

## Perceived Value as a Link Between Brand Factors and Customer Loyalty

M. Alimardi Hubeis<sup>1</sup>, Usep Suhud<sup>2</sup>, Setyo Ferry Wibowo<sup>3</sup>

<sup>1</sup>Digital Business Faculty, Universitas Insan Cita Indonesia, Indonesia.

<sup>2,3</sup>Department of Management Science, Universitas Negeri Jakarta, Jakarta, Indonesia

E-mail: [alimardi.uici@gmail.com](mailto:alimardi.uici@gmail.com)



<https://doi.org/10.31004/jerkin.v3i4.992>

### ARTICLE INFO

#### Article history

Received: 15 May 2025

Revised: 20 May 2025

Accepted: 31 May 2025

#### Kata kunci

Kecintaan terhadap Merek, Kepercayaan terhadap Merek, Layanan Pelanggan, Kesadaran Merek, Loyalitas Pelanggan, Nilai yang Dirasakan

#### Keywords

Brand Love, Brand Trust, Customer Service, Brand Awareness, Customer Loyalty, Perceived Value



### ABSTRACT

Studi ini mengeksplorasi faktor-faktor utama yang memengaruhi loyalitas pelanggan dalam pasar laptop yang kompetitif, dengan fokus khusus pada pengguna laptop ASUS di wilayah Jabodetabek. Tujuan utamanya adalah untuk menilai bagaimana elemen emosional dan operasional seperti kecintaan terhadap merek, kepercayaan terhadap merek, layanan pelanggan, dan kesadaran terhadap merek memengaruhi loyalitas pelanggan, dengan nilai yang dipersepsikan bertindak sebagai faktor mediasi. Penelitian ini berkontribusi pada wacana akademis dengan mengatasi kesenjangan teoritis melalui integrasi aspek emosional dan fungsional dari hubungan merek-konsumen. Penelitian ini meningkatkan pemahaman terkini dalam literatur manajemen merek dan menawarkan wawasan praktis untuk mengembangkan strategi retensi pelanggan yang lebih efektif. Konsep inti mencakup pengaruh emosional (kecintaan terhadap merek dan kepercayaan), aspek fungsional (layanan pelanggan dan kesadaran terhadap merek), dan peran mediasi dari nilai yang dipersepsikan, yang semuanya terbukti saling terkait dalam menumbuhkan loyalitas. Studi ini menawarkan rekomendasi yang dapat ditindaklanjuti untuk ASUS dan merek teknologi serupa, yang menyoroti pentingnya memperkuat ikatan emosional, membangun kepercayaan, dan meningkatkan nilai yang dipersepsikan melalui pemasaran yang terfokus dan peningkatan kualitas layanan. Pendekatan komprehensif ini dapat memperdalam keterlibatan pelanggan dan memberikan keunggulan kompetitif yang berkelanjutan dalam lingkungan pasar yang semakin dinamis.

This study explores the key factors influencing customer loyalty within the competitive laptop market, with a specific focus on ASUS laptop users in the Jabodetabek region. The main goal is to assess how emotional and operational elements such as brand love, brand trust, customer service, and brand awareness impact customer loyalty, with perceived value acting as a mediating factor. This research contributes to the academic discourse by addressing theoretical gaps through the integration of emotional and functional aspects of brand-consumer relationships. It enhances the current understanding in brand management literature and offers practical insights for developing more effective customer retention strategies. Core concepts include emotional influences (brand love and trust), functional aspects (customer service and brand awareness), and the mediating role of perceived value, all of which are shown to be interrelated in fostering loyalty. The study offers actionable recommendations for ASUS and similar technology brands, highlighting the importance of strengthening emotional ties, building trust, and enhancing perceived value through focused marketing and service quality improvements. This comprehensive approach can deepen customer engagement and deliver a sustainable competitive edge in an increasingly dynamic market environment.



This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.

