THE IMPACT OF BRAND TRUST AND PERCEIVED QUALITY ON BRAND LOYALTY IN MEDIATION CUSTOMER SATISFACTION: A CASE STUDY OF KOPI KENANGAN CONSUMERS IN MEDAN CITY

Friti Sinta[1], Prihatin Lumbanraja[2], Beby Karina F. Sembiring[3]

[1,2,3]Master of Management Study Program, Universitas Sumatera Utara
Corresponding Email: friti.sinta1@gmail.com

ABSTRACT

In this study, we examined the influence of brand trust and perceived quality on brand loyalty through customer satisfaction at Kopi Kenangan Sun Plaza in Medan City. The increasing consumption of coffee in Indonesia has led to the development of coffee shop businesses in various cities across the country, including Medan. While this growth presents an opportunity for entrepreneurs to build and promote their brands to attract customers, it also creates intense competition among businesses, especially in major cities like Medan. The aim of this research is to find solutions to address the challenges faced by Kopi Kenangan, including low brand trust, perceived product quality, customer satisfaction, and low repeat purchase intention towards Kopi Kenangan products. The study focuses on enhancing brand trust, improving perceived product quality, and increasing customer satisfaction to build customer loyalty towards Kopi Kenangan. Data were collected from 96 customer samples through a questionnaire using probability sampling and analyzed using a structural equation model. The research findings indicate that brand trust has a significant negative influence on customer satisfaction and brand loyalty, while perceived quality has a significant positive influence on customer satisfaction and brand loyalty. Additionally, customer satisfaction also has a significant positive influence on brand loyalty. Furthermore, brand trust and perceived quality together have a positive and significant influence on brand loyalty. Moreover, brand trust has a significant negative influence on brand loyalty through customer satisfaction, while perceived quality has a significant positive influence on brand loyalty through customer satisfaction.

Keywords: ***Brand Trust, Perceived Quality, Customer Satisfaction, Brand Loyalty***

1. INTRODUCTION

Coffee is one of the most popular drinks in the world, coffee connoisseurs in Indonesia are increasing day by day. This is indicated by the increasing proliferation of coffee shop businesses in various cities throughout Indonesia. Currently, the coffee shop business is one of the most promising businesses. This is due to the growing trend of drinking coffee in coffee shops or commonly called hanging out. With the increasing mobility and lifestyle of people who are influenced by outside cultures, especially in big cities in Indonesia, this has led to the development of the coffee shop business. Coffee shop is a destination that is in demand, especially by young people to just relax or hang out with friends. The 2016-2021 National Coffee Consumption from the Center for Agricultural Data and Information Systems at the Ministry of Agriculture shows that national coffee consumption throughout the 2016-2021 period coffee consumption in Indonesia is predicted to grow by an average of 8.22% per year (databoks.katadata.co. id). This further clarifies that coffee is increasingly favored by various groups in Indonesia. Judging from the data on the amount of coffee consumption and the increase in coffee shops, entrepreneurs must build brands and promote brands. Brand or Brand according to Keller, 2003 ; Hartini, 2012 , is a product that is able to provide an additional dimension that uniquely differentiates it from other products designed to satisfy similar needs. Customers tend to spend extra money on the preferred brand because they believe that no competitor can provide the value provided by the preferred brand. Therefore, brand

THE IMPACT OF BRAND TRUST AND PERCEIVED QUALITY ON BRAND LOYALTY IN MEDIATION CUSTOMER SATISFACTION: A CASE STUDY OF KOPI KENANGAN CONSUMERS IN MEDAN CITY

Friti Sinta, Prihatin Lumbanraja, Beby Karina F. Sembiring

loyalty is considered a condition for organizational profitability and sustainability (Chaudhuri & Holbrook, 2001) . In other words, they become loyal to their favorite product brand and stick to a well-known brand name (Sun, et al, 2004) .

In the city of Medan, the coffee shop business is growing very fast from the increasing number of coffee shop businesses. This trend attracts coffee memories to open branches in Medan . Kopi Kenangan is the fastest growing non-franchise coffee shop in Indonesia. Kopi Kenangan in running its business, of course, always pays attention to how its consumers always remember and believe in the product and it is hoped that consumers will feel satisfied with the products marketed by Kopi Kenangan. Brand trust refers to consumers who understand that companies will offer products with the desired quality to lure consumers to make purchases (Valimsya & Sianturi, 2022). Consumers will evaluate the perceived quality of a product from their previous buying experience. As a result, brand loyalty and brand preference will increase and purchase intention will also increase (Chi, et al , 2009) . Brand trust is also said to be a sense of trust in a product or service that can provide satisfaction to customers who use these services (Putra & Yulianthini, 2022). A product/service that is perceived (*service perceived*) by consumers of high quality always tends to contribute to consumer satisfaction with the product/service (Zeithaml, 2000) . Perceived quality of a strong brand adds value to consumer purchase evaluations (Low, 2000) . The focus of this study was to examine the extent to which brand trust and perceived quality influence brand loyalty through customer satisfaction for Kopi Kenangan Sun Plaza consumers in Medan City. The purpose of this study was to understand the effect of brand trust and perceived quality on customer satisfaction among Kopi Kenangan consumers. This research aims to provide insights to coffee shop business owners in improving customer experience and building strong brands. Maintaining customer satisfaction is a key factor in achieving coffee shop business success, especially in an increasingly competitive industry.

2.LITERATURE REVIEW

2.1.Brand Loyalty

According to Schiffman and Wisenblit (2015) Brand loyalty is a measure of how often consumers buy a particular brand's products, whether they switch brands or not and, how often, and the degree of commitment to buy brands on a regular basis. *Brand loyalty* is very important especially for a company. The existence of consumers who are loyal to the company's brand is needed so that the company can survive (Illahi & Andarin, 2022) . A customer who is very loyal to a brand will not easily move their purchases to another brand, whatever happens to that brand. If customer loyalty to a brand increases, the vulnerability of that customer group to threats and attacks from competitors' brand products can be reduced (Simanjuntak, *et al* , 2021) . Selvrajah (2018) Schiffman and Wisenblit (2015) Gultom & Hasibuan (2021) stated that brand loyalty is a positive feeling of consumers towards the brand and a strong dedication to continue to make repeated purchases of the same product or service. In conclusion, *brand loyalty* is a positive feeling towards a brand that is formed to show consumer commitment in making repeat purchases and to measure the intensity of consumer switching to competitor brands.

2.2.Brand Loyalty Indicator
Meanwhile, according to Kotler and Keller (2014) dividing loyalty indicators into 3 indicators, namely as follows:
1. *Word of mouth* (word of mouth) is a promotional activity that promotes through conversation channels or is known by word of mouth
2. *Reject another* (reject another company's invitation) is to refuse an invitation or inducement from another company to join the company.

3. *Repeat purchasing* (repeat purchase) is to re-purchase a product that will be consumed.

