

The Influence of Perceived Quality, Perceived Value of Cost, Brand Identification, and Brand Trust on Brand Loyalty Mediated by Customer Satisfaction in Batam City

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Abstract. Due to technology steadily developing in a rapid pace, it gave rise to many new businesses one of which are smartphone product. This study aims to analyze the effect of perceived quality, perceived value of cost, brand identification, trust, and lifestyle congruence on brand loyalty mediated by customer satisfaction on the use of Samsung smartphone in Batam city. The sample size obtained 378 respondents with using purposive sampling. Empirical data was obtained through the distribution of online questionnaires with Google Forms. Testing research data using Structural Equation Modeling, Smart PLS 3 software. The results confirm that variables perceived quality, perceived value of cost, brand identification, and brand trust have a significant positive effect on customer satisfaction. Perceived value of cost value variable, brand identification, and customer satisfaction have a significant positive effect on the brand loyalty variable, while perceived quality variable, brand trust has no significant effect on brand loyalty. The variables perceived quality, perceived cost value, brand identification, and brand trust have a significant positive effect on brand loyalty mediated by customer satisfaction. The purpose of this research is to be a contribution for literature and marketing strategies in order to be more efficient as decision-making tool in companies.

Keywords: Perceived Quality, Perceived Value of Cost, Brand Identification, Trust, Lifestyle Congruence

Abstrak. Perkembangan teknologi dunia yang semakin berkembang pesat memunculkan banyak pesaing dalam usaha bisnis, sehingga diperlukan upaya dalam mempertahankan loyalitas merek konsumen. Penelitian ini dilakukan bertujuan untuk menganalisis pengaruh Perceived Quality, Perceived Value of Cost, Brand Identification, Trust, Lifestyle Congruence terhadap Brand Loyalty dimediasi oleh Customer Satisfaction pada penggunaan Samsung di kota Batam. Dengan menggunakan purposive sampling dan sampel diperoleh sebanyak 378 responden. Data empiris diperoleh melalui penyebaran kuesioner secara online dengan Google-form. Pengujian data penelitian menggunakan metode Structural Equation Modelling dengan aplikasi SmartPLS 3. Hasil penelitian mengkonfirmasi bahwa variabel perceived quality, perceived value of cost, brand identification, dan brand trust memiliki pengaruh signifikan positif terhadap

customer satisfaction. *Variabel* perceived value of cost, brand identification, customer satisfaction *memiliki pengaruh signifikan positif pada variabel* brand loyalty, *sedangkan, variabel* perceived quality, brand trust *tidak pengaruh signifikan terhadap* brand loyalty. *Variabel* perceived quality, perceived value of cost, brand identification, brand trust *memiliki pengaruh signifikan positif terhadap* brand loyalty *dimediasi oleh* customer satisfaction. *Studi ini diharapkan dapat menjadi referensi dan kontribusi teoritis bagi literatur dalam merancang strategi pema-saran menjadi lebih efektif dan efisien, serta dapat digunakan sebagai salah satu alat pengambilan keputusan dalam perusahaan. Selain itu, hasil penelitian ini diharapkan dapat memberikan informasi, wawasan yang bermanfaat untuk perkembangan eksistensi perusahaan ke depannya.*

Kata kunci: Perceived Quality, Perceived Value of Cost, Brand Identification, Trust, Lifestyle Congruence

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BACKGROUND

Along with the development of an increasingly dynamic and modern world, the field of the technology industry is also advancing and increasing rapidly. The increase in population from year to year is one of the factors that cause the use of technology in the community increases. It is undeniable that information and communication technology have an important role in human life in carrying out various activities and activities. In this modern era, humans are no strangers to technology. The rapid movement of information technology through electronic devices has brought a new dimension to life (Chege et al., 2020; Tong et al., 2013).

The concept and design of information technology are present in meeting human needs, and the field of information systems has also provided a rapid movement of access to information to be considered an advantage. On the other hand, information and communication technology impacts the development of business, the economy, and society (Nazwa et al., 2022). The presence of information technology has a significant role in human needs, one of which is marketing products and services within the company. The existence of marketing information technology will facilitate the dissemination of information to many people (kompasiana.com). Indonesia is classified as a significant market due to its population in Indonesia which has reached 250 million people. Information technology users in Indonesia are growing rapidly. According to data obtained from e-marketer or results from the digital marketing research institute, it is stated that there was an estimated number of active information technology users in Indonesia in 2018 of more than 100 million people. Thus, Indonesia will become the fourth largest global country using information technology (kominfo.go.id). Based on Table 1 regarding the number of smartphones used in various countries, Indonesia ranks fourth in the highest smartphone use in the world. With a population of 273,520,000, around 58,6% use smartphones, or the equivalent of 160,230,000 people who use smartphones for their daily needs. Now, in the Indonesian market, there are still many smartphones from foreign companies (newzoo.com, 2020).

Table 1. Countries with the Highest Smartphone Usage

No	Country	Population	Smartphone Penetration	Smartphone Users
1	China	1.44B	63.8%	918.45M
2	India	1.38B	31.8%	439.42M
3	United States	331M	81.6%	270M
4	Indonesia	273.52M	58.6%	160.23M
5	Brazil	212.56M	51.4%	109.34M
6	Russia	145.93M	68.5%	99.93M
7	Japan	126.48M	63.2%	80M
8	Mexico	128.93M	54.4%	70.14M
9	Germany	8378M	77.9%	65.24M
10	Vietnam	97.34M	63.1%	61.37M

Source: <https://newzoo.com/insights/rankings/top-countries-by-smartphone-penetration-and-users>

The following Table 2 contains information from the International Data Corporation (2021) regarding smartphone use in various brands in the economic market. The increase that occurs in smartphone market around the world is increasing. Based on data quoted in the International Data Corporation (IDC) Worldwide Quarterly Mobile Phone Tracker source, smartphone vendors have shipped a total of 313,2 million devices during the second quarter of 2021. Smartphones have a significant impact and role on the economy of the world. (idc.com, 2021). It can be seen that Samsung products are in a superior position, with the number of shipments ranging from 59,000,000 units, and of course, there is an increase of 9,3% compared to the previous number of shipments.