**How to Cite:** M. Alimardi Hubeis, et al (2025) Perceived Value as a Link Between Brand Factors and Customer Loyalty, 3(4). 2770-2778 <https://doi.org/10.31004/jerkin.v3i4.992>

## INTRODUCTION

This study focuses on ASUS laptops in the Jabodetabek region of Indonesia, a highly competitive segment of the tech market where customer loyalty is essential for long-term business sustainability. Although ASUS laptops are well-regarded for their high performance and innovation, the brand faces increasing challenges in retaining loyal users due to the rapid growth of competing alternatives. The research explores the combined influence of emotional factors such as brand love and brand trust, along with operational factors like service quality and brand awareness, on customer loyalty. It also examines the mediating role of perceived value—how customers assess the benefits received relative to the costs incurred—in linking these variables to loyalty outcomes. Previous studies often treat emotional and functional drivers separately and rarely explore their combined effect or the role of perceived value in depth. By focusing on the niche market of high-performance laptop users within the urban and digitally active Jabodetabek demographic, this study addresses a critical gap in the literature. The central concern is how ASUS laptops, despite strong brand recognition and technical strengths, can cultivate deeper customer loyalty. This study seeks to identify the key factors shaping loyalty and understand how emotional bonds and service quality, mediated by perceived value, work together to influence consumer behavior. The reason behind this research is to propose a brand new research model that can further help brand owners understand key brand factors and their effects on customer loyalty, enabling them to compete more effectively in the crowded and highly competitive laptop market. The findings aim to contribute both to academic knowledge and practical strategies, enabling performance-oriented laptop brands like ASUS to build stronger, longer-lasting customer relationships through enhanced engagement and perceived value. Ultimately, the study offers guidance for fostering brand loyalty in a market defined by evolving technology and rising consumer expectations.

## METHOD

This research builds upon prior studies to identify and integrate key variables that influence customer loyalty, aiming to propose a new and comprehensive research model. Past research has extensively examined individual factors such as brand love, brand trust, service quality, and brand awareness as determinants of consumer behavior and loyalty (Carroll & Ahuvia, 2006; Chaudhuri & Holbrook, 2001; Parasuraman, Zeithaml, & Berry, 1988). However, these studies often explore these variables in isolation, lacking a cohesive framework that captures how they collectively influence customer loyalty, particularly in niche markets like high-performance laptops. By reviewing and synthesizing findings from previous literature, this study identifies perceived value as a crucial mediating variable that connects emotional and operational factors to loyalty outcomes (Sweeney & Soutar, 2001). This integrated approach allows for the development of a more holistic research model that reflects the complex and multifaceted nature of consumer loyalty in the context of ASUS laptops.

Table 1. Literature Studies

No.	Article Name and Author	Findings	Gap in The Research
1.	Effects of Perceived Quality and Social Media Marketing on Brand Loyalty (2020) by Nilowardono et al.	Perceived quality and social media marketing increase brand trust and love, which mediate brand loyalty.	Did not examine brand awareness, customer service quality, or perceived value.
2.	Structural Equation Modeling of Brand Love, Trust, Respect, Loyalty, and Equity (2021) by Hariandja & Suryanto	Brand trust, love, and respect influence brand equity; trust does not always translate to loyalty.	Focuses on brand equity, omits customer service and perceived value; limited to e-commerce.
3.	Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention (2020) by Tri Cuong DAM	Brand trust and perceived value improve brand preference and purchase intention.	Focuses on purchase intention, not loyalty; lacks customer service and brand awareness.
4.	Mediating Role of Brand Trust and Love Between Experience and Loyalty (2023) by Meng Na et al.	Brand experience influences trust and love, which mediate behavioral loyalty.	Omits perceived value, customer service, and brand awareness; behavioral loyalty not directly influenced.
5.	Trust, Product Information, Satisfaction, and Brand Loyalty for ASUS (2022) by W. Martin	Trust and product information quality impact satisfaction and brand loyalty.	Limited to Indonesia; cross-sectional design; excludes emotional factors and social media influences.

