



Paper 23

The Impacts of Fast Food Brand Collaboration Experience on Brand Love, Brand Prestige, Brand Satisfaction, Brand Trust, and Brand Loyalty

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Abstract – Brand loyalty is one of the vital competitive advantages firms seek to hold their position in the market. With increased competitiveness in the fast-food market, this variable has become more significant to be researched. Some antecedents such as brand experience, brand love, brand prestige, brand satisfaction, and brand trust were depicted can generate brand loyalty. This study aims to investigate the influence of these variables in generating brand loyalty from one of the American Fast-Food brand case. A quantitative survey method was utilized in the data collection, extracting a total of 258 responses from customers aged between 18 to 24 years old. This study performed descriptive statistics and PLS-SEM for data analysis and the result shows a significant indirect influence of brand experience to brand loyalty through mediators of brand love, brand satisfaction, and brand trust. Brand experience is also identified to have an impact on brand prestige. This study contributes to consumer-brand relationships understanding by demonstrating the causal relationships and providing valuable insights to future researchers and fast-food marketers.

Keywords – Brand experience, brand love, brand loyalty, brand prestige, brand satisfaction, brand trust

I. INTRODUCTION

A. Background

McDonald's is an American fast-food restaurant that is famous for its hamburgers menu [1]. Franchising 32,000 outlets in 119 countries on 6 different continents, McDonald's is currently holding a title as the market leader of the fast-food industry [2]. However, major trends and shifts may sway McDonald's from its current position as the trend shows an increase in the number of new fast-food restaurants, resulting in more competitors coming shortly and more competitive the industry is [3].

The weakening McDonald's competitiveness causes McDonald's overall performance is vital at this point. However, assessed through the profitability evaluation, McDonald's profit was highlighted as weak and the declining revenue had greatly impacted the profitability [4]. On the other hand, competitors are starting to overtake McDonald's. In comparison, McDonald's revenue growth in the beginning two quarters in 2021 was lower than the average of similar businesses [5]. The same report also

claimed that McDonald's lost its market share within the same industry as well and it is proven by its declining customer traffic.

As the effects of overtaking competitors start to rise, one of the strategies implemented by McDonald's is by strengthening branding through brand collaboration. Brand collaboration is perceived to be able developing competitive advantage and increasing market share [6], [7]. Due to these benefits, it is understandable why McDonald's partnered up with celebrities in the newest campaign.

Recently, McDonald's united with a South Korean global boy group, BTS, releasing a famous order called BTS Meal which then had gained massive recognition in Indonesia. As cited from [8] and [9], BTS Meal offered a package of 9 pieces of chicken nuggets, fries, and drink served with the BTS members' top-picked sauces. BTS Meal became more special due to the exclusive purple packaging which gave the collaboration a stronger identity. This collaboration is a crucial strategy that successfully increased customer traffic which has become a challenge for McDonald's [10]. It is also reported that BTS Meal has contributed to the rising revenue in the second quarter of 2021 [11]. However, despite these remarkable results, there are no studies that discuss the effect of this collaboration for a long term.

As the main target of this collaboration is to enhance competitive advantages, a specific assessment is essential to be made. This assessment can be made by linking the competitive advantage concept to the brand loyalty which is perceived as a source of competitive advantages [12], [13]. Brand loyalty itself can be generated from the nurture of brand experience in which brand collaboration is mentioned as one of the factors [14]. Moreover, many past studies also found the positive influence of brand experience in fostering brand loyalty indirectly through brand love, brand prestige, brand trust and brand satisfaction [15], [16], [17]. Thus, this study aims to find the relationship of BTS Meal collaboration in generating the competitive advantage through the assessment of customer's brand experience in promoting brand loyalty directly and indirectly with brand love, brand prestige, brand satisfaction, and brand trust as the mediating factors.

