THE INFLUENCE OF BRAND EXPERIENCE AND BRAND TRUST ON BRAND LOYALITY AT ESSPECTO CAFÉ TONDANO

PENGARUH BRAND EXPERIENCE DAN BRAND TRUST TERHADAP BRAND LOYALTY PADA CAFÉ ESSPECTO TONDANO

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Abstract: A cafe or coffee shop business is one of the most popular businesses in the city of Tondano. This is marked by the proliferation of coffee shops in all corners of the city of Tondano. The number of coffee shops that have sprung up has resulted in business owners trying to win the competition. Therefore, coffee shop entrepreneurs are required to have creativity in creating beverage flavored products that are sold, so that they differentiate from other beverage products that are sold by other coffee shops and can survive the competition. In carrying out business activities in order to survive, it is important to pay attention to customer orientation, which concerns what the company must do to find its customers. The objectives of this study are to know the Effect of Brand Experience and Brand Trust on Brand Loyalty at Esspecto Coffee Shop Tondano. The analytical method used is multiple linear regression. Based on tThe results of the hypothesis test found that simultaneously brand experience and brand trust had a significant effect on brand loyality at esspect, but partially brand experience has no significant effect on brand loyality at esspecto. For Esspecto Coffee to maintain and improve the quality of brand experience again so that it will make its consumers more loyal to the brand also satisfied and make them more comfortable being at Esspecto Coffee

Keywords: brand experience, brand trust, brand loyality

Abstrak: *Bisnis kafe atau kedai kopi adalah salah satu bisnis yang paling populer di kota Tondano. Hal ini ditandai dengan menjamurnya kedai kopi di seluruh pelosok kota Tondano. Banyaknya kedai kopi yang bermunculan mengakibatkan para pemilik usaha berusaha untuk memenangkan persaingan. Oleh karena itu, pengusaha kedai kopi dituntut untuk memiliki kreativitas dalam menciptakan produk rasa minuman yang dijual, sehingga membedakan dengan produk minuman lain yang dijual oleh kedai kopi lain dan dapat bertahan dalam persaingan. Dalam menjalankan aktivitas bisnis agar dapat bertahan, penting untuk memperhatikan orientasi pelanggan, yang menyangkut apa yang harus dilakukan perusahaan untuk mencari pelanggannya. Tujuan dari penelitian ini adalah untuk mengetahui Pengaruh Brand Experience dan Brand Trust terhadap Brand Loyalty pada Esspecto Coffee Shop Tondano. Metode analisis yang digunakan adalah regresi linier berganda. Berdasarkan hasil uji hipotesis diperoleh bahwa secara simultan brand experience dan brand trust berpengaruh signifikan terhadap brand loyalty pada esspecto, namun secara parsial brand experience tidak berpengaruh signifikan terhadap brand loyalty pada esspecto. Bagi Esspecto Coffee untuk menjaga dan meningkatkan kualitas brand experience kembali agar konsumennya semakin loyal terhadap brand tersebut juga puas dan membuat mereka semakin nyaman berada di Esspecto Coffee*

Kata Kunci: *brand experience, brand trust, brand loyality*

INTRODUCTION

Research Background
A cafe or coffee shop business is one of the most popular businesses in the city of Tondano. This is marked by the proliferation of coffee shops in all corners of the city of Tondano. The number of coffee shops that have sprung up has resulted in business owners trying to win the competition. Therefore, coffee shop entrepreneurs are required to have creativity in creating beverage flavored products that are sold, so that they differentiate from other beverage products that are sold by other coffee shops and can survive the competition. In carrying out business activities in order to survive, it is important to pay attention to customer orientation, which concerns what the company must do to find its customers.

This strategy focuses more on customer needs in order to create customer satisfaction. Customer satisfaction is an important problem for product sellers. This is because customers who are satisfied with the products they buy will have positive behavior for the company, including being loyal, making repeat purchases, and spreading it to others by word of mouth. From the point of view of marketing strategy, brand loyalty is a very important concept, especially in market conditions with very low growth rates but the competition is getting tighter nowadays, the existence of loyal consumers to brands is needed so that the company can survive and retention is often a much more effective strategy than attracting new customers. Besides that, building a brand is not an easy job, the efforts made to create and raise a brand require a lot of money and effort, often requiring patience and a long time to create a high-value brand.

