

Brand Image Lverage in Gaining *Sustainability Marketing*: Brand Experience as the Moderator

(Study on the "State Defense" Brand in the National Development University (Upn) "Veteran" East Java)

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Abstract: Brand image is the essence of a product or organization promotion activity, which is always interesting to research. It doesn't stop to the expectation that a brand image will be able to drive the sustainable marketing of an organization. State Defence is a brand of the National Development University "Veteran" East Java (UPNVJT) and becomes a unique identity, and needs to be explored to improve the role. The theoretical basis used in this research includes some antecedent variables including: brand experience, brand love and brand trust, and perceived usefulness to analyze brand image and sustainability marketing. Data collection was carried out by distributing questionnaire to all UPNVjt alumni and then 144 respondents were collected, the collected data is examined using smartPLS. The result of the hypothesis test shows that the brand image gives high influence toward the sustainability marketing, whereas brand image was strongly influenced by brand love and brand trust, and perceived usefulness.

Keywords: non-profit sector *Brand Image, Brand Experience, Sustainability Marketing.*

INTRODUCTION

Brand image is the heart of the promotion of an organization (Nina Michaelidou, 2015) for it capable to shape the consumers attitude towards the brand, product, service and influence the user behavior, including the behavior toward the organization (Romaniuk, 2013). Many researches view brand image as: collection of ideas, feeling, attitude that belongs to the consumers about the brand (Gardner, 1955) and representation of a meaning (Schmitt, 2012), a conceptual attribute of ideas that have meaning connected to users directly outside their physicality (Chapleo C. , 2013). Brand image is more than just a logo that identify business, or an organization service (Thimothy, 2016). In recent years, brand image is seen as a mixture of associations made by consumers based on every interaction they have with an organization, both commercial and non-commercial (Ewing, 2005). Some researchers show various antecedent from brand image, as in the research of (Pantea Foroudi, 2019) that conduct a brand image research on university using antecedent customer value co-creation behavior which consist of consumers participation behavior and society participation behavior. Another research focuses on human brand (Julian Hofmann, 2019) using antecedent performance and popularity. The previous research of (Huang Chiung-En, 2018) focuses on travel brand image using creative experience which consists of peace of mind, escape, involvement, and interaction.

Survey held by (freeman, 2017) found that 59% of 1.000 marketing managers discover that brand experience is a strategic way to create sustainable relationship, and more than one-third of the brand experiences are expected to make up 21-50% of their marketing budget over the next five years. However, academics have failed to show the same enthusiasm for the further development of the definition and operationalization of the brand experience construct. A thorough literature review of research on "brand experience" found that in almost all cases research relied on a theoretical perspective on brand experience derived from the work of Schmitt (1999) and Brakus, Schmitt, and Zarantonello (2009). On his research (Chen, 2014), the focus of the brand experience improvements toward the social media consumers are influenced by brand love and brand trust, and usefulness perceived. State Defence is a brand of University of National Development (UPN) "Veteran" in some Indonesia cities. UPN is quite new university, so it needs brand image improvement to build up competitive advantage (foroudi, 2019). Especially, the UPN "Veteran" East Java has to compete with four other universities. The UPN "Veteran East Java is the only one that has new university status, so it is considered important to strengthen the brand image to the wider community. Competitive advantage can be in the

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form of offering unique and impressive student experiences, universities must be able to encourage customer / student participation in creation and provide a college experience that leaves a good impression on users (Fagerstrøm dan Ghinea, 2013).

LITERATURE REVIEW

Brand Experience

Experience is something appears to an individual that affects feelings and encourages emotional reactions to an event (Hwang Jinsoo, 2018). The existence of experience indicates that a person has a relatively high level of knowledge in a certain field (Braunsberger, 1998). Meanwhile, brand experience (Alloza, 2008) is the consumers' perception toward the brand while using or after using a product or service. The brand experience is not only develops after utilization but also on every direct or indirect interaction with the brand (Brakus, 2008). According to (Pine, 1999), a good experience is one which users find it unique, memorable, and sustainable from time to time, and characterized by having “a sweet spot” or elements of active and passive customers participation. According to the research (Iglesias Oriol, 2019), the brand experience consists of some characteristics such as: sensation, feeling, cognition, and specific behavioral responses triggered by brand-related stimuli (Daniela Andreini, 2019). Brand experience is kept in one's memory and influence the user satisfaction and loyalty (Oliver, 1997). Based on the brand experience characteristics, it can be seen that the ever done experience is influenced by sense of joy (love brand) towards the brand, sense of trust and the perception of usefulness of the brand (trust and usefulness perceived) (Daniela Andreini, 2019). For that reason, this research uses antecedent brand love, and brand trust and usefulness perceived.

