

## The Influence of Brand Image, Brand Trust and Service Quality on Brand Loyalty at Patra Malioboro Hotel

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### ABSTRACT

The hotel industry is increasingly developing after the Covid-19 pandemic along with the development of tourism. This situation also has an impact on the level of competition in the business. This study was conducted at Patra Malioboro Hotel to analyze the significant impact of brand image, brand trust and service quality on brand loyalty. The sampling technique used purposive sampling with 100 domestic guests who used the services of The Patra Malioboro Hotel as the research sample. The data analysis tool uses Multiple Regression Analysis. Hypothesis testing proves that brand image, brand trust and service quality has a major impact on brand loyalty of The Patra Malioboro Hotel. Brand trust is the dominant factor influencing brand loyalty.

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## **INTRODUCTION**

The development of the hotel industry in the tourism sector is currently increasingly rapid, making the number of tourists continue to increase every year. According to the Organization for Economic Co-operation and Development (OECD) Tourism Trends and Policies Report 2020, the tourism industry contributed 536.8 trillion rupiah in 2017, accounting for 4.1% of Indonesia's gross domestic product (GDP), and grew by 6.1% in 2019.

The Special Region of Yogyakarta is one of the most popular destinations in Indonesia. According to the 2022 report from the Indonesian Central Bureau of Statistics in 2022, the number of foreign tourist visits in the Special Region of Yogyakarta has continued to increase since April 2022. This condition had an impact on the growth of star hotel room occupancy in the Special Region of Yogyakarta. Occupancy rate in December 2022 was 72.87%, where the national average occupancy was 56.90%. This occupancy rate increased by 7.92 points compared to the previous month. The total number of star hotels in the Special Region of Yogyakarta in 2022 are 168 hotels and makes competition even tighter. Therefore, every hotel must make efforts to increase customer interest and maintain customer loyalty to be able to compete with other hospitality service providers, one of which can be realised through brand loyalty.

Brand loyalty is a form of customer intrinsic commitment to carrying out repeated purchasing activities of a brand (Tamindael, 2021). Brand loyalty is the process of customers learning to purchase certain brands without paying attention to other types of products (Khasanah, et al., 2021). Brand loyalty is a valuable asset for hotels because by getting loyal customers, customers have a commitment to a brand which can then bring profits to hotel services (Handayani and Martini, 2015). One of the factors that influences brand loyalty is brand image (Hokky & Bernardo, 2021), brand trust (Anjani, 2018) and service quality (Pramana and Rastini, 2016).

Brand image is used as a benchmark for customers in evaluating products when they do not have sufficient knowledge about a product they want to use. Customers tend to choose well-known products based on their experience with the product and information from various sources (Laksono & Suryadi, 2020). The extent of the impact of brand image on brand loyalty is supported by previous research showing that brand image has a significant impact on brand loyalty (Yuliana, 2021; Alhaddad, 2015). On the other hand, there are explanations that brand image does not have a positive and significant effect on brand loyalty (Qurbani & Pasaribu, 2019; Khasanah et al., 2021).

Brand loyalty can also be substantially influenced by brand trust (Ahmed & Rizwan, 2014). Brand trust is a belief attached to the characteristics of a product. Brand trust can arise because consumers repeatedly see, use and exploit the product or service. (Sudiby and Pamikatsih, 2023). Previous research has proven that the stronger the brand trust, the more significant it will have an impact on increasing brand loyalty (Khasanah, et al., 2021; Alhaddad, 2015). However, according to Apriliani et al., (2020) prove that brand trust is not a factor that influences brand loyalty.

Service quality can also have an impact on the level of consumer loyalty to the brand. Service quality is the benefit felt by customers after evaluating the product or service and comparing the benefits that customers expect (Sudarso, 2016). Service quality is an important aspect that must be considered in optimising the implementation of product transaction activities (Tjiptono, 2022). Marketers who deliver good quality service to customers will lead to increased brand loyalty (Pramana & Rastini, 2016; Rizaldi dan Hardini, 2019). The results of different research explain that service quality does not have a major impact on brand loyalty (Anggraini & Budiarti, 2020).

