The Influence of Customer Experience on Brand Image on Alfagift Application

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Abstract
Customer experience is vital for brand differentiation and influencing consumer perceptions, with a deep understanding of its impact on brand image being essential for winning over consumers and ensuring success. Customer experience includes interaction with the application, service quality, and ease of use. This study examines the influence of customer experience on brand image in the Alfagift application. A quantitative method was used to collect data through online surveys of 103 Alfagift application users. The data were analyzed using descriptive and verification analysis through Hypothesis Testing (T Test and F Test) and statistical techniques such as linear regression to test the relationship between customer experience and brand image. The analysis results show that brand attitude and behavior received the highest percentage at 71.11%, indicating a positive response from respondents towards the brand image. The main finding of this study is that customer experience has a significant influence on the brand image of the Alfagift application, with a percentage of 74%, while the remaining 26% is caused by other factors, thus H1 can be accepted. This study is expected to provide valuable insights for Alfagift in improving their customer experience and strengthening their brand image in the public eye.

Keywords: Customer Experience, Brand Image, Customer Trust

Abstrak
Pengalaman pelanggan sangat penting untuk membedakan merek dan memengaruhi persepsi konsumen, dengan pemahaman mendalam tentang dampaknya pada citra merek sangat penting untuk memenangkan konsumen dan memastikan kesuksesan. Metode kuantitatif digunakan dengan survei daring yang melibatkan 103 pengguna Alfagift. Data dianalisis menggunakan analisis deskriptif verifikatif, uji hipotesis (Uji T dan Uji F), serta regresi linier untuk menguji hubungan antar variable. Hasil penelitian menunjukkan bahwa brand attitude and behavior memperoleh respons positif tertinggi, dengan persentase 71,11% terhadap brand image. Selain itu, ditemukan bahwa customer experience memiliki pengaruh signifikan sebesar 74% terhadap brand image, sedangkan 26% dipengaruhi oleh faktor lain. Dengan demikian, hipotesis (H1) diterima. Temuan ini memberikan wawasan berharga bagi Alfagift untuk meningkatkan pengalaman pelanggan demi memperkuat citra merek di mata publik. Upaya strategis dalam meningkatkan layanan, kemudahan penggunaan aplikasi, dan interaksi yang positif diharapkan dapat semakin memenangkan hati konsumen.

Kata Kunci: Customer Experience, Brand Image, Kepercayaan pelanggan

INTRODUCTION

The rapid development of technology in this modern era has brought many changes around us. This technological development makes it easier for humans to do things that are usually done using traditional methods (Ellul, 2021). This has led to more and more innovations emerging in various fields, especially in the business sector. One of the most striking innovations is the birth of online buying and selling applications, which are often referred to as e-commerce.
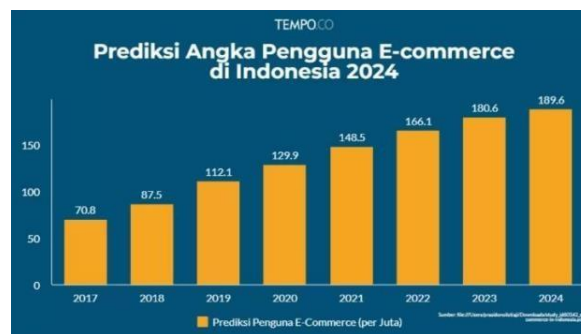

Figure 1. E-commerce User Figures

Data from Christy (2020), in Tempo shows an increase in the number of E-commerce users from 2017-2024. Referring to the data above, the use of e-commerce in Indonesia has increased significantly in recent years. The estimated number of e-commerce users in this country is projected to continue to increase to reach 189.6 million users in 2024. Since 2017, the number of e-commerce users has shown an increase every year. In 2018, the number of e-commerce users reached 87.5 million, and in 2020, it reached 129.9 million users. The projection for 2021 is around 148.9 million users, followed by an estimate of 166.1 million users in 2022, and 180.6 million users in 2023.