Brand love

Brand love is the passionate emotional attachment one has of a particular brand (Carroll, 2006). The satisfaction concept is a cognitive assessment that is often associated with the expectation disconfirmation paradigm (Aro Kaisa, 2018). Meanwhile, the concept of brand love has a stronger affective focus on the brand; Brand love is often the result of a consumer's long-term relationship with brand satisfaction which is generally considered a transaction-specific outcome (Wang Yao-Chin, 2019). Brand love as a concept refers to the consumers' emotional attachment to a brand. Brand love has been categorized as an inherent dimension and can be considered as a deep emotional brand relationship (Long-Tolbert S. J., 2012). Carroll and Ahuvia (2006) define brand love as marketing concept through post-consumption behavior where consumers feel satisfied or cannot be predicted with more certainty.

H1 = Brand experience gives positive influence towards brand love

Brand trust and usefulness perceived

It is used as consideration of how good operational techniques are from the start, during the process to the end, and giving users a different experience. In order to understand the factors that drive people to use a product, it is considered to the perceived use and gratification paradigm (Blumler, 1990). Social identity theory (Taifel, 1978) roles as an underlying framework for presenting various factors for understanding the benefits and potentials, and thus attracting more people to participate as members (Dholakia, 20023). First, this research focuses on the ease of a product can be used to facilitate individual needs. According to Gefen dan Straub (2000), the ease of use is an important predictor of product adoption when consumers use a product. In the context of education, this translates into a level of difficulty in the entry selection process. Meanwhile, the perceived usefulness is used to measure how the benefits are felt after taking lectures (Chen shin, 2014).

H2 = Brand experience gives a positive effect on trust and perceived usefulness

H3 = Brand love gives positive effect on non-profit sector brand image

Brand Image towards Non-Profit Organization Sector

Brand image includes user perceptions about a brand, which is formed from brand associations in memory, and is defined as "perceptions about the brand that are reflected by brand associations stored in the consumer's memory (Keller, 1993). Identity is different from image because identity refers to a character or personality of organization, which reflects ideology and organization values, and affect the organization practice (Bennett, 2005). Otherwise, image captures the consumers' mental representation of an organization and exceed the reputation and identity (Schmitt, 2012). In the non-profit organization sector, brand plays an important role in understanding and perceiving consumers in shaping behavior (Chapleo C. , 2013). According to Keller (1993), a positive brand image affects the brand equity and consumers' behavior directly, and it exceed the non-profit context (Stride, 2007). In addition to the research, (Michel G. &, 2012) state the brand image conceptualization of the non-profit which consists of four dimensions, namely usefull, efficient, affective, and dynamic. Generally, capturing the brand image is through personal use of the brand (Aaker, 1997) and (Sargeant, 2008). The literature on commercial brands mostly discusses the conceptualization of brand image in non-profit organizations, especially personal brand measurements such as the five dimensions of Aaker's personal brand, namely sincerity, excitement, competence, sophistication, and ruggedness (Nina Michaelidou, 2015).

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On their previous research, Benennett dan Gabriel (2003) conceptualize brand image on non-profit organization conceptualizing brand image in non-profit organizations has dimensions that include dynamics, idealism, compassion, non-politics, and beneficiary orientation. Empirical evidence suggests, however, that the brand image dimension in non-organizations only weakly predicts brand interest (Sargeant, 2008). In contrast, Bennett dan Gabriel (2003) has stronger prediction but contain “commercial” individual variable, and do not use the brand image aspect on non-profit organization (Michaelidou, 2015).

H4 = Trust and perceived usefulness gives positive effect towards brand image of non-profit sector

H5 = Brand experience strengthen the brand love influence and perceived Trust towards brand image of non-profit sector

Sustainability Marketing

The concept of sustainable marketing comes from the social responsibility of a company that focuses specifically on balancing and developing long-term environmental, economic, and social goals to attract customers, and contribute to stakeholder needs (Sun Y. &, 2016). Thus, the construct of sustainable marketing includes environmental, economic and social dimensions (Kim, 2015). This dimension of sustainable marketing stems from three types of bottom line accounting concepts, which provide a balanced view of a company's environmental and social efforts in relation to its economic performance (Elkington, 1994). The three dimensions of sustainable marketing are further refined to reflect the marketing efforts of a company. The environmental dimension dictates that companies build an environmentally friendly image, emphasize green concepts in their advertisements, and demonstrate efforts to provide environmental protection (Kim, 2015).

