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Distribution in Coworking Space: Exploring Brand Experience and Brand Image on Brand Equity through Brand Loyalty

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Abstract

Purpose: This research is a quantitative study aimed at determining the influence of brand experience and brand image on brand equity through brand loyalty in the distribution in Coworking Space industry. **Research design, data and methodology:** The analytical method employed in this research is Partial Least Squares Structural Equation Modeling (PLS-SEM). The study utilizes a quantitative approach and data were collected through online questionnaire distribution using Google Forms among Coworking Space users, with a total of 68 respondents representing the research population. The data was analyzed using PLS-SEM to examine the relationships between the variables under investigation. **Results:** The research findings indicate that brand experience has a significant effect on brand loyalty. Brand experience has significant effect on brand equity. Brand image has significant effect on brand loyalty. Brand image has significant effect on brand equity. Brand loyalty has significant effect on brand equity. **Conclusions:** The research findings indicate that brand experience has a significant effect on brand loyalty. Brand experience has significant effect on brand equity. Brand image has significant effect on brand loyalty. Brand image has significant effect on brand equity. Brand loyalty has significant effect on brand equity.

Keywords : Brand Experience, Brand Image, Brand Loyalty, Brand Equity, Coworking Space.

JEL Classification Code : M30, M31, R39

1. Introduction

The rapid advancement of technology in the current digital era has brought about significant changes in lifestyle and work paradigms. This evolution has not only transformed the way we live but has also greatly impacted the professional landscape (Venkatachalam & Mishra, 2023).

Technological developments have made remote working more efficient and productive, broadening access to diverse resources and specialized talent. This progress has concurrently facilitated enhanced team communication and collaboration, supporting the effectiveness of remote teams. As a result, technology plays a pivotal role in shaping the contemporary workplace, fostering the growth of remote

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working and seamlessly integrating hybrid work models that combine both remote and on-site work.

Coworking space, often referred to as shared workspace, represents a work paradigm that facilitates individuals such as freelancers, small-scale entrepreneurs, and professionals from diverse occupational backgrounds to share and collaborate within a flexible working environment. The concept of shared workspaces, characterized by high-quality facilities, a comfortable work environment, and a heightened level of security, has seen substantial expansion with the growing interest and demand for this working model, which is anticipated to enhance work productivity (Yang et al., 2019).

Data projections from (*Number of Coworking Spaces Worldwide 2018-2024*, 2023) indicate a continuous rise in the number of coworking spaces globally. It is estimated that by the end of 2024, there will be approximately 41,975 coworking spaces dispersed worldwide, fostering open and innovative working environments that encourage various, albeit unrelated, companies to share spaces and collaborate. This phenomenon underscores the rapid growth of the shared working and collaborative trends in the digital era.

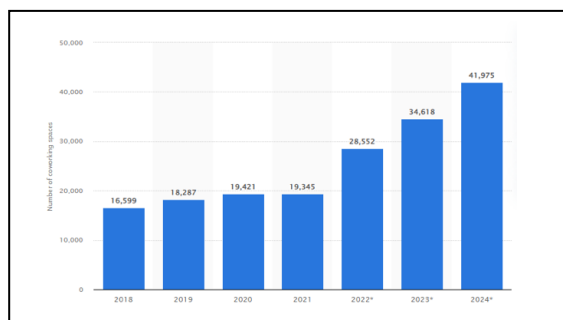


Figure 1: The Growth of the Number of Coworking Spaces

Source: (*Number of Coworking Spaces Worldwide 2018-2024*, 2023)

The surge in coworking spaces is driven by digital technology advancements and the demand for flexible workplaces. These spaces are purposefully crafted to promote collaboration, creativity, idea exchange, networking, socializing, and the creation of business opportunities for small enterprises, startups, and freelancers. Offering adaptable communal settings, coworking spaces act as catalysts for innovation and professional synergy, catering to the growing preference for flexibility and collaboration in today's workforce (Bosworth et al., 2023).

