

# The Mediating Role of Brand Experience in the Relationship Between Website Quality on Customer Loyalty

*by* Siti Mega Fitria, Sengguruh Nilowardono, Agus Sukoco, Iga Aju, Joko Suyono

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# The Mediating Role of Brand Experience in the Relationship Between Website Quality on Customer Loyalty

**Siti Mega Fitria, Sengguruh Nilowardono, Agus Sukoco, I Gusti Agung Aju Nitya Dharmani, Joko Suyono**

Department of Management Faculty of Economics and Business Narotama University,  
Surabaya, Indonesia

[sitimegafitria@gmail.com](mailto:sitimegafitria@gmail.com), [sengguruh@narotama.ac.id](mailto:sengguruh@narotama.ac.id), [agus.sukoco@narotama.ac.id](mailto:agus.sukoco@narotama.ac.id),  
[aju.dharmani@narotama.ac.id](mailto:aju.dharmani@narotama.ac.id), [joko.suyono@narotama.ac.id](mailto:joko.suyono@narotama.ac.id)

## Abstract

The development of the internet in the modern era has an impact on changing the lifestyle of the Indonesian people, including in terms of shopping. Online shopping has now become a new way for some Indonesians to shop. High opportunities have led to the proliferation of online stores, as well as marketplaces and e-commerce. Marketplace and e-commerce owners must provide the best service by maintaining the quality of the website to convince visitors and gain trust, which will then develop into customer loyalty. This study aims to analyze website quality on brand experience, website quality on customer loyalty, brand experience on customer loyalty and website quality on customer loyalty through brand experience. Type of quantitative approach. Collecting data using a questionnaire. The population of this research is customers who transact through the Shopee website as many as 100 respondents. PLS (Partial Least Square) data analysis. The results showed that all hypothesis proposed are accepted.

## Keywords:

Brand Experience, Customer Loyalty, Website Quality.

## 1. Introduction

10 The development of the internet today has a major influence in every aspect of life, including business. The internet is the most economical medium to use as a basis for information systems. This causes the internet to become a popular electronic medium for running a business, which is then known as electronic commerce (e-commerce). Indonesian people who initially prefer to shop face to face with sellers and see the goods they want to buy, are now starting to switch to using online shopping facilities so that the opportunities for online sellers are increasingly wide open. The high opportunity causes the proliferation of online stores, as well as marketplaces and e-commerce. However, there are shortcomings in this shopping activity, where sellers and buyers do not meet, so the trust factor is very important in determining whether or not a transaction occurs. To overcome transaction failures, marketplace and e-commerce business models have been developed. In the marketplace business model, a website provides a place for sellers to sell their products, helps promote merchandise and also facilitates online money transactions. While e-commerce is almost the same as a marketplace but the goods or products sold come from the website itself, and do not provide a place for other sellers to peddle their wares. customers to create a sense of trust and then develop into loyal customers.

Table 1: Marketplace Website Visitors in Indonesia 2020

Online store	Monthly Website Visitors	Ranking AppStore	Ranking PlayStore
Shopee	93,440,300	#1	#1
Tokopedia	86,103,300	#2	#3
Bukalapak	35,288,100	#4	#4
Lazada	22,021,800	#3	#2
Blibli	18,307,500	#6	#6
JD.ID	9,301,000	#8	#7
Orami	4,176,300	#33	#25
Bhineka	3,804,400	#20	#21
Zalora	2,334,400	#5	#8
Matahari	2,197,200	#9	#

According to the data above, the Shopee website ranks first for the marketplace that is visited by many consumers every month compared to other marketplaces, to be able to continue to maintain customer loyalty Shopee must be able to provide what customers want by providing the best and easy website quality. used by consumers. As well as providing a good brand experience, so that customers can feel directly or indirectly when customers see advertisements or also when marketers communicate products through the website.

The object of this research is PT. Shopee Internasional Indonesia which was officially launched in Indonesia in December 2015. Shopee is a platform that specifically facilitates online shopping by presenting various features of sales products such as electronics, household appliances, accessories, clothes, clothes, to fashion. In addition, shopee has the advantage that if a problem occurs, the buyer can return the item and refund if the item received is not as desired. Shopee has a feature that allows buyers to find the closest seller from where the potential buyer is. Users can also find items easily in the search field by simply entering a picture of the item being searched for. Shopee also provides a free shipping feature for shipping goods, with various offers that have been given to customers, it will increase customers to stay afloat and loyal in shopping through the Shopee web. From the explanation above, it can be drawn a research question whether website quality has a significant effect on brand experience and customer loyalty, whether brand experience has a significant effect on customer loyalty. whether brand experience has a significant effect on customer loyalty through brand experience.

