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***INFLUENCE OF BRAND EXPERIENCE, BRAND TRUST AND BRAND IMAGE
TOWARDS BRAND LOYALTY
(FOR USERS OF LEVI'S BRAND JEANS IN PADANG CITY)***

***PENGARUH PENGALAMAN MEREK, KEPERCAYAAN MEREK DAN
CITRA MEREK MENUJU LOYALITAS MEREK
(BAGI PENGGUNA JEANS MERK LEVI'S KOTA PADANG)***

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Abstract

This study aimed to analyze the influence of brand experience, brand trust and brand image on brand loyalty (in the Levi's brand jeans in town field). The results of data analysis showed that: (1) There is significant influence between Brand Experience against Brand image on the Levi's brand jeans in Padang with values obtained coefficient of 0.306 with a p-value of 0.047 and $t_{hitung} 1.992 > 1.66$ with t_{tabel} with significant value $p\text{-value } 0.047 < \alpha \text{ of } 0.05$ (2) There is significant influence between brand Experience against brand Loyalty in the Levi's brand jeans in Padang with values obtained coefficient of 0.456 with a p-value of 0.007 and $2.700 t_{hitung} > t_{tabel}$ of 1.66 with significant value $p\text{-value } 0.007 < \alpha \text{ of } 0.05$ (3) There is no significant influence among Against brand loyalty brand image on the Levi's brand jeans in Padang with coefficient of 0.220 with a p-value of 0.107 and $t_{hitung} 1,614 < t_{tabel}$ of 1.66 with significant value $p\text{-value } 0.107 > 0.05 \alpha$ (4) There is a signifi influence Against right between the Brand Trust on the Brand image of Levi's jeans brand in Padang with coefficient of 0.552 with a p-value of 0.000 and $t_{hitung} 3,544 > t$ table value of 1.66 with a significant p-value of 0.000 $< \alpha 0.05$ (5) There is no significant effect of brand trust on the brand Loyalty Against jeans brand Levi's in Padang with coefficient of 0.099 with a p-value of 0.529 and $t_{hitung} 0,629 < t_{tabel}$ of 1.66 with significant value $p\text{-value } 0.529 > \alpha \text{ of } 0.05$.

Keywords: Brand Experience, Brand Trust, Brand Image and Brand Loyalty

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *brand experience*, *brand trust* dan *brand image* terhadap *brand loyalty* (pada pengguna celana jeans merek levi's di kota padang). Hasil analisa data menunjukkan bahwa: (1) Terdapat pengaruh signifikan antara *Brand Experience* terhadap *Brand image* pada pengguna celana jeans merek *Levi's* di Kota Padang dengan diperoleh nilai koefisien sebesar 0,306 dengan $p\text{-value}$ sebesar 0,047 dan t_{hitung} sebesar 1,992 $> t_{tabel}$ sebesar 1,66 dengan dengan nilai signifikan $p\text{-value } 0,047 < \alpha 0,05$ (2) Terdapat pengaruh signifikan antara *Brand Experience* terhadap *Brand Loyalty* pada pengguna celana jeans merek *Levi's* di Kota

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Padang dengan diperoleh nilai koefisien sebesar 0,456 dengan p -value sebesar 0,007 dan t_{hitung} sebesar 2,700 > t_{tabel} sebesar 1,66 dengan nilai signifikan p -value 0,007 < α 0,05 (3) Terdapat pengaruh tidak signifikan antara *Brand image* Terhadap *Brand loyalty* pada pengguna celana jeans merek *Levi's* di Kota Padang dengan nilai koefisien sebesar 0,220 dengan p -value sebesar 0,107 dan t_{hitung} sebesar 1,614 < t_{tabel} sebesar 1,66 dengan nilai signifikan p -value 0,107 > α 0,05 (4) Terdapat pengaruh signifikan antara *Brand Trust* Terhadap *Brand image* pada pengguna celana jeans merek *Levi's* di Kota Padang dengan nilai koefisien sebesar 0,552 dengan p -value sebesar 0,000 dan t_{hitung} sebesar 3,544 > t_{tabel} sebesar 1,66 dengan nilai signifikan p -value 0,000 < α 0,05 (5) Terdapat pengaruh tidak signifikan antara *Brand trust* Terhadap *Brand Loyalty* pada pengguna celana jeans merek *Levi's* di Kota Padang dengan nilai koefisien sebesar 0,099 dengan p -value sebesar 0,529 dan t_{hitung} sebesar 0,629 < t_{tabel} sebesar 1,66 dengannilai signifikan p -value 0,529 > α 0,05.

