
ANALYSIS OF THE IMPACT OF BRAND IMAGE, BRAND TRUST, AND BRAND AWARENESS ON BRAND LOYALTY TOYOTA CAR IN CIREBON



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Abstract

The purpose of this research is to find out how much of an impact brand perception, trust, and knowledge have on Toyota customers' loyalty in Cirebon City. The method was quantitative, and it made use of a 4-point Likert scale, from (1) very disagree to (4) very agree. We want to reach out to everyone living in or around Cirebon City and the adjacent regency who drives a Toyota. The population size was not known, thus a sample size of 100 respondents was determined using the Lemeshow method and simple random sampling. Validity evaluations, multiple regression analysis, t-tests, F-tests, and the computation of the coefficient of determination were all part of the data analysis that was carried out using SPSS version 26. Brand awareness had the greatest impact on brand loyalty, with 62% ($\beta = 0.622$) of the total, followed by brand image at 41% ($\beta = 0.401$), and finally, brand trust at 14% ($\beta = 0.147$), according to the data. In addition, the results of the t-test show that brand awareness and brand image have a substantial influence on brand loyalty, but brand trust does not.

Keywords: Brand Image, Brand Trust, Brand Awareness, Brand Loyalty

INTRODUCTION

As a prominent figure in the global automotive sector, Toyota encounters a dynamic landscape of challenges and opportunities shaped by evolving market trends, technological advancements, and regulatory frameworks. Established in 1937 by Kiichiro Toyoda, this Japanese automaker made its initial foray into the Indonesian market in 1961, supplying 100 units of the FJ series Land Cruiser to the Ministry of Transmigration, Cooperatives, and Rural Development. Toyota's growth trajectory has been remarkable, extending its influence beyond Japan to dominate markets in North America and Europe, thereby solidifying its status as a global automotive powerhouse.

As the world's fourth most populous nation, Indonesia presents a highly attractive market for automotive manufacturers. According to 2024 statistics from the Indonesian National Police traffic corps, the country boasts over 164 million registered vehicles, with passenger cars constituting approximately 16% of this figure, equating to roughly 26 million units.

Table 1.
Best Selling Car Brand 2024

No	Brand	Sales (Unit)
1	Toyota	293,788
2	Daihatsu	163,032
3	Honda	94,742
4	Mitsubishi Motor	72,217
5	Suzuku	66,809
6	Mitsubishi Fuso	27,721
7	Izuzu	26,739
8	Hino	24,158
9	Hyundai	22,361
10	Wuling	21,923

Source : Bisnis.com (2025)

Based on the table above, Toyota sold more than 200 thousand cars in retail sales or from dealers to consumers and followed by its groupmate Daihatsu, then Honda with 94 thousand sales, and in 10th place is Wuling as a new brand in Indonesia, with sales of 21 thousand units. With the existence of several new brands, Toyota's retail sales have decreased in the last 2 years, here is the comparison data of Toyota's retail sales in the last 5 years.

Table 2.
Retail Sales Toyota Past 5 Years

Year	Sales (Unit)	YoY Growth	National Contribution
2024	293,788	-10%	33,4%
2023	325,395	-2%	32,6%
2022	331,410	12%	32,6%
2021	295,768	62%	33,3%
2020	182,665	-45%	31,6%

Source: Gaikindo (2025)

Based on retail sales data from dealers to consumers, Toyota was able to contribute more than 30% even though its sales decreased in 2020 due to the Covid 19 pandemic and in 2021 sales figures rose to 62% from the previous year, but in 2023 and 2024 sales showed a decline from 2% to 10% with a contribution to national sales of 33.4%.

For a corporation, Brand loyalty is a sign of a customer's profound allegiance to a brand. This loyalty manifests through favorable attitudes and sustained repurchase behavior. Aaker (as cited in Kusuma, 2014) posits that brand loyalty gauges the strength of the customer-brand relationship, offering insights into the probability of consumer defection, particularly in response to price fluctuations or modifications in product attributes. A favorable brand image can bolster consumer confidence, thereby fostering purchases driven by familiarity and trust.

REVIEW OF LITERATURE

Brand Image

According to Keller (2003: 166) Customers' preconceived notions of a brand are based on their own experiences with the product or service. Brands remain abstract concepts in consumers' brains even when they aren't interacting with the products themselves.

A brand's image is the total of the positive and negative connections that consumers have with the brand in their minds (Peter and Olson, 2007; Lutiary Eka Ratri, 2007: 47). Although there are many other kinds of brand connections, there are two main types that are associated with the benefits and qualities of the brand: performance associations and imagery associations.