The brand is an increasingly important asset to consider in a company so that consumers become loyal and obtain value for the end consumer, so that the brand will help customers in making purchasing decisions. Besides, brand loyalty is the extent to which customers recommend and continue to buy the same products or services. From this definition, it can be said that brand loyalty is the loyalty felt by consumers towards a brand so that consumers are willing to recommend and continue to buy products or services with the same brand. Therefore, companies must be able to build strong brand loyalty in order to be able to compete with other brands in the market. The factors that can affect brand loyalty are Brand Experience and Brand Trust.

Brand experience is a consumer's past experience with the brand, especially in the scope of use. Thus it can be concluded that the consumer's experience of a brand is closely related to trust in the brand. According to (Kotler and Armstrong, 2015:227), Brand experience is defined as the sensation, feeling, cognition, and consumer responses generated by the brand, related to the stimuli generated by the brand design, brand identity, marketing communications, people and the environment the brand is marketed. The next factor is Brand Trust, which is defined as the customer's desire to rely on a brand with the risks that will be faced because the expectation of the brand will lead to positive results. promised or the perception that the brand is able to meet consumer expectations by fulfilling the brand promise which ultimately creates consumer satisfaction, the second is consumer confidence that the brand is able to prioritize consumer interests when problems in product consumption arise unexpectedly.

Esspecto cafe is one of the cafes that has been around for a long time, until now its crowded ranging from young people to those who are already working and having families. That matter driven by the changes in the lifestyle of todays many people choose a coffee shop as a place to carry out activities such as meetings, discussions, doing assignments, and so on. The COVID-19 pandemic has caused several business in the culinary field is experiencing problems. Social distancing regulations Large-scale has an impact on the Culinary industry, for example namely the temporary closure of several restaurants and cafes, business closures culinary causes a decrease in the activities of people who like to eat out home or hang out with friends or family that matter make a decrease in income for culinary business actors. However, not a few culinary companies are still operating offering their services to society. Competition to get consumers in the future. The pandemic faced by culinary businessmen is increasing due to the number of culinary businesses that are closed and the number of people who are do activities outside the home especially to eat outside food or like get together with friends or family..

Research Objectives
Based on the main problems that have been stated previously, the objectives of this study are as follows:
1. To know the Effect of Brand Experience and Brand Trust on Brand Loyalty at Esspecto Coffee Shop Tondano
2. To know the Effect of Brand Experience on Brand Loyalty at Esspecto Coffee Shop Tondano
3. To know the Effect of Brand Trust on Brand Loyalty at Esspecto Coffee Shop Tondano

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Keller (2015:11), marketing management is defined as the art and science of choosing target markets and achieving, retaining, and growing customers by creating, delivering and communicating superior customer value. Another understanding put forward by Kotler and Armstrong (2014) which states that marketing management is a series of processes carried out by companies to create value for customers and build strong relationships with them in order to create value from these customers.

Consumer behavior

According to Schiffman and Kanuk (2018:6), the study of consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy). Consumers have an interesting diversity to study because it includes all individuals of various ages, cultural backgrounds, education, and other socioeconomic conditions. Therefore, it is very important to study how consumers behave and what factors influence this behavior. According to Kotler and Keller (2015:166) Consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods and services, ideas, or experiences satisfy their needs and desires. Based on some of the definitions mentioned above, it can be concluded that consumer behavior is all activities, actions, and psychological processes that drive these actions before buying, when buying, using, spending products and services after doing the things above or evaluating activities

Brand Loyalty

There are several definitions of brand loyalty according to several experts. According to Tjiptono (2015:21), Brand loyalty is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand, and intends to continue to buy it in the future. According to Kotler and Armstrong (2014), brand loyalty refers to a consistent buying pattern for a particular brand over time and also a pleasant attitude towards a brand. Brand loyalty develops when the brand matches the consumer's personality or self-image or when the brand offers the unique satisfaction and benefits that consumers are looking for. According to Tjiptono (2015:292-294), brand loyalty indicators are divided into four elements, namely: The cost of switching brands, Satisfaction, Brand liking, and Commitment.

Brand Experience

Brand experience is the consumer's past experience with the brand, especially in the scope of use. Thus it can be concluded that the consumer's experience of a brand is closely related to trust in the brand. According to Buchory and Saladin (2018:56), Brand experience is defined as the sensations, feelings, cognitions, and consumer responses evoked by the brand, related to the stimuli generated by the brand design, brand identity, marketing communications, people and the environment the brand is marketed. According to Tjiptono (2015: 38) brand experience is the entire interaction of a person with products, services, organizations, all of which are the raw materials of a brand. Creating a brand experience requires participation and support from customers, adapting from Buchory and Saladin (2018:56) so the way is to increase the level of customer participation in the four most important dimensions which include: Sensory experience, Affective experience, Intellectual experience, and Behavioral experience.

