

Stimulus-Organism-Response (SOR) Paradigm in Country of Origin, Brand Experience, Customer Satisfaction, Brand Loyalty: The National Cultural Inheritance Matters

*Maria Mia Kristanti[✉], Andrian Yoga

Management Department, Business Faculty, Widya Mandala Catholic University, Surabaya, Indonesia
Management Department, Business Faculty, Widya Mandala Catholic University, Surabaya, Indonesia

Correspondence*:

Address: Benedictus Building, Dinoyo 42-44, Surabaya, Indonesia, 60265 | e-mail: maria-mia@ukwms.ac.id
<https://orcid-org/0009-0000-8521-1680>

Abstract

Indonesia, with its rich cultural heritage and philosophy, has many traditional art patterns and techniques on fashion, especially Batik, which UNESCO declared a Masterpiece of the Oral and Intangible Heritage of Humanity in 2008. However, global competition is eroding this ancient legacy, as modern consumer behavior tends to prefer foreign products. Brand experience has emerged as a source of customer satisfaction and loyalty. Hence this valuable experience motivating customers to embrace the national heritage as a major part of the country's identity on a daily basis. The cultural heritage of Batik plays a key role in shaping their identity. Despite the growth of stalls and the fading country of origin image of Batik, it is crucial to maintain the national heritage product. This study aims to analyze the relationship between product authenticity as a country of origin and brand experience offerings on customer satisfaction and brand loyalty to sustain the national heritage product. The target population consists of customer of Batik, aged at least 17 years old, who have purchased at least two pieces in the last six months at a high price point of branding. The research methodology involves SEM-PLS with purposive sampling technique. The results of the descriptive indicator scores indicate that brand experience influences brand loyalty through visual appearance, and customer satisfaction is influenced by proper brand experience that evokes customer's set. The country of origin influences customer satisfaction through brand experience, as Indonesia's country of origin for Batik shapes customer brand associations. Additionally, brand experience influences brand loyalty through customer satisfaction via ethnocentric consumer attitude, and the country of origin affects brand loyalty through brand experience as a catalyst for brand purchase intention leveraging Indonesia's international heritage reputation as the origin of Batik in global competition.

Keywords: Country of Origin, Brand Experience, Customer Satisfaction, Brand Loyalty.

JEL Classification: M31

DOI: <https://doi.org/10.20473/sabr.v3i1.62081>

Received: Jan 20, 2025; Accepted: March 21, 2025

Copyright © 2025, The Author(s).

Published by [Universitas Airlangga](#), Department of Management, Faculty of Economics and Business.

This article is published under the Creative Commons Attribution 4.0 (CC-BY) International License. The full terms of this license may be seen at: <https://creativecommons.org/licenses/by/4.0/>

1. Introduction

In emerging markets, consumers tend to prefer international products over domestic ones (Ma et al., 2020; Valaei, 2023). This reality highlights the country of origin (COO) as a prominent research area in international marketing (Tavoletti et al., 2024). Recently, a plethora of research has been conducted on COO effects (Nguyen & Alcantara, 2022), confirming COO as a crucial attribute that strongly impacts global consumer's product decisions (Nguyen & Alcantara, 2022). Numerous COO studies have emphasized the effects of COO as a consumer behavioral consequence on consumer preferences (Safeer et al., 2020; Safeer et al., 2022). However, most COO studies have been conducted in developed countries, with only a few focusing on Asian emerging markets and their specific issues (Chen et al., 2021). Furthermore, studies that delve into domestic or local cultural differences in COO image on consumer brand evaluation, and the mediating effects which influence COO outcomes have not been thoroughly explored (Oduro et al., 2023). Despite the validation of the COO effect on cultural influence on consumers (Kim & Yim, 2022), and foreign buying behavior (Magnusson et al., 2019), there is still a certain level of ignorance and confusion regarding COO effects (Witek-Hajduk & Grudecka, 2023). Despite the presence of various consumer behaviors by country, COO remains an essential reference (Ho et al., 2022). In Asia, consumers consider COO as a symbol of self-image, esteem and status (Kumar & Paul, 2018). Therefore, COO is considered as a reflection of consumer social prestige (Khan et al., 2012). COO allows brands to differentiate their pricing at a premium level (Diamantopoulos et al., 2021). However, COO could potentially create a national economic issue if the firm's reputation and country of origin image are associated with negative perceptions (Benischke et al., 2023).

Brand experience has emerged as a crucial marketing strategy in today's competitive landscape, achieved by creating unique, satisfying, and memorable experiences (Amoroso et al., 2021) as consumer behavior becomes more experience-oriented (Husain et al., 2022). A brand experience serves as a unique identity that distinguishes noticeable distinctiveness from competitors and enhances emotional attachment to brands. In a broad spectrum, brand experience should encompass various aspects of quality recognition (Pina & Dias, 2021). Therefore, competitive barriers can be established by creating brand experience relational bonding, to prevent customer switching behavior and protect the brand (Doganer & Erdem Akoglu, 2020). In an Asian context, brand experience should be carefully managed as consumers tend to be more emotionally attached (Safeer et al., 2020), potentially leading to negative social 'word of mouth' interactions (Paramita et al., 2021) that can harm the brand (Harjadi et al., 2023).

Customer satisfaction is recognized as the ultimate source of profitability, as a high level of customer satisfaction can enhance a firm's reputation, activate brand perceived value, and serve as a valuable asset. Exceptional customer satisfaction levels can lead to higher profits in competitive environments (Sridhar & Best, 2020). Despite specific dimensions of customer satisfaction remaining unexplored, customer satisfaction can significantly influence consumer behavior (Myftaraj & Trebicka, 2023). Focusing on customer satisfaction can expand market share, as new and existing customers are served by a variety of product choices that meet their expectations (Chakraborty et al., 2023). Wang et al. (2023) have found that customer satisfaction faces challenges in marketing strategy, as the essential dimensions of satisfaction co-creation remain unclear. Consumer temporal behavior makes it difficult to identify the most critical aspects of customer satisfaction. Customer satisfaction is achieved by closing the gap between customer expectations and perceived quality from a disconfirmation perspective (Chhabria et al., 2023), which can be challenging due to the unpredictability and complexity of customer emotional behavior compared to their rational considerations.

Addressing the global presence, brand loyalty becomes the most accentuated paradigm, and is strongly emphasized for its relevance among academics and business tiers (Chen et al., 2022; Safeer et al., 2022; Zhao et al., 2022). Sustainable customer engagement as a non-perishable brand loyalty

building is vital, and becomes a source of competitive advantage (Atulkar, 2020). As competitive rivalry intensity matures, marketing strategies become extremely challenging, as keeping customer loyalty is more difficult than just attracting new consumers (Yin et al., 2023). An emergence of massive performance improvement based on brand loyalty is needed to ensure sustainability (Loučanová et al., 2021). Pondering on the significance of brand loyalty, this research definitively pinpoints a future discrepancy in consumer brand loyalty, which has become a disputed concept in the recent high uncertainty era, especially in Asian countries (Safeer et al., 2023).

The paradox of heritage consists of structural and perceptual diversity in terms of material and non-material, starting from static to dynamic individual, social, and cultural landscapes (Wulf, 2025). These paradigms state heritage as an inherent cultural value predominant logic and attach the urgency of sustainable human development of heritage. Disparate insights of heritage are associated with transdisciplinary and interdisciplinary conceptions of research. Nonetheless, the epistemological transformation to understand heritage to human behavior is still in its infancy (Wulf, 2025). Furthermore, a new series of heritage studies is overdue (Wulf, 2025). This research is conducted to fill the consumer behavioral motivation discipline of country of origin consumption with regards to national and international immaterial heritage of ethnocentrism apotheosis in the crowd of global fashion branding competitiveness. As SDG 9 underlines the importance of national economic growth based on internal development of GDP, Batik industrial empowerment can have a significant effect on Indonesia's sustainable growth in the micro and macro fashion industry, which plays a crucial role in national competitiveness worldwide if a misleading country of origin strategy occurs.

2. Literature Review and Hypothesis Development

2.1. Country of Origin

Since the country of origin can motivate consumers to reach their satisfaction level, it can be highlighted that the triggering process towards their behavior was developed as a stimulant effect. The country of origin acts as a stimulant, as it holds important roles in selecting product attributes and marketing offerings (Moghaddam et al., 2022).

Table 1. COO as Stimuli.

Definitions	Authors
Assist in providing positive and negative clues for consumer product knowledge	Moriuchi & Takahashi (2016)
Perceived amounts of stimuli to simplify the buying process procedures	Petra Zeugner-Roth & Bartsch (2019)
An affecting influence on buying intention or brand evaluation	De Nisco et al. (2020)
An attribute driver of stereotypical experiences within a country	Motsi & Park (2020)
A feeling and emotional guidance towards cultural identity and pride	Zhang & Laroche (2020)
A made-in-image attempting to explain brand association with origin	Aichner et al. (2021)
Possesses strong brand knowledge in fewer information buying steps	Brand & Baier (2022)
A contextual mechanism that has universal buyer attractiveness	Halkias et al. (2022)
An emotional attachment towards ethnic or national pride	Personal RePEc Archive et al. (2022)
A strong cognitive stereotyping of a country, people, and brand cues	Ruiz et al. (2024)

Foreign products or brands of origin have a great influence on a country's image (Samiee & Chabowski, 2021). The brand of origin is considered a representation of COO (Samiee & Chabowski, 2021). COO encapsulates the consumer product's perceived quality based on their association with a country as the brand of origin (Camacho et al., 2022). The uniqueness of the product category has

been identified as a source of COO effects (Aktan & Anjam, 2022). COO plays a crucial role as a product quality attribution, which can be observed when there is no willingness to search for intrinsic and extrinsic attributes to obtain information processing capability in exerting qualified purchase intentions, or whenever consumer impulse buying occurs (Qu et al., 2021; Samiee & Chabowski, 2021); Witek-Hajduk & Grudecka, 2023). Oduro et al. (2023) stated that COO is a perceived buying attitude manifestation that influences product or brand preferences. Furthermore, COO is considered an important factor in understanding consumer brand equity decisions (Janjusevic et al., 2022) and supports the national economy (Zhang et al., 2023).