2.3. Brand Trusts

Brand Trust has a very large influence on the sustainability of a brand, because if a brand is no longer trusted by consumers, it will be difficult for products with that brand to develop in the market. On the other hand, if the brand is trusted by consumers, then products with that brand will be able to continue to grow in the market (Adhari, 2021) . *Brand trust* according to Nurhayati (2020) is consumer belief that the product is able to fulfill the promised value or in other words the perception that the brand is able to meet consumer expectations by fulfilling brand promises which ultimately creates customer satisfaction. According to Wibowo, *et al,* (2022) brand trust is a logical result of brand familiarity and liking for a brand. Therefore, companies need to build and maintain consumer trust in order to creating consumer commitment from now until the time to come .

2.4. Brand trust indicator

As for the indicators *of brand trust,* it can be measured through four indicators according to Chaudhuri & Holbrook (2001) , namely:
1. *Trust* , the indicator of trust means that consumers trust a product or service through the brand of the product.
2. *Rely* (Reliable), Reliable indicators related to consumer confidence in a product or service where consumers rely on and feel bound by the product.
3. *Honest* (Honest), honest indicators related to consumer confidence in a product brand that the brand is an honest brand.
4. *Safe* (Security), The security indicator relates to the level of security trusted by consumers for a product or service brand.

2.5. Perceived Quality

Perceived quality is a consumer's psychological assessment of the quality of any product based on his perception. The objective characteristics of a product include intrinsic and extrinsic quality signals. Intrinsic signals lead to perceived quality and perceived quality, increasing brand equity so managers should strive to reduce the gap between expected perceived quality and observed perceived quality (Sanyal, Datta, & Delhi, 2011) . According to Tuan and Rajagopal (2017) , perceived quality is the customer's feeling for the overall quality or superiority of a product or service with respect to the intended purpose related to alternatives and by creating satisfaction . In conclusion, perceived quality, namely consumer perceptions of the quality of goods or services, is generally related to the information obtained. thus affecting the purchase intention and consumer loyalty itself.

2.6. Perceived Quality Indicator

As according to Sweeney & Soutarh (2001) states several indicators of perceived quality as follows:
1. Has consistent quality
2. Is well made (the product is good)
3. Has an acceptable standard of quality
4. Product defects are rare
5. Would perform consistently (consistent performance)

2.7. Customer Satisfaction

Customer satisfaction is critical to long-term business success, and one of the most researched topics in marketing (Pappu & Quester, 2006) . Since consumer satisfaction has been considered a fundamental determinant of long-term business success, many studies on consumer satisfaction have investigated its impact on consumer post-consumption evaluations such as behavioral and attitudinal loyalty. (Cooil, *et al* , 2007) . Consumer satisfaction is an after-purchase evaluation of the selected alternative that gives the same results or exceeds consumer expectations.

THE IMPACT OF BRAND TRUST AND PERCEIVED QUALITY ON BRAND LOYALTY IN MEDIATION CUSTOMER SATISFACTION: A CASE STUDY OF KOPI KENANGAN CONSUMERS IN MEDAN CITY

Friti Sinta, Prihatin Lumbanraja, Beby Karina F. Sembiring

Overall satisfaction is determined by the suitability of expectations which is a comparison between perceived performance and expectations (Pertiwi, *et al* , 2022; Suprina, *et al* , 2022) . Customer satisfaction (*Customer Satisfaction*) can be characterized from various points of view (Dimitriades, 2006) . The level of satisfaction is defined as a consequence of the difference between the expected performance and what consumers feel (Oliver, 1999) . In general, there are two types of satisfaction that can be described in the literature: transaction-specific satisfaction and overall satisfaction (Oliver & Westbrook, 1993) .

2.8. Customer Satisfaction Indicator

As for the indicators of *customer satisfaction* according to Griffin (2005) indicators of customer satisfaction are as follows:

1. Make regular purchases, repeat customers buy more than twice the same product.
2. Buying across product or service lines , customers buy all the goods or services offered and they need. they buy regularly, the relationship with this customer is strong and lasts, which makes them not influenced by competitors' products
3. Recommending to others, means that customers become marketers for the company. Customers besides buying regularly are also willing to tell other parties to consume the product.
4. Demonstrates immunity to competitors' pull, meaning that customers are not interested in other similar services and are also not interested in promotions from other companies, because customers are satisfied with the products and services of these companies.

Meanwhile, according to Tjiptono (2011) indicators of customer satisfaction are as follows:

1. *Overall satisfaction* (overall satisfaction), namely the evaluation results and current consumption experiences that come from habits, constraints and product standards.
2. *Confirmation of expectation (* confirmation of expectations), namely the level of conformity between service performance and customer expectations.
3. *Comparison of ideal (* ideal comparison), namely product/service performance compared to ideal conditions occurs according to customer perceptions.

3. RESEARCH METHODS

This type of research is associative research and uses a quantitative approach. And using a data processing tool, namely IBM SPSS version 23. This research was conducted in the city of Medan. The selected location is Sun Plaza, Jl. KH. Zainul Arifin No.7, Upper Madras, Kec. Medan Polonia, Medan City, North Sumatra. This research started from February - May 2023. Sugiyono (2012: 137) states that data collection can use primary sources and secondary sources. The primary data source in this study is the customer of Kopi Kenangan Sun Plaza Dikota Medan using a questionnaire and using a Likert scale as a measurement scale. Secondary data sources used in this study are data sources obtained through literature and internet media.

3.1. Population and Sample

Population is an association or location chosen by researchers based on the number and certain criteria consisting of objects or subjects to be studied , which will be concluded (Sugiyono, 2016: 135). If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower and time, the researcher can use samples taken from that population. For this reason, samples taken from the population must truly be representative of the population in this study, namely visitors at Kopi Kenagan Sun Plaza, an unknown number. While the sample in this study uses the Lemeshow formula (1997), this is due to the unknown population size. The research uses the same method, namely Pane & Purba (2020)

Somantri (2021) . Then the results obtained the number of samples needed in this study were 96 respondents.

3.2. CONCEPTUAL FRAMEWORK
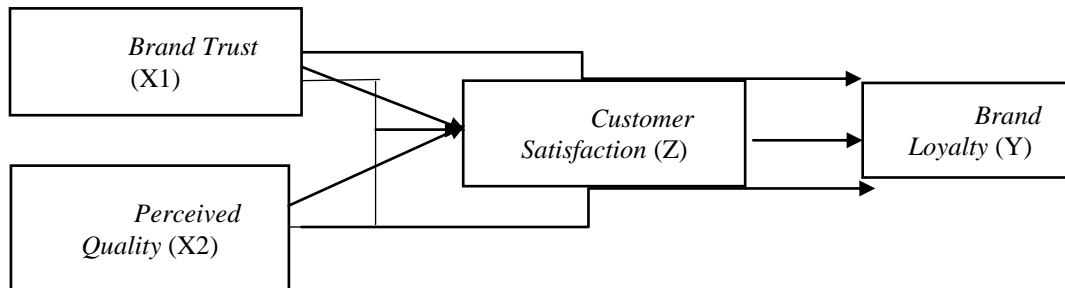
Picture 1.1
Conceptual Framework

The research hypothesis is compiled based on the research concept framework, previous research and the logical relationships that are formed between research variables. The research hypothesis is formulated as follows:

H1   : *Brand trust* **and** *perceived quality* **have a positive and significant effect on** *brand loyalty* **to consumers Coffee Memories in Medan City**

Based on research conducted by Simon & Tjokrosaputro (2018) states that perceived quality and brand trust simultaneously have a positive impact on customer loyalty. The higher the consumer's brand trust in the product, the better the quality perception felt by consumers in consuming the product and the higher the level of consumer brand trust has an important role in building consumer loyalty to the brand. The same thing was also stated by Ahmed, *et al,* (2014) stating that brand trust and perceived quality are the most important factors in achieving brand loyalty , this shows that if the product offered is in accordance with consumer desires, trust in the brand will be created which is beneficial for the company. in making loyal customers.