Based on data by Rizaty (2020), the databoks explains that in 2022 there are various online applications used by Indonesian people for monthly shopping. Alfagift is ranked at the top as the most popular application among Indonesian people, followed by Gomart, Shopee segar and sayurbox. With the tight competition in the e-commerce industry, Alfagift needs to create advantages and uniqueness that are different from its competitors.
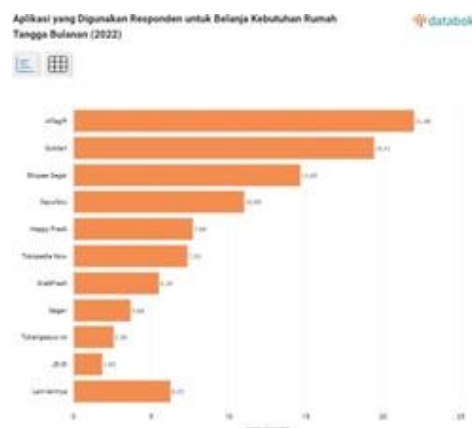

Figure 2. Applications used for Shopping for Home Needs

With the high competition of Indonesian e-commerce, Alfagift needs to design an effective strategy to strengthen its brand image in the eyes of consumers. This strategy is important to build and enhance a positive impression of the brand (Moreau, 2020; Rahayu & Ruswanti, 2024). Effective and efficient communication is key in this process. One of the effective marketing communication tools is public relations, which brings credibility value through corporate identity and corporate image. Thus, research on the influence of customer experience on brand image is an interesting thing to do, with the title "The Influence of Customer Experience on Brand Image on the Alfagift Application". This research will focus on Alfagift application users.

LITERATURE REVIEW

This study uses the theory of the role of public relations according to Anani-Bossman (2022), stating that the role of public relations is divided into four different categories, including expert advisors, communication facilitators, problem-solving facilitators and as communication technicians. Expert advisors, a public relations must ensure that the brand image is well maintained and in accordance with the values held by the company or organization. Communication facilitators, public relations must ensure that the messages conveyed to the public reflect the brand identity and help strengthen the company's positive image. Facilitators in the problem-solving process, public relations must work to maintain or restore the brand's reputation when faced with challenging situations. And finally, as a communication technician, public relations must communicate stories that support the brand image consistently and convincingly to the public. By playing these roles well, public relations can help build a strong and positive brand image for the organization (Cahyani & Widianingsih, 2020; Pranata et al., 2023). According to Batat (2019), and Becker & Jaakkola (2020), in the context of marketing, customer experience contains the concept of viewing customers from a logical and emotional perspective, with an emphasis on the experiences they experience when using products and services. This has a crucial role in shaping customer perceptions. As an approach that can be taken by companies. Think (1999), groups customer experience into five dimensions with the aim of presenting a positive experience to customers, The five dimensions consist of; sense, feel, think, act and relate.

Sense in this dimension involves the physical and sensory experiences of consumers. Examples are how the product looks, feels, smells or sounds. This dimension emphasizes the importance of positive sensory impressions in creating a satisfying consumer experience. Feel, in this dimension is related to the emotions and feelings of consumers while interacting with brands or products (Khatoon & Rehman, 2021). How consumers feel when using a product or interacting with the brand is a key aspect in creating a positive experience. Think in this dimension consists of cognitive processes and also rational thinking of consumers. How well a brand or product can provide solutions to consumer needs or problems, and how the brand can build trust and reputation in the minds of consumers. Act, in this dimension involves physical actions taken by consumers when interacting or after interacting with the brand (Sutrisno, 2023). This includes purchasing decisions, participation in loyalty programs, or even consumer influence on others to use the same product. Relate, in this dimension highlights the interaction between customers and brands in a broader context. This includes how brands build relationships with consumers, and create experiences that can be shared and talked about.

