



ANALISIS BRAND LOYALTY BASED RESONANCE DAN TRUST PENGGUNA SIMCARD TELKOMSEL DI SOLORAYA

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ABSTRACT :

This study aims to analyze and discuss the effect of Brand Resonance and Brand Trust on Brand Loyalty of Telkomsel simcard users in Soloraya. This type of research uses primary data through explanatory research methods based on surveys using a quantitative approach. The data source in this study is a sample of respondents who use Telkomsel simcards in Soloraya. The population in this study were all consumers who used Telkomsel simcards in Soloraya. The technique used in this research is non-probability sampling using purposive sampling with a sample size of 200 respondents. Hipotesis dalam penelitian ini adalah diduga *brand resonance* berpengaruh positif dan signifikan terhadap *brand loyalty* (H1), dan diduga *brand trust* berpengaruh positif dan signifikan terhadap *brand loyalty* (H2). Alat pengumpulan data pada penelitian ini menggunakan kuesioner dengan pengukuran menggunakan Skala *Likert*. Teknik analisis data yang digunakan pada penelitian ini menggunakan model SEM *partial least square* (SEM PLS). Hasil penelitian ini menunjukkan bahwa *Brand Resonance* (X1) berpengaruh positif dan signifikan terhadap *Brand Loyalty* (Y) dan *Brand Trust* (X2) berpengaruh positif dan signifikan terhadap *Brand Loyalty* (Y) pada pengguna *simcard* Telkomsel di Soloraya. Oleh karena itu, H1 dan H2 yang diajukan terbukti benar. Implikasi kebijakan untuk perusahaan Telkomsel adalah harus melakukan pendekatan terhadap konsumen dengan melakukan inovasi produk berdasarkan *brand resonance*, *brand trust*, dan *brand loyalty*.

Keywords: Brand Resonance, Brand Trust, Brand Loyalty.

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1. INTRODUCTION

The development of information technology is needed by the community to obtain information quickly and accurately, a connection to the internet (interconnected network) is needed to access these services. According to Harjono (2009) the Internet is a collection of several computers that can even reach millions of computers around the world that can be interconnected and connected to each other. The internet can be accessed through a smartphone that is connected to an online connection. In exploring the world of the internet, a stable connection is needed, to support a good connection, a starter pack or (simcard) is needed that is able to make it possible to travel telecommunications and access the internet.

Simcard or starter pack is a device used to store information related to the network used for authentication and user identification (Anwar et al., 2016). The rapid development of technology is increasing the competition between telecommunications service companies that are trying to find profits and trying to dominate the existing market. In Indonesia itself, there are several largest telecommunications companies, namely PT.Telkomsel, PT.XL Axiata Tbk, PT.Hutchison CP Telecommunications (HCPT) or known by the Tri brand, PT.Smartfren Telecom Tbk (smartfren), PT.Indosat Ooredoo.

Currently, smartphone users are faced with alternative simcard options as a means of media telecommunications media. The advantages of using Telkomsel simcards for calling, texting, and internet are: 1) its wide network, 2) as the oldest operator compared to others, and 3) unlimited and cheap fast internet packages.

Telkomsel is a simcard brand that is very familiar to smartphone users in Indonesia. A brand is a name, term, symbol, or design or combination thereof to identify goods or services from one seller or group of sellers and to differentiate them from competitors (Kotler and Keller, 2012: 258).

Kotler and Armstrong (2010) define Brand loyalty as a firmly held commitment to repurchase or re-subscribe to a consistently preferred product or service in the future and also according to Schiffman & Kanuk (in Nasir et al., 2020: 1239), Brand loyalty should be measured by attitudes towards the brand rather than consistent repeat purchases. This measure is a description of whether or not a customer is loyal to a particular brand, especially if the brand makes changes regarding quality, price, or other attributes.

Brand Resonance is the relationship between brands and consumers who have psychological bonds in the form of a sense of pleasure, pride, and a loyal attitude specifically towards the brand. Keller (2013) divides into four categories to compile brand resonance, namely behavioral loyalty, attitudinal attachment, sense of community and active engagement.