2.2. Brand Experience

Continuously, the stimulus affects the internal organism process as emotional arousal, satisfactory feelings, and then delivers attitudinal or behavioral responses (Zibarzani et al., 2022). The stimulant can attach customers with positive or negative perceived associations towards the brand. Brand experiences affect customer perception and stimulate their preferences (Rathore et al., 2024). Indeed, a memorable brand experience in the consumer's mind determines the satisfaction level as well.

Table 2. Brand Experience as Stimuli.

Definitions	Authors
Brand-related stimuli that arouse behavioral responses	Habibi et al. (2020)
Brand attraction stimulates the senses, feelings, and engagement	Tran & Le (2020)
The brand's is an imperative element of behavioral decision-making	Yang et al. (2020)
It has strong influence that leads to satisfaction and loyalty	Hwang et al. (2021)
It initiates of human sensory responses that stimulate pleasure and engagement	Khan et al. (2021)
It acts as a stimulant for behavioral attitudes, habits, and emotional experiences	Pina & Dias (2021)
Global brand authenticity shapes cognitive and customized experience	Safeer et al. (2022)
It provides a dimension of sensory, affective, intellectual, and behavioral excitement	Amer et al. (2023)
Self-concept (congruity, perception, and awareness) influences of buying consideration	Guo & Hsu (2023)
Positive and negative cues assist in consumer product knowledge	Park et al. (2023)

For more than a decade, brand experience has developed as a marketing advantage that delivers a unique, pleasant, and unforgettable customer activity (Amoroso et al., 2021). As a valuable asset, brands need to be supported with experiences to penetrate the market since they become more popular compared to those that only sell the brand (Zha et al., 2020). The role of brand experience is critical, enabling brands to bind with consumers (Shahid et al., 2023). Brand experience acts as an essential consumer orientation on competitiveness, delivering the experience in all phases of the buying process, increasing market share and profitability, and initiating repeated usage (Tang & Tsang, 2020). Brand experience has core beneficial effects such as premium pricing, thrilling purchase and service experiences, business recommendations and revenue (Cong Thao Tien et al., 2023). Fundamentally, a brand experience should produce attitudinal and behavioral loyalty, acting as a catalyst for consumer self-expression in their first impressions, and repeat intention as post behavioral buying (Valenzuela & Álvarez, 2023).

2.3. Customer Satisfaction

Contrariwise, customer satisfaction is not a mutually independent factor but proceeds through many dimensions, such as brand experience. In fact, every customer-perceived touch point resonates with their satisfaction as an organism in the SOR framework (Kim et al., 2022).

Table 3. Customer Satisfaction as an Organized Process.

Definitions	Authors
As an antecedent of customer behavioral intention	Tran & Le (2020)
As a customer state of mind through arousal and self-prestige	Yang et al. (2020)
As a major determinant of customer loyalty	Chikazhe et al. (2021)
A valuable expression of customer lifestyle due to repurchase	Kwon & Boger (2021)
Influenced by previous experience with the brand or firm as a fulfillment	Nusairat et al. (2021)
A customer evaluation system that affects their buying decision	Zihayat et al. (2021)
As a stronger product or service determination, than buying purpose	Halimi et al. (2022)
As a result of customer experience and the gap in expectations	Manyanga et al. (2022)
A concept that stems from consumer attribution and buying behavior	Chhabria et al. (2023)
As a customer internal and external multifactor via product value creation	Luis González-Mansilla et al. (2023)

Customer satisfaction is an expression obtained from surpassing the standard of brand experience, the buying process, or even the company's services (Ali Soomro et al., 2022). Another source of satisfaction comes from the difference between customer perceived quality and expectation (Mandarić et al., 2023). In the next step of buying decisions, customers will repeat their buying only when there is satisfaction in their previous experiences (Chung et al., 2022) and will recommend those satisfying experiences to others which can promote the product as well (Seočanac & Čelić, 2020). Furthermore, customer satisfaction can elevate market share in the midst of intensive rivalry, and expand the brand's repeat buying (Shiwakoti et al., 2018; Hassan & Salem, 2022). Customer satisfaction is crucial since consumer attitude and willingness to purchase will increase as the satisfaction level escalates (Otto et al., 2020). Empirically, firm performance resulting from customer satisfaction increases as their cost structure decreases (Umashankar et al., 2022).

2.4. Brand Loyalty

As customer satisfaction progresses, the long-term customer response positioning will accumulate as brand loyalty. Brand loyalty is derived as a response that is relevant to customer long-term commitment behavior (Hsieh et al., 2023).

Table 4. Brand Loyalty as a Response.

Definitions	Authors
A reflection of behavior that demonstrates consumer buying intention	Atulkar (2020)
A brand aspiration that provides personal emotional and logical fulfillment	Dapena-Baron et al. (2020)
A dispositional guarantee that is leads to repurchase intention	Diallo et al. (2021)
An essential outcome in marketing	Dwivedi et al. (2021)
A consumer's brand attitude in response to rebuying behavior	Hwang et al. (2021)
A strong predictor of customer satisfaction	Jamshidi & Rousta (2021)
A consumer's strong attachment behavior following perceived marketing	Kim & Hyun (2021)
A consumer's long-term results information and experiential evaluation	Lou & Xie (2021)
A consumer's perceived engagement with the brand's personality	Jayasundara et al. (2022)
A customer's willingness to reuse the brand and recommend it to others	Chhabria et al. (2023)

Brand loyalty is definitely a consumer buying behavior and likelihood evaluation towards brands (Safeer et al., 2023). In the long-term portfolio, brand loyalty creates an emotional and arousal bonding between consumers and brands (Kim et al., 2021). Unfortunately, loyal customers tend to easily switch to rivals due to their price sensitivity (Kumar & Nayak, 2024). However, a unique, authentic, and not fake likelihood human personality can easily attract consumers and earn their trust, attaching customer bonding emotionally which become a strong antecedent of brand loyalty (Babić-Hodović & Arslanagić-Kalajdžić, 2019). Still, business performance is highly dependent on the number of loyal customers, which leads to repeat buying, spending money, brand recommendations, ensuring business continuity, increasing customer lifetime value, and reducing customer acquisition costs (Chhabria et al., 2023).

2.5. Hypotheses

Experience is a main platform to gain a strong and lasting customer emotional bond, which fosters loyalty and future customer repurchase commitment (Mandarić et al., 2023). Brand loyalty is a result of continuous purchases that enhance positive experience amplification (Mandarić et al., 2023). Managing the uniqueness of brand experience can positively stimulate the product's perceived value and prevent market share loss against rivals (Mnqanqeni & Shava, 2023), create brand equity (Sohaib et al., 2023), and establish a relevance between brand experience and brand loyalty (Mandarić et al., 2023). Brand experience has been proven to have a future-directed impact on consumer loyalty, as consumers believe in the brand's experiential benefits (Tran & Le, 2020). Successful brand experience building can increase brand loyalty, as consumers believe they will have a positive experience with that brand (Tran & Le, 2020).

H₁: Brand Experience has a significant effect on Brand Loyalty.

The origin of consumer satisfaction relies on the human capability to memorize the pleasant past experiences, leading to positive experiences towards a brand enduring in their decision-making process and reflected in their loyalty behavior (Tran & Le, 2020). Valuable brand experiences contribute to memorable customer experiences and affect satisfaction, indicating that satisfaction is a result of post-purchase experiences (Mandarić et al., 2023). Customer satisfaction is obtained through the customer's previous experiences and their total evaluation of consumption experiences, with past experiences contributing significantly to their satisfaction level (Tran & Le, 2020). The more original experiences customers have with products, the higher their satisfaction level, as the perceived value of the experience increases (Ramos et al., 2023). Customer satisfaction, when business-oriented, expands opportunities in product offerings by enhancing customer experience (Chakraborty et al., 2022).

H₂: Brand Experience has a significant effect on Customer Satisfaction.

The strong association of country of origin interprets well-known brand insignia into consumer emotional, cognitive, and sensory experiences. These brands are reflected in packaging, ingredients, visible identity, and product quality, increasing consumer belief in brand value and benefits. When consumers find that a product category meets their perception and expectations, they experience a pleasant feeling in their buying behavior as well (Karagiannis et al., 2022). Country of Origin image and perceived brand expectation contribute to high satisfaction (Simanjuntak, 2023).

H₃: Country of Origin has a significant effect on Customer Satisfaction mediated by Brand Experience.

The goal of the experience is to provide satisfaction throughout the customer journey, which in turn fosters brand loyalty and advocacy (Laming & Mason, 2014). Identifying customer satisfaction emerges as a better strategy to meet customer expectations. Marketing mix and promotional mix

strategies can enhance customer demand, resulting in memorable customer experiences and valuable customer loyalty (Kullolli et al., 2024).

H₄: Brand Experience has a significant effect on Brand Loyalty mediated by Customer Satisfaction.

Country of Origin effects describe the country-related image on product or brand behavioral decisions (Abdelwahab et al., 2020), leading to brand loyalty (Xi & Han, 2023). Preferably, consumers rely on their product selection based on their ultimate fulfillment of quality needs (Brand & Baier, 2022). Consumers often base their product selection on the fulfillment of quality needs, with Country of Origin serving as a guide to original brand quality in the consumer's mind. Positive attributes of product origin and perceived quality towards foreign brands create a positive brand image, enhancing customer perceived product quality and shaping positive product thresholds in customer decision-making. These paths in the consumer decision model lead to increased brand loyalty (Karagiannis et al., 2022).