An individual's mental representation of a brand is the total of their positive and negative experiences with the brand across time, as stated in the previous definition of brand image. When a product has a positive reputation among consumers, it will be easier for businesses to market it and make it stand out from the competitors. promoting the product so that it becomes the company's strength in business competition.

Keller (in Alfian B, 2012: 26) suggests the factors of brand image formation, among others:

1. When a product outperforms its competitors, it contributes to the formation of a positive perception of the brand. The unique selling points of a product are its high quality (in terms of both design and comfort) and other distinguishing features. A favourable brand association occurs when customers have faith that the brand's features and advantages will fulfil their wants and requirements, leading them to develop a favourable impression of the brand.
2. A consumer's perception of a brand is influenced by the ease with which information is ingrained in their memory and how it becomes ingrained in their mental picture of the brand. A higher level of information processing during encoding corresponds to a stronger brand connection. Consumers are more likely to remember a product or service when they actively work to understand the information about it. An individual's perception of a brand determines the weight that consumers give to memories associated with that brand.
3. Distinguishing one brand from another is an inevitable part of any discussion on brand distinctiveness. As a result, brands need to work on developing competitive advantages

that draw in customers. This is achieved by shifting the focus of the brand from the product itself to the user's experience with it. Products, services, people, and distribution methods that stand out from the competition are believed to provide advantages to both manufacturers and customers.

Brand Trust

According to Costabile in Agustina, et al (2018) People become loyal to a brand after having good experiences with it on several occasions, whether it's via a single purchase or a string of interactions. According to Chaudhuri & Holbrook in Seprianti Eka Putri (2022), A consumer's level of trust in a brand is proportional to their confidence in the brand's capacity to fulfil its advertised tasks. According to Delgado in Iendy Zelviean Adhari (2021) Consumers have faith in a brand when they believe it will provide them with desirable outcomes.

When people have a good impression of a brand, it makes it easier for them to make an informed purchasing decision. When people have faith in a product or brand, they are more likely to purchase it without giving it much thought. Selnes and Gabriel in Ferrinadewi (2008: 147) state that when consumers trust a brand, it makes them feel safe and credible while simultaneously lowering their perception of danger. When consumers develop faith in a brand, they are more likely to buy its items because they believe they are safe to use.

The dimensions of Brand Trust according to Chaudhuri & Holbrook include:

1. Trust, consumer trust in a product or service through the brand
2. Rely, Consumer belief that a product or service can be trusted through brand properties
3. Honest, Consumer belief that the product or service behaves honestly
4. Safe, the peace of mind that consumers believe the brand, product, or service to be
5. Brand trust, according to some of the above definitions, is when customers have faith in a brand's ability to deliver on its promises because of the good experiences they've had with the brand or because of the company's reputation for honesty, politeness, and integrity.

Brand Awareness

Being able to name, recognise, and recall certain brands within a given category to a sufficient degree to warrant a purchase is known as brand awareness. The capacity for customers to identify a brand in various contexts is known as brand awareness, and it is achieved via both generalised brand recognition and more targeted brand recall. (Kotler & Keller, 2016).

Durianto, Sugiarto, & Sitinjak (2017), Brand awareness refers to a consumer's ability to recognise and recall a particular brand within a certain product category. Consumers often choose well-known brands when making purchases, for many reasons such as ease and safety. Because consumers have come to trust well-known brands, they are less likely to try new ones. When consumers are familiar with a brand, they are more likely to purchase that brand in the future. There is a spectrum of brand awareness that begins with a vague notion that a given brand is well-known and ends with the firm conviction that the product in question is unique among its contemporaries.

After reading this, you should have a better idea of what the brand recognition system is: the degree to which people can recognise and remember the brand with the help of advertising. The degree to which a product is returned independently is known as brand recall, and it is an element that contributes to the development of brand recognition.

If a company invests in building Brand Awareness, it can help the company to survive and become more advanced. David A. Aaker categorizes Brand Awareness into 4 levels, namely:

1. One definition of "top-of-mind awareness" is the prevalence of a certain brand or product in customers' thoughts when they consider a certain industry or category.
2. The capacity of customers to mentally retrieve the name of a brand associated with a certain product category is known as brand recall, which is also known as unassisted recall or spontaneous recall. Currently, all it takes for customers to remember a product's brand is for them to hear the category in which the product falls or to see it. If your brand is already well-known, it indicates that people remember it from their past experiences.
3. Consumers' capacity to identify a product upon sight is known as brand recognition, which is also known as assisted recall. Even if buyers can't put a name to a product, they'll be able to identify it by its look, brand, slogan, or colour.
4. At the very base of the Brand Awareness pyramid sits the state of complete brand obscurity: Unaware of Brand.