Brand Trust

Brand Trust, which is defined as the customer's desire to rely on a brand with the risks that will be faced because the expectation of the brand will lead to positive results (Sunyoto, 2017:56). promised or the perception that the brand is able to meet consumer expectations by fulfilling the brand promise which ultimately creates consumer satisfaction, the second is consumer confidence that the brand is able to prioritize consumer interests when problems in product consumption arise unexpectedly (Lupiyoadi, 2016:24). Brand trust measurement indicators (Buchory and Saladin, 2018:72): using four indicators to measure brand trust variables, namely: Trust, Rely, Honest, and Safe.

Previous Research

Farhan (2017) aimed of knowing and analyzing the effect of brand image and brand experience on brand loyalty by using multiple linear regression analysis model. The sample used in this study was 100 respondents who are owners or users of BRIZZI cards at BRI Business Center Unit Driorejo. The results showed that all

research variables consisting of brand image and brand experience had a significant effect on the brand loyalty variable. This is proven empirically from the SPSS calculation which results in the calculated F value > F table, which is 16,156 > 3.09 or by looking at the significant level of 0.000 < 0.05. The results also show that the brand image variable has a significant effect on brand loyalty. This is proven empirically from the SPSS calculation which results in the value of t count > t table, namely 5.055 > 1.661 or by looking at the significant level of 0.000 < 0.05. While the brand experience variable has no significant effect on brand loyalty. This is proven empirically from the SPSS calculation which results in the value of t count < t table that is 1.086 < 1.661 or by looking at the significant level of 0.280 > 0.05.

Pratomo and Magetsari (2018) determined the influence of brand involvement, customer-brand engagement, online brand experience to brand satisfaction and brand loyalty of mobile banking applications users in BCA, Bank Mandiri, BRI, and BNI as the big four most valuable brands in Indonesia. This study used primary data sources obtained directly by distributing question-naires to 260 respondents. The sampling method used is non-probability sampling with purpo-sive sampling technique, and the criteria of respondents used in this study are consumers who own and use mobile banking applications at least once a month. The research method used is SEM, analysis of data quality using a validity test and reliability test. The findings of this study are Brand Involvement has a positive effect toward Customer Brand Engagement, Customer Brand Engagement has a positive effect toward Online Brand Experience, and Online Brand Experience has a positive effect toward Brand Satisfaction and Brand Loyalty. Brand Satisfaction has a positive effect toward Brand Loyalty.

Hussein (2018) aimed to scrutinize direct and indirect effects of brand experience on brand loyalty and to investigate the moderating effect of brand of origin in the context of Indonesian casual dining restaurant. Design –this paper analyzed the direct effect of brand experience on brand loyalty and also the indirect effect through customer satisfaction. This study inserted the notion of brand of origin as a variable moderating the effect of brand experience on customer satisfaction and brand loyalty. Methodology – covariance based SEM was used to analyse the data. The robustness of measurements was evaluated by confirmatory factor analysis. Sobel's test was employed to test the indirect effect and multigroup analysis was used to investigate the moderating effect of brand of origin. Findings – brand experience was found to have positive direct effects on both customers' satisfaction and brand loyalty. This study confirmed the indircct effect of brand experience on brand loyalty through customer satisfaction. However, multigroup analyzis did not find the moderating effect in brand of origin. Originality – this study highlights the direct effect of brand experience on brand loyalty. In addition, this study confirmed that customer satisfaction plays an important role in mediating the effect of brand experience on brand loyalty

RESEARCH METHOD

Research Approach

This type of research is associative research. Associative research is research that aims to determine the influence or relationship between two or more variables (Sugiyono, 2015:112). This study looks for the influence of the independent variable Brand Experience and Brand Trust (X) on the dependent variable Brand Loyalty (Y).