### 1.1. Literature Review

#### 1. Website Quality

Website Quality is a method or technique of measuring website quality based on end user perceptions. Website quality can be seen as an attribute of a website that contributes to its usefulness to consumers (Gregg & Walczak, 2010). Website Quality is a tool to evaluate usability, information quality, and service interactive website quality, especially for websites that provide E-Commerce services (Yaghoubi, 2011). this study are supported by previous research conducted by Khoiriyah & Subriadi(2015) which states that the website service model has a relationship from the user side based on experience. Research conducted by Izzah, Pratikto & Sutrisno(2019)which states that website quality has a significant influence on E-loyalty. Research conducted by Ardi & Yulisetiarini (2018) which states that website quality has a significant influence on customer loyalty. And research conducted by Sastika, Suryawardani, & Hanifa (2016) which states that website quality has a significant influence on customer loyalty.

According to Kim& Niehm (2009) revealed that previous researchers divided the dimensions of website quality into 5, namely as follows :

- 1) Information includes site content quality, usability, completeness, accuracy, and relevance.
- 2) Security includes trust, privacy and security assurance.
- 3) Convenience includes easy to operate, easy to understand, and fast.
- 4) Comfort includes visual appeal, emotional appeal, creative and attractive design.
- 5) Service quality includes online completeness and customer service.

This study re-explored the influence of website quality on brand experience and customer loyalty, using website quality indicators according to (Barnes & Vidgen, 2003) :

- 1) Quality of information: includes accurate information, reliable information, up-to-date information according to the topic of discussion, ease of understanding information, detailed information, and appropriate designs for presenting information.

- 2) Quality of interaction: including the ability to provide a sense of security during transactions, have a good reputation, facilitate communication, create a more personal feeling, provide personal information, create a certain community, and provide confidence that promises made will be fulfilled.
- 3) Usability qualities: including the ease of the website to learn, ease of understanding, ease of use, attractiveness of the website, pleasant interface, competence, and providing a pleasant new experience

Consistent with previous findings, this study proposes the following hypotheses:

**Hypothesis 1:** Website Quality has an effect on Brand Experience.

**Hypothesis 2:** Website Quality has an effect on Customer Loyalty.

## 2. Brand Experience

Brand experiences can be conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of brand design and identity, packaging, and communication (Brakus et al., 2009). This study is supported by research conducted by Saragih et al., (2015) which states that Brand Experience has a significant influence on Brand Loyalty. And research conducted by Fernando et al., (2018) which states that there is a relationship between brand experience and consumer brand loyalty.

According to Brakus et al., (2009) There are 4 dimensions of brand experience, which are as follows:

- 1) Sensory, creating experiences through sight, sound, touch, smell, and taste.
- 2) Affection, approach to feelings by influencing moods, feelings, and emotions.
- 3) Behavior, creating physical experiences, behavior patterns, lifestyles.
- 4) Intellectual, creating experiences that encourage consumers to engage in careful thinking about the existence of a brand.

This study re-explored the influence of website quality on brand experience and brand loyalty, using brand experience indicators according to (Cetin & Dincer, 2014) :

- 1) Affective Experience, namely, customer responses related to experiences that are felt immediately or after using the product/service, such as feeling happy and proud.
- 2) The experience of social interaction, namely, experience related to humans for services that have been received such as friendliness, responsiveness and other values.
- 3) The memorable experience, namely, the most memorable customer experience related to service, whether pleasant or otherwise.

Consistent with previous findings, this study proposes the following hypotheses:

**Hypothesis 3:** Brand Experience has an effect on Customer Loyalty.

## 3. Customer Loyalty

Customer loyalty is people who buy, especially those who buy regularly and repeatedly. A customer is someone who keeps coming to the same place to satisfy his needs and wants by having a product or service and paying for both (Hasan, 2008). Customer loyalty is behavior after making a purchase, at this stage the consumer evaluates the service quality that has been received as a whole, whether satisfied or dissatisfied (Wijaya, 2009).

