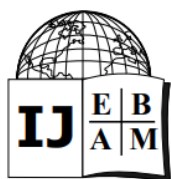


An International Journal



Indonesian Journal of Economics,  
Business, Accounting, and Management



E-ISSN: 2988-0211 | Vol. 02, No. 04, 2024, pp. 11-30

Journal Homepage: <https://journal.seb.co.id/ijebam/index>

## The Influence of Brand Awareness, Brand Image Recognition on Brand Loyalty with the Intervening Mediation of Brand Trust and Brand Love on Samsung Smartphone Products in Indonesia

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ARTICLE INFORMATION	ABSTRACT
Sections Research Result Articles	This research explains the influence of brand awareness, brand image, brand trust, brand love on brand loyalty of Samsung smartphones in Indonesia. Globalization has brought about changes in the world of technology, one of which is the Samsung folding smartphone model. This research used 195 samples. Sampling used a non-probability method with convenience sampling techniques. The analysis techniques used are structural equation modeling (SEM) and AMOS. The research results concluded that there is an influence of: brand awareness on brand image; brand image impacts brand trust; brand trust influences brand love; brand trust impacts brand loyalty; brand love influences brand loyalty. This research also shows that there is no influence of: brand awareness on brand trust; brand awareness has no effect on brand love; brand image has no impact on brand love; brand awareness has no impact on brand loyalty; and brand image has no impact on brand loyalty.
Article History	
Article Submitted: 14/03/2024	
Accepted: 18/03/2024	
Available Online: 20/04/2024	
Keywords brand awareness brand image brand trust brand love brand loyalty	

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## INTRODUCTION

The current development of globalization has brought major changes, one of which is in the fields of science and technology or what is also known as science and technology. This growth is due to globalization leads to modernization, which means that as a whole, society is required to be able to adapt and live according to the demands of a more modern future. Growth in a



larger scope will make new breakthroughs emerge, especially in the world of technology which leads to the development of innovations that are continuously updated.

The emergence of smartphones is one part of the influence of globalization in the field of science and technology. The existence of smartphones makes it easier to communicate and interact over long distances. According to the Indonesian Central Statistics Agency/BPS (2023) 67.88 percent of the Indonesian population has registered a smartphone or cell phone in 2022. This figure increases every year, where in 2021 it was only recorded at around 65.87 percent.

In the results of the Populix Survey in August 2023 entitled Indonesia Mobile Phone Purchase Behavior, it was stated that 36 percent of the majority of Indonesian people had purchased a smartphone within 1 to 2 years (Populix, 2023). Based on data, Newzoo in 2022 also states that Indonesia is in 4th place as a country with approximately 192.15 million people who use smartphones. This growing market demand has had an attractive impact on smartphone brand manufacturers entering Indonesia. One of them is a company from South Korea, namely Samsung Group (Sadya, 2023).

The Samsung company is trying to develop innovations in product model design by making folding screen smartphone products. This model has actually been around for a long time, but the Samsung company has redesigned it to be more modern and on trend among many Indonesian users. This is proven by the increase in sales of Samsung products for the Galaxy Z Fold 5 and Flip 5 series. At The Flip Side Trip event in Bandung in September 2023, Verry Octavianus as MX Product Marketing Senior Manager for Samsung revealed that the sales of this series were 1.5 more compared to sales of previous models (Yudha, 2023b, 2023a). In 2023, Indonesia's 5G smartphone segment grew 31.5% YoY, capturing a 17.1% market share, led by Samsung. This growth, primarily driven by vendors expanding the range of 5G models, is expected to accelerate once these devices become more affordable and competitive compared to 4G models (IDC Corporate, 2017).

This achievement is none other than because the Samsung company has followed the current developments in the market by analyzing the needs and desires of smartphone users who want practical, simple, modern, quality but still trendy. So based on this, the Samsung brand is in great demand not only by local consumers but also by international consumers. Because the Samsung company has provided value to their products which can lead to consumer awareness of the company brand. And, indirectly it will also influence brand image, brand trust and brand love which leads to the final goal, namely brand loyalty.

To make consumers loyal to the products offered, the steps taken are to strengthen the company brand. Innocentius Bernarto *et al.* (2020) said that when a brand can show its identity to consumers, this can make consumers loyal. Brand identity is important, because it influences consumer recognition of the brand. High recognition from consumers means that the brand has a positive image, so that the brand can be easily remembered by consumers. Therefore, brand awareness has been proven to effectively influence brand image (Bui, 2023). If the image the company builds is good, it will be very easy for loyal consumers to continue buying products from that brand. So a strong brand image will increase consumer loyalty (Savitri *et al.*, 2021).

Apart from high recognition which means that consumers provide a positive image of the brand, brand awareness can also influence brand trust (Lee and Jee, 2016). The high level of consumer recall of brands is caused by consumers believing in the quality of the products produced. So brand trust has an impact on brand loyalty (Rudzewicz and Strychalska Rudzewicz, 2021). In addition, brand image has a direct influence on brand loyalty through the mediating role of brand love (Çelik, 2022). Therefore, brand love is an important link that can lead to brand loyalty (Na *et al.*, 2023). Loyalty also arises because companies are able to provide for their consumers' wants and needs, so that brand trust directly influences brand love (Zhang *et al.*, 2020).

