Investigation Of The Influence Of Corporate Reputation, Brand Association, Customer Delight, And The Implications For Customer Loyalty Of ACE Hardware Customers.

Bela Barus[1], Surahman[2], Shilva Reyhani[3], Denny Stevano[4], M.R. Yasmuna[5], Riza M. Anwar[6],Afrillia Syailendra[7]

[1](*Marketing, Innovation & technology,Business Administration, Politeknik Negeri Samarinda, Indonesia*)
[2-6](*Marketing, Innovation & technology,Business Administration, Politeknik Negeri Samarinda, Indonesia*)

Abstract:
Background**:**This paper investigatesthe impact of customer loyalty on ACE Hardware customers in Samarinda.
Materials and Methods**:** This study employs a quantitative approach,utilizing path analysis with IBM SPSS Statistics V23 and Structural Equation Modeling (SEM) software with IBM AMOS V5. The sample consists of ACE Hardware customers in Samarinda and a Likert scale with a score of 1-5 is used for scale measurement. Validity and reliability test are conducted, followed by estimation and structural model fit test.
Results**:** The structural models reveal that corporate reputation, brand association, and customer delight significantlyinfluencecustomer satisfaction. However, corporate reputation does not significantlyaffect customer trust. Both brand association and customer delight have a significant impact on customer trust. Moreover, corporatereputation, brand association, and customer delight do not significantlyinfluencecustomer loyalty. Customer satisfaction significantlyaffectsboth customer trust and loyalty, while customer trust has a significantlyeffect on customer loyalty.
Conclusion**:**The findings of this study confirm the research conductedby Helm et al., supporting the significant relationship betweencorporate reputation and customer satisfaction. ACE Hardware is advised to uphold its corporate reputation by retaining top-notch employees, as they have been proven to enhance customer satisfaction among ACE Hardware customers.
Key Word**:***Company reputation; Customer satisfaction; Trust; Loyalty; ACE Hardware.*

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I. Introduction

Law Number 19 of 2002 defines innovation as a series of improvements created by merging science and technology into a product. Various elements, including existing goods, fresh ideas, consumer feedback, and other elements, can influence product innovation. This innovation process must continue for products to improve until they are ideal, which can be done by utilizing science and technology.

Future consumers will benefit significantly from product advances that value technology. The efficiency of a product can also be improved through innovation. Innovation-driven products can finish their tasks on time and with the intended goal.

Ace Hardware Corporation is a furniture and appliance retailer with US headquarters. The headquarters of this business is in Oak Brook, Illinois, in the USA. The business is the biggest retailer of hardware in the globe. Ace Hardware Corporation was established in 1931 and was initially known as Ace Stores when founded in 1924.

ACE is currently the innovator and most comprehensive home and lifestyle equipment center. Until the end of 2019, the business operated 197 ACE Hardware stores in 36 cities in Indonesia, with a total area of more than 371,600 square meters. Issuing the Quality Management System ISO 9001-2000 Certificate, making ACE the first home improvement retailer to achieve this certificate in Indonesia, proves the company's dedication to ensuring maximum customer satisfaction. In 2011, Service Excellence Magazine (Marketing Magazine Group) and the Carre-Center for Customer Satisfaction and Loyalty (Carre-CCSL) presented ACE with the "Service Quality Golden Award 2011" in the Modern Home Builder and Retailer category. The effectiveness of the company has been acknowledged both nationally and globally.

The following information can be found in Table 1.1, the TBI score for the Home Appliances and Decoration Supermarket Category from 2016 to 2020, where ACE Hardware has held the top spot compared to its rivals for five years.

Table 1.1 Top Brand Index

Assessed similar brands	Top brand position				
	2016	2017	2018	2019	2020
ACE Hardware	47.9%	46.5%	50.5%	44.6%	44.9%
Depo Bangunan	2.4%	1.8%	10.7%	14.2%	18.3%
Mitra 10	8.5%	11.3%	10.6%	12.7%	18.1%

Table 1.1 demonstrates that ACE Hardware successfully competed with its rivals in just five years. It is demonstrated by the yearly release of ACE Hardware's top brand index. In order to compete and exist, ACE Hardware offers high-quality goods and services. The company has ranked first in the Top Brand Index in the last five years, scoring significantly higher than its rivals.