The Patra Malioboro Hotel is a new hotel which is located in Yogyakarta and officially opened in December 2020 during the Covid-19 pandemic. The high level of competition in the hotel industry is one of the important factors underlying the need to conduct studies on hotel brand loyalty. The aim of this research is to examine the substantial influence of brand image, brand trust and service quality on brand loyalty.

## **LITERATURE REVIEW**

### ***Brand Loyalty***

Brand loyalty describes positive customer behaviour towards a brand which is shown through the level of customer attachment to the brand which is reflected through repeat purchase behaviour (Rather, 2017). Brand loyalty is a combination of the likelihood that a customer will purchase the same brand again on subsequent purchases and the likelihood of purchasing a company's product or service over other products at different price levels. (Tjiptono & Diana, 2020). Strong brand loyalty will have an impact on brand performance which is demonstrated through increasing profits and expanding the brand's market share (Yeh et al., 2016; Kim et al., 2020). The components of brand loyalty are: cognitive loyalty, affective loyalty, cognitive loyalty, behavioural loyalty and commitment to rebuy (Li & Petrick, 2008).

### ***Brand Image***

Brand image is the customer's reaction to the brand based on the good or bad attributes of the brand in the customer's memory. (Keller, 2013). Brand image is a collection of impressions that exist in customers' minds about a brand which are assembled from customers' memories of the brand (Rizan, 2015). Brand image is a representation of what consumers think and feel when they first see or hear the brand. Brand image is a form or concrete description that leaves a trace of meaning in the memory of consumers. The research indicators were developed and divided into five dimensions studied by Wijaya, (2013). Namely brand identity, brand personality, brand association, brand behaviour and attitude, brand competence and benefit

### ***Brand Trust***

Brand trust is a customer's perception of a sense of trust and security towards a brand that arises voluntarily and assumes that the brand can meet their expectations or expectations (Suryani and Rosalina, 2019). Brand trust is a customer's willingness to believe and feel safe in a brand with all its risks and hope that the brand can provide results that meet their expectations. (Rohmana, 2019). Brand trust is considered a calculative phenomenon based on the brand's

continued ability to deliver on its promises and an assessment of the benefits of maintaining the relationship. In this study, there are 3 indicators adopted from previous research with minor modifications (Shin et al., 2019), including: brand integrity, brand credibility and brand benevolence.

### ***Service Quality***

Service quality is a reflection of all dimensions of the products offered so that it can produce benefits for customers (Tjiptono and Chandra, 2017). In general, services provided by business actors that are of good quality and produce high satisfaction make customers loyal so that these customers make repeat purchases more often. Service quality is an expectation as a desire of customers rather than the service that may be provided by the company (Sunyoto, 2013). In this research, research indicators were developed and divided into five dimensions studied by (Tjiptono dan Chandra, 2020). Namely, service quality dimensions are: reliability, responsiveness, assurance, empathy, tangibility

### ***HYPOTHESIS***

#### ***The Influence of Brand Image on Brand Loyalty***

Customers who are satisfied with the product or brand they consume can repurchase the product. Continuous and repeated purchases of the same brand can show customer loyalty to the brand (Sudaryono, 2016). Customers who have a positive image of a brand are more likely to make repeat purchases and even be loyal to that brand (Setiadi, 2013). The influence of brand image on brand loyalty has been proven by previous researchers who stated that brand image has a significant positive effect on brand loyalty. It means that if customers have a good perception of the brand image of a product, it will encourage increased customer loyalty to that product brand (Sakinah and Suhardi, 2018; Alfiani and Mediawati, 2015; Rahmadhany et al, 2022). The hypothesis used as the basis for this test is as follows:

H1: Brand image has a positive and significant effect on brand loyalty of The Patra Malioboro Hotel.

