

THE INFLUENCE OF BRAND EXPERIENCE, BRAND SATISFACTION, AND PERCEIVED QUALITY ON BRAND LOYALTY TOWARD BOTTLED DRINKING WATER PRODUCTS (AMDK)



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Abstract

In recent years, branding theory has increasingly focused on understanding the relationship between consumers and brands. A brand serves as a symbolic and functional bridge between buyers and sellers, facilitating trust, communication, and emotional connections (Şahin et al., 2011). It plays a key role in influencing consumer purchasing decisions. A brand represents an offering from the seller to the consumer that consistently conveys its character, utility, and assurance of quality (Suntoro & Silintowe, 2020). In this context, "character" refers to the brand's personality or image, "utility" signifies both the practical benefits of the product and its role in the consumer's life, and "assurance of quality" reflects the reliability and trustworthiness of the brand. Consequently, consumers are more likely to make repeated purchases of a particular brand, as they develop trust and confidence in its consistency. This study aims to explore the underlying factors of brand experience, brand satisfaction, and brand loyalty. Brand loyalty, in this case, encompasses emotional attachment, trust, and habitual behavior towards a brand. A quantitative approach is employed to collect data via an online questionnaire. The research uses purposive sampling, which is appropriate as it targets individuals with relevant insights into their experiences and attitudes towards the brand, ensuring that the sample aligns with the study's objectives. This non-probability sampling method allows for a more focused exploration of consumer-brand relationships, compared to generalizing from a broader population.

Keywords: Brand Experience, Brand Loyalty, Brand Trust, Perceived Quality

INTRODUCTION

The relationship between consumers and brands has evolved significantly in recent years, with branding theory increasingly focusing on understanding this dynamic. This relationship is especially prominent in product categories like bottled drinking water, where factors such as quality, trust, and brand perception are crucial to consumer decisions. A brand functions as a bridge connecting buyers and sellers, establishing a long-term relationship that influences consumer behavior and purchasing decisions (Şahin et al., 2011). In this context, a brand represents a promise from producers that consistently delivers benefits, advantages, and assurance of product quality, which fosters consumer confidence and encourages repeat purchases (Suntoro & Silintowe, 2020).

One popular brand in the bottled drinking water market today is Le Minerale, produced by PT Tirta Fresindo Jaya, a subsidiary of Mayora Indah. Since its launch in 2015, Le Minerale has quickly emerged as a competitor to Aqua, positioning itself as a major player in the market (Harga et al., 2023). As competition intensifies, bottled water companies like Le Minerale must deepen their understanding of brand loyalty to sustain market share. Brand loyalty, which encompasses not just repeat purchases but also emotional attachment and trust, is essential for maintaining customer retention and gaining a competitive advantage in the long run (Harga et al., 2023).

While previous studies have largely focused on perceived brand quality as a determinant of brand loyalty, this study expands the consumer-brand relationship by examining four independent variables: brand experience, customer satisfaction, brand trust, and perceived quality. These variables were chosen because they are pivotal in shaping consumer perceptions of a brand, especially in industries like bottled water, where trust in product quality and the consumer experience plays a significant role. By exploring how these variables interact with brand loyalty, this study aims to provide a more comprehensive understanding of the factors that contribute to long-term brand success.

In contrast to previous research that centered primarily on perceived brand quality, this study broadens the scope by considering multiple dimensions of the consumer-brand relationship. By doing so, it aims to offer new insights into how these factors collectively influence brand loyalty, particularly in the bottled water industry. This approach builds on

past findings while addressing gaps in existing literature, such as the need to explore various consumer touchpoints beyond brand quality alone (Şahin et al., 2011). The insights gained from this study will contribute to a deeper understanding of brand loyalty in the bottled water industry and can inform strategies for companies looking to enhance customer retention and brand loyalty.

