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## THE INFLUENCE OF BRAND IMAGE AND BRAND PERFORMANCE ON THE BRAND LOYALTY UNIQLO



**Damar Adi Yudhistira<sup>1</sup>**  
Universitas Bakrie, Jakarta Selatan, Indonesia  
[yudhit23@gmail.com](mailto:yudhit23@gmail.com)

**Muchsin Saggaf Shihab<sup>2</sup>**  
Universitas Bakrie, Jakarta Selatan, Indonesia  
[muchsin.shihab@bakrie.ac.id](mailto:muchsin.shihab@bakrie.ac.id)

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### Abstract

The objective of this research is to look into the impact of brand image and brand performance on UNIQLO brand loyalty, as well as the interaction between brand success and brand image on the development of UNIQLO brand loyalty. This research is included in the poll research category and uses questionnaires to be the research instruments. The consumers of the UNIQLO brand become the research sample group that covers 100 respondents. With the help of IBM SPSS Statistics 26.0 software, multiple linear regression analysis is the research method used. The findings of this study indicate a favorable and significant correlation between UNIQLO brand loyalty formation and brand performance and between UNIQLO brand loyalty formation and brand image combination and brand performance. If a brand's brand image and brand performance are strong, it will affect brand loyalty, which will support the business stability of the brand.

**Keywords:** Brand Image, Brand Performance, Brand Loyalty

## INTRODUCTION

The Covid-19 outbreak that hit in 2020 changed the nature of the industrial sector and reduced the purchasing power of people in Indonesia. The National Planning and Development Agency (Bappenas) estimates the outbreak has reduced people's purchasing power by up to IDR 362 trillion. 2020 (Agustiyanti, 2020). The success of the retail sector was influenced by the decline in consumer purchasing power. According to Roy Mandey, Chairman of the Indonesian Retailers Association (Aprindo), the retail sector only grew 3% -3.5% this year. According to these figures, it has decreased by more than 50% compared to the increase in the retail industry in 2019 which amounted to 8–8.5%. The area that is worst affected by the pandemic is the clothing retail market. Its growth is estimated to be only around 1.5-1.6 percent in 2020 (Smith, 2015).

Another impact of the pandemic is a shift in consumer loyalty, according to a 2020 consumer survey in Indonesia, 36% of surveyed households will switch to other clothing and footwear brands that provide the same quality at a lower price. Meanwhile, 17 percent of them would not switch brands unless their current brand consistently or infrequently disappointed them. With so much competition in this industry, it may be difficult for brands to maintain consumer loyalty. Understanding how Indonesian consumers acted during the Covid-19 pandemic can help brands retain customers. As large-scale social restrictions are implemented in Indonesia, and people become more interested in other brands as they spend more time at home (Nurhayati-Wolff, 2021).

This pandemic condition requires several companies to keep up with existing technological modernity, by becoming a company that is also engaged in the field of E-Commerce (digital-based commerce) in selling, so that consumers have other options besides coming to a physical store to shop for certain products at a retail, with the help of computers, smartphones or other digital devices, consumers can shop easily and safely.

In fact, by adopting an omnichannel strategy, the retail industry has undergone a transformation over the past two years (before 2020). However, the Covid-19 pandemic forced players to transform faster. Several participants have also started selling online, both in markets and via WhatsApp. Data from Aprindo which shows that online sales from the

retail sector increased by 15% but only represents around 8% of total sales, indicating this online transformation. 2020 (Maranti, 2020).

Southeast Asia & Oceania UNIQLO (Singapore, Thailand, Indonesia, Malaysia, Philippines, and Australia) performed exceptionally well in fiscal year 2019, with revenue and profit increasing by more than 20% year on year. It has grown to a \$170 billion enterprise, with highly populated countries such as Indonesia, the Philippines and Thailand delivering particularly strong results. This accomplishment was aided by a growing affinity for UNIQLO among middle-class families who were impressed by the quality and comfort of UNIQLO clothing.

Brand loyal customers look forward to any product advancement from UNIQLO. Many Indonesian people only use UNIQLO products to appear fashionable or hype beast, but some customers don't follow the fashion trends proclaimed by UNIQLO but still buy these products. According to UNIQLO's overseas sales data, sales have steadily increased since 1984 (UNIQLO, 2020).