Kata Kunci: *Brand Experience*, *Brand Trust*, *Brand Image* dan *Brand Loyalty*

INTRODUCTION

The development of the business world is never free from competition, including the fashion business, companies are required to always be creative and innovate to be able to survive at the level of consumers who are easily tempted by the fashion that is currently developing. In an increasingly tight business world, companies are trying to find the right strategy in marketing their products, companies are required to find and build a management system that is capable of professionally retaining their customers. The high level of business competition makes companies compete to maintain and win market competition and expand their existence. Many similar companies will try to compete for the same market.

Two things that are the main considerations for companies in carrying out customer retention are firstly because of the increasingly expensive cost of acquiring new customers in such a tight competitive climate, secondly is the fact that the company's level of profitability is directly related to the permanent growth of the relationship between the company and its customers (Stauss, 2001 :7), where the company's foundation for remaining able to survive is loyal customers. Purchase interest is obtained from a learning process and a thought process that forms a perception.

Along with that, marketing is also developing greatly. Marketing activities have been focused on satisfying consumer needs. In general, the goal of marketing is to make a profit, this goal cannot be separated from marketing. These benefits have been thought about long ago, how the company sells its products and targets consumers.

The brands offered by fashion companies in Indonesia are both long known to the public and new to the public. Each company will try to differentiate its products so that they have uniqueness and different characteristics, so that they can attract consumers to buy the product. For this reason, companies are required to be able to foster their respective competitive advantages through creative, innovative and efficient efforts, so that they become the choice of many customers who in turn are expected to be loyal.

Customers fulfill their daily needs not only to fulfill their need for hunger and thirst but also to fulfill their needs which can be used in carrying out their daily activities such as fashion goods, for example clothes, shoes, bags and so on. Clothing is very important for customers, they look at it in terms of design, model, material, etc.

One of the fashion product brands in Padang City is the Levi's brand. Levi's (Levi Strauss & Co.) is an American clothing manufacturer founded in 1853 by Levi Strauss. This company is international with 3 geographical divisions: Levi Strauss North Americas (headquartered in San Francisco), Levi Strauss Europe (headquartered in Brussels), Levi Strauss Asia Pacific (headquartered in Singapore). The company has around 8,850 employees worldwide. Levi's products produce various types of men's and women's clothing, including jeans, t-shirts, jackets, shirts, and others. One of the Levi's products that has been in great demand among consumers in recent years is jeans. Based on a survey conducted by the top brand award, Levi's is ranked 1st, market share of jeans in Indonesia from 2013-2016 as seen in the table:

Table 1. Several jeans brands were included in the Top Brand Index in 2013-2016

2013		2014		2015		2016	
Merek	TBI	Merek	TBI	Merek	TBI	Merek	TBI
Levi's	22,10 %	Levi's	21,60 %	Levi's	28,50 %	Levi's	32,9%
Logo	18,20 %	Logo	9,70 %	Logo	10,00 %	Lea	14,4%
Lea	8,50%	Lea	8,40 %	Lea	8,90 %	Logo	9,80%
Nevada	6,90 %	Nevada	5,30 %	Nevada	4,70 %	Nevada	6,50%
Zara	4,50 %	Zara	4,60 %	Zara	4,40 %	Zara	3,60%
Louis	2,70 %	Louis	3,30 %	Louis	4,30 %	Lois	3,60%
Wrangler	2,50 %	Wrangler	2,90 %	Wrangler	4,10 %		
Nudie	2,30 %	Nudie	2,50 %	Nudie	3,70 %		