Identification of problems in this research include whether there is a positive influence of Brand Awareness on Brand Image? Next, is there a positive influence of Brand Awareness and Brand Image on Brand Trust? Then, is there a positive influence from Brand Awareness, Brand Image and Brand Trust on Brand Love? Lastly, is there a positive influence of Brand Awareness, Brand Image, Brand Trust and Brand Love on Brand Loyalty? Meanwhile, the aim of this research is first to explain the positive influence of Brand Awareness on Brand Image. Second, to explain the positive influence of Brand Awareness and Brand Image on Brand Trust. Third, to explain the positive influence of Brand Awareness, Brand Image and Brand Trust on Brand Love. Fourth, to explain the positive influence of Brand Awareness, Brand Image, Brand Trust and Brand Love on Brand Loyalty.

## **LITERATURE REVIEW & HYPOTHESIS**

### **Brand Awareness**

According to Keller, Parameswaran and Jacob (2013) repeated brand exposure can increase brand awareness among consumers. Consumers can be influenced by a company's brand when they see, hear and think about the brand. When consumers are aware of a brand based on a certain product category, this can also be said to be Brand Awareness (Amelia and Erdiansyah, 2019). Foroudi (2019) said Brand Awareness can encourage consumer perception and behavior to make decisions about which brand to choose. Remember, consumers' brand awareness can be determined from the company's name, image/logo, and slogan when promoting its products.

### **Brand Image**

Brand Image is a perception that arises from within consumers regarding a company brand. Where consumer perception is measured based on consumer memory stored in memory, related to attributes that differentiate it from other brands (Keller, Parameswaran and Jacob, 2013). Wildan and Albari (2023) also say that brand image is everything related to information about the company's products. Severi and Ling (2013) emphasize that a strong brand image can strengthen a company's competitiveness in the market and can be used as a comparison for the brand with its competitors. Altaf *et al.* (2017) stated that brand awareness has a positive relationship with brand image. While Shrestha, Kadel and Mishra (2023) say brand awareness can shape brand image even with low contribution. Communication carried out by companies such as promotions and advertisements via social media is an effective factor in forming brand awareness which ultimately leads to improving brand image (Saydan and Dulek, 2019).

*H<sub>1</sub>: Brand Awareness has a positive influence on Brand Image*

### **Brand Trust**

From a consumer's point of view, brand trust occurs when a company can meet consumer expectations and hopes in accordance with what is said, regarding the performance of the product produced. So consumers will trust the company's brand because the brand is reliable and has a good reputation (Khadim *et al.*, 2018). Chinomona (2016) emphasized that when a brand can meet consumer needs, consumers will trust the company's brand. Communication built by the company can increase business brand awareness which ultimately leads to brand trust, so that brand awareness becomes an important factor in stimulating the growth of brand trust (Ledikwe, 2020). Theoretically, an increasingly positive brand image can have a strong influence on growing brand trust (Chinomona, 2016). A good brand image can make consumer

trust in the brand stronger, so that the brand image creates brand trust (Dendeng, Ellitan and Handayani, 2023). Ling, Zheng and Cho (2023) stated that brand image has a greater influence on forming brand trust.

*H<sub>2</sub>: Brand Awareness has a positive influence on Brand Trust*

*H<sub>3</sub>: Brand Image has a positive influence on Brand Trust*

### **Brand Love**

High emotionality will form consumers' feelings of love for the brand (Carroll and Ahuvia, 2006). Consumers are willing to pay higher prices for a brand (Putra and Keni, 2020). Marketing activities via Instagram can increase brand awareness which has an impact on brand love (Park and Namkung, 2022). Brand awareness influences brand love (Çelik, 2022). When consumers assess the brand image positively and feel comfort, the greater the consumer's enthusiasm for using the product because of their love for the brand (Shirkhodaie and Rastgoodeylami, 2016). Brand image has a strong influence in building love for the brand (Sallam, 2014). Albert and Merunka (2013) found that if consumers have confidence that a brand can be trusted, it can create feelings of love for the brand. Madadi, Torres and Zúñiga (2021) concluded that brand trust has an influence on brand liking. So it is recommended that company management can build consumer trust through two-way communication using social media such as Twitter, Facebook and so on. Brand trust can give rise to consumers' emotional feelings towards the brand (Na *et al.*, 2023)

*H<sub>4</sub>: Brand Awareness has a positive influence on Brand Love*

*H<sub>5</sub>: Brand Image has a positive influence on Brand Love*

*H<sub>6</sub>: Brand trust has a positive influence on Brand Love*

### **Brand Loyalty**

Brand awareness has an impact on brand loyalty, because consumers are aware of the consumer experience (Shabbir, Khan and Khan, 2017). High brand awareness will influence brand loyalty (Bilgin, 2018). Broadbent *et al.* (2010) stated that brand image has an indirect effect on brand loyalty. When talking about luxury brands, brand image plays an important role in increasing brand loyalty (Kato, 2021). Admi and Susanto (2023) stated that brand trust makes consumers feel comfortable, thereby increasing brand loyalty. Increased trust has an impact on long-term relationships with consumers (Haudi *et al.*, 2022). Brand love has a positive and significant effect on brand loyalty (Rahmawati, Astuti and Kusmantini, 2023). Hwang and Kandampully (2012) explained that consumer emotions towards brands are the strongest positive influence in increasing brand loyalty.

