

The Effect of Perceived Quality and Brand Image on Brand Loyalty through Brand Trust as a Mediation Variable (Study of Samsung Smartphone Users in Semarang City)



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ABSTRACT: The users of Smartphone Indonesia continue to increase every year. This causes the competition of business actors in the technology sector to increase, so that business actors in the technology sector must implement strategies in order to remain competitive with their competitors. Samsung is a company engaged in technology. Samsung makes efforts in terms of maintaining the overall quality and also pays attention to the brand image owned by Samsung. The purpose of this study was to determine the effect of perceived quality and brand image on brand loyalty through brand trust as a mediating variable. The number of research respondents was 120 respondents with a sampling technique with non-probability sampling, namely the purposive sampling method. The type of research is explanatory research with data processing using the Smart PLS 3.2.9 application. The results showed that both perceived quality and brand image had a positive and significant influence on brand trust. The influence between perceived quality and brand image on brand loyalty directly shows positive and significant results. Meanwhile, brand trust as a mediating variable shows an indirect effect on perceived quality and brand image on brand loyalty, which shows positive and significant results so that the brand trust variable is said to be able to partially mediate this effect.

KEYWORDS: Perceived Quality, Brand Image, Brand Trust and Brand Loyalty

INTRODUCTION

Today's business in the technology and information sector is growing very rapidly. One of the businesses that is growing rapidly is Smartphone business. The development of this smartphone is very fast, it is also supported by the occurrence of a pandemic that has occurred since 2020 so that activities that were previously carried out offline must be done online. This situation is the reason why most people, especially students and college students, are required to have smartphones to support activities during this pandemic. Yosepha Pusparisa (2020) also conveyed that the increase in smartphone users was very rapid where in 2015 there were only 28.6% of the population in Indonesia who used smartphones. However, due to cheaper prices and easier reach, it is estimated that by 2025 smartphone users in Indonesia will reach 89% of Indonesia's population.

Consumers will choose smartphones that have specifications according to their wishes and also not a few of them choose a smartphone based on the brand of the smartphone they know before. This is related to the assumption of consumer behavior according to Henry, (1998) which states that in fulfilling their needs consumers learn from their past experiences and behavior or actions that will be taken in the future will be influenced by their past experiences. Learning (learning) carried out by consumers is defined as an event in the form of a behavior that changes from a person where the changes that occur are the result of events or impressions obtained from events in the past. When a person considers the impressions obtained in the past are pleasant, he tends to show consistent behavior over a long period of time towards a product or brand. This consistent behavior can be described as consumer loyalty

To build brand loyalty, the company must provide the best to consumers in the form of performance, service or other things that can be attached to the hearts of consumers. In building or maintaining brand loyalty, it is influenced by several factors as stated by Marconi (1993) such as the value related to price or quality possessed by the brand. Then there is the brand image or reputation, comfort or convenience in getting the brand, customer satisfaction, service quality and also the guarantee by the brand. Based on the factors that affect brand loyalty, several factors are used in this study, namely perceived quality related to values that include product quality in a brand used by consumers and brand image related to the image or reputation owned by a brand. The variables used in this study are also based on previous research conducted by Kurniawan (2017) which has the same research variables and

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aims to find the effect of similar variables with different models where the model used is mediated by two variables, namely brand image and brand trust. .

Based on previous the research conducted by Kurniawan, (2017), Brangsinga & Sukawati, (2019) and Rahmatulloh et al., (2019) have the same results where some of these studies have showing that perceived quality and brand image variables have a positive and significant influence on brand loyalty. However, there are differences in the results conducted by Goddess, (2015) which resulted in insignificant effect of brand image on brand loyalty. Although it was found that one of the studies was not significant, when viewed as a whole, it showed a tendency to have a significant positive effect. Based on the background and previous research, this study aims to determine how the influence of perceived quality and brand image on brand loyalty by using brand trust as a mediating variable carried out on Samsung smartphone users in Semarang City.

THEORETICAL REVIEW

Consumer behavior

Consumer behavior is a concept that studies the behavior of individuals, groups and organizations in choosing, buying, using and determining products, services, ideas and experiences that satisfy their needs and desires (Kotler, 2003). This relates to the assumption of consumer behavior according to Henry, (1998) which states that in meeting their needs consumers learn from their past experiences and behavior or actions to be taken in the future will be influenced by their past experiences. Consumer learning is defined as a change in behavior that occurs as a result of past experiences. When consumers consider their past experiences to be pleasant, they tend to show consistent behavior over a long period of time towards a product or brand. This consistent behavior can be described as consumer loyalty

Brand Loyalty

Morgan & Hunt, (1994) expressing brand loyalty is a consistent attitude or promise held by consumers to buy or reuse a brand that comes from a customer's positive attitude towards a brand. According to Rosalina et al., (2019) there are 4 indicators to measure brand loyalty, namely making repeat purchases, recommending to others, showing immunity to competitors' offers and the ability to pay more to get products from the brand.

