

THE INFLUENCE OF BRAND IMAGE AND BRAND TRUST ON BRAND LOYALTY AMONG VIVO SMARTPHONE USERS IN CIREBON

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Abstract

This study aims to determine and analyze the influence of brand image and brand trust on brand loyalty among VIVO smartphone users in Cirebon. This research used quantitative research. The sample size was 170 respondents. The data analysis method used was multiple linear regression analysis. Based on the results of the t-test, it can be concluded that brand image has a significant effect on brand loyalty, with a calculated t-value of $9.749 > t\text{-table } 1.974$ and a significant value of $0.000 < 0.05$. Brand trust has a significant effect on brand loyalty, with a calculated t-value of $12,350 > t\text{-table } 1.974$ and a significant value of $0.000 < 0.05$. Based on the results of the F hypothesis test, it can be concluded that simultaneously/together, brand image and brand trust have a significant effect on brand loyalty with an F-value of $121.589 > t\text{table } 3.05$ and a significant value of $0.000 < 0.05$. Based on the coefficient of determination analysis, the coefficient of determination or Adjusted R-Square value was obtained at 0.588 or 58.8% brand image and brand trust have an effect on brand loyalty, while 11.2% is the influence of other variables not included in this study.

Keywords: *Brand Image, Brand Trust, Brand Loyalty.*

INTRODUCTION

The smartphone industry has experienced an increasingly intense level of competition at both national and global scales. Market rivalry is no longer determined solely by technological superiority and product innovation, but also by the strength of a brand in shaping consumer perceptions, trust, and long-term preference. This dynamic is reflected in the Top Brand Index (TBI) Phase 1 results, which evaluate brand performance based on three key indicators: Top of Mind, Last Used, and Future Intention. In the smartphone category, Samsung leads with a score of 32.7%, followed by Oppo at 22.9% and Apple (iPhone) at 14.4%. Meanwhile, Vivo records only 8.5%, positioning it below the three dominant brands. Although Vivo is widely recognized in Indonesia, this gap indicates that its brand strength and consumer preference remain comparatively weaker than those of its principal competitors. This phenomenon is further reinforced by global smartphone market share data for the second quarter of 2024, which shows Samsung maintaining its dominance worldwide, followed by Apple and Xiaomi. Vivo ranks fourth with an approximate 10% global market share. The consistency between national brand strength indicators and global market performance highlights the competitive pressure faced by Vivo in sustaining its market position. Established brands benefit from stronger customer loyalty, broader ecosystem integration, and long-standing reputational capital, which collectively reinforce consumer commitment. As a result, Vivo must compete not only in terms of product features and pricing strategies but also in building a robust brand identity that fosters trust and loyalty.

Within the Indonesian context—particularly in Cirebon—competition among smartphone brands is reflected in increasingly selective consumer behavior. While Vivo maintains a considerable user base, consumer perceptions and levels of trust toward the brand are not yet as strong as those associated with Samsung, Oppo, or Apple. In saturated and highly dynamic markets such as smartphones, maintaining competitiveness requires more than delivering high-quality hardware specifications. It demands strategic brand management, particularly through strengthening brand image and brand trust. The disparity observed in the Top Brand Index and global market share signals challenges in cultivating and sustaining brand loyalty. Therefore, examining the influence of brand image and brand trust on brand loyalty becomes particularly relevant in understanding how Vivo can strengthen its competitive standing in Cirebon. Previous studies provide a solid theoretical foundation regarding the importance of these constructs. Research by Watson et al. (2024) demonstrates that brand image significantly influences customer loyalty in highly competitive industries. Similarly, Bernardo et al. (2020) identify brand trust as a consistent predictor