#### ***The Influence of Brand Trust on Brand Loyalty***

Zhong, et al (2022) trust is a main component that can encourage a person's buying interest and loyalty to a brand. The higher the trust that customers have, the greater the possibility of customers increasing brand loyalty. ). The influence of brand trust on brand loyalty has been proven by previous researchers who stated that brand trust has a significant positive effect on brand loyalty. It means that if customers have a good perception of the brand trust of a product, it will encourage increased customer loyalty to that product brand (Bastian, 2014; Qurbani, 2019; Lindawaty et al, 2022) The hypothesis used as the basis for this test is as follows:

H2: Brand trust has a positive and significant impact on brand loyalty of The Patra Malioboro.

## *The Influence of Service Quality on Brand Loyalty*

Good service and in accordance with what customers expect when carrying out transactions or purchasing a product, then customers will show a high probability of making repeat purchases so that they become loyal and even invite other people (Mulyana et al, 2019). The influence of service quality on brand loyalty has been proven by previous researchers who stated that service quality has a significant positive effect on brand loyalty. It means that if customers have a good perception of the service quality of a product, it will increase the customer loyalty to the brand (Rizaldi and Hardini, 2018; Pramana and Rastini, 2016). The hypothesis used as the basis for this test is as follows:

H3: Brand quality has a positive and significant effect on brand loyalty of The Patra Malioboro Hotel.

### CONCEPTUAL FRAMEWORK

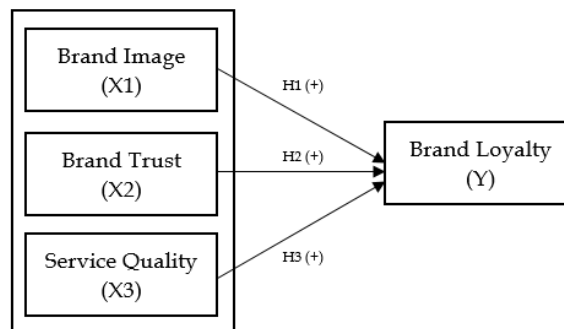


Figure 1. Conceptual Framework

### METHODOLOGY

#### *Population and Research Sample*

The population in this study were domestic customers who had stayed at The Patra Malioboro Hotel. The technique sampling uses purposive sampling and the sample size is 100 respondents. The sample criteria set were consumers who were or had previously stayed at The Patra Malioboro Hotel for at least the last 3 months when the research was conducted.

#### *Method of Collecting Data*

Data collection uses survey techniques with data collection tools using questionnaires. Questionnaires were distributed online and offline to the sample research. The questionnaire was measured using a Likert scale with assessment categories: strongly disagree (score 1) up to score 5 (strongly agree).

#### *Data Analysis Technique*

The data analysis technique uses multiple linear regression, the purpose of which is to determine the direction of influence of independent variables on dependent variables. This analysis tests the proposed hypotheses. Before conducting multiple linear regression analysis, several steps need to be carried out, that is, classic hypothesis testing, including: normality test, multicollinearity test and heteroskedasticity test.

### RESEARCH RESULT

**Validity Test**

When we say that an instrument is being tested for validity, we indicate that we are checking how well it measures study variables. The reliability of the measurement findings depends on the validity and accuracy of the instrument. This validity test was calculated using IBM SPSS Statistics 25 Software and 100 respondents. The questionnaire's validity test yielded the following results:

**Table 1. Validity Test Result of Research Questionnaire**

Variable	Question	Pearson Correlation	Sig. (2-tailed)	Test Result
Brand Image (X1)	In my perception, the strength of The Patra Malioboro Hotel lies in its strategic location	0,578	0,000	Valid
	In my perception, the uniqueness of The Patra Malioboro lies in its distinctive and attractive interior design	0,734	0,000	Valid
	In my perception, The Patra Malioboro is superior to other hotels in its class	0,743	0,000	Valid
	According to my perception, The Patra Malioboro has a very good reputation	0,709	0,000	Valid
	In my perception, The Patra Malioboro Hotel customers are identified with the family segment	0,738	0,000	Valid
	According to my perception, the variety of services and facilities Patra Malioboro Hotel has very good quality	0,442	0,000	Valid
Brand Trust (X2)	The comfortable atmosphere of The Patra Malioboro is in accordance with the promises made through promotional media	0,768	0,000	Valid
	The services and facilities provided by The Patra Malioboro were in line with my expectations	0,516	0,000	Valid
	The Patra Malioboro service staff are consistently able to provide professional service	0,793	0,000	Valid
	The service staff at The Patra Malioboro have very high concern for their customers.	0,653	0,000	Valid
	The Patra Malioboro staff are always willing to solve the problems faced by their customers	0,495	0,000	Valid
Service Quality (X3)	The service staff at The Patra Malioboro are able to provide service very swiftly	0,764	0,000	Valid