Perceived Quality

According to Aaker, (2008) perceived quality is the perception or impression that consumers give of the overall quality possessed by a product, whether it is in line with expectations or not. The following are some indicators to measure perceived quality according to Franciosa et al., (2014) namely (1) Performance: aspects related to the functions contained in a product where buyers or consumers focus on comparing the performance of a product; (2) Features, are indicators that can add to the basic functions of performance and their developments; (3) Reliability: namely aspects that have a relationship with the ability of the product to perform its function in a certain period; (4) Conformance: indicators related to customer desires that are fulfilled because of the level of conformity of a product they want. (5) Durability: a measure of the time or shelf life of a product with product durability; (6) Serviceability: aspects related to speed, friendliness, ability and ease in repairing the product; (7) Aesthetics: subjective assessment of each individual so that it becomes a consideration and choice or reference for each individual.

Brand Image

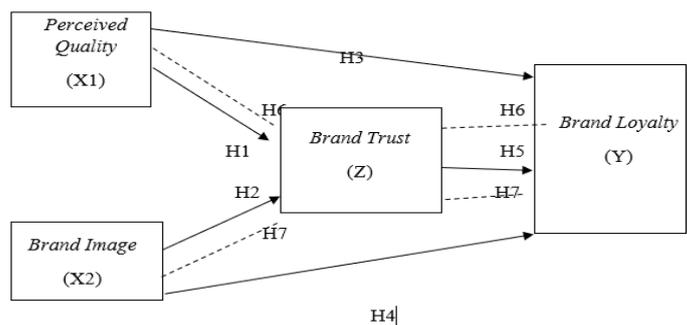
According to Kotler and Keller (2009) states that, brand image is a consumer's perception of a brand that occurs because of the stimulation of the five senses, feelings, and what consumers think which becomes the image of a product that is attached to the hearts of consumers. According to Keller, (1993) brand image can be measured through several indicators, namely (1) Brand Association Excellence: An ease of a brand that is easy to remember, spoken by consumers and the product becomes a consumer's favorite product. (2) Brand Association Strength, Product strength is an advantage possessed by a brand or product that is physical that is not owned by its competitors. (3) The Uniqueness of Brand Association, uniqueness is a difference between a brand and its competitors. So that consumers have the impression of attributes on a product that other products do not have.

Brand Trust

According to Lau & Lee, (1999) Consumer trust is a desire that consumers have to trust a brand as their choice by knowing all the consequences that will come but the imagined expectations of a brand produce good or positive results. Mayer et al., (1995) develop a trust dimensional model into 3 namely (1) *Ability* (2) *Benevolence* and (3) *Integrity*

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RESEARCH HYPOTHESIS



Picture1. Research Hypothesis

- H1 : It is suspected that there is a positive and significant influence between perceived quality and brand trust.
- H2 : It is suspected that there is a positive and significant influence between brand image and brand trust.
- H3 : It is suspected that there is a positive and significant influence between perceived quality on brand loyalty.
- H4 : It is suspected that there is a positive and significant influence between brand image and brand loyalty.
- H5 : It is suspected that there is a positive and significant influence between brand trust and brand loyalty.
- H6 : It is suspected that there is a positive and significant influence between perceived quality and brand loyalty through brand trust.
- H7 : It is suspected that there is a positive and significant influence between brand image and brand loyalty through brand trust.

RESEARCH METHODS

The type of research is *explanatory research*. This study is intended to test whether there is a relationship between the influence of *perceived quality* (X1) and *brand image* (X2) on *brand loyalty* (Y) through *brand trust*(Z). Population by Sugiyono, (2011) is a generalization area that includes certain objects that have the advantages and characteristics of other objects/subjects that are determined to be researched and which will ultimately be concluded by the researcher. The population in this study were Samsung smartphone users in the city of Semarang. Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions (Sugiyono, 2015). The population in this study is the people of Semarang City who have bought and used a Samsung smartphone. Determination of the number of samples is done by taking a sample through a non-probability sampling approach with a number of respondents as many as 120 people based on theory Hair et al., (2010). Then the technique used *purposive sampling* with respondent criteria:

1. Consumers who use and also buy Samsung Smartphones.
2. Make purchases and also use at least 3 times on the same series or different series
3. Minimum 18 years old
4. Domiciled in the area of Semarang City

RESULTS AND DISCUSSION

Research result

In obtaining the results of this study assisted by data processing using the Smart PLS 3.2.9 data processing application, the following will be presented in the form of an explanation related to the path coefficient of the results of the bostrapping of this research model which can be shown in the following table:

Table 1. Bostrapping Direct Effect Results

Direct Effects	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Brand Loyalty	0.196	0.196	0.109	1,896	0.029
Brand Image -> Brand Trust	0.401	0.401	0.077	5.266	0.000
Brand Trust -> Brand Loyalty	0.321	0.321	0.099	3.117	0.001

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Perceived Quality -> Brand Loyalty	0.288	0.288	0.110	2.700	0.004
Perceived Quality -> Brand Trust	0.440	0.440	0.070	6327	0.000

Source: Data processed, 2022

H1 Perceived Quality has a positive and significant effect on Brand Trust

Based on the results of bootstrapping on the Smart PLS 3.2.9 data processing application, it shows that perceived quality has a positive and significant effect on brand trust, which is indicated by the path coefficient value which is positive at 0.440. The results of the T test in this relationship show the number $6.327 > 1.650$ and also see a significance value of $0.000 < 0.050$ so that the first hypothesis is accepted.

H2 Brand Image has a positive and significant effect on Brand Trust

The results of the Smart PLS 3.2.9 calculation show positive and significant results on the influence of brand image on brand trust which is indicated by the path coefficient value of 0.401 which can be declared to have a positive effect. The results of the t test in the influence of brand image on brand trust $5.266 > 1.650$ also show a significance number of $0.000 < 0.050$ which can be interpreted as significant so that the second hypothesis is accepted.

H3 Perceived Quality has a positive and significant effect on Brand Loyalty

Based on the results of bootstrapping on the Smart PLS 3.2.9 data processing application, it shows that perceived quality has a positive and significant effect on brand loyalty as indicated by the path coefficient value which is positive at 0.288. The results of the t test in this relationship show the number $2,700 > 1,650$ and also show a significance value of $0.000 < 0.050$ so that the third hypothesis is accepted.

H4 Brand Image has a positive and significant effect on Brand Loyalty

The results of the SmartPLS 3.2.9 calculation show positive and significant results on the influence of brand image on brand loyalty which is indicated by the path coefficient value of 0.196 which can be stated to have a positive effect. The results of the t test in the influence of brand image on brand loyalty $1.896 > 1.650$ also showed a significance number of $0.029 < 0.050$ which could be interpreted as significant so that the fourth hypothesis was accepted.

H5 Brand Trust has a positive and significant effect on Brand Loyalty

The results of the bootstrapping calculation in SmartPLS 3.2.9 show positive and significant results on the effect of brand trust on brand loyalty which is indicated by the path coefficient value of 0.321 which can be stated to have a positive effect. The results of the t test on the effect of brand trust on brand loyalty are $3.117 > 1.650$ and also show a significance number of $0.029 < 0.050$ which can be interpreted as significant so that the fifth hypothesis is accepted.

Table 2. Bootstrapping Indirect Effect Results

Indirect Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Brand Trust -> Brand Loyalty	0.129	0.129	0.045	2,737	0.003
Perceived Quality -> Brand Trust -> Brand Loyalty	0.141	0.144	0.054	2,576	0.005

Source: Data processed, 2022

H6 Perceived Quality has a positive and significant effect on Brand Loyalty through Brand Trust

Based on the results of the indirect effect between perceived quality and brand loyalty through brand trust, it shows positive and significant results. This is shown in the path coefficient value which shows a positive value of 0.141. The results of the t statistic shown are $2,576 > 1,650$ and also a significance value of $0.005 < 0.050$ so that these results indicate that brand trust can mediate the relationship between perceived quality and brand loyalty in partial mediation because of whether or not brand trust results in perceived quality and brand loyalty remain constant positive and significant

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H7 Brand Image has a positive and significant effect on Brand Loyalty through Brand Trust

Based on the results of the indirect effect between perceived quality and brand loyalty through brand trust, it shows positive and significant results. This is shown in the path coefficient value which shows a positive value of 0.129. The results of the t statistic shown are $2.737 > 1.650$ and also a significance value of $0.003 < 0.050$ so that these results indicate that brand trust can mediate the relationship between perceived quality and brand loyalty in partial mediation because with the presence or absence of brand trust the results between brand image and brand loyalty stay positive and significant.