According to solomon & michael dkk (2011) in Febriani & Dewi(2019) states that there are 4 (four) factors that influence consumers' assessments of their satisfaction, loyalty, and attitudes towards websites from e-commerce, namely:

- 1) WEB design, which includes all elements of the customer experience on the website including navigation, information retrieval, order processing, appropriate personnel and product selection.
- 2) Fulfillment/Reliability, which involves: Accurate display, and product description so that what customers receive is what they thought they ordered, and Delivery of the right product within the promised timeframe.
- 3) Privacy/Security, which involves security around credit card payments and shared information privacy.
- 4) Customer service, which requires services that are responsive, helpful and willing to process customer inquiries quickly.

This study re-explored the influence of website quality on brand experience and customer loyalty, using customer loyalty indicators according to (Griffin, 2005)

- 1) Make repeated purchases.
- 2) Buy other products or services.
- 3) Able to influence others.
- 4) Shows resistance to competitors' products or services.

Consistent with previous findings, this study proposes the following hypotheses:

**Hypothesis 4:** Website Quality has an effect on Customer Loyalty through Brand Experience

## 1.2 Research Framework

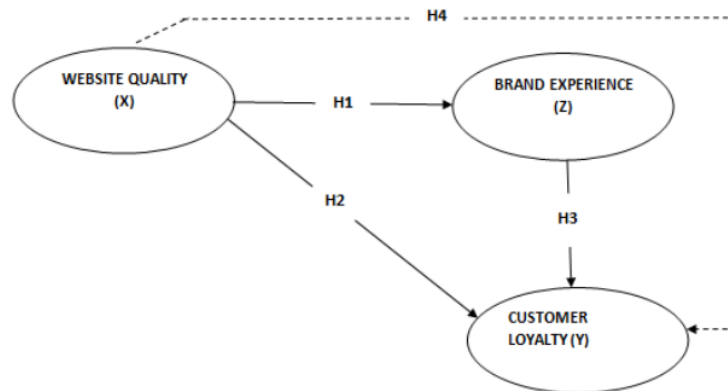


Figure 1: Research framework

## 2. Methodology

### 2.1 Data Collection and Participant

Research using a quantitative approach is a method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing the predetermined. The quantitative method is called the traditional method, because this method has been used for a long time so that it has become a tradition as a method for research. This method is a scientific method because it has fulfilled scientific principles, namely concrete/empirical, objective, measurable, rational, and systematic. This method is also called the discovery method, because with this method, various new science and technology can be found and developed (Sugiyono, 2008).

Population is a generalization area consisting of objects or subjects that have the qualities and characteristics set by the researcher to be studied and conclusions drawn. (Sugiyono, 2008). The characteristics of the population in this study are the people of Surabaya, namely consumers who buy and transact through the Shopee website with the following criteria:

- 1) Respondents who have purchased/transacted through the Shopee website at least 3 times.
- 2) Respondents aged 16-35 years.
- 3) Respondents live/domiciled in the city of Surabaya

The sample is part of the number and characteristics possessed by the population, it can be a large population, and it may not be all that is in the population, for example due to limited data, energy and time, so researchers can use samples taken from that population (Sugiyono, 2008). In this study, the determination of the sample can be done using a non-probability sampling technique, namely a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample, by using the accidental sampling method. Accidental Sampling is the determination of the sample based on chance, that is, anyone who happens to meet with the researcher can be used, if it is deemed that the person who happened to be met is suitable or appropriate as a data source. In this study, the determination of the number of samples using the MLE (Maximum Likelihood Estimation) method according to (Hair et al., 2014) that is as many as 100 respondents.

### 2.2 Measurement

Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. For each answer choice will be given a score, then the respondent must describe, support the statement. To use the answers selected with a Likert scale, the variables to be measured are translated into indicator variables. Then the indicator is used as a benchmark for compiling instrument items which can be in the form of questions or statements.