*H<sub>7</sub>: Brand Awareness has a positive influence on Brand Loyalty*

*H<sub>8</sub>: Brand Image has a positive influence on Brand Loyalty*

*H<sub>9</sub>: Brand Trust has a positive influence on Brand Loyalty*

*H<sub>10</sub>: Brand Love has a positive influence on Brand Loyalty*

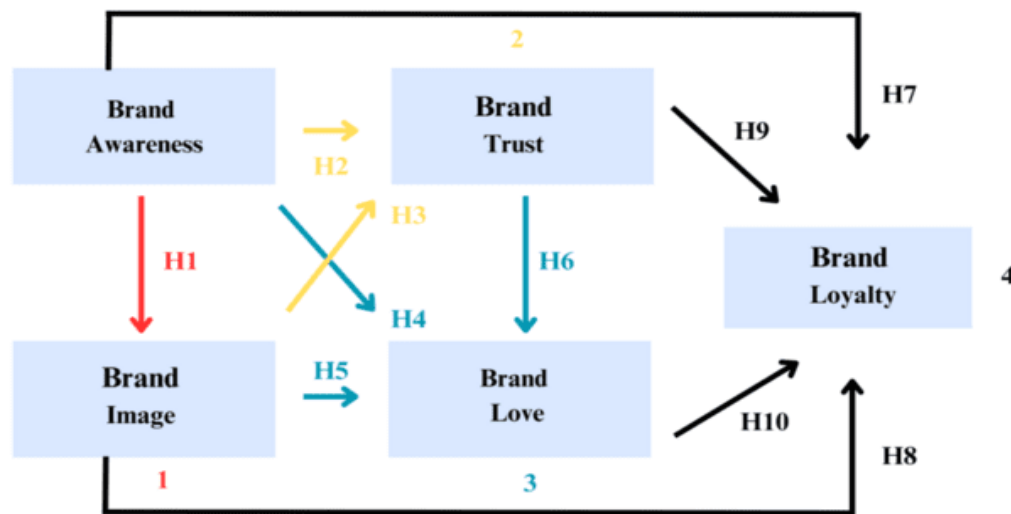


Figure 1. Research model

Source: Primary Data Processing (2024)

## RESEARCH METHODS

### Research Design

This research uses a quantitative research approach with data collection methods sourced from primary data. According to Abdullah *et al.* (2021) quantitative research is research that is measured using statistical techniques, so that the data collected and produced is mostly related to numbers. The research object was shown to Samsung. The data that will be collected comes from a questionnaire in the form of a Google form which is distributed using social media.

### Research Population and Sample

In this research, the research method used is a non-probability sample type. A non-probability sample type was used because the number to be sampled in this study is not known with certainty. The sampling technique was through convenience sampling technique. This technique has advantages, including making it easier to reach individuals or groups because data collection is taken from anyone who is available and is easily accessible in the field and respondents can fill out a Google form. Apart from that, this technique is also flexible because it is efficient in terms of time and cost, so the data collected will be easier and faster to manage.

Ghozali (2017) stated that the estimation model used is Maximum Likelihood (ML) with a recommended sample size of around 100 to 200 samples. Determining the number of samples in this study used SEM parameter calculations originating from (Hair *et al.*, 2021). The formula is  $[(\text{Indicator} \times 2) + \text{number of variables}] \times 5$  to 10. So the number of samples obtained in this study was 195 respondents.  $[(17 \text{ indicators} \times 2) + 5 \text{ research variables}] \times 5$ .

### Operational Definition of Variables

#### Brand Awareness

Consumers can experience high Brand Awareness due to several factors (Firmansyah, 2019):

1. The company distributes advertisements

2. The company has an existence
3. Wide distribution reach
4. The company manages its brand well

### **Brand Image**

Fakaubun (2017) and Firmansyah (2019) state that the indicators of Brand Image are:

1. Product brands have a good image or reputation and product brands are easy to remember, pronounce and recognize
2. Products have distinctive characteristics
3. The product gives an attractive and positive impression
4. High-tech product

### **Brand Trust**

According to Putri and Wahjudi (2022) and Admi and Susanto (2023) the indicators of Brand Trust are:

1. Brand Characteristics
2. Company Characteristics
3. Brand Trust

### **Brand Love**

There are several factors measuring Brand Love including (Bagozzi, Batra and Ahuvia, 2017):

1. Positive emotional connection (Positive emotional connection)
2. Self-brand integration (Brand integration)
3. Passion-driven behaviors (Behavior that is driven by emotions)

### **Brand Loyalty**

Hwang and Kandampully (2012) state that companies can influence the emotional aspects of consumers to make them loyal by providing considerations such as:

1. Establish positive relationships with consumers and suppliers
2. Provides convenience in transactions
3. Making consumers have an emotional attachment to the brand which makes consumers feel love and passion for the brand

### **Types and Techniques of Data Collection**

This research will measure the results of the questionnaire using a Likert Scale. This research only used 4 (four) answer instruments because hesitant or neutral answers are things that cast doubt on the research. The forms of answer instrument choices include, strongly disagree (STS) which has a score of 1. Next, disagree (TS) has a score of 2. Agree (S) gets a score of 3 and strongly agree (SS) gets a score of 4. The data collection technique used is through a type of questionnaire or closed questionnaire where in the questionnaire the respondent is not given the opportunity to submit other answers. Thus, respondents can only answer questions through alternative answers provided by the researcher.