The economic dimension requires companies to achieve short-term and long-term economic goals, develop competitive advantage, create value, improve financial performance, and distribute profits fairly (Bansal, 2005). The social dimension encourages companies to improve social and human well-being by improving employee welfare, sponsoring charities, and building good community and stakeholder relationships (Sun Yang, 2018). There are three potential dimensions to vary according to the motive, market and the characteristics of the company (Sun Y. G., 2016).

H5 = Brand experience strengthens the influence of brand love and trust and perceived trust on the brand image of the non-profit sector

H6 = The non-profit sector brand image gives a positive effect on sustainability marketing

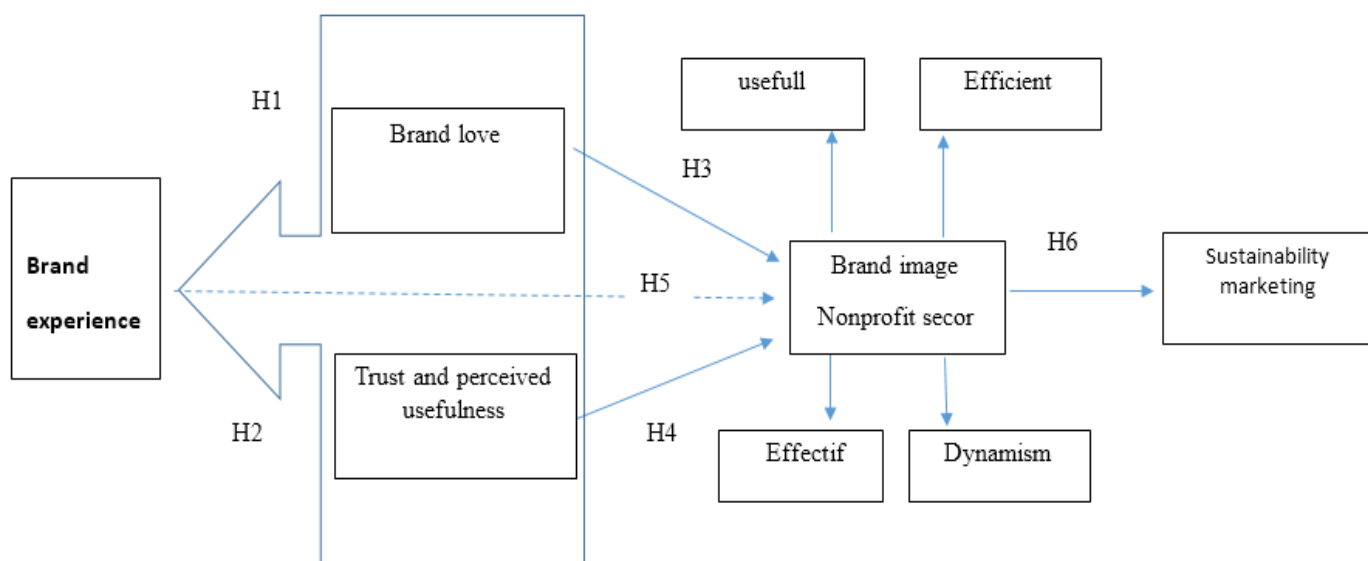


Figure 1. Conceptual second phase research thinking model

Source: processed by the author (2020)

RESEARCH METHODOLOGY

The research method used in this research is a mixed method, namely the quantitative approach. In a quantitative approach by distributing questionnaires using a Likert scale. The population in this research were all UPNVJT alumni. Then to obtain a sample using a random sampling method using a precision level of ± 10% so that the number of samples to be used is at least 100, and in this study the samples collected and fit for testing were 144 respondents. This research used primary data and analyzed using smartPLS software. Smart PLS 3 is a most used software for testing the relationship of variables especially on marketing (JF Hair Jr, 2017).

