

## **Brand Trust, Brand Image, And Relationship Quality On Brand Loyalty In The Context Of Halal Product**

**Budi Utami**

<sup>123</sup> *Departement of Management, Faculty of Economics Universitas Islam Majapahit*

### **Abstrak**

The purpose of this research is to evaluate the development of halal food and beverage products. The variables in this study are brand trust, brand image, relationship quality to brand loyalty. The population of this research is all MSME food products and at least halal in Malang City. The sample of this research is 303 halal food and beverage products. This research analysis technique uses SmartPLS. The results of this study indicate that the first hypothesis, brand trust has a positive and significant effect on brand loyalty. The second hypothesis, brand trust has a positive and significant effect on relationship quality. The third hypothesis, brand image has a positive and significant effect on brand loyalty. The fourth hypothesis, brand image has a positive and significant effect on relationship quality. The fifth hypothesis, relationship quality has a positive and significant effect on brand loyalty. The sixth hypothesis, brand trust has a positive and significant effect on brand loyalty mediated by relationship quality. The seventh hypothesis, brand image has a positive and significant effect on brand loyalty mediated by relationship quality. Therefore, it can be concluded that all variables explain the existence of halal regulations as a factor influencing brand trust and brand image can convince customers to maintain good quality relationships and become loyal customers of halal food and beverage products. The limitation of this research is the Malang City area, it is expected to expand the area related to the development of halal product labels in Indonesia.

Keywords: brand trust, brand image, relationship quality, brand loyalty, halal products

Copyright (c) 2023 Budi Utami

---

✉Corresponding author :

Email Address : [utamiwahjoe@gmail.com](mailto:utamiwahjoe@gmail.com)

### **INTRODUCTION**

The Halal trend is the latest news at the end of this year in Indonesia, seeing that the majority of consumers are Muslim so there is a need for an evaluation regarding halal products circulating in the market. Referring to demographic data, it is true that Indonesia's Muslim population is currently the majority, reaching 229.62 million people or around 87.2% of Indonesia's total population of 269.6 million people. If projected onto the world's Muslim population which is estimated to reach 2.2 billion in 2030 (23% of the world's population), Indonesia's Muslim population accounts for around 13.1% of all Muslims in the world (Kemenag.go.id). Therefore, the government makes mandatory halal certification for products that are indeed included in the halal category. Muslim consumers are very careful in purchasing products and ensuring that the products purchased are halal and tayyib (pure) (Wilson and Liu 2011) . Halal

is a concept for all Muslims and part of the belief system and code of ethics for Muslim consumers that touches all aspects of their lives (Alserhan 2020) . Halal perceptions in general can be categorized as food and beverage products, hospitality, insurance, cosmetics, finance and banking (Heidarzadeh Hanzae Associate Professor and Reza Ramezani 2011) ; (Pandjaitan and Faila 2019) ; (Ismanto, Rofiq, and Mashudi 2022) . The halal symbol is a conceptual series that distinguishes products that are halal and non-halal, so that they are globally symbolic in terms of market quality. Indonesia is a multi-racial and culturally diverse society, so it is very important for the general public to realize that culture and religion influence Muslims. The existence of halal products that have been halal certified gives a good image, an element of trust and being loyal to the products offered.

Halal branding is a marketing strategy to create and prepare brands differently from other competitors, so that consumers are not confused about making purchasing decisions. The strategy used in this research is branding, with branding forming trust, product image, relationship quality and customer loyalty (Singh, Iglesias, and Batista-Foguet 2012) . The concept of *brand trust* is formed if there is accurate information about the products offered. Regarding *brand image*, it can be proven, such as the existence of halal certification to become a halal guarantee (Erkmen and Hancer 2019) The existence of these two factors can establish the quality of good relations and make customers satisfied so that they tend to be loyal.

Theoretically, relationship marketing is literature that is still being carried out today to form technical updates related to what the market wants. Relationship marketing systems have a conceptual framework for maintaining quality customer relationships. Looking at the brand elements offered can form a brand personality construct. Previous research stated that there is a quality relationship marketing for consumer products, especially on brand image. For example, the concept of the quality of relationships in the interpersonal field and suggests that the relationship that exists in the customer has consistency between the product and his personality through the brand (Putra and Gupron 2020) . Research from (Dam 2021) states that if there is a brand element that makes customers trust more and are committed to buying the product, it will create a high *brand image so that repeated product purchases will bring in a brand loyalty perspective*.

Various reasons in the focus of the halal system are seen from the aspect or branding. Halal can give an indication of a pure and healthy product. Insignificant relevance of halal image to consumers (Marzuki and Nurdin 2020) Companies can penetrate new markets by adding product value in a competitive environment (Karyani, Geraldina, and Haque 2021) . In the halal market segment and buying halal is the initial stage of the marketing branding system (Heidarzadeh Hanzae Associate Professor and Reza Ramezani 2011) . Understanding customers about halal brands is important for marketers because the majority of Indonesian consumers are Muslim. Previous research provides an explanation if there is a relationship between *brand image*, *brand trust*, *brand satisfaction*, and *brand loyalty* on customer purchase intentions that focus on creating good relationship quality predicted from consumer responses to halal products in Indonesia. Regarding this research, it provides a research gap that focuses on food and beverage products. This is because many food and beverage products are categorized as halal which do not yet have halal certification. The limitations of this study are examining halal-certified MSME products of halal food and beverages in Malang City.

## LITERATURE REVIEW

### Brand Trusts

Conceptually regarding brand trust, namely how to operationalize it as a state as well as a feeling of security when interacting with the desired brand (Ebrahim 2020) . Based on the perception that the brand can be accounted for according to what is applied to the slogan , especially with regard to halal. Brand trust is a value from a standpoint that depends on the brand as the capacity and intention to meet their needs (Siregar, Mappadeceng, and Albetris 2021) . Brand trust is an expectation and perception based on belief that the product offered has certain characteristics, is consistent, credible and competent. The existence of brand trust gives the highest position based on customer experience and previous interactions reflecting a learning process from time to time (Sarmad et al. 2020) . Therefore, brand trust is categorized as the main goal of long-term relationship quality in determining customer loyalty. With the existence of brand trust, it can form high values related to proof of customer loyalty.

