

## The Influence of Brand Experience, Brand Trust, Brand Satisfaction, and Complaint Handling on Brand Loyalty for MS Glow Skincare products

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### ABSTRACT

This research aims to examine the influence of brand experience, brand trust, brand satisfaction, and complaint handling on MS Glow Skincare brand loyalty. This type of research is quantitative, using a purposive sampling technique, by collecting data through an online questionnaire distributed via goggle form to MS Glow Skincare consumers. Descriptive verification analysis uses multiple linear regression analysis, with a sample size of 150 respondents for this research. The method used is SPSS version 26. The results of the research are (X1) Brand experience has a positive and significant influence on brand loyalty, (X2) Brand trust has a negative and no significant influence on brand loyalty, (X3) Brand satisfaction has a positive and significant influence on loyalty brand, (X4) Complaint handling has also been proven to have a positive and significant effect on brand loyalty

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## INTRODUCTION

The beauty industry is the most popular and profitable industry in Indonesia, market conditions force market players and producers to compete tremendously and the most important factor in product success is the brand (Sari, 2024). Everything is done to get loyal customers for the product. Companies also have to compete to maintain their products by acquiring new or existing customers to remain loyal (Rochmadi et al., 2023). Many people already know that MS Glow Skincare is a well-known skin care brand originating from Indonesia which aims to provide high-quality skin care products by prioritizing its formula and providing satisfying results for consumers (Tarigan & Siregar, 2023). The following is data on the annual sales development of MS Glow products in the cosmetics industry :

**Table 1. MS Glow Skincare Sales Data**

No	Year	Value (USD) Million
1	2016	3,525
2	2017	3,828
3	2018	4,120
4	2019	4,390
5	2020	4,634
6	2021	4,487
7	2022	5,029
8	2023	5,184

Source : *www.cekindo.com*, 2024

Based on the table above, there is an increase in sales of MS Glow Skincare products every year. In order to be maintained, companies need factors that can influence consumer loyalty, because consumer loyalty to a brand can cause data percentages to increase and be higher (Rochmadi et al., 2023). The following is the best-selling skincare sales data in 2024 :

**Table 2. Sales In 2024**

No	Nama Brand	Nilai (USD) Miliar
1	Skintific	71
2	MS Glow	59
3	The Originote	33
4	Daviena	30
5	Bening's	13

Source : *Compas Market Insight*, 2024

Based on the table above, the MS Glow Skincare Brand is ranked 2nd in terms of sales in the beauty industry in the skincare category in 2024 after Skintific (Andini, 2024). The effect of increasing sales is due to brand loyalty or loyalty from consumers which is defined as a positive response after consumers make a purchase and feel satisfied (Andriani & Marpaung, 2024). In order to get good results, companies must implement repeat purchases in order to increase product sales in accordance with their market share (Saputri M et al., 2023).

In previous research, there were brand experience factors that could influence brand loyalty according to Suntoro & Silintowe (2020). The function of brand experience is that when a consumer uses a product, he will know the details of the product and recommend it to other people (Amalia & Rahmadhany, 2023). Previous research by Suntoro & Silintowe (2020), Salsabila and Nurhadi (2022), Wardani & Wiyadi (2023), Cici & Mardikaningsih (2022) and Amalia & Rahmadhany (2023) found that brand experience has a positive influence on brand loyalty. In contrast to research by Marsella (2024), Ting et al., (2024), and Putri & Nadzir (2023) shows that brand experience actually has a negative influence on brand loyalty.

Apart from this, according to Salsabila & Nurhadi (2022) found that brand trust influences brand loyalty. Customers trust that the brand in question can be trusted and provides benefits. Therefore, companies must continue to give the highest caliber of consumers, so that they always trust the product or brand. Previous research by Suntoro & Silintowe (2020), Alfia and Dwiridotjahjon (2023), Widiанти (2022), Alkalah (2024) found that brand trust has a positive influence on brand loyalty. On the other hand, research conducted by Insiyah & Fitriyah (2021), Putra & Murwanti (2023), Insanita & Meriam (2024), Ilmiah (2024) shows that brand trust has a negative impact on loyalty to a brand.