DISCUSSION

Based on the first hypothesis of this study, the relationship between perceived quality and brand trust has a unidirectional relationship where this can be interpreted if the consumer's perception of quality towards Samsung is good or increases, then consumer confidence in Samsung also increases because the results of the relationship between the two are positive and negative. significant. This research conducted by Kurniawan (2017) states that the existence of perceived quality or good quality perceptions of consumers towards a brand will lead to increased trust so that consumers tend to trust the brand and it is possible to choose the brand when looking for similar products so that based on these results it can be stated that this research is in line with or supports research that conducted Kurniawan (2017). In addition to previous research, there is a positive and significant relationship between perceived quality and brand trust variables, it is also shown by the results of data processing on Smart PLS on the Path Coefficient which obtained a positive path value of 0.440 and a significance level of 0.000 which means $< 5\%$, so it is called positive. and significant. So based on previous research and the results of data processing, the first hypothesis, namely "It is suspected that there is a positive and significant influence between perceived quality on brand trust for Samsung smartphone users in the Semarang City area" is accepted.

Based on the second hypothesis test, the results shown support the research conducted by Rahmatulloh et al., (2019). The results show that brand image has a positive and significant influence on consumer confidence in a brand so that when viewed in terms of results this supports the results obtained in this study. The formation of trust in a brand can not be separated from a brand image. A good brand image will affect consumers in placing their trust in a brand. The results in this study show results that are in accordance with previous research so that it can be said that a good brand image owned by the Samsung brand will also increase consumer confidence to use the Samsung brand, especially products smartphones. The results of data processing that have been carried out in this study also show results on a positive path coefficient, namely 0.401 and the significance level has a value of less than 5%, which is 0.000 so that it can be said that the relationship between brand image and brand trust is positive and significant. So based on the results of data processing and previous research in this study related to the second hypothesis, namely "It is suspected that there is a positive and significant influence between brand image and brand trust. Samsung smartphone users in the Semarang City area" are accepted.

Based on the third hypothesis test, the results support the research that conducted by Brangsinga & Sukawati (2019). The results show that perceived quality has a positive and significant effect on consumer loyalty to a particular brand. It can be seen that if the perceived quality or the perception of the quality of consumers towards a product increases, it will be effect on the increase of the consumer's desire to use the brand continuously and repeatedly, which is called loyalty. Based on the results, this study related to the relationship between perceived quality and brand loyalty showed positive results. These results can be interpreted if the customer's perception of product quality on the Samsung brand is good, then consumer loyalty to the Samsung brand will also increase and vice versa. The results shown from the data processing on the smart PLS application on the path coefficient section show a positive number of 0.288 and the value at a significant level is below 5%, which is 0.004 so that the relationship between variables in this hypothesis is positive and significant. Based on the results of data processing and previous research, it can be concluded that the third hypothesis, namely "It is suspected that there is a positive and significant influence between perceived quality on brand loyalty of Samsung smartphone users in the Semarang City area" is accepted.

A good brand image or brand image of a product tends to support consumer loyalty to a brand. If the brand image of a company is good, consumers will decide to be loyal to the product. Brangsinga & Sukawati, (2019) stated that brand image has a positive and significant influence on brand loyalty. Companies with a good image will make consumers feel at home and loyal to decide to use the product with the brand on an ongoing basis. The results of this study are in line with previous research conducted by Brangsinga & Sukawati, (2019) which can be interpreted that the existence of a good Samsung brand image will affect and increase consumer loyalty to the Samsung brand and are likely to use it continuously. This is indicated by the results of data processing whose path coefficient value shows a positive result, namely 0.196 and also the results of the t statistic shows less than 5%, which is 0.001 so that based on the results of the data processing, it is declared positive and significant. Based on the description related to the results of data processing, previous research studies and also the description of these variables, it can be concluded that

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the fourth hypothesis, namely "It is suspected that there is a positive and significant influence between brand image on brand loyalty of Samsung smartphone users in the Semarang City area" is accepted.