REVIEW OF LITERATURE

Brand Experience

Brand experience refers to the consumer's internal response to a brand, which includes emotions, feelings, perceptions, and cognitive responses triggered by brand-related encounters such as design, identity, packaging, communication, and the consumer environment (Pratama & Tunjungsari, 2022). Brand experience arises when an individual engages with a brand and forms a subjective response to it, such as a reaction to the product or brand actions (Cici & Mardikaningsih, 2022). These experiences, particularly if they are positive and memorable, encourage consumers to try the brand again and engage more deeply with it.

Brand experience is often seen as distinct from emotional connection; however, it encompasses emotional, sensory, and cognitive responses that are elicited by interactions with the brand. This broader view of brand experience recognizes that emotions and feelings, while central, represent just one facet of the consumer's overall response to the brand. These experiences are not only emotional but also sensory and cognitive, and they shape the consumer's perceptions of the brand. Over time, repeated positive brand experiences can lead to an emotional bond, but emotion is one aspect of the overall experience (Şahin et al., 2011). This distinction is important to make clear, as brand experience is conceptually and empirically different from other constructs such as brand evaluation, participation, attachment, and customer satisfaction. The affective component of brand experience, such as positive desires and motivations, helps guide consumer behavior and loyalty.

Brand experience significantly influences consumer perceptions of product quality. As consumers use a product, their experiences accumulate, enriching their knowledge and enhancing their overall perception of the brand's quality. Product performance, which is

important in industries like electronics and fast food, similarly plays a key role in shaping these perceptions (Akoglu & Özbek, 2022). Thus, brand experience is critical for building brand loyalty, as it contributes directly to how consumers perceive and engage with the brand. Furthermore, positive brand experiences can foster long-term loyalty by reinforcing satisfaction and commitment (Suntoro & Silintowe, 2020). This leads to the following hypotheses, H1: Brand experience has a significant positive effect on brand satisfaction, H2: Brand experience has a significant positive effect on perceived quality, H5: Brand experience has a significant positive effect on brand loyalty.

Brand Satisfaction

Brand satisfaction is the consumer's evaluation of a product's or service's quality, which influences their overall experience and repurchase intention (Putri et al., 2021). When consumers are satisfied with a product, they are more likely to continue purchasing it. Satisfaction, in this sense, acts as one of the building blocks of brand loyalty. Marketing literature consistently links satisfaction to loyalty, with satisfied customers more likely to exhibit loyal behaviors such as repeat purchases and positive word-of-mouth (Şahin et al., 2011). Suntoro & Silintowe (2020) also emphasize that brand satisfaction is a primary driver of brand loyalty, suggesting that satisfaction indirectly fosters loyalty by reinforcing the consumer's favorable attitudes toward the brand. This relationship highlights how important satisfaction is in maintaining long-term consumer loyalty. The following hypothesis can be proposed, H3: Brand satisfaction has a significant positive effect on brand loyalty.

Perceived Quality

Perceived quality refers to the consumer's subjective evaluation of a product or service's overall excellence, based on their experiences and comparisons to alternatives (Snoj, 2004; Andianto & Firdausy, 2020). It reflects how well a product meets consumer expectations and aligns with its intended purpose. In the context of bottled water brands, perceived quality plays a central role in influencing consumer behavior and brand loyalty. Consumers' perceptions of quality are often shaped by sensory elements like taste, clarity, and packaging, as well as by the overall reputation of the brand. Strong perceived quality not only enhances consumer satisfaction but also fosters emotional commitment, which is

crucial for long-term loyalty (Akoglu & Özbek, 2022). Therefore, the following hypothesis is proposed, H4: Perceived quality has a significant positive effect on brand loyalty.

Connecting Brand Experience to Satisfaction, Perceived Quality, and Brand Loyalty

The transition between brand experience, brand satisfaction, perceived quality, and brand loyalty is not only logical but also interrelated. Brand experience directly influences brand satisfaction by shaping the consumer's perception of the product and how it aligns with their expectations. A positive experience leads to increased satisfaction, which then strengthens the perceived quality of the product, reinforcing the consumer's decision to remain loyal to the brand. Satisfaction and perceived quality are key mediators in this process, as they influence the emotional and cognitive responses that ultimately lead to brand loyalty.