Proving loyalty from brand trust, namely how do we compare products as attractive as possible with initial consistency and display characteristics, so that consumers make a lot of considerations to continue to build long-term relationships with what is offered (Thanh 2021) ; (Siregar, Mappadeceng, and Albetris 2021) . Phenomena related to brand trust are considered to continue to fulfill their needs, obligations and estimates related to rewards in a relationship. Brand trust is an expectation related to increasing one's confidence in a brand and involving risks to customers (Seo 2020) ; (Wiedmann 2020) ; (Ellitan, Harvina, and Lukito 2022) . Therefore, the existence of a high level of customer trust in a brand will reduce the risks experienced by obtaining the facilities and protection of a brand. So, with this facility consumers feel safe with long-term use of the brand and can increase customer commitment and loyalty.

### Brand Image

Brand image is one of the factors that influence customer loyalty. The concept of brand image is to form a good image to get consumers interested in buying the products offered (rahmayani 2020) . Halal brand image is a situation where the perception of Muslims regarding the products offered is in accordance with their beliefs (Yani and Karneli 2018) . Brand image is a feature that explains the benefits and quality of the products offered, so that consumers are interested in establishing long-term relationships that lead to loyalty. To get loyal customers, companies must form a brand image that contains positive elements and highlights its characteristics (Cham 2021) . Brand image is an estimate related to the consistency of product attributes offered from time to time. Brand image is an asset that must be prioritized, because it gets a high rating from the level of loyalty and future sales stability (Rahi 2020) . The existence of a brand image is the main source of attraction and repeated requests, providing a good image with superior quality, ready to compete with competitors, and providing premium prices for unlimited editions. Previous research stated that a positive brand image would attract a high reputation and targets achieved to create consumer brand loyalty (Mutiara 2018) ; (Evgeniy, Lee, and Roh 2019) ; (Sanny 2020) .

Brand image reflects how much customer loyalty is to the products offered. In enhancing a strong brand image, it does not only refer to products, but also complete supporting documents to convince consumers (Zulfikar, Aprianti, 2022) . Elements of the halal brand image are evidenced by the existence of halal certification, so that both old and new consumers are sure that the product to be purchased is in accordance with the criteria based on Islamic shari'a (Pandjaitan and Faila 2019) . Brand image is an

important construct in making changes to both product features and prices. The existence of a brand image supports a high reputation to realize estimates through information flow which will include suppliers, customers, employees, distributors, competitors and the public (Papastathopoulos, Kaminakis, and Mertzanis 2020) . Therefore, with the perception of brand image, the company gets a thorough evaluation of the products sold based on reviews, services, communications, interactions from consumers. Thus, the existence of a brand image is a driver of emotional attraction, trust, commitment that tends to be loyal.

### **Relationship Quality**

Relationship quality is a series of relationship marketing. Relationship marketing with the concept of branding can consider views related to customer loyalty over a certain period of time (Hennig-Thurau, Gwinner, and Gremler 2002) . There is a commitment that will increase consumer brand loyalty. Previous research stated that if there is a high level of loyalty, it will form a quality long-term relationship based on commitment (and Kashani and Shahmirzaloo 2017) . The existence of these relationships will form a recommendation to get new customers. Recommendations are an important factor for forming customer commitment to achieve company targets. Providing positive energy and benefits according to what the customer needs is the strength of the relationship quality process in marketing. Therefore, the quality of the relationship is not necessarily formed without the elements of trust, commitment and customer loyalty related to product brands (Rauyruen and Miller 2007a) ; (Segarra-Moliner, Moliner-Tena, and Sánchez Garcia 2013) ; (Azeem and Kotey 2021) .

The current era assumes that brands are the essence of life, psychologically the quality of the relationship between consumers and brands reaches a level where it requires a sustainable system to maintain human needs (Athanasopoulou 2012) . In this case a high commitment is needed to be loyal to a product even though later there will be alternative brands that can replace it in the market. Conceptually, it can be described as related to the existence of gradual brand loyalty in specific repeat purchases of the brand (Ghzaïel and Akrouit 2012) ; (Erkmen and Hancer 2019) .

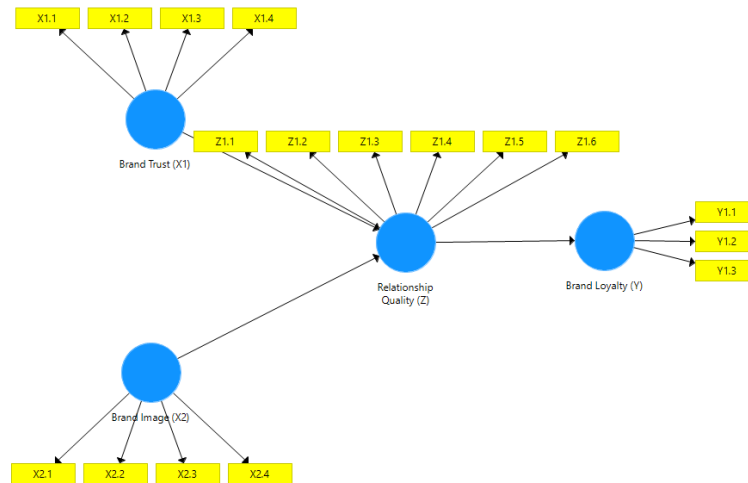
### **Brand Loyalty**

Until now, the trend related to brand loyalty still attracts the attention of literature studies, especially related to the halal aspect. Brand loyalty is an action from consumers that repeats from time to time in buying product brands (Quoquab 2021) . Brand loyalty is defined as a group of brands that are used as a reference by consumers to meet their needs according to their wishes with specifications and benefits (Thanh 2021) . Brand loyalty has a positive impact on the company as a classification of loyal customers. The element of brand loyalty will be sensitive if many products sold provide the same brand called KW (fake) products (Van and Fah 2022) . Interpretation if the consumer is committed to a brand is called a brand loyal customer, whereas if the consumer does not have a gradual attachment it is called a fake consumer. Loyal customers will not easily switch to other brands because psychologically they already feel the comfort and satisfaction they get. Previous studies have explained that trust and commitment are the keys to brand loyalty (Pratihari and Uzma 2018) ; (Ebrahim 2020) . Therefore, with the existence of brand loyalty, companies form loyal customers from market profits.