The integration of variables such as brand love, brand trust, customer service, brand awareness, and perceived value into a unified research framework for examining their influence on customer loyalty is strongly supported by contemporary academic literature. Each construct contributes meaningfully to consumer decision-making, and analyzing their interrelationships provides a holistic perspective on the key drivers of customer loyalty. This comprehensive approach enables a deeper understanding of how emotional, functional, and cognitive factors collectively shape loyal customer behavior.

**Brand Love and Customer Loyalty**

Brand love represents the emotional connection and deep affection that consumers develop toward a brand. This emotional attachment has been consistently identified as a key determinant of customer loyalty. According to Bairrada et al. (2019), brand love exerts a significant influence on both attitudinal and behavioral dimensions of loyalty, indicating that consumers who feel emotionally bonded to a brand are more likely to engage in repeat purchases and become brand advocates.

**Brand Trust and Customer Loyalty**

Brand trust refers to the confidence consumers place in a brand’s dependability and ethical behavior. It is widely regarded as a fundamental component in the development of long-term customer loyalty. Hur et al. (2011) found that brand trust has a positive effect on customer loyalty, showing that consumers who trust a brand are more likely to sustain an enduring relationship with it.

**Customer Service and Customer Loyalty**

Customer service quality plays a crucial role in shaping customer satisfaction and loyalty outcomes. Exceptional service not only enhances the perceived value of the brand but also cultivates trust, both of which contribute to increased loyalty. Loureiro and Kaufmann (2012) emphasized that high-quality customer service strengthens customer retention by positively impacting perceived value and satisfaction.

**Brand Awareness and Customer Loyalty**

Brand awareness refers to the degree to which consumers recognize and recall a brand. Elevated levels of brand awareness often lead to stronger customer loyalty, as familiarity tends to build trust and influence preference. According to Khamitov et al. (2019), there is a positive relationship between brand awareness and loyalty, with well-recognized brands typically achieving higher customer retention rates.

**Perceived Value as a Mediator**

Perceived value represents the consumer’s assessment of the benefits received relative to the costs incurred in acquiring a product or service. It serves as a mediating factor that connects various antecedents, such as emotional and functional drivers, to customer loyalty. Chen and Hu (2010) demonstrated that perceived value significantly affects purchase intentions and customer commitment, thereby playing a pivotal role in fostering long-term loyalty.

**Integrating the Variables**

The integration of these variables into a unified research model is well-founded, given their collective influence on customer loyalty. Brand love and brand trust represent emotional and cognitive

evaluations that contribute to a consumer's overall perception of value. High-quality customer service enhances perceived value while simultaneously reinforcing brand trust. Similarly, brand awareness plays a foundational role by ensuring that consumers recognize and recall the brand, thereby supporting the development of brand love and trust. Perceived value acts as a central mediating variable that channels the influence of these factors into customer loyalty. For example, when consumers experience strong emotional attachment to a brand (brand love) and hold confidence in its reliability (brand trust), their perception of the brand's value is elevated. When these feelings are reinforced through exceptional customer service and high brand visibility, the perceived value intensifies, ultimately fostering greater customer loyalty. This integrated model aligns with the work of Iglesias et al. (2011), who emphasized the synergistic impact of brand-related constructs on loyalty outcomes. In summary, consolidating brand love, brand trust, customer service, brand awareness, and perceived value into a single framework is strongly supported by recent academic literature. Their dynamic interplay offers a holistic perspective on the drivers of customer loyalty, yielding valuable insights for both academic research and practical marketing applications.