Research conducted by Prawira & Setiawan, (2021) shows that the brand trust variable has a negative and significant effect on the brand loyalty variable. This shows that the high-low consumer trust in Nike brand shoes does not necessarily increase or decrease consumer loyalty to the Nike brand. These results are different from research conducted by Nasir et al., (2020) which shows that brand reputation, brand competence, company reputation, brand satisfaction, perceived credibility, consumer expectations, service quality have a significant effect on Honda motorcycle brand loyalty in Soloraya which is influenced by the brand trust variable as an intervening variable.

PT Telekomunikasi Seluler or the company that operates under the trademark Telkomsel, is one of the largest mobile telecommunications operator companies in Indonesia. Telkomsel is a subsidiary of PT Telekomunikasi Indonesia Tbk (Telkom) which was inaugurated on May 26, 1995 together with PT Indosat Tbk. By launching kartuHalo as a post-paid service. Then in 1997 Telkomsel launched its new product called simPATI and made it the first prepaid card in Asia by serving 27 provinces in Indonesia.

In 2006 Telkomsel introduced the 3G network in Indonesia until in 2010 Telkomsel conducted the first LTE network trial in Indonesia. And in 2012 Telkomsel became the sixth largest operator in the world by serving 125 million customers spread throughout the world until 2017 Telkomsel conducted the first 5G technology trial in Indonesia which was launched in 2021 along with the launch of a new logo and changed the name kartuHalo to Telkomsel Halo and merged simPATI, Kartu As, and Loop into Telkomsel PraBayar.

Telkomsel has several services and products to offer, namely: Telkomsel Halo, Telkomsel PraBayar, Telkomsel Flash, Telkomsel Orbit, by.U, Langit Musik, MAXstream, Dunia games, and LinkAja. With GraPARI as a telkomsel service center that has spread widely throughout cities in Indonesia. With the launch of the 5G network, Telkomsel is the most favorite mobile operator in Indonesia.

Soloraya is part of the ex-Kerasidenan Surakarta region, which includes the cities of Surakarta, Boyolali, Sukoharjo, Karang Anyar, Wonogiri, Sragen, and Klaten. The area of Soloraya is about 5,719.07 km², with a population density of 20,172 people per km² in 2023. And it is a large city that is densely populated so that the speed of the cellular network is needed to support and maximize the performance of its citizens. Based on the description and uncertainty of the results of the background exposure above, it will be very interesting to conduct research on Analyzing the Effect of Brand Trust and Brand Resonance on Brand Loyalty of Simcard Users in SoloRaya.

PROBLEM STATEMENT

- a. Does Brand Resonance have a positive and significant effect on Brand Loyalty of Telkomsel simcard users?
- b. Does Brand Trust have a positive and significant effect on Brand Loyalty of Telkomsel simcard users?

GENERAL OBJECTIVE

- a. To analyze and discuss the effect of Brand Resonance on Brand Loyalty for Telkomsel simcard users.
- b. To analyze and discuss the effect of Brand Trust on Brand Loyalty for Telkomsel simcard users.

SPECIFIC OBJECTIVES

- a. Evaluate the impact of Brand Resonance on Brand Loyalty for Telkomsel simcard users.
- b. Evaluate the impact of Brand Trust on Brand Loyalty for Telkomsel simcard users

2. RELATED LITERATURE

1. Brand Loyalty

According to Schiffman and Kanuk (in Murtiningsih et al., 2016: 58), brand loyalty is a consistent consumer preference to make purchases on the same brand in a specific product or service category. Brand loyalty is a strong commitment to subscribe or buy a brand consistently in the future.

According to Kotler and Armstrong (in Nasir et al., 2020: 1239) define brand loyalty as a firmly held commitment to repurchase or re-subscribe to a preferred product or service consistently in the future even though situational influences and marketing efforts have the potential to cause brand switching behavior.

According to (Aaker, 1991) Loyalty can be interpreted as a deep commitment to repurchase products or services that become his preference consistently in the future by repurchasing the same brand even though there are situational influences and marketing efforts that can cause switching behavior.

Brand loyalty is somewhat unpredictable in terms of purchasing behavior responses, but is expressed through the decision-making process to repurchase products belonging to one brand. Loyal consumers will continue to buy a particular brand even though there are various alternative products from competitors that may offer superior features Nasir et al., (2020). Basically, this measurement will involve three components of attitude, namely cognitive, affective, and conative components; and behavioral components. Schiffman & Kanuk, (2007). Brand loyalty is one of the five brand equity variables which is a key factor in building a brand Aaker, (2009) in Nasir et al., (2020).