H2   *:* *Brand trust* **has a positive and significant effect on** *brand loyalty* **among Kopi Kenangan consumers in Medan City**

Based on research conducted by Jovanna & Hakimah (2022) states that consumer trust depends on a good company reputation and credibility. the greater the consumer trusts a brand, the greater the consumer builds closeness to the brand, thereby encouraging consumers to be loyal to that brand. Based on research conducted by Pangestika & Khasanah (2021), the research results show that there is a positive and significant influence between *brand trust* on *brand loyalty* positive results indicate that the relationship or influence of *brand trust variables* is in the same direction as brand loyalty. Then based on research conducted by Dewi et al., (2022) and Sari & Arifin (2021) in their research found that *brand trust* has a positive and significant effect on *brand loyalty,* the higher *the brand trust* owned by consumers, the higher a person's *Brand Loyalty* . consumer. And when *brand trust* decreases, it will result in a decrease in a consumer's *brand loyalty* .

H3   : *Perceived quality* **has a positive and significant effect on** *brand loyalty* **to consumers Coffee Memories in Medan City**

Foroudi, *et al.* (2018) argues that when consumers have high *perceived quality of a brand, this situation can influence consumer preferences and form consumer loyalty to that brand. Perceived quality* can encourage consumer minds to build consumer closeness with the brand. Osakwe (2019) says that *Perceived Quality* will directly affect purchasing decisions and Brand Loyalty, especially when buyers are not motivated or unable to carry out detailed analysis. consumers will prefer brands that they are familiar with because of the consumer's perception that

THE IMPACT OF BRAND TRUST AND PERCEIVED QUALITY ON BRAND LOYALTY IN MEDIATION CUSTOMER SATISFACTION: A CASE STUDY OF KOPI KENANGAN CONSUMERS IN MEDAN CITY

Friti Sinta, Prihatin Lumbanraja, Beby Karina F. Sembiring

the brand is reliable. In addition, consumers also feel confident that the brand can prevent them from the risk of using the product. Sulivyo & Ekasari (2021) stated in their research that the perceived quality that consumers feel affects the desire to buy a product. This means that the higher the perceived value of consumers, the higher the consumer's desire to finally buy. Positive quality perceptions will drive purchasing decisions and create product loyalty. This is because consumers will prefer products that have a good quality perception. Brangsinga & Sukawati (2019) conducted research on Samsung *cellphone consumers, stating that perceived quality* and *brand image* have a positive and significant effect on *brand loyalty* . When the consumer's *perceived quality* of the brand is good and the resulting *brand image is good,* consumer *brand loyalty will be formed.* With the existence of consumer *brand loyalty* , this will add to the positive value of the brand and will increase *brand equity* for both the brand and the company.

4.RESULTS AND DISCUSSION

There are 2 substructure tests in this study, namely:
1. Sub-structure I in the path analysis contains the influence of *brand trust* (X1) and *perceived quality* (X2) as the independent variable on *customer satisfaction* (Z) as the dependent variable. The regression equation for this sub-structure I can be formulated as follows:

$$Z = b_1 ZX_1 + b_2 ZX_2 + e_1$$

2. Sub-Structure II in the path analysis of the influence *of brand trust* (X1), *perceived quality* (X2) and *customer satisfaction* (Z) as independent variables on *brand loyalty* as the dependent variable. This Sub-Structure II Regression Equation can be formulated as follows:

$$Y = b_1 YX_1 + b_2 YX_2 + b_3 YZ + e_2$$

Table 1.1 Regression Equation for Sub-Structure I

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	-1,417	.961		-1,474	.144
X1	-1,368	086	-.957	-15,869	.000
X2	1,307	.049	1615	26,787	.000

a. Dependent Variable: Z

Source: Primary Data, 2023 (data processed)

Based on Table 1.1 , by looking at the beta value on *standardized coefficients* , a regression model can be made for sub-structure I, namely as follows :

Z = – 0.957 X1 + 1.615 X2

1. The effect of *brand trust* on *customer satisfaction* is negative with an influence value of -0.957 indicating that there is a strong negative relationship between *brand trust* and *customer satisfaction* , which is statistically significant. This shows that the lower *the brand trust,* the lower *the customer satisfaction* . Therefore, Kopi Kenangan needs to improve *the brand trust* of the products or services provided in order to increase the level of customer satisfaction.
2. The effect of *perceived quality* on *customer satisfaction* is positive with an influence value of 1.615, the results of the SPSS data indicate that there is a strong positive relationship between *perceived quality* and *customer satisfaction* , which is statistically significant. This shows that

the higher the level of consumer trust in a brand, the higher the level of consumer satisfaction with the product or service provided. In addition, these results also show that every 1-unit increase in brand trust will result in an increase of 1.615 in the level of consumer satisfaction. This can be used as a guide for companies to increase consumer confidence in brands in order to increase the level of consumer satisfaction with the products or services provided.

Table 1.2 Sub-Structure Determination Coefficient Test I
Summary Model ᵇ

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.951 ᵃ	.905	.903	.910

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Z
Source: Primary Data, 2023 (data processed)

Based on Table 1.2, it can be seen that the coefficient of determination (*Adjusted R Square*) is 0.903 or 90.3% which indicates that *brand trust* and *perceived quality* in explaining their influence on *customer satisfaction* is 90.3%, while the remainder is 9.7 % is influenced by other variables not examined in this study.

Table 1.3 Sub-Structure Regression Equation II
Coefficients ᵃ

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	std. Error	Betas	t	Sig.
(Constant)	10,328	2007		5.146	.000
Brand trust	-.645	.180	-.490	-3,588	001
Perceived quality	.737	.105	.990	7.018	.000
Customer satisfaction	.141	061	.182	2,307	.023

a. Dependent Variable: Brand loyalty
Source: Primary Data, 2023 (data processed)

Based on Table 1.3 , by looking at the beta value on *standardized coefficients* , a regression model can be made for sub-structure II, namely as follows:

$$Y = - 0.490 \, X_1 + 0.990 \, X_2 + 0.182 \, Z$$

Based on the sub-structure II regression model, it can be explained as follows:

1. The effect of *brand trust* on *brand loyalty* is negative with an effect value of 0.490, which means that it can be concluded that there is a negative influence between *brand trust* and *brand loyalty* . The effect value is 0.490, which indicates that the higher *the brand trust* , the lower *the brand loyalty* that is formed.
2. The effect of *perceived quality* on *brand loyalty* is positive with an effect value of 0.990, it can be concluded that there is a positive influence between *perceived quality* and *brand loyalty* . The effect value is 0.990, which indicates that the higher *the perceived quality* , the higher *the brand loyalty* that is formed.