B. Literature Review

1. Brand Experience and Brand Love

Brand experience is conceptualized as subjective responses related to human's internal and behavior that arouses from brand-related stimuli such as brand's design and identity, packaging, communications, and environments [14]. Brand experience is one of the components that should be considered deeply by brands when developing an emotional relationship with consumers [18]. Offering extraordinary and noteworthy experiences will be the key for brands to develop stronger emotional customer relationships [19]. Thus, it is common to link brand experience with the emotional dimension, namely love and emotional attachment among these dimensions. Many past studies have revealed the significant influence of brand experience on brand love [17], [20], [21]. Brand love itself is a social psychology concept deliberating the passionate affection consumers have towards a brand [20], [22]. Consumers who emotionally attached with one brand can be assumed as a brand love [17], [20]. Developing brand experience will generate pleasant feelings for customers and strengthen the emotional bond with a brand. Based on the previous arguments, brand experience is found to have an impact on brand love. Hence, this study will test the following hypothesis:

H1: Brand experience significantly influences brand love.

2. Brand Experience and Brand Prestige

Brand prestige is referred as a "subjective evaluative judgment" towards a high social status of brands that is evoked from a positive and excellent accomplishment [23]. As more consumers purchase products for the hedonic and social value they have, it is critical to enhancing the brand prestige by leveraging the brand experience through interactive tools and advertisement [17], [24]. With the shifting concept of "luxury", experience and indulgence have become newly discovered factors to where the concept further leaning on [25]. The influence of brand experience has been deliberated in many earlier studies. It was acknowledged that brand experiences and brand personality traits directly influence brand prestige [24]. Some studies even mentioned the significant all sub-dimensions of brand experience in generating brand prestige. Hence, this study will test the following hypothesis:

H2: Brand experience significantly influences brand prestige.

3. Brand Experience and Brand Satisfaction

Satisfaction is defined as post-purchase evaluation involving "psychological" and "emotional" matters towards product quality over the expectations given before the

purchase [26], [27], [28]. Satisfaction can be gained through the positive experience of consumers [29]. Thus, brand experience which arises when consumers search, purchase, and consume the brands, can have a positive effect on brand satisfaction [16]. It implies that a brand with great experiences will increase customer satisfaction which had been supported by many previous studies [14], [29]. Hence, this study will test the following hypothesis:

H3: Brand experience significantly influences brand satisfaction.

4. Brand Experience and Brand Trust

Experience is more impactful than product features and benefits as it provokes stronger remembrance that can grow customer trust in the respective brand [30]. Constant positive experiences will reinforce customer expectations for next purchases, believing a brand will have the capacity to offer or even exceed the expected benefits [31]. Thus, customers will feel more secure when a brand can grant the promised performances over time [32]. This reflects how brand experience is able to influence brand trust. Brand trust is conceptually defined as the willingness of consumers in relying on the brand's ability to perform the stated function which diminishes the vulnerability among consumers caused by environmental uncertainty [33]. On the basis of this discussion, it is suggested that brand experience can lead to an increase of brand trust. Hence, this study will test the following hypothesis:

H4: Brand experience significantly influences brand trust.

5. Brand Love and Brand Loyalty

Nowadays, consumers do not make decisions based on rational factors only, instead, the emergence of emotional attachment had transformed their behaviors, resulting in the new appearance of the brand love concept [34], [35]. Brand love is perceived to be a meaningful mode of consumer satisfaction that triggers post-consumption behavior, such as loyalty [36]. Reference [37] adopted the "brand loyalty" term to indicate a constant preference over a while in individuals' life. It can be assumed that consumers who have brand love towards a brand will produce a stronger loyalty that will enhance specific traits, including repetitive buying. Hence, this study will test the following hypothesis:

H5: Brand love significantly influences brand loyalty.

6. Brand Prestige and Brand Loyalty

Signaling a social status and self-worth, purchasing prestigious brands can elevate one's confidence, especially for young generations who are seeking acceptance from their surrounding which then will influence their attitude and loyalty of them [38], [39], [40]. The direct relationship

between these variables had been demonstrated by past studies in many contexts [41], [42]. Based on these arguments, it is suggested that brand prestige has an impact on brand loyalty. Hence, this study will test the following hypothesis:

H6: Brand prestige significantly influences brand loyalty.

