

Exploring Brand Experience Dimensions; is this Important for SMEs Brand in Indonesia?

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ABSTRACT

This study focuses on looking at the role of the brand experience dimension in supporting the sustainability of brands in Indonesia. Furthermore, this study will describe the specific dimensions that exist in the brand experience that can be adopted by SMEs brand in Indonesia which can be one of the SME development strategies amid the emergence of SMEs brand in Indonesia. This study focuses on the culinary sector SMEs because there are many competitors so they have a high risk of losing their business. This research uses a qualitative approach by exploring existing literature studies related to brand experience dimensions. This study contributes to explaining the dimensions of brand experience in detail that can be adopted by SMEs brand to able to retain customers and ensure the sustainability of their business. The results of the study show that five dominant dimensions can be used by SMEs brand in maintaining the continuity of their brands and being able to compete in the tight competition in the culinary business in Indonesia.

Keywords: Brand Experience; SMEs in Indonesia; Strategic Brand; Brand Experience Dimension

INTRODUCTION

Business grows very drastically. The corporate climate of today is increasingly sophisticated and has various problems. Small Medium Enterprises (SMEs) is a company that is now receiving attention from all across the world (SMEs). Without a doubt, SMEs are essential to the economy and the foundation of the economy for the majority of firms in operation. (Schaper, 2020) SMEs are essential to the global economy since they provide jobs and offer answers to societal and economic issues. The government and other non-profit organizations gave more assistance as they developed and contributed to the economy of the nation. The difficulties faced by SMEs are related to their need to continue operating and build a strong brand to compete with other SMEs and expand to the global market.

SMEs in Indonesia is expanding quickly. According to data from the Ministry of Cooperatives and SMEs, between 2015 and 2018, the number of SMEs increased by 8.32 percent to 64.1 million business units, with a total workforce of 116 million in 2018 and an increase of 1.98% in 2019. These businesses contributed 2.04 billion rupiah to Indonesia's GDP in 2018 and 2.56 billion rupiah in terms of investment. (depkor.go.id) SMEs support the national economy and are at the forefront of domestic economic activity in Indonesia. SMEs have been trusted as an important component and become the backbone of the economy in Indonesia. However, as previously discussed, even though the number of SMEs in Indonesia has increased every year, with the intense competition, SMEs in Indonesia still have an obstacle to building strong brands because the number of existing SMEs increases, and there are more brand options available to consumers, for that it is important for SMEs in Indonesia have a strong brand strategy to keep their business sustainable. To achieve the aims and purposes of marketing, each SME needs to build a strong relationship between customer and brand. Brand experience is therefore fundamental in