

The Mediating Role of Customer Satisfaction on the Effect of Product Quality and Brand Equity on Customer Loyalty at Uniqlo Indonesia

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ABSTRACT

The purpose of this study is to examine how customer happiness influences the relationship between product quality, brand equity, and customer loyalty at Uniqlo Indonesia. One hundred customers made up the sample. The SmartPLS 4.0 program's outer model, inner model, and hypothesis testing were all used in this study's test results. These studies' findings demonstrate that: (1) customer satisfaction has no discernible impact on loyalty; (2) brand equity has a positive and significant effect on loyalty; (3) product quality has no discernible impact on satisfaction; (4) brand equity has a positive and significant effect on satisfaction; (5) customer satisfaction has a positive and significant effect on loyalty; and (6) customer satisfaction does not mediate the effect of product quality on the loyalty of Uniqlo Indonesia customers, (7) In Indonesia, the relationship between brand equity and Uniqlo client loyalty is substantially mediated by customer satisfaction.

INTRODUCTION

Competition in the fashion business is currently very competitive, in line with the consumer lifestyle that is developing in society and there is a shift in consumer lifestyles that pay more attention to appearance. The development of the fashion industry in Indonesia is quite stable so that the fashion industry's income tends to increase every year.

The development of the fashion business encourages companies to build good relationships with customers to create customer loyalty. Maintaining customers loyal to a brand for a long time is more profitable than attracting new customers (Wijaya & Fadli, 2022). Customer loyalty is someone who is used to purchasing products and often interacts to make purchases over a certain period of time (Rifa'i, 2019). Clients that have a strong brand loyalty also usually say positive things about that brand (Permatasari et al., 2022).

Product quality is an assortment of traits and qualities that establish the degree to which a product is able to satisfy client needs (Tjiptono, 2008). A product is considered to satisfy consumers if the product exceeds the consumer's expectations (Susanti, 2019). Product quality is an important factor that can make customers intend and be interested in buying or even repurchasing a product that has good product quality. If a product has better quality, it will affect the growth of client loyalty. (Cardia, Santika, dan Respati, 2019). Prior studies carried out by (Safitri et al., 2022; Akbar et al., 2021) also stated that client loyalty is positively and significantly impacted by product quality. Various findings indicate that consumer loyalty is not much impacted by product quality. (Mahsyar & Surapati, 2020; Tirtayasa, 2022).

Another one element that affects client loyalty is brand equity (Ayesh & Al-Zyoud, 2021). Brand equity is one of the most important assets for a company because brand equity helps the company increase customer loyalty. Good brand equity will significantly influence increasing customer loyalty (Permatasari et al., 2022). Other study proves that brand equity has a noteworthy and favorable impact on client loyalty (Lu, 2022). On the other hand, there is research that states that client loyalty is not significantly impacted by brand equity (Busra and Dahmiri, 2022).

Customer happiness is another factor that can impact a company's level of loyalty. (Anggreani et al., 2023). Customer satisfaction is the emotion one experiences after evaluating a product's performance in relation to expectations. It can range from happy to disappointment. (Indrasari, 2019). Client contentment can be achieved by building relationships with customers. Customer satisfaction can help a brand to determine whether the products they are marketing are good so that the company can market products that are of higher quality than competitors (Julianti, 2023). Customer satisfaction brings many benefits to the company, one of which is customer loyalty (Gultom et al., 2020). This assertion aligns with prior study findings that demonstrate a positive and noteworthy correlation between customer satisfaction and customer loyalty. (Novantri et al., 2021; Hartanto and Andreani 2019).

The findings of this study demonstrate that when consumers are satisfied with a product, customer loyalty will emerge. Meanwhile, research

conducted by (Zahara, 2020) suggests that Customer loyalty is not positively and significantly impacted by customer pleasure.