Furthermore, the theoretical framework that underpins these relationships is grounded in models such as Aaker's Brand Equity Model (1991) and Oliver's Loyalty Model (1999). Aaker's model underscores the importance of brand equity, which is shaped by brand awareness, brand associations, perceived quality, and brand loyalty. By expanding this framework to include brand experience, satisfaction, and perceived quality, this study offers a comprehensive view of the factors that influence brand loyalty. Oliver's Loyalty Model also supports the idea that brand loyalty is not only driven by satisfaction but also by an enduring emotional commitment that develops over time, largely as a result of positive brand experiences.

RESEARCH METHOD

This study examines the influence of brand experience, brand satisfaction, brand trust, and perceived quality on brand loyalty within the context of bottled drinking water (AMDK) products. The study aims to understand how these variables interact and contribute to consumers' brand loyalty in the bottled water industry.

The variables in this study include brand experience, brand satisfaction, brand trust, and perceived quality as independent variables, with brand loyalty as the dependent variable. The subjects of this study are consumers of AMDK products, particularly those who have

previously purchased these products, providing insights into the factors that impact brand loyalty.

To measure the variables, this study adopts items from previous research. Brand experience, brand satisfaction, and brand loyalty items are derived from Şahin et al. (2011), while perceived quality items are adapted from Eslami (2020). The data was collected using a structured questionnaire, and a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to assess respondents' views on the variables.

Table 1.
Construct Items

Variable	Item	Question	Source
Experience Brand (PM)	PM1	This bottled drinking water (AMDK) brand gave me a positive impression	(Şahin et al., 2011)
	PM2	I think this brand of bottled drinking water (AMDK) attracts me sensorially	
	PM3	I have strong emotions towards this bottled drinking water (AMDK) brand	
	PM4	This bottled drinking water (AMDK) brand has a positive impact on the body	
	PM5	This brand of bottled drinking water (AMDK) produces a positive experience for the body	
Brand Satisfaction (KM)	KM1	I am satisfied with this brand of bottled drinking water (AMDK).	(Şahin et al., 2011)
	KM2	This brand of bottled drinking water (AMDK) has succeeded in satisfying my needs	
	KM3	I made the right decision when I decided to use this brand of bottled drinking water (AMDK).	
	KM4	The product service provided by this bottled drinking water (AMDK) brand is very satisfying	
	KM5	I am sure that using this brand of bottled drinking water (AMDK) is a very satisfying experience	
Perceived Quality (PQ)	PQ1	I am sure that this brand of bottled drinking water (AMDK) is superior to competing brands	(Eslami, 2020)

	PQ2	The overall quality of service provided by this bottled drinking water (AMDK) brand is very good	
	PQ3	The quality of service provided by this bottled drinking water (AMDK) brand is impressive	
	PQ4	The services provided by this bottled drinking water (AMDK) brand have good standards	
	PQ5	The quality of this bottled drinking water (AMDK) brand cannot be doubted	
Loyalty Brand (LM)	LM1	I intend to buy this brand of bottled drinking water (AMDK) in the near future	(Şahin et al., 2011)
	LM2	I consider this bottled drinking water (AMDK) brand to be my first choice in the drinking water category	
	LM3	I will continue to be a loyal customer of this bottled drinking water (AMDK) brand	
	LM4	I am willing to pay a higher price for this brand of bottled drinking water (AMDK) compared to competing products	
	LM5	I say positive things about this brand of bottled drinking water (AMDK) to other people	

This study uses Partial Least Squares Structural Equation Modeling (PLS-SEM) with Smart-PLS version 3 to analyze the data and validate the research model constructs. PLS-SEM is particularly suitable for complex models with multiple variables and is commonly used in exploratory research, especially when dealing with smaller sample sizes (Achmad et al., 2021). This method enables the evaluation of both the outer (measurement) and inner (structural) models, ensuring a thorough analysis. The study targets consumers who have purchased AMDK products, with respondents selected from Surakarta and Batang, Indonesia, during data collection between July and August 2024. Purposive sampling was employed, focusing on individuals who had prior experience with AMDK products, ensuring relevance to the research objectives. A total of 237 valid respondents participated, with the sample size chosen in accordance with SEM guidelines. The sample is representative of AMDK consumers, encompassing a variety of age, gender, and income levels, contributing

to the generalizability of the findings. These methodological decisions improve the clarity, transparency, and rigor of the research approach.