Apart from the two factors above, brand satisfaction also plays an important role in building loyalty to a brand (Khasanah et al., 2021). Satisfaction is the result of the purchasing process and then evaluated by comparing the products that customers expect (Danis et al., 2024). Previous research by Suntoro & Silintowe (2020), Andriani & Marpaung (2024), Khasanah et al., (2021) shows that brand satisfaction has a positive influence on brand loyalty. In contrast to studies from Wardani & Wiyadi, (2023), Meisaroh et al., (2022), Octoriviano et al., (2022) discovered that brand satisfaction actually has a negative influence on brand loyalty.

There are also complaint handling factors that have an influence on brand loyalty according to Nurhidayanti et al., (2020). Based on research (Harahap et al., 2024), it is stated that good complaint handling can make dissatisfied customers become satisfied and then become loyal customers. Previous research conducted by Nurhidayanti et al., (2020), Rustam (2024), Khoiri & Adityawarman (2021), Harahap et al., (2024) shows that handling customer complaints will positively influence on loyalty to certain brands. In contrast to research by Syamsudin & Fadly (2021), Fauzan et al., (2024), Kurniawan et al., (2022) stated that handling complaints in fact has a negative effect on brand loyalty.

This study builds on earlier research that was carried out by Suntoro & Silintowe (2020) which examined the analysis of brand experience, brand trust and brand satisfaction on brand loyalty. Next, researchers looked at this phenomenon and added Complaint Handling by Nurhidayanti et al., (2020), and skin care products from MS Glow Skincare. Based on the background that has been explained, this research is aimed at conducting an analysis, "The Influence of Brand Experience, Brand Trust, Brand Satisfaction and Complaint Handling on Brand Loyalty for MS Glow Skincare products".

## **LITERATURE REVIEW**

### **Grand Theory of Consumer Behavior**

Kotler and Armstrong (2016) argue that consumer behavior is a continuous process from before the consumer buys a product or service, then continues long after the consumer consumes it. The meaning of this consumer behavior is to build brand loyalty and create lasting relationships with consumers, so companies must be aware of problems before, during and after purchase. According to Lingga et al., (2021) to build positive experiences, maintain trust, increase satisfaction and handle complaints well on brand loyalty for lasting relationships, companies must focus not only on the products or services they sell, but also on the experience. that they create across the consumer journey, from before purchase to after.

### **Brand Loyalty**

Kotler and Keller (2016) state that brand loyalty is a sign of a strong commitment that customers have to make repeat purchases and provide support for products or services they like in the future, even though there are various influences from other competing products that can cause consumer switching. According to Salsabila & Nurhadi (2022) states that brand loyalty reflects positive behavior towards a brand which can generate interest and encourage consumers to continue buying that brand. According to Pedersen and Nyseveen, 2001 in (2022) Rahmadhani et al., there are 4 indicators of brand loyalty namely : Cognitive, Affective, Conative, Action.

### **Brand Experience**

According to Alloza in Salsabila & Nurhadi, (2022) brand experience is characterized with the consumer's perception of interacting directly with the brand, either through the brand image, through advertising or events. According to Rochmadi et al., (2023) to achieve and build sustainable brand loyalty, companies need a strong brand experience. According to Marsella (2024) also states that brand experience, such as consumers' perception of the brand, can then be projected in promotions, and the level of quality in individual maintenance. According to Brakus et al, 2009 in Suntoro and Silintowe, 2020 there are 4 indicators of brand experience, namely: Sensory, Affection, Behavioral, Intellectual.