The study's findings, which are corroborated by earlier research, indicate that customer happiness may function as a mediating factor in the relationship between product quality and brand equity and customer loyalty. Previous empirical studies discussing the role of customer satisfaction as a mediator in the influence of product quality and brand equity on customer loyalty have been proven by (Septianingrum, Triyono, and Fajri, 2023) who stated that The relationship between product quality and customer loyalty is substantially mediated by consumer satisfaction.. This proves that increasing customer loyalty can be done by increasing customer satisfaction and good product quality. The findings of this study support earlier studies that found that product quality has a greater impact on customer loyalty than does customer satisfaction. (Andreas & Yuniarti 2016; Wirawan et al., 2019).

Previous research proves that brand equity has a major impact on client loyalty by acting as a mediating variable for customer satisfaction. (Wijaya and Fadli, 2022). These findings suggest that customer satisfaction mediates brand equity on customer loyalty. So, If a business want to raise customer loyalty, it can do so by paying attention to and increasing brand equity and customer satisfaction factors. Different research results explain that brand equity does not act as a mediator between the impact of product quality and client loyalty (Idemon & Chairun Nisa, 2024).

THEORETICAL REVIEW

Customer Loyalty

Customer fidelity is the consumer's desire to be able to always maintain their relationship with a brand, which is done by always using the items or services provided by the brand and also being willing to recommend the product to others.(Daniswara & Rahardjo, 2023). Customer loyalty is someone who is used to buying the products offered and frequently interacts (makes purchases) over a certain period of time, while remaining faithful in following all the company's offers. (Khamdan, 2019). Customer loyalty indicators are as follows: (Firmansyah, 2019) 1) Repeat Purchases, 2) Retention, 3) Referrals.

Product Quality

The capacity of a product to perform its intended duties, including longevity, accuracy, dependability, ease of use, and repair, is referred to as product quality, and other valuable attributes (Harjadi et al., 2021). Product quality is an important factor that can make customers intend and be interested in buying or even re-purchasing a product that has good product quality. Good product quality will influence the image and customer satisfaction with a brand and will result in consumers becoming loyal. Product quality indicators according to (Pramularso, 2022): 1) Performance, 2) Conformity to specifications, 3) Features, 4) Aesthetics, 5) Reliability, 6) Durability.

Brand Equity

Brand equity influences consumer confidence in making purchasing decisions with the brand and can create customer loyalty (Firmansyah, 2019). In addition to the price, market share, and profitability that a brand contributes to the company, brand equity can also be seen in the thoughts, feelings, and behaviors of consumers toward the brand. A brand's strength is its brand equity. Through a strong brand, companies can manage assets well (Firmansyah, 2019). Brand equity indicators are as follows: (Firmansyah, 2019) 1) Brand Awareness, 2) Perceived Quality, 3) Brand Associations, 4) Brand Loyalty.

Customer Satisfaction

When a person contrasts the performance or outcomes of a product they are considering with the performance or results of the expected, customer contentment is the emotion that occurs product (Kotler and Keller, 2012). Customer satisfaction is the condition of consumers who feel satisfied or dissatisfied after achieving their desires and expectations for the product (Mariansyah & Syarif, 2020). Indicators of customer satisfaction are as follows (Ongkowidjoyo, 2015): 1) happiness, 2) expectations, 3) customer spending.