RESULTS AND DISCUSSION

The data in Table 2 shows the demographic profile of 237 respondents who met the study criteria. There were 70 male respondents, while female respondents were more dominant, totaling 167. The largest age group was 21–25 years, comprising 108 individuals or 45.57% of the sample, followed by the 17–20 age group and those over 31 years, with 50 (21.09%) and 44 (18.57%) respondents, respectively. Additionally, 107 respondents (49.33%) held a high school diploma, and 101 respondents (42.67%) held an associate's degree. Most respondents, 124 (52.33%), were students, while entrepreneurs and government employees made up the second and third largest groups, with 39 (16.45%) each. The majority of respondents, 146 (61.60%), purchased AMDK products more than five times per month, while 66 (27.85%) bought them three to five times monthly. Among preferred AMDK brands, Le Minerale was the most popular, with 178 respondents (75.11%) choosing it, followed by AQUA with 30 respondents (12.66%) and Nestlé PureLife with 15 respondents (6.33%).

Table 2.
Demographic Data of the Respondents

Demographic Variables	Frequency	%
Gender		
Man	70	29,54
Woman	167	70,46
Age		
17-20 years old	50	21,09
21-25 years old	108	45,57
26-30 years old	35	14,77
Over 31 years old	44	18,57
Last education		
Senior High School	117	49,33
D3	15	6,32
S1	101	42,65
S2	4	1,67
Current Employment		

Student/Students	124	52,33
Self-employed	39	16,45
Government employees	39	16,45
Private employees	35	14,77
How often do you buy environmentally friendly products online in a year?		
Less than 3 times	25	10,55
3-5 times	66	27,85
More than 5 times	146	61,60
What brand of bottled drinking water do you often use?		
Le Minerale	178	75,11
Aqua	30	12,66
Nestle PureLife	15	6,33
Other brands	14	5,9

Measurement Procedure

Smart PLS version 3 was used to analyze this data, with this software serving to validate the research construct model. Partial Least Squares (PLS) performs Structural Equation Modeling (SEM), which is suitable for evaluating the current model. One of the main reasons for using PLS-SEM is its ability to handle complex models with multiple variables and its suitability for exploratory research, especially when the sample size is relatively smaller. PLS-SEM is also preferable for models with formative constructs, making it an appropriate choice for the current study. Unlike covariance-based SEM, which requires a larger sample size and assumes data normality, PLS-SEM is more flexible and efficient in dealing with non-normal data and smaller sample sizes (Achmad, 2023). These advantages make PLS-SEM the ideal method for evaluating the proposed model, providing reliable results even in the exploratory phase of research.

Outer Model Assessment

To measure the validity and reliability of the model, the assessment of the outer model can be used. In the process of algorithm literacy, the parameters of the measurement model (convergent and discriminant validity, reliability, and R^2 value) are evaluated. The purification of the measurement model uses validity and reliability tests when the data used

is primary data. To test convergent validity in PLS data processing with reflective parameters, the assessment is based on the factor loading of each indicator measuring the construct, with an outer loading value greater than 0.7, communality greater than 0.5, and AVE greater than 0.5, according to (Nur Achmad, SE, M.Si, MCE, 2023). Then, for the reliability test in PLS data processing, two methods can be used: Cronbach's Alpha and Composite Reliability. Both Cronbach's Alpha and Composite Reliability values must be above 0.7, although values above 0.6 are still acceptable (Nur Achmad, SE, M.Si, MCE, 2023).