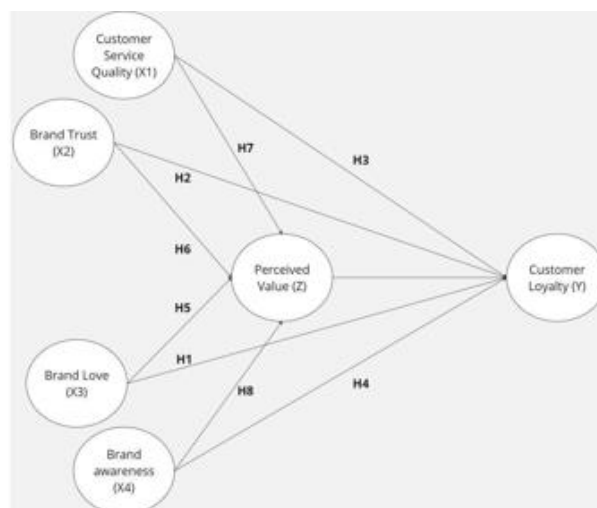
## RESULTS AND DISCUSSION

Based on observations and analysis of previous studies, a new research model has been proposed to better understand the dynamics influencing customer loyalty in the laptop market, specifically among ASUS users in the Jabodetabek region. This model is designed to integrate both emotional and functional variables—namely brand love, brand trust, service quality, and brand awareness—as key antecedents of customer loyalty. The model also introduces perceived value as a mediating variable, grounded in the theory that consumers' evaluation of benefits versus costs plays a pivotal role in translating brand perceptions into loyalty outcomes.

The theoretical rationale for including brand love and brand trust stems from emotional branding literature, which suggests that deep emotional connections and a sense of reliability with a brand significantly enhance consumers' willingness to remain loyal (Carroll & Ahuvia, 2006; Chaudhuri & Holbrook, 2001). Meanwhile, service quality and brand awareness represent operational and cognitive drivers, drawn from the service-dominant logic and brand equity frameworks, where high service performance and strong brand recall positively impact customer satisfaction and loyalty (Parasuraman et al., 1988; Keller, 1993).

The inclusion of perceived value as a mediating variable is supported by value-based theories, indicating that when consumers perceive a fair exchange between what they give (e.g., money, time) and what they receive (e.g., product quality, service), they are more likely to develop brand loyalty (Sweeney & Soutar, 2001). This integrated approach not only fills the gaps found in prior research—where these variables were often studied in isolation—but also offers a more holistic understanding of how emotional, operational, and value-driven factors interact to influence loyalty behavior.

This proposed model is expected to serve as a strategic framework for both academic investigation and practical application in brand management, helping firms like ASUS to refine their customer engagement strategies in a competitive and innovation-driven market.



Picture 1. Proposed Research Model

The following hypotheses are formulated based on the variables examined in this study:

1. H1: Brand love positively influences customer loyalty.  
This hypothesis posits that as consumers develop stronger emotional attachment (brand love) toward a brand, their commitment and loyalty to the brand increase accordingly.
2. H2: Brand trust positively influences customer loyalty.  
It is hypothesized that a higher degree of trust in a brand leads to greater customer loyalty, as consumers are more inclined to remain committed to brands they perceive as dependable and credible.
3. H3: Customer service quality positively influences customer loyalty.  
This hypothesis suggests that high-quality customer service enhances consumer satisfaction, which in turn fosters stronger loyalty toward the brand.
4. H4: Brand awareness positively influences customer loyalty.  
The hypothesis proposes that increased consumer familiarity and recognition of a brand are associated with greater customer loyalty.
5. H5: Perceived value mediates the relationship between brand love and customer loyalty.  
This hypothesis asserts that consumers who experience strong brand love also tend to perceive higher value in the brand, which then leads to increased loyalty—indicating a mediating effect of perceived value.
6. H6: Perceived value mediates the relationship between brand trust and customer loyalty.  
According to this hypothesis, brand trust enhances perceived value, which subsequently reinforces customer loyalty—demonstrating the indirect role of perceived value in this relationship.
7. H7: Perceived value mediates the relationship between customer service quality and customer loyalty.  
This hypothesis posits that excellent customer service improves perceived value in the eyes of the consumer, which in turn strengthens their loyalty to the brand.
8. H8: Perceived value mediates the relationship between brand awareness and customer loyalty.  
This hypothesis suggests that high brand awareness increases the perceived value for consumers, which ultimately enhances customer loyalty.

Based on these hypotheses, the study is positioned to examine both the direct and indirect effects of the independent variables on customer loyalty, with perceived value serving as the mediating variable that links emotional and functional brand attributes to loyalty outcomes.