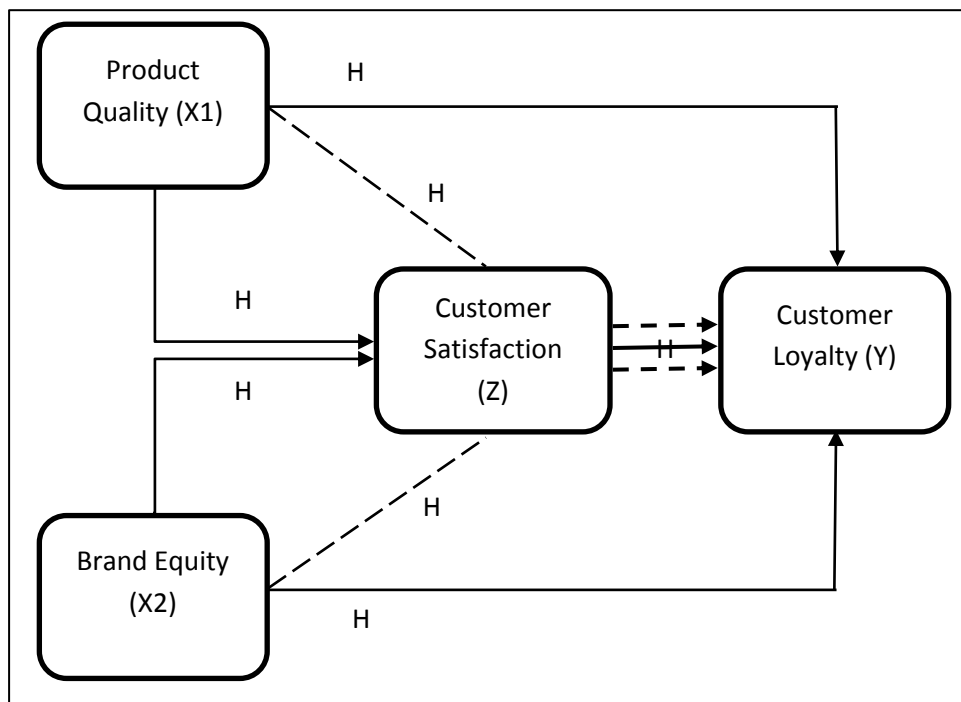


Figure 1. Conceptual Framework

Table 1. Hypotesis

H1	:	Product quality has a noteworthy and favorable impact on client loyalty.
H2	:	Brand Equity has a noteworthy and favorable impact on client loyalty.

H3	:	Product quality has a major and favorable impact on customers satisfaction.
H4	:	Brand equity has a major and favorable impact on customers satisfaction.
H5	:	Customer loyalty is positively and significantly impacted by customer satisfaction.
H6	:	Product quality has, acting as a mediator, a favorable and noteworthy impact on the customer loyalty of Uniqlo Indonesia.
H7	:	Brand equity has a favorable and noteworthy impact on the loyalty of Uniqlo Indonesia customers through customer satisfaction as a mediator.

METHODOLOGY

A quantitative methodology is employed in the research.. The population is unlimited using non-probability sampling methods with purposive sampling techniques. The sample size consisted of 100 respondents who had purchased Uniqlo products. A questionnaire with response options ranging from a score of 1 (strongly disagree) to a score of 5 (strongly agree) is used in the data gathering technique. The data analysis tool used is SEM-PLS. Product quality indicators include: 1) Product comfort, 2) Conformity to Specifications, 3) Aesthetics, 4) Durability, 5) Perceived quality. Brand equity indicators consist of the following: 1) Perceived Quality ; 2) Brand Awareness ; 3) Brand Associations ; and 4) Brand Loyalty. The following are some measures of customer satisfaction : 1) contentment with the quality of the product ; 2) contentment with the quality of the service ; 3) contentment with the pricing; and 4) happiness. The following are some measures of customer loyalty : 1) Brand Awareness ; 2) Perceived Quality ; 3) Brand Associations ; and 4) Brand Loyalty.

RESEARCH RESULTS

This research uses SmartPLS 4.0 statistical software. Researchers utilized SEM-PLS data processing techniques to carry out path analysis. The majority of respondents in this study were female (66%), between the ages of 22 and 26 (44%), and with an income range of > Rp 4,000, 000 (29%). Students made up 54% of the respondents, followed by private employees (22%). Most of the respondents were from Yogyakarta and Tangerang, and most of them got their information about Uniqlo products via social media.

