

Brand Satisfaction, Brand Trust and Brand Loyalty: The Mediating Role of Brand Performance and The Moderating Role of Market Rationally in Culinary Industry

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ABSTRACT

This study seeks to examine whether predictions of brand performance directly affect brand loyalty, and whether brand satisfaction and brand trust directly impact both brand loyalty and brand performance. It also investigates if rational market behavior directly influences brand loyalty and whether market rationality moderates, as well as if brand performance predictions mediate the indirect influence of brand satisfaction and trust on brand loyalty at CV. Wijaya Kembar. Data was gathered using a questionnaire, and the analysis was conducted using SmartPLS3. The findings indicate that market rationality does not moderate the direct influence of brand satisfaction and trust on brand loyalty. Moreover, market rationality has no direct negative effect on brand loyalty, and brand performance does not mediate the indirect influence of brand satisfaction and trust on brand loyalty. Additionally, brand trust does not directly or positively impact brand loyalty or brand performance, though it does have a direct positive effect on brand performance alone at CV. Wijaya Kembar.

INTRODUCTION

The shift in consumer purchasing behavior in Indonesian society is a result of economic globalization. Increases in consumer capabilities, product quality, marketing, international relations, competitiveness, ease of delivery, ease of purchasing transactions, and ease of obtaining various product-related information are all contributing factors to this shift in consumer purchasing behavior.

The industrial Confidence Index in February 2024 continued to strengthen to 52.56 points, or an increase of 0.21 points from the previous month, which was at 52.35, according to data released by the Ministry of Industry. This number is derived from all Industrial Confidence Index components, specifically new order variables, production, and product inventory, which will all be expanding in February 2024, at the rates of 53.14, 50.45, and 54.28. The phenomenon of shifting consumer buying habits is connected to marketing management's strategic facets.

To achieve MSME success, marketing managers today must apply strategic elements such as a thorough understanding of the market and competitors, as well as efficient promotional and customer service tactics. Enhancing brand management in MSMEs can be achieved through applying effective branding and promotion strategies, having a thorough understanding of the market and competitors, and offering first-rate customer service. All things considered, MSMEs can identify the kind of brand that best fits the market and rivals with the aid of a suitable and successful marketing plan.

Brand satisfaction is one kind of brand that currently appeals to consumers and rivals. A customer is said to be satisfied with a brand when they enjoy using its goods or services. This is a result of excellent service, reasonable costs, and high quality. Another brand that meets the demands of the market and rivals is brand trust. A situation where customers have faith in a brand is known as brand trust. This is because of our transparent policy, solid reputation, and other people's trust. These two brand types can affect brand performance and loyalty because consumers who are highly satisfied and trusting of a brand are more likely to make that brand their first choice and to repurchase goods or services from that company. Companies must ensure brand satisfaction and brand trust to boost brand loyalty and brand performance. This is accomplished by creating superior goods and services, putting openness guidelines into place, and building a solid reputation.

Brand loyalty is significantly impacted by brand satisfaction (Ghorbanzadeh & Rahehagh, 2021). In B2C, brand satisfaction significantly boosts brand loyalty (Jamshidi & Rousta, 2021). Brand loyalty is greatly enhanced by brand trust (Abdullah, 2015). Furthermore, there is a positive correlation between business performance and both brand loyalty and brand trust (Tiep Le et al., 2023). Brand performance is positively impacted by loyalty purchases and loyalty attitudes (Noor et al., 2012). It is vital to support the existence of appropriate market rationality by examining prior research on brand loyalty and brand performance, which are influenced by brand satisfaction and brand trust variables. As opposed to market emotion, the market's rational goal is to raise

favorable perceptions of the brand, purchase intent, and memory of the advertisement's content.

CV. Wijaya Kembar works in Kampung Tahu Kediri, an industrial tourism area, in the culinary industry. In Kediri City, Kampung Tahu is a well-known name as a tofu souvenir hub. CV. Wijaya Kembar uses tofu as the primary ingredient in a variety of products. The sales concept is to offer top-notch tofu culinary educational tourism, with a focus on producing a variety of tofu food products. This benefit is what gives this MSME a reputable and satisfying brand in the eyes of the general public. Although the public already find this MSME brand to be satisfactory and trustworthy, there are rivals in other areas of Kediri that are also hubs for tofu souvenirs and have a longer history of public recognition. Brand satisfaction and brand trust have only recently surfaced to highlight brand performance and brand loyalty in the appropriate market rationale. This is what needs to be researched. You can determine the brand performance and customer loyalty of the market that has developed in the tofu industrial area by looking at these different issues. Thus, the purpose of this study is to determine how brand satisfaction and brand trust, through brand performance and market rationality, influence brand loyalty.