Measured using a 5-point Likert scale with the following conditions:

Table 2: Likert scale measurement

Definition	Score
Choose the answer strongly disagree	1
Choose a disagree answer	2
Choose the answer Simply Agree	3
Choose the answer agree	4
Choose the answer strongly agree	5

### 2.3. Data Analysis

Analysis of the data used in this study is to use data analysis techniques Partial Least Square (PLS). Partial Least Square is a powerful analytical method because it does not assume that the data must be measured at scale, the number of samples is small, the data must be normally distributed, the sample does not have to be large. Besides being used to confirm theory, PLS can also be used to explain whether there is a relationship between latent variables. PLS can simultaneously analyze constructs formed with reflective and normative indicators (Ghozali, 2008). The purpose of PLS is to help researchers for predictive purposes. The formal model defines latent variables as linear aggregates of the indicators. The weight estimate for creating the component score for the latent variable is obtained based on how the inner model (structural model that connects latent variables) and outer model (measurement model, namely the relationship between indicators and their constructs) is specified.

The stages in PLS are:

- 1) Outer Model: Analysis of the outer model is carried out to ensure that the measurements used are feasible to be used as measurements (valid and reliable).
- 2) Inner Model: Inner model testing is carried out to ensure that the built model is robust and accurate.
- 3) Hypothesis Testing: to see the significance value and determine the influence between variables or predict a causal relationship between variables or often referred to as hypothesis testing.

## 3. Result and Discussion

### 3.1 Result

#### 1. Outer Model Results

In technically analyzing data using Smart PLS, there are several criteria to be able to assess the outer model, namely Convergent Validity (Outer Loading), Discriminant Validity (Cross Loading) and Composite Reliability. The reflective measure is said to be high if the correlation is more than 0.70 with the construct to be measured. However, according to Chin, 1998 in (Ghozali, 2008) for the initial stage of developing the measurement scale, the loading value of 0.50 to 0.60 is considered sufficient or sufficient. For this reason, in this study the researcher will use a loading factor limit of 0.50.

Table 3: Outer Loading

	Website Quality (X)	Brand Experience (Z)	Customer Loyalty (Y)
X.1	0,817		
X.2	0,843		
X.3	0,886		
Z.1		0,733	
Z.2		0,840	
Z.3		0,813	
Y.1			0,635
Y.2			0,790
Y.3			0,888
Y.4			0,821

The results of the table above show that the value of the outer model between the construct and the latent variable has met the requirements of convergent validity because the loading factor value is not below the loading factor limit value of 0.50.

Table 4: Outer Loading

	Website Quality (X)	Brand Experience (Z)	Customer Loyalty (Y)
X.1	0,817	0,339	0,325
X.2	0,843	0,255	0,371
X.3	0,886	0,422	0,517
Z.1	0,324	0,733	0,515
Z.2	0,368	0,840	0,580
Z.3	0,423	0,813	0,556
Y.1	0,423	0,464	0,635
Y.2	0,403	0,449	0,790
Y.3	0,330	0,640	0,888
Y.4	0,240	0,601	0,821

The cross-loading results for each indicator of each latent variable construct have a greater value than the others. This shows that the latent variables have better block sizes than the others.

Table 5: Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Website Quality	0,811	0,886	0,721
Brand Experience	0,709	0,839	0,634
Customer Loyalty	0,793	0,867	0,623

The results of the table above show that all constructs in this study have met the reliable criteria. This can be seen from the results obtained from Cronbach's Alpha > 0.6, Composite Reliability > 0.7, and AVE > 0.5.

## 2. Inner Model Results

Inner model testing is carried out to ensure that the model built is robust and accurate. The structural model was evaluated using R-square for the dependent construct. In assessing the model in PLS we start with R-square Adjusted for each dependent latent variable. The table below is the result obtained from the estimated R-square Adjusted using the SmartPLS 3 software.

Table 6: R-square Adjusted

variable	R-square Adjusted
Brand Experience (Z)	0,160
Customer Loyalty (Y)	0,521

Adjusted R-square for the brand experience variable obtained a value of 0.160 and for the customer loyalty variable it was obtained at 0.521. These results indicate that the brand experience variable can be influenced by the website quality variable by 16% and the remaining 84% is influenced by other factors not examined in this study while the customer loyalty variable can be influenced by the website quality variable by 52.1% and the remaining 47.1% influenced by other independent variables that were not examined in this study.