Table 3.
Construct Validity

Constructs	Validity			Reliability		
	Items	Outer Loadings	VIF	Chonbach's Alpha	Composite Reliability	AVE
Brand Experience	PM.1	0,824	2,137	0,898	0,924	0,710
	PM.2	0,832	2,366			
	PM.3	0,836	2,417			
	PM.4	0,877	2,758			
	PM.5	0,842	2,330			
Brand Satisfaction	KM.1	0,868	2,795	0,913	0,935	0,741
	KM.2	0,824	2,301			
	KM.3	0,873	2,714			
	KM.4	0,864	2,709			
	KM.5	0,875	2,782			
Perceived Quality	PQ.1	0,850	2,484	0,930	0,947	0,780
	PQ.2	0,897	3,361			
	PQ.3	0,901	3,505			
	PQ.4	0,892	3,239			
	PQ.5	0,876	2,788			
Brand Loyalty	LM.1	0,781	1,757	0,867	0,904	0,653
	LM.2	0,807	1,926			
	LM.3	0,863	2,495			
	LM.4	0,742	1,986			
	LM.5	0,843	2,547			

In this study, validity is analyzed using HTMT. The upper line of the confidence interval for HTMT at 95 percent should be less than 0.90 or 0.85 (Purwanto & Sudargini, 2021). Table 4 below shows that all constructs exhibit convergent properties and discriminant validity.

Table 4.
Discriminant Validity With Heterotrait-Monotrait Rasio (HTMT)

	Brand Satisfaction	Brand Loyalty	Brand Experience	Perceived Quality
Brand Satisfaction				
Brand Loyalty	0,862			
Brand Experience	0,894	0,807		
Perceived Quality	0,832	0,757	0,779	

The model accuracy test is conducted by evaluating the R² values. The results show that the R² value for brand satisfaction towards AMDK products is 0.658, and the R² value for brand loyalty towards the product is 0.637. These results provide an accurate explanation of the effect of the independent variables on the dependent variables.

Evaluation of the Inner Model

The values obtained from the inner model assessment are used for hypothesis testing. The bootstrapping approach was set with 500 subsamples for hypothesis testing analysis. A one-tailed hypothesis test was selected because the sample size is 500. A relationship is considered to have a significant effect if the p-value is less than 0.05.

The data results in Table 5 show the direct and indirect effects of the correlation between dependent and independent variables. The information presented in Table 5 shows that brand experience has a significant impact on brand satisfaction (p=0.000), supporting H1. Furthermore, brand experience significantly affects perceived quality (p=0.000), strengthening H2. The relationships between brand satisfaction, perceived quality, and brand experience with brand loyalty have p-values of 0.000, 0.014, and 0.015, respectively, which means H3, H4, and H5 are supported.

Table 5.
Construct Hypothesis

Hypothesis	Path	Standard Coefficient	Standard Deviation	T Value	P Value	Decision
H1 Brand Experience → Brand Satisfaction	→	0,811	0,029	27,564	0,000	Supported
H2 Brand Experience → Perceived Quality	→	0,714	0,047	15,128	0,000	Supported
H3 Brand Satisfaction → Brand Loyalty	→	0,486	0,095	5,131	0,000	Supported

H4	Perceived Quality → Brand Loyalty	0,168	0,076	2,199	0,014	Supported
H5	Brand Experience → Brand Loyalty	0,202	0,093	2,166	0,015	Supported