LITERATURE REVIEW

Brand Satisfaction

According to Jones and Suh (2000), brand loyalty cannot be achieved without satisfaction because higher levels of satisfaction typically translate into higher levels of loyalty. Brand loyalty is strongly influenced by satisfaction (Belaid and Behi, 2011; Drennan et al., 2015; Song et al., 2019). According to M. Thomson et al. (2005), a customer who is emotionally attached to a brand is typically satisfied with it, indicating that satisfaction is the foundation of emotional attachment. Customer satisfaction influences demand for a good or service and influences future buying habits (Bennett and Rundel-Thiele, 2005). In developing brand attachment, the impact of satisfaction on long-term loyalty is implicitly taken into account (Bahri-Ammari et al., 2016). According to Bloemer and Kasper (1995), brand satisfaction is the outcome of a subjective assessment that the selected alternative (brand) either meets or surpasses expectations. Brand satisfaction is viewed as the result of multiple interactions. Consumers' emotional assessment of an established brand is shaped overtime by its existence (Song et al., 2019). Brand satisfaction has 3 (three) dimensions including equity (product satisfaction), value (satisfaction with the brand) and quality (pleasure with the product) (Fullerton, 2011).

Brand Trust

Zhou et al. (2011) define trust as the degree to which customers have faith in a specific brand to fulfill their needs. Because trust creates a strong connection between a brand and its customers, it is one factor that determines brand loyalty (Morgan and Hunt, 1994). Consumer confidence in a brand's ability to carry out specific tasks is a measure of brand trust (Singh et al., 2012). 2001). According to Moorman et al. (1992), brand trust is the average degree to which customers are willing to rely on a brand's ability to fulfill its intended purpose. The degree to

which consumers view a brand as reliable is known as brand trust (Doney & Meriam, 1997). According to Chaudhuri and Holbrook (2001), brand trust is a crucial element in consumer interactions and business relationships. It signifies the degree to which consumers trust the brand's functions can be effectively executed. Consumers' average willingness to rely on a brand's ability to perform its functions is known as brand trust (Pavlou, Liang, and Xue, 2007; Wang and Emurian, 2005). Hedonic, utilitarian, availability, uniqueness, and quality are the 5 (five) dimensions of brand trust (Halim, 2011).

Brand Performance

According to Sari (2009), brand performance is the ability of a brand to fulfill customer expectations and offer the best possible benefits. According to Chaudhuri & Holbrook (2001, p. 81), high levels of brand performance are the outcome of optimal high levels of customer loyalty lead to market segments and relative prices. While purchase loyalty is disregarded, loyalty attitudes have an impact on the degree of brand performance success (Halim, 2011). Customer loyalty benefits businesses by lowering expenses, raising revenue, and improving profitability (Dowling and Uncles, 1997; Yang and Peterson, 2004). Customer brand loyalty is a key factor in determining how well a business performs in terms of perceived pricing (Pasha and Walid, 2016), customer trust, product or service quality, brand dependability, and social responsibility (Khuong and Dai, 2016), satisfaction, and switching barriers (Shafei et al., 2016). Word of mouth, differentiation, and relative price are the 3 (three) dimensions that dimensions brand performance (Halim, 2011).

Market Rationally

An almost perfect worldwide marketing communications system is the market rational system. This system calculates potential losses, reduces marketing risks, and creates plans to deal with those risks should they materialize. Though it never achieves perfection, a rational system strives to approach that ideal state. The ideal system should have no more than 10% deviations. Because the components of the advertising message model can be altered, businesses worldwide can implement this market rational system (Obolenska et al., 2019). To persuade consumers, rational advertising messages employ logical and factual arguments like vitamin and nutritional content. Emotional advertising messages are less successful than rational advertising messages in eliciting favorable attitudes toward the brand, purchase intention, and advertising content recall. Consumers process rational advertising messages more deeply when they are presented in negative media contexts that correspond with rational behavior. Arguments that are factual and logical are two of the two dimensions of market rationality (Patrick De Pelsmacker, 2002).