## 3. Hypothesis Testing Results

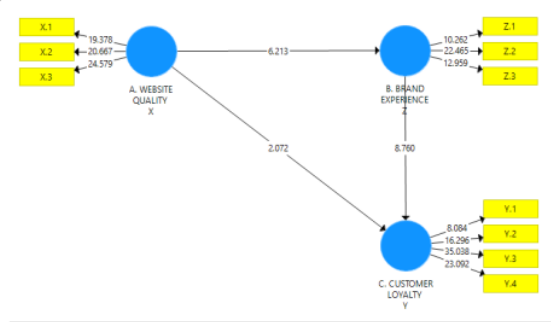


Figure2: Pathway Diagram of Results After Bootstrap Analysis

Testing in this study was carried out by bootstrapping testing. In testing the hypothesis, a data must meet a criterion, and the hypothesis is said to be accepted if the t-statistic value is greater than the t-table (1.96) and if the p-value is less than 0.05 and if it does not meet the requirements then the hypothesis is rejected. Smart PLS output results are as follows:

Table 7: Path Coefficient

Path Coefficient	Original Sample (O)	Sample Mean (M)	Standar Deviation (STDEV)	t-Statistic (10/STDEV V1)	P-Value
Website Quality → Brand Experience	0.411	0.423	0.066	6.213	0.000
Website Quality → Customer Loyalty	0.248	0.242	0.120	2.072	0.039
Brand Experience → Customer Loyalty	0.590	0.600	0.067	8.760	0.000
Website Quality → Brand Experience → Customer Loyalty	0.242	0.254	0.053	4.580	0.000

### 3.2 Discussion

Website quality has a significant influence on brand experience, because the results of t-statistics > t-table 6.213 > 1.96 and p-value 0.000 < 0.05. The results of this study are supported by previous research conducted by Khoiriyah & Subriadi (2015) with the research title "User Perception Analysis of Desktop and Mobile Website Services Using WebQuery and User Experience" states that the website service model has a relationship from the user side based on experience. Brand experience begins when consumers search for products, buy, receive services and consume products. Brand experience can be felt directly or indirectly when consumers see advertisements or also when marketers communicate products through websites (Brakus et al., 2009). This explains that the Shopee website has good quality and is easy to use and guaranteed security, it provides a positive experience for customers, thus creating customer loyalty to continue to buy and use the services of the Shopee website repeatedly or continuously.

Website quality has a significant influence on customer loyalty, because the results of t-statistics > t-table 2.072 > 1.96 and p-value 0.039 < 0.05. The results of this study are supported by previous research conducted by Izzah, Pratikto & Sutrisno (2019) with the research title "E-Trust and Website Quality Can Improve E-Loyalty Through E-Satisfaction" states that website quality has a significant influence on E-loyalty. Research conducted by Ardi & Yulisetiari (2018) with the research title "The Effect Of Lazada Website Quality To Satisfaction And Consumer Loyalty" states that website quality has a significant influence on customer loyalty. And research conducted by Sastika, Suryawardani, & Hanifa (2016) with the research title "Analysis of Website Quality, Brand Awareness on Trust and its Impact on Customer Loyalty" states that website quality has a significant influence on customer loyalty. This explains that the Shopee website provides good quality for customers, so customers are satisfied, after shopping / transacting through the website, so it will be easier for Shopee companies to be able to keep these customers to continue to make purchases repeatedly.

Brand experience has a significant influence on customer loyalty, because the results of t-statistics > t-table 8.760 > 1.96 and p-value 0.000 < 0.05. The results of this study are supported by research conducted by Saragih et al., (2015) with the research title "Analysis of Brand Experience And Brand Satisfaction With Brand Loyalty Through Brand Trust As A Variable Mediation" states that Brand Experience has a significant influence on Brand Loyalty. And research conducted by Fernando et al., (2018) with the research title "Effects of Brand Experience on Consumer Brand Loyalty in Fashion Retail Industry: Moderating the Role of Gender" states that there is a relationship between brand experience and consumer brand loyalty. According to Keller (1993) If a brand evokes an experience, this alone can lead to satisfaction and loyalty. In addition, experience may serve as the basis for more elaborative information processing and inferences that generate brand-related associations. This explains that a customer who has a positive experience when shopping for a product that has been purchased and used, and the customer is satisfied, then the level of customer loyalty to continue shopping at Shopee will be maintained.