3. The effect of *customer satisfaction* on *brand loyalty* is positive with an influence value of 0.182, it can be concluded that there is a positive influence between *customer satisfaction* on *brand loyalty* . The effect value is 0.182, which indicates that the higher *the customer satisfaction* , the higher *the brand loyalty* that is formed.

Table 1.4 Sub-Structure Determination Coefficient Test II
Summary Model [b]

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.719 [a]	.517	.501	1896

a. Predictors: (Constant), Customer satisfaction, Brand trust, Perceived quality
b. Dependent Variable: Brand loyalty
Source: Primary Data, 2023 (data processed)

Based on Table 1.4 it can be seen that the coefficient of determination (*adjusted R Square)* is 0.719 or 71.9% which indicates that *brand trust, perceived quality* and *customer satisfaction* in explaining their influence on *brand loyalty* is 71.9 while the remaining is 28.1% influenced by other variables not examined in this study.

a. Interpretation of Path Analysis

Empirical causal influence between *brand trust variables* (X1), *perceived quality* (X2) on *customer satisfaction* (Z) can be described through structural equation I (one), namely:

$$Customer\ Satisfaction = -0.957\ X1 + 1.615\ X2$$

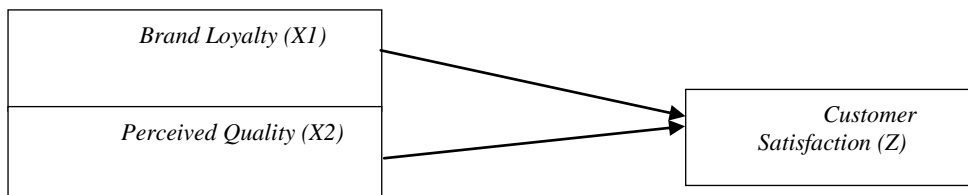Interpretation of the results of the analysis of the sub structure path I can be seen in the following figure:

Figure 1.1

Sub-Structure Path Analysis I

The empirical causal influence between *brand trust* (X1), *perceived quality* (X2) and *customer satisfaction* (Z) variables on *brand loyalty* (Y) can be described through structural equation II (two), namely:

$$\textbf{\textit{Brand Loyalty}} = -\,0.490\,X_1 + 0.990\,X_2 + 0.182\,Z$$

Brand Loyalty (X1)	
Perceived Quality (X2)	
Customer Satisfaction (Z)	

- 0.490

0.990

0.182

Brand Loyalty (Y)
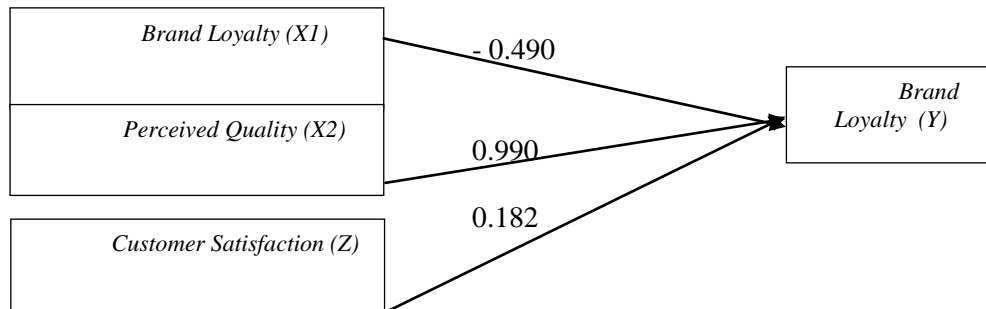
Source: Primary Data, 2023 (data processed)

b. Direct and Indirect Influence

1. Direct Effect (*Direct Effect*)
   a. The direct effect of X_1 on Z = - 0.957
   b. The direct effect of X_2 on Z = 1.615
   c. The direct effect of X_1 on Y = - 0.490
   d. The direct effect of X_2 on Y = 0.990
   e. The direct effect of Z on Y = 0.182

2. Indirect Effect *(Indirect Effect)*
   a. The indirect effect of $X_1 X_2$ on Y
      $PX_1 X_2 * PYZ$ where $PX_1 X_2 = -1.55059$ and $PYZ = 0.182$, Then $(-1.55059)*(0.182)$
      = =0.28219
   b. The indirect effect of X_1 on Y through Z
      $PZX_1 * PYZ$ (-0.957)*(0.182) = -0.174
   c. The indirect effect of X_2 on Y through Z
      $PZX_2 * PYZ$ (1.615)*(0.182) = 0.29463
   d. The indirect effect of $X_1 X_2$ on Y through Z
      $PZX_1 * PZX_2$ (-0.957) * (0.182) * (1.615) * (0.182) = 0.05095

3. Overall Effect (*Total Effcet)*
   a. The overall influence of *brand trust variables* (X1)
      $PZX_1 * PYZ$ = (-0.957) * (0.182) = -0.174, Then the overall effect of X1 on Y is Y
      = (-0.490) + (-0.174) = -0.664
   b. The overall effect of *perceived quality variables* (X2)
      The overall effect of X2 on Y = direct effect of X2 on Y + indirect effect of X2 on Y
      through Z, so that the direct effect of X2 on Y = 0.990. Indirect effect of X2 on Y through
      Z = PZX2PYZ = (1.615)(0.182) = 0.29463, Then the overall effect of X2 on Y = 0.990 +
      0.29463 = 1.28463.

Table 1.5 Influence Results Summary

No.	hypothesis	Positive/Negative	Significant/Not Significant	Information
1.	*Brand trust* has a positive and significant effect on *customer satisfaction*	Value = - 0.957 **(Negative)**	0.000 < 0.05 **(Significant)**	Rejected
2.	*Perceived quality* has a positive and significant effect on *customer satisfaction*	*Beta* Value = 1.615 **(Positive)**	0.000 < 0.05 **(Significant)**	Accepted
3.	*Brand trust* has a positive	Value = - 0.490	0.001 < 0.05	Rejected

THE IMPACT OF BRAND TRUST AND PERCEIVED QUALITY ON BRAND LOYALTY IN MEDIATION
CUSTOMER SATISFACTION: A CASE STUDY OF KOPI KENANGAN CONSUMERS IN MEDAN CITY

Friti Sinta, Prihatin Lumbanraja, Beby Karina F. Sembiring

No.	hypothesis	Positive/Negative	Significant/Not Significant	Information
	and significant effect on *brand loyalty*	**(Negative)**	**(Significant)**	
4.	*Perceived quality* has a positive and significant effect on *brand loyalty*	*Beta* value = 0.990 **(Positive)**	0.000 < 0.05 **(Significant)**	Accepted
5.	*Customer satisfaction* has a positive and significant effect on *brand loyalty*	*Beta* value = 0.182 **(Positive)**	0.023 < 0.05 **(Significant)**	Accepted
6.	*Brand trust* and *perceived quality* have a positive and significant effect on *brand loyalty*	*Beta* Value = 0.282 **(Positive)**	0.000 < 0.05 **(Significant)**	Accepted
7.	*Brand trust* has a positive and significant effect on *brand loyalty* through *customer satisfaction*	*Beta* Value = -0.174 **(Negative)**	0.000 < 0.05 **(Significant)**	Rejected
8.	*Perceived quality* has a positive and significant effect on *brand loyalty* through *customer satisfaction*	*Beta* value = 0.294 **(Positive)**	0.000 < 0.05 **(Significant)**	Accepted
9.	*Brand trust* and *perceived quality* have a positive and significant effect on *brand loyalty* through *customer satisfaction*	value = *0.0509* **(Positive)**	0.000 < 0.05 **(Significant)**	Accepted