H₅: Country of Origin has a significant effect on Brand Loyalty mediated by Brand Experience.

3. Data and Methodology

The influence of environmental surroundings on human psychological effects was introduced by Mehrabian & Russell (1974 in Yin et al., 2024), which depicts the conceptualization of stimulus (S), organism (O), and response (R). Accordingly, the influence of environmental constituents on human behavior was psychologically modeled by Guo et al. (2021) as stimulus (S) and response (R). The multi-faceted perspective sees the SOR as a holistic part of environmental, behavioral, cognitive, educational, and managerial factors, that simultaneously influence consumer behavior (Crolc & Janiszewski, 2023), in marketing industries (Nofal et al., 2020; Lin, 2023). As the stimulus depicts the consumer's inner arousal states, the organism portrays the consumer's perceived perception of the fine-point stimulus, while response delineates the consumer's exertion. The implementation of the SOR paradigm as a predictor of consumer branding behavior in the apparel industry is imperative (Rathore et al., 2024).

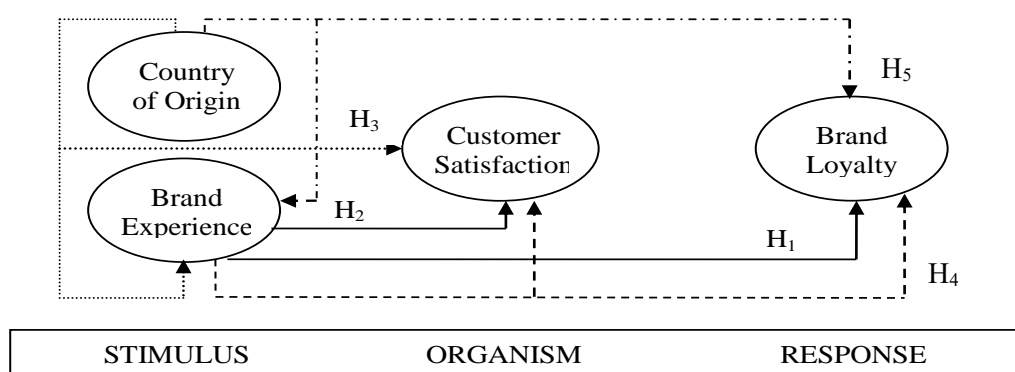


Figure 1. SOR Conceptual Model.

Brakus et al. (2022) state that the brand experience (BE) indication include sensory, affective, behavioral, and intellectual experiences. Maharani & Marsasi (2024) confirm the measurement of customer satisfaction (CS) through the confirmation of expectations, overall satisfaction, and comparison to the ideal. Cowan & Guzman (2020) highlights the country of origin (COO) indicator as trust in the country, internal individual trust, and desires. Pandiangan et al. (2021) indicates brand loyalty (BL) through customer word of mouth, rejection of other brands, and repurchase.

The target population for this study is customers of Batik. Individuals aged at least 17 years old who have purchased at least two pieces in the last six months are considered eligible for inclusion in the sample, especially during high-priced branding.

4. Results and Discussion

4.1. Outer Model

The outer model analysis is necessary to observe and analyze validity tests and reliability tests. The validity test includes convergent validity and discriminant validity (Hair & Alamer, 2022). The results of the outer model analysis can be illustrated as follows:

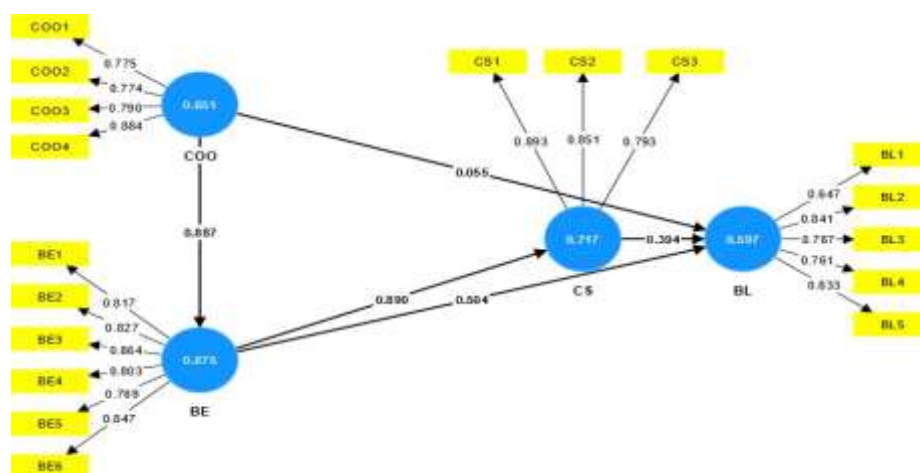


Figure 2. Outer Model.

4.2. Convergent Validity Test

Convergent validity testing can be measured by looking at the outer loadings of each construct indicator. Convergent validity is accepted if the outer loadings value is ≥ 0.6 and categorized as valid.

Table 5. Convergent Validity Test.

	BE	BL	COO	CS
BE1	0.817			
BE2	0.827			
BE3	0.864			
BE4	0.803			
BE5	0.769			
BE6	0.847			
BL1		0.647		
BL2		0.841		
BL3		0.767		
BL4		0.761		
BL5		0.833		
COO1			0.775	
COO2			0.774	
COO3			0.790	
COO4			0.884	
CS1				0.893
CS2				0.851
CS3				0.793

Source: PLS Data Proceed.

Based on this table, it is evident that all outer loading indicator values are above 0.6, indicating that they are valid and accurate. Another method to test convergent validity is by using Average Variance Extracted (AVE), where the value should be ≥ 0.5 .

Table 6. Average Variance Extracted (AVE).

Variable	AVE	Cut-off	Criteria
Brand Experience	0.675	0.5	Valid
Brand Loyalty	0.597	0.5	Valid
Country of Origin	0.651	0.5	Valid
Customer Satisfaction	0.717	0.5	Valid

Source: PLS Data Proceed.

Based on Table 6, these four variables can be considered valid and meet the requirements, because the Average Variance Extracted (AVE) value is above 0.5.

4.3. Discriminant Validity Test

Discriminant validity is related to the principle that measures (manifest variables) of different constructs are not correlated with each other. The way to test discriminant validity is by cross-loading measurements, comparing the correlation of indicators with their constructs and constructs from other blocks. If the correlation between an indicator and its construct is higher than the correlation with constructs from other block, then that construct predicts the size of the block better than others.

Table 7. Discriminant Validity.

	Brand Experience	Brand Loyalty	Country of Origin	Customer Satisfaction
BE1	0.817	0.765	0.717	0.763
BE2	0.827	0.724	0.781	0.755
BE3	0.864	0.746	0.736	0.737
BE4	0.803	0.688	0.696	0.663
BE5	0.769	0.727	0.681	0.707
BE6	0.847	0.798	0.756	0.754
BL1	0.546	0.647	0.515	0.564
BL2	0.767	0.841	0.725	0.721
BL3	0.760	0.767	0.729	0.765
BL4	0.642	0.761	0.550	0.635
BL5	0.743	0.833	0.702	0.729
COO1	0.620	0.550	0.775	0.562
COO2	0.670	0.650	0.774	0.681
COO3	0.759	0.731	0.790	0.768
COO4	0.793	0.762	0.884	0.755
CS1	0.832	0.812	0.780	0.893
CS2	0.761	0.754	0.757	0.851
CS3	0.655	0.687	0.653	0.793

Source: PLS Data Proceed.

Based on the table above, it is evident that each indicator for the variable itself is greater than the indicators for other variables. This indicates that all indicators have met the requirements of the discriminant validity test because they are composed of appropriate indicators for all variables.

4.4. Reliability Test

In reliability testing, accuracy and reliability can be considered in two ways: Cronbach's Alpha value, which should be ≥ 0.7 , and composite reliability value, which should be ≥ 0.7 . The table below presents the results of the Cronbach's Alpha calculation and composite reliability as follows:

Table 8. Reliability Test.

Variable	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand Experience	0.903	0.905	0.926
Brand Loyalty	0.829	0.840	0.880
Country of Origin	0.821	0.831	0.882
Customer Satisfaction	0.802	0.812	0.883

Source: PLS Data Proceed.

From the results of this table, it can be concluded that all variables have Cronbach's Alpha and Composite Reliability values > 0.7 . Therefore, it can be inferred that all research variables are considered reliable and meet the requirements.

4.5. Structural Model Analysis (Inner Model)

Structural model analysis or inner model is used to describe the relationship between latent variables based on substantive theory (Hair et al., 2024). The inner model is measured by calculating the R-Square (r^2), f-Square (f^2), and Q-Square (q^2) values which are described in Table 9 as follows:

4.6. R-Square Value (R^2)

Each R-Square (R^2) result has an interpretation. If the value is 0.25, it has a weak influence. A value of 0.50 means it has a moderate influence, and if the value is 0.75, it can be interpreted as having a strong influence.

Table 9. Coefficient of Determination (R^2)

Variable	R-Square	R-square adjusted
Brand Experience	0.787	0.785
Brand Loyalty	0.852	0.849
Customer Satisfaction	0.792	0.790

Source: PLS Data Proceed.

Based on the data in Table 9, it is shown that the brand experience and customer satisfaction variables have a strong influence in mediating the country of origin variable with 0.78 and 0.79, respectively. Brand loyalty has an r-square value of 0.852, indicating a strong influence from the country of origin variable.

4.7. F-Square Value (f^2)

The F-Square (f^2) is used to determine the magnitude of the influence of latent variables in the structural model. Each f^2 calculation value has its interpretation: a value of 0.02 indicates a small influence, 0.15 indicates a medium/moderate influence, and 0.35 indicates a large influence.