7. Brand Satisfaction and Brand Loyalty

The maintenance of satisfaction will influence the firm's success [43]. Consumers of brands with high satisfaction have a lower elasticity of repurchase intentions, compared to brands with lower satisfaction [44]. Additionally, the high satisfaction also implies a long-run reputation effect. Furthermore, brand satisfaction is one of the keys in developing brand loyalty that is able to retain existing customers and preserve a long-term relationship, resulting in a source of competitive advantage [12], [13]. Hence, this study will test the following hypothesis:

H7: Brand satisfaction significantly influences brand loyalty.

8. Brand Trust and Brand Loyalty

Brand trust is found to be one of the key determinants of brand loyalty which is consistent with the one-to-one marketing relationships concept [33]. Trust can lead consumers to obtain high-value exchange relationships [45]. The brand trust acquired from high-quality products, valuable benefits, and satisfaction can drive a commitment to one's brand, generating repetitive purchase behaviors in the customers [46]. Hence, this study will test the following hypothesis:

H8: Brand trust significantly influences brand loyalty.

9. Brand Experience and Brand Loyalty

Brand experience is considered a strong predictor of actual buying behavior because the stimulation-seeking organism may attempt to experience such stimulations repeatedly [14]. In alignment with these findings, [16] also pointed out that brand experiences will result in pleasurable outcomes desired repetitively by consumers. Therefore, it is essential to apply distinctive experiences in all brand touchpoints in order to strengthen the brand loyalty of consumers [47]. Hence, this study will test the following hypothesis:

H9: Brand experience significantly influences brand loyalty.

C. Conceptual Framework

The proposed conceptual framework for this study is as shown in Fig. 1. The framework is constructed from two studies [16], [17].

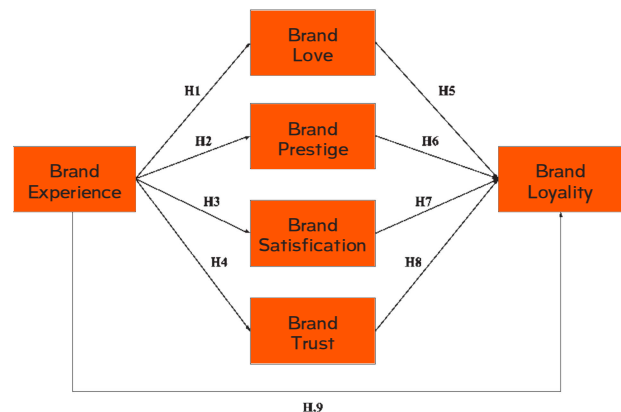


Fig. 1. Conceptual Framework

II. METHODOLOGY

To fulfill the research objective, this study will use a quantitative approach. A quantitative approach is a way to interpret an observed phenomenon in numerical presentation, calculated with mathematical and statistical-based methods [48]. This research approach will be adopted to quantify the extent of significance in each variable relation. This research will also use survey method by dispersing questionnaires for cost efficiency and time-saving data collection [48].

A. Research Population and Sample

The population of this study covers the younger generation consumers of McDonald's BTS Meal in Indonesia which had bought the menu set at least once. The population will be targeted into an age group of 18 to 24 years old as this group was evaluated to be grown significantly within the previous McDonald's Famous Orders campaign [49].

According to rule used in [50], as depicted in Table I, 200 is the minimum number of sample sizes for marketing test-studies, including the present study. Subsequently, this study collected 302 respondents with pre-determined characteristics as above to be analyzed.

Table 1 - SAMPLE SIZES USED IN MARKETING RESEARCH STUDIES

Type of Study	Type of Study	Type of Study
Problem identification research (e.g. market potential)	500	1,000-2,500
Problem-solving research (e.g. pricing)	200	300-500
Product tests	200	300-500
Test-marketing studies	200	300-500
TV/radio/print advertising (per commercial or ad tested)	150	200-300
Test-market audits	10 stores	10-20 stores
Focus groups	2 groups	6-15 groups

Non-probability sampling is chosen for this research. Non-probability sampling is a sampling method where the probability of a subject being selected is unknown because of the absence of statistical principle in randomness which results in bias [51], [52]. Although four categories construct non-probability sampling as mentioned in [50], this research will only be adopting judgmental sampling. Judgmental sampling is defined as a form of convenience sampling that selects population elements according to the researcher's subjective judgments. Due to the existence of pre-determined population characteristics set by the author before the research, the judgmental sampling technique is chosen.