### **Data Analysis Technique**

To get an overview of each research variable based on the questionnaire distributed to respondents, researchers used Structural equation modeling (SEM) through the AMOS version

24.0 program. as a statistical analysis tool to test the research hypothesis. According to Ghozali (2017), to be able to measure the validity of an observed variable construct, it can be seen through the factor loading value. Therefore, based on the standardized loading factor output results, the level of statistical significance of factor loading is a loading value above or  $> 0,50$ .

This research also contains several steps that will be used to carry out the test Structural equation modelling (SEM) including (Ghozali, 2017):

1. Theory-Based Model Development
2. Compiling Path Diagrams and Structural Equations
3. Selecting the Type of Input and Estimating the Proposed Model
4. Assessing Structural Model Identification
5. Assess Goodness of Fit Criteria

**Table 1.** Goodness of Fit Index Assessment Criteria

No.	Goodness-ff-Fit	Assessment Criteria
1.	CMIN/DF	$< 2$
2.	RMSEA	$\leq 0,80$
3.	GFI	$> 0,90$
4.	AGFI	$> 0,90$
5.	TLI	$> 0,90$
6.	NFI	$> 0,90$

Source: Ghozali (2017)

## ANALYSIS RESULTS

### Descriptive Analysis of Respondent Variables

**Table 2.** Descriptive Analysis of Respondent Variables

Demographic Variables	N	%
Gender		
Male	34	17
Female	161	83
Year of Birth		
17-20 years old	36	19
21-24 years old	110	56
25-28 years old	26	13
$> 29$ years old	23	12

Source: Primary Data Processing (2024)

Based on the Table above, the gender category for this researcher obtained the results that there were more female respondents than male respondents. The female respondents were 161 or 83% and the male respondents were around 34 or 17%. In the age category, it was concluded that respondents aged 21-24 years were more dominant with 110 respondents or the equivalent of 56% compared to other age categories.

### Test the Validity and Reliability of Each Variable

Testing the validity and reliability of the variables in this research was carried out to determine the validity and reliability of each data that will be used. This research has 17 questions and 5 research variables with a total of 195 respondents.

**Table 3.** Validity and Reliability Test of the Model for Each Variable

Indicators	Val./Rail.
Brand Awareness	0,640
I can easily remember the Samsung brand compared to other brands	0,510
I considered the Samsung brand because it has a wide distribution reach	0,643
I know the Samsung brand from advertisements distributed by the company	0,522
I realize that Samsung has good brand management	0,539
Brand Image	0,706
I feel that the Samsung brand has a positive image, so it can be easily remembered and recognized by the public	0,660
I feel that the Samsung brand has its own characteristics that can give an attractive impression to its products	0,561
I rely on the Samsung brand because of the good relationship between Samsung and its consumers	0,585
I believe the Samsung brand has products with high technology	0,641
Brand Trust	0,626
I feel that the Samsung brand is reliable because it has a good brand reputation	0,642
I believe that Samsung can meet the needs and expectations of its consumers	0,620
I trust the Samsung brand more than other brands	0,531
BrandLove	0,753
I like the Samsung brand	0,511
I feel that the Samsung brand reflects part of my identity	0,802
I'm willing to pay more for the Samsung brand	0,797
Brand Loyalty	0,714
I intend to recommend the Samsung brand to others	0,638
I intend to express positive things to others about the Samsung brand in an effort to establish a long-term relationship with the company	0,726
I will be loyal to the Samsung brand because Samsung makes transactions easy	0,656

Source: Primary Data Processing (2024)

**Table 4.** Results of Goodness of Fit Index Validity Test Per Variable

Goodness of fit Index	Cut-off Value	Brand Awareness	Brand Image	Brand Trust	Brand Love	Brand Loyalty
CMIN/DF	< 2	1,945	3,830	-	-	-
RMSEA	≤ 0,80	0,070	0,121	-	-	-
GFI	> 0,90	0,991	0,980	1,000	1,000	1,000
AGFI	> 0,90	0,953	0,898	-	-	-
TLI	> 0,90	0,934	0,869	-	-	-
NFI	> 0,90	0,958	0,944	-	-	-

Source: Primary Data Processing (2024)

Looking at the results of the Table above, the validity test for each question item indicator which represents 5 (five) variables such as brand awareness, brand image, brand trust,



brand love and brand loyalty is said to be valid, because it meets the factor loading value, namely  $> 0,50$ . Apart from that, the overall reliability test of the indicators in this study is considered reliable because the construct reliability value exceeds  $0,60$ . However, the brand image variable does not show results that are in accordance with the goodness of fit measurement value criteria. So, in this research it is necessary to modify it by eliminating indicator variables and retesting the validity and reliability of each variable in the Brand Image. The following are the results of retesting the validity and reliability of each variable:

**Table 5.** Validity and Reliability Test of the Model for Each Variable After Modifying and Eliminating Brand Image Variable Indicators