Sem-Pls Analysis

A strategy for analyzing sample data and extrapolating findings to the population is called inferential statistics. Because the conclusions drawn from sample data and applied to the population have a probability component, this statistic is known as probability. (Sugiyono, 2019).

The path analysis Partial Least Square is employed in this study, using Smart PLS 4.0 software. The PLS method is used because it does not require a

large sample and can be used to analyze theories that are still said to be weak because PLS can be used for predictions (Evi and Rachbini, 2022). In this work, PLS employs a bootstrapping or random doubling technique to ensure that the assumption of normalcy is not a concern. The measurement model uses an outer model which consists of validity and reliability tests. The model is said to be valid if it has factor loadings greater than 0.6 (Alfa, 2017). The Cronbach Alpha technique was employed in this study's reliability test and the Composite Reliability test. The criteria for reliability testing using the Cronbach Alpha method is the expected value >0.6 for all constructs. The criteria for Composite Reliability testing is that data that has a Composite Reliability of 0.7 has high reliability.

Inner model testing which includes testing model fit, Path Coefficient, and R^2 . Model fit testing is used to find out whether a model fits the data.

Table 2. Convergent Validity Test

Variable	Indicator	Loading Factor	Conclusion
Product quality	X1.1	0.873	Valid
	X1.2	0.757	Valid
	X1.3	0.587	Invalid
	X1.4	0.812	Valid
	X1.5	0.81	Valid
Brand Equity	X2.1	0.652	Valid
	X2.2	0.803	Valid
	X2.3	0.556	Invalid
	X2.4	0.803	Valid
Customer loyalty	Y1.1	0.878	Valid
	Y1.2	0.881	Valid
	Y1.3	0.831	Valid
	Y1.4	0.843	Valid
	Y1.5	0.776	Valid
Customer satisfaction	Z1.1	0.893	Valid
	Z1.2	0.807	Valid
	Z1.3	0.836	Valid
	Z1.4	0.826	Valid

Three indicators (X1.3, X2.3) in the preceding table are invalid with the outer loading value since their values are less than 0.6. Discriminant validity determines the validity of an instrument in addition to convergent validity. When the correlation value between variables in the HTMT test is more than 0.9, the examination of discriminant validity is deemed unsuccessful.

Table 3. Validity test after modification

Variable	Indicator	Loading Factor	Conclusion
Product quality	X1.1	0.89	Valid
	X1.2	0.778	Valid
	X1.4	0.853	Valid
	X1.5	0.814	Valid
Brand Equity	X2.1	0.642	Valid
	X2.2	0.818	Valid
	X2.4	0.844	Valid
Customer loyalty	Y.1	0.88	Valid
	Y.2	0.882	Valid
	Y.3	0.83	Valid
	Y.4	0.841	Valid
	Y.5	0.776	Valid
Customer satisfaction	Z.1	0.894	Valid
	Z.2	0.805	Valid
	Z.3	0.833	Valid
	Z.4	0.828	Valid

The outcomes of the SmartPLS 4.0 convergent validity test after modification showed that all indicators for each research variable achieved a loading factor greater than 0.6. Thus, it can be said that every construct that was employed in this study is legitimate.

The overall AVE value of each variable is in table 3, the data's outcomes processing that has been carried out, all variables are above the specified value, namely >0.5. The variable that has the highest AVE value is variable Z, customer satisfaction with a value of 0.707.

Table 4. Fornell-Larker Criterion Processing Values

	Product quality	Brand Equity	Customer loyalty	Customer satisfaction
Product quality	0.835			
Brand Equity	0.753	0.773		
Customer loyalty	0.633	0.812	0.843	
Customer satisfaction	0.665	0.798	0.768	0.841

The aforementioned table indicates that the product quality variable's $\sqrt{\text{AVE}}$ value with the variable itself is 0.835, indicating that the product quality's $\sqrt{\text{AVE}}$ value is higher than the other variables. This also applies to the $\sqrt{\text{AVE}}$

value of brand equity of 0.773, $\sqrt{\text{AVE}}$ of customer loyalty of 0.843, $\sqrt{\text{AVE}}$ of customer satisfaction of 0.841. So In summary, the study instrument satisfies the criteria for discriminant validity.