Table 10. F-Square (f^2)

	f-Square (f^2)
Brand Experience-Brand Loyalty	0.264
Brand Experience-Customer Satisfaction	3.798
Country of Origin-Brand Experience	3.685
Country of Origin-Brand Loyalty	0.004
Customer Satisfaction-Brand Loyalty	0.91

Source: PLS Data Proceed.

Based on the results of this table, it shows that brand experience has a moderate influence on brand loyalty of 0.264, brand experience has a very large influence of 3.798, then country of origin has a large influence on brand experience of 3.685, country of origin has influence on brand loyalty with a value of 0.004 and customer satisfaction has a large influence on brand loyalty of 0.91.

4.8. Q-Square Value (Q^2)

The Q-Square (Q^2) value can be used to assess the predictive relevance of exogenous construct variables to endogenous construct variables. The Q^2 value of 0.02 indicates weak predictive relevance, 0.15 indicates moderate predictive relevance, and 0.35 indicates strong predictive relevance.

Table 11. Q-Square (Q^2)

	Q^2 predict
Brand Experience	0.781
Brand Loyalty	0.702
Customer Satisfaction	0.737

Source: PLS Data Proceed.

Based on these results, it is evident that the customer satisfaction variable has a Q-square value of 0.737, indicating a strong relationship with the exogenous variable (country of origin). Similarly, the brand experience variable has a Q-square value of 0.781, showing a strong connection to the country of origin. The brand loyalty variable also exhibits a Q-square value of 0.702, suggesting a significant association with the country of origin.

4.9. Hypotheses Testing

This research employs t-statistics and P-values to validate hypotheses. A t-statistic above 1.96 indicates acceptance of the hypothesis, while a p-value below 0.05 also supports hypothesis acceptance.

Table 12. Hypotheses Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics O/STDEV 	P-values	Criteria
BE-BL	0.504	0.499	0.101	5.000	0.000	Supported
BE-CS	0.890	0.889	0.021	43.108	0.000	Supported
COO-BE-CS	0.789	0.789	0.031	25.382	0.000	Supported
BE-CS-BL	0.351	0.348	0.066	5.343	0.000	Supported
COO-BE-BL	0.447	0.443	0.090	4.938	0.000	Supported

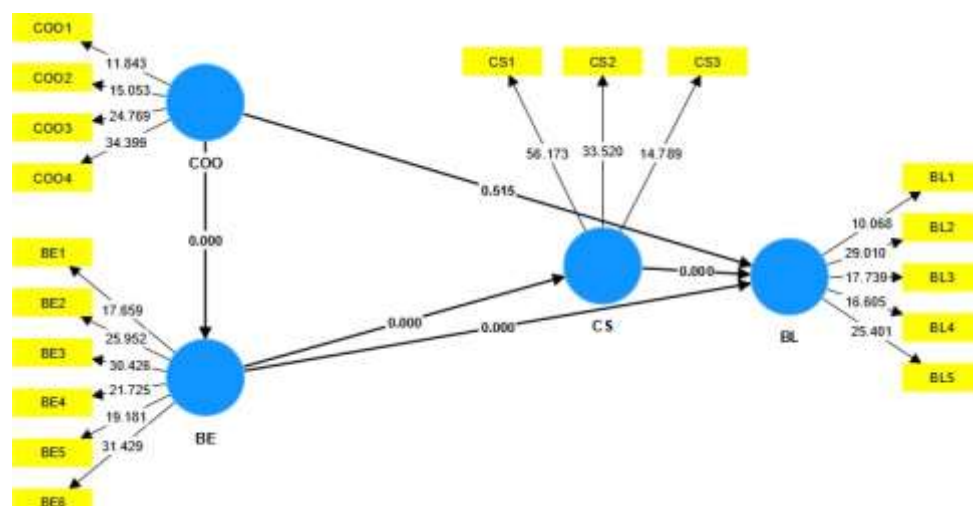


Figure 3. PLS Construct Model.

Based on the results of hypothesis testing in Table 12, it can be explained as follows:

The Influence of Brand Experience on Brand Loyalty

Based on the t-statistics value which is 5.000 and the P-value of 0.000, it can be concluded that the brand experience variable has a positive and significant effect on brand loyalty, because the t-statistics value is above 1.96 and the P-value is below 0.05, then the first hypothesis is supported.

The Influence of Brand Experience on Customer Satisfaction

Based on the hypothesis that the t-statistics value must be above 1.96 and the P-values below 0.05, it was found that the t-statistics is 43.108 and the P-value of 0.000, so it can be concluded that the brand experience variable has a positive and significant effect on customer satisfaction. Therefore, the second hypothesis is supported.

The influence of Country of Origin on Customer Satisfaction through Brand Experience

A t-statistics score of 25.382 and P-value of 0.000 are displayed when testing the influence of country of origin on customer satisfaction through brand experience with a coefficient value of 0.789. This shows that there is an influence of the country of origin variable on the customer satisfaction variable through brand image. As a result, the third hypothesis is supported.

The Influence of Brand Experience on Brand Loyalty through Customer Satisfaction

A t-statistics score of 5.343 and P-value of 0.000 are displayed when testing the influence of brand experience on brand loyalty through customer satisfaction with a coefficient value of 0.351. This shows that there is an influence of the brand experience variable on the brand loyalty variable through customer satisfaction so the fourth hypothesis is supported.

The Influence of Country of Origin on Brand Loyalty through Brand Experience

Based on the t-statistic value of 4.938 and the P-value of 0.000, it can be concluded that the country of origin variable has a positive and significant effect on brand loyalty through brand experience, because the t-statistic value is above 1.96 and the P-value is below 0.05, then the fifth hypothesis is supported.

Discussion

The Influence of Brand Experience on Brand Loyalty

Brand experience has a positive and significant effect on brand loyalty. This is supported by research conducted by Nurjanah et al. (2023) and Gultom & Hasibuan (2021). Gultom & Hasibuan (2021) and Mostafa & Kasamani (2021) proves that brand experience influences brand loyalty. Due to business competition, it is crucial to create consumer loyalty by instilling a memorable brand and providing the most unique experience for customers (Gultom & Hasibuan, 2021). Brand experience is the result of unique stimuli that trigger enthusiasm, encouraging customers to repeat the experience over time (Ong et al., 2018). The results of the research conducted show that the experience presented by Batik Keris is able to influence brand loyalty, especially for customers. Batik Keris is known as a batik producer with high quality fabric, and this brand association creates a premium impression for customers. Batik Keris emphasizes quality first, so they have been able to survive for the past 90 years. When customers buy and use Batik Keris, they feel happy with the appearance of batik, and proud to wear batik because the color, pattern or motif is unique and wonderful, giving a premium impression to the user. The top of mind positioning of Batik Keris is how the brand has been built for their customers. The brand experience held and owned by Batik Keris proves their success in building loyalty to customers. Customers who have purchased Batik Keris products and experienced the quality of Batik Keris will become loyal and repurchase products or crafts of Batik Keris. The successful brand experience that Batik Keris has built is able to influence consumer's decisions in purchasing which has a big impact on brand loyalty. These brand experiences drive consumer demands towards the brands, stimulate repurchase intentions, and trigger brand purchase motivation. The demanding power of brand experience has the ability to provoke customer loyalty towards the brand.

The Influence of Brand Experience on Customer Satisfaction

Brand experience has a positive and significant effect on customer satisfaction. The findings studied are supported by previous research of Ekaputri et al. (2016) and (Zulhadji & Astarini, 2023), which show that brand experience influences customer satisfaction. Brand experience formed in customers guarantees a sense of satisfaction when consuming those brands (Keller, 2014 in Yuliyasti et al., 2018). The results of this research show that the brand experience provided by the Batik Keris brand can increase customer satisfaction. Batik Keris's unique brand experience emphasizes service and product quality, which increases buying interest and pursues a target of customer happiness and satisfaction. Other Batik Keris brand experiences, such as premium quality and materials, identical and unique to Indonesian culture, and total service provided, strongly influence consumers so that when they buy Batik Keris products, they will get satisfactory unique experiences. Once customers have a fabulous experience consuming the brand, the gap between their expectation and buying reality is closer. Brand experiences are intended to capture the feeling of fulfilled needs and wants within the customers evoked set as the source creation of satisfaction.

The Influence of Country of Origin on Customer Satisfaction through Brand Experience

Country of origin has a positive and significant effect on customer satisfaction through brand experience. The country of origin can influence customers in various ways and experiences, ultimately affecting customer satisfaction post-purchase (Monica et al., 2019). To achieve brand loyalty, a company cannot solely rely on reputation but must also consider their country of origin (Irfandani et al., 2021). Research indicates that Batik Keris, offering an ancient Indonesian product of batik, creates an impression of Indonesia's country of origin on customers. Batik is strongly associated with Indonesian cultures and heritage, as the brand name Batik Keris represents the

ancestral Indonesian weapon. Furthermore, the Batik Keris brand evokes a unique impression and experience of Indonesia's original brand. The magnitude of the brand experience from Batik Keris instills pride in customers, as the brand reflects the symbol of Indonesia's national legacy and identity. The country of origin alone may not be sufficient to evoke customer satisfaction unless it is reinforced by brand experience attributes. An experiential sensory impact that resonates with consumer has a significant influence on purchase decisions. In essence, consumers are unlikely to purchase a brand solely based on its country of origin without an exceptional impression upon consumption. The consumer decision-making process is driven by enhancing sensory experiences through sight, hearing, scent, and touch, leading to satisfaction fulfillment in their purchase motivation related to the country of origin. Demanding country of origin brands leads to economic development and improves the quality of life for society, allowing the next generation to thrive as the aim of SDG 9 is to improve national income.