Website quality has a significant indirect effect on customer loyalty through brand experience, because the results of t-statistics > t-table 4.580 > 1.96 and p-value 0.000 < 0.05. Website quality is influenced by three things, namely system quality, service quality, and information quality. A good system allows users to use the website to solve their problems. The good quality of a social networking site will make users feel that the site is a useful vehicle for social interaction, and can encourage them to continue using the site and exchanging information (Febriani & Dewi, 2019). If a brand evokes an experience, this alone can lead to satisfaction and loyalty. In addition, experience may serve as the basis for more elaborative information processing and inferences that result in brand-related associations (Keller, 1993). This explains that the Shopee website has good quality and is easy to



use and guaranteed security, this makes customers have a good shopping experience so that it will increase the feeling of satisfaction and loyal customers to continue shopping at Shopee.

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#### 4. Conclusion

Based on the findings in this study, it can be concluded that website quality has a positive and significant influence directly and indirectly on customer loyalty through brand experience as an intervening variable. This explains that the Shopee website has good quality and is easy to use and guaranteed security, this makes customers have a good experience in shopping so that it will increase the feeling of satisfaction and loyal customers to continue shopping at Shopee.

Shopee companies must be more aware of the important role in providing the right brand experience and generating positive customer feelings through a quality website that is attractive, safe and comfortable. Without an effective brand experience, marketers will not assume that consumer trust in the brand naturally leads to brand attraction and customer purchase intention, so this will lead to customer satisfaction and loyalty.

The next research is to develop this research further by examining other factors that can affect brand experience and customer loyalty and can see the response of generations outside the millennial generation to the use of the Shopee website.

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## Biographies

**Siti Mega Fitria** is a student of Narotama University, Surabaya, Indonesia, majoring in Marketing Management, Department of Management, Faculty of Economics and Business

**Senggruh Nilowardono** is a permanent lecturer at the Faculty of Economics and Business, Narotama University, Surabaya. Completed his Doctoral education in Management Science at the Postgraduate School of the Widya Mandala Catholic University, Surabaya. Previously, he served as the Head of the Master of Management Study Program at Narotama University and the Chair of the Career Center at Narotama University. Some of his journal publications have been indexed by Scopus. Some of the courses taught include Brand Management, Digital Marketing, Strategic Marketing Management, Marketing Research, Marketing Practicum, Consumer Behavior. In addition, he is the holder of the BNSP certification for Marketing Management.

**Agus Sukoco** is a Lecturer/Supervisor at Faculty of Economics and Business, Narotama University, Surabaya Indonesia. He holds a Bachelor of Naval Engineering degree in Naval Engineering from Institut Teknologi Sepuluh Nopember, a Master of Management Business degree in Narotama University and a Doctoral Student of Management Business degree in STESIA, Indonesia. He has been recognized as a professional construction management consultant with more than 18 years of experience working with closely held businesses. He is also a member of INTAKINDO Consultant Indonesia.

**I Gusti Agung Aju Nitya Dharmani**, fondly called Bu Ayu Rai, is a permanent lecturer at the Faculty of Economics and Business, Narotama University, Surabaya. This multitalented lecturer as a Permanent Lecturer in the Narotama University Management Study Program has served as the Head of the Study Program. Publishing Introduction to Business Textbooks with ISBN and registered at the National Library of Indonesia. Her journal publications have been indexed by Scopus. Some of the courses taught include Introduction to Business, Introduction to Management, Business Ethics. Community activities are also fostered such as the chairwoman of HIPWA (Himpunan Pedagang Warung) East Java, Secretary of PERSANI (Persatuan atlet Senam Indonesia) Surabaya City, Chairperson of KPJ (Komunitas Perias Jawa Timur), Pembina DPW PEKNAS (Penguatan Ekonomi Kerakyatan Nasional) East Java. Also as a ludruk artist for the Irama Budaya Sinar Nusantara

**Joko Suyono** is a lecturer at Narotama University, Surabaya, Indonesia. He is also as Head of Master of Management at Narotama University, Surabaya, Indonesia. He got bachelor degree in business administration and also accounting, he got master degree in industrial management and also in marketing management, and he got doctoral degree in business administration. Prior becoming a lecturer, he is a practitioner as senior manager in some multinational corporation such as Stanley Works Indonesia (USA Company), Ericsson Indonesia (European Company) and Lotus Indah Textile Industries, a multinational company in the textile, spun yarns.

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