To gauge the extent to which people are familiar with a brand, Keller outlined four criteria:

- a) Recall, the extent to which customers can recollect certain brands when prompted. Customers are more likely to recall a brand when its name is short, easy to say, descriptive, and easy to remember.
- b) Consumers' ability to recognise a brand's affiliation with a certain product category is known as recognition.
- c) Purchasing, specifically the extent to which customers can identify the brand, especially while making a purchase.
- d) Brand recognition while using a competitive brand is a measure of consumption.

Brand Loyalty

According to Aaker (2015), Customers have an emotional connection with a brand when they are loyal to it. This metric summarises the likelihood that a consumer may transfer to a competing brand, particularly if the two brands are determined to have different pricing or other characteristics.

Oliver argues in Sangadji and Sopiah (2013) that brand loyalty is the enduring resolve of customers to continue subscribing to or buying a particular brand's products or services despite external factors like promotions and price changes that could persuade them to do otherwise. At the same time, retail loyalty is defined by Morais (in Sangadji and Sopiah, 2013) as a customer's dedication to a shop brand or supplier shown via consistently favourable attitudes and repeat purchases.

A customer's propensity for repeatedly buying the same brand of goods or services is known as brand loyalty, according to Schiffman and Kanuk (2009).

Brand Loyalty has four dimensions described by Oliver, as indicators, namely:

1. The most important factor is cognitive loyalty. Here we zero in on product quality, which has the potential to influence product knowledge, product prices, and consumer preferences.

2. Emotional Devotion is the secondary determinant. This metric reveals how happy and fulfilled a consumer is with other items from the same brand. Emotions and sentiments, both good and bad, may be conveyed along this dimension.
3. In this dimension, the third is constructive loyalty, which is defined as the propensity to repurchase a product as a result of a favourable impression of that brand. Customers develop emotional ties to the brand, which encourages them to make repeat purchases.
4. Behavioural Loyalty displays how often a client makes a repeat purchase. How typical! Products from a certain brand are purchased by consumers. In order to satisfy their wants, customers will only purchase products from certain brands.

Based on the above definition, it can be concluded that brand loyalty is a consumer attachment to the high value of a brand, because of this attachment, consumers will reject strategies carried out by brand competitors.

RESEARCH METHOD

In this study, using quantitative methods. The source of data in the study is through sampling and questionnaires for data collection.

Population

The population is all units within the scope of research in the form of individuals who have the characteristics studied, so that research can obtain conclusions (Sugiyono, 2009). The population in this study is all Cirebon people who drive or own Toyota cars, whose numbers are unknown.

Sample

The sample is "a fraction of the population's size or features," as stated by Sugiyono (2017). A portion of a big population may be used to represent the whole in research. This research used the Lemeshow method to determine the sample size, taking into consideration that the population is either unknown or infinitesimally small (1997).

$$\begin{aligned}n &= \frac{z^2 p (1 - p)}{d^2} \\n &= \frac{1,96^2 - 0,5(1 - 0,5)}{0,1^2} \\n &= \frac{3,8416 \cdot 0,25}{0,01} \\n &= 96,4 \text{ rounded to } 100\end{aligned}$$

To determine who will be used as respondents in this study, using simple random sampling.

Research Framework

The framework is a picture in the form of a concept in which it explains the relationship between one variable and another.

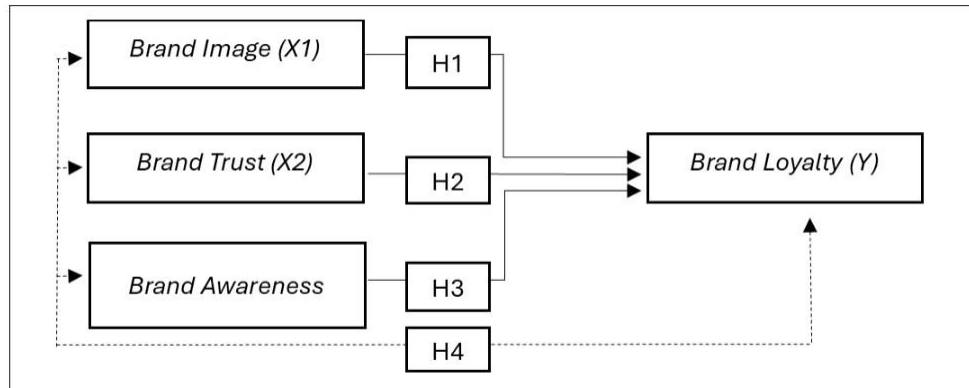


Figure 1.
Research Framework

Description:

- ▶ = Partially
.....▶ = Simultaneously / together

Research Hypothesis

Ho1: There is no significant influence between brand image on brand loyalty of Toyota brand in Cirebon.