Indicators	Val./Rail.
Brand Awareness	0,640
I can easily remember the Samsung brand compared to other brands	0,510
I considered the Samsung brand because it has a wide distribution reach	0,643
I know the Samsung brand from advertisements distributed by the company	0,522
I realize that Samsung has good brand management	0,539
Brand Image	0,664
I feel that the Samsung brand has a positive image, so it can be easily remembered and recognized by the public	0,717
I rely on the Samsung brand because of the good relationship between Samsung and its consumers	0,501
I believe the Samsung brand has products with high technology	0,665
Brand Trust	0,626
I feel that the Samsung brand is reliable because it has a good brand reputation	0,642
I believe that Samsung can meet the needs and expectations of its consumers	0,620
I trust the Samsung brand more than other brands	0,531
BrandLove	0,753
I like the Samsung brand	0,511
I feel that the Samsung brand reflects part of my identity	0,802
I'm willing to pay more for the Samsung brand	0,797
Brand Loyalty	0,714
I intend to recommend the Samsung brand to others	0,638
I intend to express positive things to others about the Samsung brand in an effort to establish a long-term relationship with the company	0,726
I will be loyal to the Samsung brand because Samsung makes transactions easy	0,656

Source: Primary Data Processing (2024)

**Table 6.** Goodness of Fit Index Results of Validity Test Per Variable After Modifying and Eliminating Brand Image Variable Indicators

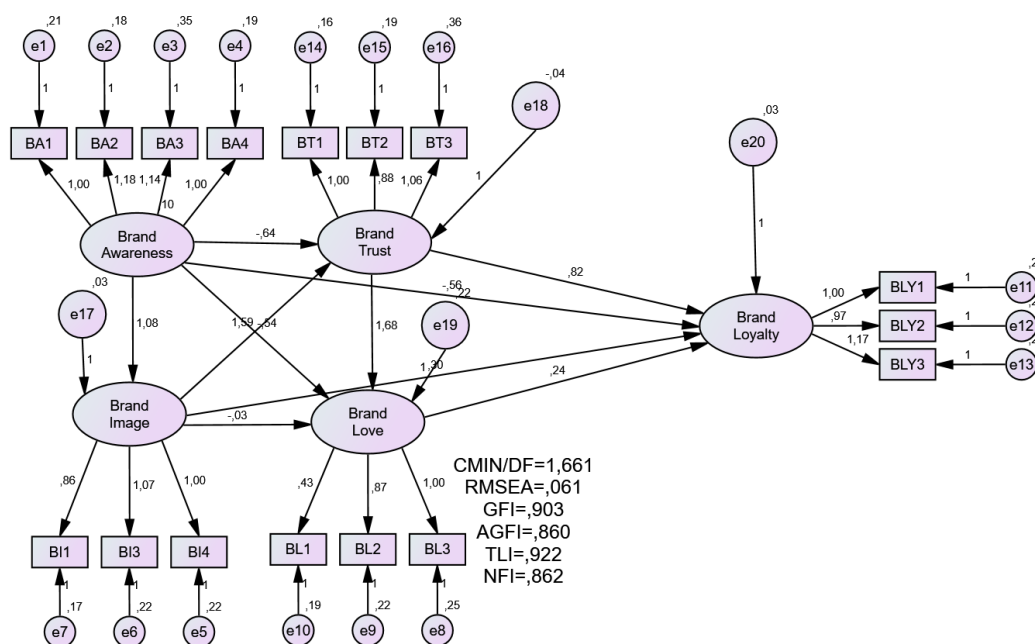
Goodness of Fit Index	Cut-off Value	Brand Awareness	Brand Image	Brand Trust	Brand Love	Brand Loyalty
CMIN/DF	$< 2$	1,945	-	-	-	-
RMSEA	$\leq 0,80$	0,070	-	-	-	-
GFI	$> 0,90$	0,991	1,000	1,000	1,000	1,000
AGFI	$> 0,90$	0,953	-	-	-	-
TLI	$> 0,90$	0,934	-	-	-	-
NFI	$> 0,90$	0,958	-	-	-	-

Source: Primary Data Processing (2024)

Based on the validity and reliability test Table for each variable, it is concluded that the highest value for the Brand Awareness variable is 0,643. Then for the Brand Image variable, the value 0,717 is the highest value in this variable. The highest value of the Brand Trust variable is 0,642. Meanwhile, for the Brand Love variable, a value of 0,802 was the highest value obtained. Finally, the Brand Loyalty variable got the highest value of 0,726.

So, after modifying and eliminating the Brand Image indicators, it shows that the 16 indicators in the research are declared valid and reliable because the values obtained are above the factor loading, that is  $> 0,50$  and the construct reliability is exceeds 0,60. The results of the goodness of fit measurement value criteria also after modifying and eliminating the Brand Image indicators, obtained good fit because they were in accordance with the specified criteria.

### SEM Data Analysis



**Figure 2.** Structural Equation Model

Source: Primary Data Processing (2024)

**Table 7.** Structural Research Model Test

Indicators	Val./Rail.
Brand Awareness	0,663
I can easily remember the Samsung brand compared to other brands	0,571
I considered the Samsung brand because it has a wide distribution reach	0,661
I know the Samsung brand from advertisements distributed by the company	0,518
I realize that Samsung has good brand management	0,581
Brand Image	0,670
I feel that the Samsung brand has a positive image, so it can be easily remembered and recognized by the public	0,626
I rely on the Samsung brand because of the good relationship between Samsung and its consumers	0,650
I believe the Samsung brand has products with high technology	0,631
Brand Trust	0,658

Indicators	Val./Rail.
I feel that the Samsung brand is reliable because it has a good brand reputation	0,695
I believe that Samsung can meet the needs and expectations of its consumers	0,616
I trust the Samsung brand more than other brands	0,562
BrandLove	0,762
I like the Samsung brand	0,554
I feel that the Samsung brand reflects part of my identity	0,783
I'm willing to pay more for the Samsung brand	0,804
Brand Loyalty	0,751
I intend to recommend the Samsung brand to others	0,681
I intend to express positive things to others about the Samsung brand in an effort to establish a long-term relationship with the company	0,688
I will be loyal to the Samsung brand because Samsung makes transactions easy	0,755

Source: Primary Data Processing (2024)

The table above shows that the entire structural model test in this research states that the five variables have obtained valid and reliable results, because they have met the criteria for factor loading  $> 0,50$  and construct reliability  $> 0,60$ .