### **Method**

This research method uses a quantitative survey approach based on empirically distributing questionnaires, so that it can calculate responses from respondents

(Johnson and Christenen 2012) ; (Riyanto and Hatmawan 2020) . The variables of this study are brand trust (X1), brand image (X2) as independent variables. relationship quality (Z) as a mediating variable. while brand loyalty (Y) as the dependent variable. The analysis in this study uses SmartPLS. The following is the research design.



**Figure 1. Research Design**

The population of this research is all food and beverage products in Malang City.

Respondents of this study have the following criteria:

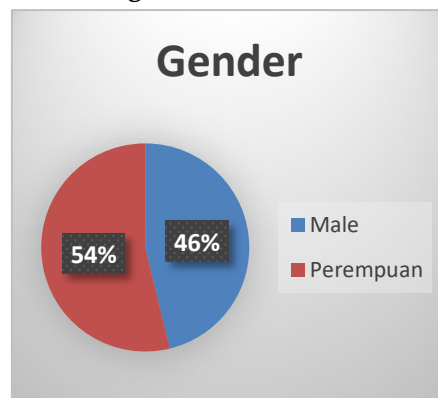
1. Halal certified food and beverage products
2. Operating for at least 1 year
3. Entered into the MSME category in Malang City

After determining the criteria for the population of this study. The sample in this study obtained 303 respondents who acted as producers and sellers of food and beverage products. The analysis technique of this study used a random sampling sample. The current research refers to previous studies to design questionnaire items in the context of Halal brands. The measuring structure of the research questionnaire used 5 Likert scales consisting of SS = Strongly Agree, S = Agree, CS = Fairly Agree, TS = Disagree and STS = Strongly Disagree. In addition, researchers adapted already developed and validated scale items, and the language of the items was, to some extent, adapted to make the language understandable. After the questionnaire was changed, a pre-test was carried out to test the suitability of the instruments used in this study.

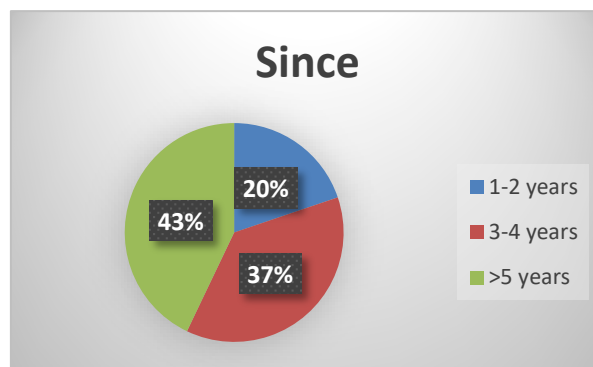
## RESULTS AND DISCUSSION

### Characteristics of Respondents

Data on the characteristics of respondents based on gender can be seen in Figure 2. As follows.

**Figure 2. Gender**

Based on Figure 2. above, the results of the study stated that the characteristics of the respondents in terms of gender explained that 72% were women and 28% were men. So it can be concluded that the majority of the respondents in this study were women. The results of the research based on the year of establishment of halal products can be seen in Figure 3. As follows.

**Figure 3. Years of Establishment of Halal Food and Beverage Products**

Based on Figure 3 above, the results of this study indicate that the year of establishment of halal food and beverage products is described as 20% standing 1-2 years, 37% standing 3-4 years and 43% standing >5 years. So it can be concluded that the majority based on the year of establishment are food and beverage products that are more than 5 years old. Because in this research halal products are divided into 2 categories, namely food and beverages. Based on these 2 categories, the results of the analysis can be seen in Figure 4. As follows.



Figure 4. Halal Product

### Category

Based on the research results in Figure 4, it shows that there are 56% food products and 44% beverage products. So that it can be said that the majority of halal products in Malang are food. In this study, it examines income or turnover that is applied to halal products. The results of the analysis can be seen in Figure 5. As follows.

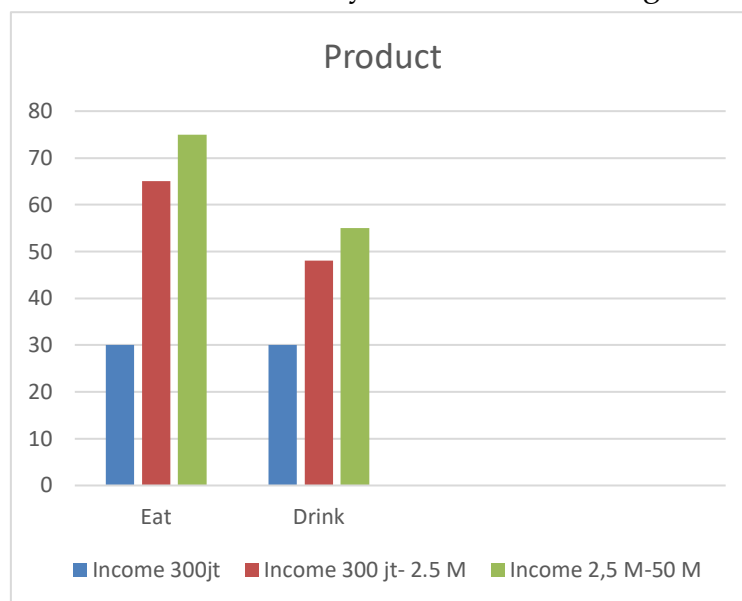


Figure 5. Halal Product Revenue

Based on Figure 5. The above can be described as the first, 30 business units between food and beverage products with an income of 300 million. Second, for food products 65 units have revenues of 300 million-2.5 billion and for 75 units have revenues of 2.5 billion - 50 billion. Third, for beverage products 48 units have revenues of 300 million-2.5 billion and 55 units has an income of 2.5 billion – 50 billion. So, if it is calculated, the majority of income is in halal food products.

### Data Analysis

#### Internals Consistency reliability

Internal consistency reliability is a measurement process for latent construction indicators. The benchmark for this measurement is Cronbach's Alpha. The results of the reliability construct have criteria, namely the indicator has a good level of

reliability , if the composite reliability value is greater than 0.6 or the Cronbach's alpha value is greater than 0.6 , the results of the analysis of all variables meet the reliability criteria ( Hair et al ., 2014 ) . The results of the internal consistency reliability analysis in this study can be seen in Table 1 below.