Ha1: There is a significant influence between brand image on brand loyalty of Toyota brand in Cirebon.

Ho2: There is no significant influence between brand trust on brand loyalty of Toyota brand in Cirebon.

Ha2: There is a significant influence between brand trust on brand loyalty for the Toyota brand in Cirebon.

Ho3: There is no significant influence between brand awareness on brand loyalty of Toyota brand in Cirebon.

Ha3: There is a significant influence between brand awareness on brand loyalty of the Toyota brand in Cirebon

Ho4: There is no significant influence between Brand Image, Brand Trust, and Brand Awareness simultaneously on Toyota Brand Loyalty in Cirebon.

Ha4: There is a significant influence between Brand Image, Brand Trust, and Brand Awareness simultaneously on Toyota Brand Loyalty in Cirebon.

Analysis Method

With the use of a 4-point Likert scale, this quantitative study will examine the relationships between brand loyalty and variations in the independent variables of brand image, trust, and awareness. A Likert scale with four options—"strongly disagree," "disagree," "agree," and "strongly agree"—was used in this study. The use of a 4-point Likert scale is because it can capture more accurate research data, because the answer categories chosen by respondents have no doubts (Hadi, 1991: 19, in Hertanto, 2017).

Data processing techniques in this study utilized SPSS Version 26. The data testing method in this study is:

1. Validity Test
2. Multiple Regression Test
3. T-test
4. F test
5. Test Coefficient of Determination (R2)

RESULTS AND DISCUSSION

From the results of processing the questionnaire, the characteristics of respondents who drive and own Toyota-brand cars are as follows:

1. Based on gender, 54 people (54%) of respondents were male, and 46 people (46%) of respondents were female.
2. Based on the age of the respondents, 77 people (77%) were 20 – 28 years old, 20 people (20%) were 29 – 44 years old, and as many as 3 people (3%) were 45 – 60 years old.
3. Based on the level of education, there were 44 people (44%) with the latest education at the senior high school level, 13 people (13%) with the latest education at the academy level, 40 people (40%) with a Bachelor's degree, and 3 people (3%) with a Master's degree.
4. Based on the respondent's occupation, 25 people (25%) of the respondents were students, 52 people (52%) of the respondents were private employees, 18 people (18%) of the respondents were entrepreneurs, and 5 people (5%) were civil servants / civil servants / state-owned enterprises.

Meanwhile, based on the results of hypothesis testing using Multiple Regression Analysis, the following results are obtained :

Multiple Regression Test

Table 3
Multiple Regression Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.557	2.136		-.729	.468
Brand_Image	.401	.118	.287	3.394	.001
Brand_Trust	.147	.144	.091	1.021	.310
Brand_Awareness	.622	.110	.489	5.664	.000

a. Dependent Variable: Brand_Loyalty

Source: Primary data processed with SPSS 26 (2025)

Based on the table above, it is known that the constant value a obtained -1.557, the regression direction coefficient b1 is 0.401, the regression direction coefficient b2 is 0.147, and the regression direction coefficient b3 is 0.622.

And the results of data processing obtained regression coefficients from the table above are as follows :

$$Y = -1.557 + 0.401(X1) + 0.147(X2) + 0.622(X3)$$

What follows is an output of the aforementioned multiple linear regression equation:

1. If all three of the following variables—Brand Image (X1), Brand Trust (X2), and Brand Awareness (X3)—are set to zero, then the value of Brand Loyalty (Y) will be -1.557, because it is a constant.
2. The Brand Image variable (X1) has a positive regression coefficient of 0.401. This demonstrates that Brand Loyalty (Y) is positively impacted by the Brand Image (X1) variable, indicating that a higher Brand Image (X1) value will lead to a greater Brand Loyalty (Y) value.
3. The Brand Trust variable (X2) has a positive regression coefficient of 0.147. Brand Loyalty (Y) is positively correlated with Brand Trust (X2), suggesting that a higher value for X2 will lead to a higher value for Y.
4. The regression coefficient for the Brand Awareness variable (X3) shows a positive value of 0.622. The results show that the Brand Awareness (X3) variable has a positive effect on Brand Loyalty (Y), suggesting that a higher value for X3 has a larger effect on Y.