Source: www.topbrand-award.com

Table 1 shows that Levi's brand jeans occupy the first position and have the highest percentage from 2013-2016. In 2013 Levi's brand jeans had a top brand index of 22.10%, in 2014 Levi's brand jeans experienced a decrease of 21.60%, in 2015 Levi's brand jeans experienced an increase of 28.50% and in 2016 experienced an increase of 32.09%. This shows that Levi's brand jeans are the most popular with customers. The Levi's brand can meet consumer expectations or even exceed consumer expectations and provide quality assurance with every use. This proves that Levi's jeans are one of the brands that have the highest customer loyalty in the market.

Levi's tries to modify the models they produce to improve quality, models and current trends. For this reason, Levi's produces many types of jeans products which are very popular with jeans lovers in Indonesia. The following are the types of jeans produced by Levi's and the sales of each type of Levi's brand jean pants at the Levi's store in Padang City:

Table 2. Types of products and sales of Levi's brand jeans in 2013-2016

No	Merek Produk	Jenis Jeans	Penjualan (per helai)			
			2013	2014	2015	2016
1	Levi's 501	Straight Cut	41	57	46	52
2	Levi's 505	Straight Cut	32	48	57	56
3	Levi's 502	High Rise	24	34	54	51
4	Levi's 503	Boot Cut	31	42	31	34
5	Levi's 519	Skinny Jeans	32	46	43	47
6	Levi's 511	Skinny Jeans	36	54	48	44
7	Levi's 510	Wide Leg	31	32	33	36
8	Levi's 541	Wide Leg	37	26	37	42
Jumlah			264	339	349	362

Source: Toko Levi's store at Padang city

According to (Griffin, 2002) loyalty is "non-random purchase expressed over time by some decision-making unit.", or interpreted as a behavior, routine purchasing which is based on the decision-making process. Customer loyalty to product brands is a very important concept, especially in conditions of very tight competition with low growth. In these conditions, consumer or customer loyalty to a brand is really needed so that the company can survive in the market. In addition, efforts to maintain brand loyalty are a more effective strategic effort than efforts to attract new customers.

In general, customers who are loyal to a brand or product always buy that product. Levi's provides special offers to loyal customers in the form of discounts and provides attractive souvenirs to customers who have become Levi's Indonesia members or members. Member shows that someone is a loyal customer of a product. The following is data on several Levi's members in the city of Padang:

Table 3. Levi's member data in Padang City 2013-2016

No	Year	Count Member
1	2013	50 member
2	2014	64 member
3	2015	72 member
4	2016	81 member

Source: Levi's® Store Jl. Pemuda No. 39

In table 3, it is explained that the data on active members has increased every year from 2013 to 2016. With so many fans of Levi's in the city of Padang, it proves that Levi's makes Levi's jeans different from others by making quality, and the models always follow trends. In 2016, there were the most members, namely 81 members, because in that year the public became familiar with current trend models from various mass media. Levi's stores that use members have many benefits, for example getting discounts and the latest information provided by Levi's stores in the city of Padang.

An understanding of brand experience needs to be carried out by a company branding a particular product, so that it will be easier for marketers to develop product or service marketing

strategies. Brand experience is defined as the sensations, feelings, cognitions and consumer responses generated by a brand, related to the stimuli generated by the brand design, brand identity, brand marketing communications and the environment the brand is marketed in. Therefore, consumer experience in interacting with a brand is very important in adding value to the brand itself.

The many positive things in terms of products and stores that customers experience, causes customers to feel confident in the Levi's brand, especially in jeans products. Customers' trust in a particular brand or product brand is called brand trust. Brand trust is defined as a perception of product reliability based on experience, with the fulfillment of expectations in accordance with the product. Brand trust represents the recognition that brand value can be created and developed by managing several aspects beyond consumer satisfaction with the product's functional performance and its attributes. Another aspect that influences consumer levels of a particular brand is Brand Image. Kotler (2008: 32) defines brand image as a set of beliefs, ideas and impressions that a person has towards a brand, therefore consumers' attitudes and actions towards a brand are largely determined by that brand image, brand image is a requirement for a strong brand. Image is a perception that is relatively consistent over a long period of time. So, it is not easy to form an image, once an image is formed it will be difficult to change it.