B. Profile of Respondents

Table 2 - PROFILE OF RESPONDENTS

Characteristics	Frequency	Percentage
Age		
18 - 24 years old	258	100
Gender		
Female	252	97.7
Male	6	2.3
Income per Month		
< Rp5.000.000	236	91.5
Rp5.000.000 - Rp10.000.000	19	7.4
> Rp10.000.000	3	1.2
Domicile		
Java	215	83.3
Sumatra	19	7.4
Kalimantan	4	1.6
Sulawesi	6	2.3
Bali and Nusa	12	4.7
Tenggara		
Maluku	1	0.4
Batam Island	1	0.4

C. Questionnaire Design

The questionnaire is written in Bahasa Indonesia and estimated to be filled by respondents within ten minutes. Questionnaires are developed of open-ended and multiple-choice questions for demographic-related sections and Likert scale questions for operational variable-related sections. The questionnaire was adapted from the relevant previous studies and carefully restructured to demonstrate the direct and indirect impacts of customers' brand experience towards BTS Meal on brand loyalty. A set of measurements concerning the operation variables was developed as the following summary:

Table 3 - MEASUREMENT SCALES

Constructs	Source	Label	Indicators
Brand Experience	Brakus, Schmitt and Zarantonello (2009), Kazmi and Khaliq (2019)	BE1	BTS Meal by McDonald's has a strong visual impression on my visual senses
		BE 2	BTS Meal by McDonald's can attract my emotion
		BE3	I engage in physical actions and behavior when I consume BTS Meal by McDonald's
		BE4	I engage in a lot of thinking when I encounter BTS Meal by McDonald's
		BE5	BTS Meal by McDonald's provides me a positive experience
Brand Love	Carroll and Ahuvia (2006), Pan and Ha (2021)	BL1	McDonald's brand makes me very happy after creating BTS Meal collaboration
		BL2	I love McDonald's brand after the BTS Meal collaboration
		BL3	I am passionate about McDonald's brand after the BTS Meal collaboration
		BL4	I am very attached to McDonald's brand after the BTS Meal collaboration
Brand Satisfaction	Sahin, Zehir and Kitapçı (2011)	BS1	I am very satisfied with McDonald's after the collaboration
		BS2	After the collaboration, I think McDonald's did a good job in satisfying my needs
		BS3	After the collaboration, I think I made the right decision when I decided to consume McDonald's
		BS4	After the collaboration, I am addicted to McDonald's in some way
Brand Trust	Smith and Barclay (1997), Kazmi and Khaliq (2019)	BT1	BTS Meal collaboration has resulted me to think that McDonald's is very honest
		BT2	BTS Meal collaboration has resulted me to think that McDonald's is very reliable
		BT3	After the BTS Meal collaboration, I trust McDonald's
		BT4	BTS Meal collaboration has resulted me to think that McDonald's gives me what it promises
Brand Loyalty	Chiou, (2006), Kuenzel and Vaux Halliday (2008)	BO1	BTS Meal collaboration has caused me to choose McDonald's if I had to do it over again
		BO2	BTS Meal collaboration has caused me to consume McDonald's because it is the best choice for me
		BO3	BTS Meal collaboration has caused me to consider myself to be a loyal patron of McDonald's
		BO4	Because of BTS Meal collaboration, I would recommend McDonald's brand to friends and relatives
		BO5	Because of BTS Meal collaboration, I intend to keep buying products from McDonald's brand
		BO6	Because of BTS Meal collaboration, I will speak positively about McDonald's brand

All the constructs will be measured by the 7-Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (7). Additional demographic-related questions will also be asked in the beginning section of the questionnaire.