Nowadays, it is more important for fashion companies to cultivate brand loyalty in order to ensure that their brands have a stable sales base and a positive image (Tansey, 2017). Brand Loyalty is the most valuable asset for apparel brands, because it helps to maintain the consumer life cycle and results in a beneficial business (Erdoğan & Ergun, 2016). In these times omnichannel loyalty has become even more important (Hemsey, 2012); (Smith, 2015) . Loyalty programs are becoming increasingly important in the fashion retail industry's omnichannel environment. Consumers are now interested in more sales channels, more frequently, and can be involved in multiple channels at the same time (Hannah, 2013).

When purchasing a product, consumers may consider the brand first. A strong brand image can increase consumer loyalty and allow customers to distinguish one product from another. Some of Indonesia's most powerful brands are also among its most valuable. This demonstrates that a strong brand can increase consumer trust and loyalty, which will be financially beneficial to the business in the long run (Rizky & Utomo, 2019).

When operating performance is negatively affected it has a negative impact on customer loyalty (Kumar, 2011) . Previous research that examined brand performance on

brand loyalty was carried out by (Unurlu & Uca, 2017); (Tjahyadi, 2018) conveyed that the brand performance has significant and beneficial effects on the brand loyalty. So far, the researchers have not found any references stating that brand performance does not significantly affect the brand loyalty, therefore this variable is still very possible for further research.

## **REVIEW OF LITERATURE**

### **Brand Image**

Image (Citra) is the perception of the community towards a company or product. Image is influenced by many factors beyond the company's control. According to Kotler & Keller, (2016), the definition of image is the belief, idea, and impression that someone has about something. Image refers to the overall impression, feeling, or perception that the public has about a company, object, person, or institution. For a company, image means the community's perception of the company's identity. This perception is based on what the community knows or assumes about the company in question. Therefore, the same company may not have the same image in the eyes of different people. The company's image serves as a reference for consumers in making important decisions. For example, decisions to purchase a product, choose a place to stay, consume food and beverages, enroll in courses, select schools, and so on. A positive image will have a beneficial impact on the company, while a negative image can have detrimental effects and weaken the company's competitiveness.

### **Brand Performance**

Brand performance refers to the assessment and evaluation of a brand's effectiveness in achieving its objectives and delivering value to customers. Different experts may have slightly different perspectives on brand performance. (Phillip Kotler & Keller, 2016), defines brand performance as the extent to which a brand meets customers' functional needs and performance expectations. He emphasizes the importance of brand performance in building brand equity and creating customer loyalty. Malti et al. (2017) suggests that brand performance should be evaluated based on financial metrics such as market share, revenue, and profitability. He believes that strong brand performance

positively impacts a company's financial performance. Philip Kotler and Keller (2020) views brand performance as a combination of customer perceptions and brand image. He suggests that a brand's performance should be assessed based on how well it fulfills customers' desires and expectations, as well as its ability to differentiate itself from competitors.

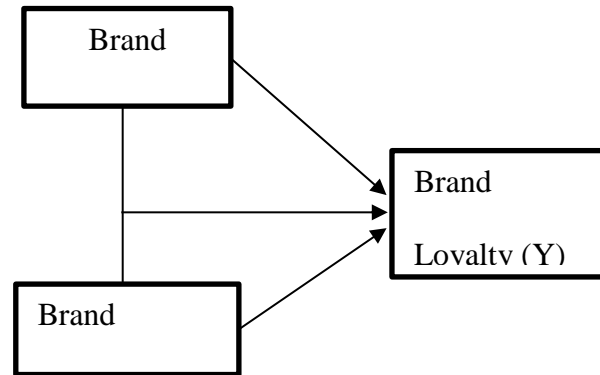
Overall, brand performance encompasses a range of factors, including customer satisfaction, financial indicators, brand perceptions, differentiation, emotional resonance, and the ability to fulfill brand promises. The specific dimensions and metrics used to assess brand performance may vary depending on the context and objectives of the brand evaluation.