Levi's image among jeans lovers is very good, as evidenced by the Top Brand Index survey. Levis (Table 1) is in first place. This shows that Levi's brand jeans are the most popular with consumers. The Levi's brand can meet consumer expectations or even exceed consumer expectations and provide quality assurance with every use. This proves that Levi's jeans are one of the brands that have the highest customer loyalty in the market.

RESEARCH METHODS

Brand Loyalty

Brand loyalty is a measure of a customer's connection to a brand. This measure is able to provide an idea of whether or not a customer might switch to another product brand, especially if there is a change in that brand regarding price or other attributes (Durianto in Prabowo, 2013: 4). According to Schiffman and Kanuk in Rizan (2012: 6), brand loyalty is a consistent consumer preference to make purchases from the same brand for specific products or certain service categories.

Brand Experience

According to Brakus, J.J., Schmitt, B.H & Zarantonello, (2009) Brand experience is defined as sensations, feelings, cognition and consumer responses evoked by a brand, related to the stimuli generated by the brand design, brand identity, marketing communications, people and the brand's environment. marketed. To be able to further define brand experience, Brakus, J.J., Schmitt, B.H & Zarantonello, (2009) began research by looking at the consumer's point of view by examining the consumer's own experience and how that experience produces opinions, attitudes, and other aspects of consumer behavior. Brand experience begins when consumers search for products, buy, receive services and consume products. Brand experience can be felt directly or indirectly when customers see advertisements or when marketers communicate products via websites. Brand Trust According to Moorman et al., 1992 (in Budi, 2010) trust is defined as the desire and confidence to depend on an exchange partner. In the same regard, Rousseau et al, 1998 (in Budi, 2010) define trust as a psychological state consisting of the intention to accept vulnerability based on positive behavioral expectations of other intentions or behavior. The customer trust relationship reflects all the knowledge possessed by the consumer and all the conclusions the consumer makes about the object, its attributes and benefits. Trust in objects, attributes and benefits shows the consumer's perception of a retailer and therefore generally a consumer's trust in a brand is certainly different from other consumers' trust in a retailer, where the higher the trust, the higher the customer loyalty.

Brand Image

The meaning of brand image is that initially consumers develop a set of brand beliefs about where each brand is positioned in terms of each attribute. The collection of beliefs about a brand will form a brand image (P. Kotler, 2002:338).

Brand Image is a collection of brand associations that are formed and embedded in the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency with the brand image (Rangkuti, 2002:244-245). According to Kotler, P. and Keller (2007:346) brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumer memory.

Hypothesis

Based on the conceptual framework theoretical study above, the following research hypothesis can be formulated:

- 1. It is suspected that brand experience has a significant influence on the brand image of Levi's Brand Jeans Users in Padang City*
- 2. It is suspected that brand experience has a significant influence on brand loyalty among Levi's Brand Jeans Users in Padang City*
- 3. It is suspected that brand image has a significant influence on brand loyalty among Levi's Brand Jeans Users in Padang City*
- 4. It is suspected that brand trust has a significant influence on the brand image of Levi's Brand Jeans Users in Padang City*
- 5. It is suspected that brand trust has a significant influence on brand loyalty among Levi's Brand Jeans Users in Padang City.*

RESEARCH AND METHODS

This research is descriptive and associative research. The population in the research is all customers of Levi's brand products in the city of Padang and so the number of samples = $4 \times 20 = 80$ respondents for Levi's brand products in the city of Padang. The variables in this research are the brand loyalty variable as the dependent variable (Y), brand experience (X1) brand trust (X2) brand image (X3) as the independent variable. The data analysis technique used to test the hypothesis is SEM Partial Least Square (PLS).