	The service staff at The Patra Malioboro are able to respond quickly to the needs and desires of their customers	0,754	0,000	Valid
	The Patra Malioboro Hotel is able to guarantee security and comfort in service	0,709	0,000	Valid
	The Patra Malioboro Hotel service staff have a very caring and attentive attitude when serving their customers	0,785	0,000	Valid
	The Patra Malioboro Hotel has very complete and adequate facilities and infrastructure	0,641	0,000	Valid
Brand Loyalty (Y)	I will stay again at The Patra Malioboro in the near future	0,788	0,000	Valid
	I always make The Patra Malioboro my choice of accommodation to stay	0,827	0,000	Valid
	I am willing to give recommendations to other potential customers to stay at The Patra Malioboro	0,849	0,000	Valid
	I will still stay at The Patra Malioboro even though there are many similar hotels that offer attractive offers	0,787	0,000	Valid
	I am satisfied with the quality of service and facilities provided by The Patra Malioboro	0,470	0,000	Valid
	I really like the atmosphere and service of The Patra Malioboro	0,804	0,000	Valid
	I am willing to commit to always providing positive information about The Patra Malioboro	0,410	0,000	Valid

Based on Table 1, it shows that all brand loyalty variable statement instruments are valid because their significance values are less than 0.05 and Pearson Correlation is positive.

### **Reliability Test**

If an indicator is dependable, then it may be utilised to gather data with confidence. Testing for reliability using the IBM SPP Statistics 25. The question items asked can be declared reliable if Cronbach Alpha  $\geq 0.6$  (Ghozali, 2018). The study variables' reliability test yielded the following results:

**Table 2. Reliability Test Result of Research Questionnaire**

Variable	Cronbach's Alpha	Information
Brand Image	0,731	Reliabel
Brand Trust	0,663	Reliabel
Service Quality	0,780	Reliabel

Brand Loyalty

0,846

Reliabel

Based on Table 2, it shows that the Cronbach's Alpha values for all variables are above 0,6. From these results it was concluded that all research variables were declared reliable.

### *Classical Assumption Test*

#### *Normality Test*

The normality test is used to see whether the independent and dependent variables have a normal or abnormal distribution in the regression model (Juliandi et al, 2014). Normality testing in this study measures the Kolmogorov Smirnov value. The study variables' normality test using IBM SPSS Statistics 25 yielded the following results:

**Table 3. Normality Test Result of Research Questionnaire**

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters A,b		Mean	.0000000
		Std. Deviation	1.88259843
Most Extreme Differences	Absolute		.055
	Positive		.039
	Negative		-.055
Test Statistic			.055
Asymp. Sig. (2-tailed)			.200c,d
a. Test distribution is Normal.			
b. Calculated from data.			

Shows the results of the normality test using the One-Sample Kolmogorov-Smirnov Test with the criterion the significance value (Asymp. Sig. 2 tailed) is  $0.200 > 0.05$ . So it can be concluded that the residual data values are normally distributed.