Table 5. Cross loading trial

	X1	X2	Y	Z
X1.1	0.89	0.575	0.535	0.539
X1.2	0.778	0.749	0.575	0.623
X1.4	0.853	0.56	0.487	0.487
X1.5	0.814	0.6	0.499	0.551
X2.1	0.573	0.642	0.437	0.466
X2.2	0.612	0.818	0.652	0.689
X2.4	0.582	0.844	0.75	0.668
Y.1	0.542	0.735	0.88	0.676
Y.2	0.535	0.694	0.882	0.665
Y.3	0.634	0.7	0.83	0.651
Y.4	0.561	0.683	0.841	0.713
Y.5	0.372	0.598	0.776	0.514
Z.1	0.639	0.701	0.72	0.894
Z.2	0.471	0.571	0.503	0.805
Z.3	0.618	0.62	0.591	0.833
Z.4	0.502	0.762	0.73	0.828

The research mentioned from Discriminant Validity is valid, as demonstrated by the results of the Fornell-Larker Criterion and Cross Loading calculations above.

Table 6 Reliability Test

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Product quality	0.854	0.902
Brand Equity	0.663	0.815
Customer loyalty	0.897	0.924
Customer satisfaction	0.862	0.906

The table above shows the Composite variable values and Cronbach's alpha both exceed 0.6. Thus, it can be said that all structures exhibit a high degree of reliability in line with the anticipated minimal norms.

Table 7 Processing Path Coefficient Values

	Product quality	Brand Equity	Customer loyalty	Customer satisfaction
Product quality			1,000	1,000
Brand Equity			1,000	1,000
Customer loyalty				
Customer satisfaction			1,000	

1. With a score of 1,000, the relationship between product quality and customer loyalty is positive.
2. With a value of 1,000, the relationship between product quality and customer satisfaction is positive in direction.
3. With a value of 1,000, brand equity has a positive direction of influence on consumer loyalty.
4. With a value of 1,000, brand equity has a positive direction of influence on customer satisfaction.
5. With a rating of 1,000, the direction of consumer satisfaction with loyalty is good.