**Table 2. Worldwide Smartphone Companies Q2 2021
(shipments in millions of units)**

No	Company	2Q21 Shipment Volumes	2Q21 Market Share	2Q20 Shipment Volumes	2Q20 Market Share	Year-Over- Year Change
1	Samsung	59.0	18.8%	54.0	19.5%	9.3%
2	Xiaomi	53.1	16.9%	28.5	10.3%	86.8%
3	Apple	44.2	14.1%	37.6	13.6%	17.8%
4	OPPO	32.8	10.5%	24.0	8.7%	37.0%
5	Vivo	31.6	10.1%	23.7	8.6%	33.7%
6	Others	92.4	29.5%	109.0	39.4%	-15.2%
	Total	313.2	100.0%	276.6	100.0%	13.2%

Source: <https://www.idc.com/getdoc.jsp?containerId=prUS48120021>

With the presence of Samsung products, it has become one of the types of products that are in demand and favored by many due to several factors, such as the consistency of the Samsung brand in issuing new products, product durability, and product designs that attract attention. However, along with business development, there is a lot of product competition by marketing the same type of product, so the level of product competition that the company will face tends to be higher. Therefore, efforts are needed to maintain brand loyalty to consumers to maintain the company. The role of brand loyalty in a company has a significant influence, and if consumers have high brand loyalty to a company, consumers will be reluctant to make purchases from the brand. Even consumers

will choose the brand compared to other competing companies that are considered capable of competing.

A brand is defined as a valuable asset for companies and industries. The brand is one of the strategies for marketing and can reduce the sensitivity price on market competition (Kataria & Saini, 2020). Consumers tend to spend additional costs to buy the brand that they already choose, and this is because they believe that no competitor can provide the same value from the brand they have chosen. Some consumers will apply high prices if consumers already have brand loyalty. Therefore, brand loyalty has become one of the requirements to increase profitability within the company's organization (Kataria & Saini, 2020). Today, many corporate organizations believe that brands, products, and services are valuable assets. A strong brand within the company is one of the main factors and keys to competitive advantage and long-term survival in the market (Farida & Setiawan, 2022). Based on the introduction, this study aims to determine the brand loyalty of Samsung Smartphone product users in Batam city towards their products. It is mediated by customer satisfaction and accompanied by variables of perceived quality, perceived cost value, brand identification, and brand trust.

THEORETICAL REVIEW

Brand Loyalty

Brand loyalty in an organization can be described as a commitment to consumers who repurchase or repurchase certain products (Cuong, 2020). Brand loyalty will be created if consumers already have a level of satisfaction with the product that has been spent before or after purchasing the product (Kurnianingsih & Riorini, 2021). The number of customers who are loyal to a brand is an asset for the company and is considered the main index of brand equity. The sensitivity of loyal customers to changing prices is more minor because loyal customers tend to focus more on repeating the consumption of their purchased goods (Souri, 2017). Loyalty to a brand is one of the keys to success in companies and organizations, both in international competition and consumer awareness (Waebuesar et al., 2022). Hariyanto (2018) argues that in brand loyalty, one can see positive attitudes from consumers towards brands, have loyalty to a brand and have the intention to continue buying in future. In addition, brand loyalty is the dimension of the consumer's relationship with the brand. There is an idea that consumers may switch to other products when there is a change in the brand, both in terms of price and other attributes.

Customer Satisfaction

Customer satisfaction can be seen from various points of view. Generally, it is interpreted as a difference between what we expect and what has been felt (Kataria & Saini, 2020). The benefits obtained if a high level of satisfaction can be repurchasing products and increasing loyalty (Souri, 2017). Customer satisfaction has an essential role in the process of forming customer desires in behaving toward purchases (Othman et al., 2017). Customer satisfaction relates to the customer's satisfaction with the results obtained from his expectations. If the company succeeds in fulfilling its work, the customer will feel dissatisfied, and if the company succeeds in fulfilling its work, the customer will be happy (Cuong & Khoi, 2019).

Perceived Quality and Customer Satisfaction

According to Kataria & Saini (2020), Perceived quality tends to influence customer satisfaction, this is because in perceived quality there is an evaluation of certain beliefs. While satisfaction is a post-purchase concept or decision-making process and follow-up after making a purchase. It also explains if a brand with a perception of high quality can achieve higher satisfaction so that other researchers can prove the existence of supporting this relationship and conclude that the quality perceived by consumers can be the primary goal towards customer satisfaction. Therefore, when satisfaction is positively influenced, customers will feel high quality and the products offered can meet customer expectations. According to Kurnianingsih and Riorini (2021), the quality consumers will feel related to the assessment that consumers will give of the products and services they receive. Good product quality will certainly increase the level of customer satisfaction. Quality can be defined as the character of the available products or services that can meet consumer or consumer expectations. Consumers can feel the excellent quality of products and services obtained (Othman et al., 2017). Consumers tend to assess a product and service based on what they have felt or how high the level of consumer satisfaction with what has been obtained by Waebuesar et al. (2022).

H1: Perceived quality has a significant positive effect on customer satisfaction

Perceived Value of Cost and Customer Satisfaction

Perceived value of consumers is an overall assessment of the products and services that have been offered. Perceived value directly impacts consumer satisfaction with certain products and services (Ashraf et al., 2018). In perceived value, a customer's assessment of products and services based on price is in the customer's mind. After using the products and services that have been spent, consumers tend to analyze whether the prices follow the products or are feasible to be repurchased in the future (Othman *et al.*, 2017). According to Cuong & Khoi (2019), perceived value is essential in achieving customer satisfaction with the product because customers will depend on the value obtained and felt. Perceived value significantly influences customer satisfaction when customers get benefits that are greater than the costs of the purchase, the purchase becomes more valuable, and customer satisfaction will increase (Devi & Yasa, 2021). Customers will evaluate the advantages of products and services in meeting their expectations (Waebuesar et al., 2022). Perceived value can describe the assessment or part of the consumer's assessment of the product or service provided by the seller to the buyer.