RESULT AND DISCUSSION**Deskripsi Variabel****Brand Loyalty(Y)**

It can be seen that the average score for the brand loyalty variable is 4 with a respondent achievement rate (TCR) of 81%. This shows that the brand loyalty variable is in the good category. In the brand loyalty variable, the highest response from respondents was in the Measuring Commitment indicator (measurement of Commitment) with an average score of 4.17 and a TCR of 83.33%, which is in the good category because with commitment, customers will always be loyal to what they use or they decide to buy first. Customers' liking for a brand will encourage customers to talk about its superiority to others, it proves the customer's commitment to the brand they like, while the lowest respondent response is in the Measuring satisfaction indicator (satisfaction measurement) with an average score of 3.98 and TCR 79.63% were in the good category, because customers lacked the ability to explore the latest information about Levi's brand jeans, so customers could switch brands due to lack of information. However, even though it is said to be the lowest response, Levi's brand jeans in Padang City give satisfaction to customers and get a good category in the eyes of customers.

Deskripsi Variabel

Brand Experience (X1)

It can be seen that the average score for the brand experience variable is 4.20 with a respondent achievement rate (TCR) of 84.06%. In the brand experience variable, the highest response from respondents was in the affection indicator with an average score of 4.26 and a TCR of 85.25%, which is in the good category because employees are good at influencing customers' feelings so that what customers feel is positive. Therefore, customers really have quite a long experience using the Levi's brand, while the lowest respondent responses are in the sensory indicators with an average score of 4.15 and a TCR of 83.00% in the good category. Sensory is experience through sight, sound, touch, smell, and taste. Even though sensory is categorized as the lowest, it is still in the good category, this indicates that the customer's experience with the brand is very good and trust in Levi's brand jeans due to the store's interest in customers. The Levi's shop in Padang City has a very good layout, therefore customers are very comfortable buying Levi's brand jeans.

Deskripsi Variabel

Brand Trust (X2)

It can be seen that the average score for the brand trust variable is 4.19 with a respondent achievement rate (TCR) of 83.86%. In the brand trust variable, the highest response from respondents was in the demonstrate concern indicator with an average score of 4.21 and a TCR of 84.17%, which is in the good category because customers are able to show high attention to customers so that customers trust the Levi's company. while the lowest respondent response was in the acting with integrity indicator with an average score of 4.18 and a TCR of 83.50% in the good category. Even though the response is the lowest in the good category, Levi's brand jeans are very consistent between words and actions in every situation, so customers can trust wholeheartedly in what Levi's store staff do.

Deskripsi Variabel

Brand Image (X3)

It can be seen that the average score for the brand image variable is 4.23 with a respondent achievement rate (TCR) of 84.06%. In the brand image variable, the highest respondent response was in the Strengthness indicator with an average score of 4.33 and a TCR of 86.50% in the good category because the advantages of Levi's brand jeans are physical and not found in other brands, for example Levi's brand jeans are durable and can be worn for a long time, while the lowest respondent responses were found in the Favorable indicator with an average score of 4.17 and a TCR of 83.42% in the good category.

Hypothesis Testing

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Table 25 provides the estimation output for testing the structural model.

1. Direct influence of research variables

To determine the implementation of data analysis using path analysis, first the direct influence of each independent variable on the dependent variable, or the influence of the independent variable on the intermediary variables, is tested. In accordance with the data processing process that has been carried out, a summary of the results can be seen in the figure and table below:

Table 4 Direct Effect

	Original Samp (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	KESIMPULAN
BE -> BI	0,306	0,314	0,153	1,992	0,047	SIGNIFIKAN

<i>BE -> BL</i>	0,456	0,460	0,169	2,700	0,007	<i>SIGNIFIKAN</i>
<i>BI-> BL</i>	0,220	0,209	0,137	1,614	0,107	<i>TIDAK SIGNIFIKAN</i>
<i>BT-> BI</i>	0,552	0,552	0,156	3,544	0,000	<i>SIGNIFIKAN</i>
<i>BT -> BL</i>	0,099	0,122	0,157	0,629	0,529	<i>TIDAK SIGNIFIKAN</i>