**Table 1. Internals consistency reliability test results**

Latent Variables and indicators	Composite reliability	Cronbach's Alpha
Brand Trust (X1)	0.790	0.660
Brand Images (X2)	0.855	0.757
Relationship Quality (Z)	0.823	0.742
Brand Loyalty (Y)	0.837	0.771

(Source: Processed by Researchers, 2023)

Based on Table 1. above, it states that all constructs have a Cronbach Alpha value  $> 0.6$  , so that interpreted if all the constructs of this research variable are reliable. If the Composite Reliability value for each construct has a value of more than 0.6 , if the analysis of all variables meets the reliability criteria.

### Convergent validity

Convergent Validity is the third external model test which has the criteria used for each construct with an average variance extracted (AVE) value of 0.5 or more. This principle for determining construct size must have a high correlation (Ghozali and Latan, 2015). The results of the analysis of each construct can be seen in Table 2 below.

**Table 2. The Result Convergent validity**

Latent Variables and indicators	Average Variance Extracted (AVE)
Brand Trust (X1)	0.587
Brand Images (X2)	0.663
Relationship Quality (Z)	0.544
Brand Loyalty (Y)	0.564

(Source: processed by researchers, 2023)

Based on the results of the analysis in Table 2 above, it shows that the *Average Variance valueExtracted* ( AVE)  $> 0.5$ , so it can be stated that all statements in the items of each construct can be said to be valid.

### coefficient of Determination ( $R^2$ )

The coefficient of determination is the process of assessing various endogenous constructs that can be explained in exogenous constructs. The value of the coefficient of determination ( $R^2$ ) is 0-1. The determinate ion coefficient is divided into 3 kinds. First, the value of  $R^2 = 0.75$  high prediction accuracy (substantial, the value of  $R^2 = 0.5$  moderate accuracy, and the third value of  $R^2 = 0.25$  accuracy is weak (weak), the value of  $R^2 = 0.67$  (strong) , 0.33 (moderate) and 0.19 (weak)).

**Table 3. The Result Coefficient of Determination ( $R^2$ )**

	R Square	adjusted R Square
Relationship Quality (Z)	0.924	0.923
Brand Loyalty (Y)	0.245	0.243

(Source: processed by researchers, 2023)

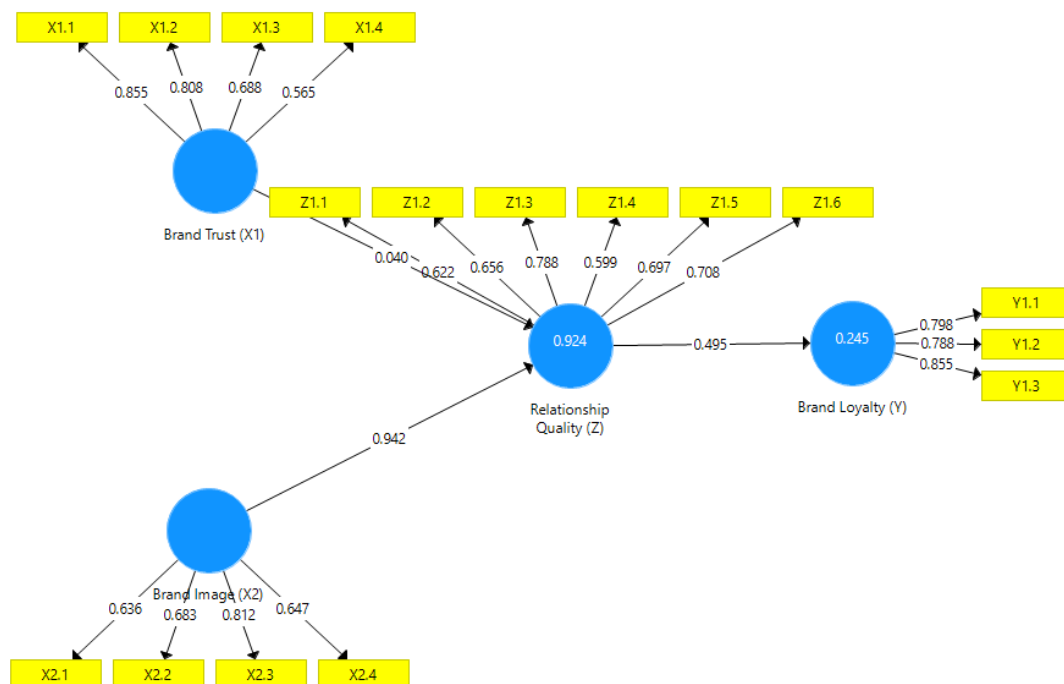
Based on the analysis of Table 3. The R Square value of relationship quality is 0.924, and brand loyalty is 0.245. Meanwhile, Adjusted R Square is the value of R square which has been corrected based on the standard error value. Adjusted R squared scores provide a stronger



picture than R squared in assessing ability exogenous constructs to explain endogenous constructs. For the value variable Adjusted R Square relationship quality is 0.923 and brand loyalty is 0.243. Thus, it can be stated that brand trust and brand image have an effect on relationship quality of 92.4% while 7.6% are influenced by other variables. Meanwhile, brand trust, brand image has an effect on brand loyalty through relationship quality of 24.3% and 75.7% is influenced by other variables.

### Hypothesis Testing Results

The next hypothesis test of this research is to look at the value of the path coefficient, where the path coefficient of the exogenous variable to the endogenous variable has a direct or indirect effect (mediation). The criteria for testing the hypothesis look at the p-value, if  $\leq 0.05$  then the hypothesis is accepted and vice versa the hypothesis will be rejected. The results of the SmartPLS analysis can be seen in Figure 6 below.



**Figure 6. Results of the SmartPLS Hypothesis Test**

Based on Figure 6. above, it can be described again regarding the details of the results of this research analysis which can be seen in Table 4. as follows.

