



# The Influence of Brand Image And Brand Trust on Brand Loyalty Survey on Lazadaclub Members

Agus Rahayu<sup>1</sup> , Riftianingsih Riftianingsih<sup>2</sup>,  
Puspo Dewi Dirgantari<sup>3</sup> 

<sup>1,2,3</sup> Universitas Pendidikan Indonesia, Bandung, Indonesia  
agusrahayu@upi.edu

**Abstract.** This study aims to obtain an overview and influence of brand image and brand trust on brand loyalty surveys for Lazadaclub members. This research uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 79,800 with a sample of 398 respondents who were Lazadaclub members using a simple random sampling technique. The data were processed statistically using the Structural Equation Modeling (SEM) method. The findings in this study showed that the description of brand image, brand trust, and brand loyalty were in a fairly good category. Brand image and brand trust had a positive and significant effect on brand loyalty. These findings indicate that the implementation of brand image and brand trust by Lazada will encourage brand loyalty to Lazada customers who are members of Lazadaclub. Based on the research results, it is recommended that Lazada can handle every complaint submitted by consumers and be able to prioritize customer interests, and design several brand awareness activities to build closer relationships with customers so that customers exercise brand loyalty.

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

## 1 Introduction

The current business development is a very interesting field and has a big role in people's consumption every day [1], [2]. Rapid economic growth causes market competition to become more intense [3]. Companies are required to innovate as a differentiator from competitors and brands are an important competitive factor that can distinguish products or services produced by companies in the minds of consumers [4]. Brands become corporate identities in addition to differentiating products from competitors, and they can become corporate identities that reflect the value, authenticity, and commitment of the products or services introduced to consumers [1].

Brands are an additional asset for companies because brands can build memories in the minds of consumers through corporate identity so that they can be considered by consumers in making purchases. Consumers with strong emotional ties to the brand usually have a desire to maintain a relationship with the brand [5]. Consumer bonds to brands are a very important means of attracting new consumers and retaining old

consumers [6]. Engaging consumers can produce successful marketing outcomes such as voluntary marketing and loyalty [7].

Loyalty is an important asset for companies because loyalty is used as a measure of equity and a successful marketing strategy [8]; [9]. Loyalty is described as repeated purchases of certain brands of both products and services over a long period of time until it becomes the main focus for consumers and creates brand loyalty [10]. Brand loyalty is an interesting phenomenon and has become the focus of much research, resulting in many definitions of loyalty itself, and will continue to experience developments to date [11]. Building and maintaining brand loyalty is one of the central themes of marketing theory and practice in building competitive advantage. In some aspects, brand loyalty is recognized as the focal point of the marketing literature [12].

Brand loyalty is still a problem in research that must continue to be studied today. Due to market competition and the high number of competitors that continue to emerge, it is very necessary for consumer loyalty to brands to be able to meet company goals [9];[13]. Consumers can become loyal to a brand because of its uniqueness and characteristics, and feel the convenience of using a particular brand [10]. Consumers who have sufficient knowledge about the brand will have confidence when making purchases or are influenced by price factors and so on so companies are important to understand aspects of loyalty [14] because consumers feel that the product has characteristics that match the criteria set by consumers based on quality and price. If another brand provides a more affordable price or superior quality, disloyal consumers will tend to move away from the brand they are using. For consumers with a high level of brand loyalty, it will provide confidence that the brand they use will fulfill their needs better than other brands [15]. By understanding brand loyalty, companies can predict the likelihood that consumers will continue to use the brand even if influenced by certain factors. That way companies can defend their consumers from competitors [9];[16].

The first research on brand loyalty was conducted by W. T. Tucker in 1964 with the title "The Development of Brand Loyalty" which was conducted on several housewives who were given various brands of bread products to determine the loyalty of these mothers to the bread brand [17]. Brand loyalty has been widely researched in various industries such as the electronics industry, [18]; [19], fast food [20];[21];[22], beauty [23]; [12]; [24]; [13], fashion [25]; [26]; [27]; [28]; [29]; [30] to the e-commerce industry [31]; [32]; [33]; [14]; [34]; [35].

The pandemic conditions that occurred in early 2020 made major changes in people's lifestyles. This situation forces people to be able to adapt to rapidly developing technology and utilize technology as much as possible [36]. The rapid development of information technology has many positive effects such as facilitating learning activities, facilitating faster and more practical information exchange, and facilitating many jobs. According to the government, digital consumption during the pandemic will experience a significant increase because all activities are turning digital [36]. This is evidenced by the large number of internet users in Indonesia, which has now reached 205 million in January 2022. This means that 73.7% of Indonesia's population has used the Internet [37]. This increase in internet usage affects people in learning, working, and making purchases.

Purchases made on online platforms (e-commerce) tend to be easier and have many very attractive offers. This is certainly very attractive to consumers in making purchases, in addition to more choices or variations in models, materials, and colors, purchases in e-commerce have very competitive prices. Based on the Databoks [38] Indonesia occupies the top position in the use of e-commerce with users as much as 85% of internet users and is predicted to increase every year as shown in Figure 1 below.



Fig. 1. prediction of e-commerce usage in indonesia 2017-2024

Figure 1 shows the predictions of e-commerce use in Indonesia 2017-2024 that will experience growth every year. In 2022, there are 166.1 million e-commerce users and it is predicted that this will increase every year. Until 2024, e-commerce users rise to 189.6 million users and have the possibility to continue to grow in the following year. The data is reinforced by a statement from the government that the e-commerce platform in 2022 will be one of the largest contributors to digital transactions carried out by the community and is likely to continue to grow up to 18% [39]. Developments in e-commerce show that many e-commerce platforms are used by people in Indonesia as shown in Table 1, which is measured based on four indicators, namely BUMO (Brand Use Most Often) which is assessed based on brands or platforms that are often used, brands with a lasting impression in the minds of consumers, the number of uses and the number of transactions in the last three months.

Table 1. Indonesia e-commerce top of mind 2020-2022.

Brand	2020	2021	2022
Shopee	56%	71%	77%
Tokopedia	16,3%	15%	18%
Lazada	11,8%	8%	4%
BukaLapak	6,4%	2%	1%

Table 1 shows that Shopee consumers has increased every year and the most significant increase was as much as 15% in 2021 and continues to increase in the following years. Tokopedia experienced a fluctuating situation which increased in 2022 by 3% compared to the previous year. Lazada and BukaLapak experience a continuous decline every year. Ipsos states that Shopee is still the e-commerce with the most

users from the end of 2021 to the beginning of 2022 [40]. The decline in Lazada visitors indicates a problem with top of mind, which is measured based on four indicators, namely the use of frequently used brands or platforms, brands with a lasting impression in the minds of consumers, the number of uses, and the number of transactions in the last three months. Brands with good top of mind are easier to get loyalty from consumers, which is influenced by consumer experiences that leave a good impression of the brand [30].

Lazada is an e-commerce first launched in 2012 which was founded by three brothers; Marc Samwer, Oliver Samwer, and Alexander Samwer. Lazada offers convenience to its users with one click in searching and determining goods. Lazada uses technology that is currently being developed to facilitate consumers and provide consumers with an easy and pleasant shopping experience using easy and reliable transactions. Lazada ensures that consumers will feel safe in making financial transactions in making purchases, and provides convenience in the use of digital payments [41]. In 2019, Lazada became the number 1 (one) online shopping destination in Indonesia and Southeast Asia [42]. However, currently, Lazada is starting to be abandoned by its consumers, which can be shown in Table 2 data on e-commerce visitors in 2020-2022.

