

The Influence Of Brand Experience, Brand Image And Brand Trust On Brand Loyalty Of Samsung Smartphone Users

Pengaruh Pengalaman Merek, Citra Merek Dan Kepercayaan Merek Terhadap Loyalitas Merek Pengguna *Smartphone* Samsung

Annastasya Zulfa Rosada^{1*}, Anton Agus Setyawan²

Manajemen, Universitas Muhammadiyah Surakarta, Indonesia^{1,2}

b100220549@student.ums.ac.id^{1*}, anton.setyawan@ums.ac.id²

**Corresponding Author*

ABSTRACT

This research explores how Brand Experience, Brand Image, and Brand Trust affect the Loyalty of consumers who use Samsung smartphones. The research targets individuals aged 17–50 who have purchased and are currently using Samsung devices. Using purposive sampling, 150 respondents participated in the study. An online questionnaire was used to gather the data on a five-point Likert scale. Brand Experience, reflecting consumers' sensory, emotional, behavioral, and cognitive interactions, was measured through visual appeal, quality perception, emotional satisfaction, engagement, and curiosity. Brand Image, representing consumers' perceptions of brand strength, favorability, and uniqueness, was evaluated via product quality, technological relevance, prestige, logo recognition, and variety. Consumer trust reflects the degree to which individuals believe in a brand's dependability and honesty, was operationalized using product consistency, dependability, accountability, relative trust, and service quality. Brand Loyalty, indicating consumers' commitment to repurchase, was assessed through behavioral and attitudinal measures, including repurchase intention, primary brand preference, continued patronage, recommendations, and sharing positive experiences. The findings indicate that Brand Loyalty is strongly influenced by both Brand Experience and Brand Trust, while Brand Image shows no significant influence. The results indicate that cultivating stronger experiential engagement and trust-driven connections plays a vital role in strengthening consumers' loyalty toward Samsung smartphones.

Keywords : Brand Experience, Brand Image, Brand Loyalty, Brand Trust, Samsung.

ABSTRAK

Penelitian ini mengeksplorasi bagaimana Brand Experience, Brand Image, dan Brand Trust memengaruhi loyalitas konsumen pengguna smartphone Samsung. Penelitian ini menargetkan individu berusia 17–50 tahun yang telah membeli dan saat ini menggunakan perangkat Samsung. Dengan menggunakan purposive sampling, sebanyak 150 responden berpartisipasi dalam penelitian ini. Data dikumpulkan melalui kuesioner daring menggunakan skala Likert lima poin. Brand Experience, yang mencerminkan interaksi konsumen secara sensorik, emosional, perilaku, dan kognitif, diukur melalui daya tarik visual, persepsi kualitas, kepuasan emosional, keterlibatan, dan rasa ingin tahu. Brand Image, yang merepresentasikan persepsi konsumen terhadap kekuatan, favorabilitas, dan keunikan merek, dievaluasi melalui kualitas produk, relevansi teknologi, prestise, pengenalan logo, dan variasi produk. Brand Trust, yang menggambarkan sejauh mana konsumen percaya pada keandalan dan kejujuran merek, dioperasionalkan menggunakan konsistensi produk, keandalan, akuntabilitas, tingkat kepercayaan relatif, dan kualitas layanan. Brand Loyalty, yang menunjukkan komitmen konsumen untuk melakukan pembelian ulang, diukur melalui aspek perilaku dan sikap, termasuk niat pembelian ulang, preferensi utama terhadap merek, kelanjutan penggunaan, rekomendasi, dan berbagi pengalaman positif. Hasil penelitian menunjukkan bahwa Brand Loyalty dipengaruhi secara kuat oleh Brand Experience dan Brand Trust, sementara Brand Image tidak menunjukkan pengaruh signifikan. Temuan ini menegaskan bahwa peningkatan keterlibatan pengalaman dan hubungan berbasis kepercayaan memegang peran penting dalam memperkuat loyalitas konsumen terhadap smartphone Samsung.