In the dynamic landscape of coworking space businesses, prioritizing brand equity and brand loyalty is essential for sustained success. Brand equity, encapsulating the consistent delivery of gratifying outcomes for both

consumers and the company, stands as a universally applied and paramount concept in building brand value (Habib Dada, 2021). As consumers experience positive interactions with products linked to a specific brand, brand loyalty naturally flourishes (Darmawan, 2019). Therefore, the synergy between brand equity and brand loyalty becomes instrumental in creating enduring value and positive consumer relationships within the coworking space industry. According to Brakus et al. cited in (Beig & Nika, 2019), brand experience is the behavioral and subjective response of customers triggered by brand-related stimuli, and if these stimuli yield satisfying results, customers tend to make repeat purchases.

Furthermore, Kang et al. cited in (Mostafa & Kasamani, 2020) state that brand experience is a key factor that plays a critical role in achieving and sustaining business success, as well as in building long-term bonds with consumers. In this competitive business landscape, positive experiences associated with a brand can be a strong differentiator. This encompasses everything from direct interactions with products or services to consistent and appealing brand communication.

Brand image can be described as the representation of external attributes of products and services, including brand efforts to fulfill customers' social or psychological needs (Kotler & Keller, 2016). Brand image can influence customers' perceptions of brand quality and is a crucial factor when consumers must choose among different brands (Kim & Chao, 2019). Brand image is essential as it serves as a reference for establishing customer trust and plays a role in purchase decision-making through the use of names, symbols, and composite forms (Kotler & Keller, 2016). This serves to distinguish products or services from other competitors. Therefore, to enhance consumer interest in utilizing coworking spaces, it is vital to build an impressive brand image.

2. Literature Review

2.1. Brand Experience

Brand experience is the conceptualization of sensations, emotions, cognition, and behavioral responses that arise as a result of brand stimuli, which are integral components of brand design and identity, packaging, communication, and the environment (Brakus et al., 2009). Brand experience can be employed as a comprehensive measure to estimate the level of personalized consumer experiences activated by a brand (Schmitt, 2009). Brand experience occurs when consumers feel emotions while using a specific product or service and derive satisfaction. Research conducted by (Hepola et al., 2017) suggests that brand experience also

influences external consumer responses, such as behavioral responses generated by brand-related aspects, including brand design and identity, packaging, marketing communication, and the environment, such as the store ambiance, which is an integral part of the brand itself. This demonstrates that brand experience has a significant impact on consumer behavior towards the brand. There are four dimensions of brand experience proposed by Brakus et al. in (Choi et al., 2017). These four dimensions are Sensory, creating experiences through sight, sound, touch, smell, and taste; Intellectual, involving brand-related stimuli that stimulate thinking, problem-solving, and curiosity in general; Affective, a feelings-oriented approach that influences emotions and moods; and Behavioral, creating physical experiences, patterns of behavior, and lifestyle.

Previous research by (van der Westhuizen, 2018) indicated that brand experience fully mediates the relationship between self-brand connection and brand loyalty. The study found that self-brand connection has a positive relationship with brand experience, and brand experience has a positive relationship with brand loyalty. However, when controlling for brand experience, the relationship between self-brand connection and brand loyalty becomes non-significant. The full mediation model was found to be the most suitable in explaining the relationship between self-brand connection, brand experience, and brand loyalty. The study also validated the measurement scale for brand experience, which consists of four underlying dimensions. The limitations of the study include its cross-sectional design and the need for further research on the role of brand trust and negative brand experiences. Overall, this research contributes to understanding the relationship between self-brand connection, brand experience, and brand loyalty.