### **Brand Royalty**

Brand loyalty refers to the level of commitment, attachment, and repeat purchase behavior exhibited by customers towards a particular brand. Various experts have provided insights and perspectives on brand loyalty. Philip Kotler & Keller (2016) emphasizes that brand loyalty is built through creating strong and favorable brand associations in customers' minds. He suggests that brand loyalty is a result of customers' positive brand experiences, satisfaction, and trust in the brand. Adnan, Kurnaendar, Ahman, Disman, & Yuniarsih (2022) define brand loyalty as the degree to which customers are willing to choose a specific brand over other alternatives consistently. He emphasizes the importance of understanding customer needs and delivering superior value to foster brand loyalty. According to Park (2020) is known for his research on brand loyalty and market growth. He suggests that brand loyalty is primarily driven by the availability and mental availability of a brand, rather than emotional attachment. He argues that loyalty is often driven by habit and convenience. Susan Fournier perspective on brand loyalty focuses on the emotional and relational aspects. She suggests that brand loyalty is a deep-seated commitment and attachment that develops when a brand becomes part of a customer's identity and self-expression.

## Conceptual Framework

Based on a summary of the literature and previous research, the following framework is created that brand loyalty is influenced by the following theoretical variables:



**Figure 1**  
**Conceptual Framework**

According to the theoretical framework discussed above, brand image, brand performance, compound of brand image and brand performance all influence how loyal consumers are to a particular brand, such as UNIQLO.

## Hypothesis

According to the framework that has been made, the hypothesis in this research can be proposed, namely:

- H1 : Brand image has a positive and significant effect on the establishment of UNIQLO's brand loyalty.
- H2 : Brand performance has a positive and significant effect on the establishment of UNIQLO brand loyalty.
- H3 : Brand image and Brand performance has a positive and significant effect on the formation of UNIQLO brand loyalty

## RESEARCH METHOD

This research is considered in the category of quantitative research. According to (Sugiyono, 2012), probability sampling which provides equal chances for every part or individual in a population to become a sample is a technique used in quantitative research to investigate populations and samples (Sugiyono, 2014). Statistical data analysis was performed to test various hypotheses. The research was conducted using a correlation study, or an analysis of the connection exists between two variables. The variables in this

investigation consist of dependent and independent. The population in the study consisted of a collection of people whose characteristics were examined. The 100 responses will represent the population and sample of UNIQLO customers in this survey.

### **Data Sources**

The types of data used in this study are the primary and secondary. Primary data is information collected directly from respondents. Respondents' responses regarding the influence of brand image and brand performance on the development of UNIQLO's brand loyalty are presented as primary data. In contrast, secondary data refers to information collected indirectly through the use of research participants data obtained from sources with relevant literature or data, not directly from research subjects.

### **Data Collecting Technique**

Primary data collection through questionnaires is done by distributing questionnaires through social media such as email, WhatsApp, and others. Questionnaires were distributed to 100 respondents as a sample. The process of filling out the questionnaire can be adjusted directly by the respondents, both in print and on social media.

Multiple linear regression analysis is an approach for testing hypotheses. SPSS 26.0 is software used to assist analysis. Before the regression analysis was conducted, the demographic analysis subjected the data to find out the profile of the respondents and to test the classic hypothesis. Standard assumption tests include tests for normality, heteroscedasticity, and multicollinearity. To analyze the hypotheses, the Independent sample t-test was applied. In addition, a coefficient of determination test will be carried out. To explain how well the independent variables under consideration to elaborate the dependent variable is used the coefficient of determination.

## **RESULTS AND DISCUSSION**

### **Reliability Test**

If the Cronbach's Alpha value is greater than 0.6, the variable is considered reliable. According to the outcomes in table 1, Cronbach's Alpha for all variables is greater than 0.6. As a result, the conclusion is finally drawn which is that all of the questions in this study

are reliable. It has a meaning that all the questions in this study are consistent and can be used as a stable measurement tool.

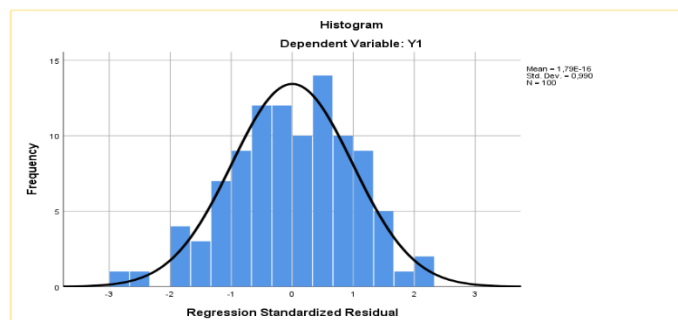
**Table 1**  
**Reliability Test Results**

No.	Variables	Cronbach's Alpha	Criteria
1	Brand Image	0,904	Reliable
2	Brand Performance	0,955	Reliable
3	Brand Loyalty	0,957	Reliable