Source : Primary Data, 2023 (data processed)

4.1.DISCUSSION
1. *Brand trust* has a negative and significant effect on *customer satisfaction*

Wijaya & Keni (2022) state *brand trust* as a customer's belief that a company will provide the best benefits in fulfilling customer desires . *Brand trust* or brand trust is the customer's belief that a company will provide the best benefits in fulfilling customer desires. Meanwhile, *customer satisfaction* is the level of satisfaction felt by consumers with the products or services they have used. Cuong (2020) states that *brand trust* is consumer confidence in the quality of a product or service. Based on the results of the hypothesis shows that there is a negative and significant influence between *brand trust* and *customer satisfaction* and shows that the hypothesis is rejected. Research shows that the higher the level of consumer trust in a brand, the lower the level of consumer satisfaction. This could be because when consumers have high trust in a brand, they will have higher expectations of the products and services offered by that brand. If their expectations are not met, then the level of customer satisfaction will decrease. This shows that the higher consumer trust in the brand, the lower the level of consumer satisfaction, this is in accordance with the statement put forward by Sari (2018) and Ismanova (2019) in their research which states that trust has a negative effect on consumer satisfaction. Therefore, companies need to build good *brand trust to increase consumer satisfaction and maintain consumer loyalty to the brand.* Companies can build brand trust by improving product quality, providing good service, being transparent in doing business and maintaining brand integrity.

Thus, the company can increase *customer satisfaction* and strengthen the brand's position in the market. this goes against the statement Nurlael, *et al* (2022) and Nurfadila, *et al,* (2015) in his research states that there is a positive and significant influence of brand trust on the level of consumer satisfaction. The same thing was also expressed by Putra & Yulianthini (2022) in their research which stated that brand trust had a positive and significant effect on customer satisfaction. This shows that brand trust affects the level of customer satisfaction. The increasing consumer trust in the brand, the increasing customer satisfaction felt by consumers. Increasing customer satisfaction can be done through increasing customer trust in the brand so that customers continue to choose the brand to continue using it . Brand trust has a high *value for bringing back customers who have used previous services.* Brand trust is also said to be a feeling of trust in a product or service that can provide satisfaction to customers who use these services (Putra & Yulianthini, 2022) .

2. *Perceived quality* has a positive and significant effect on *customer satisfaction*

According to Tuan and Rajagopal (2017) , *perceived quality* is the customer's feeling of the overall quality or superiority of a product or service with respect to the intended purpose associated with alternatives and by creating strong brand loyalty . Meanwhile, according to Faizal & Nurjanah (2019) the perceived quality of the overall features and characteristics of a product perceived by consumers in this case includes reliability, accuracy, ease of operation and repair or other attributes needed by a product. *Perceived quality* , namely consumer perceptions of the quality of goods or services, is generally related to the information obtained. thus affecting the purchase intention and consumer loyalty itself. Based on research conducted by Yuliansyah & Handoko (2019) , Izzudin and Novandari (2019) , and Xie & Sun (2021) stated that there is a significant effect *of perceived quality* on *customer satisfaction* . The better *the perceived quality* , the customer satisfaction with a brand will increase. Based on the test results it is known that *perceived quality* has a positive and significant effect on *customer satisfaction.* The better the consumer's perception of product quality, the higher the level of consumer satisfaction with the product. Therefore, companies need to pay attention to and improve *the perceived quality* of their products to increase consumer satisfaction and maintain consumer loyalty to the brand. In this case, in relation to Kopi Kenangan, companies can improve *the perceived quality* of their products by improving the quality of the coffee beans used, paying attention to proper processing and serving, and providing good service to consumers. By increasing *the perceived quality* of its products, Kopi Kenangan can increase consumer satisfaction and strengthen its position in the market.

This is in line with research conducted by Prameswari & Santosa (2021) **,** Kataria & Saini (2019) and Mostaghim, Akhlagh, & Danesh, (2017) states that perceived quality has a significant influence on customer satisfaction. it can be concluded that perceived quality plays an important role in influencing customer satisfaction with a product or service. This shows that the better the customer's perceived quality of a product or service, the higher the level of customer satisfaction. Therefore, companies need to pay attention to and improve the quality of the products or services offered in order to meet the expectations and needs of customers, so as to increase the level of customer satisfaction and strengthen the brand's position in the market. One example is the product Kopi Memories, where companies need to ensure the quality of the coffee served to customers to obtain a good quality perception and increase customer satisfaction with the brand.

3. *Brand trust* has a negative and significant effect on *brand loyalty*

According to Nurhayati (2020) *Brand trust* is the consumer's belief that the product is capable of fulfilling the promised value, creating customer satisfaction. Meanwhile, Wibowo, *et al,* (2022) stated that brand trust is the result of familiarity and liking for a brand. Companies need to pay attention to brand trust because consumers who have good trust in the Kopi Kenangan brand tend to buy the product and increase customer satisfaction. Low trust can reduce satisfaction and cause customers to switch to other brands. A high level of satisfaction can increase consumer loyalty, so it is important for companies to build good brand trust in order to maintain consumer loyalty to the

THE IMPACT OF BRAND TRUST AND PERCEIVED QUALITY ON BRAND LOYALTY IN MEDIATION CUSTOMER SATISFACTION: A CASE STUDY OF KOPI KENANGAN CONSUMERS IN MEDAN CITY

Friti Sinta, Prihatin Lumbanraja, Beby Karina F. Sembiring

Kenangan coffee brand. Thus, strong brand trust is an important factor in building consumer loyalty to brands, including the Kopi Kenangan brand.

Based on the results of the study it was found that brand *trust* had a negative and significant effect on *brand loyalty* among Kopi Kenangan customers. A negative value indicates an inverse relationship between the two variables, meaning that the higher *the brand trust* , the lower *the brand loyalty* to the Kopi Memories brand. This means that the lower the level of consumer trust in the brand, the lower the level of consumer loyalty to the brand. If *brand trust* has a negative and significant effect on *brand loyalty* , this indicates that the lack of consumer trust in Kopi Kenangan can reduce the level of consumer loyalty to the brand. One of the factors that influence *brand trust* is the quality of the product or service offered. If consumers are not satisfied with the quality of the memorable coffee product, then they may lose confidence in the brand and will no longer choose to purchase the product. In addition, other factors that can influence *brand trust* are consumer experience with the brand, brand reputation, and the influence of the social or media environment. If the Kopi Memories brand experiences problems in these matters, then this can affect consumer trust and ultimately affect the level of consumer loyalty to the brand. This is in line with research conducted by Putra & Hidayat (2022) and Eid (2011) which found that trust has a negative and weak, but significant effect on trust. This research also shows that customers do not only choose brands based on trust alone, but also other factors such as product use experience, product innovation, and customer service that influence purchasing decisions. Therefore, brands must have the right strategy to increase customer trust without compromising other factors that affect customer loyalty. This will help the brand to retain existing customers and attract new customers to choose the brand.