Furthermore, study's key findings from (Mostafa & Kasamani, 2020) are as follows: Emotional Brand Attachment (EBA) dimensions - brand passion, self-brand connection, and brand affection - significantly impact brand loyalty in the smartphone industry, with self-brand connection having the most prominent effect, followed by brand affection and brand passion. Moreover, Brand Experience has a direct positive influence on brand loyalty, highlighting the importance of delivering a unique customer experience. The study also confirms that brand affection and brand passion fully mediate the relationship between brand experience and brand loyalty, indicating that brand-related stimuli evoke emotional attachments and desires in consumers. Furthermore, self-brand connection partially mediates the relationship, suggesting that customers voluntarily form strong connections with the brand, which are enhanced by brand experiences. The study contributes to our understanding of the role of Emotional Brand Attachment and Brand Experience in shaping brand loyalty

in the smartphone industry, underscoring the significance of creating positive brand experiences and fostering emotional connections with consumers for enhancing brand loyalty.

The previous research from (Sohaib et al., 2022) presents a case study on the perception of the Apple brand in China and its impact on brand equity. It examines the relationship between brand experience, brand love, brand engagement, and brand equity in the context of Chinese customers' perception of Apple products. The study finds that brand experience positively influences brand engagement, brand love, and brand equity. Brand love partially mediates the relationship between brand experience and brand engagement/brand equity. Prior studies conducted by (Jeon & Yoo, 2021) have shown that brand experience plays a crucial role in shaping brand equity. This is because it contributes to the improvement of brand recognition, the establishment of brand associations and image, the perception of quality, and the fostering of brand loyalty. These results underscore the significance of crafting distinctive and unforgettable consumer experiences as a means to establish robust brand equity. Based on the findings from the aforementioned studies, the subsequent hypotheses can be formulated:

H1: Brand experience significantly influences brand loyalty.

H2: Brand experience significantly influences brand equity.

2.2. Brand Image

Brand image, as described by (Kotler & Keller, 2016), encompasses the extrinsic attributes of products and services, including the brand's efforts to fulfill consumers' social or psychological needs. According to Hower, Brownlie, and Kerrigan, as cited in (Lin et al., 2021), the significance of a strong brand lies in its ability to reflect consumer habits and gain recognition and status through strategic identity management. Corporate image is constructed through various elements such as the logo, name, mission, vision, organizational culture, products/services, advertising, and the appearance of the corporate facilities. Brand image analysis may involve four key elements, namely verbal and visual identification, brand promotion methods such as marketing communication, and the behavior of individuals (including employees) associated with the brand (Świtła et al., 2018).

To surpass competitors, it is crucial to carefully plan, maintain, support, and preserve brand image (J. L. Aaker, 1997). One of the key elements in building a successful brand is understanding how to develop brand identity and the ability to effectively express and convey that brand identity (J. L. Aaker, 1997). According to (Keller & Kotler, 2012) there are four main dimensions that shape a brand's

image:

1. **Brand Identity:** These are the physical elements associated with the brand or product, making it easier for customers to recognize and differentiate it from other brands or products. These elements include the logo, color, packaging, location, parent company's identity, slogan, and various other factors.
2. **Brand Personality:** This represents the unique characteristics of a brand that form a distinct personality, akin to human personality traits. This allows consumers to easily distinguish the brand from others in the same category. Examples of these characteristics may include traits like assertive, rigid, dynamic, creative, independent, and more.
3. **Brand Association:** These are specific elements that are appropriately or consistently linked to a brand. They can arise from the uniqueness of the product offerings, ongoing and consistent activities such as sponsorship or social responsibility initiatives, issues strongly associated with the brand, and people, symbols, and meanings strongly attached to the brand.
4. **Brand Attitude and Behavior:** This pertains to the attitudes and behaviors in communication and interaction between the brand and customers in delivering the brand's benefits and values. Attitude and behavior encompass customer attitudes and behaviors, brand-related activities and attributes during interactions with customers, and the behavior of employees and brand owners.