Brand Loyalty

According to Reichheld et al. (2000), loyalty is a key sign of a successful marketing strategy. When it comes to brand performance, loyalty matters more than purchase loyalty (Halim, 2011). According to Andreassen and Lindestad (1997), brand loyalty is an expression of planned behavior associated with a specific brand. A strong commitment to regularly repurchase or subscribe to a preferred product or service in the future, resulting in the purchase of the same brand or group of brands, is known as brand loyalty. The same thing over and over again despite external factors and advertising campaigns that could encourage behavior switching (Oliver, 1997). Another way to think about brand loyalty is as a measure of a customer's propensity to move to a different brand, particularly if the brand modifies its features or prices (Aaker, 1991). Scholars and industry professionals alike acknowledge the advantages of brand loyalty, making it one of the most often mentioned ideas in the marketing domain (Iglesia et al., 2011). Customers can also express their satisfaction with a product or service's performance through brand loyalty (Bloemer and Kasper, 1995). To accomplish these objectives and compete in a competitive market, brand loyalty is a potent tool (Amine, 1998). Brand loyalty is defined as the continued use or purchase of a specific brand and is predicated on the attitudes and beliefs of the consumer (Evanschitzky dan Wunderlich, 2006). According to Algesheimer et al. (2005), brand loyalty results in several marketing benefits, including lower marketing expenses, an increase in new clients, and increased trade. According to Chaudhuri and Holbrook (2001), a company's competitiveness and profitability depend on its ability to maintain its brand. Retention efforts are aided by brand loyalty (Reichheld and Scheffer, 2000). Attitude and behavioral loyalty are the 2 (two) dimensions of brand loyalty (Kuikka & Laukkanen, 2012).

HYPOTHESIS DEVELOPMENT

According to Chaudhuri and Holbrook (2001), brand performance is one effect of loyalty.

H1: It is suspected that brand performance has a direct influence on brand loyalty at CV. Wijaya Kembar.

Higher loyalty is correlated with higher satisfaction (Ball et al., 2004). The structure and quality of the relationship between satisfaction and loyalty can vary, but very high loyalty is dependent on the level of satisfaction; only a slight decrease in satisfaction accelerates extraordinary results for the level of loyalty (Jones and Sasser, 1995). Consumer happiness and trust are often the main drivers of brand loyalty (Lau and Han Lee Theng, 1999). According to Ballester and Aleman (2001) and Coulter et al. (2003), brand loyalty is a means for customers to communicate their satisfaction with the performance of the goods or services they receive.

H2: It is suspected that brand satisfaction has a direct effect on brand loyalty at CV. Wijaya Kembar.

Customer satisfaction can also influence brand performance because satisfaction leads to increased sales and prices (O'Neill et al. 2006).

H3: It is suspected that brand satisfaction has a direct effect on brand performance at CV. Wijaya Kembar.

Relationship value is a byproduct of brand trust and fosters loyalty (Morgan & Hunt, 1994). According to Rauyruen and Miller (2007), one must first earn the trust of customers to win their loyalty. According to Liu et al. (2011), brand trust plays a significant role in mediating consumer behavior both before and after a product purchase and fostering long-term loyalty. Because it strengthens the value of the relationship between two parties, brand loyalty rises in tandem with brand trust (Morgan & Hunt, 1994). Brand trust fosters brand loyalty, and brand loyalty fosters beneficial correlations between businesses and consumers (Sahin et al., 2011; Urban et al., 2000). According to Chiou and Drog (2006), a reliable brand is one that continuously upholds its promise of value to consumers through exceptional brand performance, ensuring the process of customer brand loyalty.

H4: It is suspected that brand trust has a direct effect on brand loyalty at CV. Wijaya Kembar.

As was previously mentioned, brand performance is an antecedent of the general attitude evaluation of brand trust and brand equity (Han and Sung, 2008; Kuhn et al., 2008)

H5: It is suspected that brand trust has a direct influence on brand performance at CV. Wijaya Kembar.

H6: It is suspected that market rationality has a direct influence on brand loyalty at CV. Wijaya Kembar.

H7: It is suspected that market rationality can directly moderate brand satisfaction on brand loyalty at CV. Wijaya Kembar.

H8: It is suspected that market rationality can directly moderate brand trust on brand loyalty at CV. Wijaya Kembar.

Purchase and attitude loyalty are two dimensions of brand loyalty that are influenced by brand performance and brand satisfaction (Arjun Chaudhuri & Holbrook, 2001).

H9: It is suspected that brand performance can indirectly mediate brand satisfaction on brand loyalty at CV. Wijaya Kembar.