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RESULT AND DISCUSSION

Overview of Respondents

Respondent’s demographic data obtained 144 participants who are alumni of UPN East Java from various batches of graduates, with details of 46.6% male and 53.4% female. The average age of the respondents was 23-25 years of 47.9%, with the second highest number of people aged ≥ 29 years of 21.9%, and the rest of them aged ≤20-22 years of 19.2%, and the other 11% aged 26-28 years. From this data, predominantly graduated from UPN East Java in the academic year ≥ 2018/2019 amounting to 35.6%, the second highest number were graduates in ≤ 2015/2016 with 31.5%, 23.3% graduates in 2016/2017 and the other 9.6% were graduates in the 2017/2018 school year. The professions of the UPN East Java graduates illustrate the significant UPN alumni contributions to the society, the data obtained shows 37% are private employees, 28.8% are working in other fields of, while 21.9% are entrepreneurs, and the rest 12.3% are government employees. The further data is the data of the waiting period for UPN East Java alumni to get a job after graduation. Most of the alumni don't need a long time to get a job based on respondent data in this study, namely 67% got a job after ≤ 3 months of graduation, 26% get a job after 4-7 months of waiting period. The remaining 2.7% have a waiting period of 8-11 months and 4.1% have a waiting period of ≥ 12 months after graduation.

Table 4.1 Respondents Demographic Data

No	Gender	Quantity	Percentage
1	Male	67	46.6%
2	Female	77	53.4%
	Total	144	100%
No	Age	Quantity	Percentage
1	≤20-22 y	28	19.2%
2	23-25 y	68	47.9%
3	26-28 y	16	11%
4	≥ 29 y	32	21.9%
	Total	144	100%
No	Graduation year	Quantity	Percentage
1	≤ 2015/2016	45	31.5%
2	2016/2017	34	23.3%
3	2017/2018	14	9.6%
4	≥ 2018/2019	51	35.6%
	Total	144	100%
No	Current profession	Quantity	Percentage
1	Entrepreneur	32	21.9%
2	Private employees	53	37%
3	Government employees	18	12.3%
4	Others	41	28.8%
	Total	144	100%
No	Waiting period	Quantity	Percentage
1	≤ 3 months	97	67.1%
2	4-7 months	37	26%
3	8-11 months	4	2.7%
4	≥ 12 months	6	4.1%
	Total	144	100%

Source: Data processed by researchers (2020)

DISCUSSION OF RESEARCH RESULT

Validity and Reliability Test

Brand experience

Brand experience is an experience with anything related to an organization or a person who has a relationship or association with a particular brand. Brand experience in this study was measured using 10 indicator items that refer to previous research (Chen,

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2014). Brand experience in the research is coded BE, to make it easier for the test process on the SmartPLS software. The results of the BE algorithm test obtained the outer loading value of all indicators above 0.7 (see table 4.1) so that all BE indicators are valid, and there is no reduction in items in the BE variable. Brand experience also plays a role as a moderator in this study, so it needs to have a validity test as a moderator where this test will show a value at the value of e11 to e101 where all indicator items show an outer loading value above 0.7 so BE as a moderator can also be concluded as valid.

Brand love

The variable brand love (BL) shows the emotional attachment of brand users to the products or services of an organization, which in this study was measured using 5 indicator items adapted from the research of Caraoll andahuvia (2006). The algorithm test results in the samrtPS software show that the outer loading value is above 0.7 (see table 4.1), so that all indicator items can be declared valid without deleting the indicators contained in BL. Indicator items in the form of questions that cover a deep perception of meaning, make a sense of pride, admire, bring enthusiasm and a level of love for the brand.

Brand Trust and perceived usefulness

Brand Trust and perceived usefulness are levels of trust and perceived usefulness by UPNVJT alumni after studying, the measurement of the study uses 8 indicator items adapted from Chen’s research (2014). These measurements include the vision and mission of an organization according to personal needs, ease of goal achieving, well communicated, and so on. Of the 8 indicator items of brand trust and perceived usefulness (TP) all have more than 0.7 outer loading values (see table 4.1) and it can be concluded that all are valid.

Brand image in non-profit sector

Brand image in the context of this study is the strongest perception in the user's memory, in this case the UPNVJT alumni. Brand image (BI) in the non-profit sector in this study was measured using 18 indicator items which were adapted from the research of Micahelidou (2015). The measurement includes the following 6 points: usefulness, efficiency, impact, dynamism, reliability, and ethics. Based on the results of algorithm testing, all 18 items have outer loading values above 0.5 (see table 4.1) except for BI14, so that the items in BI14 are deleted to achieve the validity of all variable indicator items used.

Sustainability marketing

Sustainable marketing in this context is a long-term marketing concept that can be optimized by organizations, in this study the measurement was adapted from previous research by Sun (2018) with 15 indicator item statements. Based on the results of the SmartPLS algorithm test, the outer loading results have a value of 0.7 (see table 4.1) so that all indicator items can be declared valid.