**Table 2.** E-commerce visitor data in 2020-2022

E-commerce	Visitor presentation		
	2020	2021	2022
Shopee	96.5 million	134.4 million	132 million
Tokopedia	85 Million	158 Million	157.2 Million
Bukalapak	31.4 Million	30.1 Million	23.1 Million
Lazada	22.7 Million	28 Million	24.68 Million
Blibli	16.7 Million	19.6 Million	16.3 Million
Jd id	4.8 million	3.8 million	3.8 million
Orami	3.1 Million	12.8 Million	20 Million
Zalora	1.8 Million	2.6 Million	2.8 Million

Table 2 explains that visits to the e-commerce platform at Lazada experienced a fluctuating situation in 2021 with 28 million visitors, which had an increase of 5.3 million visitors and another decrease in 2022 of as many as 3.3 million visitors. Even though consumer interest in visiting e-commerce platforms is a form of loyalty [43]. This condition shows that there is a lack of consumer or public interest in making purchase transactions at Lazada. Based on a national survey conducted from June 24 to July 17, 2022, with 587 respondents aged 18 to 44 years, both in urban and rural areas, Shopee and Tokopedia were the most popular e-commerce in Indonesia in making purchase transactions [44].

Top Brand Index (TBI) is an award in marketing that is assessed based on the results of research with top-of-mine parameters that can reflect brand awareness, last usage, and future intention [45]. Table 3 shows the list of Top Brand Award in the online shopping category in 2020-2022.

**Table 3.** Top brand index (tbi) online shopping (2020-2022).

Brand	Index Value		
	2020	2021	2022
Shopee	19,5%	52.9%	59.9%
Tokopedia	41.0%	23.7%	21.8%
Blibli	8.0%	4.8%	10.2%
Lazada	13.2%	5.7%	10.2%
BukaLapak	5.3%	-	2.5%

Table 3 shows the Top Brand Index (TBI) online shopping 2020-2022. It can be seen that Lazada experienced a fairly drastic decline in 2021 by 17.3%, and experienced another decline in 2022 by 1.9%. Based on data on the number of e-commerce visitors and TBI with the online shopping category, it can be concluded that Lazada is experiencing problems with brand loyalty, which is indicated by a decrease in last usage data and future intention [45].

The above phenomenon shows that brand loyalty at Lazada is not optimal. Brand loyalty problems can affect consumer buying behavior and purchasing decisions. Brand loyalty is an important part of the company because the success of the company can be measured based on the ability to attract customers to use the brand [46]; [47]. Consumers have a strong role for companies to continue to survive in the market. Brand loyalty has great power to help companies win in the competition between brands and maintain the company. Companies with low brand loyalty will decrease the company's share [33]; [48]; [35]. Brand loyalty built by companies to consumers can help companies get new consumers by utilizing the experience of consumers who have used and experienced the brand. Brand loyalty can increase trade and strengthen the confidence of marketing intermediaries [49]; [30].

Brand loyalty is found in strategic brand management theory with the end result being customer-based brand equity. Brand loyalty is included in the components that are at the core of brand equity. Based on brand loyalty theory, it is influenced by habitual behavior, switching costs, satisfaction, preference, and commitment to the brand [50]; [51]; [9]. Meanwhile, the preliminary research show that brand loyalty is influenced by brand personality [9]; [30]; [12], brand experience [12]; [14]; [52], brand relationship quality [53]; [16]; [29]; [54], brand benefits [29], brand image [55]; [56]; [46]; [9]; [57]; [58] and brand trust [59]; [9]; [34].

Brand image and brand trust have a strong and positive correlation in building brand loyalty [9]. Brand image is a number of consumer perceptions about the brand that create an impression based on the experiences, feelings, and attitudes obtained by consumers, and this is considered significant in driving brand loyalty [60]; [61]. Some researchers [62]; [63] explained that brand image had a positive effect on brand loyalty because companies that utilized brand image had more effective and efficient loyalty opportunities. Because with a positive brand image, a brand has the opportunity to increase consumer loyalty to the brand. Meanwhile, according to Pratama and Suprpto [57], brand image had no direct effect on brand loyalty if moderated by customer satisfaction. Because consumers tend to prioritize the satisfaction felt directly by con-

sumers compared to the image that has been built by the brand, consumers can feel the direct effect and give reciprocity to the brand with a loyal attitude to the brand.

Lazada is one of the pioneers of e-commerce in Southeast Asia. Lazada has a vision and mission to become a trusted online shopping place and provide the best quality and service. Lazada approaches the community by making it easier for businesses and is committed to helping businesses grow, helping retailers, supporting the industry, making a comfortable and safe shopping experience for consumers, providing better service, accelerating economic growth, and building customer trust and habits towards Lazada through a customer-first approach. Customer-first implemented by Lazada is an artificial intelligence that has human-like intuition, customer-first serves as a service to convey a number of questions and complaints that can be submitted to unlimited channels available by consumers. In order for the services presented to be controlled, the company also continues to monitor consumer conditions that appear on unofficial channels, while still providing official channels as a priority in providing direct attention to consumers.

Based on previous research conducted by Bastian [64], brand image has an important role in the formation of a general perception that will affect consumer confidence which will provide a high-value relationship with consumers, namely loyalty. Brand trust is the consumer's belief that the brand can meet their needs and expectations [34]. Marliawati and Cahyaningdyah [14] said that brand trust had a positive influence on brand loyalty. Brand trust shows a positive relationship regarding consumers that leads to emotional attachment from consumers to the brand so as to produce a good long-term relationship between consumers and the brand and create loyalty to the brand. Meanwhile, according to research by Ahmad and Zafar [55], brand trust had no direct effect on brand loyalty if moderated by brand relationship because consumers with strong relationships with brands have strong emotional ties that can describe and influence consumer loyalty to brands.

Lazada provides a smart search feature in order to apply personalization to each Lazada user account. This feature can make it easier for consumers to search for the desired product either by writing or by mentioning keywords to maximize the algorithm. Lazada presents Shopertainment Lazlive, a live broadcast feature as a means to make it easier for consumers to ensure the quality and specifications of the products to be purchased. Lazada provides Lazmall brand official and LazGlobal by collaborating with many product manufacturers by creating official stores on the Lazada platform with the hope of being able to give consumers the confidence to shop online with the official store on the platform. In addition to these features, Lazada provides easy payment options to consumers by collaborating with many payment service providers such as DANA payment financial technology, retail companies such as Indomaret, Alfamart, and banks, as well as installments. In addition, Lazada users can pay for products when they are received or cash on delivery (COD) as a consideration for consumers in making easy payment decisions [41]. Based on the description of the problems that have been stated, it is necessary to conduct research on "The Effect of Brand Image and Brand Trust on Brand Loyalty" (Study on Lazadaclub members).

## **2 Method**

### **2.1 Research Object**

This research was conducted using a marketing management approach to analyze how brand image and brand trust influence brand loyalty in Lazadaclub members. The research objects as independent variables (exogenous) in this study are brand image (X1) which consists of uniqueness (X1.1), favorable (X1.2), and reputation (X1.3), and brand trust (X2) which consists of viability (X2.1) and intentional (X2.1). The dependent variable (endogenous) in this study is brand loyalty (Y) with the dimensions of attitudinal loyalty (Y1), behavioral intention (Y2), and behavioral loyalty (Y3) [65]; [56].