For companies, brand image is a picture formed in the minds of consumers related to the brand, and this image is formed through the experiences experienced by consumers when using products and services from the brand. Kotler (2021), explains that brand image includes views and opinions embedded in consumers' memories of a brand. Zahid & Ruswanti (2024), describe brand image as an interpretation that arises when consumers remember the brand of a particular product and that experience creates a positive or negative brand image, depending on the previous experience and image of the brand.

This study will examine the impact of customer experience on brand image for Alfagift application users. Therefore, brand image theory is a very important theoretical basis for this study. The indicators in this study are five brand image indicators according to Wijaya (2013), namely Brand Identity, Brand Personality, Brand Association, Brand Behavior and Attitude, Brand Competence and Benefit. Brand Identity refers to the physical or concrete elements associated with a brand or product that allow consumers to easily recognize and distinguish it from other brands or products. This includes various elements such as logos, color palettes, sound patterns, packaging design, taglines and other visual and sensory elements.

Brand identity is not only a visual appearance, but also about the overall impression given by the brand or product to consumers, including the values, image, and reputation associated with the brand. By strengthening brand identity, a brand can build consistency, trust, and customer loyalty, and differentiate itself from competitors in the market (Liao et al., 2021). Brand Personality is a unique attribute that gives a brand human characteristic, building a certain identity that distinguishes it from other brands in the same category (Jin et al., 2019). It includes traits such as assertiveness, behavior, dignity, nobility, friendliness, warmth, caring, creativity and so on. By developing a consistent brand personality, a brand can build a closer relationship with consumers, create a strong impression, and strengthen its identity in the market. Brand personality also helps brands to become more easily recognized and remembered by consumers.

Brand Association refers to certain elements that are consistently connected to a brand. This can come from unique product characteristics, routine and consistent activities such as sponsorship or social responsibility initiatives, issues that have a strong connection with the brand. Brand association forms a brand image in the minds of consumers and influences their perception of the brand (Martin, 2017; Sutanto & Kussudyarsana, 2024). By developing a positive and strong brand association, a brand can increase consumer trust and differentiate itself from competitors. Brand Behavior and Attitude refers to how a brand behaves and acts when communicating and interacting with consumers to convey its values and benefits. This includes the attitude, manners, and behavior shown by the brand and all its attributes during interactions with consumers. Brand behavior and attitude have a major impact on consumers' perceptions and assessments of the brand (Aisyah & Aji, 2023; Wijaya & Wahyudi, 2024). In other words, how a brand behaves and acts in interacting with consumers will affect how consumers see and assess the brand. Building positive and consistent brand behavior and attitude can help brands strengthen their relationships with consumers and build trust.

Competence and benefit refer to the values, advantages, and special competencies offered by a brand to meet the needs and desires of consumers and provide solutions to the problems they face. This creates benefits for consumers by realizing their needs, desires, dreams, and obsessions through the products or services offered by the brand. In other words, brand competence and benefit reflect the ability and added value possessed by the brand in providing

effective and satisfying solutions for consumers. Building strong brand competence and benefit helps brands differentiate themselves from competitors, build consumer trust, and gain higher customer loyalty.