The execution of the concept, which highlights that they are "The Helpful Place," which is the solution to the daily problems that customers frequently confront, is essential to ACE Hardware's success. Along with offering a broad range of items, ACE Hardware also innovates in offering the best service, from presales to aftersales, with free delivery, free installation, a 10-day return policy, a price guarantee, and other features. ACE provides a satisfying shopping experience besides buying and selling items.

In the highly competitive business environment, customer loyalty plays a crucial role in the long-term success and sustainability of companies. Building and maintaining a loyal customer base is essential for businesses to thrive and gain a competitive edge. ACE Hardware, a prominent player in the hardware retail industry, recognizes the significance of customer loyalty and aims to understand the factors that influence it among their customer in Samarinda.

While previous research has explored the determinants of customer loyalty, there is a scarcity of studies specially focusing on ACE Hardware customers in Samarinda. Consequently, this study aims to fill this research gap by examining the impact of customer loyalty on ACE Hardware in Samarinda, Indonesia.

II. Literature Review
Customer loyalty is a critical factor for business to achieve sustainable success and maintain a competitive advantage in today's dynamic marketplace. Over the years, extensive research has been conducted to understand the factors influencing customer loyalty. This literature review highlights the key factors identified in previous studies, including corporate reputation, brand association, customer delight, customer satisfaction, and customer trust.

Customer Loyalty

Devoted clients boost profits for a business. Since retaining consumers is significantly less expensive than attracting new ones, marketers are beginning to recognize the importance of doing so (1). Loyal customers are knowledgeable about the goods or services they use. These clients will gladly rave to their family members about how pleased they are with the superiority of the goods or services they use because they are accustomed to using them. Therefore, a company's loyal customers can lower its marketing expenses. Griffin(2) asserts that devoted customers exhibit the following traits:
1. Repeat customer purchases frequently.
2. Purchase items or services outside the range.
3. Suggest or refer goods or services to other people.
4. Show resistance to the allure of comparable products from rival companies. Customer Satisfaction

Keeping consumers happy is one of the keys to success. Customer satisfaction is a frequently used metric for gauging customers' happiness with a given good or service. As determined by client expectations, it is a psychological state. One of the three psychological components of satisfaction—cognitive (thinking/evaluating), affective (emotional/feeling), or behavioural-involves the other two.
Customer satisfaction is "a sensation based on the contrast of pre-purchase expectations with real or post-purchase experience," (3).

Recent studies have continued to explore and validate the relationship between these factors and customer loyalty. For example, Kumar et al. (4) examined the impact of corporate reputation, brand association, customer delight, and customer trust on customer loyalty in the hospitality industry. They found that all these factors significantly influenced customer loyalty, emphasizing the need for businesses to focus on enhancing these dimensions.
H10: Customer Satisfaction has a significant effect on Customer Trust
H11: Customer Satisfaction has a significant effect on Customer Loyalty

Customer satisfaction

Customer satisfaction plays a central role in customer loyalty. Satisfied customers are more likely to remain loyal and engage in repeat purchases, word-of-mouth referrals, and positive recommendations (4). Research by Oliver (5) confirms the strong link between customer satisfaction and loyalty, emphasizing the need to meet or exceed customer expectations consistently(6).

Furthermore, Liu et al. (8) investigated the role of customer satisfaction and trust as mediators between brand association, customer delight, and customer loyalty in the e-commerce context. Their findings supported the mediating effect of customer satisfaction and trust, highlighting their importance in driving customer loyalty.

Customer Trust

Customer trust is another crucial determinant of customer loyalty. Trust reflects the confidence and belief customers have in a company's reliability, integrity, and commitment to their best interests (9). Studies by Gefen et al.(10) and Kim et al.(11) highlight the significant impact of customer trust on customer loyalty, underscoring the importance of building and maintaining trust-based relationships with customers.

The term "trust" does not only refer to demonstrating a relationship with family, close friends, or other close individuals. The relationship between a firm and its clients is also governed by trust. Trust is a positive reaction when clients are provided something in line with what they receive. Gaining customers' trust is crucial for keeping them loyal, encouraging them to make repeat purchases, and encouraging them to tell their friends about a particular business.

Trust is "the assumption that another organization can be depended on to fulfill its responsibilities, to behave predictably, and to act and negotiate fairly even when the risk of opportunism is present" by Gulati et al.(12). According to the definitions offered by experts, it can be said that "trust" is defined as a customer's belief in a company's ability to execute following the agreed-upon exchange while also providing trust, honesty, credibility, and competence.