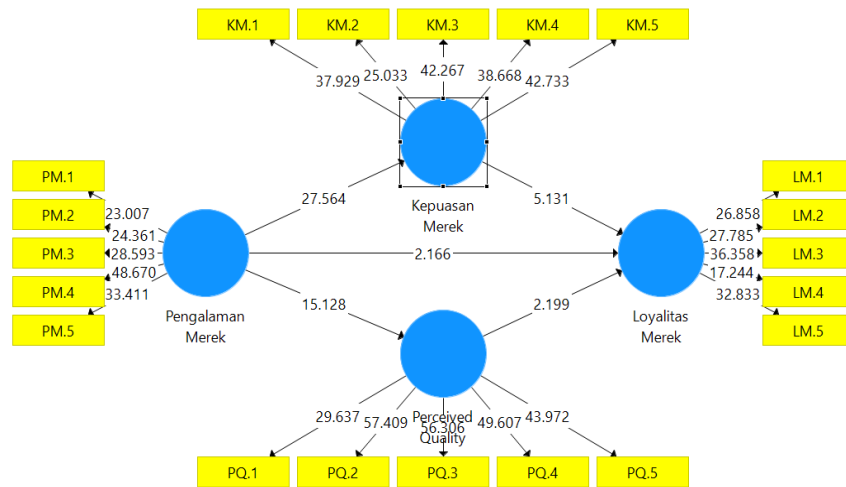


Figure 1.
PLS Output from the Structural Model

Discussion of Research Results

This study, grounded in a theoretical framework developed from previous research, provides valuable insights into how brand experience, brand satisfaction, perceived quality, and brand loyalty interact in the context of bottled drinking water (AMDK) products. The results highlight that brand experience plays a pivotal role in enhancing brand satisfaction, perceived quality, and brand loyalty. This finding aligns with prior research by Şahin et al. (2011) and Akoglu & Özbek (2022), suggesting that brand experience strengthens the emotional and functional connection between the consumer and the brand. In the context of bottled water, brand experience encompasses a range of consumer interactions, including sensory experiences such as taste and packaging, as well as emotional and functional aspects like brand reputation and reliability. These experiences contribute significantly to fostering a deeper connection with the brand, which in turn drives brand loyalty.

Brand satisfaction, according to the data, has a strong positive impact on brand loyalty, consistent with findings by Şahin et al. (2011). A satisfying brand experience,

particularly in low-involvement categories like bottled water, encourages repeat purchases and solidifies brand preference. For bottled water, satisfaction may derive from factors like convenience, taste consistency, and packaging, which contribute to consumers' overall perceptions of the brand.

Perceived quality also demonstrates a positive impact on brand loyalty, though the effect size (0.168) is relatively small compared to brand experience and satisfaction. This smaller effect size may be attributed to the nature of bottled water as a low-involvement product, where consumers often perceive less differentiation in product quality. As a result, consumers may not notice or prioritize subtle differences in quality between brands. However, consistent delivery of quality can still enhance brand loyalty over time, particularly when other factors, such as brand experience and satisfaction, are strong.

The practical implications of these findings suggest several strategies for bottled water companies to enhance their brand experience and foster customer loyalty. Marketers should focus on creating experiences that go beyond product purity and freshness. For instance, brands could implement emotional marketing strategies that highlight the lifestyle or values associated with their products. Engaging in experiential campaigns such as brand activations, interactive packaging, or social media experiences could further strengthen consumer-brand relationships. Additionally, loyalty programs or incentives for repeat customers could boost satisfaction and reinforce brand loyalty. By continuously delivering high-quality products and offering unique, memorable experiences, bottled water companies can differentiate themselves in a competitive market and cultivate a loyal consumer base.

CONCLUSION

This study examines the factors that influence consumer brand loyalty toward bottled drinking water (AMDK) products. The findings indicate that brand experience, brand satisfaction, and perceived quality all have a significant positive impact on brand loyalty. For bottled water producers, it is essential to focus on creating a comprehensive brand experience that includes not only product quality but also elements like packaging, customer service, and emotional connection. Ensuring that brand satisfaction aligns with consumer expectations and perceived quality is crucial to fostering long-term brand loyalty.

While this study provides valuable insights from both theoretical and practical perspectives, it also has some limitations. It focuses solely on three independent variables brand experience, brand satisfaction, and perceived quality leaving out other potentially influential factors such as brand trust, social influence, and price sensitivity, which may also play significant roles in shaping brand loyalty. Additionally, the study concentrates on bottled drinking water (AMDK) products, without exploring how these factors might vary across other types of packaged beverages or among different consumer segments. Future research could extend these variables and examine additional factors that influence brand loyalty in a broader context, potentially comparing different packaged beverage categories to gain a more comprehensive understanding.

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