III. RESULTS

A. Descriptive Analysis

Table 4 - DESCRIPTIVE ANALYSIS

Constructs	Source	Label
Brand Experience		
BE1	6.341	0.936
BE2	6.05	1.261
BE3	6.349	1.313
BE4	5.26	1.587
BE5	5.019	1.541
Brand Love		
BL1	5.93	1.412
BL2	4.244	1.637
BL3	3.783	1.684
BL4	3.57	1.663
Brand Prestige		
BP1	4.519	1.583
BP2	4.748	1.641
BP3	4.5	1.634
Brand Satisfaction		
BS1	4.868	1.758
BS2	4.287	1.554
BS3	4.271	1.665
BS4	3.764	1.719
Brand Trust		
BT1	4.047	1.722
BT2	4.267	1.607
BT3	4.205	1.647
BT4	4	1.785
Brand Loyalty		
BO1	4.446	1.693
BO2	4.105	1.817
BO3	3.764	1.737
BO4	4.112	1.732
BO5	3.899	1.707
BO6	4.105	1.675

The descriptive analysis is conducted to describe relationship of each variable and summarize it before implementing the inferential analysis [53]. The descriptive analysis result of this study is presented in the Table IV. It can be seen from the table, the label of BE3 has the highest mean score while the label of BL4 has the lowest. The indicator of "I engage in physical actions and behavior when I consume BTS Meal by McDonald's" from the brand experience variable has the highest mean score which is 6.349, meaning in average, the samples are most agreed to this indicator. On the flip side, the indicator of "I am very attached to McDonald's brand after the BTS Meal collaboration" from the brand love variable has the lowest mean score which is 3.57 and interpreted as the most disagreed indicator by respondents on average.

As the mean score is incapable of determining the variability of a data set, the measures of dispersion

such as standard deviation can be a tool to describe how similar or diverse the value is [53]. Based on the descriptive analysis from the Table IV, the label of BO2 has the highest standard deviation while the label of BE1 has the lowest. It revealed that the indicator of "BTS Meal collaboration has caused me to consume McDonald's because it is the best choice for me" from the brand loyalty variable has the most diverse answers because of its highest standard deviation which is 1.817, meaning some respondents agreed to this indicator while some others did not. On the contrary, the indicator of "BTS Meal by McDonald's has a strong visual impression on my visual senses" from the brand experience variable has the most similar answers because of its lowest standard deviation which is 0.936. It shows that on average, respondents have similar answer in which agreeing to this indicator.

B. Hypothesis Testing

The Partial Least Square method is utilized in this study to identify the causal modeling within the researched conceptual framework. The framework includes brand experience, brand love, brand prestige, brand satisfaction, brand trust, and brand loyalty as variables. To calculate the relationship of all assessed variables in this study, the SmartPLS software is operated. Prior analysis, there are some examinations related to the measurement model need to be proceeded. The examinations include reliability, validity, and collinearity test. After performing these tests, this study continues to the bootstrapping procedures.

Bootstrapping is defined as a resampling technique that creates a large number of model estimations from subsamples drawn from the original data in order to calculate the significance level of each indicator's weight [54]. The significance level can be measured by computing the t-values in which it should pass the minimum value of 1.96 with 95% confidence interval to be categorized significant [55]. The following Table V shows the hypothesis testing result.

Table 5 - HYPOTHESIS TESTING RESULT

Hypothesis	Structural Path	T Value	P Value	Result
H1	Brand Experience -> Brand Love	14634	0.000	Accepted
H2	Brand Experience -> Brand Prestige	9.344	0.000	Accepted
H3	Brand Experience -> Brand Satisfaction	12956	0.000	Accepted
H4	Brand Experience -> Brand Trust	8.348	0.000	Accepted
H5	Brand Love -> Brand Loyalty	4.793	0.000	Accepted
H6	Brand Prestige -> Brand Loyalty	0.588	0.557	Rejected
H7	Brand Satisfaction -> Brand Loyalty	5.234	0.000	Accepted
H8	Brand Trust -> Brand Loyalty	6.820	0.000	Accepted
H9	Brand Experience -> Brand Loyalty	1.131	0.258	Rejected

Hypothesis 1 assumed that brand experience significantly influences brand love. According to the results, the T-value is 14.634 which is higher than 1.96 at a significance level of 0.05 (confidence interval 95%). Thus, the hypothesis is accepted and it can be concluded that brand experience significantly influences brand love.