**Table 8.** Normality Test Results

Variables	Min	Max	Skew	Cr	Kurtosis	Cr
BT3	1,000	4,000	-,314	-1,717	-,761	-2,084
BT2	2,000	4,000	-,177	-,971	-,990	-2,710
BT1	1,000	4,000	-,542	-2,968	,438	1,200
BLY3	1,000	4,000	-,248	-1,357	-,703	-1,925
BLY2	1,000	4,000	-,338	-1,854	-,143	-,391
BLY1	1,000	4,000	-,674	-3,691	,630	1,725
BL1	2,000	4,000	-,257	-1,407	-1,396	-3,824
BL2	1,000	4,000	-,331	-1,816	-,743	-2,035
BL3	1,000	4,000	-,313	-1,712	-,819	-2,244
BI1	2,000	4,000	-,257	-1,407	-1,396	-3,824
BI3	2,000	4,000	-,171	-,935	-,565	-1,548
BI4	2,000	4,000	-,684	-3,748	-,493	-1,350
BA4	2,000	4,000	-,484	-2,651	-,940	-2,574
BA3	1,000	4,000	-,862	-4,722	,293	,802
BA2	2,000	4,000	-,234	-1,279	-,825	-2,259
BA1	2,000	4,000	-,428	-2,346	-,896	-2,454
Multivariate					36,055	10,078

Source: Primary Data Processing (2024)

When the data is stated to be not normally distributed, the solution that can be taken is to use the bootstrap procedure (Ghozali, 2017). Looking at the Table above, it is concluded that the data is not normally distributed so the researcher carried out a bootstrap test.

**Table 9.** Bollen-Stine Bootstrap

Bollen-Stine Bootstrap (Default Model)	
The model fit better in 184 bootstrap samples.	
It fits about equally well in 0 bootstrap samples.	
It fit worse or failed to fit in 11 bootstrap samples.	
Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap $p = ,061$	

Source: Primary Data Processing (2024)

After carrying out the bootstrap test, the Bollen-Stine Bootstrap probability results in this study showed  $p = 0,061$ . This figure exceeds the predetermined criteria, namely if  $p$  is greater than 0,05 then the research model is declared feasible.

**Table 10.** Computation of Degrees of Freedom

Computation of Degrees of Freedom (Default Model)	
Number of distinct sample moments:	136
Number of distinct parameters to be estimated:	42
Degrees of freedom (136 - 42):	94

Source: Primary Data Processing (2024)

It can be concluded that the calculation of the degrees of freedom Table is in the overidentified category because the results of the degrees of freedom in this study were 94.

**Table 11.** Goodness of Fit Test Results

Goodness of Fit	Cut-off Value	Research Model	Information
CMIN/DF	< 2	1,661	Good Fit
RMSEA	$\leq 0,80$	0,061	Good Fit
GFI	> 0,90	0,903	Good Fit
AGFI	> 0,90	0,860	Marginal Fit
TLI	> 0,90	0,922	Good Fit
NFI	> 0,90	0,862	Marginal Fit

Source: Primary Data Processing (2024)

In the goodness of fit test results, this research model was declared in the good fit category because almost the entire goodness of fit index was in accordance with the cut of value criteria.

## Hypothesis Testing

Hypothesis testing is carried out to provide answers related to the research questions being conducted. The results of hypothesis testing in this research are as follows:

**Table 12.** Hypothesis Test Results

	Variable			Estimate	CR	P	Information
H1	Brand Image	<---	Brand Awareness	0,896	5,697	***	Supported
H2	Brand Trust	<---	Brand Awareness	-,525	-,786	0,432	Not Supported

	Variable			Estimate	CR	P	Information
H3	Brand Trust	<---	Brand Image	1,571	2,228	0,026	Supported
H4	Brand Love	<---	Awareness	-,250	-,729	0,466	Not Supported
H5	Brand Love	<---	Brand Image	-,014	-,028	0,978	Not Supported
H6	Brand Love	<---	Brand Trust	,952	2,180	0,029	Supported
H7	Brand Loyalty	<---	Awareness	-,389	-1,213	0,225	Not Supported
H8	Brand Loyalty	<---	Brand Image	0,250	0,644	0,520	Not Supported
H9	Brand Loyalty	<---	Brand Trust	0,684	2,087	0,037	Supported
H10	Brand Loyalty	<---	Brand Love	0,350	1,980	0,048	Supported

Source: Primary Data Processing (2024)