H2: Perceived value of cost has a significant positive effect on customer satisfaction

Brand Identification and Customer Satisfaction

Customers are identified as likely to feel satisfied with a brand and product if the brand's expectations are following what they want and are met. Brand identification will encourage emotional attachment, symbolic consumption, and brand loyalty (Kataria & Saini, 2020). Brand identity in products and services can affect customer satisfaction (Souri, 2017). Brand identification affects increasing consumer satisfaction with products and services. With the company's success, the brand's identification and the level of customer satisfaction will be created. Consumers tend to be easier to express or identify brands with high (Kurnianingsih & Riorini, 2021).

H3: Brand identification has a significant positive effect on customer satisfaction

Brand Trust and Customer Satisfaction

Customers who have a high level of brand trust also tend to experience higher satisfaction which then causes an increase in consumer intentions to commit to the product. Research conducted by Kataria & Saini (2020) concludes that the direct trust felt by consumers also affects consumer satisfaction, thus increasing consumer loyalty. The results of the research he carried out also support this conclusion. He argues that trust has a significant and necessary role for businesses to help ensure customer satisfaction because it directly affects consumer loyalty and results in increased market share and reasonable pricing. According to Kurnianingsih & Riorini (2021), the level of consumer confidence has a role that is considered essential and will increase consumer satisfaction in purchasing certain products and services. Customer satisfaction has a significant positive effect on brand trust. If the level of consumer satisfaction with products and services is higher, the level of trust will be higher (Budi et al., 2021)

H4: Brand trust has a significant positive effect on customer satisfaction

Perceived Quality and Brand Loyalty

Perceived quality can increase consumer loyalty to specific products and services. With exemplary quality, it can convince the offerings in the minds of consumers. It will direct many consumers to remain loyal to our products and services (Alkhaldeh & Eneizan, 2018). High-quality brand perceptions increase consumers' feelings of status and self-worth. Therefore, consumers will routinely repurchase brands considered high and good quality because the perception of quality is essential in encouraging consumers to make purchases (Atulkar, 2020). Quality means several characteristics in a product or service that exceed its ability to meet consumer expectations. Consumers can develop a love for a brand based on the quality and value they have felt in developing brand loyalty. Therefore, this study explains a positive relationship between the two factors (Othman et al., 2017).

H5: Perceived quality has a significant positive effect on brand loyalty

Perceived Value of Cost and Brand Loyalty

In perceived value, there is an assessment of consumers and individuals who are fully aware of the benefits and uses of a product or service based on the perception of what has been received by the consumer, and that value will help gain a competitive advantage in a shrinking product differentiation market (Kataria & Saini, 2020). Customers tend to show loyalty to a brand if they feel that there is more value in the products and services of the brand. The value of products and services includes comparing costs in terms of time, money, and energy that customers will receive. (Devi & Yasa, 2021). Perceived value includes the value of certain products and services that customers will feel and expect. Of course, customers' expectations will vary in purchasing in terms of quality, service quality, comfort, and so on (Adam & Sofyan, 2017).

H6: Perceived value of cost has a significant positive effect on brand loyalty.

Brand Identification and Brand Loyalty

The customer's social identity influences the brand's consumption level. Social identity can influence an individual's perception, cognition, and evaluation of an issue and a date. Enhancing a client's experience with an offer or brand can improve client outcomes, such as more substantial brand loyalty. Several studies reveal that brand

identification is a prelude to brand loyalty. Several previous studies have said that brand identification has a significant positive effect on brand loyalty (Kataria & Saini, 2020). Identification can be identified as a perception of unity between individuals and groups or organizations. For customers, identification is the perceived unity of the company. It is known that there plays an essential role in brand identification in the stages of building brand loyalty (Cuong, 2020). When the performance provided by a brand matches customer expectation, customers who have identified with the brand tend to be more satisfied, and this can increase customer loyalty (Saputra et al., 2020)

H7: Brand identification has a significant positive effect on brand loyalty.

Brand Trust and Brand Loyalty

Consumers who feel less or do not fully trust a brand tend to be unfaithful to the brand and switch to another brand. In contrast, a trusted brand will experience an increase in market share, sales, premium prices, and customer purchasing power (Kataria & Saini, 2020). In brand trust, customers are willing to rely on the promises of the brand, which is considered the basis for building brand loyalty (Atulkar, 2020). Brand trust is built based on the reciprocal relationship between components that can lead to a level of loyalty and competitive advantage (Budi et al., 2021). The existence of trust in the brand has the potential to increase customer loyalty and create high-value relationships. Trust is a factor in developing customer loyalty. When the customer already has a sense of trust in a particular brand, the customer will be willing to buy a product or service from that brand, which the customer considers to have a positive purchase intention in the brand (Marliawati & Cahyaningdyah, 2020).

H8: Brand trust has a significant positive effect on brand loyalty.

Customer Satisfaction and Brand Loyalty

The value perceived by consumers tends to be explained as a form of evaluation given by the consumer to the product used. The value is based on the responses given by consumers and then compared with the responses received. Increased satisfaction that occurs in consumers has a significant direct effect on loyal consumers. So this supports the occurrence of repeat purchases of the product. When a consumer feels that the product purchased has provided satisfaction commensurate with the costs incurred, consumers tend to recommend it to relatives or acquaintances. So because of that, the satisfaction felt by consumers also tends to be very valuable because it can increase market share and product prices (Kataria & Saini, 2020). The existence of customer satisfaction can create a competitive advantage, level of loyalty, and repurchase of products or services (Souri, 2017). Increased customer satisfaction tends to affect customer loyalty attitudes. Customer satisfaction will be created if a cooperative relationship exists between consumer expectations for products or services (Kurnianingsih & Riorini, 2021). In addition, customer satisfaction will be created when customers obtain certain goods or services provided by the company that has exceeded their expectations (Devi & Yasa, 2021).

H9: Customer satisfaction has a significant positive effect on brand loyalty.

Perceived Quality and Brand Loyalty Mediated by Customer Satisfaction

There is a close relationship between the perceived quality variables and brand loyalty to customer satisfaction which serves as a mediating variable. This study

concludes that consumer satisfaction directly and positively affects loyalty (Kataria & Saini, 2020). In addition, the product or service obtained by the customer has more quality than the customer's expectations, of course. In that case, the customer will feel satisfied and have an excellent opportunity to make repeat purchases (Kurnianingsih & Riorini, 2021). Suppose customers have a good perception of the quality of the products and services purchased based on their experience and knowledge compared to other products and services. In that case, customers tend to make repeat purchases in the long term and have the opportunity to increase brand loyalty (Waebuesar & Rosli, 2022).