Referring to the explanation above, it can be concluded that brand image is a consumer's view of a product or service that has its own advantages and uniqueness that is different from its competitors, so that later trust and confidence are formed for other consumers to use the products or services offered (Panda et al., 2019). The study uses a research framework consisting of consumer experience and brand image. In this study, the framework of thought is made based on the variables in previous studies and related to the problems discussed in the study and these variables are combined into a research model. Based on the phenomena studied, the following framework of thought is used:
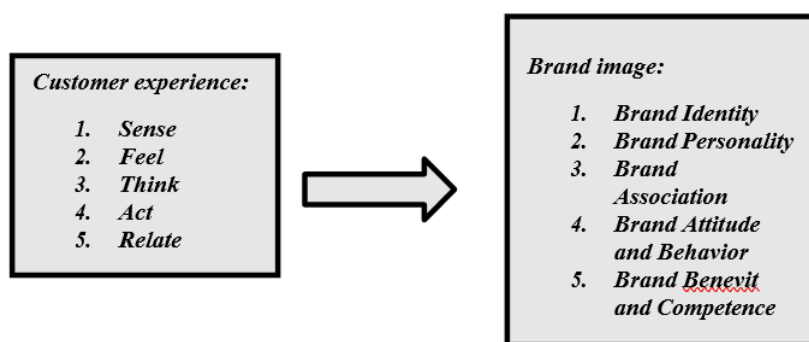

Figure 3. Conceptula Framework

METHOD

The study employs a descriptive quantitative approach, utilizing the survey method through questionnaire distribution. The objective of this research is to evaluate the relationship between two primary variables: Customer Experience (Variable X) and Brand Image (Variable Y). To measure these variables, the Likert scale is used, which enables the evaluation of respondents' perspectives, attitudes, and perceptions regarding specific phenomena. This scale consists of five levels of response options, namely: Strongly Agree (SS), Agree (S), Quite Agree (CS), Disagree (TS), and Strongly Disagree (STS). Data collection in this study was conducted through literature studies, which included previous theses, scientific journals, and other relevant literature to support the research. Following this, a questionnaire development process was carried out to ensure the instrument aligns with the research objectives and variables. The sampling technique used in this study is purposive sampling (Ghozali, 2016), which involves selecting participants based on specific criteria. The criteria for this study include: respondents are active users of the Alfagift application, respondents have conducted at least one transaction using the application, and respondents are aged 17 years or older. The total sample size determined for this study was 100 respondents, rounded from the calculated sample size of 96.04 respondents. This sample size is considered sufficient to ensure reliable data for the analysis. By focusing on Alfagift application users, the study aims to provide insights into how customer experiences influence the perception of brand image. The findings are expected to contribute to understanding consumer behavior, particularly in the context of digital applications and transactional experiences. This research can also serve as a foundation for businesses aiming to enhance their brand image through improved customer experiences.

The combination of a structured Likert scale, literature review, and purposive sampling method ensures that the study is both methodologically sound and aligned with its objectives. The research outcome will shed light on the relationship between customer experience and brand image, which is crucial for businesses in the digital transaction sector.

RESULTS

Descriptive analysis has been conducted to evaluate the responses of all respondents related to the variables Customer Experience (X) and Brand Image (Y). The results of the analysis obtained a figure of 67.4%, respondents gave a positive assessment of customer experience (X), so it can be concluded that Customer Experience (X) is at a fairly high level in the assessment continuum. Furthermore, related to the Brand Image variable (Y) obtained a value of 68.29% of respondents gave a good assessment, placing it at a high level in the assessment continuum

Table 1. Normality Test

		Un. Std. Residual
N		103
Normal Parameters	Mean	0.0000000
	Std. Dev.	6.33903107
Most Extreme Differences	Absolute	0.083
	Positive	0.083
	Negative	-0.054
Test Statistic		0.083
Asymp. Sig. (2-tailed)		0.081

The normality test used in this study is the One Sample Kolmogrov-Smirnov test conducted through SPSS software version 26 for windows (Table 1). In this study, the Asymp. Sig. value reached 0.081. So, it can be concluded that the data results obtained show normal distribution results and meet the normality test because the value obtained is more than 0.05.

Table 2. Heteroscedasticity Test

Model	Un. Std. Coef. B	Un. Std. Coef. Std. Error	Std. Coef. Beta	t	Sig.
(Constant)	0.013	0.006		2.117	0.037
Customer Experience	0.000	0.000	-0.119	-1.208	0.230

The significance value in this study is 0.239 which indicates that the value is > 0.05. So, it can be concluded that this study did not experience heteroscedasticity because the results of the significance test were 0.239 > 0.05 (Table 2).