Table 4.1 the results of the outer loading test for the measurement / item indicators of each variable

indikator	Outer loading	Cronbach _alpha	Rho_A	Composite reliability (CR)	Average varians extracted (AVE)
Brand experience		0.944	0.947	0.952	0.668
BE1	0.833				
BE10	0.853				
BE2	0.806				
BE3	0.869				
BE4	0.818				
BE5	0.682				
BE6	0.762				
BE7	0.788				
BE8	0.866				
BE9	0.877				
Brand image non-profit sector		0.958	0.964	0.963	0.606
BI1	0.669				
BI10	0.850				
BI11	0.799				
BI12	0.644				
BI13	0.581				

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BI14	REMOVE				
BI15	0.718				
BI16	0.590				
BI17	0.765				
BI18	0.853				
BI2	0.836				
BI3	0.818				
BI4	0.803				
BI5	0.835				
BI6	0.853				
BI7	0.889				
BI8	0.896				
BI9	0.732				
Brand love		0.927	0.927	0.945	0.774
BL1	0.904				
BL2	0.919				
BL3	0.869				
BL4	0.875				
BL5	0.829				
Sustainability marketing		0.971	0.972	0.974	0.727
SM14	0.769				
SM1	0.849				
SM10	0.865				
SM11	0.910				
SM12	0.834				
SM13	0.852				
SM2	0.820				
SM3	0.838				
SM4	0.898				
SM5	0.863				
SM6	0.826				
SM7	0.862				
SM8	0.836				
SM9	0.903				
Brand Trust and perceived usefulness		0.950	0.954	0.958	0.741
TP1	0.851				
TP2	0.896				
TP3	0.854				
TP4	0.859				
TP5	0.800				
TP6	0.866				
TP7	0.877				
TP8	0.882				

Source: The data was processed by the researchers (2020)

At the algorithm test stage, apart from testing the validity level of each indicator item, it also shows the reliability level for each variable used in the study (Hair, 2016). In this study, there are 5 main variables and 2 correlations which are moderated by the brand experience (BE) variable. The five main variables include: brand experience (BE), brand love (BL), trust and perceived

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usefulness (TP), brand image (BI) in the non-profit sector, and sustainability marketing (SM). Some of the indicators used in determining reliability include: Cronbach alpha, Rho_A, CR, and AVE where the minimum value of each indicator is 0.5, so that values that have a value of > 0.5 can be declared reliable.

The Cronbach alpha (CA), Rho_A, composite reliable (CR) and average variance extracted (AVE) indicator on the BE variable has 0.9 average value (see table 4.2) and the value is more than 0.5, then the BE variable can be declared a variable. Furthermore, the brand image variable (BI) where the value of CA is 0.958, Rho_A 0.964, CR 0.963 and AVE 0.606 so that the BI variable can be concluded as reliable. The CA, Rho_A, and CR indicators for the brand love variable have an average value of 0.9 and 0.774 AVE value so that the BL variable can be declared reliable. Likewise, the SM and TP variables where the average of CA, rho_A, and CR indicators are 0.9 and AVE 0.7 so that the variables SM and TP can be concluded as reliable. This result is based on Corrected item-total correlation which is higher than the table of Composite reliability values of 0.904 and 0.809, with a total of n = 144. Thus it can be said that the indicator items and variables in this study can be proven for their level of validity and reliability so that they can be continued for analysis of correlation tests between variables.

Hypothesis Test

At the following stage, the smartPLS software is run at the bootstrapping and blindfolding stages for the correlation test between variables. The keralsi test stage can be run when the measurement items of each variable and the variables used can be declared valid and reliable. The choreality test result indicator supports the hypothesis proposed at the beginning, namely when the correlation test results have a P value of 0.000 and <0.001. The results of the correlation test between variables in this study obtained partial insignificant results, which will be discussed in more detail one by one according to the hypothesis proposed earlier.

Table 4.2 Research Correlation Test Results

Correlation between Variables	Original sample	Sample means	Deviation standard	T-statistics	P values
BE → BL	0.854	0.848	0.0054	15.706	0.000
BE → TP	0.766	0.757	0.073	10.510	0.000
BL → BI	0.405	0.362	0.119	3.408	0.001
TP → BI	0.319	0.328	0.072	4.440	0.000
ME 1 → BI	0.116	0.115	0.079	1.476	0.141
ME 2 → SM	0.045	0.043	0.024	1.905	0.057
BI → SM	0.897	0.915	0.095	9.393	0.000

Source: Data Processed by the Researchers (2020)

Brand experience gives positive effect on brand love

The first hypothesis in this study is the correlation test for brand experience on brand love (BE → BL) where the results of the correlation test have a T_statistics value of 15.706 and 0.000 P value so that it supports Ho. This means that in current research the results of the correlation test are the same as the proposed hypothesis, where brand experience has a significant effect on brand love. These results prove that from one's experience can strengthen the love for the brand of an organization's product. These results are supported by several previous studies which state that an experience of good service is something that greatly impacts the user's love of a product or service in an organization (Long-Tolbert S. &, 2012). Besides, research of (Batra, 2012) has also found that the experience of a brand is a person's identity, and it can lead to a feeling of love for a brand for a particular product.