Source: Primary Data Processed (2021)

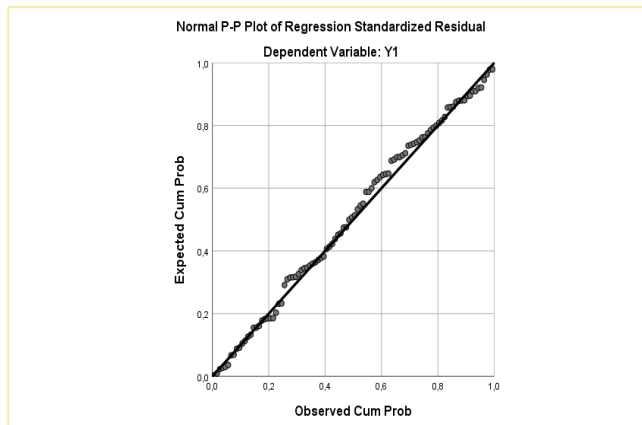
### Normality Analysis

Normality test can be done using “Normal PP Plot” or “Kolmogorov Smirnov Table”. The P-P Normal plot will be applied here. Normality can be detected in the Normal PP.



**Figure 2**  
**Normality Analysis**

Plot by examining the distribution of data (dots) on the diagonal axis of the graph or by examining the residual histogram.



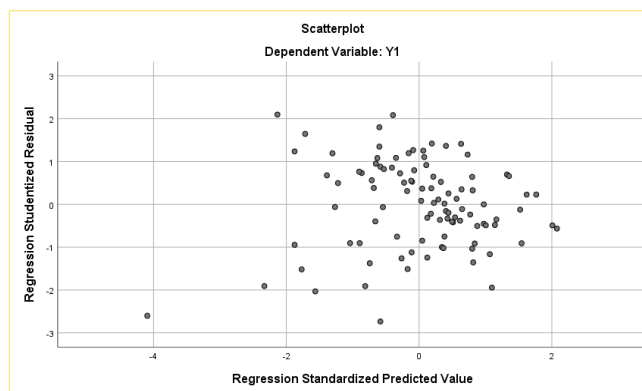
**Figure 3**  
**Normal P-P Plot Graph**

In the normality test histogram in Figure 2 the data is normally distributed. On the Normal PP plot graph shown in Figure 3 the dots are scattered following a diagonal line.

According to the two graphs, it is possible to conclude that the regression model distributed normally and meets the normality assumptions in this study.

### **Heteroscedasticity Test**

The heteroscedasticity test determines whether or not the regression model in this study has the same variance from observation to observation.



**Figure 4**  
**Scatterplot Graph of Heteroscedasticity Test**

Figure 4 shows that there is no heteroscedasticity because the visible pattern is not found and the points are evenly distributed is greater and less than 0 on the Y axis; thus, the heteroscedasticity test is fulfilled.

### Multicollinearity Test

The multicollinearity analysis in table 2 demonstrates that the VIF value is 10 and the tolerance value is > 0.10% for every independent variable. Thus, the conclusion can be drawn is that between the independent variables there is no correlation or multicollinearity does not occur.

**Table 2**  
**Multicollinearity Test Results**

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	X1_Brand_Image	.619	1.614
	X2_Brand_Performance	.619	1.614

Source: Primary Data Processed (2021)

According to the outcomes of the classical assumption test above the normality, heteroscedasticity, and multicollinearity regression assumptions in this study have been fulfilled.

### Correlation Test between Dimensions

The goal of the correlation analysis between dimensions is to decide the strongest or most influential correlation between the dimensions of each research variable, especially brand image and brand performance variables on brand loyalty variables.