of brand loyalty. Numerous studies across sectors—including logistics services, cosmetics, and lifestyle products—also confirm that brand image and brand trust substantially contribute to loyalty formation. However, most prior investigations have not been conducted within the smartphone industry, particularly in local Indonesian markets. The majority focus on sectors such as coffee, cosmetics, telecommunications services, or logistics, which differ in terms of product involvement, technological complexity, and speed of consumer preference shifts. This indicates a research gap concerning the relationship between brand image, brand trust, and brand loyalty among Vivo smartphone users in Cirebon. Addressing this gap is essential to provide empirical insights that can inform localized brand strategy development. Theoretically, brand image refers to consumers' perceptions and mental representations of a brand, formed through experiences and marketing communications (Kotler & Keller, 2016; Keller, 2013). These perceptions persist in consumers' minds even in the absence of direct physical interaction with the product. A positive brand image enhances purchase intention, as consumers tend to prefer brands associated with favorable identities and reputations. Empirical evidence suggests that brand perception mediates the relationship between brand preference and purchasing behavior (Pratiwi et al., 2022). A strong brand image not only attracts new customers but also helps retain existing ones by reinforcing positive associations and emotional connections.

Closely related to brand image is brand trust, which reflects consumers' confidence that a brand will reliably fulfill its promises and act in their best interests (Chaudhuri & Holbrook, 2022). Trust develops when consumers perceive a brand as dependable, honest, and capable of delivering consistent performance. Indiani et al. (2022) emphasize that brand trust involves the belief that a company will resolve potential problems responsibly. Trust is fundamental in consumer-brand relationships, particularly in high-involvement products such as smartphones, where financial, functional, and social risks are relatively significant. When consumers trust a brand, they are more willing to continue purchasing it despite competitive alternatives or potential uncertainties. Ultimately, brand loyalty emerges when consumers develop a strong psychological commitment to a brand. Loyalty is characterized not merely by repeat purchase behavior but by a favorable attitude and enduring preference toward a particular brand (Mowen, 2021). It reflects a consumer's sustained intention to repurchase despite external influences such as price changes or promotional efforts by competitors (Oliver in Sangadji & Sopiah, 2025). In technology-driven industries, loyalty is especially critical because switching costs are relatively low and innovation cycles are rapid. Therefore, strengthening brand image and brand trust is essential for cultivating long-term brand loyalty among Vivo users in Cirebon. This study is thus designed to empirically examine these relationships and provide strategic implications for enhancing Vivo's competitive position in the local smartphone market.

LITERATURE REVIEW

Brand Image Theory

Brand Image Theory as proposed by Keller (1993; 2013) explains that brand image consists of a set of perceptions and associations stored in consumers' memory regarding a particular brand. According to Keller, brand image is formed through both direct and indirect consumer experiences with the brand, including exposure to marketing communications, product usage, and social interactions related to the brand. Brand associations may encompass product attributes, functional and symbolic benefits, as well as consumers' emotional evaluations or judgments. A strong brand image is characterized by associations that are favorable, firmly embedded in memory (strength), and unique compared to competitors (uniqueness). These three characteristics enable a brand to achieve clear differentiation in the marketplace and influence consumer preferences in the decision-making process. Therefore, this theory emphasizes that brand image is not merely a temporary perception but rather a mental construct that plays a crucial role in shaping consumers' attitudes, preferences, and behavioral tendencies toward a brand.

Brand Trust Theory

Brand Trust Theory, as explained by Chaudhuri and Holbrook (2001) and Delgado-Ballester and Munuera-Aleman (2001), emphasizes that trust in a brand constitutes a fundamental foundation for establishing long-term relationships between consumers and brands. Brand trust is defined as consumers' belief that a brand possesses the ability, integrity, and consistency to fulfill its promises and deliver the expected benefits. Chaudhuri and Holbrook (2001) highlight that trust emerges when consumers feel confident in a brand's competence and honesty, thereby reducing perceived risk in purchase decisions. Meanwhile, Delgado-Ballester and Munuera-Aleman (2001) assert that brand trust is built upon two primary dimensions: brand reliability (the brand's ability to consistently deliver promised performance) and brand motivation (the perception that the brand demonstrates goodwill and concern for consumers' interests). Trust functions as a psychological mechanism that strengthens commitment, creates a sense

of security, and increases the likelihood of repeat purchases. Consequently, brand trust is regarded as a key determinant in the formation of brand loyalty.