2. Brand Resonance

Brand resonance is one of the most valuable aspects of the six brand building blocks consisting of (brand sailence, brand performance, brand imagery, brand judgment, and brand feeling) to build brand equity, in other words, brand resonance reflects the perfect relationship between customers and brands (Keller, 2001: 17).

Brand Resonance is the relationship between brands and consumers who have a psychological bond in the form of a sense of pleasure, pride, and a loyal attitude specifically towards a brand.

According to Keller (2013, 120) divides into four categories to organize brand resonance, namely:

- a) behavioral loyalty
- b) attitudinal attachment
- c) sense of community
- d) active engagement

3. Brand Trust

Brand trust can be built when marketers are creative in building and maintaining positive emotional attachments with consumers and consistently running them with a comprehensive range of product attributes (Nasir et al., 2020).

According to Nasir et al., (2020) defines empirically, brand trust plays an important role in creating consumer loyalty to certain brand beliefs. Excessive brand trust has a major impact on the sustainability of a product. The less brand trust, the more difficult it is to build a brand in the market. Conversely, the higher the brand trust, the higher the chances of the brand being popular and established in the market. According to Andaleeb in El Nagggar & Bendary, (2017) Brand trust is an expectation based on the belief that a brand has specific characteristics or characteristics that are consistent, competent, and credible.

According to Delgadoballester et al., (2003) Brand trust is defined as a feeling of security when interacting with a brand based on the perception that the brand is reliable and responsible for consumer interests. It is usually defined in two ways, the first definition refers to the consumer's willingness to rely on the brand. The second refers to the reasons for brand dependence such as capacity & intention in fulfilling its promises to consumers.

Excellent brand trust will be the key to the success of a brand because the more consumers believe in a brand, the higher the level of satisfaction and loyalty (loyalty) of consumers to the products being sold. According to Tjiptono, (2014: 118) Brand trust is the willingness of consumers to create relationships, trust or rely on brands in risk situations due to expectations, that the brand in question will provide positive results.

PREVIOUS RESEARCH

Research conducted by Prawira & Setiawan, (2021). The results of this study indicate that the brand trust variable has no positive and significant effect on the brand loyalty variable. This shows that the high-low consumer trust in Nike brand shoes does not necessarily increase or decrease consumer loyalty to the Nike brand.

Research conducted by Nasir et al., (2020). The results of this study indicate that brand reputation, brand competence, company reputation, brand satisfaction, perceived credibility, consumer expectations, service quality have a significant effect on Honda motorcycle brand loyalty in Soloraya which is influenced by brand trust variables as intervening variables.

Research conducted by Cuong, (2020). The results of this research show that brand trust is the forerunner and is a vital position for brand preference and brand loyalty. As a result, in view of the manager must do what is promised to customers (for example, product quality, product warranty period, customer support services, etc.), and this will create brand preference and brand loyalty.

Research conducted by Leni et al., (2019). The results of this study indicate that brand resonance mediated by brand satisfaction has a positive but insignificant effect on brand loyalty. Meanwhile, brand resonance mediated by brand trust also has a positive and significant effect on brand loyalty.

Research conducted by Prasetyo & Widodo, (2018). The results of this study indicate that brand resonance strengthens the relationship between brand equity and repurchase intention. The insignificant relationship is strengthened by the brand resonance variable as a mediating variable.

Research conducted by Shieh & Lai, (2017). The results of this study indicate that sense, feel, think, act, and relate are positively related to brand experience, a positive relationship also occurs between brand experience and brand resonance towards brand loyalty.

Research conducted by El Naggar & Bendary, (2017). The results of the study show that brand trust is a key point in building and maintaining customer relationships in products, it is very important in service marketing. Brand loyalty and brand trust are key players if you aim to survive in a highly competitive market. This relationship must be taken seriously by businesses. It is not enough to measure and know whether customers trust the company or not, but it is more important to measure the level of customer trust and know how customer trust develops.