Population, Sample Size, and Sampling Technique

The population in this study was not identified because there was no official data that could be used as a reference for the research population. The sample is part of the number and characteristics of the population. Limited funds, energy, and time, the researchers used samples taken from the population. For this reason, samples taken from the population must be truly representative (Sugiyono, 2015). Sampling technique using Accidental Sampling. According to Sekaran and Bougie (2013), part of the population still has the same characteristics and characteristics as the population and is able to represent the entire study population. The sample size that will be used in this study is calculated using opinion (Hair, et.al, 2010). Hair et.al (2010) suggest that the number of research samples is at least five to 10 times the analyzed variables or question indicators. The number of question indicators from this study amounted to 12, so the sample calculation results were obtained are 60 respondents

Data Collection Technique

Collecting data used in this study using a questionnaire. The questionnaire is a data collection technique which is done by giving a set of questions or written statements to the respondent to answer them. The questionnaire is an efficient data collection technique if the researcher knows exactly what variables to measure and what can be expected from the respondent. In addition, a questionnaire is also suitable if the respondents are

quite widely scattered. Questionnaires can be in the form of open or closed questions and can be given to respondents directly or indirectly. The questionnaire in this study will be distributed to the number of samples that the author has determined, namely the consumers of Esspecto Coffee Tondano. The data measurement used in this study is a Likert scale.

Data Analysis Method
Validity test
Validity test is the degree of speed between data that actually occurs in the object of research and data that can be reported by researchers. Thus, valid data is data "that does not differ" between data reported by researchers and data that actually occurs in the object of research (Sugiyono, 2015).

Reliability Test
Reliability/reliability (degree of consistency) is a measure that shows how high an instrument can be trusted or reliable, meaning that reliability concerns the accuracy (in a consistent sense) of measuring instruments.

Test of Classical Assumptions
Multicollinearity Test
Multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between the independent variables. An analysis is said to have no symptoms of multicollinearity if the value of VIF (Variance Inflation Factor) < 10 (Ghozali, 2019:97).

Heteroscedasticity Test
Hesterocedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another observation. If the residual variance from one observation to another observation remains, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one with homoscedasticity or no heteroscedasticity (Ghozali, 2019:103).

Normality test
This test aims to test whether in the regression model, the confounding variable has a normal distribution (Ghozali, 2019:110). The easiest way to see normality is graph analysis. Graphic analysis is used to see the normality of the data by looking at the histogram graph and the normal probability plot curve.

Multiple Linear Regression Analysis
Multiple linear regression analysis is needed to determine the regression coefficients and significant so that they can be used to answer the hypothesis.

RESULT AND DISCUSSION

Result
Validity and Reliability Test
The instrument used in this research is a questionnaire. Therefore, the research instrument must be tested first using validity and reliability tests. Validity test using Pearson correlation coefficient. If the correlation value is above 0.3, it indicates that the instrument used is valid. Reliability test using Cronbach's alpha coefficient. If the alpha value is above 0.6, it indicates that the instrument used is reliable. The results of the validity and reliability tests on research instruments using SPSS software version 25.0 are as follows

Table 1. Validity Test Results

Variables	Statements	Pearson Correlation	r table	Sig	Alpha	Status
Brand Experience (X_1)	$X_{1.1}$	0.757	0.254	0.000	0.05	Valid
	$X_{1.2}$	0.804	0.254	0.000	0.05	Valid
	$X_{1.3}$	0.844	0.254	0.000	0.05	Valid
	$X_{1.4}$	0.707	0.254	0.000	0.05	Valid

Brand Trust (X₂)	$X_{2.1}$	0.684	0.254	0.000	0.05	Valid
	$X_{2.2}$	0.724	0.254	0.000	0.05	Valid
	$X_{2.3}$	0.713	0.254	0.000	0.05	Valid
	$X_{2.4}$	0.446	0.254	0.000	0.05	Valid
Brand Loyalty (Y)	Y_1	0.811	0.254	0.000	0.05	Valid
	Y_2	0.693	0.254	0.000	0.05	Valid
	Y_3	0.598	0.254	0.000	0.05	Valid
	Y_4	0.669	0.254	0.000	0.05	Valid

Source: Processed results of SPSS 25 data, 2022

The results from Table 1 show that each of the variables studied is valid. This is shown by the Pearson Correlation value which is more than the r table value.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Brand Experience (X₁)	0.778	Reliable
Brand Trust (X₂)	0.630	Reliable
Brand Loyalty (Y)	0.644	Reliable

Source: Processed results of SPSS 25 data, 2022

Table 2 shows that the variables studied are reliable, this is shown by the Cronbach Alpha value of each variable that is more than 0.60

Multicollinearity Test
Table 3. Multicollinearity Test Results

Variable	VIF	Tolerance	Information
Brand Experience (X1)	1.355	.738	Non multikolinieritas
Brand Trust (X2)	1.355	.738	Non multikolinieritas