This research model will employ a quantitative methodology, with Structural Equation Modeling (SEM) serving as the core analytical tool. SEM is a robust multivariate technique designed to assess intricate relationships between both observed and latent variables. It is particularly well-suited for exploring causal pathways in disciplines such as social sciences, management, and marketing. One of the key advantages of SEM lies in its ability to combine factor analysis and path analysis, allowing researchers to evaluate multiple independent and dependent variables within a single, comprehensive framework. SEM facilitates the estimation of relationships among latent constructs—variables that are

not directly measurable but inferred from observable indicators. This analytical method enables the testing of direct and indirect effects, the validation of theoretical frameworks, and the examination of measurement models through indicators. It is especially valuable for assessing the overall model fit, thereby confirming how well the proposed model aligns with the empirical data. By applying SEM, this study aims to uncover the underlying structure of latent constructs, validate measurement indicators, and analyze the direct and mediated relationships between variables. Moreover, SEM provides a goodness-of-fit index, which is crucial for determining whether the hypothesized model adequately represents the observed data. Overall, SEM offers a rigorous and systematic approach for evaluating complex theoretical models involving multiple, interrelated variables (Hair et al., 2010; Byrne, 2016).

The central themes of this research are essential for understanding the development and maintenance of customer loyalty. The following section introduces and defines the main concepts involved.

### **Brand Love**

Brand love describes the emotional bond and affection a consumer develops for a brand. It is often compared to an interpersonal relationship, where individuals remain loyal and show preference due to a strong emotional tie. This idea emphasizes how positive emotions can lead to ongoing interactions with the brand (Batra et al., 2012). The theory suggests that the emotional connection between a customer and a brand mirrors personal relationships, with love serving as the foundation for lasting loyalty. It proposes that brand love encompasses not just favorable feelings, but also a lasting commitment that motivates repeated engagement.

### **Brand Trust**

Brand trust refers to the belief customers hold regarding a brand's dependability and its capacity to fulfill its commitments. It embodies the feeling of confidence and safety that customers gain during their engagement with the brand, promoting enduring loyalty (Singh & Bajpai, 2021). According to brand trust theory, trust is a foundational element in the relationship between customers and brands. Singh and Bajpai (2021) highlight that trust is nurtured through reliable product performance, fulfillment of brand promises, and transparent communication. This trust mitigates perceived uncertainties and bolsters customers' loyalty, serving as a cornerstone for sustained brand relationships.

### **Customer Service**

Customer service involves the standard of support and communication offered to customers throughout and following their purchasing experience. Superior customer service boosts satisfaction and reinforces perceived value, thereby contributing to increased brand loyalty (Intuluck et al., 2023). This concept centers on how customer interactions influence broader brand impressions. Quality service plays a pivotal role in elevating customer satisfaction, which enhances perceived value and fosters loyalty. As noted by Intuluck et al. (2023), service that is timely, effective, and empathetic helps cultivate both emotional and practical bonds with customers.

### **Brand Awareness**

Brand awareness refers to how well customers can identify and recall a brand. It plays a vital role in initiating customer engagement and fostering loyalty, as increased familiarity tends to enhance trust and confidence in the brand's products or services (Keller, 2001). In Keller's Brand Equity Model (2001), brand awareness is identified as a key element. It marks the starting point of the customer journey by ensuring the brand is part of the consumer's consideration set. Greater awareness promotes recognition, builds trust, and lays the groundwork for favorable brand associations that support long-term loyalty.

### **Perceived Value**

Perceived value represents a customer's assessment of the benefits received from a product or service in comparison to the cost incurred. It acts as a mediating factor in this study, bridging emotional and functional elements—such as brand love and service quality—with the overarching aim of cultivating customer loyalty (Dam, 2020). According to Dam (2020), perceived value is determined by weighing the advantages customers obtain against what they must give up. This perception links emotional attachments, like brand love, with logical evaluations of worth, ultimately shaping loyalty-related decisions.