The Influence of Brand Experience on Brand Loyalty through Customer Satisfaction

Brand experience has a positive and a significant impact on brand loyalty through customer satisfaction. This research supported by previous research conducted by Mandarić et al. (2023) studies that have shown how customer satisfaction can mediate the relationship between brand experience and brand loyalty. A positive brand experience creates lasting memories for customers, influencing their decision to repurchase, recommend the brand to others, and remain loyal without seeking alternatives (Cong Thao Tien et al., 2023). The study demonstrates that Batik Keris's brand experience fosters loyalty among existing customers and attracts new ones through loyalty programs and positive recommendations. Satisfied customers are key drivers of repeat purchases at Batik Keris indicating a strong emotional connection and loyalty to the brand. In conclusion, Batik Keris's brand experience cultivates customer satisfaction and loyalty, leading to a willingness to engage with the brand on a long-term basis. The brand experience provided has led to an improvement in customer satisfaction, resulting in increased in brand loyalty and income generation to stand out in the crowd of global competitive market.

The influence of Country of Origin on Brand Loyalty through Brand Experience

Country of origin has a positive and significant effect on brand loyalty through the brand experience provided by Batik Keris. The country of origin can influence customer loyalty (Esmaeilpour & Abdolvand, 2016) in various ways, and one of them is the unique brand experience that impresses has on its customers. The country of origin image refers to consumer evaluations regarding the quality of products made in a particular country, and the characteristics of the people inside (Knight & Calantone, 2000 inBerlianto, 2019). The evaluations are carried out by adjusting the characteristics of people in the country, and gaining unique experiences from the brand, will increase brand loyalty. The research results show that the country of origin presented by Batik Keris by connecting batik as a symbol of Indonesia's cultural and prideful country will increase loyalty towards the brand through the original brand experience provided by Batik Keris. Wearing Batik Keris provokes pride and ethnocentric loyalty because batik became one of UNESCO Indonesia's cultural heritage awards, which means it is a worldwide reputable batik's origin. Especially, batik represents Indonesia's cultural values in every occasion on domestic and international events as well. This is one of the most loyal behavioral experiences of batik, seemingly Batik Keris provides an experience as bold and persistent personality character to wear, which is loved by present and new potential customers. The unique brand experiences bring competitiveness in the global landscape to a more advanced level, as the intensity of rivalry become more offensive. Only the brand that serves its customer by differentiated experience will win the customer loyalty and increase global market share, leaving an impression of the country of origin as well.

5. Conclusion

The impetus of cultural creative industries inheritance is to produce, promote, distribute, and commercialize products and services as a representation of a country's core values and self-identity among nations. Profiting at above-average levels in cultural creative industries has to alleviate the acculturation of a national country's values, hence engaging and transforming consumer bonds and creating a circular economy loop within the internal and external partisan ecosystem on a daily basis. Traditional cultural art products come into existence as valuable cultural disclosures, originating experiences for consumers and marketers, exceeding aggregate industries. To a greater extent, the national origin will be remembered as a unique experience of every country, inspiring human interaction in the interest of knowledge for generation cohorts, principally encompassed by Indonesia's well-fortified human respect value system acknowledged worldwide. The fundamental economic development generated by cultural heritage creativities contributes a new lease of life, as a prospectus input along the productivity of work opportunities, processes, and Asian output chains. The invigoration and advancement of tangible and intangible cultural inheritance have evolved as a strategic emergence amidst Asian national blueprints. As reported by "The Age of Culture: A Global Overview of Cultural and Creative Industries. The Asia-Pacific countries are declared as the most flourishing region worldwide, reaching total revenue of US\$743 billion in the cultural and creative industries sector. UNESCO has established cultural art inheritance as sustainable global initiatives, aligning with good governance best practices as an Asian emergence future agenda. The preservation and perpetuation of cultural inheritance are proposed to solicit the sustainable management of cultural heritage (Dameri et al., 2019).

Indonesia's origin of inheritance in cultural art creativity has the power to attract customer satisfaction by orchestrating the distinctiveness of the brand experience. For example, Batik is the symbolic pride of Indonesia. Hence, the unique experience of wearing the nation's heritage on the customer's body will evoke feelings of pride and satisfaction, as they become an integrated part of the national valuable identity. The scarcity of Indonesia's customer brand experiences in total customer touch points assures customers of loyalty, as Batik provokes high-quality products and customer service provided. The country of origin can increase brand loyalty by managing idiosyncratic brand experiences. The total brand experience represents the country's allegiance as a great nation, with the continuous promotion of symbols as heroic stigma fostering loyalty among users. Asian business managers must advance the cultural art inheritance creative service ecosystem even further towards global customer interests by introducing and reminding the original cultural art heritage as a symbol of national identity and worldwide importance. Cultural inheritance must provide imperative innovation to create new potential products that distinguish global segments more, as Indonesia's Batik earned the UNESCO national product heritage as Intangible Cultural Heritage of Humanity award, exemplifying the human value of invention. UNESCO's annual award list of Indonesia's Intangible Cultural Heritage creates a stimulus for foreigners to visit, triggering fast responses and expeditious actions, as long as the country of origin can guarantee a spectacular experience towards brands and assure distinguished satisfaction. The SOR paradigm in the country of origin context guides the behavioral economics approach for sustaining the national heritage as a valuable asset related to cultural and humanity magnum opus.

References

- Abdelwahab, D., Jiménez, N. H., San-Martín, S., & Prodanova, J. (2020). Between love and boycott: a story of dual origin brands. *Spanish Journal of Marketing - ESIC*, 24(3), 377–402. <https://doi.org/10.1108/SJME-12-2019-0105>

- Aichner, T., Wilken, R., & Coletti, P. (2021). Country Image at Risk: Spillover Effects of Product-Harm Crises and the Role of Trust. *Journal of Global Marketing*, 34(2), 73–89. <https://doi.org/10.1080/08911762.2020.1786614>
- Aktan, M., & Anjam, M. (2022). A Holistic Approach to Investigate Consumer's Attitude toward Foreign Products: Role of Country Personality, Self-Congruity, Product Image and Ethnocentrism. *Journal of International Consumer Marketing*, 34(2), 151–167. <https://doi.org/10.1080/08961530.2021.1937768>
- Ali Soomro, Y., Yaseen Bhutto, M., Ertz, M., Shaikh, A.-H., Baeshen, Y., & Al Batati, B. (2022). Does Brand Love Precede Brand Loyalty? Empirical Evidence from Saudi Airline Customers in Strategic Alliance Setting. *Journal of Asian Finance*, 9(6), 81–0093. <https://doi.org/10.13106/jafeb.2022.vol9.no6.0081>
- Amer, S. M., Elshimy, A. A., & Abo El Ezz, M. E. S. M. (2023). The role of brand experience on brand equity: Mediating effect of authenticity in new luxury fashion brands. *Cogent Business and Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2285026>
- Amoroso, S., Pattuglia, S., & Khan, I. (2021). Do Millennials share similar perceptions of brand experience? A clusterization based on brand experience and other brand-related constructs: the case of Netflix. *Journal of Marketing Analytics*, 9(1), 33–43. <https://doi.org/10.1057/s41270-021-00103-0>
- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence and Planning*, 38(5), 559–572. <https://doi.org/10.1108/MIP-02-2019-0095>
- Babić-Hodović, V., & Arslanagić-Kalajdžić, M. (2019). Perceived corporate reputation and pride as drivers of frontline employees' reputation impact awareness: Mediating role of job satisfaction. *Market-Trziste*, 31(2), 171–185. <https://doi.org/10.22598/mt/2019.31.2.171>
- Benischke, M. H., Rietveld, J., & Slangen, A. (2023). Within-Firm Variation in the Liability of Foreignness: A Demand-Based Perspective. *Journal of Management*, 49(5), 1738–1765. <https://doi.org/10.1177/01492063221094261>
- Berlianto, M. P. (2019). Pengaruh Country of Oringin Dan Brand Image Terhadap Brand Equity Dan Niat Pembelian Pada Produk Kosmetik. *Journal Of Business & Applied Management*, 12(1).
- Brakus, J. J., Chen, W., Schmitt, B., & Zarantonello, L. (2022). Experiences and happiness: The role of gender. *Psychology and Marketing*, 39(8), 1646–1659. <https://doi.org/10.1002/mar.21677>
- Brand, B. M., & Baier, D. (2022). Measuring country of origin effects in online shopping implicitly: a discrete choice analysis approach. *International Marketing Review*, 39(4), 955–983. <https://doi.org/10.1108/IMR-03-2021-0139>
- Camacho, L. J., Ramírez-Correa, P. E., & Salazar-Concha, C. (2022). Consumer ethnocentrism and country of origin: Effects on online consumer purchase behavior in times of a pandemic. *Sustainability (Switzerland)*, 14(1). <https://doi.org/10.3390/su14010348>
- Chakraborty, A., Shankar, R., & Marsden, J. R. (2022). An empirical analysis of consumer-unfriendly E-commerce terms of service agreements: Implications for customer satisfaction and business survival. *Electronic Commerce Research and Applications*, 53, 101151. <https://doi.org/10.1016/J.ELERAP.2022.101151>