RESEARCH FRAMEWORK

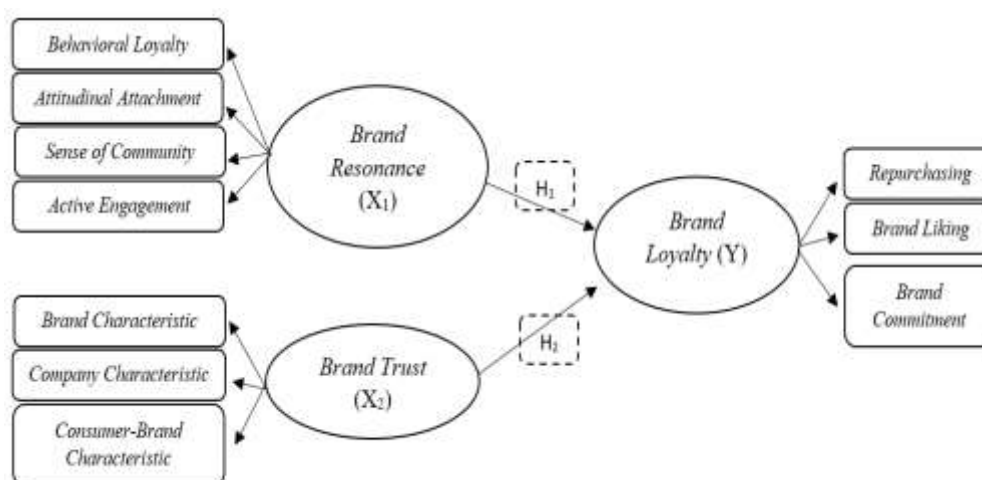


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In this study, the dependent variable used is brand loyalty (Y) which is a reflection of the Repurchasing, Brand Liking, and Brand Commitment indicators formed by independent variables consisting of Brand Resonance (X1) which is a reflection of the Behavioral Loyalty, Attitudinal Attachment, Sense of Community, and Active Engagement indicators. which is then the independent variable Brand Trust (X2) which is a reflection of the Brand Characteristic, Company Characteristic, and Consumer-Brand Characteristic indicators.

HYPOTHESIS

Hipotesis dalam penelitian ini meliputi:

- a. Diduga brand resonance berpengaruh positif dan signifikan terhadap brand loyalty pada pengguna simcard Telkomsel di Soloraya (H1),
- b. Diduga brand trust berpengaruh positif dan signifikan terhadap brand loyalty pada pengguna simcard Telkomsel di Soloraya (H2).

3. RESEARCH METHODOLOGY

1. Type of Research

This research is explanatory research based on a survey using a quantitative approach and primary data type through filling out a questionnaire distributed using Google Form.

2. Population and Sample

The population in this study were Telkomsel simcard users in the Soloraya area. The sampling technique in this study was non-probability sampling with a purposive sampling approach, where the number of samples in this study were 200 respondents. The criteria are Telkomsel simcard users, respondents domiciled in the Soloraya area, and the age of the respondent is 17 years and over.

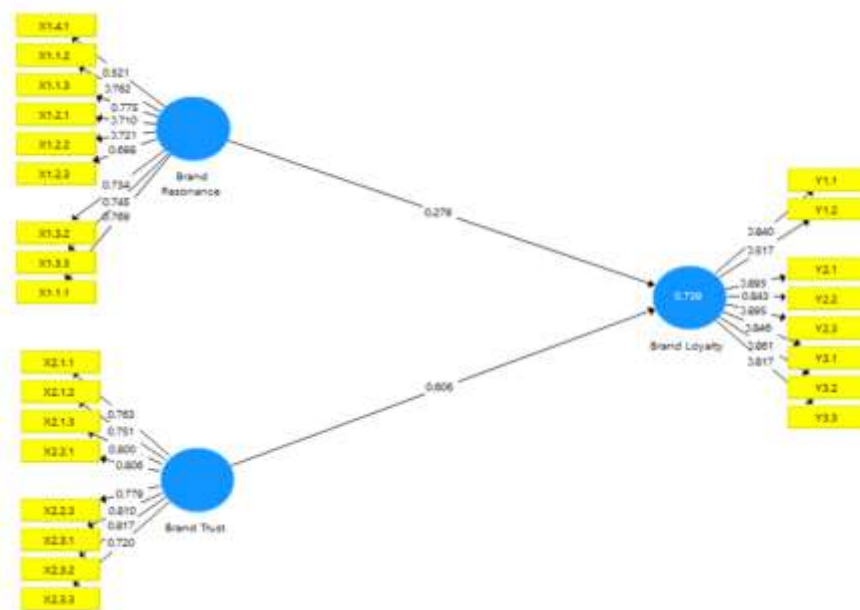
3. Data Collection Technique

Questionnaire Distribution. The data collection method used in this research is the method of distributing questionnaires or questionnaires via google form. This questionnaire uses the Likert scale method, where the subject must be indicated based on his level based on various statements relating to the behavior of an object.