Brand experience gives a positive effect on Brand trust and perceived usefulness

The second hypothesis shows a significant result as written in table 4.2. In the second hypothesis there is a correlation test between the brand experience variables and the perceived usefulness (BE → TP). The result of the choreality test on this variable shows 0.000 P value and T_statistic, so it can be concluded that brand experience has a significant effect on trust and perceived usefulness. This shows that experience is able to generate a perception of trust and the usefulness of a brand in an organization. This result is in accordance with the research (Biedenbech, 2010) who conducted related research there is a close relationship between one's experience and the sense of trust in a brand, because it can indicate an association, awareness and perception of quality, where this study is carried out in the context of a business organization (B to B). Other research in the

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context of the hospitality industry has also found that the quality of the consumer experience is the determinant key in brand equity which the brand equity includes the perception of trust and benefits for the personal consumer. (Xu, 2010).

Brand love has a positive effect on the brand image of the non-profit sector

The correlation test for the variable brand love to brand image in the non-profit sector (BL → BI) is the third hypothesis in this study. The result of the correlation test for this variable shows the P-value of 0.001 and the T statistic of 3.408, which means it accepts Ho. So it can be concluded that love for a brand (BL) can influence the brand image significantly in the non-profit sector (BI). This result is in accordance with the previous research (Michel G. , 2012) which states that the higher a person's love for a brand can lead to a good image of a brand in a product or organization. Another research also shows similar result (Sargeant A, 2008) that there are four dimensions affect the image of a non-profit organization including integrity, satisfaction, dynamism, and emotional bonding or what is approaching is the level of brand love.

Brand trust and perceived usefulness gives a positive effect on the brand image of the non-profit sector

The fourth hypothesis in this study examines the correlation of the trust and perceived usefulness variables towards the brand image in the non-profit sector (TP → BI). Based on the results written in table 4.2, it can be seen that the correlation results of TP → BI have a value of 0.000 and a T statistic of 4,440 which means accepting Ho, so it is in accordance with the hypothesis proposed at the beginning. This proves that the perception of trust and usefulness has a significant effect on the brand image of the organization in the non-profit sector, in the context of this study, namely universities. It is in accordance with the previous research by (Hatch, 2010) who conducted research related to efforts to increase brand image through the level of student involvement in activities and interactive activities that were able to grow perceptions of trust and perceptions of usefulness. Referring to previous research by (Black, 2016) also implies that an innovation that is well managed by an organization is able to foster a perception of trust and a perception of usefulness so as to build the image of an organization.

Brand experience strengthens the influence of brand love, and trust and perceived trust on the brand image of the non-profit sector

The results of the choreality test in table 4.2 can be seen that the influence of brand love (BL) and brand trust and perceived usefulness (TP) variables on brand image (BI) and sustainability marketing (SM) with the mediator brand experience (BE) has not strengthened with the P value of 0.141 and 0.057. This means that it does not support Ho, which means that BI is influenced by BL and TP but there is no influence between the presence of BE mediators or not. However, BE has a significant effect on BL and TP, so it can be concluded that the effect of BE on BI is indirect. Meanwhile, brand image (BI) on sustainability marketing (SM) has a significant direct effect without brand experience (BE) mediators. The results of the choreality test contradict previous research (Iglesias, 2019) which states that through experience a person is able to form an image of a product. The results of current research may be influenced by the context that brands in non-profit organizations cannot be directly from individual experiences but must go through love and perceptions of trust so that they can form an image that matches expectations.

The non-profit sector brand image gives a positive effect on sustainability marketing

The sixth hypothesis in this study examines the correlation between brand image in the non-profit sector and sustainability marketing (BI → SM). The results of the correlation test for the two variables resulted in a p value of 0.000 and a T_statistic of 9,393 which means accepting Ho. This proves that there is a significant influence between the images formed by an organization on long-term marketing. These findings are consistent with previous research which found that the influence of an experience of both individuals and communities on long-term marketing, in this case sustainability is defined as an extension of the marketing mix (Pomeroy, 2017).