- Chakraborty, D., Babu Singu, H., Kumar Kar, A., & Biswas, W. (2023). From fear to faith in the adoption of medicine delivery application: An integration of SOR framework and IRT theory. *Journal of Business Research*, 166, 114140. <https://doi.org/10.1016/j.jbusres.2023.114140>
- Chen, L., Chen, G., Ma, S., & Wang, S. (2022). Idol Worship: How Does It Influence Fan Consumers' Brand Loyalty? *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.850670>
- Chen, S., Wright, M. J., Gao, H., Liu, H., & Mather, D. (2021). The effects of brand origin and country-of-manufacture on consumers' institutional perceptions and purchase decision-making. *International Marketing Review*, 38(2), 343–366. <https://doi.org/10.1108/IMR-08-2019-0205>
- Chhabria, S. G., School, B., Gupta, S., & Gupta, H. (2023). A Study on the Impact of “Personalized Marketing” on Customer Satisfaction and Loyalty in Retail Fashion in 2023. In *International Journal of Computer Applications* (Vol. 185, Issue 11).
- Chikazhe, L., Makanyeza, C., & Chigunhah, B. (2021). Understanding mediators and moderators of the effect of customer satisfaction on loyalty. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1922127>
- Chung, S., Park, J. W., & Lee, S. (2022). The Influence of CSR on Airline Loyalty through the Mediations of Passenger Satisfaction, Airline Brand, and Airline Trust: Korean Market Focused. *Sustainability (Switzerland)*, 14(8). <https://doi.org/10.3390/su14084548>
- Cong Thao Tien, P., Thanh Luan, N., & Quan Tri, D. (2023). *Exploring the brand experience of Korean brands on customer interactions in Ho Chi Minh City, Vietnam: non-linear structural equation modelling approach*. <https://hdl.handle.net/10419/278122>
- Cowan, K., & Guzman, F. (2020). How CSR reputation, sustainability signals, and country-of-origin sustainability reputation contribute to corporate brand performance: An exploratory study. *Journal of Business Research*, 117, 683–693. <https://doi.org/10.1016/j.jbusres.2018.11.017>
- Crolic, C., & Janiszewski, C. (2023). Cognitive and affective reflection increases appreciation for less preferred subcategories of experiential goods. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1271516>
- Dameri, R. P., Benevolo, C., Veglianti, E., & Li, Y. (2019). Understanding smart cities as a glocal strategy: A comparison between Italy and China. *Technological Forecasting and Social Change*, 142, 26–41. <https://doi.org/10.1016/j.techfore.2018.07.025>
- Dapena-Baron, M., Gruen, T. W., & Guo, L. (2020). Heart, head, and hand: a tripartite conceptualization, operationalization, and examination of brand loyalty. *Journal of Brand Management*, 27(3), 355–375. <https://doi.org/10.1057/s41262-019-00185-3>
- De Nisco, A., Massi, M., & Papadopoulos, N. (2020). Partners or Foes? Cross-Country Consumer Animosity, Ethnocentrism, and Nationalism in Times of International Crisis. *Journal of Global Marketing*, 33(3), 207–222. <https://doi.org/10.1080/08911762.2020.1744209>
- Diallo, M. F., Moulins, J. L., & Roux, E. (2021). Unpacking brand loyalty in retailing: a three-dimensional approach to customer–brand relationships. *International Journal of Retail and Distribution Management*, 49(2), 204–222. <https://doi.org/10.1108/IJRDM-03-2020-0115>
- Diamantopoulos, A., Matarazzo, M., Montanari, M. G., & Petrychenko, A. (2021). The “Pricing Footprint” of Country-of-Origin: Conceptualization and Empirical Assessment. *Journal of Business Research*, 135, 749–757. <https://doi.org/10.1016/j.jbusres.2021.07.011>

- Doganer, S., & Erdem Akoglu, H. (2020). The Effect of Sports Science Students' Social Media Addictions on Redundant Purchasing Behavior. *Asian Journal of Education and Training*, 6(4), 616–626. <https://doi.org/10.20448/journal.522.2020.64.616.626>
- Dwivedi, Y. K., Ismagilova, E., Rana, N. P., & Raman, R. (2021). *Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review*. <https://doi.org/10.1007/s10796-021-10106-y/Published>
- Ekaputri, A. H., Rahayu, A., & Wibowo, L. A. (2016). *The Effect of Brand Experience on Customer Satisfaction and The Impact toward Repurchase Intention*.
- Esmailpour, F., & Abdolvand, M. A. (2016). The impact of country-of-origin image on brand loyalty: evidence from Iran. *Asia Pacific Journal of Marketing and Logistics*, 28(4), 709–723. <https://doi.org/10.1108/APJML-09-2015-0143>
- Guo, J., Li, Y., Xu, Y., & Zeng, K. (2021). How Live Streaming Features Impact Consumers' Purchase Intention in the Context of Cross-Border E-Commerce? A Research Based on SOR Theory. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.767876>
- Guo, Y. L., & Hsu, F. C. (2023). Branding Creative Cities of Gastronomy: the role of brand experience and the influence of tourists' self-congruity and self-expansion. *British Food Journal*, 125(8), 2803–2824. <https://doi.org/10.1108/BFJ-05-2022-0434>
- Gultom, D. K., & Hasibuan, L. P. (2021). Pengaruh Brand Experience Terhadap Brand Loyalty Melalui Brand Satisfaction Sebagai Variabel Intervening Pada Pengguna Handphone. *Seminar Nasional Teknologi Edukasi Sosial Dan Humaniora*, 1(1), 214–225. <https://doi.org/10.53695/sintesa.v1i1.318>
- Habibi, M., Ruben, S. & Jut, H., & Ruben, S. (2020). *Everyone Prefers a Loyal One! The Effect of Multisensory perceptions on Brand Experience and Brand loyalty: Case of Pringles Potato Chips Title: Everyone Prefers a Loyal One: The Effect of Multisensory perceptions on Brand Experience and Brand loyalty: Case of Pringles Potato Chips Acknowledgements*.
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3). <https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, J. F., Sarstedt, M., Ringle, C. M., Sharma, P. N., & Liengaard, B. D. (2024). Going beyond the untold facts in PLS–SEM and moving forward. *European Journal of Marketing*, 58(13), 81–106. <https://doi.org/10.1108/EJM-08-2023-0645>
- Halimi, F. F., Gabarre, S., Rahi, S., Al-Gasawneh, J. A., & Ngah, A. H. (2022). Modelling Muslims' revisit intention of non-halal certified restaurants in Malaysia. *Journal of Islamic Marketing*, 13(11), 2437–2461. <https://doi.org/10.1108/JIMA-01-2021-0014>
- Halkias, G., Florack, A., Diamantopoulos, A., & Palcu, J. (2022). Eyes Wide Shut? Understanding and Managing Consumers' Visual Processing of Country-of-Origin Cues. *British Journal of Management*, 33(3), 1432–1446. <https://doi.org/10.1111/1467-8551.12545>
- Harjadi, D., Fatmasari, D., & Hidayat, A. (2023). Consumer identification in cigarette industry: Brand authenticity, brand identification, brand experience, brand loyalty and brand love. *Uncertain Supply Chain Management*, 11(2), 481–488. <https://doi.org/10.5267/j.uscm.2023.3.001>

- Hassan, T. H., & Salem, A. E. (2022). Impact of service quality of low-cost carriers on airline image and consumers' satisfaction and loyalty during the covid-19 outbreak. *International Journal of Environmental Research and Public Health*, 19(1). <https://doi.org/10.3390/ijerph19010083>
- Ho, K. F. X., Liu, F., Tarabashkina, L., & Volery, T. (2022). Cross-cultural differences in consumers' attention to food labels. *British Food Journal*, 124(12), 4888–4904. <https://doi.org/10.1108/BFJ-07-2021-0751>
- Hsieh, J. K., Kumar, S., Tang, Y. C., & Huang, G. Z. (2023). Investigating the relationships between influencers and their followers: Moderator of human brand of influencer (HBI) phase. *Electronic Commerce Research and Applications*, 58, 101252. <https://doi.org/10.1016/J.ELERAP.2023.101252>
- Husain, R., Paul, J., & Koles, B. (2022). The role of brand experience, brand resonance and brand trust in luxury consumption. *Journal of Retailing and Consumer Services*, 66. <https://doi.org/10.1016/j.jretconser.2021.102895>
- Hwang, J., Choe, J. Y. (Jacey), Kim, H. M., & Kim, J. J. (2021). Human baristas and robot baristas: How do brand experience affect brand satisfaction, brand attitude, brand attachment, and brand loyalty? *International Journal of Hospitality Management*, 99. <https://doi.org/10.1016/j.ijhm.2021.103050>
- Jamshidi, D., & Rousta, A. (2021). Brand Commitment Role in the Relationship between Brand Loyalty and Brand Satisfaction: Phone Industry in Malaysia. *Journal of Promotion Management*, 27(1), 151–176. <https://doi.org/10.1080/10496491.2020.1809596>
- Janjusevic, J., Hopkinson, P., & Pandza Bajcs, I. (2022). *Economic and Social Development Book of Proceedings*. <http://www.esd-conference.com>
- Jayasundara, C. J. D. S., Madhusanka, J. D. T., & Hendeniya, H. M. U. S. (2022). INFLUENCE OF VIRTUAL BRAND PERSONALITY ON BRAND LOYALTY: WITH SPECIAL REFERENCE TO FINANCIAL LEASING INDUSTRY IN NORTH WESTERN PROVINCE, SRI LANKA. In *SEUSL Journal of Marketing: Vol. VII* (Issue 2).
- Karagiannis, D., Hatzithomas, L., Fotiadis, T., & Gasteratos, A. (2022). The Impact of Brand Awareness and Country of Origin in the Advertising Effectiveness of Greek Food Products in the United Kingdom: The Case of Greek Yogurt. *Foods*, 11(24). <https://doi.org/10.3390/foods11244019>
- Khan, H., Bamber, D., & Quazi, A. (2012). Relevant or redundant: Elite consumers' perception of foreign-made products in an emerging market. *Journal of Marketing Management*, 28(9–10), 1190–1216. <https://doi.org/10.1080/0267257X.2011.635153>
- Khan, I., Fatma, M., Kumar, V., & Amoroso, S. (2021). Do experience and engagement matter to millennial consumers? *Marketing Intelligence and Planning*, 39(2), 329–341. <https://doi.org/10.1108/MIP-01-2020-0033>
- Kim, J. J., Han, H., & Ariza-Montes, A. (2021). The impact of hotel attributes, well-being perception, and attitudes on brand loyalty: Examining the moderating role of COVID-19 pandemic. *Journal of Retailing and Consumer Services*, 62. <https://doi.org/10.1016/j.jretconser.2021.102634>
- Kim, J. M., & Hyun, S. (2021). Differences in online reviews caused by distribution channels. *Tourism Management*, 83. <https://doi.org/10.1016/j.tourman.2020.104230>