### **Brand Trust**

According to Delgado in Disastra & Novita (2022) trust in a brand is the potential for a brand to be trustworthy, which comes from a process that can ensure that the item can provide the value as promised with good brand equity. Trust is also defined as honesty to fulfill promises and increase consumer comfort and experience, because many consumers choose a brand as a value of the level of trust they give to that brand thereby increasing loyalty to always use that product brand (Salsabila & Nurhadi 2022). According to Lassoued and Hoobs, 2015 in Wadi et al., 2021 there are 4 indicators of brand trust, namely: Credibility, Brand Competence, Brand Kindness, Brand Reputation

### Brand Satisfaction

According to Suh & Han in Farida & Silitonga (2024) brand satisfaction is a key factor driving product performance to exceed the expectations desired by consumers to maintain relationships with the brand in the long term. Brand satisfaction is also the actual response of consumers who have used the product regarding its quality (Khasanah et al., 2021). As stated by Engel et al., in Ting et al., (2024) brand satisfaction has a positive impact on a brand because the satisfaction felt by consumers can encourage them not to switch to another brand, then create emotional attachment, foster love, and trigger a sense of loyalty to the brand. the brand (Danis et al., 2024). According to Ercis et al, 2012 in Suntoro and Silintowe, 2020 there are 3 indicators of brand satisfaction, namely : Equity, Value, Quality.

### Complaint Handling

According to Majid in Maharani et al., (2023) service complaints are emotional expressions from consumers that arise due to dissatisfaction, whether related to the products offered or the services provided. Handling consumer complaints must be done well so that the same mistakes are not repeated, and complaints can be resolved effectively, fairly and thoroughly in order to keep customers loyal to the product (Hermawati, 2023). According to Noval et al., 2015 in Syamsudin and Fadly, 2021, there are 4 indicators of complaint handling, namely: Empathize with customers who submit complaints, be quick in handling complaints, be fair and reasonable in resolving complaints, make it easier for customers to submit complaints.

### Hypothesis Development

- H1 : Brand Experience has a positive and significant impacts on Brand Loyalty
- H2 : Brand Trust has a positive and significant impacts on Brand Loyalty
- H3 : Brand Satisfaction has a positive and significant impacts on Brand Loyalty
- H4 : Complaint Handling has a positive and significant impacts on Brand Loyalty