#### *Heteroscedasticity Test*

The heteroscedasticity test is used to test whether in the regression model there is an imbalance in the residual variance from one observation to another (Juliandi et al, 2014). The study variables' Heteroscedasticity test using IBM SPSS Statistics 25 yielded the following results:

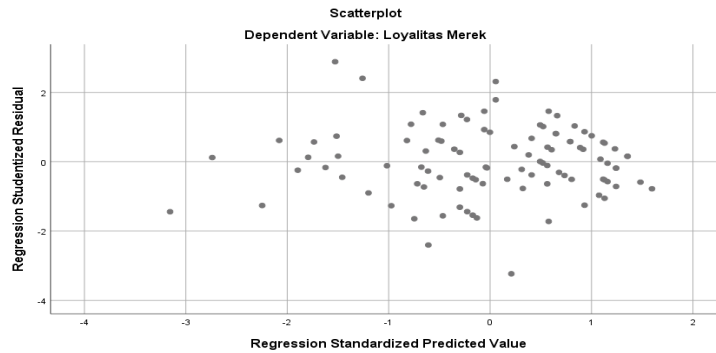


Figure 2. Heteroscedasticity Test Result of Research Questionnaire

Based on the scatter plot output above, it can be seen that it does not form a clear pattern and the dots are spread below and above the number 0 on the Y axis. This means that heteroscedasticity does not occur. So it can be concluded that this research regression model is suitable for use.

**Multicollinearity Test**

The multicollinearity test aims to test whether a correlation is found between independent variables aimed at the Tolerance and Variance Inflation Factor (VIF) values in the regression model (Ghozali, 2018). The following are the output results of the Multicollinearity Test using IBM SPSS Statistic 25 as follows:

**Table 4. Heteroscedasticity Test Result of Research Questionnaire**

Model		Coefficients					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	-.864	1.943		-.445	.657		
	Brand Image	.358	.122	.292	2.927	.04	.275	3.637
	Brand Trust	.759	.132	.466	5.767	.000	.420	2.384
	Service Quality	.265	.130	.181	2.041	.044	.348	2.876

a. Dependent Variable: Brand Loyalty

The multicollinearity test shows that the Tolerance value for all variables (brand image, brand trust, service quality) is > 0.1 and the VIF value for each

independent variable is < 10. This means it can be concluded that there is no multicollinearity in the regression model between the independent variables.

**Hypothesis Testing**

**Multiple Linear Regression Analysis Test**

Multiple linear regression analysis was conducted to determine the status or impact of the independent variables (including brand image, brand trust, and service quality) on the dependent variable (brand loyalty) (Subando, 2021). The following is the output result of the multiple linear regression analysis test using IBM SPSS Statistic 25:

**Table 5. Multiple Linear Regression Analysis Test Result**

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.864	.943		-.445	.657
Brand Image	.358	.122	.292	2.927	.004
Brand Trust	.759	.132	.466	5.767	.000
Service Quality	.265	.130	.181	2.041	.044

a. Dependent Variable: Brand Loyalty

The multiple linear regression equation model is as follows:

$$Y = -0,864 + 0,292X_1 + 0,466X_2 + 0,181X_3 + e$$

The regression model equation shows that the direction of influence of the independent variable on the dependent variable has a positive direction of influence. This means that if the assessment score for each independent variable increases by one unit, the assessment score for the dependent variable will increase by the value of the beta coefficient.

**Coefficient of Determination Test (R2)**

Coefficient of determination analysis or R-square is used to analyse how much the independent variable substantially influences the dependent variable (Juliandi et al, 2014). The results of the Coefficient of Determination Test (R2) using IBM SPSS Statistics 25 are as follows:

**Table 6. Coefficient of Determination Test Result**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 <sup>a</sup>	.737	.729	1.91179

a. Predictors: (Constant), Service Quality, Brand Trust, Brand Image

The results of this test show that the coefficient of determination is 0.729, which means that 72.9% of brand loyalty is determined by variables such as brand image, brand trust and service quality, while the remaining 27.1% is determined by other variables not explained in this article influence of factors. This research.

