Bonding with brand	Adopted from Thomson *et al.* (2005)
Brand Loyalty Brand loyalty possible to become a benchmark customer linkages towards a brand. This benchmark can provide an idea of the possibility of customers switching from one product to another.	1. Re-purchase 2. References to others	Adopted from Keller and Lehmann (2006); Oliver (1999)

Table 4
Validity and Reliability

Variable and Indicator	Cronbach Alpha	Composite Reliability	Factor Loading
Brand Experience	0,719	0,736	
Sensing Experience			0,671
Feeling Experience			0,736
Thinking Experience			0,652
Brand Trust	0,793	0,668	
Brand Reliability			0,64
Brand Predictability			0,685
Brand Competence			0,665
Reputation Trust			0,714
Emotional Attachment	0,656	0,700	
Love			0,614
Passion			0,715
Bonding with brand			0,526
Brand Loyalty	0,665	0,661	
Repurchase			0,677
Word of Mouth			0,727

The third Hypothesis in this research is brand experience is able to increase emotional attachment significantly. The result of this research showed that the brand experience is capable of increasing emotional significantly ($B = 0,474$; $p < 0,05$). The third hypothesis is acceptable.

The fourth hypothesis in this research is emotional attachment is able to increase brand trust significantly. The result of this research showed that emotional attachment is able to increase brand trust ($B = 0,892$; $p = 0,007$). The fourth hypothesis is acceptable.

The fifth Hypothesis in this research is brand experience is able to increase brand loyalty signifycantly. The result of this result showed that brand experience is unable to increase brand loyalty significantly ($B = 0,098$; $p = 0,743$). The fifth hypothesis is rejected.
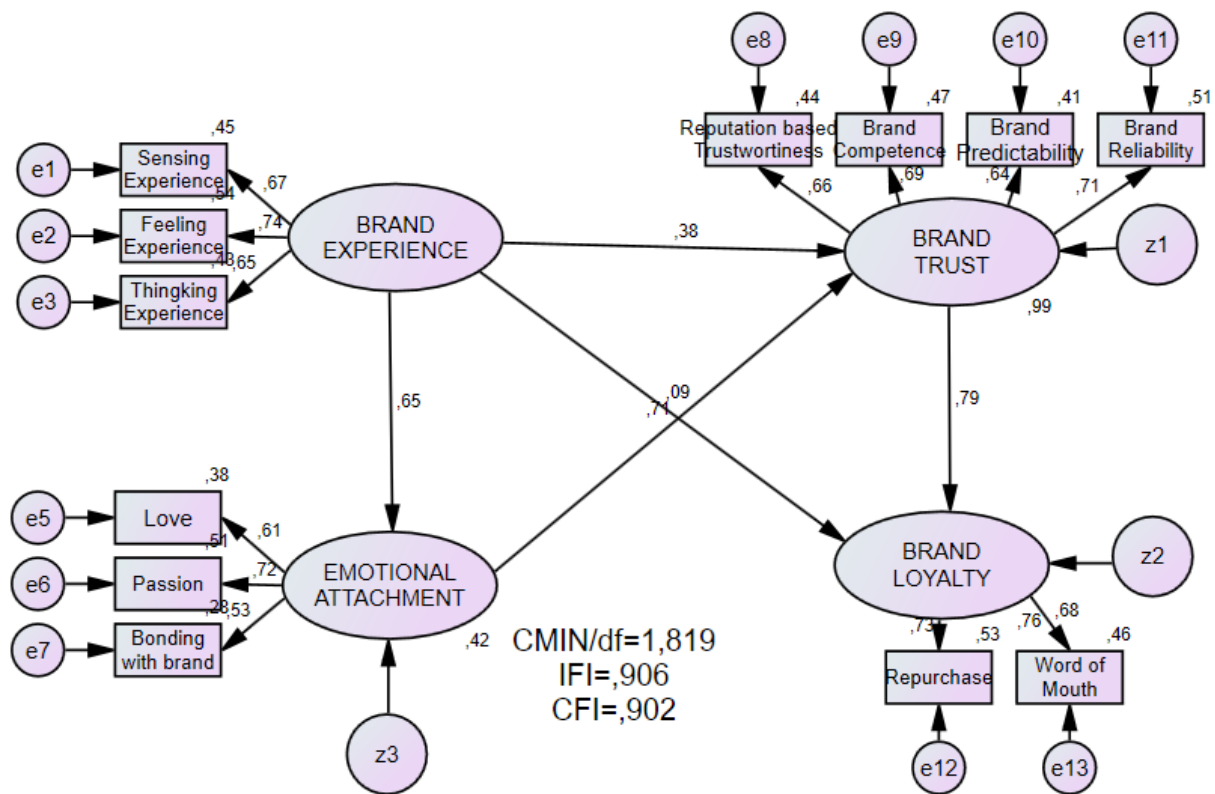