**Table 3**  
**Correlation Matrix between Variable Dimensions**

Variables	Dimensions		Brand Loyalty (Y)			
			Behavior measures	Measuring satisfaction	Measuring liking the brand	Measuring commitment
			<i>Y1.1</i>	<i>Y1.2</i>	<i>Y1.3</i>	<i>Y1.4</i>
Brand Image (X1)	Brand Identity	<i>X1.1</i>	0,510	0,532	0,503	0,415
	Brand Personality	<i>X1.2</i>	0,560	0,645	0,568	0,484
	Brand Association	<i>X1.3</i>	0,362	0,494	0,382	0,284
	Brand Attitude and Behavior	<i>X1.4</i>	0,545	0,654	0,557	0,407

	Brand Benefit and Competence	X1.5	0,398	0,474	0,387	0,361
Brand Performance (X2)	Product performance	X2.1	0,592	0,565	0,582	0,484
	Service performance	X2.2	0,595	0,594	0,577	0,431
	Customer care	X2.3	0,544	0,566	0,571	0,489
	Customer delight	X2.4	0,323	0,328	0,351	0,374

Source: Primary Data Processed (2021)

Based on table 3 above shows that: a) For the brand image variable (X1), the dimension that has the strongest relationship is the brand attitude and behavior dimension to the measuring satisfaction dimension in the brand loyalty variable (Y), because it has a coefficient value = 0.654 (the level of a "Strong" relationship); b) For the brand performance variable (X2), the dimension that has the strongest relationship is the service performance dimension to the behavior measures dimension in the brand loyalty variable (Y), because it has a coefficient value = 0.595 (has a "moderate" relationship).

### Multiple Linear Regression Analysis

The table below is the result of the multiple linear regression test.

**Table 4**  
**Multiple Linear Regression Test Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,183	4,403		2,540	,013
	X1_Brand_Image	,423	,101	,371	4,175	,000
	X2_Brand_Performance	,476	,098	,434	4,880	,000

a. Dependent Variable: Y1\_Brand\_Loyalty

Source: Primary Data Processed (2021)

According to the table 4, it can be viewed that both of independent variables have an influence if they are regressed together on brand loyalty. From the results shown in the table above, the following equation can be made:

$$Y = 11.183 + 0.423X1 + 0.476X2$$

According to the outcomes of the regression equation, a constant of 11,183 indicates that if there are no brand image and brand performance variables, then brand loyalty is 11,183 units.

**Partial Hypothesis Test (t-test)**

In testing the hypothesis in the form of the impact of independent variables (brand image and brand performance) on the dependent variable (brand loyalty) which is done separately using the t test. The hypothesis is accepted if the significance value is <0.05. The p value <0.05 and the calculated t value > t table (1.988) then H1, H2 are accepted. Looking at the table 4, the significant value of the brand image variable is p = 0.000 and t count 4.175 > 1.988. Thus, it is possible to conclude that there is a significant impact of the on-brand loyalty variables. The value of the brand performance is a significance value of p = 0.000 or p <0.05 and t count 4.880 > 1.988. Thus, it follows that brand performance has a significant impact on brand loyalty. The findings of the analysis conclude that H1, H2 are acceptable.

**Simultaneous Test Results (Test F)**

The Simultaneous Test determines whether the influence Brand Image (X1) and Brand Performance (X2) on UNIQLO’s Brand Loyalty exists or not.

**Table 5**  
**Simultaneous Test Results (Test F)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4793,204	2	2396,602	53,583	,000 <sup>b</sup>
	Residual	4338,506	97	44,727		
	Total	9131,710	99			

a. Dependent Variable: Y1\_Brand\_Loyalty  
 b. Predictors: (Constant), X2\_Brand\_Performance, X1\_Brand\_Image

Source: Primary Data Processed (2021)

The F test is used to simultaneously test the impact of brand image and brand performance factors on brand loyalty. The simultaneous significant test outcomes are shown in Table 4.7. Sig. A value of 0.000 indicates that the two-way analysis with an alpha significance level of 0.05 is undoubtedly significant. Conversely, comparing the value of  $F_{table}$  with  $F_{count}$  is how the F test is used to test the data. With an  $F_{count}$  value of 53.583 and a  $F_{table}$  value of 3.090, then  $H_3$  can be accepted because  $F_{count} (53.583) > F_{table} (3.090)$ . Conclusion: At UNIQLO,  $H_3$  is acceptable, brand image and brand performance both have an effect on brand loyalty.

### Coefficient of Determination (R<sup>2</sup>)

To explain the dependent variable (R<sup>2</sup>) uses the coefficient of determination. As R (R square) approaches one, the independent variable provides nearly all of the information required to predict the variation in the dependent variable.