Source: Processed results of SPSS 25 data, 2022

The results of the calculations are shown in Table 3, which shows that the VIF value for all X variables is less than 10 (<10) and the Tolerance value for all X variables is more than 0.1. So it can be concluded that there is no symptom of multicollinearity in this research model.
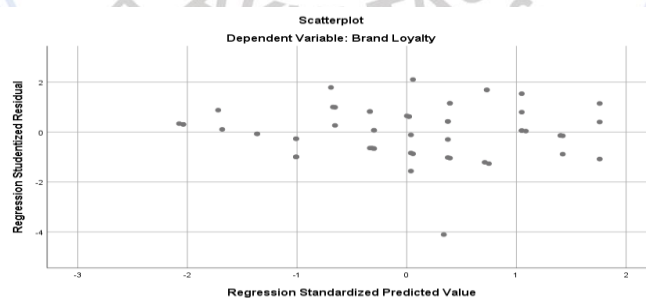
Heteroscedasticity Test

Figure 1 Heteroscedasticity Test Results
Source: Processed results of SPSS 25 data, 2022

Figure 1 states that the scatterplot graph displayed for the heteroscedasticity test shows points that spread randomly and no clear pattern is formed and in the spread of the points spread below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model, so that the regression model is feasible to use to predict the Brand Loyalty (Y)

Normality Test
        The normality test is carried out through a graphical approach (histogram and P-Plot). Figure 2 shows that the normal curve in the histogram above, it can be said that the model is normally distributed, because it forms a bell.
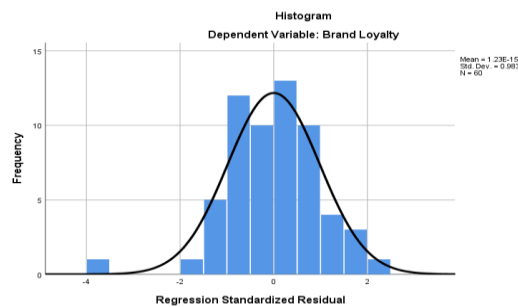

Figure 2 Normality Test Results
Source: Processed results of SPSS 25 data, 2022

Multiple Linear Regression Analysis
Table 4. Multiple Linear Regression Test Results

	Coefficients[a]						
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	8.015	2.206		3.633	.001		
Brand Experience	.254	.128	.268	1.982	.052	.738	1.355
Brand Trust	.268	.127	.286	2.116	.039	.738	1.355

a. Dependent Variable: Brand Loyalty
Source: Processed results of SPSS 25 data, 2022

        The test results in Table 4 can be written in the form of a regression equation in the form of Standardized Coefficients, the following equation is obtained:
$$Y = 8.015 + 0{,}254X_1 + 0{,}268X_2$$
The results of the simple regression equation above provide the understanding that:
1. The constant value of 9.074 gives the understanding that if the Brand Experience and Brand Trust (X) factor is not performed or equal to zero (0) then the amount of Brand Loyalty is 8.015%.
2. For Brand Experience (X) the regression coefficient is positive, this means that if Brand Experience (X) increases by 1%, then Brand Loyalty (Y) will increase by 0.254%.
3. For Brand Trust (X) the regression coefficient is positive, this means that if Brand Trust (X) increases by 1%, then Brand Loyalty (Y) will increase by 0.268%

T-Test
        The t test is used to determine whether there is a partial effect of the independent variable on the dependent variable. as the calculated t value to be compared with the t table value. The results of the regression analysis in table 4 Based on the results of the calculation in table 4 are:
1. The value of significant level of Brand Experience (X1) variable is 0.052 > 0.05, so Ho is accepted, meaning that Brand Experience (X1) has no significant effect on Brand Loyalty (Y), thus Ha is rejected
2. The value of significant level of Brand Trust (X2) variable is 0.039 < 0.05, so Ho is rejected, meaning that Brand Trust (X2) has a significant effect on Brand Loyalty (Y), thus Ha is accepted

Discussion
Effect of Brand Experience and Brand Trust on Brand Loyalty
        Based on the results of hypothesis testing and the results of multiple linear regression analysis in this study, it shows that the Brand Experience and Brand Trust variables simultaneously or simultaneously affect Brand Lyalty in Esspecto Coffee. The results of the F (sig. F) significance test simultaneously from the variables X1, X2 to Y, namely Brand Loyalty of 0.001. This means that the coefficient of the variable X1 or Brand