H10: Perceived quality with brand loyalty mediated by customer satisfaction as a mediating variable.

Perceived Value of Cost and Brand Loyalty Mediated by Customer Satisfaction

Several studies state that cost's perceived value significantly positively affects brand loyalty when mediated by consumer satisfaction and brand satisfaction variables. To achieve customer loyalty to products and services, organizations or companies must focus on increasing customer satisfaction, and organizations must be able to meet customer expectations average (Ashraf et al., 2018). Perceived value is defined as a product assessment based on its price in customers' minds. Customers will tend to analyze the price of a product that is feasible or not to be repurchased so that the perceived value tends to contribute to the level of customer satisfaction which will lead to brand loyalty. The existence of perceived value can ensure customer expectations in the future (Othman et al., 2017). Customer satisfaction is an optimistic and essential driving factor for customer-perceived value and brand loyalty. There is a perspective that perceived value with brand loyalty mediated by consumer satisfaction has a positive relationship if customer expectations can be met by a brand (Ghani et al., 2021)

H11: Perceived value of cost with brand loyalty mediated by customer satisfaction as a mediating variable.

Brand Identification and Brand Loyalty Mediated by Customer Satisfaction

Research studies conducted prove that customer satisfaction can mediate part of the relationship between brand identification and brand loyalty. Brand identification can be defined as the association of a product by consumers to a brand where they consider the brand an essential part of their lives and can be associated with the causes of success and failure—experienced (Kataria & Saini, 2020). Brand identification has a significant positive relationship with brand loyalty mediated by customer satisfaction. Consumers who can identify a brand with a high level show that customers have an interest in and are satisfied with the organization's brand. Hence, they can increase brand loyalty (Kurnianingsih & Riorini, 2021). The effect of brand identification mediated by customer satisfaction on brand loyalty has a positive effect because previous researchers researched that if consumers have identified a brand, there is an influence on the intention to repurchase or repurchase, and there is a WoM (Word of Mouth) intention of consumers because they have satisfaction and commitment (Dewi, 2020).

H12: Brand identification with brand loyalty mediated by customer satisfaction as a mediating variable.

Brands Trust and Brand Loyalty Mediated by Customer Satisfaction

Based on experience, trust is an essential supporting factor affecting the seller and buyer relationship bond. Lack of customer trust will lead to customer disloyalty towards the brand, and they tend to switch to other brands. If there is high trust in the brand, it can increase market share and increase sales revenue at premium prices, increasing purchasing power. Consumers believe in brands because they have achieved a level of satisfaction in purchasing what is purchased according to their wishes so that consumers will be loyal to the brand (Kataria & Saini, 2020). Brand loyalty can be created if customers are satisfied with the brand and have a high level of trust in the brand. Increasing trust in customers can be done by trying to give confidence in the product quality offered and promised. Prioritizing consumer interests, customers will feel their expectations are fulfilled so that customers tend to make repeat purchases (Kurnianingsih & Riorini, 2021)

H13: Brand trust with brand loyalty mediated by customer satisfaction as a mediating variabel.

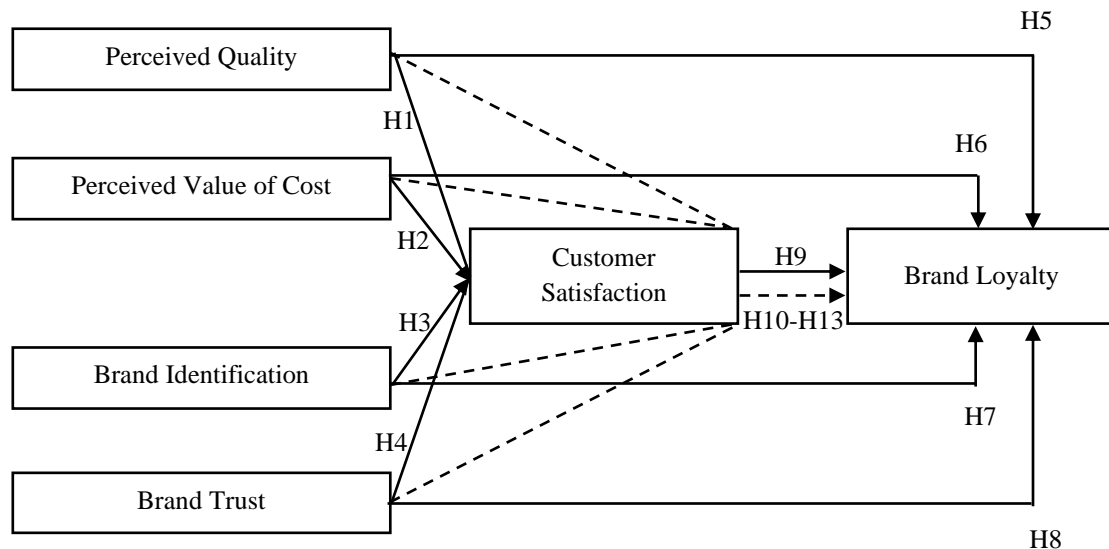


Figure 1. Research Model

The relationship between the variables in this study and the tested hypotheses are shown in Figure 1.