5.CONCLUSION AND SUGGESTIONS
5.1.CONCLUSION
Based on the analysis and discussion, several conclusions can be drawn as follows:
1. Brand trust has a negative and significant effect on customer satisfaction
2. Perceived quality has a positive and significant effect on customer satisfaction
3. Brand trust has a negative and significant effect on brand loyalty
4. Perceived quality has a positive and significant effect on brand loyalty
5. Customer satisfaction has a positive and significant effect on brand loyalty

5.2.SUGGESTIONS
Based on the results of the study, the researchers' suggestions are as follows:
1. For brant trust, researchers suggest Kopi Kenangan to conduct an in-depth evaluation of the production process and the quality of their products. By doing this, the company can improve and meet the quality standards promised to consumers, so as to increase consumer confidence in the Kopi Kenangan brand.
2. For perceived quality, Kopi Kenangan should have consistent product quality, such as taste and aroma. If consumers believe that Kopi Kenangan products are of good quality, this will increase the level of customer satisfaction and ultimately strengthen consumer loyalty
3. To maintain consumer satisfaction, Kopi Kenangan needs to ensure that the products and services they provide meet consumer expectations. Kopi Kenangan can build high consumer trust and satisfaction. In addition, companies need to actively listen to consumer feedback and respond quickly and effectively.
4. For Kopi Kenangan brand loyalty , it can strengthen consumer brand loyalty by building long-term relationships, as well as maintaining competitiveness and sustainable growth.
5. For future researchers, it is advisable to combine other variables such as marketing mix, price, promotion and distribution to see the effect on brand trust, perceived quality, customer satisfaction and brand loyalty . Further research can be carried out using a larger sample and a

wider variety of respondents, so that the research results can be more representative and can be generalized to a larger population. It is also hoped that further research can be carried out in different industries to see whether the results of this study can be applied to other industries or not.

REFERENCES

Adhari, I. Z. (2021). *Kepuasan Pelanggan & Pencapaian Brand Trust*. (T. Q. Media, Ed.). Pasuruan: Cv. Penerbit Qiara Media.

Agnesia, T., Rahayu, F., & Rachman, I. A. (2022). Pengaruh Brand Awareness, Perceived Quality Dan Brand Loyalty Terhadap Brand Equity Pada Produk Pasta Gigi. *Jurnal Ekonomi Trisakti*, *2*(2), 1541–1550.

Ahmed, Z., Ahmad, M., & Haq, M. (2014). Effect Of Brand Trust And Customer Satisfaction On Brand Loyalty In Bahawalpur. *Journal Of Sociological Research*, *5*(1), 306–326.

Ali, F., & Muqadas, S. (2015). The Impact Of Brand Equity On Brand Loyalty: The Mediating Role Of Customer Satisfaction. *Pakistan Journal Of Commerce And Social Sciences*, *Vol. 9 (3)*(January 2015), 890–915.

Brangsinga, G. B. Y., & Sukawati, T. G. R. (2019). Pengaruh Perceived Quality Dan Brand Image Terhadap Brand Loyalty Dan Brand Equity Fakultas Ekonomi Dan Bisnis Universitas Udayana (Unud), Bali , Indonesia Arus Globalisasi Yang Semakin Pesat Turut Memicu Terjadinya Sebuah Fenomena Dimana Teknologi Seak. *E-Jurnal Manajemen*, *8*(4), 2125–2151.

Chaudhuri, A., & Holbrook, M. B. (2001). The Chain Of Effects From Brand Trust And Brand Affect To Brand Performance : The Role Of Brand Loyalty. *Journal Of Marketing*, *65*(April), 81–93.

Chi, H. K., Yeh, H. R., & Yang, Y. T. (2009). The Impact Of Brand Awareness On Consumer Purchase Intention : The Mediating Effect Of Perceived Quality And Brand Loyalty. *The Journal Of International Management Studies*, *4*(1), 135–144.

Cooil, B., Keiningham, T. L., Aksoy, L., & Hsu, M. (2007). A Longitudinal Analysis Of Customer Satisfaction And Share Of Wallet : Investigating The Moderating Effect. *Journal Of Marketing*, *71*(January), 67–83.

Cuong, D. T. (2020). The Role Of Brand Trust As A Mediator In The Relationship Between Brand Satisfaction And Purchase Intention. *International Journal Of Psychosocial Rehabilitation, Vol. 24, I*(June). Https://Doi.Org/10.37200/Ijpr/V24i6/Pr261416

Dewi, N., Athar, H. S., & Dakwah, M. (2022). Pengaruh Brand Reputation , Brand Trust Dan Perceived Quality Terhadap Brand Loyalty Emina Cosmetics Di Kota Mataram. *Journal Of Sharia Economy And Islamic Tourism*, *2*(2), 1–13.

Dimitriades, Z. S. (2006). Customer Satisfaction , Loyalty And Commitment In Service Organizations Some Evidence From Greece. *Management Research News*, *29 No*, 782–800. Https://Doi.Org/10.1108/01409170610717817

Eid, M. I. (2011). Determinants Of E-Commerce Customer Satisfaction , Trust , And Loyalty In Saudi Arabia. *Journal Of Electronic Commerce Research*, *Vol 12*, *No*, 78–93.

Faizal, H., & Nurjanah, S. (2019). Pengaruh Persepsi Kualitas Dan Citra Merek Terhadap Loyalitas Pelanggan Dimediasi Kepercayaan Dan Kepuasan Pelanggan. *Jurnal Riset Manajemen Dan Bisnis (Jrmb)*, *4*(2), 307–316.

Foroudi, P., Jin, Z., Gupta, S., & Foroudi, M. M. (2018). Percepetional Components Of Brand Equity: Configuring The Symmetrical And Asymmetrical Paths To Brand Loyalty And Brand Purchase Intention. *Journal Of Business Research, 8, 462–474*.

THE IMPACT OF BRAND TRUST AND PERCEIVED QUALITY ON BRAND LOYALTY IN MEDIATION CUSTOMER SATISFACTION: A CASE STUDY OF KOPI KENANGAN CONSUMERS IN MEDAN CITY

Friti Sinta, Prihatin Lumbanraja, Beby Karina F. Sembiring

Https://Doi.Org/10.1016/J.Jbusres.2018.01.031

Gultom, D. K., & Hasibuan, L. P. (2021). Pengaruh Brand Experience Terhadap Brand Loyalty Melalui Brand Satisfaction Sebagai Variabel Intervening Pada Pengguna Handphone. *Seminar Nasional Teknologi Edukasi Dan Humaniora*, 214–225.

Hartini, S. (2012). Perilaku Pembelian Smartphone : Analisis Brand Equity Dan Brand. *Jurnal Mitra Ekonomi Dan Manajemen Bisnis*, *Vol.3, No.*, 75–86.