Experiences, the variable X2 or Brand Trust has a joint effect on Y or Brand Loyalty, where the significant value is less than 5% (<0.05). This means that hypothesis 1 (H1) which states that the Brand Experience and Brand Trust (X) variable, on the dependent variable Brand Loyalty (Y) simultaneously, can be accepted or proven. These results also show that this research model, namely the Brand Experience and Brand Trust variables, has a fairly strong relationship, meaning that Brand Experience, Brand Trust and Brand Loyalty variables have a strong relationship and can be utilized properly to significantly increase Brand Loyalty. The results of this study also found that the independent variables in this study were able to have a large contribution or role in explaining the dependent variable and the core problem of the dependent variable in this case Brand Loyalty. The implication of this research is that this research model can be used as a variable that influences or considers decision-making tools from the Brand Loyalty variable, especially in Esspecto Coffee which focuses on its Brand Loyalty. This is because this research has been proven to have a strong level of relationship between the independent variables and the dependent variable, also this research has been tested to play a role with a high percentage in influencing Brand Loyalty, so that the policies taken by Esspecto Coffee by considering the Brand Experience and Brand Trust factors can increase Brand Loyalty significantly. If Brand Loyalty increases, it will certainly be good for Esspecto Coffee.

The Effect of Brand Experience on Brand Loyalty

Based on the results of the research described previously, it was found that the Brand Experience variable in this study did not have a significant effect on Brand Loyalty at Esspecto Coffee. From the research results, it can be seen that the research hypothesis which states "Brand Experience has a significant influence on Brand Loyalty" is rejected. Based on the results of the calculation in table 4, the value of significant level of Brand Experience (X1) variable is 0.052 > 0.05, so Ho is accepted, meaning that Brand Experience (X1) has no significant effect on Brand Loyalty (Y), thus Ha is rejected. So it can be concluded that Brand Experience is not a driving factor in increasing brand loyalty, where Brand experience is defined as the sensations, feelings, cognitions, and consumer responses evoked by the brand, related to the stimuli generated by the brand design, brand identity, marketing communications, people and the environment the brand is marketed. Brand experience is the entire interaction of a person with products, services, organizations, all of which are the raw materials of a brand. However, this factor is not a driving factor so that more attention needs to be paid to the brand experience factor. This result is supported by Pratomo and Magetsari (2018) that Online Brand Experience has a positive effect toward Brand Loyalty.

The Effect of Brand Trust on Brand Loyalty

Based on the results of the research described previously, it was found that the Brand Trust variable in this study had a positive and significant influence on Brand Loyalty at Esspecto Coffee. From the results of the study, it can be seen that the research hypothesis which states "Brand Trust has a significant influence on Brand Loyalty" is accepted. So it can be concluded that Brand Trust has a positive and significant effect on Brand Loyalty. Based on the results of the calculation in table 4 the value of significant level of Brand Trust (X2) variable is 0.039 < 0.05, so Ho is rejected, meaning that Brand Trust (X2) has a significant effect on Brand Loyalty (Y), thus Ha is accepted. It can be concluded that Brand Trust is an important factor in Esspecto Coffee in maintaining and increasing Brand Loyalty. This is due to Brand Trust, which is defined as the customer's desire to rely on a brand with the risks that will be faced because the expectation of the brand will lead to positive results (. promised or the perception that the brand is able to meet consumer expectations by fulfilling the brand promise which ultimately creates consumer satisfaction, the second is consumer confidence that the brand is able to prioritize consumer interests when problems in product consumption arise unexpectedly. This result is also in line with Hokky and Bernarto (2021) that brand trust had a positive effect on brand loyalty.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the analysis and discussion using multiple linear regression and classical assumption test, it is concluded that the results of hypothesis testing are:
1. The results of the hypothesis test found that simultaneously brand experience and brand trust had a significant effect on brand loyality at Esspecto Café Tondano.

2. Hypothesis test results found that partially brand experience has no significant effect on brand loyality at Esspecto Café Tondano.
3. The results of the hypothesis test found that partially brand trust has a significant effect on brand loyality at Esspecto Café Tondano.

Recommendation

Based on the results of the discussion in this study, the authors provide suggestions as input:
1. For Esspecto Coffee to maintain and improve the quality of brand experience again so that it will make its consumers more loyal to the brand also satisfied and make them more comfortable being at Esspecto Coffee
2. Future research will be carried out in order to expand the research by adding other factors that may affect Brand Loyalty that have not been studied in this study so that the research results can better describe the actual conditions over the long term.

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