RESEARCH METHODS

The research instrument is one of the tools in the data collection process. The author gives questions in the questionnaire, which the respondent will fill in so that the author can obtain information related to the research and maximize data collection. Based on this research, the object to be studied is Samsung brand smartphone users in the city of Batam. This research was conducted to determine consumer loyalty to the Samsung smartphone brand, which is influenced by the dependent and mediating variables. The research was conducted using one dependent variable, namely brand loyalty, and one

mediating variable, namely customer satisfaction, and was driven by several independent variables, namely perceived quality, perceived cost value, brand trust, and brand identification. The following is the operational definition used in research on each variable:

1. Brand loyalty will determine and measure the extent of commitment to consumers who repurchase or repurchase certain products, Cuong (2020). Indicators in this variable are buying products from the same brand next time, planning to continue purchasing products from the same brand, believing that the quality of the brand being used is superior, being willing to pay higher prices for products from the brand being used, will suggest the brand that is being used to acquaintances, and always remember the brand that is being used (Kataria & Saini, 2020). It uses a 5-point Likert scale, with an explanation of point five strongly agree to point one strongly disagree.
2. Customer Satisfaction will determine the extent to which consumers are satisfied with products and services, and there is a level of consumer satisfaction based on consumer expectations and the reality of the brand. Of course, with customer satisfaction, you can find out the purchasing actions of consumers (Riorini & Widayati, 2018). Indicators in this variable are the brand following consumers' expectations, the brand is worth the price paid, the needs are fully met, and consumer expectations are generally met (Kataria & Saini, 2020). It uses a 5-point Likert scale, with an explanation of point five strongly agree to point one strongly disagree.
3. Perceived Quality will measure the level of quality that consumers will feel related to the assessment that consumers will give to the products and services they receive. Good product quality will certainly increase the level of customer satisfaction at Kurnianingsih & Riorini (2021). The indicators in this variable are the brand has consistently high quality, the brand has a high value, the brand functionality is very high, the brand reliability is very high, the brand must be of excellent quality, and have good quality (Kataria & Saini, 2020). It uses a 5-point Likert scale, with an explanation of point five strongly agree to point one strongly disagree.
4. Perceived Value of Cost can measure the customer's assessment of products and services based on the price in the customer's mind. After using products and services that have been consumed, consumers tend to analyze whether the price follows the product or is it worth repurchasing in the future (Othman *et al.*, 2017). The indicators in this variable are that the brand offers attractive product costs, the brand charges a fair fee, and the products used have a good value (Kataria & Saini, 2020). It uses a 5-point Likert scale, with an explanation of point five strongly agree to point one strongly disagree.
5. Brand Identification can measure the encourage emotional attachment, symbolic consumption, and brand loyalty of customers (Kataria & Saini, 2020). The indicators in this variable are preferring to use our brand in referencing the brand, feeling embarrassed when the brand is criticized, and feeling humiliated when the brand is criticized (Kataria & Saini, 2020). It uses a 5-point Likert scale, with an explanation of point five strongly agree to point one strongly disagree.
6. Brand Trust can measure customers who have a high level of brand trust and also tend to experience higher satisfaction which then causes an increase in consumer intentions to commit to the product (Kataria & Saini, 2020). Indicators in this variable are the brand having an advantage of consumer trust. The brand is reliable, and the brand is

honest also safe to use (Kataria & Saini, 2020). It uses a 5-point Likert scale, with an explanation of point five strongly agree to point one strongly disagree.

The sample determination technique used was purposive sampling, a method from Hair *et al.*, (2019) that sample determination was obtained based on a large number of questions in the questionnaire and would assume $n \times 10$ formula. Based on the Hair *et al.*, (2019) formula, it was found that this study required 260 respondents with 26 indicator. The sample that can be used in this study is the people of Batam who have used Samsung brand smartphone products.

The data in this study will be tested using the Smart PLS 3 Software Modeling (SEM) method. The use of smart PLS 3 software in testing the data will facilitate the research process because it can determine whether the relationship between variables has a relationship. The SEM method is an alternative way of research in answering research needs. By applying the SEM method, one can analyze each indicator in the variable, analyze the relationship between each complex variable, and determine the errors in the model structure. Smart PLS software can be used as a tool for testing and researching research models (Hair *et al.*, 2019).

RESULTS AND DISCUSSIONS

Descriptive Statistics

Based on the research data obtained from the electronic media google form, it was obtained as many as 345 respondents whose data could be used for analysis, and there were 33 respondents whose questionnaire information was filled in incompletely from the total distribution of the questionnaire to 378 respondents. There are respondent profile data with an explanation consisting of 127 respondents (36.81%) male and 218 respondents (63%) female who participated in filling out the research questionnaire. There were 14 respondents (4.06%) aged less than 18 years, 306 respondents (88.70%) aged 18-25 years, 23 respondents (6.67%) aged 26-35 years, and 2 respondents (0.58 %) aged 36-45 years who filled out the questionnaire. It can be concluded that most respondents who filled out this study used the Samsung brand, and the majority were aged 18-25 years. It is known that there are 88 respondents (25.51%) who have used Samsung brand smartphone products for less than 1 year, 221 respondents (64.06%) who have used the product for 1-5 years, 28 respondents (8.12%) who use the product for 6-10 years, 9 respondents (2.32%) have used the product for more than 10 years. So, it can be concluded that more respondents use the product within 1-5 years.

Table 3. Average Variance Extracted (AVE) Test Results

Variable	AVE	Results
Brand Loyalty	0.762	Valid
Customer Satisfaction	0.678	Valid
Brand Trust	0.627	Valid
Perceived Value of Cost	0.721	Valid
Perceived Quality	0.712	Valid
Brand Identification	0.795	Valid

Source: PLS Data Processing Results (2022).

Average Variance Extracted (AVE)

By testing the results of the average variance extract study, it will be known how accurate this research questionnaire is. According to (Hair *et al.*, 2021), the average

variance extract is valid if the value in the AVE reaches more than 0,5 and the AVE can be seen from the output "Construct Reliability and Validity." Based on Table 3, the results in average variance extract test below, this study has a valid AVE value because each variable has reached a predetermined value with details Brand Loyalty (BL) reaching an AVE value of 0.762, Customer Satisfaction (CS) achieving an AVE value of 0.678, Brand Trust (BT) achieved an AVE value of 0.627, Perceived Value of Cost (PVOC) achieved an AVE value of 0.721, Perceived Quality (PQ) achieved an AVE value of 0.712. Brand Identification (BI) achieved an AVE value of 0.795.

Outer Loadings

Based on the outer loading test results, the question can be declared valid if the sample mean shows a value of more than 0,6, whereas if it is below a value of 0.6, it is declared invalid (Hair *et al.*, 2019). Each variable indicator tested in this study obtained valid results, with brand loyalty variable markers consisting of 6 valid indicators, customer satisfaction variable consisting of 4 valid indicators, brand trust variable consisting of 4 valid indicators, perceived variable cost value with 3 valid indicators, perceived quality variable with 6 valid indicators and brand identification variable with 3 valid indicators. The results of the data that have been tested can be seen in Table 4 of the outer loading test results.