**T-Test (Partial)**

A t-test is conducted to determine whether each independent variable has a partially or individually significant effect on the dependent variable (Ghozali, 2018). The results of the t test using IBM SPSS Statistics 25 are as follows:

**Table 7. The T-Test Result of Research Questionnaire**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.864	1.943		-.445	.657
	Brand Image	.358	.122	.292	2.927	.004
	Brand Trust	.759	.132	.466	5.767	.000
	Service Quality	.265	.130	.181	2.041	.044

a. Dependent Variable: Brand Loyalty

Based on Table 7, the results of the t test are as follows:

1. Hypothesis Test 1 (H1)

According to the t test results, the t table value (1.984) < calculated t (2.927) is obtained, and the significance value is 0.004 < 0.05. This means H01 is rejected and Ha1 is accepted. Therefore, brand image has a positive and significant impact on brand loyalty of the Patra Malioboro Hotel

2. Hypothesis Test 2 (H2)

According to the results of the t test, the t table value is  $(1.984) < t$  count  $(5.767)$  and the significance value is  $0.000 < 0.05$ . This means  $H_02$  is rejected and  $H_a2$  is accepted. This means that brand trust has a positive and significant impact on brand loyalty of The Hotel Patra Malioboro.

3. Hypothesis Test 3 ( $H_3$ )

According to the results of the t test, the t table value is  $(1.984) < t$  count  $(2.041)$  and the significance value is  $0.044 < 0.05$ . This means  $H_03$  is rejected and  $H_a3$  is accepted. Therefore, service quality has a positive and significant impact on the brand loyalty of The Hotel Patra Malioboro.

## DISCUSSION

### *The influence of Brand Image on Brand Loyalty*

The t test results show that brand image is a factor that can influence brand loyalty, meaning that the stronger the brand image, the more brand loyalty will increase. The main factor in the brand image of The Patra Malioboro which can influence brand loyalty is that the Patra Malioboro Hotel is considered superior to other hotels in its class. This is consistent with previous theory by Laksono and Suryadi, (2020).

### *The influence of Brand Trust on Brand Loyalty*

The t test results show that brand trust is a factor that influences brand loyalty, meaning that the higher the level of brand trust, the greater the increase in brand loyalty and the possibility of switching to another brand tends to be lower. The main factor in Patra Malioboro Hotel brand trust that can influence brand loyalty is always Patra Malioboro Hotel service staff willing to solve the problems faced by its customers. This is consistent with previous theory by Noor, (2014).

### *The influence of Service Quality on Brand Loyalty*

The t-test results show that service quality is a factor that affects brand loyalty. This means that the better the quality of service provided to customers, the higher the brand loyalty. The main factor in the service quality of The Patra Malioboro which can influence brand loyalty is that the service staff at The Patra Malioboro are able to provide service very quickly. This is consistent with previous theory by Apriliani et al. (2020).

## CONCLUSIONS

1. The research results show that brand image has a significant impact on brand loyalty of The Patra Malioboro Hotel. This means that the brand has a stronger brand image. This further increases brand loyalty.
2. According to the findings, brand trust has a significant impact on brand loyalty of The Patra Malioboro Hotel. Therefore, greater brand trust in a brand will increasingly increase brand loyalty.
3. The research results show that there is a significant positive correlation between service quality and brand loyalty. This means greater brand trust leads to greater brand loyalty.

## **RECOMMENDATIONS**

1. The Patra Malioboro Hotel is expected to add several wayfinding points close to the hotel location. This is to reduce complaints because Jalan Malioboro often opens and closes every 18.00-21.00 and on certain events. However, The Patra Malioboro can highlight its advantages, namely its location close to Malioboro Street, Beringharjo Market, Yogyakarta Station, Yogyakarta Monument, Yogyakarta Square and Yogyakarta Palace.
2. The Patra Malioboro Hotel is expected to carry out maintenance actions periodically and continuously to improve the performance of facilities that are less than optimal, for example air conditioning, toilet flush systems and wall paint that is starting to peel. Complete equipment and facilities need to ensure these aspects function well, because in a marketing strategy customer trust is the key to increasing the level of loyalty and business success.
3. The Patra Malioboro is expected to provide special knowledge or training programs for service staff so that service quality is always consistent and the level of solidarity is always maintained. Therefore, service personnel will be able to work by providing the best contribution and having a Sense of Belonging attitude or a sense of belonging to the company.

## **ADVANCED RESEARCH**

The limitations found in this study are that the sampling was not categorised based on the type of user, namely individual users or organisational users. Thus, further research needs to be grouped so that the research results can be more specific using market segment groups.

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