4. Data Analysis Results

1. Outer Model Test

The measurement model (outer model) is used to determine the specification of the relationship between latent variables and their indicators. This test includes validity, reliability and multicollinearity analysis. The results of the outer model analysis are as follows:



Convergent Validity

To test convergent validity, the outer loading value or loading factor is used. An indicator is declared to meet convergent validity in a good category if the outer loading value is > 0.7 . (Ghozali & Latan, 2018: 51). However, according to Chin in Ghozali and Latan (2015: 74) for early stage research from the development of a measurement scale, a loading factor value of 0.5 - 0.6 is still considered sufficient.

| Variable | Indicator | Outer Loading | Explanation |
|-----------------|-------------|---------------|-------------|
| Brand Resonance | X1.1.1 | 0,769 | Valid |
| | X1.1.2 | 0,762 | Valid |
| | X1.1.3 | 0,775 | Valid |
| | X1.2.1 | 0,710 | Valid |
| | X1.2.2 | 0,721 | Valid |
| | X1.2.3 | 0,698 | Valid |
| | X1.3.2 | 0,734 | Valid |
| | X1.3.3 | 0,745 | Valid |
| | X1.4.3 | 0,721 | Valid |
| | Brand Trust | X2.1.1 | 0,763 |
| X2.1.2 | | 0,751 | Valid |
| X2.1.3 | | 0,800 | Valid |
| X2.2.1 | | 0,806 | Valid |
| X2.2.3 | | 0,779 | Valid |
| X2.3.1 | | 0,810 | Valid |
| X2.3.2 | | 0,817 | Valid |
| X2.3.3 | | 0,720 | Valid |
| Brand Loyalty | X3.1 | 0,858 | Valid |
| | X3.2 | 0,812 | Valid |
| | X3.3 | 0,767 | Valid |

Based on the results of the convergent validity analysis, it is known that each indicator of the research variable has an outer loading value > 0.7 (Ghozali, 2018). The convergent validity value for all indicators for each variable ranges from 0.715, meaning that all indicators for each variable are valid for use in further analysis.

Discriminant Validity

An indicator is declared to meet discriminant validity if the average variance extracts (AVE) value is > 0.5 (Ghozali & Latan, 2018: 51).

| Variable | Average Variance Extracted (AVE) | Explanation |
|--------------------|---|--------------------|
| Brand Loyalty | 0,676 | valid |
| Brand Resonance | 0,517 | valid |
| Brand Trust | 0,611 | valid |

Based on the results of the discriminant validity analysis, it is known that each research variable has an average variance extract (AVE) value > 0.5 . The discriminant validity value for all variables ranges from 0.601. This means that all variables are valid for use in further analysis.

Reliability Test

To measure the reliability of a construct using reflective indicators can be done in two ways, namely composite reliability. A variable can be declared reliable if it has a composite reliability value > 0.7 (Ghozali & Latan, 2018: 46). With a brand loyalty value of 0.942, brand resonance of 0.905, and brand trust of 0.942. 0,926. This means that each variable in this study can be said to be reliable, so that all indicators for each variable are valid for use in further analysis. indicators for each variable are valid for use in further analysis.

The reliability test with Composite Reliability above can be strengthened by using the Cronbach's Alpha value. A variable can be declared reliable if it has a Cronbach's alpha value > 0.7 (Ghozali & Latan, 2018: 46).

| Variable | Cronbach's Alpha | Explanation |
|--------------------|-----------------------------|--------------------|
| Brand Loyalty | 0,928 | Reliable |
| Brand Resonance | 0,881 | Reliable |
| Brand Trust | 0,909 | Reliable |

Based on the results of Cronbach's alpha, it can be seen that the Cronbach's alpha value is > 0.7 . With a brand loyalty value of 0.928, brand resonance of 0.881, and brand trust variable of 0.909. This means that each variable in this study can be said to be reliable, so that all indicators for each variable are valid for use in further analysis.