Brand Loyalty Theory

Brand Loyalty Theory, as proposed by Oliver (1999), explains that brand loyalty represents a deeply held commitment by consumers to repurchase or consistently use a preferred brand in the future, despite situational influences and marketing efforts from competing brands. Loyalty is not merely reflected in repeat purchase behavior but also involves attitudinal aspects and a strong psychological commitment toward the brand. Oliver (1999) argues that loyalty develops through a sequential process, beginning with cognitive loyalty based on rational evaluations of brand attributes and performance, progressing to affective loyalty characterized by emotional attachment, and ultimately reaching conative loyalty, which is reflected in a strong intention to repurchase consistently. This progressive process indicates that loyalty is the result of accumulated positive experiences and sustained consumer satisfaction over time. Thus, brand loyalty is understood as the ultimate outcome of a continuous relationship between consumers and brands, supported by positive perceptions and high levels of trust.

METHOD

This study employed a quantitative associative research design to examine the direct relationship between brand image (X_1) and brand trust (X_2) as independent variables and brand loyalty (Y) as the dependent variable. In line with Sugiyono (2017) and Creswell (2014), an associative design is appropriate for analyzing the magnitude and direction of relationships among variables without incorporating explicit mediation or moderation mechanisms. The population comprised all Vivo smartphone users residing in Cirebon City who had purchased and used Vivo products. The sampling technique applied was non-probability sampling using a purposive sampling method, where respondents were selected based on predetermined criteria, namely individuals with prior experience using Vivo smartphones. Although the data were analyzed using multiple linear regression, the determination of sample size followed the recommendation of Hair et al. (2017), which suggests a minimum of five to ten times the number of indicators analyzed. Based on this guideline, the ideal sample size was established at approximately 170 respondents. Primary data were collected directly from respondents through a structured survey instrument designed to measure perceptions of brand image, brand trust, and brand loyalty.

Data were gathered using a structured questionnaire with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The instrument items were developed based on relevant theoretical indicators. Brand image was measured through indicators such as brand perception, fulfillment of needs and desires, brand recall, brand recognition, distinctiveness, and competitive superiority. Brand trust was assessed through perceived quality consistency, reliability, and the brand's concern for consumer interests and satisfaction. Brand loyalty was measured through perceived value, feature suitability, satisfaction, emotional attachment, repurchase intention, and sustained brand preference. Construct validity was evaluated using Confirmatory Factor Analysis (CFA), while reliability was assessed using Cronbach's Alpha with a minimum threshold of 0.70. The collected data were analyzed using SPSS software, following several stages: instrument testing (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression analysis using the model

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Hypothesis testing included t-tests (partial effects), F-tests (simultaneous effects), and the coefficient of determination (R^2) to evaluate the explanatory power of the model. The research was conducted in Cirebon City from November to December 2025. Ethical considerations were strictly observed by ensuring informed consent, maintaining respondent confidentiality, and adhering to the ethical clearance procedures of Universitas Swadaya Gunung Jati.

RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test

The normality test aims to determine whether the confounding variables or residuals in a regression model have a normal distribution. The test assumes that the residual values follow a normal distribution. In this study, *F* the Kolmogorov-Smirnov test was used to test the normality of the residuals. The level of significance used is $\alpha = 0,05$.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		170
Normal Parameters ^{a,b}	Mean	0.000000
	Standard Deviation	2.12705781
	Absolute	0.035
Most Extreme Differences	Positive	0.025
	Negative	-0.035
	Test Statistics	0.035
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

Source: IBM SPSS Data Processing Results, 2026

Table 1 shows the probability value *por Asymp. Sig. (2-tailed)* of 0.200. This is because the probability value *p*, namely 0.200, is greater than the significance level, namely 0.05. This means that the data is normally distributed.