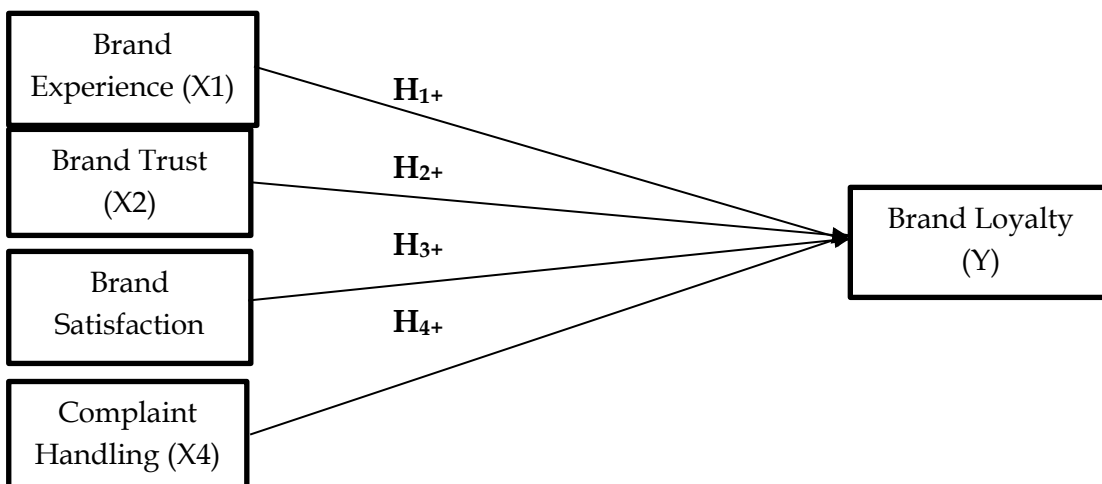


Figure 3. Hypothesis Framework

## METHODOLOGY

The approach taken by researchers is a quantitative method which is carried out to research a population or sample which employs research tools to collect data in an effort to examine established hypotheses (Sugiyono, 2020). In this investigation, the population were students in Purwokerto. In sampling, a non-probability sampling technique was used, namely purposive sampling. Meanwhile, this sampling method uses the Roscoe formula with a minimum quantity of sample participants 10 times the quantity of variables examined (Sugiyono, 2020) whose criteria are having purchased MS Glow Skincare products and used them at least 2 times. With a sample size of 150 respondents. Another way that can be done is by distributing a questionnaire using a Google form which is filled in online by MS Glow Skincare users, then the data results are processed using statistical software, namely SPSS version 26. The independent variables in this research consist of Brand Experience (X1), Brand Trust (X2), Brand Satisfaction (X3) and Complaint Handling (X4). The dependent variable is a variable that is influenced by other variables. The dependent variable is Brand Loyalty (Y).

## RESEARCH RESULTS

### Validity Test

**Table 5. Validity Test**

<b>Variable</b>	<b>r count</b>	<b>r table</b>	<b>Information</b>
<b>X1.1</b>	0,751	0,396	<b>Valid</b>
<b>X1.2</b>	0,844	0,396	<b>Valid</b>
<b>X1.3</b>	0,883	0,396	<b>Valid</b>
<b>X1.4</b>	0,879	0,396	<b>Valid</b>
<b>X2.1</b>	0,748	0,396	<b>Valid</b>
<b>X2.2</b>	0,879	0,396	<b>Valid</b>
<b>X2.3</b>	0,862	0,396	<b>Valid</b>
<b>X2.4</b>	0,835	0,396	<b>Valid</b>
<b>X3.1</b>	0,869	0,396	<b>Valid</b>
<b>X3.2</b>	0,814	0,396	<b>Valid</b>
<b>X3.3</b>	0,819	0,396	<b>Valid</b>
<b>X3.4</b>	0,809	0,396	<b>Valid</b>
<b>X4.1</b>	0,845	0,396	<b>Valid</b>
<b>X4.2</b>	0,909	0,396	<b>Valid</b>
<b>X4.3</b>	0,869	0,396	<b>Valid</b>
<b>X4.4</b>	0,817	0,396	<b>Valid</b>
<b>Y1.1</b>	0,862	0,396	<b>Valid</b>
<b>Y1.2</b>	0,881	0,396	<b>Valid</b>
<b>Y1.3</b>	0,864	0,396	<b>Valid</b>
<b>Y1.4</b>	0,842	0,396	<b>Valid</b>

It is visible in the Validity Test table above that the results of all variables are obtained with a calculated  $r$  value of  $> 0.396$ . Thus, it may be said that every variable has been deemed legitimate.

### Reliability Test

**Table 6. Reliability Test**

Variable	Cronbach's Alpha	Information
Brand Loyalty	0.860	Reliabel
Brand Experience	0.852	Reliabel
Brand Trust	0.846	Reliabel
Brand Satisfaction	0.883	Reliabel
Complaint Handling	0.885	Reliabel

In the Reliability Test there are 5 variables with all values greater than  $> 0.060$  as determined by (Sugiyono, 2020), so it can be said that the decisions in the reliability test above are considered trustworthy or consistent.

### Classical Assumption Test

**Table 7. Normality Test  
 One-Sample Kolmogorov-Smirnov Test**

	Unstandardized Residual
Test Statistic	.063
Asymp. Sig. (2-tailed)	.200 <sup>c,d</sup>

Source : SPSS data processing 2024

In the Normality Test, the regression model might be considered to have a distribution with normality if the value is more than  $>0.05$ . As seen within the table, the significant Asymp.Sig (2-tailed) value is 0.200, exceeding 0.05. In conclusion, the Kolmogorov-Smirnov normality test demonstrates that it is dispersed normally, so the normality criteria for the regression model are appropriate.