Kata Kunci: Brand Experience, Brand Image, Brand Loyalty, Brand Trust, Samsung.

1. Introduction

Advancements in communication technology and the acceleration of globalization have intensified competition among products, particularly in the smartphone industry. Smartphones have become essential in daily life, serving not only as communication tools but also as platforms for storing critical data and accessing the internet (Na et al., 2023). In Indonesia, smartphone adoption has risen dramatically, with an estimated 89% of the population, or approximately 167 million people, using them (Goodstats.id, 2022), which has intensified market competition and compelled companies to continuously innovate and offer new product variations to maintain consumer interest (Salsabila & Nurhadi, 2022). Samsung, as a leading global smartphone brand, strives to retain customer loyalty not only through product quality but also by delivering distinctive brand experiences that foster positive interactions and satisfaction (Qomariyah & Haryadi, 2022). However, market data from Counterpoint (2025) indicate that Samsung's market share dropped to 18% in Q1 2025, down from its first-place position in Q1 2024, reflecting a 15% YoY decline that may adversely affect brand loyalty. Research suggests that brand loyalty in the smartphone sector is influenced by hardware quality, device design, software features, brands that deliver superior product quality and demonstrate professional service are more likely to maintain long-term customer loyalty and commitment due to the level of customer support they provide (Mostafa & Kasamani, 2021). Consequently, smartphone companies to foster lasting consumer loyalty, companies should focus on strengthening brand elements like trust, image, and overall experience and achieve sustainable business success (Na et al., 2023).

Consumer brand commitment is a critical element of brand equity and a central focus in marketing strategies, as it reflects the strength of consumers' the emotional bond a consumer feels toward a brand reflects the extent to which they will maintain loyalty or shift to competing options when variations in price or product attributes occur (Putra & Lestari, 2023). To enhance brand loyalty, companies must create positive brand experiences, which arise as consumers gather information, make purchases, and use products, particularly during direct interactions with brand environments such as stores or promotional media (Silintowe & Suntoro, 2020). Consumer choices of specific products and brands are greatly influenced by these experiences.

An essential strategy for fostering brand loyalty is the cultivation of a strong brand image, as it shapes customer perceptions and influences their purchasing decisions (Sari Dewi et al., 2020). Consumer confidence in a brand, even when facing possible risks, represents the essence of brand trust, functions not only as a differentiating strategy but also as a source of customer satisfaction through novel experiences (Silintowe & Suntoro, 2020). When a brand reliably fulfills its promises and satisfies customer expectations, the relationship between trust and loyalty becomes increasingly robust, encouraging repeat patronage. By establishing trust, companies can attract new customers while retaining existing ones, thereby reinforcing overall brand loyalty.

The purpose of this research is to analyze how brand experience, brand image, and brand trust affect the loyalty of consumers toward Samsung smartphones. By understanding these relationships, companies can focus on addressing the needs of individual customers and transforming them into loyal patrons. Insights from this research are expected to assist firms in developing effective strategies to strengthen customer relationships, enhance satisfaction, and create positive brand experiences, ultimately fostering sustainable brand loyalty.

2. Review of literature

Brand Loyalty

Brand loyalty reflects the degree to which consumers consistently choose to repurchase and recommend a specific brand to others. It is defined as a consumer's repeated purchasing behavior toward a brand over a given period, occurring at least twice, demonstrating a strong commitment and personal attachment to that brand (Haidar et al., 2025; Agnes & Radnan, 2023).

This loyalty encompasses repeated purchases, dedication, and favorable perceptions, indicating consumers' sustained preference for a particular product or service. Consumers' brand loyalty becomes especially significant when multiple alternatives exist in the market, highlighting their inclination to remain committed to a chosen brand (Le, 2020).