Multicollinearity Test

Multicollinearity testing aims to determine whether or not there is a relationship between independent variables. Multicollinearity testing is necessary because the number of independent variables in this study is more than one.

Table 2. Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image	1,000	1,000
Brand Trust	1,000	1,000

a. Dependent Variable : Brand Loyalty

Source: IBM SPSS Data Processing Results, 202 6

Table 2 above shows that the VIF value is below 10 and the *Tolerance value* is not <0.1 , this means that there is no relationship between the independent variables in this study or they do not have a relationship with each other, so it can be concluded that the regression model does not contain multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is used to test whether in a regression model there is similarity or inequality of variance between one observation and another.B

Table 3. Heteroscedasticity Test *Glacier* Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,830	.735		2,489	.014
	Brand Image	-.005	.019	-.022	-2.85	.776
	Brand Trust	.002	.030	.005	.059	.953

a. Dependent Variable: Abs Res

Source: IBM SPSS Data Processing Results, 202 6

heteroscedasticity test through the *Glejser test* in Table 3, it can be seen that *Sig.* for each variable has a value of more than 0.05 and it can be said that this shows that there is no heteroscedasticity in the regression model in this study, and the independent variables can be stated as not experiencing heteroscedasticity.

Multiple Linear Regression Analysis

The analytical method used in this study is multiple linear regression analysis . Multiple linear regression analysis is used when the number of independent variables is at least 2.

Table 4. Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5,938	1,240		4,789	0.000
1 <i>Brand Image</i>	0.307	0.031	0.481	9,749	0.000
<i>Brand Trust</i>	0.629	0.051	0.610	12,350	0.000

a. *Dependent Variable : Brand Loyalty*

Source: IBM SPSS Data Processing Results, 202 6

Based on Table 4, the multiple linear regression equation is $Y = 5.938 + 0.307X_1 + 0.629X_2$. This equation shows that the constant value of 5.938 indicates that if the brand image (X_1) and brand trust (X_2) variables are assumed to be zero, then the level of brand loyalty (Y) remains at 5.938. The brand image regression coefficient is 0.307 and is positive, meaning that every one-unit increase in brand image will increase brand loyalty by 0.307 units assuming other variables remain constant. Meanwhile, the brand trust regression coefficient is 0.629 and is also positive, indicating that every one-unit increase in brand trust will increase brand loyalty by 0.629 units assuming other variables are constant. These results confirm that both independent variables have a positive direction of influence on brand loyalty, with brand trust contributing a greater influence than brand image.

Hypothesis Testing

Table 5. Significance Test of Simultaneous Effect - Test F

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1113,404	2	556,702	121,589	.000
	Residual	764,619	167	4,579		
	Total	1878.024	169			

Source: IBM SPSS Data Processing Results, 202 5

Based on Table 5, the calculated F value is 121.589 and the Sig. value is 0.000. The calculated F value is known 121.589 > F table 3.05 and the Sig value is 0.000 < 0.05 then the *brand image* And *brand trust* together or simultaneously have a significant influence on *brand loyalty*.

Table 6. Partial Effect Significance Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5,938	1,240		4,789	0.000
1 <i>Brand Image</i>	0.307	0.031	0.481	9,749	0.000
<i>Brand Trust</i>	0.629	0.051	0.610	12,350	0.000

a. *Dependent Variable : Brand Loyalty*

Source: IBM SPSS Data Processing Results, 202 6

Based on Table 6, the results show that the brand image variable has a coefficient value of 0.307 which is positive. This indicates that brand image has a positive effect on brand loyalty, meaning that the better the brand image perceived by consumers, the higher the level of brand loyalty. In addition, the significance value of 0.000 < 0.05 and the t-value of 9.749 > t-table 1.974 indicate that the effect is statistically significant. Thus, brand image is proven to have a positive and significant effect on brand loyalty. Furthermore, the brand trust variable also has a coefficient value of 0.307 which is positive, which means brand trust has a positive effect on brand loyalty. The significance value of 0.000 < 0.05 and the t-value of 12.350 > t-table 1.974 indicate that the effect of brand trust on brand loyalty is also statistically significant. These results confirm that the higher the level of consumer trust in a brand, the stronger the consumer loyalty to that brand.