**Table 4. Hypothesis Test Results**

Path	coefficient t	T Statistics ( O/STDEV )	P Value s	hypothesis
<b>Direct effects</b>				
Brand Trust (X1) -> Brand Loyalty (Y)	0.020	2,054	0.041	H1-Accepted
Brand Trust (X1) -> Relationship Quality (Z)	0.040	2.137	0.033	H1-Accepted
Brand Image (X2) -> Brand Loyalty (Y)	0.466	10.065	0.000	H1-Accepted
Brand Image (X2) -> Relationship Quality (Z)	0.942	87,336	0.000	H1-Accepted
Relationship Quality (Z) -> Brand Loyalty (Y)	0.495	10,190	0.000	H1-Accepted

Path	coefficient t	T Statistics ( O/STDEV )	P Value s	hypothesis
<b>Indirects effects</b>				
<b>Brand Trust (X1) -&gt; Relationship Quality (Z) -&gt; Brand Loyalty (Y)</b>	0.020	2,054	0.041	H1-Accepted
<b>Brand Image (X2) -&gt; Relationship Quality (Z) -&gt; Brand Loyalty (Y)</b>	0.466	10.065	0.000	H1-Accepted

(Source: processed by researchers, 2023)

Based on the hypothesis described above, it states that all variables in this study have a positive and significant effect. The first hypothesis is described, that is, brand trust has a positive and significant effect on brand loyalty, having a t-value of 2.054 and a p-value of  $0.041 < 0.05$ , so it can be concluded that H1 is accepted. The results of this study are in accordance with previous research which states that there is a positive and significant influence of brand trust on brand loyalty (Pandjaitan and Faila 2019); (Siregar, Mappadeceng, and Albetris 2021); (Siswadi et al. 2023)

The second hypothesis states that brand trust has a positive and significant effect on relationship quality with a t-value of 2.137 and a p-value of  $0.033 < 0.05$ , so it can be concluded that H2 is accepted. This research is also in line with the previous one which explained that there is a positive and significant influence of brand trust on relationship quality (Amoako 2019); (Erkmen and Hancer 2019); (Gil-Saura et al. 2020)

The third hypothesis states that brand image has a positive and significant effect on brand loyalty with a t-value of 10.065 and a p-value of  $0.000 < 0.05$ , so it can be concluded that H3 is accepted. This research is the same as previous studies which explained that there is a positive and significant influence of brand image on brand loyalty (Singh, Iglesias, and Batista-Foguet 2012); (Erkmen and Hancer 2019). However, this research is not in accordance with previous research which states that brand image does not have a positive and significant effect on brand loyalty (Agustin 2015); (Hariningsih et al. 2022).

The fourth hypothesis is that brand image has a positive and significant effect on relationship quality with a t-value of 87.336 and a p-value of  $0.000 < 0.05$ , which means that H4 is accepted. This study is not in accordance with previous research which states that there is a positive and significant influence of brand image on relationship quality (Rauyruen and Miller 2007b); (Gil-Saura et al. 2020). And this research is in line with previous research which states that there is a positive and significant influence of brand image on relationship quality (Haim, Noor Hasmini, and Hanaysha 2014); (John and De Villiers 2022); (Hariyanti et al. 2023).

The fifth hypothesis related to relationship quality has a positive and significant effect on brand loyalty by obtaining a t-value of 10.190 and a p-value of  $0.000 < 0.05$ , which can be interpreted as H5 being accepted. This research is the same as previous research which described the existence of relationship quality that has a positive and significant effect on brand loyalty (Sugandini, Wendry, and Muafi 2017); (Obaze et al. 2021); (Corbishley and Mason 2023).

The sixth hypothesis is that brand trust has a positive and significant effect on brand loyalty mediated by relationship quality with a t-value of 2.054 and a p-value of 0.041 < 0.05, so that it can be said that H6 is accepted. This research is the same as previous research if there is an indirect effect between brand trust and brand loyalty mediated by relationship quality (Zahid et al. 2020) ; (Scarpi, Raggiotto, and Visentin 2022) ; (Borishade et al. 2022) . however, there is research which explains that there is no direct and significant positive effect between brand trust on brand loyalty mediated by relationship quality (Hallowell 1996) ; (Leninkumar 2017) ; (Ebrahim 2020) .

The seventh hypothesis regarding brand image has a positive and significant effect on brand loyalty mediated by relationship quality with a t-value of 10.065 and a p-value of 0.000 < 0.05, so it can be interpreted that H7 is accepted. This research is in accordance with previous research which states that there is a positive and significant influence of brand image on brand loyalty mediated by relationship quality (Hennig-Thurau, Gwinner, and Gremler 2002) ; (Ellitan, Harvina, and Lukito 2022) ; (Navarro et al. 2023) .

Thus, the existence of brand trust and brand image in halal food and beverage products causes a tendency for people to become loyal customers by looking at the brands offered. Supported by the existence of halal certification which is already owned by food and beverage products, it has a high image and can provide an increase in attracting new customers in accordance with the majority of the Indonesian population, namely Muslims, especially the City of Malang. Seeing that this research is supported by the statement that without brand trust and brand image there will not be a quality long-term relationship. Therefore, with the existence of brand trust and brand image factors, customers will always invest in the brand offered, even if there is a good quality relationship, they will tend to become loyal customers and even recommend it to potential new customers (Rauyruen and Miller 2007a) ; (Yang and Peterson 2004) ; (Nguyen, Leclerc, and LeBlanc 2013) ; (Haim, Noor Hasmini, and Hanaysha 2014) ; (Sugandini, Wendry, and Muafi 2017) ; (Malang 2023) . Research shows that all variables have a positive and significant effect on brand loyalty of halal food and beverage products. Referring that the majority of them are Muslims using their beliefs in consuming food and drink. This belief refers to consumption ethics in Islam where the basic concept of *halalan thayyiban* must be based on brand trust and brand image of halal products. So, this research is also in line with research from (Heidarzadeh Hanzae Associate Professor and Reza Ramezani 2011) ; (Ritter and Geersbro 2018) ; (Papastathopoulos, Kaminakis, and Mertzanis 2020) ; (Alserhan 2020) which refers to the existence of halal labeling has a positive and significant effect on brand loyalty by showing brand trust and a good image of halal food and beverage products.