Research conducted by Rahmatulloh et al., (2019) shows that the relationship between consumer trust and consumer loyalty has positive and significant results. So if consumer confidence in a product increases, the consumer will tend to use products with the same brand and form consumer loyalty to the brand. Based on the results in this study related to the relationship between brand trust and brand loyalty, it has positive and significant results which are in line with previous research. This can be interpreted if consumer confidence in the Samsung brand is high it will also increase loyalty which can make consumers loyal to the Samsung brand and tend to always use the same brand. The results of data processing carried out with the smart PLS application show the path coefficient results which are positive, namely 0,321 and also the value of the significance level is 0.001 which is less than 5%, which means that the relationship between the variables in this hypothesis is positive and significant. It can also be said that the results in this study support the research conducted by Brangsinga & Sukawati (2019). So based on the results of data processing, previous research and descriptions of variables in this study related to the fifth hypothesis, namely "It is suspected that there is a positive and significant influence between brand trust and brand loyalty. Samsung smartphone users in the Semarang City area" are accepted.

Based on the sixth hypothesis test, there is a positive and significant effect of perceived quality on brand loyalty through brand trust by looking at the direct and indirect results. The direct results between Perceived Quality (X1) and Brand Loyalty (Y) have a positive effect path coefficient with a score of 0.288 and a t-statistic score of 2.700 > a t-table score of 1.65 and a p value of 0.004 < from a significant figure of 5%, then the conclusion is that the direct correlation between Perceived Quality (X1) and Brand Loyalty (Y) has a positive and significant effect. Furthermore, the results of the indirect influence between Perceived Quality (X1) on Brand Loyalty (Y) through Brand Trust (Z) also have a positive and significant correlation, The path coefficient shows a positive influence value with a score of 0.141, and a t-statistic score of 2.576 > a t-table score of 1.65 and a p value of 0.005 < from a significant figure of 5%. So it can be concluded that the mediation relationship of Perceived Quality (X1) to Brand Loyalty (Y) through Brand Trust (Z) is partial mediation, because the presence or absence of Brand Trust does not change the relationship between Perceived Quality (X1) and Brand Loyalty (Y), which is directly positive and significant and after there is Brand Trust as a mediating variable it is also still positive and significant. So based on the results of data processing and previous research in this study related to the seventh hypothesis, namely "It is suspected that there is a positive and significant influence between perceived quality on brand loyalty through brand trust. Samsung smartphone users in the Semarang City area" are accepted with partial mediation status.

Based on the seventh hypothesis test, there is a positive and significant effect of brand image on brand loyalty through brand trust by looking at the direct and indirect results. The direct test results between Brand image (X2) and Brand Loyalty (Y) have a positive effect path coefficient with a score of 0.325 and a t-statistic score of 1.896 > a t-table score of 1.65 and a p value of 0.001 < from a significant figure of 5%, then the conclusion is that the direct correlation between Brand image (X2) and Brand Loyalty (Y) has a positive and significant effect. Furthermore, the results of the indirect influence between Brand image (X2) and Brand Loyalty (Y) through Brand Trust (Z) also have a positive and significant correlation. The path coefficient value shows a positive influence the t table has a value 2,737 > 1.65 and the p value has a value of 0.003 < 0,050. So it can be concluded that the mediation relationship between Brand Image (X2) and Brand Loyalty (Y) through Brand Trust (Z) is partial mediation, because the presence or absence of Brand Trust does not change the relationship between Brand Image (X2) and Brand Loyalty (Y), which is directly positive and significant and after there is Brand Trust as a mediating variable it is also still positive and significant. So based on the results of data processing and previous research in this study related to the seventh hypothesis, namely "It is suspected that there is a positive and significant influence between brand image on brand loyalty through brand trust. Samsung smartphone users in the Semarang City area" are accepted with partial mediation status.

CONCLUSIONS AND RECOMMENDATIONS

The findings confirming the results of Kurniawan's research (2017), Rahmatulloh et al., (2019), Brangsinga & Sukawati, (2019), Henry (1998), and Kotler and Keller (2009), where perceived quality and brand image have a positive and significant effect on the brand loyalty variable through the mediating variable, namely brand trust. This result shows that if the quality and brand image provided by Samsung is getting better, it will increase consumer trust and loyalty to Samsung brand smartphones. In addition, high consumer trust will make consumers behave loyally to the Samsung brand. Suggestions that can be given in this study are that the Samsung Company is expected to improve overall quality and maintain a good name that has been built well by prioritizing consumer needs. The quality that Samsung can improve is the quality of the operating system that is still experiencing interference. In addition to operating system disturbances, Samsung is also expected to improve the quality of customer service services that

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consumers feel are still lacking in serving consumer needs. The obstacle in this research is the limitation in obtaining data where respondents are obtained with certain usage criteria. So the suggestion for further research is the need for further research to obtain more diverse results carried out in other cities and on more specific Samsung series users or can examine other objects that have been formed in a community to facilitate data acquisition.

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