In this regard, the outcomes of the computation of the coefficient of determination are presented in the following table:

**Table 6**  
**Results of Coefficient Determination (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,724 <sup>a</sup>	,525	,515	6,688

a. Predictors: (Constant), X2\_Brand\_Performance, X1\_Brand\_Image

Source: Primary Data Processed (2021)

According to the table 6, it is possible to be stated that the magnitude of R or the correlation of the independent variable Brand Image and Brand Performance together along the dependent variable Brand Loyalty is 0.724. R square or determinant coefficient is 0.525 or 52.5%, indicating that the two independent variables used in this study (namely independent brand image and brand performance) influence brand loyalty by 52.5%, and there is still influence from other factors, namely 47.5%.

### **The Influence of Brand Image on the Formation of UNIQLO Brand Loyalty**

The relationship between brand image and brand loyalty according to the outcomes of the hypothesis analysis shows that the positive and significant effect of brand image on the formation of UNIQLO brand loyalty exists.

The findings of this study are in accordance with the research (Alhaddad, 2015; Anjani, 2017; Anwar, Gulzar, Sohail, & Akram, 2011; Bastian, 2014; Greve, 2014; Kharis, 2015; Mabkhot & Shaari, 2017; Mulyati & Marheniput, 2018; Ni'mah, Robustin, & Hidayat, 2019; RIzan, Saidani, & Sari, 2012; Rizky & Utomo, 2019; Yasir, 2016) In these studies, it is found that the of the variable brand image variable on brand loyalty is significant. A strong brand image will affect the brand loyalty of a brand which will determine consumer choices in choosing a product.

Consumers believe that the UNIQLO brand now has a positive brand image related to the dimensions of brand identity, personality, associations, attitudes and behavior, and benefits, and competencies in accordance with findings of this study (brand benefits and competencies). According to research that has been done, brand attitude and behavior are the variables that have the strongest correlation and indicators regarding brand names and logos are easy to recognize, products are unique, clothing products are comfortable, are indicators with the highest value, indicators "products are unique" themselves are indicators included in the dimensions of brand attitude and behavior. UNIQLO which has comfortable and unique products can influence consumer satisfaction and it means UNIQLO must maintain and develop a unique product to maintain or increase the costumers' loyalty on UNIQLO.

### **The Influence of Brand Performance on the Formation of UNIQLO Brand Loyalty**

The outcome of the hypothesis analysis shows that brand performance has a positive and significant effect on the establishment of UNIQLO's brand loyalty. The outcomes of this research are in accordance with the research (Tjahyadi, 2018; Unurlu & Uca, 2017). In these studies, brand performance variables have a significant effect on the brand loyalty. Strong brand performance will affect the brand loyalty of a brand which will determine consumer choices in choosing a product. According to the findings of this research, consumers consider that the UNIQLO brand has had good brand performance so far, related

to the dimensions of product performance, service performance, customer care, and customer delight. Based on the research that has been done, the dimension that has the highest correlation is service performance and indicators regarding UNIQLO products have good design, UNIQLO products are not outdated, products are easy to reach through offline platforms (physical shops) are indicators with the highest scores, the indicator “products are easy to reach through offline platforms (physical shops)” itself is an indicator that is included in the service performance dimension. UNIQLO whose products are considered to have good designs and are not outdated, are also easy to reach, especially through physical stores, are able to influence consumer behavior in making purchases, and this means that UNIQLO must maintain and develop access to online and offline platforms that make it easy for UNIQLO products to be accessible to consumers. so as to be able to maintain or even increase consumer loyalty to UNIQLO.

In the outcomes of multiple linear regression analysis, it is known that brand performance has a greater influence on brand loyalty than brand image. Brand performance is where products and services are able to meet consumer needs, this turns out to be able to influence consumer loyalty compared to the brand image which is the image and association of an item in the thoughts of consumers.

## **CONCLUSION**

According to the findings of the variable analysis, it can be concluded that brand image influences UNIQLO's brand loyalty. The brand performance affects brand loyalty through UNIQLO. The brand image and brand performance together influence UNIQLO's brand loyalty. According to the findings of this study, consumers consider that the UNIQLO brand has had a good brand performance so far. According to the research that has been done, in the brand performance variable, the dimension that has the highest correlation is service performance, and on the service performance dimension, the indicator “products are easy to reach through offline platforms (physical shops)” itself is an indicator that has high value, from research UNIQLO can focus on innovating regarding the affordability of its products to consumers, especially the offline platform that has a higher point than the online platform in term of the ease of affordability, with the aims to keep

provide the costumers' ease in reaching the product to maintain UNQLO's costumers' loyalty.

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