## CONCLUSION

Based on this research, it is found that brand trust and brand image have a positive and significant influence on brand loyalty through relationship quality, so that all hypotheses are accepted. Supported by the awareness of the Islamic community that consuming halal food and beverage products is very much needed, especially the city of Malang which is a student city and tourist destination. Seeing that all the products offered provide a sense of security, trust and a good image for consumers so that they have guaranteed the halalness and quality of the raw materials. Confidence in the form

of brand trust and brand image will have an impact on the quality of relationships for consumers. With halal certification in accordance with the MUI, it will form a high brand image thereby increasing customer loyalty. In addition, the existence of brand trust attached to customers will improve the quality of future relationships and the value related to sales of halal food and beverage products. The limitation in this research is to take the Malang City area as the object. It is hoped that further research can develop by adding other variables such as social media marketing, halal knowledge.

## References :

- Agustin, Arimbi. 2015. "Consumer Audience Experience of Magnum Cafe Brand Activation Messages in the Context of Tasteful Communication: Phenomenological Studies." *Bakrie University Scientific Journal* .
- Alserhan, Baker Ahmad. 2020. *The Principles of Islamic Marketing* . *The Principles of Islamic Marketing* . <https://doi.org/10.4324/9781003075110>.
- Amoako, George Kofi. 2019. "Relationship Marketing, Orientation, Brand Equity and Firm Value: The Mediating Role of Customer Value—An Emerging Market Perspective." *Journal of Relationship Marketing* 18(4): 280–308. <https://doi.org/10.1080/15332667.2019.1639589>.
- and Kashani, FH, and Z Shahmirzaloo. 2017. "Developing Marketing Strategies Using Customer Relationship Management and Data Mining (Case Study: Perperook Chain Restaurants)." *Marketing and Management of Innovations* , no. 3:135–48. <https://doi.org/10.21272/mmi.2017.3-13>.
- Athanasopoulou, Pinelopi. 2012. "Relationship Quality in Services: Past, Present, and Future." *Customer-Centric Marketing Strategies: Tools for Building Organizational Performance* 54 (3): 171–90. <https://doi.org/10.4018/978-1-4666-2524-2.ch009>.
- Azeem, Muhammad Masood, and Bernice Kotey. 2021. "Innovation in SMEs: The Role of Flexible Work Arrangements and Market Competition." *International Journal of Human Resource Management* . <https://doi.org/10.1080/09585192.2021.1961162>.
- Borishade, Taiye, Olaleke Ogunnaike, Oladele Kehinde, and Deborah Aka. 2022. "Relationship Marketing and Loyalty of Mobile Phone Customers." *Innovative Marketing* 18 (3): 38–47. [https://doi.org/10.21511/im.18\(3\).2022.04](https://doi.org/10.21511/im.18(3).2022.04).
- Cham, TH. 2021. "Brand Image as the Competitive Edge for Hospitals in Medical Tourism." *European Business Review* 33(1). <https://doi.org/10.1108/EBR-10-2019-0269>.
- Corbishley, Karen M, and Roger B Mason. 2023. "Research in Business & Social Science Loyalty Program Benefits and Their Effect on Relationship Quality and Loyalty to the Retailer" 12 (2): 1–14.
- Dam, S M. 2021. "Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty." *Journal of Asian Finance, Economics and Business* 8 (3): 585–93. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>.
- Ebrahim, R S. 2020. "The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty." *Journal of Relationship Marketing* . <https://doi.org/10.1080/15332667.2019.1705742>.
- Ellitan, Lena, Laurencia Geraldine Dinda Harvina, and Robertus Sigit Haribowo Lukito. 2022. "The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Something Skincare Products in Surabaya." *Journal of Entrepreneurship & Business* 3 (2): 104–14. <https://doi.org/10.24123/jeb.v3i2.4801>.

- Erkmen, Ezgi, and Murat Hancer. 2019. "Building Brand Relationship for Restaurants: An Examination of Other Customers, Brand Image, Trust, and Restaurant Attributes." *International Journal of Contemporary Hospitality Management* 31(3): 1469–87. <https://doi.org/10.1108/IJCHM-08-2017-0516>.
- Evgeniy, Yu, Kangmun Lee, and Taewoo Roh. 2019. "The Effect of EWom on Purchase Intention for Korean-Brand Cars in Russia: The Mediating Role of Brand Image and Perceived Quality." *Journal of Korean Trade* 23 (5): 102–17. <https://doi.org/10.35611/jkt.2019.23.5.102>.
- Ghzaïel, Karima, and Fathi Akrouit. 2012. "Dimensions and Antecedents of Relationship Quality in a Business-to-Business Context: An Exploratory Study." *Journal of Supply Chain and Customer Relationship Management*, no. December 2012: 1–17. <https://doi.org/10.5171/2012.589977>.
- Gil-Saura, Irene, M. Eugenia Ruiz-Molina, Gloria Berenguer-Contrí, and Maja Seric. 2020. "The Role of Retail Equity, Value and Relational Benefits in Building B2B Relationships in Retailing." *Journal of Relationship Marketing* 19 (4): 253–86. <https://doi.org/10.1080/15332667.2019.1688599>.
- Haim, Hilman, Abd Ghani Noor Hasmini, and Jalal Hanaysha. 2014. "Relationship Quality As A Strategic Tool in Today's Turbulent Business World." *Australian Journal of Basic and Applied Sciences* 7 (December 2013): 478–87.
- Hellowell, Roger. 1996. "The Relationships of Customer Satisfaction, Customer Loyalty, and Profitability: An Empirical Study." *International Journal of Service Industry Management* 7(4): 27–42. <https://doi.org/10.1108/09564239610129931>.
- Hariningsih, Endang, R Nur Budi Setiawan, Eni Munarsih, Muhammad Taufiqur Rahman, Kumala Nusa College of Business, and in Yogyakarta. 2022. "Gender Differences in Perceived Prices, Promotions, and Online Reviews of Erigo Clothing Products on Online Purchase Intentions." *Valid Scientific Journals* 20 (1): 11–21.
- Hariyanti, Tita, Endy Wira Pradana, Diadjeng Setya Wardani, and Nikma Fitriasari. 2023. "Experiential Marketing to Increase Brand Trust and Loyalty of Non-Insurance Patients in the Outpatient Unit of the Army Hospital in Malang East Java, Indonesia." *International Journal of Professional Business Review* 8 (5): e02158. <https://doi.org/10.26668/businessreview/2023.v8i5.2158>.
- Heidarzadeh Hanzaee Associate Professor, Kambiz, and Mohammad Reza Ramezani. 2011. "Intention To Halal Products In The World Markets." *Interdisciplinary Journal of Research in Business* 1 (5): 1–7.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler. 2002. "Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality." *Journal of Service Research* 4 (3): 230–47. <https://doi.org/10.1177/1094670502004003006>.
- Ismanto, K, A Rofiq, and M Mashudi. 2022. "The Contribution of Culinary on Halal Tourism." *Research Journal*. <https://e-journal.uingusdur.ac.id/index.php/Penelitian/article/view/5226>.
- John, Surej P., and Rouxelle De Villiers. 2022. "Factors Affecting the Success of Marketing in Higher Education: A Relationship Marketing Perspective." *Journal of Marketing for Higher Education*, no. September: 1–20. <https://doi.org/10.1080/08841241.2022.2116741>.
- Johnson, R. Burke, and Larry Christensen. 2012. *Educational Research: Quantitative, Qualitative, and Mixed Methods Approaches*. SAGE Publications, Inc.