According to Delgado-Ballester et al. (2003), brand trust has a positive impact on consumer attitudes and brand-related behavior, such as purchasing, behavioral and attitudinal loyalty, perceived brand value, brand commitment, and brand referral. It is also thought to be a key driver of both financial and non-financial performance. Becerra and Korgaonkar (2011) discovered that consumers' purchase and repurchase intentions are positively correlated with brand trust. Customers are also thought to be more inclined to take on challenging and risky behaviors that promote a brand when they feel confident in it, such as positive branding and purchasing actions that have a positive correlation with business performance.

H10: It is suspected that brand performance can indirectly mediate brand trust on brand loyalty at CV. Wijaya Kembar.

CONCEPTUAL MODEL

A research model, according to Misno et al. (2021), is an overall depiction of the variables proposed and the hypotheses investigated in a study. The goal of the research model is to simplify the process of understanding research. An overview of this research model is provided below:

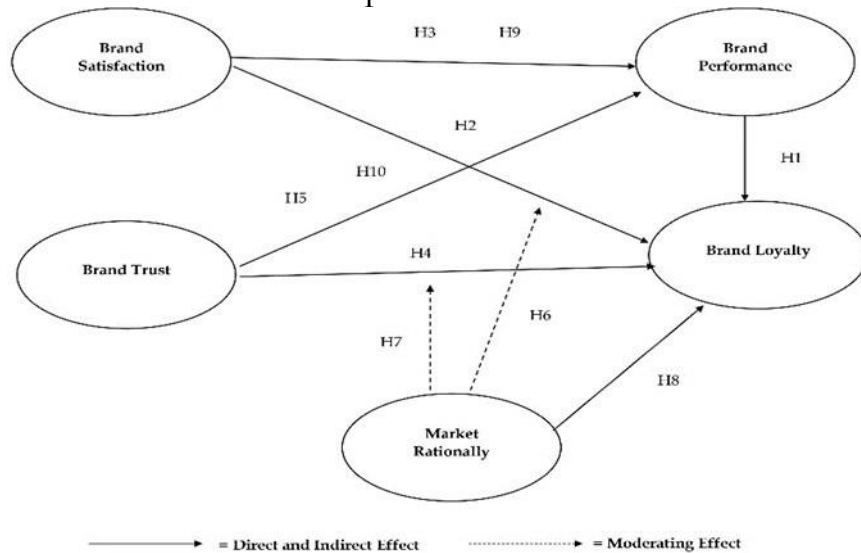


Figure 1. Research Framework

METHODOLOGY

It is mediated by brand performance and moderated by market rationality in CV. Wijaya Kembar to predict the impact of brand satisfaction and brand trust on brand loyalty. Quantitative method is used in this study. When researching specific populations or samples a quantitative approach is employed, whereby data is gathered through the use of research instruments such as questionnaires. This quantitative research approach made use of SEM PLS analysis. Maximize the explained variance of endogenous constructs from SEM PLS analysis while preserving model interpretability (Shmueli et al., 2019). Smart PLS 3 is the analysis tool utilized in this study. The consumers who buy all products under CV. Wijaya Kembar brand comprise the population and sample in this study. The Hair formula is used to determine the sample size in this study for a population whose precise size is unknown. Hair (2014) states that for each parameter underestimation, a minimum sample size of 5–10 observations is advised. Therefore, 150 respondents (10 x 15 indicators) served as the sample size for this study. This also considers the findings of Hair et al. in Ferdinand (2002), who claimed that the SEM PLS analysis technique and a sample size of 100–200 samples is appropriate. The research employed a random sampling technique in March 2024. Primary and secondary data sources are the ones that were used. Questionnaires testing brand satisfaction and brand trust as independent variables, brand loyalty as dependent variables, brand performance as mediating variables, and market rationality as moderating variables were used to gather primary data. Researchers employed a Likert scale questionnaire with rating points ranging from 1 to 5 (removing point 3 for hesitant answers) to gather data from respondents sources. Books and journals serve as secondary data sources of information.