## Discussion

### Influence of the Brand Awareness on Brand Image

In the first hypothesis, the estimate value is 0,896 and the CR value is 5,697. If compared with t Table (1,653), the value will be greater. The probability value (p) from the test results for the two variables shows a value of 0,000 (p value <  $\alpha$  = 5%). Through this value, the first hypothesis in this research that Brand Awareness has a positive influence on Brand Image is declared accepted. This is in line with research from Altaf *et al.* (2017) which states that brand awareness has a significant positive relationship with brand image. Other researchers such as Shrestha, Kadel and Mishra (2023) said that brand awareness shapes brand image, even though it has a low contribution. He also added by advising companies to increase the value and pay attention to the benefits of each company brand. Promotion and advertising carried out via social media are also effective factors in forming brand awareness which leads to improving brand image (Saydan and Dulek, 2019). Therefore, Samsung needs to add useful value to its consumers by continuing to promote the Samsung brand through advertising on social media. In order to increase brand awareness which ultimately fosters a positive brand image among consumers.

### Influence of Brand Awareness on Brand Trust

The second hypothesis analysis obtained an estimate value of -0,525 and a CR value of -0,786, where the value is smaller than the t Table (1,653). Likewise, the probability value for these two variables is 0,432 or less (p value <  $\alpha$  = 5%). So, the second hypothesis that Brand Awareness has a positive influence on Brand Trust is rejected. Therefore, this research is not in line with research from Ledikwe (2020) who stated that brand awareness is an important factor in stimulating the growth of consumer brand trust. So based on this, the Samsung company needs to pay attention to appropriate ways to build a relationship between brand awareness and consumer trust.

### **Influence of Brand Image on Brand Trust**

Based on the results of the third hypothesis test, the estimate result is 1,571 with a CR value of 2,228. This means that the value obtained is greater than t Table (1,653). This is in line with the probability value (p) which produces 0,026 or (p value <  $\alpha = 5\%$ ). So the third hypothesis that Brand Image has a positive influence on Brand Trust can be accepted. Based on this, this research is in accordance with research conducted by Chinomona (2016) if theoretically an increasingly positive brand image can have a strong influence on growing brand trust. The same thing was found by Dendeng, Ellitan and Handayani (2023) that a good brand image will create stronger trust in the company brand. Adding to the research of Ling, Zheng and Cho (2023) which states that brand image has quite a large influence in forming brand trust. Thus, if the Samsung company brand image has a high reputation, it can form consumer trust in the Samsung brand. So, to build brand trust, companies can create a good brand image so that consumers trust it.

### **Influence of Brand Awareness on Brand Love**

The results of the analysis of the fourth hypothesis test obtained an estimate value of -0,250 and a CR value of -0,729 or less than t Table (1,653) with a probability (p) of 0,466 or less than (p value <  $\alpha = 5\%$ ) Therefore, the fourth hypothesis is Brand Awareness has a positive influence on Brand Love and can be declared rejected. So based on the findings of the hypothesis test results, this research does not agree with (Çelik, 2022) research which stated that brand awareness is something that has a positive impact on brand love. This is also stated by Park and Namkung (2022) that marketing activities via Instagram can provide encouragement to form brand awareness which ultimately increases consumer love for the brand. So, in this research, not all brand awareness directly affects consumers' emotional feelings. So, the Samsung company needs to pay attention to factors that can support consumer brand awareness, because each consumer has different levels of brand awareness. This also gives consumers a very diverse sense of love for the Samsung brand.

### **Influence of Brand Image on Brand Love**

The estimated results of the fifth hypothesis test are -0,014 and the CR value is -0,028. These results show that Brand Image does not have a significant positive influence on Brand Love, because the value obtained is less than t-Table (1,653). The probability (p) of the two research variables also has a value less than (p value <  $\alpha = 5\%$ ), namely 0,978. For this reason, the fifth hypothesis that Brand Image has a positive influence on Brand Love is rejected. Looking at the results of this hypothesis, this research is not in line with Sallam (2014) research which states that brand image has a strong relationship with brand love. Likewise, according to research by Shirkhodaie and Rastgoo-deylami (2016), if consumers assess the company's brand image as positive and feel it is compatible, it can create enthusiasm to use the product due to a growing sense of love for the brand. In other words, Samsung needs to pay attention to an impression that is more directed towards direct interaction between consumers and the company in order to foster love for the Samsung brand. Because, a good brand image alone cannot necessarily create joy and love among consumers for the Samsung brand. Therefore, factors that can influence a consumer's love for the Samsung brand must be more dominant.

### **Influence of Brand Trust on Brand Love**

For analysis, the sixth hypothesis test produces an estimate value of 0,952 with a CR value of 2,180, in other words the value is greater than t Table (1,653). The probability (p) for both

variables is 0,029 or corresponds to ( $p$  value  $< \alpha = 5\%$ ). Therefore, the sixth hypothesis that Brand Trust has a positive influence on Brand Love is declared accepted. This means that this research is in line with Albert and Merunka (2013) that when consumers have trust in a company brand, consumers will develop emotional feelings towards that brand. These findings also agree with Madadi, Torres and Zúñiga (2021) regarding the involvement of brand trust which influences brand love, through two-way communication using social media. This is also in line with research by Na *et al.* (2023) who stated that brand trust is a link in fostering consumers' feelings of love for the company brand. Samsung companies and managers need to pay attention to this to manage and even increase consumer brand trust, in order to foster the emotional side of consumers. Maintaining consumer trust has a high price but has a big impact on the Samsung company, because when consumers like the brand it will most likely make consumers pay more for Samsung products. Therefore, brand trust needs to be developed in order to form feelings of brand love.