H12: Customer Trust has a significant effect on Customer Loyalty

Corporate Reputation

Corporate reputation is an essential element in building customer loyalty. It represents the overall perception and image of a company in the minds of its customers. Positive corporate reputation not only enhances customer trust but also influences customer satisfaction and loyalty(13). Research by Fombrun and Shanley(14) emphasizes the impact of corporate reputation on customer loyalty, highlighting the importance of maintaining a positive image to cultivate loyal customers.

Benjamin Franklin once stated, "It takes many good deeds to build a good reputation, and only one bad one to lose it." this suggests that a negative reputation can only be lost by one terrible conduct. Reputation is difficult to establish but simple to destroy, which explains why. As a result, one of an organization's or company's intangible assets, corporate reputation or company reputation, plays a significant part in commercial success.

According to Fombrun(15), corporate reputation is "a snapshot that reconciles the various impressions of a corporation held by all of its constituents." meaning that "the reputation of the corporation is a painting that brings together the numerous corporate images held by all of its members." The experts' definition of "corporate reputation" leads the researcher to conclude that it is a description or public opinion of the periodic appraisal of a company's actions by stakeholders or stakeholders in a firm that makes the company look good or bad.

H1: Corporate Reputation has a significant effect on Customer Satisfaction
H4: Corporate Reputation has a significant effect on Customer Trust
H7: Corporate Reputation has a significant effect on Customer Loyalty

Brand Association

Brand association refers to the connection's customers form between a brand and specific attributes, values, or experiences(16). Strong brand association fosters customer loyalty by creating a unique brand identity that resonates with customers(17). A study by Aaker and Joachimsthaler(18) demonstrates that brand association significantly influences customer loyalty, emphasizing the role of consistent brand positioning and effective brand communication strategies.

Brand associations or brand associations may have an impact on sales figures. "Brand association" is a concept used in marketing that directly connects audiences with associations. Brand connotations significantly influence customers' purchasing decisions. Such that the association that customers most frequently associate the brand with will help it have a longer life cycle and be more assertive in competing against its rivals.

Customers are more likely to recall a brand that is well-known to them or stands out from the competition. The customer's memory may be connected to this identification with the brand, creating a brand image. Because of their distinctiveness, brands help customers recall names. Customers are also given justifications for purchasing the product.

The effects of brand connections on goods and services are also positive sensations and effects. According to Lassar et al.(19), "brand association" is described as "positive feelings of consumers toward the brand based on the relative degree of brand strength." In other words, "brand association" is a consumer's favorable feelings toward a brand based on a relative level of brand strength.

H2: Brand Association has a significant effect on Customer Satisfaction
H5: Brand Association has a significant effect on Customer Trust
H8: Brand Association has a significant effect on Customer Loyalty

Customer Delight

Customer delight encompasses the emotions and positive experiences customers have with a company. Delighting customers through exceptional service, personalized interactions, and exceeding their expectations can lead to increased customer loyalty(20). Hennig-Thurau et al.(21) highlight the importance of customer delight in building customer loyalty, emphasizing the need to create memorable experiences that go beyond mere satisfaction.

Customer satisfaction creates a favourable emotional connection between customers and a good or service. Customer satisfaction results from expectations that match reality, which is difficult to achieve. Products and services must be of the most extraordinary calibre and grade to guarantee client satisfaction. Oliver et al.(22) stated that "delight is a result of the pleasant effect that develops and an element of surprise that occurs when a consumer acquires a good or service" as their definition of customer delight. in other words, "joy is a function of the pleasant emotion that develops and the element of surprise that occurs when a customer buys a good or service." Meanwhile, according to Finn(23), customer joy is an emotional reaction brought on by unexpectedly high-performance levels, meaning "customer delight" is an emotional reaction brought on by an unexpectedly high-performance standard.