Table 4. Outer Loadings Test Results

Variable	Indicator	Outer Loading	Conclusion
Brand Loyalty (BL)	BL1	0.782	Valid
	BL2	0.840	Valid
	BL3	0.847	Valid
	BL4	0.800	Valid
	BL5	0.828	Valid
	BL6	0.843	Valid
Customer Satisfaction (CS)	CS1	0.858	Valid
	CS2	0.808	Valid
	CS3	0.860	Valid
	CS4	0.870	Valid
Brand Trust (BT)	BT1	0.856	Valid
	BT2	0.840	Valid
	BT3	0.753	Valid
	BT4	0.708	Valid
Perceived Value of Cost (PVOC)	PVOC1	0.894	Valid
	PVOC2	0.897	Valid
	PVOC3	0.883	Valid
Perceived Quality (PQ)	PQ1	0.862	Valid
	PQ2	0.855	Valid
	PQ3	0.858	Valid
	PQ4	0.845	Valid
	PQ5	0.815	Valid
	PQ6	0.829	Valid
Brand Identification (BI)	BI1	0.860	Valid
	BI2	0.882	Valid
	BI3	0.877	Valid

Source: PLS Data Processing Results (2022).

Discriminant Validity

The use of discriminant validity is shown through the square root of the AVE in each different construct. The value obtained in discriminant validity must be more than 0.7. Using discriminant validity will be easier after the construct has sufficient discriminant. Based on Table 5, the discriminant validity value for each variable indicator has reached and is more than a value of 0.7, so the results are declared valid.

Table 5. Discriminant Validity Test Results

Variable	Discriminant Validity	Conclusion
Brand Loyalty	0.824	Valid
Customer Satisfaction	0.849	Valid
Brand Trust	0.792	Valid
Perceived Value of Cost	0.892	Valid
Perceived Quality	0.844	Valid
Brand Identification	0.873	Valid

Source: PLS Data Processing Results (2022).

Reliability Data

Testing the reliability of data can use Cronbach's alpha. Using Cronbach's alpha will be easier to measure the reliability of each indicator. The value obtained is called reliable and can be relied upon if it is more than 0.6. Based on the research table below, each variable indicator is reliable because it is more than 0.6. Apart from using Cronbach's alpha, testing reliability can use composite reliability. With composite reliability, it will be easier to know good composite reliability in each indicator. The value obtained is called reliable if it is more than 0.6 (Table 6).

Table 6. Reliability Data Test Results

Variables	Cronbach's Alpha	Composite Reliability	Conclusion
Brand Loyalty	0.905	0.927	Reliable
Customer Satisfaction	0.871	0.912	Reliable
Brand Trust	0.805	0.870	Reliable
Perceived Value of Cost	0.871	0.921	Reliable
Perceived Quality	0.919	0.937	Reliable
Brand Identification	0.846	0.906	Reliable

Source: PLS Data Processing Results (2022).

Goodness of Fit Model

The R square coefficient of determination test was used to show that the R square value > 0.25 is in the weak category, the R square value > 0.50 is in the moderate category, and the R square value > 0.75 is in a strong category. The variable indicators tested in this study obtained the R square variable for brand loyalty 69.6% in the moderate category and the R square variable for customer satisfaction 73.4% in the moderate category (Table 7).

Table 7. Coefficient Determinant Test Result

Variable	R Square	Persentase
Brand Loyalty	0.696	69.6%
Customer Satisfaction	0.734	73.4%

Source: PLS Data Processing Results (2022).

Path Analysis Results

Figure 2 shows the results of the path coefficient test show that two variables from the data path coefficient test results are insignificant. With details, variables brand identification and brand loyalty (BI-BL) obtained significant positive results, variables brand identification. Customer satisfaction (BI-CS) obtained significant positive results, variables brand trust and brand loyalty (BT-BL) obtained insignificant results, variables brand trust and customer satisfaction (BT-CS) obtained significant positive results, variables customer satisfaction and brand loyalty (CS-BL) obtained significant positive results, variables perceived quality and brand loyalty (PQ-BL) obtained insignificant results, variable perceived quality and customer satisfaction (PQ-CS) obtained significant positive results, variable perceived value of cost and brand loyalty (PVOC-BL) obtained significantly positive results, variables perceived value of cost and customer satisfaction (PVOC-CS) obtained significant positive results.