Hendrawan, G. M., & Agustini, M. Y. D. H. (2021). The Mediating Effect Of E-Satisfaction And Trust On The Influence Of Brand Image And E-Loyalty. *Journal Of Management And Business Environment*, *5992*(1), 10–31.

Illahi, S. K., & Andarin, S. (2022). Pengaruh Brand Image Dan Brand Awareness Terhadap Brand Loyalty Pada Pengguna Provider Telkomsel Di Surabaya. *Reslaj: Religion Education Social Laa Roiba Journal*, *Volume 4 N*, 1684–1697.

Ismanova, D. (2019). Students' Loyalty In Higher Education: The Mediating Effect Of Satisfaction, Trust, Commitment On Student Loyalty To Alma Mater. *Management Science Letters*, *9*, 1161–1168. Https://Doi.Org/10.5267/J.Msl.2019.4.024

Izzatia, R. R. (2019). Pengaruh Perceived Quality Dan Brand Image Terhadap Brand Trust Produk Kosmetik Wardah. *Jurnal Ilmu Manajemen, 8*(2), 15–24. Https://Doi.Org/10.32502/Jimn

Izzudin, M. S., & Novandari, W. (2019). The Effect Of Perceived Quality , Brand Image On Customer Satisfaction And The Effect Of Perceived Quality , Brand Image On Customer Satisfaction And Brand Awareness Toward Repurchase Intention. *Journal Of Research In Management*, (October). Https://Doi.Org/10.32424/Jorim.V1i3.44

Jovanna, D. M., & Hakimah, E. N. (2022). Analisis Pengaruh Brand Image, Brand Awareness, Dan Brand Trust Terhadap Brand Loyalty Pada Fintech Gopay (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Prodi Manajemen Universitas Nusantara Pgri Kediri). *Simposium Manajemen Dan Bisnis I Prodi Manajemen Feb Unp Kediri Tahun 2022*, 852–856.

Kataria, S., & Saini, V. (2015). The Mediating Impact Of Customer Satisfaction In Relation Of Brand Equity And Brand Loyalty An Empirical Synthesis And Re-Examination. *South Asian Journal Of Business Studies*, (2011). Https://Doi.Org/10.1108/Sajbs-03-2019-0046

Kataria, S., & Saini, V. (2019a). The Mediating Impact Of Customer Satisfaction In Relation Of Brand Equity And Brand Loyalty An Empirical Synthesis And Re-Examination. *South Asian Journal Of Business Studies*, (January). Https://Doi.Org/10.1108/Sajbs-03-2019-0046

Kataria, S., & Saini, V. (2019b). The Mediating Impact Of Customer Satisfaction In Relation Of Brand Equity And Brand Loyalty An Empirical Synthesis And Re-Examination. *South Asian Journal Of Business Studies*, *9 (1)*(January). Https://Doi.Org/10.1108/Sajbs-03-2019-0046

Keller, K. L. (2003). "Brand Synthesis: The Multidimentionality Of Brand Knowledge. *Journal Of Customer Research 29 (March)*, 595-601.

Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Jakarta: Erlangga.

Kurnianingsih, S. W., & Riorini, S. V. (2021). The Influence Of Consumer-Based Brands Equity On Brand Loyalty Through Customer Satisfaction. *Indonesian Journal Of Business Analytics (Ijba)*, *1*(2), 141–160.

Lei, S., & Chu, L. (2015). The Mediating Role Of Consumer Satisfaction In The Relationship Between Brand Equity And Brand Loyalty Based On Pls-Sem Model. *International Business Research*, *8*(2), 62–70. Https://Doi.Org/10.5539/Ibr.V8n2p62

Lie, D., Sudirman, A., Efendi, & Butarbutar, M. (2019). Analysis Of Mediation Effect Of Consumer Satisfaction On The Effect Of Service Quality , Price And Consumer Trust On Consumer Loyalty. *International Journal Of Scientific & Technology Research*, (October).

Low, G. S. (2000). The Measurement And Dimensionality Of Brand Associations. *Journal Of Product & Brand Management*, *9*(6), 350–368.

Molinillo, S., Liébana-Cabanillas, F., Anaya-Sanchez, R., & Buhalis, D. (2018). Destination Management Organisations (Dmo) Online Platforms: Image And Intention To Visit", Tourism Management. *Journal Tourismmanagement*, *65*, 116–130.

Mostaghim, M., Akhlagh, E., & Danesh, S. S. (2017). An Investigation Of The Effects Of Customer ' S Expectations And Perceived Quality On Customer ' S Loyalty With The Mediating Role Of The Perceived Value And Customer ' S Satisfaction. *Ournal Of History Culture And Art Research*, *5*(4), 593–606. Https://Doi.Org/10.7596/Taksad.V5i4.625

Nugroho, M. A., & Hidayati, L. L. A. (2020). Pengaruh Brand Association , Brand Awareness , Brand Image , Brand Trust Dan Consumer Satisfaction Terhadap Brand Loyalty Produk Smartphone Merek. *Business And Economics Conference In Utilization Of Modern Technology Magelang,* (Issn 2662-9404).

Nurfadila, Sutomo, M., & Asriadi. (2015). Pengaruh Citra Merek Dan Kepercayaan Merek Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Merek Sepeda Motor Merek Honda. *Jurnal Ilmu Manajemen Universitas Tadulako*, *1*(3), 319–332.

Nurhayati, S. (2020). Pengaruh Brand Trust , Brand Experience Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan. *Jbma*, *Vii*(2), 188–198.

Nurlael, S., Aprianto, R., Rabeta, Y., Indrawati, S., & Kesuma, M. (2022). Product Quality , Brand Image Dan Brand Trust Terhadap Customer Satisfaction Pengguna Sim Card Telkomsel Kota Lubuklinggau. *Jurnal Kewarganegaraan*, *6*(3), 5492–5501.

Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal Of Marketing*, *63*, 33–44.

Oliver, R., & Westbrook, R. (1993). Profiles Of Consumer Emotions And Satisfaction In Ownership And Usage. *Journal Of Consumen Satisfaction, Dissatisfaction And Complaining Behavior*, *Vol. 6 No.*, 12–27.

Osakwe, C. N. (2019). Understanding Customer-Perceived Quality In Informal Stores. *Journal Of Service Marketing*, *Vol. 33*, *N*, 1–27.

Pandiangan, K., & Atmogo, Y. D. (2021). Faktor-Faktor Yang Mempengaruhi Brand Equity : Brand Trust , Brand Image , Perceived Quality , & Brand. *Jurnal Ilmu Manajemen Terapan*, *2*(4), 471–484.

Pane, D. H., & Purba, T. (2020). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Kepercayaan Konsumen Terhadap Minat Beli Di Situs E-Commerce Bukalapak. *Jurnal Ilmiah Kohesi*, *4*(3), 156–167.

Pangestika, T. K., & Khasanah, I. (2021). Analisis Pengaruh Brand Image , Brand Experience , Brand Trust , Dan Brand Satisfaction Terhadap Brand Loyalty Financial Technology : E-Wallet. *Diponegoro Journal Of Management*, *10*(Nomor 4, Tahun 2021, Halaman 2).