### **Influence of Brand Awareness on Brand Loyalty**

In the seventh hypothesis test, the estimated value is around -0,389 and CR -1,213, which means the value is below  $t$  Table (1,653). The probability value ( $p$ ) of the two variables is also less than ( $p$  value  $< \alpha = 5\%$ ), namely 0,225. Therefore, the seventh hypothesis that Brand Awareness has a positive influence on Brand Loyalty is rejected. The results of this study are not in line with the research of Shabbir, Khan and Khan (2017) that brand awareness has an impact on brand loyalty through brand experience. Bilgin (2018) analyzes that high brand awareness has an influence and contribution to brand loyalty, is not in line with this research. For this reason, the Samsung company must pay attention to how to form brand awareness so that consumers are loyal to the brand. This means that companies need to further analyze the characteristics of brand awareness which are the main determining factors in growing brand loyalty, because not all factors can support brand loyalty.

### **Influence of Brand Image on Brand Loyalty**

Analysis of the eighth hypothesis test results obtained an estimate value of 0,250 with a CR of 0,644, where this value is smaller than  $t$  Table (1,653). Apart from that, the probability value ( $p$ ) produced by the two variables is 0,520 or less ( $p$  value  $< \alpha = 5\%$ ). This means that the eighth hypothesis that Brand Image has a positive influence on Brand Loyalty is rejected. Based on the results obtained, it states that this research does not agree with the research of Broadbent *et al.* (2010) who stated that brand image can indirectly have a positive relationship with brand loyalty. This research also does not agree with what Kato (2021) said regarding brand image as having an important role in increasing brand loyalty. Therefore, the Samsung company needs to pay attention to this, because not all consumers use the company's brand image as a reference in purchasing products. So, the Samsung company must look for other alternatives to increase consumer brand loyalty.

### **Influence of Brand Trust on Brand Loyalty**

In the ninth hypothesis, the estimated value obtained a result of 0,684 and a CR of 2,087 or greater with the criteria from  $t$  Table (1,653). Based on the probability value ( $P$ ) of the two variables, it has also reached ( $p$  value  $< \alpha = 5\%$ ) or around 0,037. Based on this research, Brand Trust has a positive influence on Brand Loyalty which can be accepted. The results of this study are in accordance with research conducted by Haudi *et al.* (2022) that increasing brand trust has a positive impact on increasing brand loyalty which results in long-term relationships

between consumers and companies. In line with the trust built by the company, it can provide a sense of comfort to consumers, which ultimately leads consumers to continue buying products Admi and Susanto (2023). So it is concluded that brand trust has quite a big influence in contributing to attracting more loyal consumers, so that they are willing to make repeat purchases. Samsung needs to pay attention to this because brand trust creates consumer loyalty. Because when consumer trust in the Samsung brand is high, it is possible that in the future consumers will show a loyal attitude towards the Samsung brand.

### **Influence of Brand Love on Brand Loyalty**

Finally, the results of the tenth hypothesis test get an estimated value of 0,350 and a CR of 1,980, where based on t Table (1,653) the value is greater. The probability value (p) obtained for both variables is also 0,048 or in accordance with (p value <  $\alpha$  = 5%). So, the tenth hypothesis that Brand Love has a positive influence on Brand Loyalty is accepted. This research is in line with Bagozzi, Batra and Ahuvia (2017) who stated that love for a brand directly leads to brand loyalty. Other research findings are also in accordance with this research, such as consumers' emotional interest and interest in a brand being the strongest positive influence in increasing brand loyalty (Hwang and Kandampully, 2012). Therefore, love for a brand will have an impact on consumers' desire to be loyal to the company's brand. With this, Samsung needs to pay attention to consumers' emotional side which leads to consumers' feelings of love, in order to create long-term commitment even though they have to pay a higher price.

### **CONCLUSION**

Based on the results of the estimate test on the 10 (hypotheses) in this study, it was concluded that there were 5 (five) research hypotheses stated to have a significant positive effect and 5 (five) other hypotheses stated to have no significant positive effect. The five hypotheses that have a positive influence include that Brand Awareness can have a positive impact on Brand Image. Then, Brand Image has a positive influence on Brand Trust. Next, Brand Trust has a positive and significant impact on Brand Love. After that, there is Brand Trust which has a positive impact on influencing Brand Loyalty. Lastly, Brand Love can have a significant positive effect on Brand Loyalty. Meanwhile, the five other hypotheses that were rejected in this research included Brand Awareness which did not have a significant influence on Brand Trust. Next, there is Brand Awareness which does not have a positive impact on Brand Love. Likewise, Brand Image also does not have a positive influence on Brand Love. Others, such as Brand Awareness, do not have a positive and significant effect on Brand Loyalty. Also, Brand Awareness does not have a significant positive impact on Brand Loyalty.

The limitations of this research say that the researcher only focused on using one research object, namely the Samsung Smartphone, for research. Meanwhile, on the other hand, there are still many other smartphones in circulation in Indonesia. So, it is hoped that future researchers will be able to develop and expand research objects to make them more varied. Then, because in this research there are several hypotheses that are not significant, it is hoped that future researchers can develop the current research model by modifying the research variables with different concepts.

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