H3: Customer Delight has a significant effect on Customer Satisfaction
H6: Customer Delight has a significant effect on Customer Trust
H9: Customer Delight has a significant effect on Customer Loyalty

Retail Marketing Mix

Management creates a retail mix to better serve the needs of its target market than rivals to adopt a retail strategy. "A combination of merchandise, price, advertising and promotion, customer service, and sales, as well as the store ambiance and store design utilized to satisfy consumers" defines the retail sales mix(24).The retail mix is as follows, according to Levy and Weitz(25). Retail sales mix is a factor retail traders make purchasing decisions consumers so they use it. Based on the definition provided by the individuals mentioned earlier, it can be inferred that a retailing mix is a combination of factors used strategically to understand customer needs better and influence purchasing behavior. The retail mix is crucial for serving as an alternative route in consumer marketing campaigns.
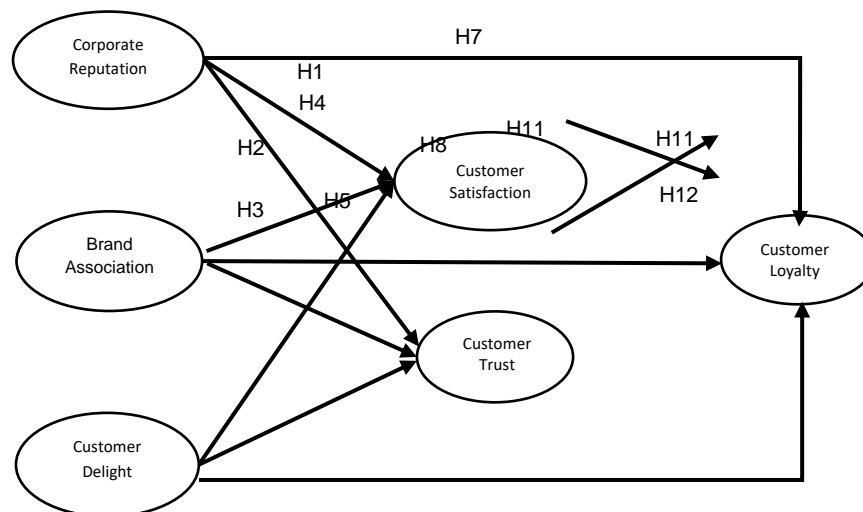

Figure 1.1 Conceptual framework

III. Material And Methods

Study Design: Survey questionnaire

Study Location: This was a tertiary City ofSamarinda, East Kalimanan Province, Indonesia.

Study Duration: August 2022 to September2022.

Sample size: 135 respondents.

Sample size calculation: The sample size was determined based on the proportion of variables and indicators studied. We assume that the confidence interval is 0.5% and the confidence level is 95%. The sample is determined based on the number of indicators as much as 27 multiplied by 5 to become 135 samples.

Subjects & selection method: The study population was drawn from people who live in Samarinda and customers of ACE Hardware brand or/and household products
With dyslipidemia were as follows:

Procedure methodology
This study uses quantitative research by distributing questionnaires to people who live in Samarinda and customers of ACE Hardware brand products. The questionnaire has 27 indicators with 27 statements measured on a scale of 1 with a value of strongly disagree to a scale of 5 with a value of strongly agree. The sample size for SEM (Structural Equation Modeling) analysis tool is between 100-200 respondents, aiming to be used in estimation interpretation with SEM performed on IBM AMOS 23 software. This study uses a sample of 135 respondents from a total of 230 data that have been sorted.

Validity and Reliability Test
Validity measures the accuracy between the collected data and the data in the object under study. Reliability is an instrument that can be trusted enough to be used as a data collection tool because the instrument is good(26). A good instrument will not be tendentious or direct respondents to choose specific answers. Reliable instruments will produce reliable data. It has a star, which indicates that if the star is 2, it is acceptable or valid with an error rate of 1% or 99% truth, and if the star is 1, it is still acceptable with an error rate of 5% or 95%. It is valid if the correlation coefficient between the indicators and the total indicators is greater than or equal to 0.30 (r 0.30). The Pearson correlation value must be higher than the R table, and the sig value in the second row must be lower than 0.05, among other conditions.
The results of testing the validity and reliability of the research instruments in this study used the SPSS version 23 analysis tool. The following is a summary of the results of this research instrument's validity and reliability tests.

Statistical analysis
Data was analyzed using SPSS version 20 (SPSS Inc., Chicago, IL). Student's *t*-test was used to ascertain the significance of differences between mean values of two continuous variables and confirmed by nonparametric Mann-Whitney test. In addition, paired *t*-test was used to determine the difference between baseline and 2 years after regarding biochemistry parameters, and this was confirmed by the Wilcoxon test which was nonparametric test that compares two paired groups. Chi-square and Fisher exact tests were performed to test for differences in proportions of categorical variables between two or more groups. The level $P < 0.05$ was considered as the cutoff value or significance.