Effect of Brand Experience on Brand Loyalty

Customer perceptions and reactions that emerge while engaging with or following their interaction with a product or service define what is known as brand experience, shaping their overall view of the brand (Hartono & Rodhiah, 2021). This subjective experience encompasses impressions, emotions, and perceptions and responses to different brand-related elements, including product design, brand identity, packaging format, and communication strategies, and overall brand atmosphere can give rise to consumers' responses and perceptions. The way consumers perceive and interact with a product or service significantly shapes how they behave in future purchasing decisions and emotional responses (Mostafa & Kasamani, 2021). Empirical evidence indicates that product engagement is linked to brand loyalty and significantly affects its level (Agnes & Radnan, 2023), while brand experience positively and substantially impacts loyalty among Apple smartphone users (Gultom & Hasibuan, 2021). Drawing from the aforementioned insights, this research puts forward the following hypotheses:

H₁: There is a significant positive effect of brand experience on consumers' brand loyalty.

Effect of Brand Image on Brand Loyalty

Brand image denotes the way consumers perceive and interpret a brand and beliefs consistently held in consumers' minds, shaped by their attitudes, preferences, and convictions toward a brand. Consumers' loyalty tends to strengthen when the brand successfully builds a favorable image, influence product choice, and encourage repeat purchases (Rahmadhany & Amalia, 2023). Empirical evidence supports this relationship, as studies by Salsabila and Nurhadi (2022) and Armanto et al. (2022) It can be inferred that greater consumer loyalty tends to arise when a brand possesses a stronger reputation. Drawing from these results, the researcher formulates the following hypotheses:

H₂: Brand loyalty is positively and significantly influenced by the image perceived of the brand.

Influence of Brand Trust on Brand Loyalty

Consumer decisions between competing brands are strongly influenced by the level of trust they have in a brand, it signifies customers' readiness to depend on a brand even when facing possible risks, grounded in their confidence that the brand will reliably fulfill expectations and provide satisfying experiences (Salsabila & Nurhadi, 2022). Brands that demonstrate dependability and offer additional value tend to attract consumers' preference more strongly. High levels of consumer trust increase the likelihood of product usage (Putra et al., 2020), empirical findings indicate that brand loyalty is strongly influenced determined by the level of confidence consumers hold toward a brand, as observed in the case of Sensodyne (Vernadila, 2020). Based on these considerations, the next hypothesis is formulated:

H₃: Trust in a brand positively and significantly contributes to the development of brand loyalty.

3. Research Method

This study targets Samsung smartphone users as its population, encompassing relevant individuals, objects, or events (Safitri, 2024). Respondents were selected using purposive sampling, a non-probability technique, based on criteria including age between 17 and 50, prior purchase of a Samsung device, and current usage, resulting in a sample of 150 participants due to the unknown population size (Vernadila, 2020). Using Google Forms, the researchers collected data through an online questionnaire in which participants rated items on a five-point

Likert scale. In the study conducted by Hasniaty et al. (2024), brand experience, brand image, and brand trust are defined as the independent variables, while brand loyalty serves as the dependent variable. Brand experience, involving consumers' sensory, emotional, behavioral, and cognitive interactions with a brand, was measured via visual appeal, image quality, emotional satisfaction, engagement, and curiosity toward technology (Mostafa & Kasamani, 2021). Brand image, reflecting consumers' perceptions of brand strength, favorability, and uniqueness, was assessed through product quality, technological relevance, prestige, logo recognition, and variety (Rahmadhany & Amalia, 2023). Brand trust can be described as the degree to which consumers have confidence in a brand is capable of meeting their expectations and satisfying their needs, was operationalized through reliability, integrity, and benevolence dimensions, measured by product consistency, dependability, accountability, relative trust, and service quality (Salsabila & Nurhadi, 2022). Brand loyalty, capturing consumers' commitment to repeat purchases, was evaluated via behavioral and attitudinal indicators, including repurchase intention, primary brand preference, continued patronage, recommendations, and sharing positive experiences, all rated on a five-point Likert scale (Le, 2020).

