

# Winning Consumers with Brand Experience: The Effect of Consumer's Brand Experience Towards Consumer-Brand Relationship

**Mohamad Rijal Iskandar Zhulqurnain, Heni Agustina, Rizki Amalia Elfita, Riyan Sisiawan Putra, and Hidayatul Khusnah.**

Universitas Nahdlatul Ulama Surabaya, Surabaya, Indonesia

[rijal.iskandar@unusa.ac.id](mailto:rijal.iskandar@unusa.ac.id), [heni@unusa.ac.id](mailto:heni@unusa.ac.id), [elfita@unusa.ac.id](mailto:elfita@unusa.ac.id), [riyan\\_sisiawan@unusa.ac.id](mailto:riyan_sisiawan@unusa.ac.id), [hidayatul.khusnah@unusa.ac.id](mailto:hidayatul.khusnah@unusa.ac.id)

## Abstract

The increasing competitiveness of businesses in recent time has encouraged many brands to be more creative in creating differentiation. However, winning the consumer with optimum pricing and excellent product quality are not considered as adequate by marketers (iMarketology 2020). Based on the recent marketing trends from Asia Marketing Federation (AMF), brand experience optimisation has become one of the most developing marketing trends in 2022 (Kurniawan 2022). Through unique consumer experience in product or services, a brand could develop a solid differentiation to win the business competition. Therefore, the purpose of this study is to understand the relation between consumer brand experience and consumer-brand relationship. This study focused on understanding whether optimal brand experience is related to better consumer-brand relationship. Within the theoretical framework of this research, four main elements in brand experience constructs such as sensory, affective, behavioural and intellectual experiences will be measured towards consumer-brand relationship elements such as brand trust, brand loyalty, and brand satisfaction. The brand attachment construct is also incorporated into the framework to determine whether brand attachment could affect the relationship between consumer brand experience and brand relationship. Using Sequential Equation Modelling (SEM) and SmartPLS 3 analysis software, around 200 participants will be assessed through online questionnaire regarding their experience with cosmetic brands that are attempting to optimize their consumer brand experience.

## Keywords

Brand Experience, Brand Attachment, Satisfaction, Trust, Brand Loyalty

## Biographies

**Mohamad Rijal Iskandar Zhulqurnain** is a lecturer in the Department of Management at Universitas Nahdlatul Ulama Surabaya, Indonesia. He earned his Bachelor of Management from Universitas Airlangga Surabaya, Indonesia, Master of Commerce in Business Management and Organization from Macquarie University Sydney, Australia. During his last year of study in 2020, Rijal received an award mentioned as the “best achievement in Managing Customer Relationship” From the Department of Marketing, Macquarie Business School. He has contributed into several research projects such as Strategic Management handbook with Universitas Airlangga, and the social research regarding the effects of socioeconomic status on cognitive brain function in Southeast Asian countries. Rijal also becomes part of business and entrepreneurial student development team in Universitas Nahdlatul Ulama Surabaya.

**Heni Agustina** is a lecturer in the Department of Accounting at Universitas Nahdlatul Ulama Surabaya, Indonesia. She received her Bachelor of Accounting and Master of Accounting from Universitas Pembangunan Nasional Veteran Jawa Timur, Surabaya, Indonesia. She has an extensive interest in financial accounting, taxation and sharia accounting. Previously, she worked as Auditor in Riza, Adi, Syahril public accounting firm (KAP RAS) in Surabaya, Indonesia. She was also previously worked as tax accountant in Toyota Indonesia under PT. Liek Motor. Heni has contributed to internationally published and national published. Her research interests include tax, management accounting, behavioral accounting, and financial accounting.

**Rizki Amalia Elfita** is a lecturer in the Department of Accounting at Universitas Nahdlatul Ulama Surabaya, Indonesia. She received her Bachelor of Accounting and Master of Accounting from Universitas Airlangga, Indonesia. Rizki has contributed to internationally published and national published. Her research interests include tax, management accounting, behavioral accounting, and financial accounting.

**Riyan Sisiyawan Putra** is a lecturer at Universitas Nahdlatul Ulama Surabaya, he is the Head of the Study Program at S1 Management at Universitas Nahdlatul Ulama Surabaya. Undergraduate education is taken at Airlangga University, as well as his S2 education. Currently taking doctoral education at the same university. Joined in the Indonesian Management Forum (FMI), his fields of study are Human Resource Management and Entrepreneurship.

**Hidayatul Khusnah** is a lecturer at the Faculty of Business Economics and Digital Technology, Universitas Nahdlatul Ulama Surabaya. She has published many research articles. Her research interests include (1) management accounting, (2) behavioral accounting, (3) financial accounting, and (4) business management.