- Kim, S., & Yim, M. Y. C. (2022). Exploring consumers' attitude formation toward their own brands when in crisis: cross-national comparisons between USA and China. *Journal of Product and Brand Management*, 31(1), 56–72. <https://doi.org/10.1108/JPBM-01-2020-2731>
- Kullooli, T., Trebicka, B., & Fortuzi, S. (2024). Understanding Customer Satisfaction Factors: A Logistic Regression Analysis. *Journal of Educational and Social Research*, 14(2), 218–231. <https://doi.org/10.36941/jesr-2024-0038>
- Kumar, A., & Paul, J. (2018). Mass prestige value and competition between American versus Asian laptop brands in an emerging market—Theory and evidence. *International Business Review*, 27(5), 969–981. <https://doi.org/10.1016/j.ibusrev.2018.02.007>
- Kumar, S., & Nayak, J. K. (2024). Understanding the intricacies of risky indebtedness, impulse buying and perceived risk in buy-now-pay-later adoption. *Asia Pacific Journal of Marketing and Logistics*, 36(7), 1697–1716. <https://doi.org/10.1108/APJML-08-2023-0759>
- Kwon, J., & Boger, C. A. (2021). Influence of brand experience on customer inspiration and pro-environmental intention. *Current Issues in Tourism*, 24(8), 1154–1168. <https://doi.org/10.1080/13683500.2020.1769571>
- Laming, C., & Mason, K. (2014). Customer experience - An analysis of the concept and its performance in airline brands. *Research in Transportation Business and Management*, 10, 15–25. <https://doi.org/10.1016/j.rtbm.2014.05.004>
- Lin, X. (2023). *Consumer Experience with 3D lookbook: An S-O-R Approach*. <https://stitch.fashion/blog/what-is-a-3d-style-guide>
- Loučanová, E., Šupín, M., Čorejová, T., Repková-štofková, K., Šupínová, M., Štofková, Z., & Olšiaková, M. (2021). Sustainability and branding: An integrated perspective of eco-innovation and brand. *Sustainability (Switzerland)*, 13(2), 1–10. <https://doi.org/10.3390/su13020732>
- Lou, C., & Xie, Q. (2021). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376–402. <https://doi.org/10.1080/02650487.2020.1788311>
- Luis González-Mansilla, O., Serra-Cantallops, A., & Berenguer-Contrí, G. (2023). *Effect of value co-creation on customer satisfaction: the mediating role of brand equity*.
- Magnusson, P., Westjohn, S. A., & Sirianni, N. J. (2019). Beyond country image favorability: How brand positioning via country personality stereotypes enhances brand evaluations. *Journal of International Business Studies*, 50(3), 318–338. <https://doi.org/10.1057/s41267-018-0175-3>
- Maharani, N. P., & Marsasi, E. G. (2024). The Influence of Customer Satisfaction and Consumer Brand Relationship on Future Intention Based on Optimal Experience Theory. *FIRM Journal of Management Studies*, 9(1), 1. <https://doi.org/10.33021/firm.v9i1.4905>
- Ma, J., Yang, J., & Yoo, B. (2020). The moderating role of personal cultural values on consumer ethnocentrism in developing countries: The case of Brazil and Russia. *Journal of Business Research*, 108, 375–389. <https://doi.org/10.1016/j.jbusres.2019.12.031>
- Mandarić, M., Sekulić, D., & Lazović, S. (2023). The influence of brand experiences on brand loyalty: A study on Air Serbia. *Bizinfo Blace*, 14(1), 9–16. <https://doi.org/10.5937/bizinfo2301009m>

- Manyanga, W., Makanyeza, C., & Muranda, Z. (2022). The effect of customer experience, customer satisfaction and word of mouth intention on customer loyalty: The moderating role of consumer demographics. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2082015>
- Mnqanqeni, L., & Shava, H. (2023). The effect of brand experience and attachment on customer repurchase intentions: Evidence from South Africa. *Journal of Contemporary Management*, 20(2), 445–469. <https://doi.org/10.35683/jcm23014.231>
- Moghaddam, H. K., Khan, N., Tan, B. C., & Khan, S. (2022). Consumer attitude toward Halal food in the case of the United Kingdom: the role of product attributes and marketing stimuli. *Food Research*, 6(6), 136–142. [https://doi.org/10.26656/fr.2017.6\(6\).861](https://doi.org/10.26656/fr.2017.6(6).861)
- Monica, D. A., Rini, S., Karina, B., & Sembiring, F. (2019). The Effect of Country of Origin, Price and Quality Perception on Customer Satisfaction and Loyalty at Della Collection Store Medan. *International Journal of Research & Review (Www.Ijrrjournal.Com)* Vol, 6, 11. www.ijrrjournal.com
- Moriuchi, E., & Takahashi, I. (2016). Satisfaction trust and loyalty of repeat online consumer within the Japanese online supermarket trade. *Australasian Marketing Journal*, 24(2), 146–156. <https://doi.org/10.1016/j.ausmj.2016.02.006>
- Mostafa, R. B., & Kasamani, T. (2021). Brand experience and brand loyalty: is it a matter of emotions? *Asia Pacific Journal of Marketing and Logistics*, 33(4), 1033–1051. <https://doi.org/10.1108/APJML-11-2019-0669>
- Motsi, T., & Park, J. E. (2020). National Stereotypes as Antecedents of Country-of-Origin Image: The Role of the Stereotype Content Model. *Journal of International Consumer Marketing*, 32(2), 115–127. <https://doi.org/10.1080/08961530.2019.1653241>
- Myftaraj, E., & Trebicka, B. (2023). Analyzing the impact of loyalty card programs on customer behavior: insights from the Albanian market. *F1000Research*, 12, 1028. <https://doi.org/10.12688/f1000research.138185.1>
- Nguyen, A. H. M., & Alcantara, L. L. (2022). The interplay between country-of-origin image and perceived brand localness: An examination of local consumers' response to brand acquisitions by emerging market firms. *Journal of Marketing Communications*, 28(1), 95–114. <https://doi.org/10.1080/13527266.2020.1840422>
- Nofal, R., Calicioglu, C., & Aljuhmani, H. Y. (2020). The impact of social networking sites advertisement on consumer purchasing decision: The mediating role of brand awareness. *International Journal of Data and Network Science*, 4(2), 139–156. <https://doi.org/10.5267/j.ijdns.2020.2.003>
- Nurjanah, S., Kresnamurti Rivai Prabumenang, A., & Aditya, S. (2023). UNDERSTANDING REPURCHASE INTENTION OF ONLINE MARKETPLACE CUSTOMERS IN JAKARTA WITH TRUST AS INTERVENING. *Jurnal Dinamika Manajemen Dan Bisnis*, 6(2). <http://journal.unj.ac.id/unj/index.php/jdmb>
- Nusairat, N. M., Al-Gasawneh, J. A., Aloqool, A., Alzubi, K. N., Akhorshaideh, A. H. O., Joudeh, J. M., & Ibrahim, H. S. (2021). The relationship between internet of things and search engine optimization in Jordanian telecommunication companies: The mediating role of user behavior.

- International Journal of Data and Network Science*, 5(3), 163–172.
<https://doi.org/10.5267/j.ijdns.2021.6.016>
- Oduro, S., De Nisco, A., & Mainolfi, G. (2023). Do digital technologies pay off? A meta-analytic review of the digital technologies/firm performance nexus. In *Technovation* (Vol. 128). Elsevier Ltd.
<https://doi.org/10.1016/j.technovation.2023.102836>
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing and Management*, 27(7), 755–774.
<https://doi.org/10.1080/19368623.2018.1445055>
- Otto, A. S., Szymanski, D. M., & Varadarajan, R. (2020). Customer satisfaction and firm performance: insights from over a quarter century of empirical research. In *Journal of the Academy of Marketing Science* (Vol. 48, Issue 3, pp. 543–564). Springer. <https://doi.org/10.1007/s11747-019-00657-7>
- Pandiangan, K., Dwi Atmogo, Y., & Author, C. (2021). *FAKTOR-FAKTOR YANG MEMPENGARUHI BRAND EQUITY: BRAND TRUST, BRAND IMAGE, PERCEIVED QUALITY, & BRAND LOYALTY*. 2(4).
<https://doi.org/10.31933/jimt.v2i4>
- Paramita, W., Chan Nhu, H. B., Ngo, L. V., Minh Tran, Q. H., & Gregory, G. (2021). Brand experience and consumers' social interactive engagement with brand page: An integrated-marketing perspective. *Journal of Retailing and Consumer Services*, 62.
<https://doi.org/10.1016/j.jretconser.2021.102611>
- Park, J. K., Hong, E. P., & Park, Y. na. (2023). Toward a new business model of retail industry: The role of brand experience and brand authenticity. *Journal of Retailing and Consumer Services*, 74, 103426. <https://doi.org/10.1016/J.JRETCONSER.2023.103426>
- Personal RePEc Archive, M., Mar, M., Carlos, J., Mar Serrano Arcos, M., Sánchez Fernández, R., Carlos Perez-Mesa, J., & Riefler, P. (2022). *M P RA A Review of Consumer Affinity Research: Recent Advances and Future Directions A Review of Consumer Affinity Research: Recent Advances and Future Directions 1*. <https://doi.org/10.1108/IMR-01-2021-0011/full/html>
- Petra Zeugner-Roth, K., & Bartsch, F. (2019). *COO in Print Advertising: Developed versus Developing Market Comparisons*.
- Pina, R., & Dias, Á. (2021). The influence of brand experiences on consumer-based brand equity. *Journal of Brand Management*, 28(2), 99–115. <https://doi.org/10.1057/s41262-020-00215-5>
- Qu, M., Quach, S., Thaichon, P., Frazer, L., Lawley, M., Arli, D., Weaven, S., & Roberts, R. E. (2021). Understanding Chinese consumers' pre-purchase value expectations: the role of country of origin effect. *Asia Pacific Journal of Marketing and Logistics*, 33(8), 1861–1877.
<https://doi.org/10.1108/APJML-06-2020-0388>
- Ramos, C. M. Q., Cardoso, P. J. S., Fernandes, H. C. L., & Rodrigues, J. M. F. (2023). A Decision-Support System to Analyse Customer Satisfaction Applied to a Tourism Transport Service. *Multimodal Technologies and Interaction*, 7(1). <https://doi.org/10.3390/mti7010005>
- Rathore, P., Saha, E., Dhalmahapatra, K., & Sambasivan, M. (2024). Impact of Branding on Customer Purchase Decision in Apparel Industry: An Application of Stimulus-organism-response Theory. *Vision*. <https://doi.org/10.1177/09722629231225541>