Table 3. Simple Linear Regression and F Test (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5706.642	1	5706.642	286.986	0.00
Residual	2008.362	101	19.885		
Total	7715.004	102			

The significance value obtained in this study is 0.00 (Table 3). Thus, it can be concluded that the significance value of 0.00 <0.05 which can be interpreted that the customer experience variable (X) has an effect on the brand image variable at Alfagift (Y).

Table 4. Correlation Coefficient Test

Variable		Customer Experience	Brand Image
Customer Experience	Pearson Correaltion		0.763
	Sig. (2-tailed)		0.000
	N	103	103
Brand Image	Pearson Correaltion	0.763	1
	Sig. (2-tailed)	0.000	
	N	103	103

The correlation coefficient value in this study is 0.763 between 0.61 - 0.80, indicating that the relationship between variables is at a strong correlation level (Table 4). In addition, the correlation table shows that the significance value is 0.00 <0.05 which can be concluded that there is a significant correlation between the customer experience (X) and brand image variables in the Alfagift application (Y).

Table 5. Determination Coefficient Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.860	0.740	0.737	4. 45923

Table 5 shows that the R Square value is 0.740 which means that there is an influence on the Customer Experience variable (X) on the Brand Image variable of the Alfagift application (Y), from the calculation results obtained a value of 74%. Therefore, it can be concluded that around 74% of the Brand Image variable in the Alfagift application (Y) can be explained by the influence of Customer Experience (X).

Table 6. T-Test (Partial)

Model	Un. Std. Coef. B	Un. Std. Coef. Std. Error	Std. Coef. Beta	t	Sig.
(Constant)	17.447	2.925		5.965	0.000
Customer Experience	0.943	0.056	0.860	16.941	0.000

Based on Table 6, it can be seen that the T value in the customer experience variable (X) is 16.941. Based on the t table with 103 respondents, the recorded value is 1.660081. So, in this study the calculated t value exceeds the t table value (16.941> 1.660081) and the significance value is 0.0000 (0.00 <0.05). Based on this description, it can be seen that H0 can be rejected,

while H1 is accepted. So, the conclusion is that there is a significant influence of customer experience on brand image in the Alfagift application.

CONCLUSION

Based on the discussion and research findings, it can be concluded that Customer Experience has a significant effect and has a positive relationship. This can be proven by data processing that has been carried out using SPSS 26 for Windows software to determine the magnitude of the influence of Customer Experience on Brand Image on the Alfagift Application. The results of the descriptive analysis of variable X show a percentage of 67.61% which indicates that the score category on this X variable is in a fairly high category. Customer Experience has an influence on Brand Image on the Alfagift application, this is indicated by the results of the T test (partial) which states that the calculated t results exceed the t table value (16.941> 1.660081) and a significance value of 0.0000 (0.00 <0.05). Then the contribution of the influence on Customer Experience on Brand Image on the Alfagift Application is around 74% of the Brand Imange variable on the Alfagift Application while the remaining 26% are other variables that were not examined in this study. In the regression coefficient test, it is known that the significance value obtained in this study is 0.00. This means that the customer experience variable (X) has an effect on the brand image variable on Alfagift (Y). So it can be concluded that Customer Experience has a significant effect on Brand Image on the Alfagift Application. 5.2.1 Academic

Suggestions

This study broadens the understanding of the importance of Customer Experience on Brand Image and opens up insights into the dynamics of consumer interaction with brands. The results of the study can be a reference for further studies by exploring broader variables, different market segments, and in-depth approaches to the development of communication science, especially Digital Public Relations. Alfagift is advised to increase innovation and creativity in order to excel in e-commerce competition. Proactive efforts to listen and respond to user complaints quickly will strengthen trust and create a positive experience, making Alfagift a relevant, enjoyable, and user-focused application.

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