Table. 1 Operational Definition of Variables

| Variable | Operational Definition | Indicator | Variable Type |
|-------------------------|---|--|----------------------|
| Brand Satisfaction (X1) | The results of the subjective evaluation of the chosen alternative (brand) either meet or surpass expectations (Kasper's, 1995) | Equity (product satisfaction) Value (brand satisfaction) Quality (pleasure with the product) (Fullerton, 2011) | Variable Independent |
| Brand Trust (X2) | It is a crucial component of how customers and businesses interact and shows how confident consumers are in the brand's ability to perform the tasks it has promised (Chaudhuri and Holbrook, 2001). | Hedonic Utilitarian Availability Uniqueness Quality (Halim, 2011) | Variable Independent |
| Brand Performance (Z1) | How companies can best serve customers by offering benefits that are genuinely aligned with their needs and expectations (Sari, 2009). | Relative price Differentiation Word of mouth. (Halim, 2011) | Variable Mediating |
| Market Rationally (M) | An almost perfect worldwide marketing communications system for reducing marketing risk, projecting potential losses and creating plans to mitigate these risks should they materialize (Patrick De Pelsmacker, 2002). | Logical Argument Factual Argument (Patrick De Pelsmacker, 2002) | Variable Moderating |
| Brand Loyalty (Y) | a steadfast pledge to return or subscribe to the preferred good or service in the future, resulting in the repurchase of the same brand or group of brands despite external factors and possibly responsible marketing campaigns that alter consumer behavior (Oliver, 1997). | 1. Attitudinal Loyalty 2. Behavioral Loyalty (Kuikka & Laukkanen, 2012) | Variable Dependent |

Source: Data Processing Results, 2024

RESULT

A total of 150 consumer respondents from CV. Wijaya Kembar provided data for this research which can be seen in table 2 below:

Table 2. Measurement Results Model

| Item | Loading | Cronbach Alpha | Composite Reliability | Average Variance Extracted |
|------|---------|----------------|-----------------------|----------------------------|
| X1.1 | 0,965 | 0,919 | 0,938 | 0,862 |
| X1.2 | 0,864 | | | |
| X1.3 | 0,953 | | | |
| X2.1 | 0,975 | 0,985 | 0,985 | 0,970 |
| X2.4 | 0,993 | | | |
| X2.5 | 0,987 | | | |
| Z2 | 0,740 | 0,537 | 0,599 | 0,676 |
| Z3 | 0,897 | | | |
| M1 | 0,937 | 0,799 | 0,845 | 0,830 |
| M2 | 0,885 | | | |
| Y1 | 0,920 | 0,845 | 0,858 | 0,865 |
| Y2 | 0,940 | | | |

Source: Data Processing Results, 2024

To assess the model measurements, the loading scale's reliability needs to be greater than 0.708 (Hair et al., 2014). If the loading scale value is more than 0.708, then all of the question items for each of the aforementioned variables can be regarded as legitimate.

Except the brand performance variable, for which the value obtained can be tolerated > 0.5, the Cronbach Alpha value with reflective measurements to measure the reliability test looks at the indicator values where the required value is > 0.708; this is also supported by the composite reliability value > 0.708.

AVE, or Average Variance Extracted, needs to be greater than 0.50. This demonstrates that a construct that accounts for at least 50% of the item variance can be used to determine good validity (Hair et al., 2019). The supporting variables in the above table are all nearly 50%, meaning that the minimum average Variance Extracted Value (AVE) for each variable is 0.5.

Table 3. Structural Model Evaluation

| Hypothesis | Variance Explained (R2) | R2 adjusted | Effect Size (f2) | VIF |
|------------|-------------------------|-------------|------------------|---------|
| Z ► Y | 0,905 | 0,901 | 0,001 | 4,654 |
| X1 ► Y | | | 0,142 | 12,896 |
| X1 ► Z | 0,703 | 0,699 | 0,011 | 11,564 |
| X2 ► Y | | | 0,057 | 147,220 |

| | | |
|--------|-------|--------|
| X2 ► Z | 0,123 | 11,564 |
| M1 ► Y | 0,001 | 4,160 |
| M2 ► Y | 0,005 | 80,136 |
| M ► Y | 0,008 | 40,765 |

Source: Data Processing Results, 2024

Sampling power can be predicted using the R2 value (Rigdon, 2012). On a scale of 0 to 1, a higher R2 value denotes greater strength. R square values of 0.75, 0.50, and 0.25 for Hair et al. (2019) indicate substantive (high), moderate, and weak influence, respectively. Based on the values in the above table, the eight hypotheses have substantive (high) Adjusted R2 values of 0.901, while one hypothesis has a moderate Adjusted R2 value of 0.699.