Uji Multikolinearitas

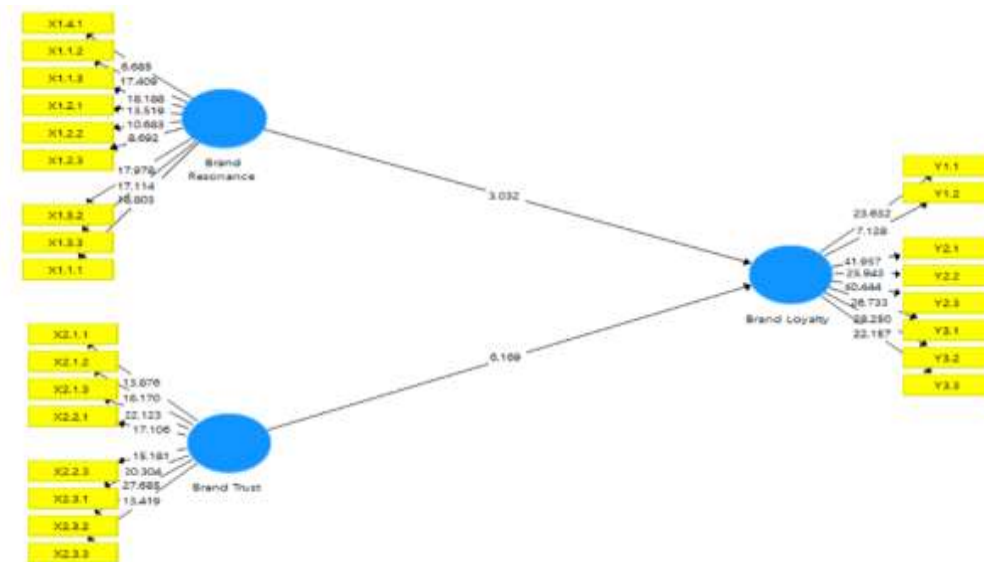
This test aims to test whether there is a correlation between independent variables or independent variables. The applicable criteria in the multicollinearity test are if the VIF value < 10 tolerance < 0.01 Ghozali (2018: 107).

| | Brand Loyalty | Brand Resonance | Brand Trust |
|-----------------|---------------|-----------------|-------------|
| Brand Loyalty | | | |
| Brand Resonance | | 4,049 | |
| Brand Trust | | 4,049 | |

Based on the results of the Multicollinearity Test, it can be seen that the VIF value is <10. The results showed that the value of brand resonance on brand loyalty was 4.049, and the value of brand trust on brand loyalty was 4.049. This shows that each variable in this study can be said not to violate the multicollinearity assumption test, so all indicators for each variable are valid for use in further analysis.

Uji Inner Model

The Structural Model (Inner Model) is used to test the effect of one latent variable with other latent variables. This test includes analysis of the Coefficient of Determination (R²), Goodness of Fit, and Effect Size (f²). The results of the inner model analysis conducted through bootstrap are as follows:



Coefficient Determination (R²)

The Coefficient of Determination (R²) shows how far the model's ability to explain variations in the dependent variable. The classification of the correlation coefficient is, 0 (no correlation), 0-0.49 (weak correlation), 0.50 (moderate correlation), 0.51 - 0.99 (strong correlation), 1.00 (perfect correlation) (Ghozali, 2018: 27).

| | R-Square | R-Square Adjusted |
|---------------|----------|-------------------|
| Brand Loyalty | 0,739 | 0,737 |

The analysis results obtained in this study obtained an R-Square value of 0.737 (73.7%), meaning that the contribution made by the brand resonance and brand trust variables in explaining the factors that cause brand loyalty is 0.737 (73.7%) so that there are still 26.3% other independent variables that have not been disclosed in this study. Thus the model in this study has a strong contribution.

Goodness of Fit

The goodness of fit test is carried out using the blindfolding procedure in smart PLS. The results of the Q-Square analysis are said to have a good model if the value is > 0.05. (Ghozali 2018: 97) The following are the Q-Square results:

| Model | value |
|------------------------------|--------------|
| Q ² (= 1-SSE/SSO) | 0,487 |

The analysis results obtained in this study are the resulting R-Square value of 0.487 or > 0.05. Thus, the goodness of fit model in this study has a good model.