The previous research by (Munir & Rachman Putra, 2021) yielded the following findings: First, there is an influence of brand image on Samsung brand loyalty. Customers who regularly use the brand believe it offers distinct advantages over its competitors. Second, there is an impact of product quality on brand loyalty. Although concerns and declines in brand loyalty are highly influenced by the quality of the products provided, customers will feel confident if the available products are of good quality and useful. Third, there is a simultaneous influence of brand image and product quality on brand loyalty. The better the brand image and product quality, the higher the brand loyalty.

Based on the research findings above, brand image plays a role in shaping customer perceptions of the product, leading to a desire to purchase, and ultimately correlating with brand loyalty. The company is believed to be able to maintain its brand image because Samsung is a strong brand in the market. On the other hand, the company must continuously improve product quality and advertising intensity so that their products can be recognized by all segments of society. This is necessary to prevent buyers from switching to similar products with different brands.

The previous research by (Habib Dada, 2021) reveals the pivotal role of Brand Equity in fortifying the relationship

between businesses and their consumers. These findings underscore that Brand Equity predominantly hinges on Brand Loyalty, indicating that changes in Brand Loyalty can influence Brand Equity. The two other independent variables, Brand Association and Brand Image, do not exhibit a significant relationship with Brand Equity, in line with the outcomes of the study.

Based on the findings from the aforementioned studies, the subsequent hypotheses can be formulated:

H3: Brand image significantly influences brand loyalty.

H4: Brand image insignificantly influences brand equity.

2.3. Brand Loyalty

Brand loyalty, as defined by (D. Aaker, 2009), refers to the degree of connection between a consumer and a specific brand. This level of connection can depict the likelihood of a consumer switching to another brand when changes occur within the relevant brand, such as price adjustments or other attributes. According to (D. Aaker, 2002) brand loyalty is at the core of brand value, and the concept of brand loyalty strengthens the measure and intensity of attachment within each segment.

Furthermore, according to Tuominen as cited in (Gajanová & Nadányiová, 2018) characterizes brand loyalty as a favorable disposition towards a brand, resulting in consistent and repeated purchases over time, stemming from the consumer's recognition that only that particular brand can fulfill their needs. There are three dimensions and indicators of brand loyalty as outlined by (Lee et al., 2011). The first is cognitive loyalty, which reflects consumers' awareness and knowledge of a brand. The second is affective loyalty, which pertains to consumers' feelings and attitudes toward the brand, such as their willingness to use and their emotional affinity with the brand. The third is conative loyalty, which lies at the intersection of attitudinal loyalty and behavioral loyalty. This dimension signifies consumers' inclination to continue using the same brand in the future and their commitment to the brand.

The previous research findings from (Eslami, 2020) investigates the impact of brand experience on brand equity and brand loyalty in the complementary health insurance industry in Iran. The findings indicate that brand experience significantly influences brand image, perceived quality, brand awareness, and brand loyalty. Perceived quality acts as a mediator between brand experience and brand loyalty. The study emphasizes the importance of establishing long-term and profitable relationships with customers and identifies factors that can impact brand loyalty and brand equity.

Based on the findings from the aforementioned studies, the subsequent hypotheses can be formulated:

H5 = Brand loyalty significantly influences brand equity.

2.4. Brand Equity

The definition of brand equity, as per The Marketing Science Institute, as cited in (Shariq, 2018), is 'The set of associations and behavior on the part of a brand's customers, channel members, and parent corporation that permits the brand to earn greater volume or greater margins than it could without the brand name.' The intended meaning of this statement is that brand equity consists of a set of associations and behaviors related to a brand, which enables the brand to achieve greater sales volume and higher profit margins than it could without the presence of the brand name. Brand equity, a pivotal concept in marketing discussions, underscores a brand's consistent delivery of value to both consumers and the company. All companies leverage this concept to create value for their brands. When a brand establishes robust and positive brand equity, it fosters a favorable image and anticipation among consumers, consequently fostering elevated levels of consumer engagement (Jeon & Yoo, 2021). This heightened engagement prompts individuals to actively seek out and interact with the brand, resulting in enhanced positive encounters and interactions.