### **2.2 Research Type and Methods**

The research used descriptive and verification research. Descriptive research is research that is used to describe something, usually the characteristics of a relevant group, such as consumers, sellers, organizations, or market areas [66]. Through descriptive research, a detailed description of respondents' views on the brand image (X1) which consists of uniqueness (X1.1), favorable (X1.2), and reputation (X1.3), and brand trust (X2) which consists of viability (X2.1), and intentional (X2.1). As well as a description of brand loyalty (Y) with the dimensions of attitudinal loyalty (Y1), behavioral intention (Y2), and behavioral loyalty (Y3) in Lazadaclub members.

### **2.3 Population and Sample**

The population in this study were Lazada members with a total of 79.8 thousand followers on the Lazada @Lazadaclub Community account ([www.instagram.com/lazadaclub/](http://www.instagram.com/lazadaclub/)) on February 09, 2023 at 11:00 WIB.

The number of samples used in this study was calculated by using the Slovin formula [67] which is used to calculate the sample size of a known population for an error rate of 5%. Based on the research results with the Slovin formula, this study took a sample of 398 respondents as Lazada members who were members of Lazadaclub.

The sampling method used in this research was purposive sampling where the sampling used comparison or special choices. By using purposive sampling techniques, the research sample can be determined according to the stated objectives and still meet the applicable requirements, as well as applicable provisions:

1. All consumers who used Lazada at least 2 times.
2. All Lazada users who are above 17 years old.

### **2.4 Validity and Reliability Testing Techniques**

In order to test whether or not the research instrument distributed to respondents is feasible, validity and reliability tests were conducted. The success of the quality of

research results is influenced by valid and reliable data, so the data needed in research must be valid and reliable [68].

This study uses interval data, namely data that shows the distance between one another and has the same weight and a semantic differential measurement scale. The validity and reliability tests in this study were carried out using software tools or the IBM Statistical Product for Service Solutions (SPSS) computer program version 22.0 for Windows.

## **2.5 Research Analysis Technique**

Descriptive analysis is used to determine and explain the characteristics of the variables studied in the situation. The research tool used in this research is a questionnaire. This questionnaire was compiled based on the variables contained in the study, and the research variables, among others:

1. Descriptive Analysis of Variable Y (brand loyalty) where variable Y focuses on brand loyalty research through cognitive loyalty, affective loyalty, conative loyalty, and behavioral loyalty.
2. Descriptive Analysis of Variable X1 (Brand image), where variable X1 focuses on research on brand image through uniqueness, favorability, and reputation.
3. Descriptive Analysis of Variable X2 (Brand Trust), where variable X2 focuses on research on brand trust through viability and intentionality.

## **2.6 Continuum Line**

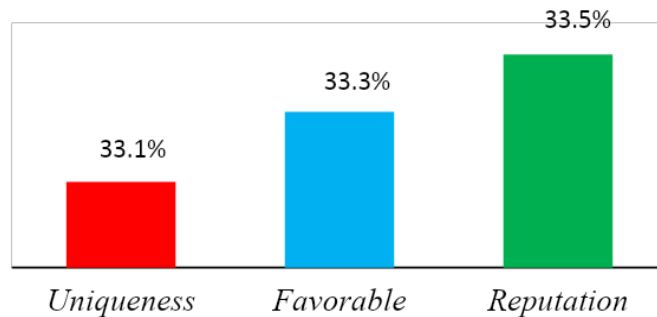
The continuum line is a line used to analyze, measure, and show the strength level of the variable being studied according to the instrument used. The process of research activities requires an instrument or tool used to collect data such as a questionnaire. The questionnaire contains various statements submitted to respondents or samples in a research process. The number of statements contained in the research questionnaire is quite a lot, so scoring is needed to facilitate the process of analyzing the data that has been found as in scoring the questionnaire must meet the provisions.

# **3 Result and Discussion**

## **3.1 Lazada Customer Responses to Brand Loyalty**

In this study, the overall brand image variable (X1) consists of three dimensions, including Uniqueness, Favorability and Reputation, whose contribution can be seen through the score value that has been obtained from the recapitulation of the dimensions of the brand image variable (X1). This recapitulation is obtained from the results of distributing questionnaires to 400 respondents who are Lazadacub members. Figure 2 shows Lazada customer responses to Brand Image.





**Fig. 2.** Lazada customer feedback to brand image.

Figure 2 shows Lazada customer responses to brand image which revealed that the reputation dimension has the highest contribution with a score of 4,511 with a percentage of 33.5% of the overall total score of 13,460. The results of data processing show that the reputation dimension has a higher level than the other dimensions. This means that customers think Lazada products have a good reputation. This is in line with research conducted by Rahmadevita [69] that brand reputation on customer value had a positive effect. This means that with a good brand reputation, value will arise in the minds of consumers who will perceive the benefits and usefulness of the product. Consumers measure brands with consideration in choosing or assessing the brand image of a product with a positive impression in their field, such as product reputation [70].

The dimension that has the lowest score is the uniqueness dimension which has a score of 4,462 with a percentage of 33.1%. Based on research conducted by Gusti [71], people are not sure about the uniqueness that exists in Lazada, but it does not reduce consumers' desire to continue using Lazada and remain loyal to Lazada. In other research conducted by Lubis [72], it explained that Lazada aggressively innovates products, services, and marketing techniques every year as a differentiating event and had a positive influence on customer image and loyalty. Because a unique product will differentiate one product from another product or a competitor's product, so that the impression obtained by customers regarding the product or brand is not found in other products [73].

Based on the data processing that has been carried out on the brand image variable, it can be measured through the score on each dimension. The total brand image score is 13,462 with an ideal score of 16,800 for 1 statement item, so that a continuum area can be found that shows the ideal region of the brand image variable. This search is calculated by the formula [74], as follows:

Maximum Score / Ideal Score Formula

$$\begin{aligned} \text{Maximum score} &= \text{Highest score} \times \text{Number of items} \times \text{Number of respondents} \\ &= 7 \times 6 \times 400 \\ &= 16.800 \end{aligned}$$

Minimum Score Formula

$$\text{Minimum score} = \text{Lowest score} \times \text{Number of items} \times \text{Number of respondents}$$

$$= 1 \times 6 \times 400$$

$$= 2.400$$

Interval Distance Formula

$$\text{Interval distance} = (\text{Maximum score} - \text{Minimum score}) : \text{Number of Intervals}$$

$$= (16.800 - 2.400) : 7$$

$$= 2.057$$

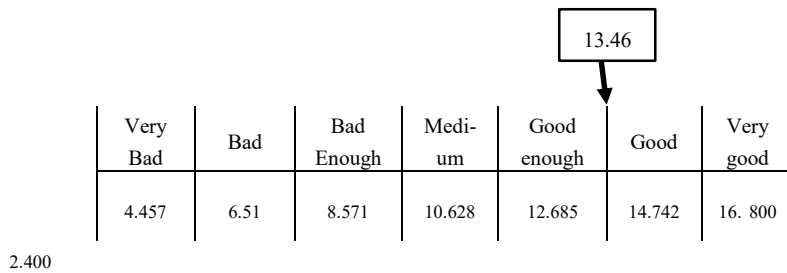
Score Percentage Formula

$$\text{Percentage score} = [(\text{Total Score}) / (\text{Maximum Score})] \times 100\%$$

$$= [(13.462) / (16.800)] \times 100\%$$

$$= 80,1\%$$

Based on the results of the continuum calculation, the brand image position is on the continuum line shown in Figure 3.