Uji Effect Size (f²)

The Effect Size (f²) test is used to determine the proportion of variance of certain exogenous variables on endogenous variables. The results of the calculation of the f² value are 0.02 (small), 0.15 (sufficient) and 0.35 (large) Ghozali (2018: 98).

| Variabel | Brand Loyalty |
|-----------------|----------------------|
| Brand Resonance | 0,074 |
| Brand Trust | 0,348 |

The results of the brand resonance variable with an f² value of 0.074 which means > 0.02, but < 0.15 and < 0.35. So that the brand resonance variable has a small proportion of brand loyalty. And the results of the brand trust variable with an f² value of 0.348 which means > 0.02 and > 0.15, but < 0.35. So that the brand trust variable has a sufficient proportion of brand loyalty.

Hypothesis Test

a. t- test

The significance level used in this study is 5% with a t-count value of 1.96. Therefore, a variable is said to have a significant effect on other variables if t-count > 1.96 (Ghozali, 2018: 98).

| | t- test |
|---|----------------|
| <i>Brand Resonance</i> → <i>Brand Loyalty</i> | 3,032 |
| <i>Brand Trust</i> → <i>Brand Loyalty</i> | 6,169 |

Based on the table above, it can be seen that the brand resonance variable has a value of 3.032, which means that it has a significant influence on the brand loyalty variable and the brand trust variable has a value of 6.169, which means that it has a significant influence on the brand loyalty variable.

b. Patch Coefficient

The results of processing the direct effect hypothesis can be seen in the path coefficient table on the Smart PLS bootstrap. If the p-value < 0.05, it can be said that the influence of the variable is significant.

However, if the p-value > 0.05 then the variable is not significant (Ghozali, 2018: 245).

| | <i>Sample Mean (M)</i> | <i>Standard Deviation (STDEV)</i> | <i>P Values</i> |
|---------------------------------|------------------------|-----------------------------------|-----------------|
| Brand Resonance → Brand Loyalty | 0,279 | 0,092 | 0,003 |
| Brand Trust → Brand Loyalty | 0,613 | 0,098 | 0,000 |

Based on the table above, it can be seen that the value of each variable has a p-value <0.05. The brand resonance variable on brand loyalty with a p-value = 0.003 and the brand trust variable on brand loyalty with a p-value = 0.000. Thus, the brand resonance variable (X1) and the trust variable (X2) have a significant effect on brand loyalty (Y) of Telkomsel simcard users in Soloraya. Thus, H1 and H2 are proven correct. Thus, the results of this study support previous research conducted by Nasir et al., (2020); Shieh & Lai, (2017); Cuong, (2020); El Naggat & Bendary, (2017); Leni et al., (2019); Prasetyo & Widodo, (2018).

4. CONCLUSIONS

1. Partially, all independent variables Brand Resonance (X1) have a positive and significant effect on the dependent variable, namely brand loyalty (Y).
2. Partially all independent variables Brand Trust (X2) have a positive and significant effect on the dependent variable, namely brand loyalty (Y).
3. The strongest influence is shown by the brand trust variable (X2) with a significance level of 0.000 and a beta value of Telkomsel simcard users in Soloraya.
4. Based on the table above, it can be seen that the brand resonance variable and the brand trust variable have a significant influence on the brand loyalty variable.
5. Effect Size test results (f²) brand resonance variables have a small proportion of brand loyalty. While the results of the brand trust variable have a sufficient proportion of brand loyalty.

5. RESEARCH LIMITATION

The distribution of questionnaires in this study was carried out via google form so that the possibility of answers given by respondents did not match the truth. The research variables used by researchers have not been able to fully reveal the factors that can affect brand loyalty for Telkomsel simcard users in Soloraya. The selected sample has not been proportionally distributed to the entire Soloraya area.

6. STRATEGY IMPLICATIONS

The strategic implications that must be carried out by the Telkomsel company must improve and maintain ties with its consumers through improving service to customers and establishing bonds with consumers, which in turn can strengthen the relationship between brands and consumers and be able to maintain honesty in running their business so that consumers can continue to trust the quality of products from Telkomsel and become more loyal to the Telkomsel brand.

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