4. Result and Discussion

Respondent Characteristics

Completion of a 20-item questionnaire was carried out by study participants who owned Samsung smartphones, five-point Likert scale questionnaire administered via Google Forms. Participants accessed and completed the survey through links published on social media sites and WhatsApp groups, and the collected data regarding the respondents are presented as follows:

Table 1. Respondent Characteristics

Characteristics	Description	Frequency	Percentage
Gender	Male	22	14,7%
	Female	128	85,3%
Age	17-27 Years	141	94%
	28-40 Years	9	6%
	41-50 Years	0	0%
Last Level of Education	High School	100	66,7%
	Bachelor's Degree	42	28%
	Diploma	5	3,3%
	Postgraduate Degree	3	2%
Duration of Samsung Smartphone Use	Less than 6 Months	5	53,3%
	6 Months – 1 Year	25	26,7%
	2 Years	40	16,7%
	Over 3 Years	80	3,3%

Source: Processed data (2025)

Analysis of the respondents' characteristics indicates that Samsung smartphone users are predominantly female, accounting for 85.3%, while male users represent 14.7%. Regarding age distribution, most participants (94%) are aged between 17 and 27 years old, followed by 6% aged 28–40 years, with no participants aged 41–50. Regarding educational background, most respondents completed high school (66.7%), while 28% hold a bachelor's degree, 3.3% a diploma, and 2% a postgraduate degree. Additionally, the duration of Samsung smartphone usage shows

that more than half of the respondents (53.3%) have used their devices for over three years, 26.7% for two years, 16.7% for six months to one year, and 3.3% for less than six months. Overall, the sample primarily consists of young, female users with high school education and more than three years of experience using Samsung smartphones.

Validity and Reliability Analysis

Validity Test

Exploratory Factor Analysis (EFA) was conducted in this study to evaluate validity, aiming to identify how well each construct is reflected by its respective indicators. An indicator is considered valid if it adequately reflects the measured construct, as evidenced by a factor loading exceeding 0.30. According to Hair (2010, p.119), a loading above 0.30 meets the minimum threshold for construct validity.

Table 2. Validity Assessment Based on Factor Loading Values

Indicator	Brand Experience	Brand Image	Brand Trust	Brand Loyalty	Information
Samsung provides an engaging visual experience.	0,484				Valid
Samsung smartphone screens deliver excellent image quality.	0,494				Valid
I feel happy and confident using a Samsung smartphone.	0,425				Valid
Samsung encourages me to actively explore the various features available.	0,627				Valid
Samsung products stimulate my curiosity to understand technology more deeply.	0,652				Valid
Samsung has high-quality and reliable products.		0,522			Valid
Samsung consistently delivers products that keep up with the latest technological developments.		0,598			Valid
Samsung is a distinguished and well-established brand.		0,508			Valid
The Samsung logo is easily recognizable.		0,642			Valid
Samsung offers a wide range of smartphone variants to suit the needs of users from various groups.		0,563			Valid
The quality of Samsung smartphones matches the advertised features.			0,509		Valid
Samsung smartphones are reliable for both current and long-term use.			0,330		Valid
Samsung is responsible for any issues that arise with its products.			0,700		Valid
I have greater confidence in the Samsung brand than in other brands.			0,688		Valid
Samsung provides good customer service.			0,616		Valid

I will repurchase a Samsung smartphone.	0,746	Valid
Samsung remains my top choice for future purchases.	0,857	Valid
I will remain a loyal Samsung customer.	0,685	Valid
I will recommend Samsung smartphones to others.	0,627	Valid
I will tell positive things about the Samsung brand to others.	0,529	Valid

Data obtained from primary processing (2025)

All indicators in this study demonstrated factor loadings exceeding 0.30, indicating that each variable's indicators satisfy the required criteria for inclusion in the research.

Reliability Test

The reliability test in this study aimed to assess the consistency and dependability of the measurements of measurement outcomes across repeated assessments. Cronbach's Alpha served as the primary indicator, with a value greater than 0.60 signifying that the questionnaire demonstrated acceptable reliability, with the reliability test results presented as follows:

Table 3. Reliability Test Output

Variable	Cronbach's Alpha	Information
Brand Experience	0,673	Reliable
Brand Image	0,639	Reliable
Brand Trust	0,656	Reliable
Brand Loyalty	0,834	Reliable

Data obtained from primary processing (2025)

Each variable achieved a Cronbach's Alpha value exceeding 0.60, indicating that each indicator within the variables is reliable and consistently measures the intended construct.