Hypothesis 2 assumed that brand experience significantly influences brand prestige. According to the results, the T-value is 9.344 which is higher than 1.96 at a significance level of 0.05 (confidence interval 95%). Thus, the hypothesis is accepted and it can be concluded that brand experience significantly influences brand prestige.

Hypothesis 3 assumed that brand experience significantly influences brand satisfaction. According to the results, the T-value is 12.956 which is higher than 1.96 at a significance level of 0.05 (confidence interval 95%). Thus, the hypothesis is accepted and it can be concluded that brand experience significantly influences brand satisfaction.

Hypothesis 4 assumed that brand experience significantly influences brand trust. According to the results, the T-value is 8.348 which is higher than 1.96 at a significance level of 0.05 (confidence interval 95%). Thus, the hypothesis is accepted and it can be concluded that brand experience significantly influences brand trust.

Hypothesis 5 assumed that brand love significantly influences brand loyalty. According to the results, the T-value is 4.793 which is higher than 1.96 at a significance level of 0.05 (confidence interval 95%). Thus, the hypothesis is accepted and it can be concluded that brand love significantly influences brand loyalty.

Hypothesis 6 assumed that brand prestige significantly influences brand loyalty. According to the results, the T-value is 0.588 which is lower than 1.96 at a significance level of 0.05 (confidence interval 95%). Thus, the hypothesis is rejected and it can be concluded that brand prestige does not significantly influences brand loyalty.

Hypothesis 7 assumed that brand satisfaction significantly influences brand loyalty. According to the results, the T-value is 5.234 which is higher than 1.96 at a significance level of 0.05 (confidence interval 95%). Thus, the hypothesis is accepted and it can be concluded that brand satisfaction significantly influences brand loyalty.

Hypothesis 8 assumed that brand trust significantly influences brand loyalty. According to the results, the T-value is 6.820 which is higher than 1.96 at a significance level of 0.05 (confidence interval 95%). Thus, the hypothesis is accepted and it can be concluded that brand trust significantly influences brand loyalty.

Hypothesis 9 assumed that brand experience significantly influences brand loyalty. According to the results, the T-value is 1.131 which is lower than 1.96 at a significance level of 0.05 (confidence interval 95%). Thus, the hypothesis is rejected and it can be concluded that brand experience does not significantly influences brand loyalty.

IV. DISCUSSION

A. Brand Experience Significantly Influences Brand Love

This study revealed that brand experience significantly influences brand love in the case of BTS Meal collaboration. With a T-value of 14.634, this hypothesis, thus, is accepted.

In align to the findings demonstrated in [20], the sensory experience found in the BTS Meal collaboration may become the major driver of brand love. Sensory experiences that arouse from cognitive responses such as touching and seeing could be derived from the exclusive and limited edition BTS Meal packaging which had given this collaboration a unique identity.

The experience resulted from the BTS Meal collaboration initiated some people to change their favorite brand to McDonald's due to its menu taste. Surveys in this study also identified most people would pay a higher price for the menu which is reflecting the actions of brand love.

B. Brand Experience Significantly Influences Brand Prestige

A disclosure of the significant relationship between brand experience and brand prestige is also delivered in this study. With a T-value of 9.344, the hypothesis of brand experience in affecting brand prestige significantly, can be accepted.

Most of respondents dedicated themselves as an ARMY community members who bought the BTS Meal to signal these status. They would feel their status as an ARMY can be stronger after supporting the collaboration by buying the menu set. Even more, a premium price was not considered a problem as most of them would buy it and or pay extra to acquire the packaging only. Thus, it is believed has a great impact in elevating the brand prestige of McDonald's.

C. Brand Experience Significantly Influences Brand Satisfaction

The result of this study suggested that brand experience positively affects brand satisfaction. The T-value of this

relationship was evaluated to be 12.956, leading the H3 hypothesis to acceptable.