According to Aaker as cited in (Dua et al., 2019) brand equity comprises four dimensions: brand awareness, brand loyalty, perceived brand quality, and brand associations. According to (Świtała et al., 2018), brand equity should be assessed through five aspects that collectively influence added value for customers and brand owners. One of these elements is loyalty to a specific brand, which holds intrinsic value as it can reduce marketing costs, such as for promotions and advertising. Furthermore, loyal and satisfied customers tend to provide positive recommendations about the brand they purchase to others, acting as brand ambassadors. The second element is market recognition, which, when high, can positively influence purchasing decisions at all stages of the shopping process. Additionally, the perception of high quality serves as a reason for conscious purchasing and forms the foundation for product differentiation. Products perceived as having high quality appeal not only to end consumers but also to intermediaries, as they offer potential for higher margins and opportunities to expand product lines. The final element in the explained brand equity model consists of other assets associated with a specific brand, such as trademarks and patents, developed over the years to collectively create additional value for the brand offered. However, the creation or production of these assets necessitates financial investment and significant effort from the company that owns the brand.

2.5. Research Framework

This study employs three variables: Brand experience (X1) dan brand image (X2), brand loyalty (Y), and brand equity (Z).

Brand experience (X1) and brand image (X2) serving as the independent variable, while its dependent variable is brand equity (Z). Additionally, the intervening variable is brand loyalty (Y)

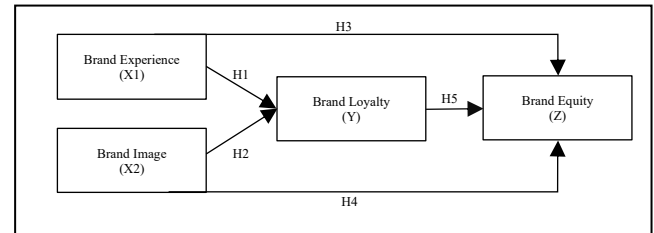


Figure 2: Hypothesis

H1 = Brand experience has a positive effect on brand loyalty.

H2 = Brand experience has a positive effect on brand equity.

H3 = Brand image has a positive effect on brand loyalty.

H4 = Brand image has a negative effect on brand equity.

H5 = Brand loyalty has a positive effect on brand equity.

3. Research Methods

This research adopts a quantitative approach aimed at establishing relationships or explaining changes or issues based on measurable facts, and generating generalizations from quantitative or numerical data (Mohajan, 2020). The quantitative approach follows a structured and consistent format, comprising an introduction, literature review, theoretical framework, research methodology, research findings, and the objective of testing predefined hypotheses on a specific population or sample while analyzing quantitative or statistical data. With the quantitative approach, the author can produce numerically measurable data regarding the relationships between the variables of brand experience, brand image, brand loyalty, and brand equity. The choice of the quantitative method is driven by its efficiency in data collection and analysis, with data gathered through questionnaires (Christensen & Johnson, 2014). This method is used to collect quantitative data that can be statistically analyzed to address the research questions. The quantitative research method allows for more precise and valid measurements of the variables under investigation, thereby delivering more objective and reliable research outcomes. This research employs a descriptive research design. According to (Christensen & Johnson, 2014) the

purpose of descriptive analysis is to elucidate the distribution patterns of respondents' answers to the research variables based on their responses to the questionnaire. Ordinal measurement employing a Likert scale was employed to analyze both independent and dependent variables in this research study. The primary aim was to gather data that accurately represents a specific population by means of sampling. The study's sample consisted of individuals who are active users of coworking spaces. The selection of this sample was accomplished using the Lemeshow formula, which was deemed appropriate due to the unknown size of the population. As a result, the study utilized a total of 68 samples, as determined through the calculations facilitated by the Lemeshow formula. The calculation involved the following equation:

$$n = \frac{Z^2 \times P(1-P)}{e^2}$$

Notes:

n = the sample size to be determined

Z = z-score at 90% confidence level = 1.64

P = focus of the case / maximum estimation = 0.5

e = alpha (0.010) or 10% sampling error

In this research, a non-probability technique employing a convenience sampling method will be utilized. The adoption of convenience sampling allows the researcher to efficiently and cost-effectively select a substantial number of participants without imposing specific selection criteria (Sekaran & Bougie, 2016). Regarding the data analysis approach, the study employs Partial Least Squares Structural Equation Modeling (PLS-SEM), with a particular focus on the evaluation of the measurement model, also referred to as the outer model. This evaluation aims to assess the validity and reliability of the indicators, which serve as essential instruments in the study. Within the assessment of the measurement model, various tests are conducted, utilizing SMARTPLS software, to ensure validity and reliability.

Data collection in this research involved the distribution of questionnaires to respondents, which were subsequently processed and subjected to testing. The data analysis

methodology employed in this study is Structural Equation Modeling - Partial Least Square (SEM PLS), utilizing Smart PLS software version 3.2.8 for data analysis. SEM is a sophisticated multivariate analysis technique that amalgamates elements such as factor analysis and regression, as outlined by (J. Hair et al., 2017). By employing SEM, researchers gain the ability to explore relationships not only between observable and latent variables but also among different latent variables in a comprehensive and rigorous manner.

4. Results and Discussion

4.1. Respondents Attributes

The outer model test was conducted to assess the correlation between the construct and its respective indicators. This correlation analysis serves to reaffirm the validity and reliability of a construct alongside its indicators. The validity examination involved two critical measurements, namely convergent validity and discriminant validity. Here is a description of the study's respondents. Out of a total of 68 respondents, the following observations can be made:

Table 1: Demographic Characteristics of Respondents

Category	Classification	%
Gender	Female	75%
	Male	25%
Age	18 – 24 years old	35%
	25 – 34 years old	62%
	35 – 44 years old	3%
Occupation	Student	18%
	Private sector employee	57%
	Entrepreneur	13%
	Civil servant/State-owned enterprise employee	9%
	Others	3%
Income	< Rp 5 million	22%
	Rp 5 million – Rp 10 million	56%
	Rp 10 million – Rp 20 million	18%
	Rp 20 million – Rp 30 million	3%
	Rp 30 million – Rp 50 million	1%
Education	Diploma	10%
	Bachelor Degree	81%
	Postgraduate	9%

Source: Data Processing Results from SmartPLS, 2023

4.2. Validity and Reliability Analysis

Convergent validity assessment through loading factor is considered valid if the loading factor values are greater than 0.7, and the results, when combined with the Average

Variance Extracted (AVE), are considered valid if the loading factor values are greater than 0.5 (J. Hair et al., 2017). The computed values of loading factor and Average Variance Extracted (AVE) by the researcher using the

SmartPLS software can be observed in the table below:

Table 2: Convergent Validity Test Score

Variable	Indicator	Outer Loading	AVE
Brand Experience (X1)	BE1	0.889	0.783
	BE2	0.881	
	BE3	0.860	
	BE4	0.868	
	BE5	0.892	
	BE6	0.862	
	BE7	0.906	
	BE8	0.907	
Brand Image (X2)	BI1	0.774	0.571
	BI2	0.748	
	BI3	0.743	
	BI4	0.743	
	BI5	0.795	
	BI6	0.738	
	BI7	0.745	
Brand Loyalty (Y)	BL1	0.740	0.540
	BL2	0.761	
	BL3	0.708	
	BL4	0.685	
	BL5	0.716	
	BL6	0.741	
	BL7	0.745	
	BL8	0.766	
	BL9	0.748	
Brand Equity (Z)	BQ1	0.689	0.588
	BQ2	0.739	
	BQ3	0.783	
	BQ4	0.711	
	BQ5	0.765	
	BQ6	0.711	
	BQ7	0.816	
	BQ8	0.807	
	BQ9	0.860	
	BQ10	0.773	