Table 2.1 Indicators

Variable	Indicator	Code
X1 *Corporate Reputation*	Customer orientation	X1.1
	Good Employer	X1.2
	Reliable and Financially Strong Company	X1.3
	Social and Environmental Responsibility	X1.4
	Product and Service Quality	X1.5
X2 *Brand Association*	Brand Attributes	X2.1
	Brand Benefits	X2.2
	Brand Attitude	X2.3
	Perceived Value	X2.4
	Brand Personality	X2.5
X3 *Customer Delight*	Justice	X3.1
	Esteem	X3.2

	Security	X3.3
	Trust	X3.4
	Variety	X3.1
Y1 *Satisfaction*	Price	Y1.1
	Product Assortment	Y1.2
	Quality	Y1.3
	Store Service	Y1.4
Y2 *Trust*	Integrity	Y2.1
	Competency	Y2.2
	Consistency	Y2.3
	Openness	Y2.4
Y3 *Loyalty*	*Repurchase*	Y3.1
	Willing to purchase other products	Y3.2
	Recommend	Y3.3
	Refuse Competitor	Y3.4

Measuring Model Fit

The model's applicability is checked by checking various adjustment criteria at this stage. Several fitness metrics and their cut-offs are used to test whether a model can be accepted or rejected. The seven criterion is Chi-square with a smaller result, significantly with probability under 0.05, RMR under 0.10, RMSEA (The Root Mean Square Error of Approximation) result is under 0.08, GFI (Goodness of fit Index) with a standard that is more significant than 0.90, AGFI (Adjusted Goodness of Fit Index) more or equal to 0.90, CMIN/ DF (The Minimum Sample Discrepancy Function Divided with the degree of Freedom) is below 2.00, TLI (Tucker Lewis Index) cut off value standard is close or above 0.95. CFI I (Comparative Fit Index) is above 0.95. If the model fits the seven criteria of cut-off value, it can be a good fit model.

Hypothesis Test

This result aimed to determine whether the hypotheses presented in this study could be proven. It was then statistically tested using AMOS software version 23 on the data collected for the determined sample size.
To perform hypothesis testing, it can be important when the t-value called critical ratio (CR) is above 1.96 with a probability level of 0.05. So, if the hypothesized relationship being tested satisfies these requirements, it is significant.

IV. Result

Before we analysis in the structural models, the data checked for validity and reliability. Table 4.1 shows the result of validity and reliability test.

Table 4.1 Validity and Reliability Test

	Demographic Profile	Frequency	Percentage
Gender	Man	93	69 %
	Woman	42	31%
Age	> 40 years old	70	52 %
	30 – 40 years old	39	29%
	20 – 30 years old	26	19%
Educational Status	Postgraduate (S2/S3)	51	38%
	Bachelor (S1)	46	34%
	Diploma	21	16%
	High School	17	13%
	Junior High School	0	0
	Elementary	0	0

Table 4.2 show result for coefficient correlation. Coefficient correlation analysis provides insights into potential mediating or moderating effects between variables. It helps to identify whether certain variables act as mediators, influencing the relationship between other variables, or as moderators, influencing the strength or direction of the relationship between two variables. This information is valuable for understanding the underlying mechanisms and pathways through which these factors impact customer loyalty.

Table 4.2 Coefficient correlation result

Variable	Indicator	Coefficient Correlation		Reliability
CR	Customer orientation	0.730	Valid	0.698
	Good Employer	0.657	Valid	(*Reliab*le)
	Reliable and Financially Strong Company	0.601	Valid	
	Social and Environmental Responsibility	0.618	Valid	
	Product and Service Quality	0.696	Valid	
BA	Brand Attributes	0.575	Valid	0.777
	Brand Benefits	0.638	Valid	(*Reliab*le)
	Brand Attitude	0.780	Valid	
	Perceived Value	0.805	Valid	
	Brand Personality	0.623	Valid	
CD	Justice	0.837	Valid	0.823
	Esteem	0.793	Valid	(*Reliab*le)
	Security	0.771	Valid	
	Trust	0.750	Valid	
	Variety	0.674	Valid	
CS	Price	0.867	Valid	0.830
	Product Assortment	0.797	Valid	(*Reliab*le)
	Quality	0.777	Valid	
	Store Service	0.827	Valid	
CT	Integrity	0.815	Valid	0.836
	Competency	0.851	Valid	(*Reliab*le)
	Consistency	0.741	Valid	
	Openness	0.836	Valid	
CL	*Repurchase*	0.864	Valid	0.882
	Willing to purchase other products	0.926	Valid	(*Reliab*le)
	Recommend	0.770	Valid	
	Refuse Competitor	0.811	Valid	

Based on Table 3, the majority of respondents were men (69%), aged above 40 years (52%), senior high school (42%), with jobs titled as a government employee or private sector employee.Using SPSS statistical software, the results of each instrument item were declared valid because the Pearson correlation value of each item was more significant than 0.30 and reliable because the Cronbach alpha value was more significant than 0.60.