Hypothesis Testing (t Test)

Table 4.
Hypothesis t (t-test)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.557	2.136		-.729	.468
Brand_Image	.401	.118	.287	3.394	.001
Brand_Trust	.147	.144	.091	1.021	.310
Brand_Awareness	.622	.110	.489	5.664	.000

a. Dependent Variable: Brand_Loyalty

Source: Primary data processed with SPSS 26 (2025)

Table 1 demonstrates that three independent factors (X) significantly affect the dependent variable (Y) according to the t-test findings. Here is a more detailed explanation:

1. Brand Image (X1)
 The Brand Image variable (X1) has a significance value of 0.001. The sig t value is <5% (0.000 < 0.05). This shows that Brand Image (X1) has a significant effect on Brand Loyalty (Y). The effect is 0.287.
2. Brand Trust (X2)
 For the Brand Trust variable (X2) has a significance value of 0.310. The sig t value is > 5% (0.000 > 0.05). This shows that Brand Image (X1) has no significant effect on Brand Loyalty (Y). The effect is only 0.091.
3. Brand Awareness (X3)
 The Brand Awareness variable (X3) has a significance value of 0.00. The sig t value is <5% (0.000 < 0.05). This shows that Brand Awareness (X3) has a significant effect on Brand Loyalty (Y). The effect is 0.489.

Hypothesis Testing F (F Test)

By comparing the bound variable to all of the free variables, we may test our hypothesis about the relationship between the two. It is hypothesised in this study that all three factors pertaining to brand image, trust, and awareness have an effect on brand loyalty at the same time. The following table displays the outcomes of the F-test:

Table 5.
F Test Results (Anova)
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	650.876	3	216.959	38.349	.000 ^b
	Residual	543.124	96	5.658		
	Total	1194.000	99			

a. Dependent Variable: Brand_Loyalty

b. Predictors: (Constant), Brand_Awareness, Brand_Image, Brand_Trust

Source: Primary data processed with SPSS 26 (2025)

Table 5 displays the results of the calculations, which demonstrate that $F = 0.000$ is statistically significant. Because the p-value is less than 0.05 ($0.000 < 5\%$), we accept H_a and reject H_o . This indicates that variables X_1 , X_2 , and X_3 all have a substantial impact on variable Y at the same time. The three factors of brand perception, trust, and awareness all have an impact on customer loyalty to the brand at the same time.

Coefficient of Determination (R²)

If you want to know how big the correlation coefficient (R) and determination (R²) are, you need to do a coefficient of determination test. The Statistical Package for the Social Sciences (SPSS) may assist you with this. Seeing the R-value in the SPSS output is one approach to get a feel for how strongly these variables are related to one another. Looking at the following table is another method to understand the connection:

Table 6
Relationship Between

Coefficient Interval	Relationship Level
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	Medium
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Source : Sugiyono (2008 :183)

You may see the results of the coefficient of determination in the table below:

Table 7
Results of the Coefficient of Determination (Model Summary)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738 ^a	.545	.531	2.379

a. Predictors: (Constant), Brand_Awareness, Brand_Image, Brand_Trust

Source : Primary data processed with SPSS 26 (2025)

The adjusted R-squared value, or coefficient of determination, is 0.531, or 53.1%, according to table 4.5. This indicates that X1, X2, and X3 have a considerable amount of effect on Y, causing them to explain 53.1% of the variance. However, additional factors not included in this analysis account for 46.9%.

CONCLUSION

Brand Loyalty (Y) is positively and significantly affected by “Brand Image (X1), Brand Trust (X2), and Brand Awareness (X), according to the discussion and analysis of the factors influencing Toyota Brand Brand Loyalty in Cirebon. The Brand Image variable (X3) has an impact magnitude of 0.489 and a significance value of 0.00, with a sig t value less than 5% ($0.00 < 0.05$). There is a 0.287 magnitude of impact and a significance level of 0.001 for the Brand Image variable (X1)”. The sig t value is less than 0.05, with 0.000 being less than 0.05. Consequently, X2, the Brand Trust Variable, has an impact size of 0.091 and a significant level of 0.310 Sig t value > 5% ($0.000 > 0.05$).

In Cirebon, consumers are most influenced by the Brand Awareness variable when it comes to developing a loyalty to the Toyota brand, while the Brand Trust variable is the least influential. Brand Loyalty explains 53.1% of the variance in this study with three independent variables—Brand Image, Brand Trust, and Brand Awareness—that each have a moderate impact, while other variables accounting for 46.9% of the variance are unknown at this time (as shown by the coefficient of determination test, also known as Adjusted R Square).

In this study, researchers experienced limitations that need to be considered by future researchers to improve research quality. This study only involved 100 respondents, which may not actually represent the overall condition. A larger number of respondents is more recommended to provide a better picture of the population.

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