Pappu, R., & Quester, P. (2006). Store Satisfaction And Retailer Equity : Preliminary Results Of An Empirical Does Customer Satisfaction Lead To Improved Brand Equity ? An Empirical Examination Of Two Categories Of Retail Brands. *Journal Of Product & Brand Management*, *Vol. 15/1*, 4–14. Https://Doi.Org/10.1108/10610420610650837

Pertiwi, A. B., Ali, H., Dwikotjo, F., & Sumantyo, S. (2022). Faktor-Faktor Yang Mempengaruhi Loyalitas Pelanggan : Analisis Persepsi Harga , Kualitas Pelayanan Dan Kepuasan Pelanggan (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, *3*(6), 582–591.

Prameswari, A. A., & Santosa, S. B. (2021). Analisis Faktor Yang Mempengaruhi Loyalitas Merek Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Arnintya Amara Prameswari, Suryono Budi Santosa 1. *Diponegoro Journal Of Management*, *10*, 1–15.

Putra, G. F. S., & Yulianthini, N. N. (2022). Pengaruh Kepercayaan Merek Dan Nilai Pelanggan Terhadap Kepuasan Pelanggan Di Bank Perkreditan Rakyat Lestari Bali. *Jurnal Manajemen Dan Bisnis*, *4*(1), 8–15.

Volumes 3 No. 5 (2023)

THE IMPACT OF BRAND TRUST AND PERCEIVED QUALITY ON BRAND LOYALTY IN MEDIATION CUSTOMER SATISFACTION: A CASE STUDY OF KOPI KENANGAN CONSUMERS IN MEDAN CITY

Friti Sinta, Prihatin Lumbanraja, Beby Karina F. Sembiring

Putra, J. A., & Hidayat, A. (2022). Analysis Of The Effect Of E-Satisfaction And E-Trust On Loyalty In E- Commerce. *Archives Of Business Research*, *10*(4).

Sanyal, S. N., Datta, S. K., & Delhi, N. (2011). The Effect Of Perceived Quality On Brand Equity : An Empirical Study On Generic Drugs. *Asia Pacific Journal Of Marketing And Logistics*, *Vol. 23 No*(November). Https://Doi.Org/10.1108/13555851111183057

Saputra, R., & Dewi, C. K. (2015). The Impact Of Brand Trust On Brand Loyalty Mediated By Customer Satisfaction : Case Of Tokobagus . Com (Now Olx . Co . Id). *Journal Of Administrative And Business Studies*, *1*(1), 8–13. Https://Doi.Org/10.20474/Jabs-1.1.2

Sari, N. (2018). Service Quality , Company Image , Trust And Its Influence On Customers ' Satisfaction And Loyalty At Bank Shariah Mandiri (Bsm). *Jurnal Ilmiah Paradeun*, *6*(2). Https://Doi.Org/10.26811/Peuradeun.V6i2.221

Sari, N. A., & Arifin, D. (2021). Analisis Dimensi Brand Trust Terhadap Brand Loyalty(Studi Pada Pengguna Simcard Im3 Mahasiswa Febis Unikarta). *Jemi*, *Vol.21/No.*

Schiffman, L., & Wisenblit, L. (2015). *Consumer Behavior (11th Edition)*. England: Pearson Education.

Selvarajah, D. D. (2018). The Factor Influencing Brand Loyalty In Fashion Industry Among Generation Y In Malaysia. *International Journal Of Business And Management*, *13*(4), 201–209. Https://Doi.Org/10.5539/Ijbm.V13n4p201

Simanjuntak, P., Laura, W., & Diane, I. (2021). Analisis Pengaruh Brand Image , Brand Awareness , Dan Brand Loyalty Terhadap Keputusan Pembelian Sabun Cuci Tangan Merek Solis Di Pekanbaru. *Economics, Accounting And Business Journal*, *1*(1), 319–332.

Simon, P., & Tjokrosaputro, M. (2018). Pengaruh Brand Awareness, Perceived Quality Dan Brand Trust Terhadap Customer Loyalty Produk Tolak Angin. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, *Volume 02/*, 14–24.

Somantri, B. (2021). Kontribusi Etnosentrisme Dan Gaya Hidup Terhadap Keputusan Pembelian Baju Batik Sebagai Identitas Diri. *Cakrawala*, *Volume 4,*.

Sulivyo, L., & Ekasari, A. (2021). International Journal Of Multicultural And Multireligious Understanding Impact Of Eperiential Marketing And Perceived Quality On Brand Loyalty With Brand Trust As Mediation. *International Journal Of Multicultural And Multireligious Understanding (Ijmmu)*, *Vol. 8*, *No*(2004), 397–409.

Sun, T., And, M. H., & Merritt, D. (2004). Values And Lifestyles Of Individualists And Collectivists : A Study On Chinese , Japanese , British And Us Consumers. *Journal Of Consumer Marketing*, *21*(5), 318–331. Https://Doi.Org/10.1108/07363760410549140

Suprina, R., Hendrayati, H., Gaffar, V., & Hurriyati, R. (2022). Memahami Kepuasan Pelanggan Terhadap Pelayanan Hotel : Suatu Tinjauan Pustaka Sistematis Understanding Customer Satisfaction Toward Hotel Service : A Systematic Literature Review. *Jurnal Manajemen Dan Organisasi (Jmo)*, *13*(3), 233–243. Https://Doi.Org/10.29244/Jmo.V13i3.39338

Sweeney, J. C., & Soutarh, G. N. (2001). Consumer Perceived Value: The Development Of A Multiple Iten1 Scale. *Journal Ot Retailtng 77*, *77*, 203–220.

Tuan, V. K., & Rajagopal, P. P. (2017). The Mediating Effect Of Perceived Quality On The Customer Loyalty In Small And Medium-Sized Enterprises (Smes) In The Mobile Phone Sector In Ho Chi Minh City (Hcmc) - Vietnam. *International Journal Of New Technology And Research (Ijntr)*, *Volume-3,*.

Wibowo, J. F., Setyariningsih, E., & Utami, B. (2022). Pengaruh Brand Image, Brand Trust, Dan Brand Loyalty Terhadap Keputusan Pembelian Pada Hp Oppo (Studi Pada Konsumen Oppo Di Mojokerto). *Jurnal Cakrawala Ilmiah*, *1*(12), 3579–3592.

Wijaya, V., & Keni, K. (2022). Pengaruh Celebrity Endorsement Terhadap Purchase Intention Produk Skincare Dengan Brand Trust Dan Brand Attitude Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, *6*(2), 274–287.

Xie, C., & Sun, Z. (2021). Influence Of Perceived Quality On Customer Satisfaction In Different Stages Of Services. *Nankai Business Review International*, (2009).

Https://Doi.Org/10.1108/Nbri-01-2020-0004

Yuliansyah, A., & Handoko, T. D. (2019). Effect Of Perceived Quality And Perceived Value Towards Brand Loyalty Through Customer Satisfaction J-Klin Beauty Jember, *2*, 292–301.

Zeithaml, V. A. (2000). Service Quality , Profitability , And The Economic Worth Of Customers : What We Know And What We Need To Learn. *Journal Of The Academy Of Marketing Science*, *Vol. 28*(December 2000), 67–85. Https://Doi.Org/10.1177/0092070300281007