When comparing the size of the path coefficient and the f2 effect size, for instance, the f2 effect size is meant to consider partial or complete mediation (Nitzl et al., 2016). Generally speaking, values larger than 0.02, 0.15, and 0.35 denote small, medium, and large f2 effect sizes, respectively. The f2 values with medium and small sizes were obtained for the eight hypotheses based on the above table.

To perform multicollinearity testing, use the VIF or Collinearity Statistics value. According to the convention, a VIF of less than 3 (three) is suitable (Becker et al. 2015). The VIF value ought to be approximately three, or as low as feasible. The eight hypotheses above have multicollinearity, as evidenced by the results, which show a Collinearity Statistics or VIF value > 3.

Table 4. Hypothesis Testing Results (Direct Influence)

| Hypothesis | B | T Value | Confidence Interval (95%) | P-Values | Conclusion |
|-------------|--------|---------|------------------------------|----------|------------|
| H1 = Z ► Y | -0,019 | 0,384 | [-0,134;0,068] | 0,701 | Reject |
| H2 = X1 ► Y | 0,417 | 1,312 | [-0,038;1,109] | 0,190 | Reject |
| H3 = X1 ► Z | 0,195 | 1,468 | [-0,030;0,479] | 0,143 | Reject |
| H4 = X2 ► Y | 0,895 | 0,049 | [-0,173;2,343] | 0,961 | Reject |
| H5 = X2 ► Z | 0,651 | 4,788 | [0,344;0,879] | 0,000 | Supported |
| H6 = M1 ► Y | -0,023 | 0,354 | [-0,148;0,103] | 0,723 | Reject |
| H7 = M2 ► Y | -0,216 | 0,015 | [-1,687;0,902] | 0,988 | Reject |
| H8 = M ► Y | -0,177 | 0,016 | [-1,139;0,498] | 0,987 | Reject |

Source: Data Processing Results, 2024

The aforementioned table indicates that there is no direct or negative impact of brand performance variables on the brand loyalty variable at CV. Wijaya Kembar, with a P value of 0.701 > 0.05 for the influence of brand performance variables on brand loyalty. When the brand satisfaction variable has a P value of 0.190 > 0.05 and the brand loyalty variable in CV. Wijaya Kembar is affected, there is no direct and positive relationship between the two variables.

With P values $0.143 > 0.05$, the brand satisfaction variable's influence on brand performance indicates that it does not directly and favorably affect the brand performance variable at CV. Wijaya Kembar. The brand trust variable has no direct and positive effect on the brand loyalty variable in CV. Wijaya Kembar, according to the influence of the brand trust variable on brand loyalty with P values $0.1961 > 0.05$.

The brand trust variable has a direct and positive effect on the brand performance variable in CV. Wijaya Kembar as evidenced by the influence of the variable on brand performance with P values $0.000 < 0.05$. With P values of $0.723 > 0.05$, the market rational variable acts as a moderator of the relationship between the brand satisfaction and brand loyalty variables. However, the market rational variable is unable to directly moderate the relationship between the brand satisfaction and brand loyalty variables in CV. Wijaya Kembar.

With P values of $0.988 > 0.05$, the market rational variable acts as a moderator of the brand trust variable's influence on brand loyalty; however, the market rational variable is unable to directly moderate the effect of the brand trust variable on the brand loyalty variable in CV. Wijaya Kembar. With P values $0.987 > 0.05$, the market rational variable's impact on brand loyalty is not directly and negatively correlated with the brand loyalty variable in CV. Wijaya Kembar.

Table 5. Hypothesis Testing Results (Indirect Influence)

| Hypothesis | B | T Value | Confidence Interval (95%) | P-Values | Conclusion |
|-----------------|--------|---------|---------------------------|----------|------------|
| H9= X1 ► Z ► Y | -0,004 | 0,281 | [-0,041;0,014] | 0,779 | Reject |
| H10= X2 ► Z ► Y | -0,012 | 0,393 | [-0,082;0,045] | 0,695 | Reject |

Source: Data Processing Results, 2024

The brand performance variable cannot indirectly and negatively mediate the influence of the brand satisfaction variable on the brand loyalty variable in the CV. Wijaya Kembar, according to the above table, indicates that the brand performance variable is a mediator of the influence of the brand satisfaction variable on brand loyalty with P values of $0.779 > 0.05$.

With P values of $0.695 > 0.05$, the brand performance variable acts as a mediator of the relationship between brand trust and brand loyalty. However, in CV. Wijaya Kembar, the brand performance variable is unable to mediate the relationship between brand trust and brand loyalty indirectly or negatively.