Table 7. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.770	0.593	0.588	2.13976

Source: IBM SPSS Data Processing Results, 2023

Table 7 above shows that the coefficient of determination (*adjusted* is known *R-square*) is 0.588 . Based on this value, *the brand image* and *brand trust* able to influence *brand loyalty* by 58.8 %, the remaining 41.2 % is explained by other variables or factors.

Discussion

The results of the study indicate that brand image has a positive and significant influence on brand loyalty, as indicated by a significance value of $0.000 < 0.05$. This finding indicates that the more positive consumers' perceptions of a brand's image, the higher their level of loyalty. In the context of the highly competitive smartphone industry, brand image plays a role as a differentiating factor that shapes perceptions of quality, reliability, and symbolic value in the minds of consumers. A strong, memorable, and unique brand image compared to competitors can create stable preferences and encourage repeat purchases. Theoretically, these results are in line with the view that positive, strong, and unique brand associations will strengthen consumer engagement and influence long-term purchasing decisions. Thus, brand image functions not only as a marketing communication tool, but also as a strategic asset in building sustainable relationships with consumers.

Furthermore, brand trust was also proven to have a positive and significant effect on brand loyalty, with a significance value of $0.000 < 0.05$. This indicates that consumer confidence in a brand's capabilities and integrity is a key factor in creating loyalty. In high-involvement products like smartphones, consumers tend to consider both functional and financial risks before making a purchase. Therefore, when a brand is perceived as consistent in quality, reliable, and concerned with customer satisfaction, a sense of security and confidence increases. This trust then develops into a commitment to continue using the same brand despite the presence of many alternatives in the market. These results reinforce the view that loyalty is not only built through momentary gratification, but through long-term relationships based on trust.

Simultaneously, brand image and brand trust have been shown to have a significant influence on brand loyalty, as indicated by the calculated F value of $121.589 > F_{table} 3.05$ with a significance of $0.000 < 0.05$. This indicates that the two variables complement each other in forming brand loyalty. A positive brand image can be the initial foundation for forming perceptions, while trust strengthens and maintains the relationship in the long term. The combination of the two creates a stronger bond between consumers and the brand. Based on the coefficient of determination (R^2) value of 0.544, it can be concluded that 54.4% of the variation in brand loyalty is explained by brand image and brand trust, while the remaining 45.6% is influenced by other factors outside the model, such as price, service quality, product innovation, or user experience. This value indicates that the research model has quite strong explanatory power, but still opens up opportunities for further research to examine additional variables that can enrich the understanding of the formation of brand loyalty.

CONCLUSION

Based on the results of the research analysis, it can be concluded that brand image and brand trust have a positive and significant influence on brand loyalty. Partially, brand image shows a coefficient of 0.307 with a significance value of $0.000 < 0.05$ and $t_{count} 9.749 > t_{table} 1.974$, so H1 is accepted and proves that the better the brand image, the higher the brand loyalty. Similarly, brand trust has a coefficient of 0.307 with a significance value of $0.000 < 0.05$ and $t_{count} 12.350 > t_{table} 1.974$, so H2 is accepted, which means brand trust has a positive and significant influence on brand loyalty. Simultaneously, the results of the F test show that $F_{count} 121.589 > F_{table} 3.05$ with a significance value of $0.000 < 0.05$, so H3 is accepted and it can be stated that brand image and brand trust together have a significant influence on brand loyalty. In addition, the coefficient of determination (R^2) value of 0.544 shows that 54.4% of the variation in brand loyalty can be explained by brand image and brand trust, while the remaining 45.6% is influenced by other factors outside the research model.

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