Although many respondents have negatively judged McDonald's Indonesia to be unprepared in anticipating the collaboration, the survey result shows most respondents are satisfied enough with the collaboration. The satisfaction may appeared from the menu price set by McDonald's. The menu price was not a problem for BTS Meal consumers, instead, most of them considered BTS Meal packaging as a merchandise that was more affordable compared to other BTS collaboration products. The packaging that was perceived as the key of this collaboration, was seen valuable in which many consumers think McDonald's treatment of this item had successfully satisfied them.

D. Brand Experience Significantly Influences Brand Trust

This study deduced brand experience as an antecedent of brand trust. This conclusion is yielded due to the accepted H4 hypothesis that has generated a T-value of 8.348 which is above the minimum acceptable value.

There were some factors that able to explain the relationship of brand experience to brand trust in this BTS Meal collaboration context. For example, the completeness of menu components. BTS Meal buyers who had an expectation of the menu items after receiving the information of what would be consisted in a package felt the need of these existence when purchasing the set.

According to the previous study, brand trust can derived from the credibility of brand's related information, brand's performance and the ability of brands in fulfilling customer needs [56]. As for the McDonald's Indonesia, there was almost none complains related to the menu's completeness, reflecting the credibility of McDonald's Indonesia in serving what they had promised.

E. Brand Love Significantly Influences Brand Loyalty

The significant relationship between brand love and brand loyalty is supported in this study. The T-value of this relationship from the hypothesis testing is detected to have reached 4.793, resulting in the hypothesis to be acceptable.

Although some respondents changed their favorite brands, many of them did not have any perception differences before and after the collaboration. Most respondents have already been liking McDonald's and even always anticipating the new menu. Thus, it is unveiled that even though most respondents encountered negative

experience (long queue, running out stock, shortened collaboration period, etc.), the strong attachment they have toward the McDonald's have strongly exist in advance, restraining them to sway their preferences. Especially, those who experienced a better service during the BTS Meal purchase. The happiness resulted from the collaboration experience boosted up the attachment towards McDonald's, strengthening the loyalty of this relationship.

F. Brand Prestige Does Not Significantly Influence Brand Loyalty

This study demonstrated the absence of significant influence of brand prestige to brand loyalty. Previously created H6 hypothesis thus is rejected due to the unacceptable T-value (0.588).

Brand prestige is perceived to have an ability in increasing individual's confidence and social status from a purchase [42]. In align to this theory, a purchase of BTS Meal may had elevated the social status of buyers, especially who proclaimed themselves as an ARMY as it could presented a stronger identity of them as a part of the community to others. However, the symbolization of this prestige may did not affect the loyalty significantly. BTS meal is a short-term event of McDonald's in which the excitement only lasts in this period. Although more than 17% of the respondents acknowledge have bought BTS Meal repetitively, this repurchasing action is found to have diminished as this particular menu has already being pulled out from sales.

G. Brand Satisfaction Significantly Influences Brand Loyalty

The relationship between brand satisfaction and brand loyalty is proven to be significant as the T-statistic shown an acceptable value (5.234).

Based on the results, it is found that most respondents were satisfied enough with the collaboration and the brand, despite the madness occurred. BTS Meal consumers engaged positively to the collaboration, even only to the fact that McDonald's will collaborate with them. It is because most of buyers were included in the ARMY community and looked for affordable merchandises in which many past BTS collaborations had only offered them premium prices to obtain special merchandises. Accordingly, this high level of satisfaction has increased the loyalty of them toward the brand of McDonald's.

H. Brand Trust Significantly Influences Brand Loyalty

Brand trust is found to be one of the antecedents of

brand loyalty in this study. With a T-value of 6.820, the hypothesis is accepted as it surpasses the minimum acceptable value (1.96).