DISCUSSION

The brand loyalty variable is not directly impacted negatively by the brand performance variable at CV. Wijaya Kembar, the P values of $0.701 > 0.05$ demonstrate this. It turns out that consumer familiarity, competitive pricing, and a wide range of product types offered by this brand do not affect brand loyalty. Even when the quality is lower, some consumers continue to migrate to other brands that offer their goods at more reasonable prices. Unlike other researchers, this one finds that brand loyalty makes consumers less sensitive to price

increases, even when those price increases are intended to boost marketing tool effectiveness and business performance (Kabiraj and Shanmugan, 2010; Keller, 2003). One of the factors that drives business performance is customer brand loyalty. Other factors include customer trust, the quality of the product or service, the price that is offered, brand reliability and social responsibility, customer satisfaction, and switching barriers (Shafei et al., 2016). Loyalty to a company's customers can boost profits, cut expenses, and improve operations (Dowling and Uncles, 1997; Yang and Peterson, 2004). Market share can rise with brand loyalty (Assael, 1998). Business performance is positively correlated with brand trust and loyalty (Tiep Le et al., 2023).

The brand loyalty variable is not positively impacted directly by the brand satisfaction variable at CV. Wijaya Kembar, the P values $0.190 > 0.05$ demonstrate this. Despite this, consumers are pleased and content with the large selection of goods this brand offers. It turns out, though, that this does not affect loyalty. Because brand satisfaction with other names is more up-to-date and goes viral on social media, some consumers move to other brands. Satisfaction has a significant impact on brand loyalty when branded coffee shop patrons are given the Starbucks name (Song et al., 2019). Developing brand attachment implicitly takes into account the impact of satisfaction on long-term loyalty (Bahri-Ammari et al., 2016). Brand loyalty is significantly influenced by satisfaction (Belaid and Behi, 2011; Drennan et al., 2015; Song et al., 2019). Brand loyalty is significantly impacted by brand satisfaction (Ghorbanzadeh & Rahehagh, 2021).

The brand performance variable is not positively impacted directly by the brand satisfaction variable. This is demonstrated at CV. Wijaya Kembar, by the P values $0.143 > 0.05$. Even though consumers are pleased and content with the range of products this brand offers, this has no bearing on how well it performs. Products from this brand manufacturer are offered at competitive prices. According to O'Neill et al. (2006), customer satisfaction affects brand performance outcomes because it increases sales and prices. It has been demonstrated that the relationship between behavioral intentions, brand performance, perceived service quality, and brand image is mediated by satisfaction and trust (Sultan & Wong, 2019). The relationship between environmental reputation and brand performance is also mediated by brand satisfaction (Opoku et al., 2023).

The brand loyalty variable is not positively impacted directly by the brand trust variable at CV. Wijaya Kembar, the P values $0.1961 > 0.05$ demonstrate this. Even though consumers have experienced the advantages, distinctiveness, and caliber of this brand's products. Furthermore, this does not affect loyalty. Some consumers move to different brands because they think those products are more widely accessible. Maintaining buyer-seller relationships is a prime example of how important trustbuilding is (Agustin and Singh, 2005; Bart et al., 2005). Customer satisfaction and experience are positively impacted by brand trust (Papadopoulou et al., 2001; Urban et al., 2000). According to Liu et al. (2011), brand trust plays a crucial role in mediating customer behavior both before and after product purchase and fostering long-term loyalty. According to several studies (Kwon et al., 2020; Chinomona, 2016; Gözükar, Çolakoğlu, 2016;

Abdullah, 2015), brand trust significantly boosts brand loyalty. In actuality, purchase loyalty or even attitudinal loyalty is strongly and negatively correlated with brand trust (Halim, 2011).

The P values $0.000 < 0.05$ demonstrate a direct and positive relationship between the brand trust variable and the brand performance variable at CV. Wijaya Kembar. Customers have attested to the advantages, distinctiveness, and excellence of this brand's merchandise. The performance of the brand is impacted by this. Customers continue to select this brand because of its wide public recognition, competitive selling prices, and variety of products. Customers' perception of a brand's reliability is measured by its brand trust (Doney & Meriam, 1997). While buyer commitment and loyalty are impacted differently by brand performance and industrial brand image, brand trust is directly impacted by both (Syed Alwi et al., 2016). As previously noted, brand equity and brand trust attitude evaluation are antecedents of brand performance (Han and Sung, 2008; Kuhn et al., 2008).