### **Customer Loyalty**

Customer loyalty refers to the consistent preference of customers for a particular brand over its competitors. It is a crucial measure of a brand's success, influenced by both emotional elements, such as brand love, and rational factors like perceived value and trust (Oliver, 1999). Oliver (1999) proposed a holistic framework for understanding loyalty, incorporating cognitive (belief-based), affective (emotion-based), and conative (intent-based) dimensions. His theory posits that loyalty emerges through a series of positive encounters with a brand, ultimately leading customers to remain committed even when faced with alternative choices.

## **CONCLUSION**

This study introduces a comprehensive theoretical model that integrates emotional, rational, and experiential elements, specifically brand love, brand trust, customer service, brand awareness, and perceived value, to explain their combined influence on customer loyalty. By bringing these variables together, the framework aims to address critical gaps in current literature and provide a more holistic understanding of what drives customer loyalty. The study highlights the importance of building emotional bonds through brand love and trust, enhancing customers' rational evaluations through high-quality service and perceived value, and ensuring consistent brand visibility through strong brand awareness. Each factor plays a role on its own, but they also interact to create a cumulative impact, reinforcing the importance of coordinated strategies for cultivating loyalty. While the study makes a valuable contribution to theoretical development, its conceptual nature and lack of empirical testing present limitations in terms of generalizability and practical implementation. However, this also opens the door for future research to empirically examine the framework across different industries and demographic segments. In conclusion, the model offers important insights for both academic researchers and business practitioners by framing customer loyalty as a multidimensional construct shaped by emotional, rational, and experiential influences. Companies that align with these dimensions are more likely to form strong, enduring customer relationships, gain sustainable competitive advantages, and succeed in a continually evolving marketplace.

### **Suggestion for Future Direction**

Although the framework presents a strong conceptual base, it also reveals areas that merit further investigation. Future empirical research should aim to test the model across a range of industries and cultural settings to confirm its broader applicability. Scholars could also explore the long-term effects

of loyalty-building strategies, specifically how consistent efforts to foster brand love and trust influence customer loyalty over extended periods. Moreover, examining the influence of external variables, such as changes in economic conditions or advancements in technology, could add greater depth to both the theoretical understanding and practical use of the framework. By combining emotional, operational, and value-based dimensions, this model offers a well-rounded approach to analyzing and enhancing customer loyalty. Its versatility makes it valuable for academic inquiry, business strategy, and policy development alike.

#### Final Thoughts

The proposed framework emphasizes the importance of understanding how emotional, rational, and experiential factors interact to influence customer loyalty. Elements such as brand love, brand trust, customer service, brand awareness, and perceived value have become increasingly significant in today's competitive and customer-focused market environment. By combining these variables into a unified theoretical structure, this study not only underscores their individual relevance but also reveals the enhanced impact they can produce when considered together. Customer loyalty remains a key asset for businesses seeking sustained growth. The ability to build loyalty through strategies that foster emotional engagement, cultivate trust, deliver outstanding service, and offer perceived value is essential. By addressing these core components, companies can strengthen their relationships with customers, boost brand equity, and retain a competitive position across different industries. While this research is conceptual and still requires empirical support, it lays a solid groundwork for future investigations and practical implementation. It offers useful guidance for marketers and business leaders aiming to design more effective loyalty initiatives and branding strategies tailored to specific customer groups. Overall, the framework adds to the academic conversation on customer loyalty while also responding to the real-world need for companies to form lasting and meaningful connections with their customers in a changing marketplace.