Bootstrapping Analysis

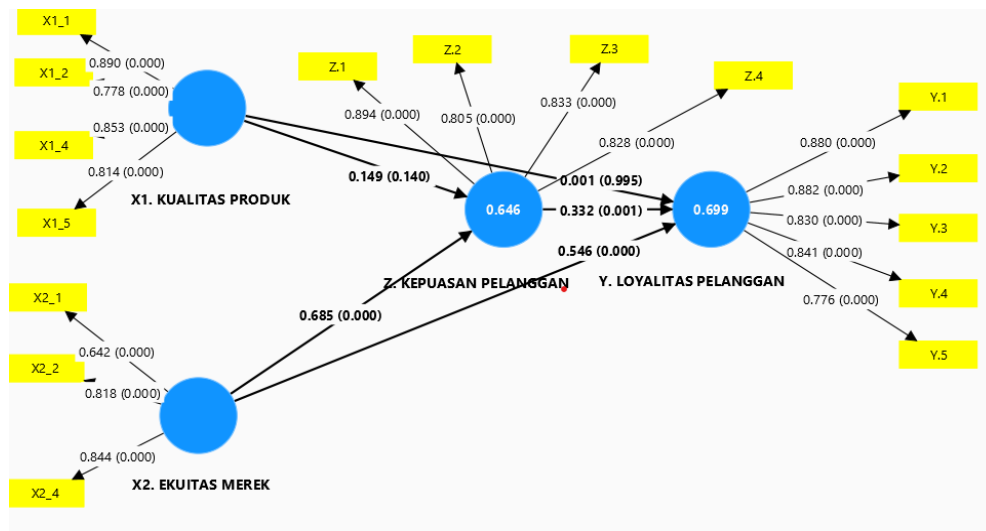


Figure 2. Results of Outer Loading data processing

Table 8. Hypothesis path coefficient value

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
X1. PRODUCT QUALITY > Y. CUSTOMER LOYALTY	0.001	-0.003	0.091	0.006	0.995
X1. PRODUCT QUALITY > Z. CUSTOMER SATISFACTION	0.149	0.15	0.101	1,474	0.14
X2. BRAND EQUITY > Y. CUSTOMER LOYALTY	0.546	0.547	0.114	4,784	0
X2. BRAND EQUITY > Z. CUSTOMER SATISFACTION	0.685	0.687	0.081	8,442	0
Z. CUSTOMER SATISFACTION > Y. CUSTOMER LOYALTY	0.332	0.337	0.098	3,389	0.001

- 1) H1: Customer loyalty is not much impacted by product quality. The hypothesis is rejected since the product quality t-statistic value is less than 1.96 ($0.006 < 1.96$) and the p-value is $0.995 > 0.05$.
- 2) H2: Customer loyalty is positively and significantly impacted by brand equity. The hypothesis is accepted since the brand equity t-statistic value is greater than the t-table value of 1.96 ($4,784 > 1.96$) with p-values < 0.05 .
- 3) H3: Customer satisfaction is not significantly impacted by the quality of the product. The hypothesis is rejected because the statistical value of product quality is less than 1.96 ($1.474 < 1.96$) with p-values $0.14 > 0.05$.
- 4) H4: Customer happiness is positively and significantly impacted by brand equity. The hypothesis is accepted since the brand equity t-statistical value is more than the t-table value of 1.96 ($8,442 > 1.96$) with a p-value of $0.000 < 0.05$.
- 5) H5: Customer loyalty is positively and significantly impacted by customer satisfaction. The hypothesis is supported because the customer satisfaction t-statistical value is higher than the t-table value of 1.96 ($3,389 > 1.96$) with a p-value of $0.001 < 0.05$.

Table 9. Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
Product Quality > Customer Satisfaction > Customer Loyalty	0.05	0.052	0.04	1.24	0.215
Brand Equity > Customer Satisfaction > Customer Loyalty	0.228	0.231	0.072	3,183	0.001

1. H6: The function of customer happiness in moderating the impact of product excellence on patron devotion. according to H testing⁶The p-value was 0.215, which was greater than 0.05, and the t-statistic value was 1.24, which was less than 1.96 (t-table). The sixth hypothesis (H6), according to which customer happiness strongly mediates the influence of product quality on customer loyalty, is therefore "not proven" because the path coefficient value is positive 0.05.
2. H7: How consumer pleasure affects brand equity's ability to drive client loyalty. according to H testing⁷The p-values were 0.001, which was less than 0.05, and the t-statistic value of 3.183, which was higher than 1.96 (t-table), was found. The seventh hypothesis (H7), which claims that customer pleasure strongly mediates the influence of brand equity on customer loyalty, is therefore "proven" because the path coefficient value is 0.228.

DISCUSSION

The impact of product excellence on patronage

Testing hypothesis 1 (H1) yielded results that clearly showed product quality has no discernible impact on consumer loyalty; so, H1 is rejected. This implies that the degree of consumer loyalty will not be impacted by the quality of Uniqlo items. Research by provides support for these conclusions. (Safitri et al., 2022; Putra et al., 2022) which claims that consumer loyalty is not significantly impacted by the quality of the product.

Brand equity's impact on consumer loyalty

Based on the results of testing hypothesis 2 (H2) has been proven that brand equity has a positive and significant effect on customer loyalty, so H2 is accepted. The results of this research are in accordance with previous research

conducted by (Ongkowidjoyo, 2015 and Ayuda et.al., 2023) which stated that brand equity has a significant effect on customer loyalty.