Discussion of correlation test between variables

The next stage, after the results of the sixth hypothesis correlation test were obtained, the 5 hypotheses were accepted and the first hypothesis was rejected so that in this section it is discussed in more detail regarding the magnitude of the influence and the construct test of the research thinking model. The indicators used to determine the level of influence and model testing include: f^2 , R^2 , and Q^2 . The first indicator used is f^2 which represents the level of influence of the independent variable on the dependent variable, where a value of ≥ 0.02 indicates a weak influence value, a value ≥ 0.12 indicates sufficient influence, and a value ≥ 0.35 indicates a strong influence. In the first hypothesis the correlation between BE and BL has 2,695 f^2 value, meaning that BE has a strong influence on BL, so that the higher the value of BE will have a strong impact on the increase in the BL value.

The value of f^2 in the second hypothesis is the level of correlation between BE and TP which has 1.421 f^2 value, which means that the influence level of BE on TP is at a level that has a strong influence. The third hypothesis, the choreality test between BL and BI, has a value of f^2 of 0.195, where this value indicates a sufficient level of influence, so it can be concluded that BL has quite an effect on the BI variable. The fourth hypothesis is the correlation test for the TP variable against BI which results in an f^2 value of 0.181, thus it can be interpreted that TP has an adequate effect on BI. The fifth hypothesis testing the correlation between

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BL and TP variables is BI with BE moderator, but these results do not support the hypothesis, where the level of influence is very weak with an f^2 value of 0.090. The sixth hypothesis is the correlation test between BI variables and SM, the resulting f^2 value is 4.689, which means that the level of influence between BI and SM is very strong.

Furthermore, the R^2 indicator is used to determine how much the dependent variable is influenced by the independent variable. The value of R^2 is a measure of the evaluation of the effect of the independent variable with the dependent variable, with a value of ≥ 0.67 (substantial), ≥ 0.33 (moderate), ≥ 0.19 (weak). So that in this research model R^2 only appears in the affected variables including: BL, TP, BI, and SM. The value of R^2 on the BL variable is 0.727, indicating that the level is influenced substantially. Then the R^2 value for the TP variable was 0.583, indicating that the TP level was influenced by the independent variable at a moderate level. The BI variable has an R^2 value of 0.832 by BL and TP, then BI has an R^2 value of 0.821 by BL and TP through the BE moderator which means it is influenced at a substantial level. Furthermore, the SM variable has a R^2 value of 0.825 indicating a substantial level of influence.

The next indicator, Q^2 , shows that the value in the construct has predictive relevance, if the value of $Q^2 > 0$ means that the dependent variable is proven to be influenced by the independent variable and vice versa. The Q^2 value in the BI variable construct is non-moderated at 0.462, while those through moderators are 0.430. While the Q^2 value in the SM variable is 0.554. These values indicate that BI and SM are proven to be influenced by independent variables and the predictive relevance value is more than zero, meaning that it shows an influence and supports all the hypotheses proposed in this study.

Based on the results of this research, it can be taken benefits that have an impact either directly or indirectly on science theoretically and practically. Theoretically, research finds evidence that product love and perceptions of trust and usefulness are influenced by experiences with the use of a product or organization brand. Product love and perceived usefulness are able to form an image of a product in an organization which is then able to become a marketing in the long term. In the context of the research, it is limited to a case example of a higher education organization which incidentally is a non-profit organization.

Practically, this research focuses on the context of the college brand which is aimed at students who have graduated with the hope of being able to represent the experience of a brand carried from a higher education organization. Based on the results of this study, it is evident that love and perceptions of trust and usefulness are influenced substantially by experience. So that for practitioners to foster love and trust perceptions, they must first be able to create a good experience from the user. Then from the growth of love and perception, belief is able to grow a good image which is finally able to lead to sustainable marketing in the long term.