#### REFERENCE

- Atulkar, S. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing Intelligence & Planning*. Link
- Baashar, Y., Alhussein, M., Alkaws, G., Alzahrani, A. I., & Alfarraj, O. (2021). *The role of big data analytics in developing sustainable capabilities for marketing decision-making: A multigroup analysis*. *Technological Forecasting and Social Change*, 172, 121009. <https://doi.org/10.1016/j.techfore.2021.121009>
- Bairrada, C. M., Coelho, F., & Coelho, A. (2019). Antecedents and outcomes of brand love: The moderating role of social media. *Journal of Product & Brand Management*, 28(6), 804-815. <https://doi.org/10.1108/JPBM-08-2018-1980>
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, 76(2), 1-16.
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. D. (2019). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 105, 125-137.
- Byrne, B. M. (2016). *Structural Equation Modeling with Amos: Basic Concepts, Applications, and Programming* (3rd ed.). Routledge.
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79-89. <https://doi.org/10.1007/s11002-006-4219-2>
- Çetinsöz, B. C., & Polat, A. S. (2021). The mediating role of brand love in the relationship between consumer-based brand equity and brand loyalty. *Journal of Tourism and Services*. Link
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance. *Journal of Marketing*, 65(2), 81-93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chen, C. F., & Hu, J. L. (2010). The effects of relational benefits on perceived value in relation to customer loyalty: An empirical study in the airline industry. *Journal of Tourism Management*, 31(3), 776-783. <https://doi.org/10.1016/j.tourman.2009.09.013>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2021). Social media influencers' impact on consumer-brand engagement. *Marketing Intelligence & Planning*, 39(6), 749-765.
- Chin, W. W., Peterson, R. A., & Brown, S. P. (2020). Structural equation modeling in marketing: Some practical reminders. *Journal of Marketing Theory and Practice*, 28(3), 300-307.

- Dam, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Journal of Asian Finance, Economics and Business*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>
- De Mooij, M. (2021). *Consumer behavior and culture: Consequences for global marketing and advertising* (4th ed.). Sage Publications.
- Evana, S. S., & Ahmadi, M. A. (2025). *Peranan Brand Image dan Customer Experience Terhadap Keputusan Pembelian Ulang pada Produk Skincare Skintific*. PENG: Jurnal Ekonomi dan Bisnis. Retrieved from <http://teewanjournal.com/index.php/peng/article/view/1053>
- Ewis, M. Z. A., & Abdou, S. A. H. A. (2025). *Content marketing, brand awareness, and customer loyalty in emerging market*. *Entrepreneurship and Sustainability Issues*. Retrieved from [https://jssidoi.org/jesi/uploads/articles/48/Ewis\\_Content\\_marketing\\_brand\\_awareness\\_and\\_customer\\_loyalty\\_in\\_emerging\\_market.pdf](https://jssidoi.org/jesi/uploads/articles/48/Ewis_Content_marketing_brand_awareness_and_customer_loyalty_in_emerging_market.pdf)
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (2010). *Multivariate Data Analysis* (7th ed.). Pearson Education.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Thousand Oaks, CA: Sage.
- Hao, X., Ma, C., Wu, M., Yang, L., & Liu, Y. (2025). Promoting parental loyalty through social responsibility: The role of brand trust and perceived value in Chinese kindergartens. *Behavioral Sciences*, 15(2), 115. <https://www.mdpi.com/2076-328X/15/2/115>
- Hariandja, E. S., & Suryanto, T. T. (2021). Structural Equation Modeling of Brand Love, Brand Trust, Brand Respect, Brand Loyalty, and Brand Equity in Indonesia E-Commerce. Conference Paper. <https://doi.org/10.46254/SA02.20210800>
- Hur, W. M., Ahn, K. H., & Kim, M. (2011). Building brand loyalty through managing brand community commitment. *Management Decision*, 49(7), 1194–1213. <https://doi.org/10.1108/00251741111151217>
- Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18(8), 570–582. <https://doi.org/10.1057/bm.2010.58>
- Intuluck, W., Srisakun, C., & Tadawattanawit, S. (2023). The Mediating Role of Perceived Value, Brand Awareness, and Brand Loyalty in Tourism Revisit Intention. *Thammasat Review*. Link
- Jiang, Y., Sun, Y., & Tu, S. (2023). Economic implications of emotional marketing based on consumer loyalty of mobile phone brands. *Technological and Economic Development of Economy*. Link
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.2307/1252054>
- Khamitov, M., Wang, X., & Thomson, M. (2019). How well do consumer-brand relationships drive customer brand loyalty? Generalizations from a meta-analysis of brand relationship elasticities. *Journal of Consumer Research*, 46(3), 435–459. <https://doi.org/10.1093/jcr/ucz006>
- Kumar, V., & Reinartz, W. (2018). *Customer relationship management: Concept, strategy, and tools*. Springer.
- Loureiro, S. M. C., & Kaufmann, H. R. (2012). Explaining love of wine brands: The role of gratitude, trust, and satisfaction. *Journal of Hospitality Marketing & Management*, 21(3), 283–304. <https://doi.org/10.1080/19368623.2012.624296>
- Martin, W. (2022). Pengaruh Trust dan Product Information Quality terhadap Brand Loyalty yang Dimediasi oleh Customer Satisfaction pada Konsumen Pengguna Perangkat Laptop ASUS di Indonesia. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 6(5), 531–535. <https://doi.org/10.24912/jmbk.v6i5.20319>
- Memon, M. A., Ting, H., Cheah, J. H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). The usefulness and application of PLS-SEM in higher education: An exploratory study. *Frontiers in Psychology*, 11, 628–637.
- Na, M., Ali, M. H., & Masukujjaman, M. (2023). Brand trust and brand love between brand experience and loyalty. *Behavioral Sciences*, 13(6), 502. Link
- 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), 502. <https://doi.org/10.3390/bs13060502>