Table 4.3 Goodness of Fit Index Overall Model Test

Goodness of Fit index	Cut of Value	Result	Note
Chi-square	Kecil	267,530	Marginal Fit
Significance probability	≥ 0,05	0,001	Marginal Fit
RMR	≤ 0,10	0,046	Fit
RMSEA	≤ 0,08	0,050	Fit
GFI	≥ 0,90	0,873	Marginal Fit
AGFI	≥ 0,90	0,810	Marginal Fit
CMIN/ DF	≤ 2,00	1,331	Fit
TLI	≥ 0,95	0,936	Marginal Fit
CFI	≥ 0,95	0,953	Fit

Table 4.4 shows for hypothesis test of this research.

Table 4.4 Hypothesis Test

Variable	Standardized Coefficient	CR (*Critical ratio*)	Probability	Note
CR → CS	0,274	2,063	0,039	Significant
BA → CS	0,343	2,997	0,003	Significant
CD → CS	0,392	2,665	0,008	Significant
CR → CT	0,180	1,839	0,066	Insignificant
BA → CT	0,348	3,569	***	Significant

CD → CT	0,391	2,670	0,008	Significant
CR → CL	-0,215	-1,768	0,077	Insignificant
BA → CL	-0,492	-1,120	0,263	Insignificant
CD → CL	-0,492	-1,820	0,69	Insignificant
CS → CT	0,267	2,186	0,29	Significant
CS → CL	0,543	2,728	0,006	Significant
CT → CL	1,039	2,850	0,004	Significant

After data analysis and hypothesis testing by the SEM analysis tool using AMOS software version 23, out of the 12 previously conducted hypotheses, the results presented were eight accepted hypotheses, namely Corporate Reputation on Customer Satisfaction, Brand Association on Customers Satisfaction, Customer Delight to Customer Satisfaction, Brand Association to Customer Trust, Customer Delight to Customer Trust, Customer Satisfaction to Customer Trust, Customer Satisfaction to Customer Loyalty, and Customer Trust to Customer Loyalty. Moreover, four hypotheses that need to be accepted or accepted are Corporate Reputation on Customer Trust, Corporate Reputation on Customer Loyalty, Brand Association on Customer Loyalty, and Customer Delight on Customer Loyalty.

The hypothesis testing conducted in this study provides valuable insights into the significance of the relationships between corporate reputation, brand association, customer delight, customer satisfaction, customer trust, and customer loyalty among ACE Hardware customers in Samarinda. The statistical analysis helps to determine whether the observed relationships are statistically significant and supports or refutes the formulated hypotheses.

Based on the results of the hypothesis tests, it was found that corporate reputation significantly influences customer satisfaction, indicating a strong relationship between these variables. This finding aligns with previous research and emphasizes the importance of maintaining a positive corporate reputation to enhance customer satisfaction levels. Therefore, businesses like ACE Hardware should prioritize efforts to bolster their reputation in order to satisfy their customers.

Overall, the results of the hypothesis tests provide valuable insights into the relationships between the variables under investigation and customer loyalty among ACE Hardware customers in Samarinda. These findings contribute to the understanding of the factors that influence customer loyalty in this specific context and can guide strategic decision-making for ACE Hardware and other businesses in the hardware retail industry.

V. Discussion

Corporate Reputation significantly affects Customer Satisfaction, which means that company reputation can increase customer satisfaction. The results of this study confirm the theory of Helm et al.(27), which states that there is a significant relationship between the Corporate Reputation variable and the Customer Satisfaction variable and also previous research conducted by Chang(28) in a journal entitled "How reputation creates loyalty in the restaurant sector" So that ACE Hardware is advised to maintain the company's reputation by retaining the best employees because good ACE Hardware employees are proven to provide satisfaction to ACE Hardware customers.

Brand Association significantly affects Customer Satisfaction, meaning that brand associations can increase customer satisfaction. So that ACE Hardware is advised to improve brand attitudes in the eyes of consumers so that customers always remember them. The attitude of the brand from ACE Hardware has proven to provide satisfaction to ACE Hardware customers.