The impact of the brand satisfaction variable on the brand loyalty variable can not be directly moderated by the market rational variable at CV. Wijaya Kembar, the P values of $0.723 > 0.05$ demonstrate this. It seems that the presence of logical marketing messages for this brand on social media platforms like Facebook and Instagram does not increase consumer satisfaction with the brand provided or brand loyalty. Compared to emotional advertising messages, rational advertising messages are more successful in boosting favorable attitudes toward brands, purchase intentions, and recall of advertising content (Patrick De Pelsmacker, 2002). According to Olenska et al. (2019), a rational global marketing communications system is nearly perfect.

The direct impact of the brand trust variable on the brand loyalty variable cannot be mitigated by the market rational variable at CV. Wijaya Kembar, the P values of $0.988 > 0.05$ demonstrate this. Customers do not seem to believe this brand's rational advertising message, especially when the product they need is out of stock. Such things can weaken consumer loyalty to a brand. Even so, rational advertising messages persuade consumers with logical and factual arguments, like nutritional value and vitamin content (Patrick De Pelsmacker, 2002). A rational system, however, strives to approach the ideal state and is not perfectly ideal. Ten percent or less should be the maximum deviation from the ideal system (Obolenska et al., 2019).

The market rational variable has no direct and negative effect on the brand loyalty variable at CV. Wijaya Kembar, this is proven by the P values $0.987 > 0.05$. Brand loyalty will decrease if a logical marketing message for this company is accompanied by multiple logical and factual issues. In negative media contexts, consumers process rational advertising messages more deeply, which reflects rational behavior (Patrick De Pelsmacker, 2002). Because the model's contributing factors are modifiable, the market rational system can be applied to SMEs across multiple nations (Obolenska et al., 2019).

The indirect and detrimental impact of the brand satisfaction variable on the brand loyalty variable cannot be mitigated by the brand performance variable at CV. Wijaya Kembar, the P values of $0.779 > 0.05$ demonstrate this. Diverse product offerings, competitive pricing, and public recognition cannot effectively correlate with brand satisfaction and loyalty. Indeed, it has been demonstrated that the relationship between behavioral intentions, brand performance, perceived product quality, and brand image is mediated by satisfaction and trust (Sultan & Wong, 2019). According to Okoku et al. (2023), brand satisfaction acts as a mediator in the relationship between brand performance and environmental reputation. According to O'Neill et al. (2006), customer satisfaction has been found to affect brand performance outcomes because it increases prices and sales.

The indirect and detrimental impact of the brand trust variable on the brand loyalty variable cannot be mitigated by the brand performance variable. This is demonstrated at CV. Wijaya Kembar, by the P values of $0.695 > 0.05$. Consumer confidence in product availability and brand loyalty can't be positively correlated with the presence of a wide range of products, competitive selling prices, and public recognition. Buyer commitment and loyalty are impacted differently by industrial brand image and brand performance, even though both have a direct impact on brand trust (Syed Alwi et al., 2016). Business performance is positively correlated with brand trust and loyalty (Tiep Le et al., 2023). Consumer brand loyalty has a significant impact on how well a business performs about perceived pricing, customer trust, and the quality of its goods or services (Pashadan Walid, 2016).

CONCLUSION AND RECOMMENDATION

The research findings indicate that the following are the brand performance variable has no direct and negative effect on the brand loyalty variable; the brand satisfaction variable has no direct and positive effect on the brand loyalty and brand performance variables; the brand trust variable has a direct and positive effect on the brand performance variable but no direct and positive effect on the brand loyalty variable; and the market rational variable is unable to moderate the direct influence of the brand satisfaction and brand trust variables on the brand loyalty variable. The brand loyalty variable is not directly impacted negatively by the market rational variable, and the brand performance variable is unable to mediate the brand loyalty variable is negatively and indirectly impacted by the brand satisfaction and brand trust variables at CV. Wijaya Kembar.

According to the research's findings, MSME would be better off developing new, more modern brands to attract consumers interest, producing more goods to give consumers confidence in their availability and prevent them from switching to other brands, and adjusting their selling prices to match those of their rivals to prevent consumers from feeling that their products are more expensive than those of other brands.

ADVANCED RESEARCH

In this study, up to 10 x indicators are sampled using Ferdinand's (2002) theory of market rational variables as moderating variables. With a sample size based on calculator.net, it is hoped that future researchers can include additional moderator variables that affect brand loyalty.

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