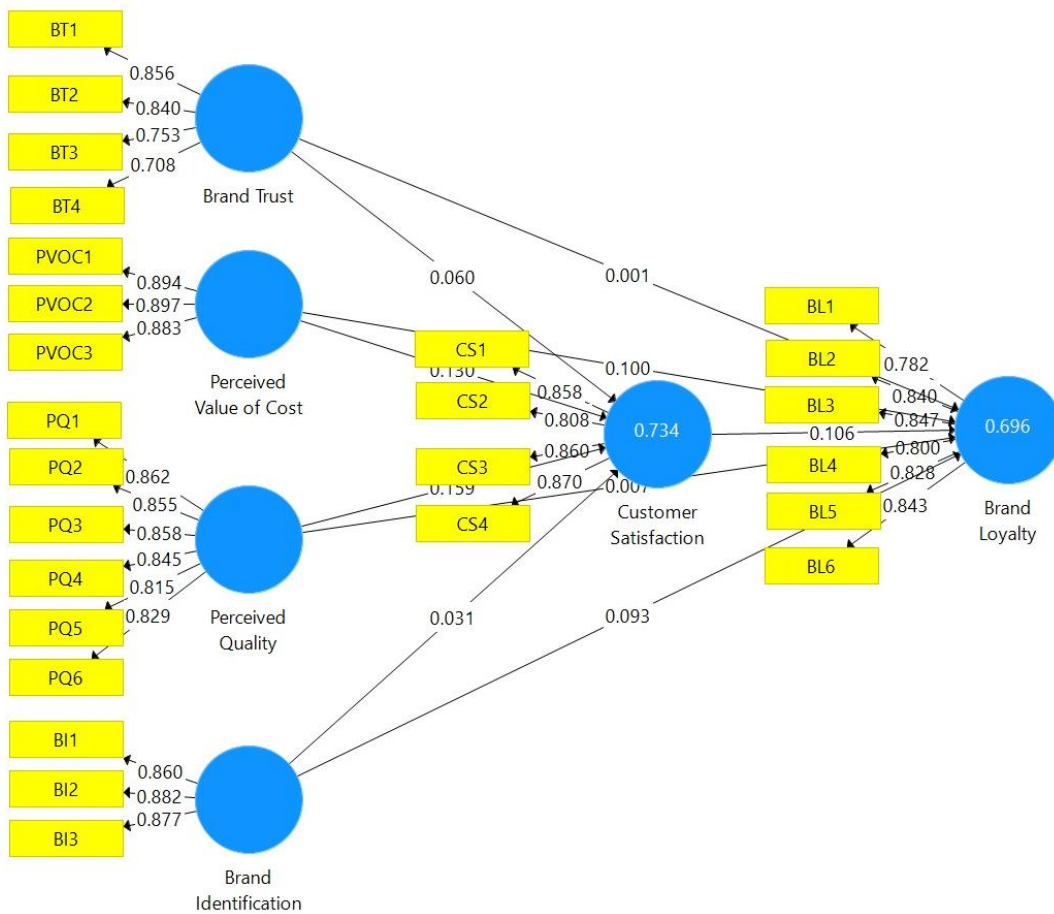


Figure 2. Path Analysis Result

Hypothesis 1 (PQ → CS)

Based on the results from testing the data in Figure 2, the perceived quality variable significantly positively affects customer satisfaction with a p-value of 0.000 and according to the criteria for a path coefficient of less than 0.05. Product quality considered reasonable by consumers, is one of the factors that give satisfaction to consumers about the product. For every consumer who receives a high-quality product, the satisfaction level with the product will increase. In this case, the people of Batam city have the notion that product quality from the Samsung brand can affect customer satisfaction. Because of good quality, consumers are more interested in buying these products. The results of this study have the same research as the research of Kataria and Saini (2020); Othman et al. (2017); and Waebuesar and Rosli (2022) which state that there is a significant relationship between the two variables.

Hypothesis 2 (PVOC → CS)

In the analysis results in Figure 2, the variable perceived value of cost has a significant positive effect on customer satisfaction, with a p-value of 0.000 and according to the criteria for a path coefficient of less than 0.05. Suppose the price of a product is getting cheaper. In that case, this can undoubtedly change consumer perceptions of the product because low prices with satisfying products can be a factor that drives customer satisfaction. The results of this study are in line with the research of Katarina and Saini (2020); Kurnianingsih and Riorini (2021); Othman et al. (2017); Cuong and Khoi (2019); Devi and Yasa (2021); Ghani (2021); and Waebuesar and Rosli (2022).

Hypothesis 3 (BI → CS)

In the analysis results in Figure 2, the brand identification variable significantly influences customer satisfaction, with a p-value of 0.005, which follows the criteria for a path coefficient of less than 0.05. It can be said that when consumers are more familiar with a brand based on previous experience, they feel customer satisfaction with the brand and will feel more comfortable with it. Consumers who have identified with the brand will be satisfied. If the consumer already knows the assistance of the brand, the influence of the brand felt by the consumer will be stronger than before because the consumer already has previous experience. When the expectations of consumers are met, consumers tend to feel satisfied and reach the point of customer satisfaction, which of course, will have an impact on a brand, such as forming a bond with that brand. The results of the data test carried out are consistent with the research of Kurnianingsih and Riorini (2021); and Souri (2017).

Hypothesis 4 (BT → CS)

Based on the results presented in Figure 2, the brand trust variable has a significant positive effect on customer satisfaction, with a p-value of 0.000. If consumers have a high level of brand trust, then these consumers have reached the point of customer satisfaction with the brand because the brand can make consumers trust and believe. Consumers with high brand trust will be delighted and willing to commit to the brand. Trust directly affects satisfaction, which leads to increased loyalty. Trust from consumers has a significant role in reaching the point of customer satisfaction which will impact loyalty and result in an increase in market share. The results of this study are in line with the research of Kataria and Saini (2020); Kurnianingsih and Riorini (2021); and Budi et al. (2021).

Hypothesis 5 (PQ → BL)

Based on the results presented in Figure 2, the perceived quality variable has no significant effect on brand loyalty, with a p-value of 0.160, where the value does not match the criteria for a path coefficient of less than 0.05. Because the quality of products perceived by consumers can vary and be adjusted based on individual tastes with the nature of loyalty that is not fixated on just one product. In addition, product quality is considered to be of good quality. It can be a reason consumers make repeated purchases, creating a relationship where consumers perceive the brand to be trusted because it repeatedly delivers high-quality and consistent products. The results of this study are in line with previous research conducted by Cahyani et al. (2022)

Hypothesis 6 (PVOC → BL)

Based on the results presented in Figure 2, the brand loyalty variable has a significant positive effect on brand loyalty, with a p-value of 0.000 and according to the criteria for a path coefficient of less than 0.05. If consumers get and obtain cheaper products, then these products can be said to be still available at affordable prices, thereby creating a relationship between consumers and brands where low prices are the main factor. The results of this study are in line with the research of Ashraf et al. (2018); Kurnianingsih and Riorini (2021); Devi and Yasa (2021); Adam and Sofyan (2017); Atulkar (2020); and Pratiwi and Sunaryo (2021).

Hypothesis 7 (BI → BL)

Based on the results presented in Figure 2, regarding the results of the path coefficient test, the brand identification variable has a significant positive effect on brand loyalty directly, with a p-value of 0.000. This means that the existence of brand identification on consumers can directly affect consumer loyalty because if consumers already have a good image of a company, consumers tend to be loyal to that brand. If consumers do not have a good image of the company, then the new brand will be difficult to accept, and the nature of consumer loyalty to the brand will certainly not appear. This study's results align with research of Kurnianingsih and Riorini (2021) and Cuong (2020) which states that brand identification significantly effects brand loyalty.