Source: Pengolahan data dengan PLS, 2017, Lampiran 6

In accordance with the test results with smart PLS that have been carried out, a summary of the results can be seen in the sub-chapter below:

1) Influence of Brand Experience to Brand Image

Based on the results of statistical tests that have been carried out to prove the direct influence of brand experience on brand image. The test results found a t-count value of 1.992 with a p-value of 0.047 and a t-count value $>$ t table (1.66). In the data processing stage, an error rate of 0.05 is used. Thus, it shows that the p-value is $0.047 <$ alpha 0.05, so the decision is that H_0 is rejected and H_a is accepted, so it can be concluded that brand experience directly has a significant effect on the brand image of users of Levi's brand jeans in Padang City.

2) Influence Brand Experience to Brand Loyalty

Based on the results of statistical tests that have been carried out to prove the direct influence of brand experience on brand loyalty. The test results found a t-value of 2.700 with a p-value of 0.007 and a t-value $>$ t table (1.66). In the data processing stage, an error rate of 0.05 is used. Thus, it shows that the p-value is $0.007 <$ alpha 0.05, so the decision is H_0 is rejected and H_a is accepted so it can be concluded that brand experience directly has a significant effect on brand loyalty among users of Levi's brand jeans in Padang City.

3) Influence Brand Image to Brand Loyalty

Based on the results of statistical tests that have been carried out to prove the direct influence of brand image on brand loyalty. The test results found a t-value of 1.614 with a p-value of 0.107 and a t-value $>$ t table (1.66). In the data processing stage, an error rate of 0.05 is used. Thus, it shows that the p-value is $0.107 >$ alpha 0.05, so the decision is H_0 is accepted and H_a is rejected so it can be concluded that brand image does not directly have a significant effect on brand loyalty among users of Levi's brand jeans in Padang City..

4) Influence Brand Trust to Brand Image

Based on the results of statistical tests that have been carried out to prove the direct influence of brand trust on brand image. The test results found a t-count value of 3.544 with a p-value of 0.000 and a t-count value $>$ t table (1.66). In the data processing stage, an error rate of 0.05 is used. Thus, it shows that the p-value is $0.000 <$ alpha 0.05, so the decision is that H_0 is rejected and H_a is accepted, so it can be concluded that brand trust directly has a significant effect on the brand image of users of Levi's brand jeans in Padang City..

5) Influence Brand Trust to Brand Loyalty

Based on the results of statistical tests that have been carried out to prove the direct influence of brand trust on brand loyalty. The test results found a t-value of 0.629 with a p-value of 0.529 and a t-value $>$ t table (1.66). In the data processing stage, an error rate of 0.05 is used. Thus, it shows that the p-value is $0.529 >$ alpha 0.05, so the decision is that H_0 is accepted and H_a is rejected, so it can be concluded that brand trust does not directly have a significant effect on brand loyalty among users of Levi's brand jeans in Padang City..

2. Indirect influence

After testing the direct influence formed between the independent variable on the

dependent variable, or the influence of the independent variable on the intermediary or intervening variable, the next stage of the path analysis model is to look for the indirect influence between the independent variable on the dependent variable which is mediated by certain variables. Based on the results of the tests that have been carried out, a summary of the results can be seen in the table below:

Table 5 Indirect Effect

Informastion	Original Sampling	T Statistic	P-value	Conclusion
BE $B \rightarrow BE$	0,067	1,183	0,238	Tidak Signifikan
BT $B \rightarrow T$	0,122	1,381	0,168	Tidak Signifikan

Source: Pengolahan data dengan PLS, 2017, Lampiran 6

Based on table 5, an analysis of each statistical test result can be provided as shown in the sub-chapter below, namely as follows:

1) Influence Brand Experience to Brand Loyalty through Brand Image as Variabel Intervening