Customer Delight significantly affects Customer Satisfaction, meaning that customer pleasure can increase customer satisfaction. So that ACE Hardware is advised to continue to maintain Standard Operating Procedures that can increase the esteem or self-esteem of customers. Services that prioritize esteem from ACE Hardware are proven to provide satisfaction to ACE Hardware customers.

Corporate Reputation has no significant effect in a positive direction on Customer Trust, which means that the company's reputation does not increase customer trust. Even though the results are insignificant, customer trust can still be achieved through the company's reputation. So that ACE Hardware is advised to increase Customer Orientation, Good Employer, Reliable and Financially Strong Company, Social and Environmental Responsibility, and Product and Service Quality to trust ACE Hardware customers.

Brand Association significantly affects Customer Trust, meaning that brand associations can increase customer trust. So that ACE Hardware is advised to improve brand attitudes in the eyes of consumers so that customers always remember them. The attitude of the brand from ACE Hardware has proven to be able to give trust to ACE Hardware customers.

Customer Delight significantly affects Customer Trust, meaning customer pleasure can increase customer trust. So that ACE Hardware is advised to continue to maintain Standard Operating Procedures that can increase the esteem or self-esteem of customers. Services that priorities the esteem of ACE Hardware have proven to be able to give confidence to ACE Hardware customers.

Corporate Reputation has no significant effect in a negative direction on Customer Loyalty, which means that if the company's reputation increases, it will reduce customer loyalty even though the decrease is classified as insignificant. So even though the negative results are not significant, customer loyalty can still be achieved through the company's reputation. So that ACE Hardware is advised to increase Customer Orientation, Reliable and Financially Strong Company, Social and Environmental Responsibility, as well as Product and Service Quality in order to be able to increase the level of loyalty to ACE Hardware customers in Samarinda City to become significantly positive.

Brand Association has no significant effect in a negative direction on Customer Loyalty, which means that if brand association increases, it will reduce customer loyalty even though the decrease is not significant. Although the results are insignificant, customer loyalty can still be achieved through the company's reputation. So that ACE Hardware is advised to increase Brand Attributes, Brand Benefits, Brand Attitudes, Perceived Value, and Brand Personality to increase loyalty to ACE Hardware customers in Samarinda City.

Customer Delight has no significant effect in a negative direction on Customer Loyalty, which means that if customer pleasure increases, it will reduce customer loyalty even though the decrease is not significant. Although the results are insignificant, customer loyalty can still be achieved through customer satisfaction. So that ACE Hardware is advised to increase Justice, Esteem, Security, Trust, and Variety in order to be able to increase loyalty to ACE Hardware customers in Samarinda City

Customer satisfaction has a significant effect on customer trust, which means that customer satisfaction can increase customer trust. So that ACE Hardware is advised to maintain customer satisfaction by expanding the types of products sold. The diversity of products from ACE Hardware has proven to give confidence to ACE Hardware customers in Samarinda City.

Customer Satisfaction has a significant effect on Customer Loyalty, which means that customer satisfaction can increase customer loyalty. So that ACE Hardware is advised to maintain customer satisfaction by expanding the types of products sold. Because the diversity of products from ACE Hardware has proven to increase customer loyalty, ACE Hardware in Samarinda City.

Customer trust has a significant effect on customer loyalty, which means that customer trust can increase customer loyalty. So that ACE Hardware is advised to increase and maintain customer trust by increasing employee competency in serving its customers. Employees who have competence from ACE Hardware are demonstrated to be able to increase customer loyalty to ACE Hardware in Samarinda City.

VI. Conclusion

The study conducted in Kota Samarindaconfirm the theory of Helm et al. study, which states that there is a significant relationship between the corporate reputation variable and the customer satisfaction variable. ACE Hardware is advised to maintain the company's reputation by retaining the best employees because good ACE Hardware employees are proven to provide satisfaction to ACE Hardware customers

The findings also highlight the importance thatcorporate reputation, brand association, and customer delight have a significant effect on customer satisfaction; company reputation has no significant effect on customer trust; brand association and customer delight have a significant effect on customer trust; company reputation, brand association, and customer delight have no significant effect on customer loyalty; customer satisfaction has a significant effect on customer trust; customer satisfaction has a significant effect on customer loyalty; customer trust has a significant effect on customer loyalty.

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