Source: Data Processing Results from SmartPLS, 2023

Based on the above loading factor results, it can be concluded that all questionnaire indicators are valid because each indicator has a value above 0.7. Therefore, based on these findings, it can be concluded that:

- The Intellectual indicator (BE8) has the largest effect on the Brand Experience variable, with an indicator value of 0.907.
- The Affective indicator (BI5) has the largest effect on the brand image variable, with an indicator value of 0.795.
- The Connative Loyalty indicator (BL8) has the largest effect on the Brand Loyalty variable, with an indicator value of 0.766.
- The Brand Awareness indicator (BQ9) has the largest effect on the Brand Equity variable, with an indicator value of 0.860.

Additionally, the table above presents that all variables have an Average Variance Extracted (AVE) value above 0.5. Since the aforementioned criteria have been met, it can be concluded that the variables are valid, and convergent validity is considered to have been achieved.

To assess the research hypotheses, an analysis was carried out using the Partial Least Square (PLS) method, employing the SmartPLS 3.2.8 software.

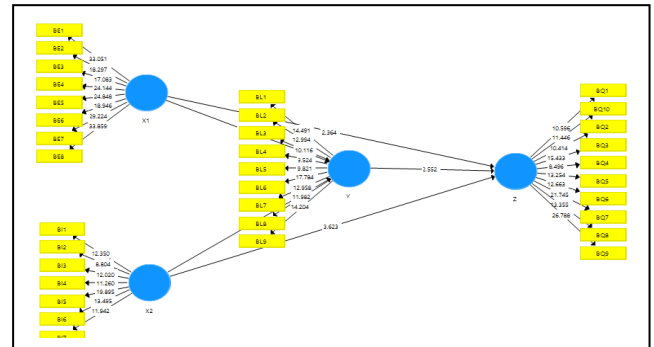


Figure 3: Partial Least Square

Source: Data Processing Results from SmartPLS, 2023

Reliability refers to the consistency exhibited by a multi-item scale or construct. A scale is considered reliable when it consistently generates uniform results when subjected to similar or identical conditions (J. F. Hair et al., 2019). The internal consistency reliability stands as the predominant and widely employed method for evaluating reliability.

Table 3: The Result of Cronbach's Alpha

	Cronbach's Alpha	Notes
Brand Experience	0.960	Reliable
Brand Image	0.876	Reliable

Brand Loyalty	0.894	Reliable
Brand Equity	0.922	Reliable

Source: Data Processing Results from SmartPLS, 2023

The assessment of a questionnaire's reliability level, determined through the calculation of Cronbach's Alpha, should yield values exceeding 0.60 to establish the scale's acceptability in terms of reliability (Taber, 2018). In this study, the results of the measurements surpassed this threshold, precisely registering at 0.960 for brand experience, 0.876 for brand image, 0.894 for brand loyalty, and 0.922 for brand equity. These outcomes affirm the robustness and reliability of the measurement instrument, as documented in Table 4.

4.4. Discussion

When assessing the structural model using Partial Least Squares (PLS), the initial step involved the examination of the R-Square for each endogenous latent variable, which represents the model's predictive power. Changes in R-Squares were utilized to elucidate the influence of specific exogenous latent variables on the endogenous latent variables, determining whether they exert a substantial impact. In the assessment of the relationships between constructs, path coefficient values or t-statistics were employed for each path.

The R-Square value serves as the coefficient of determination for the endogenous construct. As per (Chin, 1998), an R-Square value of 0.67 is considered strong, 0.33 is considered moderate, and 0.19 is considered weak.