The relationship between customer satisfaction and product quality

It has been demonstrated that there is no discernible relationship between product quality and customer satisfaction based on the findings of testing hypothesis 3 (H3). Hence, hypothesis H2 is disproved. The findings of this study support other research (Lestari & Elwisam, 2017; Indrawati, 2017) that found no discernible relationship between product quality and consumer happiness.

Brand Equity's Effect on Customer Satisfaction

Testing hypothesis 4 (H4) yielded results that demonstrated the positive and significant impact of brand equity on customer happiness; so, H4 is accepted. The findings of this study support earlier studies by (Busra & Dahmiri, 2022; Ayuda et al., 2023) that found a positive and substantial relationship between brand equity and customer satisfaction.

Customer Loyalty and Customer Satisfaction's Relationship

Testing hypothesis 5 (H5) provided results that demonstrated the positive and considerable impact of customer satisfaction on customer loyalty; thus, H5 is accepted. The findings of this study support earlier research by (Andreas & Yuniarti (2016) and Widadswara & Sutopo (2017), which found a positive and significant relationship between customer satisfaction and customer loyalty.

The Mediating Effect of Customer Satisfaction on the Relationship Between Product Quality and Customer Loyalty

Test results for hypothesis 6 (H6) demonstrate that customer pleasure is not a mediating factor in the relationship between product quality and customer loyalty; so, H6 is rejected. The findings of this study support earlier research by (Andreas & Yuniarti (2016) and Wirawan et al. (2019), which found that customer pleasure did not mediate the relationship between product quality and customer loyalty.

Customer Satisfaction's Function in Mediating Brand Equity's Effect on Customer Loyalty

Testing hypothesis 7 (H7) produced results that clearly show how much brand equity influences consumer loyalty when it comes to customer happiness. As a result, H7 is accepted. The findings of this study support earlier studies by (Ayuda et al. (2023) and Permatasari et al. (2022), which found that customer satisfaction strongly moderates the impact of brand equity on customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

Customer loyalty is not significantly impacted by the quality of the product. This assertion demonstrates that both good and evil things exist. The

degree of consumer loyalty for Uniqlo products is unaffected by the quality of the product. Customer loyalty is positively and significantly impacted by brand equity. This assertion demonstrates that both good and evil things exist. The degree to which Uniqlo customers are loyal will depend on brand equity. Customer satisfaction is not much impacted by the quality of the product. This claim indicates that Uniqlo's customer satisfaction rating is independent of product quality. Customer happiness is positively and significantly impacted by brand equity. This claim demonstrates how consumer satisfaction levels are influenced by brand equity, regardless of how good or poor it is. Customer loyalty is positively and significantly impacted by customer satisfaction. This claim demonstrates how customer loyalty will be influenced by both high and poor levels of customer satisfaction. The relationship between product quality and customer loyalty at Uniqlo Indonesia is not mediated by customer satisfaction. This claim implies that, even in the absence of customer happiness, product quality can have a direct impact on Uniqlo customers' loyalty. The relationship between brand equity and customer loyalty at Uniqlo Indonesia is mostly mediated by customer happiness. It is said in this statement that improved brand equity would eventually lead to higher consumer satisfaction and loyalty.

According to researchers, Uniqlo can increase product differentiation by concentrating on creating unique fashion designs that capture the essence of the company's brand. Furthermore, it's advised to select materials that can draw attention to the product's worth and originality while also making buyers feel comfortable—using ecologically friendly materials, for instance. After that, Uniqlo will be able to adjust prices in response to the geography and demographics of its customers while still keeping quality and affordability in check and pushing the boundaries of design, materials, and marketing techniques.

FURTHER STUDY

To improve the accuracy of the research data, it can be suggested that future studies include a larger number of respondents than those in the previous study. By conducting sustainable research, it may be possible to observe how respondents' behaviors on this research issue have changed from the current to the future.

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