- Nilowardono, S., Susanti, C. E., & Rahayu, M. (2020). Effects of perceived quality and social media marketing on brand loyalty through brand trust and brand love. *IOSR Journal of Business and Management (IOSR-JBM)*, 22(8), 20–29. <https://doi.org/10.9790/487X-2208062029>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Peng, M. Y. P., Zhang, S., & Zhang, Y. (2020). Expressive brand relationship, brand love, and brand loyalty. *Frontiers in Psychology*. Link
- Qomariah, N., & Utami, A. D. (2023). *The role of brand experience, brand trust, and brand love in building customer loyalty*. *Jurnal Ekonomi*, 11(1), 55–68. Retrieved from <https://jurnal.unigal.ac.id/index.php/ekonologi/article/view/10430>
- Rahmat, W. M., & Kurniawati, K. (2022). The Influence of Brand Experience on Brand Loyalty through Perceived Quality, Brand Trust, and Customer Satisfaction. *SEIKO Journal*. Link
- Sang, V.M., & Cuong, M.C. (2025). The influence of brand experience on brand loyalty in the electronic commerce sector: The mediating effect of brand association and brand trust. *Cogent Business & Management*. <https://doi.org/10.1080/23311975.2024.2440629>
- Santos, J. A. C., Gomes, G. J. P., & Gonçalves, F. R. (2021). Brand love: A critical review and future agenda. *Journal of Business Research*, 135, 377-389.
- Singh, D., & Bajpai, N. (2021). Factors underlying brand trust for affecting brand love. *International Journal of Electronic Marketing and Retailing*. Link
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Sweeney, J. C., Soutar, G. N., & Mazzarol, T. (2019). Perceived risk, trust, and relationship commitment in business-to-business relationships. *Journal of Business & Industrial Marketing*, 34(6), 1225-1236.
- Tijjjang, B., Junaidi, J., & Nurfadhilah, N. (2023). The role of brand love, trust, and commitment in fostering consumer satisfaction and loyalty. *FWU Journal of Social Sciences*. Link
- Wirtz, J., So, K. K. F., Mody, M., Liu, S. Q., & Chun, H. E. H. (2020). Platforms in the peer-to-peer sharing economy: Examining their dual roles and implications. *Journal of Service Management*, 31(4), 613-643.
- Xu, W., Jung, H., & Han, J. (2022). The influences of experiential marketing factors on brand trust, brand attachment, and behavioral intention: Focused on integrated resort tourists. *Sustainability*, 14(20), 13000. <https://www.mdpi.com/2071-1050/14/20/13000>