**Fig. 3.** Brand Image Variable Continuum Line.

Figure 3 continuum line shows that brand image is in the good category, this informs that almost all Lazada customers who are Lazadaclub members state that Lazada's brand image is well embedded in the minds of customers. However, along with the development of technology and information, companies still need to maximize the efforts to improve the brand image of both applications and products on Lazada, because brand image has an important role in the formation of a general perception which will later affect consumer confidence which will provide a high value relationship with consumers, namely loyalty [64]. A positive brand image allows customers to like marketing programs that will generate unique associations with the brand, which will make the brand easy for consumers to remember, and consumers are willing to look for it until it leads to loyalty, and becomes consumer interest which will become future marketing material and be able to fight competitors' marketing activities [49]. Brand image can provide long-term sustainable benefits by engaging the emotional side with consumers at a deeper level and will be difficult for competitors to replicate [75]; [76].

**3.2 Lazada Customer Responses to brand trust**

In this study, the brand trust variable (X2) consists of two dimensions, namely the dimensions of viability and intentionality, whose contribution can be known through the score value that has been obtained from the recapitulation of the dimensions of the

brand trust variable (X2). This recapitulation is obtained from the results of distributing questionnaires to 400 respondents who are Lazadaclub members. Figure 4 shows Lazada Customer Responses to Brand Trust.

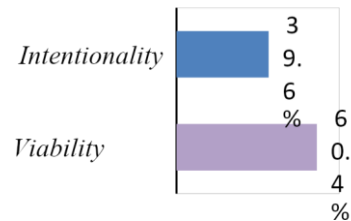


Fig. 4. Lazada customers' responses to brand trust.

Based on Figure 4 regarding Lazada customer responses to brand trust, the results show that the viability dimension has the highest contribution with a total score of 6,632 with a percentage of 60.4%. The viability dimension has a higher level because viability is related to the perception of a brand that is able to fulfill and satisfy consumers who use it [77]. Trust has a close relationship with consumer willingness to the brand. This willingness is based on the belief that the brand is able to meet consumer expectations. Trust can be felt if consumers can feel the suitability of consumer expectations for the brand by not disappointing consumers [78].

On the other hand, the dimension that has the lowest score is the intentionality dimension with a score of 4,353 and a percentage of 39.6%. Intentionality is about the brand's ability to create interest and intention to buy [79]. Consumer satisfaction will not occur properly, if consumers are increasingly convinced of the brand/product so that consumers will tend to choose the brand and not switch to other brands if the brand provides an explanation or information that the brand actually makes efforts to make respondents feel satisfied, consumers are confident in the brand and the brand provides a way out of problems related to the product [80].

Data processing that has been carried out on the brand trust variable can be measured through the score on each dimension. The total brand trust score is 10,985 with an ideal score of 14,000 for 5 statement items, so that a continuum area can be found that shows the ideal region of the brand trust variable. This search is calculated by the following formula [74]:

Maximum Score / Ideal Score Formula

$$\begin{aligned} \text{Maximum score} &= \text{Highest score} \times \text{Number of items} \times \text{Number of respondents} \\ &= 7 \times 5 \times 400 \\ &= 14.000 \end{aligned}$$

Minimum Score Formula

$$\begin{aligned} \text{Minimum score} &= \text{Lowest score} \times \text{Number of items} \times \text{Number of respondents} \\ &= 1 \times 5 \times 400 \\ &= 2.000 \end{aligned}$$

Interval Distance Formula

$$\begin{aligned} \text{Interval distance} &= (\text{Maximum score} - \text{Minimum score}) : \text{Number of Intervals} \\ &= (14.000 - 2.000) : 7 \end{aligned}$$

= 1.714

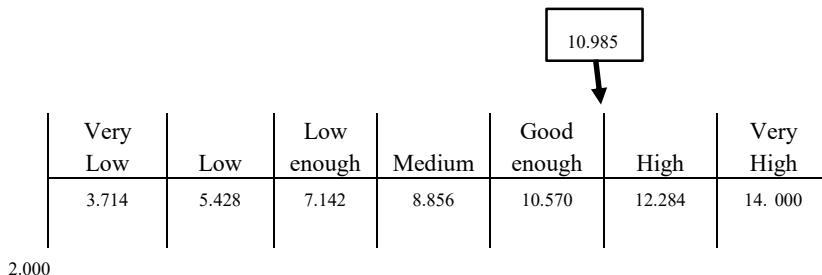
Score Percentage Formula

Percentage score= [(Total Score) / (Maximum Score)] x 100%

= [(10.985) / (14.000)] x 100%

= 78,5%

Based on the results of the continuum calculation, the position of brand trust is on the continuum line shown in Figure 5 as follows:

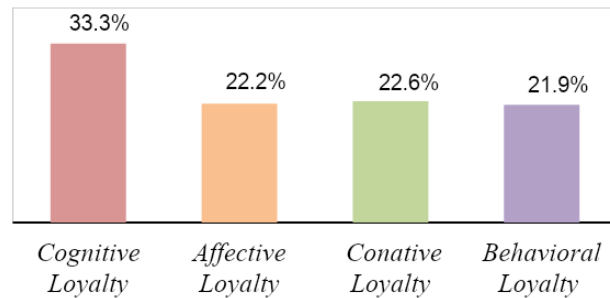


**Fig. 5.** Brand Trust Variable Continuum Line

Figure 5 shows that brand trust is in a position with a high category, it can be concluded that almost all Lazada customers who are members of Lazadaclub have high trust in Lazada and the products it offers are considered good. However, companies must still seek maximum efforts to increase brand trust from Lazada and its products, this is because consumer trust in brands has an important role in encouraging emotional and psychological bonds with consumers, and repeat purchases are determinants of consumer loyalty [81]; [82]. Brand trust is a positive relationship regarding consumers that leads to emotional attachment from consumers to the brand so as to produce a good long-term relationship between consumers and the brand and create loyalty to the brand. Meanwhile, according to re-search by Ahmad and Zafar [55], brand trust is the consumer's belief that the brand can meet their needs and expectations [34].

**3.3 Lazada Customer Responses to Brand Loyalty**

In this study, the overall brand loyalty variable (Y) consists of four dimensions, including cognitive loyalty, affective loyalty, conative loyalty and behavioral loyalty, whose contribution can be known through the score value that has been obtained from the recapitulation of the dimensions of the brand loyalty variable (Y). This recapitulation was obtained from the results of distributing questionnaires to 400 respondents who are Lazadaclub members. The results of Lazada Customer Responses to Brand Loyalty is shown in Figure 6 as follows



**Fig. 6.** Lazada customers' responses to brand loyalty.

Based on Figure 6 regarding Lazada customer responses to brand loyalty, the results show that the cognitive loyalty dimension has the highest contribution with a total score of 6,655 with a percentage of 33.3%. The cognitive loyalty dimension has the highest contribution to brand loyalty because cognitive loyalty is related to product quality, product cost or price, and consumer knowledge about products that can influence consumers' perceptions of the products offered, thereby creating loyalty to these products [34]. Consumers who have sufficient knowledge about the brand will have confidence when making purchases or are influenced by price factors and so on, so it is important for companies to understand aspects of loyalty [14]. Cognitive loyalty is a perception of what consumers believe about perceptions, beliefs and consumer decision making [83].

Meanwhile, the lowest score is the behavioral loyalty dimension with a score of 4,375 with a percentage of 21.9%. Behavioral loyalty is reflected in the frequency of visits, the number of purchases made, the level of cross-selling buying and the length of the relationship with the brand or company [84]. Consumers tend to increase the intensity of purchases on a product when they are loyal to a product and brand. Based on research conducted by Zainuddin [2] regarding customer loyalty. Both marketing and psychological literature show that behavioral loyalty is measured by repurchase intentions, switching intentions, and purchase intentions.