Based on the results of the tests that have been carried out, it can be seen that the resulting path coefficient value is 0.067, and the calculated t-value is 1.183. The t-value obtained is strengthened by a p-value of 0.238. In testing, an error rate of 0.05 is used. The results obtained show that the p-value is $0.238 > \alpha 0.05$, so the decision is H_0 is accepted and H_a is rejected so it can be concluded that brand experience has no significant effect on brand loyalty

2) Inluence Brand Trust to Brand Loyalty through Brand Image as Variabel Intervening

Based on the results of the tests that have been carried out, it can be seen that the resulting path coefficient value is 0.122, and the calculated t-value is 1.381. The t-value obtained is strengthened by a p-value of 0.168. In testing, an error rate of 0.05 is used. The results obtained show that the p-value is $0.168 > \alpha 0.05$, so the decision is H_0 is accepted and H_a is rejected, so it can be concluded that brand trust has no significant effect on brand loyalty through brand image among users of Levi's brand jeans in Padang City. significant impact on the brand image of Levi's brand jeans users in Padang City. Where the coefficient value obtained is 0.306 with a p-value of 0.047 and tcount of $1.992 > ttable$ of 1.66 with a significant p-value of $0.047 < \alpha 0.05$ meaning H_0 is rejected and H_a is accepted. So, according to the results of testing the second hypothesis, it can be concluded that brand experience has a significant effect on brand loyalty among users of Levi's brand jeans in Padang City. Where the coefficient value obtained is 0.456 with a p-value of 0.007 and tcount of $2.700 > ttable$ of 1.66 with a significant p-value of $0.007 < \alpha 0.05$ meaning H_0 is rejected and H_a is accepted.

CONCLUSION

Conclusion

to the problems and research questions and discussions that have been carried out, it can be concluded as follows:

1. In accordance with the results of testing the first hypothesis, it is concluded that brand experience influences brand image on users of Levi's brand jeans in Padang City.
2. In accordance with the results of testing the third hypothesis, it is concluded that brand image has no significant effect on brand loyalty among users of Levi's brand jeans in Padang City. Where the coefficient value obtained is 0.220 with a p-value of 0.107 and tcount of $1.614 < ttable$ of 1.66 with a significant p-value of $0.107 > \alpha 0.05$ meaning H_0 is accepted and H_a is rejected.
3. In accordance with the results of testing the fourth hypothesis, it is concluded that brand trust has a significant effect on brand image among users of Levi's brand jeans in Padang City. Where the coefficient value obtained is 0.552 with a p-value of 0.000 and tcount of $3.544 > ttable$ of 1.66 with a significant p-value of $0.000 < \alpha 0.05$ meaning H_0 is rejected and H_a is accepted.

4. *In accordance with the results of testing the fifth hypothesis, it was concluded that brand trust had no significant effect on brand loyalty among users of Levi's brand jeans in Padang City. Where the coefficient value obtained is 0.099 with a p-value of 0.529 and tcount of 0.629 < ttable of 1.66 with a significant p-value of 0.529 > alpha 0.05, meaning Ho is accepted and Ha is rejected.*

Suggestion

Based on the research results and conclusions that the author has outlined, brand loyalty among users of Levi's brand jeans in Padang City will be better in the future, the author suggests:

1. *Based on the results of research on the brand experience variable, it is known that the lowest level of achievement of respondents was on sensory indicators, so it is recommended that shops selling Levi's brand jeans improve their selling experience through store layout and design so that they feel comfortable when shopping and customers become loyal.*
2. *Based on the results of research on the brand trust variable, it is known that the lowest level of achievement among respondents was in the acting with integrity indicator, so it is recommended that shops selling Levi's brand jeans be consistent in their words and actions in communicating with customers, so that customers trust and become loyal to the product. which is offered.*
3. *Based on the results of research on the brand image variable, it is known that the lowest level of achievement among respondents was in the favorable indicator (likes), so it is recommended that shops selling Levi's brand jeans increase their ability to promote Levi's products so that Levi's brand jeans become a favorite, and customers Be loyal to the products offered.*
4. *For Further Researchers*

For future researchers, it can be used as a reference in conducting similar, more in-depth research in the future.

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