**Table 8. Multicollinearity Test**

Variable	Collinearity Statistics	
	Tolerance	VIF
Brand Experience	0.362	2.761
Brand Trust	0.439	2.280
Brand Satisfaction	0.378	2.646
Complaint Handling	0.589	1.698

Source : SPSS data processing 2024

The objective of the multicollinearity test is to assess if a relationship exists between the independent and dependent variables in the regression model. This test is indicated by a VIF value  $< 10$  and Tolerance  $> 0.1$ . It is evident from the preceding table that the variables brand experience, brand trust, brand satisfaction and complaint handling do not show any multicollinearity in the brand loyalty variable.

**Tabel 9. Heteroscedasticity Test**

Variable	t-Statistic	Sig.
Brand Experience	-1.884	0.062
Brand Trust	-0.382	0.703
Brand Satisfaction	0.740	0.460
Complaint Handling	1.413	0.160

Source : SPSS data processing 2024

In the Heteroscedasticity Test, it can be declared passed if the significance between the independent variable and the residual exceeds 0.05%. It can be seen in the table above, brand experience  $0.062 > 0.05$ , brand trust variable  $0.703 > 0.05$ , brand satisfaction variable  $0.460 > 0.05$ , and complaint handling variable  $0.160 > 0.05$ . Therefore, it may be stated that the data does not show any signs of heteroscedasticity.

**Table 10. Multiple Linear Regression Test**

Variable	Unstandardized B	t	Sig.
Constant	0.413	1.610	0.110
Brand Experience	0.241	2.826	0.005
Brand Trust	-0.007	-0.080	0.936
Brand Satisfaction	0.264	3.291	0.001
Complaint Handling	0.388	5.436	0.000

Source : SPSS data processing 2024

Considering this table, the regression equation is used to conduct testing the impact or influence of brand experience, brand trust, brand satisfaction and complaint handling on brand loyalty.

Regression Equation :  $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

$$Y = 0.413 + 0,241(X_1) - 0,007(X_2) + 0,264 (X_3) + 0,388(X_4) + e$$

The brand experience variable is 0.241, meaning that the brand experience variable increases by 1 unit and increases brand loyalty by 0.241 assuming other variables are considered constant. The brand trust variable is -0.007, meaning that the brand trust variable increases by 1 unit and reduces brand loyalty by 0.007 unit assuming other variables are considered constant.

The brand satisfaction variable is 0.264, meaning that the brand satisfaction variable increases by 1 unit and brand loyalty increases by 0.264 unit with the assumption that other variables are considered constant. The complaint handling variable is 0.388, meaning the complaint handling variable increases by 1 unit and brand loyalty increases by 0.388 unit assuming other variables are considered constant.



**Model Fit Test**

**Table 11. Determination Test (*Uji R2*)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 <sup>a</sup>	.594	.582	.50104
F Value	4.000	Sig	0,004	

Source : SPSS data processing 2024

The Coefficient of Determination test is intended to see what level of influence variable X has on variable Y. As seen in the table above, it is concluded that this research produces an adjusted R2 of 0.582. This value is used as a way to see the magnitude of the influence of the variables brand experience, brand trust, brand satisfaction and complaint handling on brand loyalty. Therefore, the independent variable to the dependent variable is worth 58,2%, while the remaining 41,8% is influenced by other factors. The F value with significance is 4,000 with a smaller Sig < 0.05. This means that the fit model is suitable for use.

**Table 12. Hypothesis Test Result (*t Test*)**

	Hypothesis	Sig.	Information
H1	Brand Experience	.005	Accepted
H2	Brand Trust	.936	Rejected
H3	Brand Satisfaction	.001	Accepted
H4	Complaint Handling	.000	Accepted

The t test is designed to test the linear coefficient observed from the calculated t value and its significance is at the 0.05 level. In the event when the significance value is < 0.05, It is possible to said that dependent variables are influenced by independent variables variable and vice versa. As seen in the table above, the brand experience variable has an effect on brand loyalty, the brand trust variable has no effect on brand loyalty, the brand satisfaction variable has an effect on brand loyalty and the complaint handling variable has an effect on brand loyalty.