Data processing that has been carried out on the dimensions of brand loyalty can be measured through the scores in each dimension. The total brand loyalty score is 19,962 with an ideal score of 25,200 for 9 statement items, so that a continuum area can be found that shows the ideal region of the brand loyalty variable. This search is calculated by the following formula [74]:

Maximum Score / Ideal Score Formula

$$\begin{aligned} \text{Maximum score} &= \text{Highest score} \times \text{Number of items} \times \text{Number of respondents} \\ &= 7 \times 9 \times 400 \\ &= 25.200 \end{aligned}$$

Minimum Score Formula

$$\begin{aligned} \text{Minimum score} &= \text{Lowest score} \times \text{Number of items} \times \text{Number of respondents} \\ &= 1 \times 9 \times 400 \\ &= 3.600 \end{aligned}$$

#### Interval Distance Formula

$$\begin{aligned} \text{Interval distance} &= (\text{Maximum score} - \text{Minimum score}) : \text{Number of Intervals} \\ &= (25.200 - 3.600) : 7 \\ &= 3.086 \end{aligned}$$

#### Score Percentage Formula

$$\begin{aligned} \text{Percentage score} &= [(\text{Total Score}) / (\text{Maximum Score})] \times 100\% \\ &= [(19.962) / (25.200)] \times 100\% \\ &= 79,2\% \end{aligned}$$

Based on the results of the continuum calculation, the position of brand loyalty is on the continuum line shown in Figure 7 as follows:

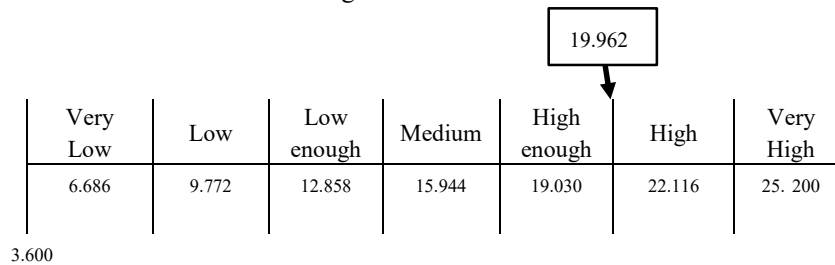


Fig. 7. Brand Loyalty Variable Continuum Line

### 3.4 Lazada Customer Responses to brand loyalty

Figure 7 shows that brand loyalty is in a high categorical position, thus it can be concluded that almost all Lazada customers have high brand loyalty to Lazada and the products it offers. However, along with technological developments, companies still need maximum efforts to increase brand loyalty to the brand, because brand loyalty is an important asset for companies, in which it is used as a measure of equity and successful marketing strategies [46]; [9]. Consumers with high loyalty to brands tend to make continuous purchases consistently. Brand loyalty can also be defined as the level of consumer attitudes, commitments, responses, and positive intentions to keep making purchases continuously for products of the same brand [85].

Brand loyalty obtained a percentage achievement of 79.2%, although it is considered high, this figure is not ideal. Therefore, companies must be able to find ways to keep consumers loyal and not switch to other products. Brand loyalty can be defined as the relationship between consumers and brands that are established based on deep commitment [59]. Brand loyalty has the concept as the core and source of brand equity and is seen as being able to provide benefits or results from building brand equity [32]. When companies try to predict the results of a brand's performance, the measurement tool used is brand loyalty because loyalty is considered to be able to have a major influence on trade, marketing costs that build expanded market share and increase company investment by expanding product lines and understanding brand consistency and brand switching among consumers [25]; [16].

## 4 Conclusion

### 4.1 Conclusion

Based on the theoretical review and the results of research that has been carried out using descriptive and verification analysis using SEM regarding the Effect of Brand Image and Brand Trust on Brand Loyalty (survey of Lazadaclub Members), the following conclusions can be drawn:

1. Overview of Brand Image, Brand Trust and Brand Loyalty
  - a. The description of the brand image of Lazadaclub members which can be seen through the dimensions consisting of uniqueness, favorability, and reputation is in the good category. This shows that the Lazada application has been well embedded in the minds of customers who are Lazadaclub members. The dimension with the highest level of achievement is reputation, and the uniqueness dimension gets the lowest response.
  - b. The description of brand trust in Lazadaclub members, which can be seen from the dimensions of viability and intentionality, is in the high category. This shows that Lazada customers who are members of Lazadaclub have high trust in the Lazada application. The dimension with the highest level of achievement is viability while the dimension that gets the lowest response is the intentionality dimension.
  - c. The description of brand loyalty in Lazadaclub members which can be seen from the dimensions consisting of cognitive loyalty, affective loyalty, conative loyalty and behavioral loyalty is in the high category. This statement shows that Lazada customers who are members of Lazadaclub have high brand loyalty to the Lazada application and the products it offers. The dimension with the highest level of achievement is cognitive loyalty and the behavioral loyalty dimension gets the lowest response.
2. The findings showed that brand image had a positive and significant influence on brand loyalty in Lazada customers who are members of Lazadaclub. This means that the better the brand image of the Lazada application, the higher the level of brand loyalty in Lazada customers who are members of Lazadaclub. The contribution of the brand image dimension that most shapes brand loyalty is the uniqueness dimension which correlates with the cognitive loyalty dimension of brand loyalty.
3. The findings showed that brand trust had a positive and significant influence on brand loyalty in Lazada customers who are members of Lazadaclub. This means that the higher the brand trust of the Lazada application, the higher the level of brand loyalty of Lazada customers who are members of Lazadaclub. The contribution of the dimensions of brand trust that shape brand loyalty the most is the viability dimension which correlates with the cognitive loyalty dimension of brand loyalty.
4. The findings showed that brand image and brand trust had a positive and significant influence on brand loyalty in Lazada customers who are members of Lazadaclub. This means that simultaneously there was a positive and significant influence between the brand image and brand trust variables on brand loyalty. This

statement can be assumed that the better the company shows brand image and brand trust, the more brand loyalty will increase in the company. The results of the contribution given by the brand image and brand trust variables are the greatest dimension that shaped brand loyalty is the uniqueness dimension in brand image which correlates with the cognitive dimension of brand loyalty, while the lowest in shaping brand loyalty is the intentionality dimension in brand trust which correlates with the dimensions of conative loyalty and behavioral loyalty in brand loyalty of 0.189.

## 4.2 Recommendation

Based on the results of the research that has been conducted, there are several recommendations regarding brand image and brand trust on brand loyalty:

1. Overview of brand image, brand trust and brand loyalty
  - a. Brand image on Lazada customers who are members of Lazadacub is in a good category overall, but there are several aspects that need to be improved based on the achievement of the lowest assessment. The recommendations regarding things that must be improved to get a better brand image are as follows:
    - (1) Uniqueness Dimension  
The uniqueness dimension is a brand image dimension that has the lowest percentage of achievement in this study, but the uniqueness dimension contributes the most in shaping brand loyalty, so that if the uniqueness dimension has a good percentage of achievement and assessment, it will greatly affect obtaining brand loyalty even higher. Based on this, it is recommended to increase or make innovations regarding the services offered by Lazada, so that customers will be loyal and continue to use the Lazada application because the services provided are in accordance with customer wishes, while it is necessary to look for logos and taglines from Lazada that are even more attractive and can characterize Lazada, so that customers or candidates are interested and easily recognize it.
    - (2) Favorable Dimension  
The favorable dimension is the dimension that gets the second lowest response from the brand image dimension. There were respondents who still gave a slightly low scale, so this illustrates that there were many consumers who still had not found it easy to remember the name of the brand name, logo, and tagline from Lazada and felt the convenience of the services provided by Lazada. Based on this, it is recommended to increase or make innovations regarding the brand name, logo and tagline of Lazada that are even more attractive, so that customers remember them more easily. Meanwhile, in terms of the convenience of the services provided, Lazada needs to improve the services provided to its customers, such as ease of transactions using e-wallets such as Dana, Ovo and Gopay, products according to what is ordered, and providing 24-hour customer service to respond quickly to complaints from customers.