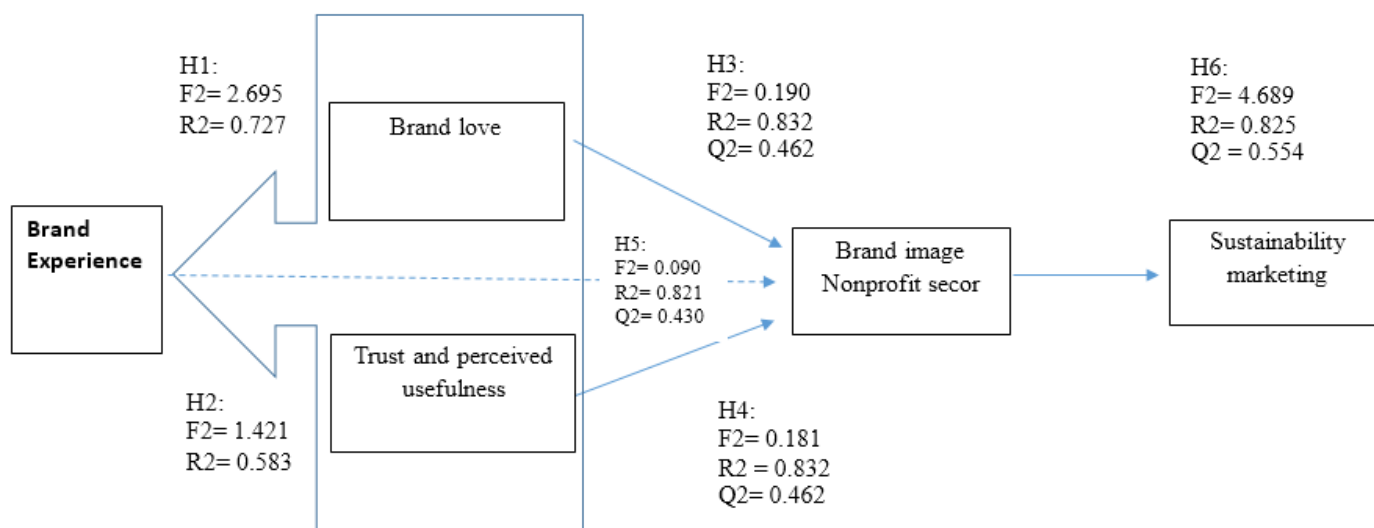


Figure 2. The results of the correlation test of the thinking model framework

Source: The Data Processed by the Researchers (2020)

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study focuses on the long-term marketing context of a non-profit organization, namely university. Using several variables that are predicted to be able to lead a long-term marketing, including the image of an organization's brand that is influenced by love and perceptions of trust and brand usefulness, both directly and strengthened by experience. Overall this

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research consists of 6 hypotheses, all of which can be accepted, but one hypothesis is rejected. Hypothesis test results that show significant results and accept H_0 . Where the first hypothesis tests the brand experience variable for brand love ($BE \rightarrow BL$), the second hypothesis tests the correlation between brand experience variables and brand trust and perceived usefulness ($BE \rightarrow TP$). The third hypothesis, variable brand love to brand image ($BL \rightarrow BI$). The fourth hypothesis, brand trust and perceived usefulness variables to brand image ($TP \rightarrow BI$). The sixth hypothesis examines the correlation of brand image variables on sustainability marketing ($BI \rightarrow SM$). One of the hypotheses put forward and not rejecting H_0 is the fifth hypothesis, namely the level of correlation between brand image and brand love and perceived usefulness moderated by brand experience.

The correlation level of the hypothesis on each variable has different values. Where the first highest value is at the level of the brand image correlation to sustainability marketing, namely the sixth hypothesis. Then the second highest value is in the first and second hypotheses, namely the correlation between the experience of product love and the perception of trust and usefulness for a brand. The level of correlation that is at a sufficient level is found in the third and fourth hypotheses, namely the correlation level of brand image by brand love and brand trust and perceived usefulness. The context of the research represents the results of a survey of UPNVJT alumni as a form of experience and what they feel after becoming a graduate on a campus with the character of defending the State.

Suggestions

Based on the results of the correlation test and discussion, in the current research there are still several limitations in the scope of the research, namely the limited number of respondents to the alumni. Meanwhile, as a university, it should not only have an impact on students but also on the surrounding community, so for further research it would be nice to be able to provide respondents at the community level as well. The research results on the brand experience variable in research have an important role where experience is the main key in fostering brand love and perceptions of trust and usefulness, so it is recommended that UPNVJT pay full attention to improve the service quality and teaching so that students have an interesting and unforgettable experience until by graduating to become alumni.

The next key variable in this study is brand image, where this image is able to lead to the level of sustainability marketing, brand image is strongly influenced by the level of brand love and brand trust and perceived usefulness, so it is recommended that all academicians help build a positive image so that marketing in long term can be achieved. Long-term marketing is expected to be able to encourage students from various universities both at home and abroad to be interested in collaborating. This collaboration is essentially in line with the government's independent learning program where students are given the freedom to collaborate in increasing their potential. With long-term marketing, it is hoped that UPNVJT will be able to contribute significantly to the dynamics of needs in society.

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