Multiple Linear Regression Analysis

The aim of using multiple linear regression analysis is to examine how strongly the dependent variable is influenced by several independent variables and to determine the direction of the relationships among them.

Table 4. Findings from the Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.071	.456		-.157	.876
Brand Experience	.324	.106	.253	3.042	.003
Brand Image	.140	.113	.094	1.236	.218
Brand Trust	.530	.100	.412	5.317	<.001

Data obtained from primary processing (2025)

Referring to the table above, the regression model can be formulated as follows:

$$Y = -0,071 + 0,324(X1) + 0,140(X2) + 0,530(X3) + 0,456$$

The regression results show that the intercept is -0.071, suggesting that when Brand Experience (X1), Brand Image (X2), and Brand Trust (X3) are zero, Brand Loyalty is predicted to be -0.071. The coefficient for Brand Experience (X1) is 0.324, implying that an increment of one unit in Brand Experience is associated to a 0.324 increase in Brand Loyalty. Similarly, Brand Image (X2) has a coefficient of 0.140, meaning that each one-unit rise in Brand Image is associated with a 0.140 increase in Brand Loyalty. Brand Trust (X3) exhibits the strongest effect, with a coefficient of 0.530, indicating that a one-unit enhancement in Brand Trust leads to a

0.530 increase in Brand Loyalty. The standard error of 0.456 reflects the extent of deviation or estimation error in the observed data.

The outcomes of the T-test reveal that Brand Experience (X1) significantly influences Brand Loyalty (Y), as evidenced by a significance value of 0.003, which falls beneath the 0.05 significance level, thereby supporting the first hypothesis (H1). In contrast, Brand Image (X2) shows no significant influence on Brand Loyalty (Y), with a significance value of 0.218 exceeding 0.05, leading to the rejection of the second hypothesis (H2). Meanwhile, Brand Trust (X3) shows a notably positive influence on Brand Loyalty (Y), given its significance value of less than 0.001, which confirms the acceptance of the third hypothesis (H3).

Simultaneous Test (F Test)

The purpose of the F-test is to evaluate whether all independent variables, when considered together, exert a statistically significant influence on the dependent variable. In this study, the findings of the F-test are summarized as follows:

Table 5. F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	27.946	3	9.315	35.192	<.001b
Residual	38.647	146	.265		
Total	66.593	149			

Data obtained from primary processing (2025)

The analysis yielded an F-value of 35.192, accompanied by a significance level below 0.001, which is below the 0.05 threshold. Brand Loyalty is significantly influenced by the combined effects of Brand Experience, Brand Image, and Brand Trust.

Discussion of Research Results

Influence of Brand Experience on Brand Loyalty

Among Samsung smartphone users, Brand Loyalty is significantly affected by Brand Experience, as indicated by the T-test results ($p = 0.003 < 0.05$). This suggests that when Samsung smartphones deliver compelling experiences through advanced features and strong performance, when customers have positive experiences, their loyalty to the brand increases, making them less likely to switch to competitors and more inclined to suggest the brand to others. These findings align with Gultom and Hasibuan (2021), who also reported a significant effect of Brand Experience on Brand Loyalty.

The effect of a brand's image on customer loyalty

Based on the T-test results, Brand Image yielded a value of 0.218, exceeding the 0.05 significance threshold, evidence points to the absence of a significant effect on brand loyalty for Samsung smartphone users. This suggests that consumers' perceptions of Samsung's brand, whether positive or negative, do not necessarily translate into loyal behavior toward the brand. Consequently, Samsung should consider this finding carefully, as the competitive market is growing and not all consumers prioritize Brand Image when making purchase decisions. A different outcome was reported by Salsabila and Nurhadi (2022), who demonstrated that Brand Loyalty is significantly affected by Brand Image.