- Karyani, E, I Geraldina, and MG Haque. 2021. "Digital Transformation of the Large Halal Industry & SMEs." *Wikrama Parahita: Journal ...* .  
<http://repository.ibs.ac.id/id/eprint/4976>.
- Leninkumar, Vithya. 2017. "The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty." *International Journal of Academic Research in Business and Social Sciences* 7 (4). <https://doi.org/10.6007/ijarbss/v7-i4/2821>.
- Mala, Iva Khoiril. 2023. "Experiential Marketing Strategy in Increasing MSME OnlineShop Customer Loyalty : Overlay Visualization Bibliometric Analysis" 2 (3): 341–52.
- Marzuki, M, and N Nurdin. 2020. "The Influence of Halal Product Expectation, Social Environment, and Fiqh Knowledge on Intention to Use Shariah Financial Technology Products." *International Journal of Innovation ...* .  
<http://repository.iainpalu.ac.id/id/eprint/399/>.
- Mutiara, I. 2018. *THE INFLUENCE OF EXPERIENTIAL MARKETING AND BRAND IMAGE ON CUSTOMER LOYALTY (Survey of IM & Co Product Consumers in the City of Bandung)* . [repository.widyatama.ac.id](http://repository.widyatama.ac.id).  
<https://repository.widyatama.ac.id/xmlui/handle/123456789/14963>.
- Navarro, Rocio Rimapa, Maribel Valladolid, Rita De Jesús, Toro López, and Hugo Puican. 2023. "RELATIONSHIP BETWEEN INTERNAL CONTROL AND TREASURY MANAGEMENT IN A PERUVIAN MUNICIPALITY Joselito Zamora Vasquez , b Liliana Del Carmen Suárez Santa Cruz , c Lilian," 1–18.
- Nguyen, Nha, André Leclerc, and Gaston LeBlanc. 2013. "The Mediating Role of Customer Trust on Customer Loyalty." *Journal of Service Science and Management* 06 (01): 96–109. <https://doi.org/10.4236/jssm.2013.61010>.
- Obaze, Yolanda, Heng Xie, Victor R. Prybutok, Wesley Randall, and Daniel A. Peak. 2021. "Contextualization of Relational Connectedness Construct in Relationship Marketing." *Journal of Nonprofits and Public Sector Marketing* 00 (00): 1–33. <https://doi.org/10.1080/10495142.2021.1902906>.
- Pandjaitan, DRH, and S Faila. 2019. "The Effect of Halal Branding Dimension to Purchase Intention on Oriflame Lipstick." <http://repository.lppm.unila.ac.id/15558/>.
- Papastathopoulos, Avraam, Kostas Kaminakis, and Charilaos Mertzanis. 2020. "What Services Do Muslim Tourists Want? Uncovering Nonlinear Relationships and Unobserved Heterogeneity." *Tourism Management Perspectives* 35 (July). <https://doi.org/10.1016/j.tmp.2020.100720>.
- Pratihari, SK, and SH Uzma. 2018. "CSR and Corporate Branding Effect on Brand Loyalty: A Study on Indian Banking Industry." *Journal of Product & Brand Management* . <https://doi.org/10.1108/JPBM-05-2016-1194>.
- Putra, MR, and G Gupron. 2020. "BUYING INTEREST AND TRUST MODEL: E-WOM AND BRAND IMAGE." *Dynasty International Journal of ...* .  
<http://repository.upiypk.ac.id/id/eprint/3174>.
- Quoquab, F. 2021. "Psychological Engagement Drives Brand Loyalty: Evidence from Malaysian Ecotourism Destinations." *Journal of Product and Brand Management* 30 (1): 132–47. <https://doi.org/10.1108/JPBM-09-2019-2558>.
- Rahi, S. 2020. "Factors Propelling the Adoption of Internet Banking: The Role of e-Customer Service, Website Design, Brand Image and Customer Satisfaction." *International Journal of Business Information Systems* 33(4): 549–69. <https://doi.org/10.1504/IJBIS.2020.105870>.