The fast response of McDonald's in handling the overwhelming situation may become a major reason of how this brand able to maintain its reliability and responsibility. By stopping the sales temporarily in order to avoid a bigger crowd, also by communicating with consumers, McDonald's had shown their responsibility in overcoming the situation. This prevention action was possibly had been perceived by consumers positively, increasing the degree of commitment and their attitude toward McDonalds. This is highly associated with the ideas that has been advanced in [20] which correlate brand trust with attitudinal loyalty.

I. Brand Experience Does Not Significantly Influence Brand Loyalty

Unexpectedly, it is found that the relationship of brand experience towards brand loyalty does not significant. The T-value extracted in this study (1.131) did not reach the minimum acceptable value, resulting in H9 hypothesis to be rejected.

In the BTS Meal collaboration context, brand experience could not significantly influence the brand loyalty directly as there were many aspects assessed. From the survey results, respondents gave a variety of answers. Both positive and negative judgments were made by respondents on this collaboration, making the event was difficult to be evaluated its significance in increasing the loyalty. For example, some respondents may felt grateful to McDonald's for creating the collaboration but they felt unsatisfied with how the event went, resulting in the positive effect of this brand experience to the loyalty may not rise. Thus, this complex evaluative judgement may become a major of this insignificant result. Accordingly, the brand loyalty only appears in BTS Meal context if the brand experience is assessed indirectly with several mediating variables.

V. CONCLUSION

A. Conclusion

This study intents to analyze the direct and indirect impacts of customers' brand experience on brand loyalty in the context of BTS Meal by McDonald's. A quantitative approach was applied in conducting the research by performing a survey method and disseminating self-administered questionnaires. This study pertains to examining samples in Indonesia with a specific age category. Subsequently, the collected data was analyzed by utilizing descriptive analysis and the PLS-SEM method.

According to the survey results, it is identified that the brand experience of McDonald's BTS Meal has no significant impact on the brand loyalty of McDonald's if it is assessed directly. However, this study justifies that brand experience from the BTS Meal collaboration indirectly encouraged brand loyalty through mediators of brand love, satisfaction, and trust. All of these mediating variables were also found to have partial mediating characteristics, indicating that they are all categorized as partial mediating variables.

B. Recommendation

Creating a collaboration event to enhance the brand experience is the first recommendation suggested in this study. This study proves that the whole collaboration experience has resulted in great satisfaction and commitment among buyers. Fast food brands can replicate this McDonald's strategy by doing collaborative work with other artists or brands.

Brands are advised to increase brand love as it can stimulate brand loyalty. Customers with a high level of brand love have a more profound emotional link and relationship to a brand, causing this brand to be "irreplaceable" for them. This study also suggests fast food brands start concentrating on increasing brand satisfaction as it can develop brand loyalty as a consequence. Consumer's pleasant feelings and positive evaluation towards a brand form a commitment behavior in choosing the same brand for multiple purchases. Therefore, this study recommends that fast-food brands allocate more resources to identify and fulfill customer expectations to generate greater brand satisfaction.

This study has proven the significance of increasing brand trust to escalate brand loyalty. Consumers tend to minimize flaws in buying. They seek a brand that seems to be reliable and trustworthy, in which they will always buy products from brands that they perceive to have an ability to keep their promises, such as producing items or services that match the existing claims. It is suggested that fast-food brands start cultivating personalities or characteristics that enhance trust, such as being responsible and reliable.

C. Limitation and Future Research

First, this research only examines the direct and indirect relationship of brand experience to brand loyalty with mediators of brand love, prestige, satisfaction, and trust. Therefore, it is suggested that future researchers explore other variables that are predicted to play a part in the BTS Meal collaboration significantly.

Second, many respondents acknowledged that they already had a strong attachment initially to the McDonald's

brand, even before the collaboration. A comparative study may be one recommendation for future researchers as it can provide a detailed result of the customer's actual condition before and after the collaboration. Consequently, how truly influential this collaboration can be determined.

Lastly, this study is limited to BTS Meal consumers who live in Indonesia, aged between 18 and 24 years old. The BTS Meal itself is a collaboration that was available in 50 countries. The actual buyers' age range is also wider than the narrowed range in this study. Further assessment regarding this topic in a different context of demographical may be attractive to be conducted.

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