**DISCUSSION**

The research results show the influence of brand experience on brand loyalty for MS Glow Skincare products. Brand experience from consumers who always use MS Glow Skincare every morning and night because the product smells fresh, makes skin healthier and glows, and learns about the natural ingredients used. The results of this research are in line with Salsabila and Nurhadi (2022), Son, Birruni, Arafah (2023), Wardani & Wiyadi (2023), Cici & Mardikaningsih (2022) and Amalia & Rahmadhany (2023) who stated that brand experience has a positive effect on brand loyalty.

Then the research results show that there is no influence of brand trust on brand loyalty for MS Glow Skincare products. Because in the skincare industry, if consumers feel less confident about the quality, consistency or brand integrity of the product, trust will decrease, so consumers often search for substitute goods that are taken into consideration more reliable and reduce emotional attachment and the desire to make repeat purchases. This can have a direct impact on reducing long-term brand loyalty. This research is relevant to Insiyah & Fitriyah (2021), Putra & Murwanti (2023), Insanita & Meriam (2024), Ilmiah (2024) shows that brand trust has a negative effect on loyalty to a brand. This finding is not relevant to the opinions of Suntoro & Silintowe (2020), Alfia and Dwiridotjahjon (2023), Widianti (2022), Alkalah (2024) who found that brand trust has a positive effect on brand loyalty.

The research results show that there is an influence of brand satisfaction on brand loyalty for the MS Glow Skincare brand because consumers feel satisfied and confident in the product, the price is in accordance with the quality of the product and are confident in the product because it meets their expectations. This research is relevant to Suntoro & Silintowe (2020), Andriani & Marpaung (2024), Khasanah et al., (2021) which demonstrates that brand satisfaction has a positive influence on brand loyalty. This is different from research from Wardani & Wiyadi, (2023), Meisaroh et al., (2022), Octoriviano et al., (2022) which found that brand satisfaction actually has a negative influence on brand loyalty.

The research results show the influence of complaint handling on brand loyalty for MS Glow Skincare products. There are loyal MS Glow Skincare consumers because handling complaints provides a channel for communication so that consumers can easily submit complaints, always listen attentively to each consumer, act quickly to provide solutions and be fair in handling to maintain consumer trust. The results of this research are in line with the opinions of Rustam (2024), Khoiri & Adityawarman (2021), Harahap et al., (2024) showing that complaint handling has a positive effect on loyalty. According to (Harahap et al., 2024), effective complaint handling can make dissatisfied customers become satisfied and then become loyal customers.

## **CONCLUSIONS AND RECOMMENDATIONS**

From the research results it can be concluded that Brand Experience, Brand Satisfaction and Complaint Handling have a very important role in influencing Brand Loyalty in MS Glow Skincare products. These findings confirm that aspects that build loyalty or fidelity in consumers such as good experiences, consumer satisfaction and complaint handling are more effective in encouraging brand loyalty than Brand Trust. This is different from previous research which did not include complaint handling as a variable, whereas this research shows that Complaint Handling has a significant effect on Brand Loyalty. Based on these findings, it is recommended that MS Glow Skin Care products focus on improving and maximizing Brand Experience, Brand Satisfaction and Complaint Handling. The limitation of this research is the representativeness of the sample which only involved students from two universities in Purwokerto and not sufficient for various other variables that might also influence Brand Loyalty.

## ADVANCED RESEARCH

Researchers suggest that MS Glow Skincare continues to maintain and increase brand loyalty by making brand experience, customer satisfaction and handling complaints the main indicators in developing product quality. Apart from that, companies are also expected to actively listen to customer input to ensure the products offered are in line with market needs and expectations. For future research, it is recommended to expand the focus to other independent variables or other relevant factors. This aims to obtain a more thorough comprehension of the elements that affect consumer engagement, so that it can support more effective strategies in constructing long-term relationships between brands and customers.

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