- b. Brand trust in Lazada customers who are members of Lazadaclub as a whole is in the high category, but there are several aspects that need to be considered and improved. The following are recommendations regarding things that must be improved to obtain higher brand trust.
  - (1) Intentionality dimension  
The intentionality dimension is the dimension that gets the lowest re-sponse on the Lazada application brand trust variable, where there were respondents who gave low responses, so this explains that there were customers who still did not believe in the Lazada application which has a level of security and convenience when transacting. Based on this result, it is recommended that Lazada create a transaction system that has many choices, is safe and easy to do, so that customers feel confident in security and convenience when transacting in the Lazada application.
- c. Brand loyalty in Lazada customers who are members of Lazadaclub as a whole is in the high category, but there are several aspects that need to be considered and improved. The following are some recommendations re-garding things that must be improved to get better brand loyalty.
  - (1) Behavioral Loyalty Dimensions  
The behavioral loyalty dimension is the dimension that gets the lowest response to the brand loyalty of Lazada customers who are members of Lazadaclub. In the research results, there were customers who gave low responses to the behavioral loyalty dimension. Thus, it is recommended that Lazada increase attractive promos, or price discounts, and provide free shipping on predetermined events, so that it is hoped that the intensity of purchases and use of Lazada will continue to increase and create loyalty or loyalty from its customers.
  - (2) Affective Loyalty Dimensions  
The affective loyalty dimension gets the second lowest response on brand loyalty. Based on the results of the study, there were also users who gave low responses regarding service quality and consumer commitment to Lazada. Thus, it is recommended that Lazada improve service quality such as providing many choices, comfort and safety in transactions, products ordered according to the description given, and quick response to complaints or complaints conveyed by customers.
2. The results of the study showed that brand image had a positive and significant effect on brand loyalty. Therefore, it is recommended that Lazada consistently create a brand image of Lazada, so that the Lazada brand is better embedded in the minds of consumers. One way that can be done is by expanding attractive and creative promotions through various social or digital media and also providing interesting content as a characteristic of Lazada, thereby increasing Lazada customer brand loyalty.
3. The results of the study showed that there was a positive and significant influence between brand trust on brand loyalty. With this results, it is recommended that Lazada improve a strong brand both in terms of attributes, position, and brand image to maintain the level of trust from customers in the Lazada brand. Customer

trust in the Lazada application can influence customers with the brand, help create, develop, and maintain a strong brand so as to increase brand loyalty.

The results of the study revealed that brand image and brand trust had a positive and significant effect on brand loyalty. Lazada needs to maintain efforts in forming brand image and brand trust simultaneously from Lazada customers, so it will be better when these dimensions are carried out simultaneously and optimize to maintain relationships with consumers and provide the best through the Lazada application, so as to provide a good image in the minds of consumers and high trust in brands based on consumer experience.

## References

1. Albari & Sholihah, Q. Peran Kesadaran Dan Citra Merek Terhadappreferensi Merek. *Benefit J. Manaj. dan. Bisnis* **4**, (2019).
2. Zainuddin, D. Analisis Faktor – Faktor yang Mempengaruhi Bauran Pemasaran pada Keputusan Pembelian Handphond Android. *Sosio e-kons* (2017) doi:10.30998/sosioekons.v9i2.1939.
3. Dwivedi, A., Johnson, L. W. & McDonald, R. Celebrity endorsements, self-brand connection and relationship quality. *Int. J. Advert.* (2016) doi:10.1080/02650487.2015.1041632.
4. Tria, A. V. Pengaruh Merek, Negara Asal (Country Of Origin) Dan Reputasi Merek Terhadap Sikap Konsumen Dalam Memilih Produk Kosmetik Korea Innisfree (Studi Kasus Pada Konsumen Di Online Shop Noonasroom). (Universitas Muhammadiyah Jember, 2020).
5. Arikan, E., Yilmaz, C. & Bodur, M. Expanding the boundary of brand extensions through brand relationship quality. *J. Bus. Econ. Manag.* (2016) doi:10.3846/16111699.2016.1220420.
6. Prentice, C., Han, X. Y., Hua, L. L. & Hu, L. The influence of identity-driven customer engagement on purchase intention. *J. Retail. Consum. Serv.* (2019) doi:10.1016/j.jretconser.2018.12.014.
7. Barari, M., Ross, M., Thaichon, S. & Surachartkumtonkun, J. A meta-analysis of customer engagement behaviour. in *International Journal of Consumer Studies* (2021). doi:10.1111/ijcs.12609.
8. Bilgin, Y. The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty. *Bus. Manag. Stud. An Int. J.* (2018) doi:10.15295/v6i1.229.
9. Mabkhot, H. A., Hasnizam & Salleh, S. M. The influence of brand image and brand personality on brand loyalty, mediating by brand trust: An empirical study. *J. Pengur.* (2017).
10. Aini, T. N. Pengaruh kepuasan dan kepercayaan terhadap loyalitas pelanggan dengan komitmen sebagai variable intervening. *Entrep. Bisnis Manaj. Akunt.* (2020) doi:10.37631/e-bisma.v1i2.194.
11. Khoza, K. & Harjati, L. Analisis Brand Trust Dan Brand Royalty Konsumen Garuda Indonesia. *J. Ilm. Widya* 4–5 (2012).
12. Kitrunpaiboon, K. & Kim, D. S. Factors Affecting Brand Loyalty to Cosmetics Product: A Case Study of Thai Consumers in Bangkok. *AU-GSB e-JOURNAL* (2016).