- Ruiz, L. M. P., Pagan, N. M., & Pagan, K. M. (2024). ECONOMIC INEQUALITY AND THE PURCHASING POWER OF A COUNTRY AS PREDICTORS OF THE LEVEL OF BUSINESS INNOVATION. *International Journal of Innovation*, 12(3). <https://doi.org/10.5585/2024.25409>
- Safeer, A. A., He, Y., & Abrar, M. (2020). The influence of brand experience on brand authenticity and brand love: an empirical study from Asian consumers' perspective. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1123–1138. <https://doi.org/10.1108/APJML-02-2020-0123>
- Safeer, A. A., Zhou, Y., Abrar, M., & Luo, F. (2022). Consumer Perceptions of Brand Localness and Globalness in Emerging Markets: A Cross-Cultural Context. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.919020>
- Safeer, A. A., He, Y., Lin, Y., Abrar, M., & Nawaz, Z. (2023). Impact of perceived brand authenticity on consumer behavior: an evidence from generation Y in Asian perspective. *International Journal of Emerging Markets*, 18(3), 685–704. <https://doi.org/10.1108/IJOEM-09-2020-1128>
- Samiee, S., & Chabowski, B. R. (2021). Knowledge structure in product- and brand origin-related research. *Journal of the Academy of Marketing Science*, 49(5), 947–968. <https://doi.org/10.1007/s11747-020-00767-7>
- Seočanac, M., & Čelić, I. (2020). TOURISM IN FUNCTION OF DEVELOPMENT OF THE REPUBLIC OF SERBIA *Tourism and Rural Development (TISC 2020)-Thematic proceedings I 434 INVESTIGATING EXPERIENCE OF CHINESE TOURISTS WITH BRANDED HOTELS IN SERBIA: A CASE STUDY OF BOOKING.COM.*
- Shahid, S., Islam, J. U., Farooqi, R., & Thomas, G. (2023). Affordable luxury consumption: an emerging market's perspective. *International Journal of Emerging Markets*, 18(2), 316–336. <https://doi.org/10.1108/IJOEM-01-2021-0144>
- Shiwakoti, N., Jiang, H., & Nguyen, A. D. (2018). *ScienceDirect Passengers' perception of safety and its relationship with demographics, service quality, satisfaction and loyalty in airlines sector.* www.sciencedirect.com/locate/procedia2352-1465
- Simanjuntak, D. (2023). *International Journal of Quantitative Management (IJQM) INFLUENCE OF ADVERTISING CAMPAIGN, BRAND AMBASSADOR AND COUNTRY OF ORIGIN ON CONSUMER BUYING INTEREST THROUGH SHOPPING SATISFACTION AT THE MARKETPLACE (Vol. 1).*
- Sohaib, M., Mlynarski, J., & Wu, R. (2023). Building Brand Equity: The Impact of Brand Experience, Brand Love, and Brand Engagement—A Case Study of Customers' Perception of the Apple Brand in China. *Sustainability (Switzerland)*, 15(1). <https://doi.org/10.3390/su15010746>
- Sridhar, S., & Best, R. (2020). *Customer Satisfaction: An Organizing Framework for Strategy.*
- Tavoletti, E., Cohen, E. D., Dong, L., & Taras, V. (2024). Revisiting equity theory in the global virtual teams. *Management Research Review*, 47(5), 840–858. <https://doi.org/10.1108/MRR-05-2023-0334>
- Tran, V. D., & Le, N. M. T. (2020). Impact of service quality and perceived value on customer satisfaction and behavioral intentions: Evidence from convenience stores in Vietnam. *Journal of Asian Finance, Economics and Business*, 7(9), 517–526. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.517>

- Umashankar, N., Bahadir, S. C., & Bharadwaj, S. (2022). Despite Efficiencies, Mergers and Acquisitions Reduce Firm Value by Hurting Customer Satisfaction. *Journal of Marketing*, 86(2), 66–86. <https://doi.org/10.1177/00222429211024255>
- Valaei, N. (2023) Country of origin effects on consumer cognitive structures and preference for foreign brands among elites. *Journal of Fashion Marketing and Management. Country of origin effects on consumer cognitive structures and preference for foreign brands among elites.* <http://researchonline.ljmu.ac.uk/id/eprint/18848/Articlehttp://researchonline.ljmu.ac.uk/>
- Valenzuela Quintero, A. R., & Bellon Álvarez, L. A. (2023). Trademark Influence and Brand Experience on Consumer's Loyalty to Fast Fashion Brands. *Mercados y Negocios*, 2023(50), 71–94. <https://doi.org/10.32870/myn.vi50.7698>
- Wang, S., Chen, T., Wang, C., Liu, Z., Jia, L., & Zhao, X. (2023). The effect of customer satisfaction on floral product purchase behavior, evidence from Shanghai, China. *Scientific Reports*, 13(1). <https://doi.org/10.1038/s41598-023-35137-0>
- Witek-Hajduk, M. K., & Grudecka, A. (2023). Reasons for ignoring versus paying attention to country of origin among consumers of durable goods brands. *Central European Management Journal*, 31(2), 274–288. <https://doi.org/10.1108/CEMJ-02-2022-0019>
- Wulf Editor, C. (2025). *Heritage Studies Handbook on Intangible Cultural Practices as Global Strategies for the Future Twenty Years of the UNESCO Convention on Safeguarding Intangible Cultural Heritage.* <https://heritagestudies>.
- Xi, L., & Han, B.-W. (2023). Understanding Consumer Perceptions of Brand Globalness and Localness: The Roles of Self-Regulatory Focus. *Korea International Trade Research Institute*, 19(1), 87–102. <https://doi.org/10.16980/jitc.19.1.202302.87>
- Yang, F. X., Wong, I. K. A., Tan, X. S., & Wu, D. C. W. (2020). The role of food festivals in branding culinary destinations. *Tourism Management Perspectives*, 34. <https://doi.org/10.1016/j.tmp.2020.100671>
- Yin, D., Li, M., & Qiu, H. (2023). Do customers exhibit engagement behaviors in AI environments? The role of psychological benefits and technology readiness. *Tourism Management*, 97, 104745. <https://doi.org/10.1016/J.TOURMAN.2023.104745>
- Yin, Y., Shao, Y., Hao, Y., & Lu, X. (2024). Perceived Soundscape Experiences and Human Emotions in Urban Green Spaces: Application of Russell's Circumplex Model of Affect. *Applied Sciences (Switzerland)*, 14(13). <https://doi.org/10.3390/app14135828>
- Yuliyasti, R., Masdupi, E., & Abror, A. (2018). *The Relationship between Brand Experience, Customer Satisfaction and Customer Loyalty: Brand Trust as The Intervening Variable.*
- Zha, D., Melewar, T. C., Foroudi, P., & Jin, Z. (2020). An Assessment of Brand Experience Knowledge Literature: Using Bibliometric Data to Identify Future Research Direction. *International Journal of Management Reviews*, 22(3), 287–317. <https://doi.org/10.1111/ijmr.12226>
- Zhang, C., & Laroche, M. (2020). Brand hate: a multidimensional construct. *Journal of Product and Brand Management*, 30(3), 392–414. <https://doi.org/10.1108/JPBM-11-2018-2103>
- Zhang, Z., Yang, Z., Gu, J., & Kim, M. S. (2023). How Does Multinational Corporations' CSR Influence Purchase Intention? The Role of Consumer Ethnocentrism and Consumer Ambivalence. *Sustainability (Switzerland)*, 15(7). <https://doi.org/10.3390/su15075908>

- Zhao, J., Butt, R. S., Murad, M., Mirza, F., & Saleh Al-Faryan, M. A. A. (2022). Untying the Influence of Advertisements on Consumers Buying Behavior and Brand Loyalty Through Brand Awareness: The Moderating Role of Perceived Quality. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.803348>
- Zibarzani, M., Abumalloh, R. A., Nilashi, M., Samad, S., Alghamdi, O. A., Nayer, F. K., Ismail, M. Y., Mohd, S., & Mohammed Akib, N. A. (2022). Customer satisfaction with Restaurants Service Quality during COVID-19 outbreak: A two-stage methodology. *Technology in Society*, 70. <https://doi.org/10.1016/j.techsoc.2022.101977>
- Zihayat, M., Ayanso, A., Davoudi, H., Kargar, M., & Mengesha, N. (2021). Leveraging non-respondent data in customer satisfaction modeling. *Journal of Business Research*, 135, 112–126. <https://doi.org/10.1016/j.jbusres.2021.06.006>
- Zulhadji, R. W. N., & Astarini, R. D. (2023). Pengaruh Brand Experience terhadap Satisfaction, Uncertainty, dan Brand Loyalty. *Jurnal Pendidikan Tambusai*, 7(2), 15990-15997