Table 4: R Square Model Value

	R Square	R Square Adjusted
Brand Loyalty	0.246	0.222
Brand Equity	0.448	0.422

Source: Data Processing Results from SmartPLS, 2023

As indicated in Table 6, it is evident that the brand equity variable (Z) exhibits an R-square value of 0.448 (44.8%). This categorizes all variables as moderately influential, falling between the strong and weak ends of the spectrum. Additionally, to assess the interrelationships between variables, the bootstrapping method can be employed. Within the PLS methodology, the decision to accept or reject a hypothesis is contingent upon the significance value (P-value) being less than 0.05. In this instance, the significance value can be determined by scrutinizing the parameter coefficient values and the T-statistical significance value, which should exceed 1.96.

Table 5: T-Statistic Value

	Original Sample	Sample (M)	STDEV	T Statistic	P Value	Results
BE → BL	0.289	0.299	0.118	2.440	0.015	Accepted
BE → BQ	0.289	0.286	0.121	2.396	0.017	Accepted
BI → BL	0.353	0.373	0.096	3.684	0.000	Accepted
BI → BQ	0.309	0.302	0.083	3.719	0.000	Accepted

Source: Data Processing Results from SmartPLS, 2023

Table 6: Mediation Test

	Original Sample	Sample (M)	STDEV	T Statistic	P Value	Results
BE → BL → BQ	0.089	0.099	0.059	1.515	0.130	Rejected
BI → BL → BQ	0.109	0.124	0.058	1.874	0.061	Rejected

Source: Data Processing Results from SmartPLS, 2023

In light of the outcomes of the conducted statistical tests, it can be deduced that out of the three hypotheses investigated through the PLS Structural Equation Model (SEM) analysis, five hypotheses have exhibited statistical significance and have been substantiated to exert a discernible influence. Therefore, the hypotheses are summarized as follows based on the findings: H1 = Brand experience has a positive effect

on brand loyalty, H2 = Brand experience has a positive effect on brand equity, H3 = Brand image has a positive effect on brand loyalty, H4 = Brand image has a positive effect on brand equity, H5 = Brand loyalty has a positive effect on brand equity. H1: This result is considered to be in line with previous research by (van der Westhuizen, 2018) which discovered that brand experience fully have a significant positive impact on self-brand connection and brand loyalty, H2: This hypothesis is supported by

previous research (Sohaib et al., 2023) that brand experience has a significant effect on the brand equity, H3: This study is in accordance with previous research by (Munir & Rachman Putra, 2021) showed that there was a significant role of brand image in the formation of brand loyalty, H4: This research is not in line with previous research, where previous research has proven that brand image has a negative impact on brand equity (Habib Dada, 2021), H5: This research is in line with previous research where a brand loyalty has a positive impact on brand equity (Eslami, 2020).

5. Conclusions

This research commenced with the empirical examination of the influence of brand experience and brand image on brand equity, while also exploring the mediating role of brand loyalty. The study's findings reveal that brand experience significantly and positively affects brand loyalty, and it also significantly and positively affects brand equity. Moreover, brand image significantly and positively influences brand loyalty, as well as brand equity. However, the research does not establish a positive association between brand experience and its impact on brand equity through brand loyalty. Additionally, we observed that the mediation of brand loyalty in brand image does not yield a positive effect. There are several limitations that need to be acknowledged. The research sample was obtained from users of coworking spaces through an online questionnaire. Although they were asked if they visited coworking spaces at least once a week, the results may reflect some selection bias. Future research should consider employing different data collection methods to gather responses from various brands. This study investigates the relationships among brand experience, brand image, brand loyalty, and brand equity in the context of coworking spaces. The generalizability of the study findings to other contexts (i.e., external validity) is limited, and future research should encompass a broader range of contexts. In the coworking space industry, there is a limited amount of research on related topics. Therefore, this study aimed to cover broad concepts and issues within the coworking space industry rather than focusing on a specific research issue. Consequently, more efforts should be dedicated to the specific concepts proposed in this research. The research model examined in this study may serve as a guideline for future research within the coworking space industry.

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