13. Yang, K. F., Yang, H. W., Chen, Y. Y. & Fan, C. C. Research on the service quality, customer satisfaction, customer loyalty in the cosmetics industry - Taking LANEIGE as an example. in *ACM International Conference Proceeding Series* (2019). doi:10.1145/3355966.3355990.
14. Marliawati, A. & Cahyaningdyah, D. Management Analysis Journal Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust Article Information. *Manag. Anal. J.* **9**, 140–151 (2020).
15. Day, G. S. A Two-Dimensional Concept of Brand Loyalty. in (1976). doi:10.1007/978-3-642-51565-1\_26.
16. Pratiwi, I. & Ganawati. Pengaruh Relational Bonds terhadap Brand Loyalty yang Dimediasi Oleh Brand Relationship Quality Pada Produk Sepatu. *Pros. Semin. Nas. Cendekiawan Buku II* 689–700 (2015).
17. Tucker, W. T. The Development of Brand Loyalty. *J. Mark. Res.* (1964) doi:10.1177/002224376400100304.
18. Ariyanti, A. Pengaruh Brand Predictability, Brand Liking, Brand Competence, Brand Reputation, Dan Trust In The Company Terhadap Brand Loyalty (Studi pada Konsumen Smartphone Samsung di Purworejo). (Universitas Muhammadiyah Purwokerto, 2016).
19. Zamrodah, Y. Pengaruh E-service Quality Dan Service Recovery Terhadap ESatisfaction. **15**, (2016).
20. Bisui, R. A Study on the Association between Customer Satisfaction and Customer Loyalty in the Inhouse Restaurant in Selected Hotels of Ludhiana City. *Rev. Gestão Inovação e Tecnol.* (2021) doi:10.47059/revistageintec.v11i3.1956.
21. Ibrahim, J. I. Food Quality, Service Quality dan Brand Image sebagai Pembentuk Brand Loyalty: Studi Kasus pada : Pizza Hut Delivery. (Indonesia Banking School, 2017).
22. Lady, J. Pengaruh Perceive Information , Trust , Social Media Marketing Dan Brand Image Terhadap Niat Beli Konsumen Pada Brand Minuman Boba Di Kota Batam Keywords : **1**, 275–285 (2021).
23. Alhedhaif, S., Belal Kaifi, K. A. & Lele, U. Brand Loyalty and Factors Affecting Cosmetics Buying Behavior of Saudi Female Consumers. *J. Bus. Stud. Q.* **7**, 24–38 (2016).
24. Muchardie, B. G., Yudianta, N. H. & Gunawan, A. Effect of Social Media Marketing on Customer Engagement and its Impact on Brand Loyalty in Caring Colours Cosmetics, Martha Tilaar. *Binus Bus. Rev.* (2016) doi:10.21512/bbr.v7i1.1458.
25. Soomro, Y. A. Antecedents of brand loyalty in the fashion industry of Pakistan : Moderating effect of Individual-level collectivist values. *J. Organ. Stud. Innov.* (2019).
26. Chang, S. W. & Fan, S. H. Cultivating the brand-customer relationship in Facebook fan pages: A study of fast-fashion industry. *Int. J. Retail Distrib. Manag.* (2017) doi:10.1108/IJRDM-05-2016-0076.
27. Hassanzadeh, A. & Namdar, T. Millennials Brand Loyalty In The Fashion Industry & The Role Of Brand Identity. <http://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1230077&dswid=6341> (2018).
28. Kim, C., Lee, D. & Bae, S. A study on effect of online word-of-mouth in accordance with customer brand relationship quality. in *PACIS 2006 - 10th Pacific Asia Conference on Information Systems: ICT and Innovation Economy* (2006).
29. Sanchez Torres, J. A. & Arroyo-Cañada, F. J. Building brand loyalty in e-commerce of fashion lingerie. *J. Fash. Mark. Manag.* (2017) doi:10.1108/JFMM-05-2016-0047.
30. Zainuddin, D. Analisis Faktor – Faktor yang Mempengaruhi Bauran Pemasaran pada Keputusan Pembelian Handphond Android. *Sosio e-kons* **9**, 93 (2017).

31. Choi, E. & Lee, K. C. Effect of trust in domain-specific information of safety, brand loyalty, and perceived value for cosmetics on purchase intentions in mobile e-commerce context. *Sustain.* (2019) doi:10.3390/su11226257.
32. Ertemel, A. V. & Civelek, M. E. The Role of Brand Equity and Perceived Value for Stimulating Purchase Intention in B2C e-Commerce Web Sites. *Bus. Econ. Res. J.* (2020) doi:10.20409/berj.2019.165.
33. Faraoni, M., Rialti, R., Zollo, L. & Pellicelli, A. C. Exploring e-Loyalty Antecedents in B2C e-Commerce: Empirical results from Italian grocery retailers. *Br. Food J.* (2019) doi:10.1108/BFJ-04-2018-0216.
34. Saputra, R. & Dewi, C. K. The impact of brand trust on brand loyalty mediated by customer satisfaction: Case of Tokobagus.com (now olx.com). *J. Adm. Bus. Stud.* **1**, 8–13 (2015).
35. Yadav, M. & Rahman, Z. The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking* (2018) doi:10.1108/BIJ-05-2017-0092.
36. Fauzia, M. & Jatmiko, B. P. Shopee Jadi ‘Top of Mind’ Belanja Online bagi Perempuan Indonesia. *kompas.com* (2019).
37. Karnadi, A. Pengguna Internet di Indonesia Capai 205 Juta pada 2022. *DataIndonesia.id* <https://dataindonesia.id/internet/detail/pengguna-internet-di-indonesia-capai-205-juta-pada-2022> (2022).
38. Lidwina, A. 10 Negara dengan Persentase Penggunaan E-Commerce Tertinggi di Dunia (April 2021). *databoks* <https://databoks.katadata.co.id/datapublish/2021/06/04/penggunaan-e-commerce-indonesia-tertinggi-di-dunia> (2021).
39. Kominfo. Pandemi Covid-19 Pacu Adaptasi Gunakan Teknologi Digital. *Kominfo* Pandemi Covid-19 Pacu Adaptasi Gunakan Teknologi Digital (2022).
40. Tempo.co. Shoppe Top of Mind Berbelanja selama Ramadan dan Lebaran. *Koran Tempo* (2022).
41. Lazada. About Lazada. *Lazada* [https://group.lazada.com/en/about/?spm=a2o4j.home.footer\\_top.6.579978383JucK](https://group.lazada.com/en/about/?spm=a2o4j.home.footer_top.6.579978383JucK) (2022).
42. Merdeka.com. Lazada Rebut Gelar Destinasi Belanja Online No.1 di Indonesia dan Asia Tenggara. *merdeka.com* (2019).
43. Moslehpour, M., Ismail, T., Purba, B. & Wong, W. K. What makes go-jek go in indonesia? The influences of social media marketing activities on purchase intention. *J. Theor. Appl. Electron. Commer. Res.* (2022) doi:10.3390/jtaer17010005.
44. Amani, N. K. Survei: Shopee Jadi E-commerce Paling Diminati di Indonesia. *liputan6.com* (2022).
45. Top Brand Award. Top Brand Index. *Top Brand Award* [https://www.topbrand-award.com/top-brand-index/?tbi\\_year=2022](https://www.topbrand-award.com/top-brand-index/?tbi_year=2022) (2022).
46. Bilgin, Y. The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Bus. Manag. Stud. An Int. J.* (2018).
47. Oke, A. O., Kamolshotiros, P., Popoola, O. Y., Ajagbe, M. A. & Olujobi, O. J. Consumer behavior towards decision making and loyalty to particular brands. *Int. Rev. Manag. Mark.* (2016).
48. Fathi, E., Zailani, S., Iranmanesh, M. & Kanapathy, K. Drivers of consumers’ willingness to pay for halal logistics. *Br. Food J.* (2016) doi:10.1108/BFJ-06-2015-0212.
49. Gstngr, I., Diputra, A. W. & Yasa, N. N. The influence of product quality, brand image, brand trust on customer satisfaction and loyalty. *Am. Int. J. Bus. Manag.* **4**, (2021).