The Influence of Brand Trust on Brand Loyalty

The analysis of the T-test shows that the p-value for Brand Trust is less than 0.001, falling below the 0.05 significance level, reveals that Samsung smartphone users' brand loyalty is significantly affected. This suggests that when Samsung establishes consumer confidence through product quality assurance and reliable service, the perception of the brand as reliable

increases customers' likelihood of making repeat purchases. Strong consumer trust in Samsung consequently enhances brand loyalty. In the context of Sensodyne, Vernadila (2020) also found a positive effect of Brand Trust on Brand Loyalty, supporting the consistency of this study's results.

5. Conclusion

For Samsung smartphone users, both Brand Experience (X1) and Brand Trust (X3) exert a significant influence on Brand Loyalty, whereas Brand Image (X2) shows no significant impact. However, this research has several limitations, including the focus on only four variables. This study examines how brand experience, brand image, and brand trust influence brand loyalty, excluding the impact of other possible factors on loyalty. Additionally, the study examined only Samsung smartphones, despite the presence of various competing brands in the Indonesian market, and employed study utilized a limited number of participants, potentially restricting the extent to which the findings can be applied to a broader population. Therefore, next study is recommended to expand the scope by incorporating additional variables, utilizing alternative research methods, increasing the sample size, or exploring other smartphone brands to obtain more comprehensive and diverse insights. Practically, Samsung should maintain and strengthen its brand image in the market to foster positive consumer perception, encourage repeat purchases, and reduce customer switching to competitors.

Daftar Pustaka

- Agnes Margareth Uli Sihombing, O., & Radnan, Y. (2023). *Pengaruh Brand Love, Peran Self-Esteem, Dan Social Influences Terhadap Brand Loyalty Produk Fashion Lokal Di Indonesia*.
- Armanto, R., Islamiah, B., & Gunarto, M. (2022). *Pengaruh Brand Image dan Brand Trust terhadap Brand Loyalty Mie Instan* (Vol. 3, Issue 2).
- Counterpoint. (2025, April 14). *Global Smartphone Market Grows 3% in Q1 2025 But Future Uncertain; Apple Takes #1 Spot in Q1 For First Time*. Counterpointresearch.Com. <https://counterpointresearch.com/en/insights/post-insight-global-smartphone-market-grows-3-in-q1-2025-but-future-uncertain-apple-takes-1-spot-in-q1-for-first-time>
- Goodstats.id. (2022, November 5). *Mengulik Perkembangan Penggunaan Smartphone di Indonesia*. GoodStats. <https://goodstats.id/article/mengulik-perkembangan-penggunaan-smartphone-di-indonesia-ST2LA>
- Gultom, D. K., & Hasibuan, L. P. (2021). Pengaruh Brand Experience Terhadap Brand Loyalty Melalui Brand Satisfaction Sebagai Variable Intervening Pada Pengguna Handphone. In *SiNTESa CERED Seminar Nasional Teknologi Edukasi dan Humaniora* (Vol. 2021).
- Haidar, & Benny Gunawan. (2025). Pengaruh Brand Experience, Value dan Brand Loyalty terhadap Pengguna Handphone Iphone di Jakarta Barat. *Jurnal Riset Manajemen*, 3(1), 493–505. <https://doi.org/10.54066/jurma.v3i1.3142>
- Hair, J.F. et.al. (2010). *Multivariate data analysis* 7th edition. New York: Pearson Prentice Hall
- Hartono, C., & Rodhiah, R. (2021). The Effect of Brand Communication, Brand Experience, and Brand Image on Yamaha Brand Loyalty in West Jakarta: Brand Trust as a Mediation Variable. *Budapest International Research and Critics Institute (BIRCI-Journal)*. <https://doi.org/10.33258/birci.v4i4.3503>
- Hasniaty, Widayantoro, A., & Bidol, S. (2024). Pengaruh Motivasi Dan Kemampuan Kerja Terhadap Kinerja Dengan Kepuasan Kerja Pegawai Sebagai Variable Intervening Pada Badan Kesatuan Bangsa Dan Politik Kabupaten Penajam Paser Utara. In *YUME: Journal of Management* (Vol. 7, Issue 1).
- Le, M. T. H. (2020). The impact of brand love on brand loyalty: the moderating role of self-esteem, and social influences. *Spanish Journal of Marketing - ESIC*, 25(1), 156–180. <https://doi.org/10.1108/SJME-05-2020-0086>