Hypothesis 8 (BT → BL)

According to the results presented in Figure 2, it can be seen that brand trust does not have a significant effect on brand loyalty. The p-value of 0.545 does not match the targeted path coefficient criteria of less than 0.05. Because brand trust is based on each consumer's experience, if the consumer's experience from the point of view of trust is terrible and disappointing, then consumer brand loyalty will decrease. This study's results align with previous research of Aprilia (2022), which states that brand trust has no significant effect on brand loyalty. However, the results of this study contradict previous studies i.e. Kurnianingsih and Riorini (2021); Atulkar (2020); Budi et al. (2021); Marliawati and Cahyaningdyah (2020); Khan and Fatma (2019); Kazmi and Khaliq (2019); Hariyanto (2018); Winnie and Keni (2020); Pratiwi and Sunaryo (2021), Deka et al. (2020); Farkhan and Suwandari (2020); Mabkhot et al. (2017); Cuong (2020); Puspaningrum (2020); Cahyani et al. (2022) which state that the brand trust variable significantly effect brand loyalty.

Hypothesis 9 (CS → BL)

Based on the results obtained from testing the data in Figure 2, the variable customer satisfaction significantly affects brand loyalty, with a p-value of 0.000. It can be interpreted that with the satisfaction felt by consumers, consumers tend to be loyal to the brand because they have felt that the previous product purchase was following the desired expectations, so there will be repeat purchases of the product brand again. There is an illustration that when consumers feel positive about a brand and appreciate the brand, brand loyalty will increase. This study relates in line with the research of Kataria and Saini (2020); Soury (2017); Kurnianingsih and Riorini (2021), Othman et al. (2017); Khawaja et al. (2021); Devi and Yasa (2021); Saputra et al. (2020), Waebuesar and Rosli (2022); Riorini and Widayati (2018); Javed et al. (2021); and Yang et al. (2017).

Hypothesis 10 (PQ → CS → BL)

Based on the results obtained from testing the data in Figure 2, the perceived quality variable significantly influences brand loyalty mediated by customer satisfaction with a p-value of 0.000 according to the criteria for the indirect effect test results of less than 0.05. Perceived quality is the quality obtained by consumers personally for specific brands. Products with good quality tend to provide the satisfaction expected by consumers and follow consumer expectations. This can help form a sense of consumer loyalty to the brand by making repeat purchases. This study relates in line with the research of Kataria and Saini (2020); and Kurnianingsih and Riorini (2021).

Hypothesis 11 (PVOC → CS → BL)

Based on the results obtained from testing the data in Figure 2, variable perceived value of cost significantly influences brand loyalty mediated by customer satisfaction with a p-value of 0.000 according to the criteria for the indirect effect test results of less than 0.05. The perceived value of cost is a consumer's assessment of a product by comparing it with the purchase price to determine whether it is commensurate. This is related to customer satisfaction after tasting the product, so if consumers are more satisfied, the product's value is more commensurate with the price, so creating products that consistently provide satisfaction at a commensurate price will undoubtedly increase the loyalty variable. This study relates in line with the research of Kataria and Saini (2020); Ashraf et al. (2018); Kurnianingsih and Riorini (2021); Devi and Yasa (2021); and Ghani (2021)

Hypothesis 12 (BI → CS → BL)

Based on the results obtained from testing the data in Figure 2, the brand identification variable significantly effect on brand loyalty mediated by customer satisfaction, with a p-value of 0.012 according to the criteria for the indirect effect test results of less than 0.05. Consumers' familiarity with products tends to be influenced by previous experiences when using them, so if the perceived experience is positive, it can become the foundation of consumer trust in the brand. This study relates in line with the research of Kurnianingsih and Riorini (2021); and Dewi (2020).

Hypothesis 13 (BT → CS → BL)

Based on the results obtained from testing the data in Figure 2, the brand trust variable significantly effect customer satisfaction mediated by brand loyalty, with a p-value of 0.003 according to the criteria for the indirect effect test results of less than 0.05.

Because consumer trust tends to be influenced by the level of satisfaction obtained after using the product, if consumers are always satisfied with the value provided by the product, loyalty to the product will occur and form because it has reached consumer expectations. This study relates in line with the research of Kataria and Saini (2020); and Kurnianingsih and Riorini (2021).

Quality Index

Based on equation [1], Weak GoF ≥ 0.10 ; Moderate GoF ≥ 0.25 ; Strong GoF ≥ 0.36 , This type of test indicates whether a model has been tested properly. Through the Goodness of Fit instrument, the higher the value obtained, the stronger the research model. Value ≥ 0.10 is stated as weak, ≥ 0.25 is stated as moderate, and if the value is above ≥ 0.36 . Then the research model can be stated as more substantial. Based on the calculations below, the GoF value of this research included in the strong category.

$$GoF = \sqrt{Comm \times R^2} \text{ -----[1]}$$

Based on equation [1]:

$$\sqrt{Comm} = \frac{0.762 + 0.678 + 0.627 + 0.721 + 0.712 + 0.795}{6} = 0.7158$$

$$\sqrt{R^2} = \frac{0.696 + 0.734}{2} = 0.715$$

$$\sqrt{Comm \times R^2} = \sqrt{0.7158 \times 0.715}$$

$$GoF = 0.715$$

CONCLUSIONS AND RECOMMENDATIONS

The conclusions obtained from this study stated that perceived quality, perceived value of cost, brand identification, and brand trust have a positive and significant influence on customer satisfaction. Perceived value variables of cost, brand identification, and customer satisfaction significantly positively affect brand loyalty. However, perceived quality and brand trust variables do not affect brand loyalty. The variables of perceived quality, perceived value of cost, brand identification, and brand trust significantly positively affect brand loyalty when mediated by customer satisfaction.

There are limitations to the respondents in digesting the use of English when reading the questions from the distributed questionnaires resulting in violations of data testing in the PLS application. Although there are several supporting journals, it does not follow the data test's final results. Several variables are not significant, so additional supporting journals are needed. Of course, this requires much time to find additional journal supporters.

Several recommendations can be submitted, namely that the next author can develop this topic of discussion with a broader range of populations in other Riau Islands sub-districts outside the Batam City area to gain more insight regarding brand loyalty on Samsung smartphone products. Expected further author can obtain and add supporting articles so that researchers will get more ideas and inspiration and also can make this research as a future reference.

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