50. Ariyanti, A. Pengaruh Brand Predictability, Brand Liking, Brand Competence, Brand Reputation, dan Trust In The Company terhadap Brand Loyalty (Studi pada Konsumen Smartphone Samsung di Purworejo). (2016).
51. Ibrahim, B. & Aljarah, A. Dataset of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in Northern Cyprus. *Data Br.* (2018) doi:10.1016/j.dib.2018.11.024.
52. van der Westhuizen, L. M. Brand loyalty: exploring self-brand connection and brand experience. *J. Prod. Brand Manag.* (2018) doi:10.1108/JPBM-07-2016-1281.
53. Lo, A. Effects of customer experience in engaging in hotels' CSR activities on brand relationship quality and behavioural intention. *J. Travel Tour. Mark.* (2020) doi:10.1080/10548408.2020.1740140.
54. Zainudin, M. I., Haji Hasan, F. & Othman, A. K. Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia. *J. Islam. Mark.* (2020) doi:10.1108/JIMA-10-2018-0187.
55. Ahmad, M. & Zafar, U. Brand Image, Satisfaction and Trust As a Lead to Brand Loyalty: The Mediator Effect of Brand Relationship. *SSRN Electron. J.* (2019) doi:10.2139/ssrn.3302232.
56. Alhaddad, A. The effect of brand image and brand loyalty on brand equity. *Int. J. Bus. Manag. Invent.* (2014).
57. Pratama, H. & Suprpto, B. The Effect of Brand Image, Price, and Brand Awareness on Brand Loyalty: The Rule of Customer Satisfaction as a Mediating Variable. *GATR Glob. J. Bus. Soc. Sci. Rev.* (2017) doi:10.35609/gjbssr.2017.5.2(9).
58. Zia, A., Younus, S. & Mirza, F. Investigating the Impact of Brand Image and Brand Loyalty on Brand Equity: the Mediating Role of Brand Awareness. *Int. J. Innov. Creat. Chang. www.ijicc.net* **15**, 1091–1106 (2021).
59. Khoza, K. & Harjati, L. Analisis Brand Trust Dan Brand Royalty Konsumen Garuda Indonesia | Majalah Ilmiah Widya. *Maj. Ilm. Widya* 4–5 (2012).
60. Lin, Y. H., Lin, F. J. & Wang, K. H. The effect of social mission on service quality and brand image. *J. Bus. Res.* (2021) doi:10.1016/j.jbusres.2020.10.054.
61. Świtła. *et al.* The influence of brand awareness and brand image on brand equity – an empirical study of logistics service providers. *J. Econ. Manag.* (2018) doi:10.22367/jem.2018.33.06.
62. Kim, R. B. & Chao, Y. Effects of brand experience, brand image and brand trust on brand building process: The case of chinese millennial generation consumers. *J. Int. Stud.* (2019) doi:10.14254/2071-8330.2019/12-3/1.
63. Xian, Gou Li, dkk. A study on Demonetization and its Impact on Corruption and Black Money. *Saudi J. Humanit. Soc. Sci.* (2011) doi:10.21276/sjhss.
64. B. Alexander, D. Analisa Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (Brand Trust) Terhadap Loyalitas Merek (Brand Loyalty) ADES PT. Ades Alfindo Putra Setia. *J. Manaj. Pemasar. Petra* **2**, 1–9 (2014).
65. Aaker, D. a. Managing Brand Equity. *J. Mark.* (1991).
66. Malhotra, N. K. *Essentials of Marketing Research.* (Pearson Education Limited, 2015).
67. Janti, S. Analisis Validitas Dan Reliabilitas Dengan Skala Likert Terhadap Pengembangan Si/Ti Dalam Penentuan Pengambilan Keputusan Penerapan Strategic Planning Pada Industri Garmen. In *Prosiding Seminar Nasional Aplikasi Sains Dan Teknologi (SNAST)*. (Yogyakarta, 2014).
68. Sekaran, U. *Research Methods for Business: A Skill-Building Approach.* (John Wiley & Sons, Inc., 2003).

69. Rahmadevita, L. D., Suharyono & Srikandi Kumadji. Pengaruh Reputasi Merek Dan Komunitas Pelanggan Terhadap Nilai Pelanggan, Word of Mouth Serta Keputusan Pembelian( Studi Pada Pembeli Non-Member Produk Kesehatan Melilea di Kecamatan Lowokwaru Kota Malang ). *J. Profit* 7, 50–60 (2016).
70. Cheung, C. M. K., Lee, M. K. O. & Rabjohn, N. The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet Res.* (2008) doi:10.1108/10662240810883290.
71. Anggraeni, N. & Kusumadewi, N. M. W. Peran Citra Merek Memediasi Pengaruh Kepuasan Pelanggan Terhadap Niat Menggunakan Kembali E-Commerce Lazada. *E-Jurnal Ekon. dan Bisnis ...* 12, 436–445 (2023).
72. Alfaiza Lubis, Kirani Diar, Meiliasari Ditha, Rakha Yudhistira, Wardani Setyo, Jazilah Aufi, S. E. Strategi Penggunaan Bahasa Indonesia Dalam Iklan Toko Online Lazada Untuk Memenuhi Minat Konsumen. *J. Soc. Sci. Res.* 3, 73 (2023).
73. Sreen, N., Purbey, S. & Sadarangani, P. Impact of culture, behavior and gender on green purchase intention. *J. Retail. Consum. Serv.* (2018) doi:10.1016/j.jretconser.2017.12.002.
74. Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D.* (Alfabeta, Bandung, 2017).
75. Prasetya, C. H. A. Pengaruh Citra Merek, Kualitas Produk terhadap Kepercayaan serta Keputusan Pembelian, (Survei pada Pembeli Sepeda Motor Honda Vario pada PT Sumber Purnama Sakti di Kabupaten Gresik). (Universitas Brawijaya, 2014).
76. Purwianti, L. & Zaman, M. B. Analisis Pengaruh Ekuitas Merek, Preferensi Merek, dan Harga Dengan Citra Negara Asal sebagai Variabel Moderasi Terhadap Minat Pembelian Laptop Oleh Mahasiswa di Kota Batam. *J. Manaj. dan Bisnis Indones.* 4, 211–226 (2017).
77. Pandiangan, K., Masiyono, M. & Dwi Atmogo, Y. Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty. *J. Ilmu Manaj. Terap.* (2021) doi:10.31933/jimt.v2i4.459.
78. Burmann, C., Riley, N. M., Halaszovich, T. & Schade, M. *Identity-Based Brand Management: Fundamentals-Strategy-Implementation-Controlling. Identity-Based Brand Management: Fundamentals-Strategy-Implementation-Controlling* (2017). doi:10.1007/978-3-658-13561-4.
79. ISMA, K. Pengaruh Social Media Marketing Terhadap Purchase Intention Dengan Brand Trust Sebagai Variabel Mediasi Dalam Perspektif Ekonomi Islam (Study Pada Pengguna Tokopedia di Bandar Lampung). (UIN Raden Intan Lampung, 2022).
80. Husain, H. & Madjid, H. Jurnal mega aktiva. *J. Mega Akt.* 6, 39–47 (2017).
81. Filieri, R. Marketing Intelligence & Planning Article information : *Mark. Intell. Plan.* (2015).
82. Khan, I. & Fatma, M. Connecting the dots between CSR and brand loyalty: The mediating role of brand experience and brand trust. *Int. J. Bus. Excell.* (2019) doi:10.1504/ijbex.2019.099123.
83. Schiffman, L. & Kanuk, L. L. *Perilaku Konsumen.* (PT. Indeks Gramedia, 2016).
84. Rahmawati, A., Sugandini, D. & Istanto, Y. Pengaruh Customer Experience Terhadap Attitude Loyalty Dan Behavioral Loyalty Yang Dimediasi Oleh Emotional Experience Pada Pengguna Mobile Application Shopee (Studi Kasus Di Yogyakarta). *JMBI UNSRAT (Jurnal Ilm. Manaj. Bisnis dan Inov. Univ. Sam Ratulangi).* 8, 879–900 (2021).
85. Lumba, M. G. Pengaruh Brand Love Terhadap Brand Loyalty Dan Willingness To Pay Premium Price Pembeli Sabun Mandi Di Surabaya. *Agora* 7, 287271 (2019).

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