- Mostafa, R. B., & Kasamani, T. (2021). Brand experience and brand loyalty: is it a matter of emotions? *Asia Pacific Journal of Marketing and Logistics*, 33(4), 1033–1051. <https://doi.org/10.1108/APJML-11-2019-0669>
- Na, M., Rong, L., Ali, M. H., Alam, S. S., Masukujjaman, M., & Ali, K. A. M. (2023). The Mediating Role of Brand Trust and Brand Love between Brand Experience and Loyalty: A Study on Smartphones in China. *Behavioral Sciences*, 13(6). <https://doi.org/10.3390/bs13060502>
- Putra, & Lestari, W. D. (2023). Pengaruh Kesadaran Merek Brand Loyalty Dan Asosiasi Merek Terhadap Keputusan Pembelian Pada Produk Smartphone Iphone Di Surakarta. *Jurnal Ekuilnomi*, 5(1). <https://doi.org/10.36985/ekuilnomi.v5i1.842>
- Putra, T. W., & Keni, K. (2020). BRAND EXPERIENCE, PERCEIVED VALUE, BRAND TRUST UNTUK MEMPREDIKSI BRAND LOYALTY: BRAND LOVE SEBAGAI VARIABLE MEDIASI. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1), 184. <https://doi.org/10.24912/jmie.v4i1.7759>
- Qomariyah, L., & Haryadi, D. (2022). Meningkatkan Brand Loyalty Dengan Brand Experience Melalui Cinta Merek dan Brand Trust. *Jurnal Ilmiah Manajemen Dan Bisnis*, 23(1). <https://doi.org/10.30596/jimb.v23i1.9421>
- Rahmadhany, N. S. , & Amalia, L. (2023). The Effect of Brand Image and Brand Experience on Brand Satisfaction and Brand Loyalty of Wardah Cosmetics. *Formosa Journal of Sustainable Research*, 2(9), 2203–2218. <https://doi.org/10.55927/fjsr.v2i9.5655>
- Safitri, E. A. (2024). PENGARUH BRAND AWARENESS, PENGENALAN BRAND IMAGE TERHADAP BRAND LOYALTY DENGAN MEDIASI INTERVENING DARI BRAND TRUST DAN BRAND LOVE PADA PRODUK SMARTPHONE SAMSUNG DI INDONESIA.
- Salsabila, P., & Nurhadi. (2022). Pengaruh Brand Experience, Brand Trust dan Brand Image terhadap Brand Loyalty pada produk Hand & Body Lotion Nivea. *Jurnal E-Bis (Ekonomi-Bisnis)*, 6(1), 184–198. <https://doi.org/10.37339/e-bis.v6i1.869>
- Sari Dewi, L. G. P., Edyanto, N., & Siagian, H. (2020). The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia. *SHS Web of Conferences*, 76, 01023. <https://doi.org/10.1051/shsconf/20207601023>
- Silintowe, Y., & Suntoro, W. (2020). ANALISIS PENGARUH BRAND EXPERIENCE, BRAND TRUST, DAN KEPUASAN MEREK TERHADAP BRAND LOYALTY. *MODUS*, 32(1), 25–41.
- Vernadila, R. Y. , & R. R. (2020). PENGARUH BRAND TRUST, BRAND IMAGE DAN PERSEPSI KUALITAS TERHADAP BRAND LOYALTY SENSODYNE. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen TERAKREDITASI PERINGKAT*, 4(3), 633–646. <http://jim.unsyiah.ac.id/ekm>