Figure 2. Result of model structural analysis

Discussion

The brand is an invisible asset and is one of the most important assets in the company (Zehir *et al.*, 2011). Many companies are trying to manage its brand as good as possible in order to build consumers awareness of the brand and loyal to the brand. Maintaining consumer loyalty become the ultimate goal of a company. A loyal customer will essentially improve company performance. In terms of maintaining consumer loyalty becomes the ultimate goal of a company. A loyal consumer will essentially improve company performance. In brand management, creating experiences to consumers is an important part.

Some researchers explain that the experience should be given to the consumer is unique and unforgotten experiences. Basically, the brand experience should be able to increased brand loyalty positively and significantly (Ardyan, 2012; Biedenbach & Marrel, 2010; Brakus *et al.*, 2009; Frow & Payne, 2007; Ismail *et al.*, 2011). In this study found that brand experience is not able to increase customer loyalty significantly. The reason that causes the brand experience did not affect positive and significant is the experience of Samsung smartphone customers will not directly affect their loyalty.

There are several stages before reaching the customer loyalty. Brand experience should be able to improve the emotional attachment and trust in the brand. Furthermore, consumer confidence toward the Samsung's smartphone brand will make the customer do re-purchase or recommend Samsung's smartphone to others. In this research, the brand experience can increase the emotional attachment significantly. The result was similar to a previous research which stated that the experience has a positive effect on emotional attachment (Dunn & Hoegg, 2014; Pullman & Gross, 2004).

Consumer experience in Samsung's smartphone is able to make consumers are emotionally attached to the brand. In the case of Samsung's smartphone customers, the past experience would make consumer love Samsung brand than others. The more memorable experience gained while using Samsung's smartphone, the stronger emotionally attachment will be built between consumer and Samsung's smartphone.

The emotional attachment has a positive and significant impact on brand trust. The emotional attachment will be able to make the consumer of Samsung smartphone tied to Samsung's smartphones. Attachment to the brand of Samsung's smartphone will make a person feel confident to use the Samsung's smartphone brand.

This study is to analyse the influence of brand trust on brand loyalty. From the results of this research show that consumer who believes in the brand will be able to increase. The results of this research are the same as previous research result (Sahin *et al.*, 2011). Samsung's smartphone customers believe that the Samsung smartphone is able to meet all the expectations of consumers. Samsung's smartphone customers believe that it is a product that is reliable and competent. Based on that trust, it will increase customer desire to buy one of Samsung's smartphone product, furthermore, consumer will spread to colleagues or family about the positive things from Samsung's smartphone.

The managerial implication in this study is (1) Building emotional attachment with consumers. Product features in each product are not enough, but Samsung must build a strong relationship with consumers, such as building a strong community so that consumers can feel emotionally involved with Samsung; (2) In terms of increasing loyalty, developing consumer confidence is a very important part. Trust can be built by fulfilling what was promised by Samsung, while keeping maintain quality of products and facilitate the warranty claim.

Conclusion

In this study, it can be concluded that: (1) Brand experience affect the brand trust positively and significant; (2) Brand trust affect brand loyalty positively and significantly; (3) Brand experience effect emotional attachment positive and significant; (4) Emotional attachment effect brand trust positively and significantly; (5) Brand trust effect brand loyalties positive but not significant.

Limitations of this study are: (1) less meticulous in the process of data collection. Out of 150 questionnaires only 100 returned, it can be used in this study. There are 50 questionnaires are not completed answer and it cannot be used for data analysis. In the future studies, respondent's selection and questionnaires spread will be stricter to avoid incorrect and uncompleted questioner answer. (2) At the beginning less consideration of the mediator variable or control. Suggestion for the future research is more focus to consider on the gender as a variable factor moderator. Gender factor, may be put in the future research. Emotional, trust and loyalty experience factors, might deliver different result when viewed from gender.

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