- RAHMAYANI, M. 2020. *THE EFFECT OF EXPERIENTIAL MARKETING, BRAND IMAGE, BRAND TRUST ON BRAND LOYALTY (Study on Toyota Avanza Car Users in the City of ...* . eprints.unisnu.ac.id. <http://eprints.unisnu.ac.id/id/eprint/1176/>.
- Rauyruen, Papassapa, and Kenneth E. Miller. 2007a. "Relationship Quality as a Predictor of B2B Customer Loyalty." *Journal of Business Research* 60 (1). <https://doi.org/10.1016/j.jbusres.2005.11.006>.
- — —. 2007b. "Relationship Quality as a Predictor of B2B Customer Loyalty." *Journal of Business Research* 60 (1): 21–31. <https://doi.org/10.1016/j.jbusres.2005.11.006>.
- Ritter, Thomas, and Jens Geersbro. 2018. "Multidexterity in Customer Relationship Management: Managerial Implications and a Research Agenda." *Industrial Marketing Management* 69 (xxxx): 74–79. <https://doi.org/10.1016/j.indmarman.2018.01.019>.
- Riyanto, Slamet, and Andhita Aglis Hatmawan. 2020. "Quantitative Research Research Methods in the Field of Management, Engineering." *deeppublish* .
- Sanny, L. 2020. "Purchase Intention on Indonesia Male's Skin Care by Social Media Marketing Effect towards Brand Image and Brand Trust." *Management Science Letters* 10 (10): 2139–46. <https://doi.org/10.5267/j.msl.2020.3.022>.
- Sarmad, M, N Ahmad, M Khan, M Irfan, and ... 2020. "Investigating the Moderating Role of Trust between Social Media Capabilities and Consumer Brand Engagement across Textile Sector of Pakistan." ... *and Marketing* . researchgate.net. [https://www.researchgate.net/profile/Muhammad-Khan-285/publication/361192509\\_International\\_Review\\_of\\_Management\\_and\\_Marketing\\_Investigating\\_the\\_Moderating\\_Role\\_of\\_Trust\\_between\\_Social\\_Media\\_Capabilities\\_and\\_Consumer\\_Brand\\_Engagement\\_Across\\_Textile\\_Sector\\_/](https://www.researchgate.net/profile/Muhammad-Khan-285/publication/361192509_International_Review_of_Management_and_Marketing_Investigating_the_Moderating_Role_of_Trust_between_Social_Media_Capabilities_and_Consumer_Brand_Engagement_Across_Textile_Sector_/).
- Scarpi, Daniele, Francesco Raggiotto, and Marco Visentin. 2022. "Untying the Knot: Drivers of the Intention to Downgrade the Relationship in B2B Service Contexts." *Industrial Marketing Management* 105 (December): 200–210. <https://doi.org/10.1016/j.indmarman.2022.06.005>.
- Segarra-Moliner, Jose Ramon, Miguel Angel Moliner-Tena, and Javier Sánchez-Garcia. 2013. "Relationship Quality in Business to Business: A Cross-cultural Perspective from Universities." *Marketing Intelligence & Planning* 31(3): 196–215. <https://doi.org/10.1108/02634501311324573>.
- Seo, E J. 2020. "The Effect of Social Media Usage Characteristics on E-WOM, Trust, and Brand Equity: Focusing on Users of Airline Social Media." *Sustainability (Switzerland)* 12(4). <https://doi.org/10.3390/su12041691>.
- Singh, Jatinder J., Oriol Iglesias, and Joan Manel Batista-Foguet. 2012. "Does Having an Ethical Brand Matter? The Influence of Consumer Perceived Ethicality on Trust, Affect and Loyalty." *Journal of Business Ethics* . <https://doi.org/10.1007/s10551-012-1216-7>.
- Siregar, Akhmad Irwansyah, Riko Mappadeceng, and Albetris Albetris. 2021. "The Influence of Brand Image, Trust, Electronic Word of Mouth On Consumer Loyalty of Jambi Typical Souvenirs (Outlet Tempohoyac)." *Economics: Journal of Economics and Business* 5 (2). <https://doi.org/10.33087/economics.v5i2.407>.
- Siswadi, Siswadi, Jumaizi Jumaizi, Supriyanto Supriyanto, and Adenanthera Lesmana Dewa. 2023. "Indonesian Online Transportation (Go-Jek) Customer Satisfaction and Loyalty: How the Role of Digital Marketing, Word of Mouth, Perceived Value and Perceived Quality?" *Journal of Law and Sustainable Development* 11 (2): 1–19.

- <https://doi.org/10.55908/sdgs.v11i2.362>.
- Sugandini, Dyah, Benny Wendry, and Muafi. 2017. "Influence of Quality Relationship and Satisfaction on Loyalty: Study on Supplier in Indonesia." *Journal of Business and Retail Management Research* 11(4): 46–51. <https://doi.org/10.24052/jbrmr/v11is04/ioqrasolsosii>.
- Thanh, T Le. 2021. "Contribution of Corporate Social Responsibility on SMEs' Performance in an Emerging Market – the Mediating Roles of Brand Trust and Brand Loyalty." *International Journal of Emerging Markets* . <https://doi.org/10.1108/IJOEM-12-2020-1516>.
- Van, TTH, and CT Fah. 2022. "SOCIAL MEDIA MARKETING AND ITS INFLUENCE ON BRAND LOYALTY TOWARDS FAST FASHION BRANDS AMONG VIETNAMESE MILLENNIALS." *Eurasian Journal of Social Sciences* . [search.proquest.com](https://search.proquest.com). [https://search.proquest.com/openview/b8541bdd20e38ee2ea938a35664dda9c/1?pq-origsite=gscholar&cbl=4577402&casa\\_token=D5t-LcBQoLYAAAAA:o7iaVOgEQpACJdR2BSsy2AWBpSH6oRYrDKmqIWyGGTiyrn5GZnrTrdXPlyrPwA6rBIOAEk16ko](https://search.proquest.com/openview/b8541bdd20e38ee2ea938a35664dda9c/1?pq-origsite=gscholar&cbl=4577402&casa_token=D5t-LcBQoLYAAAAA:o7iaVOgEQpACJdR2BSsy2AWBpSH6oRYrDKmqIWyGGTiyrn5GZnrTrdXPlyrPwA6rBIOAEk16ko).
- Wiedmann, K P. 2020. "Attractiveness, Trustworthiness and Expertise – Social Influencers' Winning Formula?" *Journal of Product and Brand Management* 30 (5): 707–25. <https://doi.org/10.1108/JPBM-06-2019-2442>.
- Wilson, Jonathan AJ, and Jonathan Liu. 2011. "The Challenges of Islamic Branding: Navigating Emotions and Halal." *Journal of Islamic Marketing* 2 (1): 28–42. <https://doi.org/10.1108/17590831111115222>.
- Yang, Zhilin, and Robin T. Peterson. 2004. "Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs." *Psychology and Marketing* 21 (10): 799–822. <https://doi.org/10.1002/mar.20030>.
- Yani, U, and O Karneli. 2018. "The Influence of Experiential Marketing and Brand Trust on Customer Loyalty (Study at RM. Pak Datuk City of Dumai)." *Student Online Journal (JOM) in the Field of Social Sciences* ... .
- Zahid, Umair, Rizwan Tariq, Nosheen Maqbool, Mudasir Hussain, Junaid Khan, and Patrice Seuwou. 2020. "A Study of the Determinants of Effective Relationship Marketing Practices on Organizational Growth in the Medium Sized Hotel Industry of Pakistan." *International Journal of Marketing Research Innovation* 4 (1): 28–38. <https://doi.org/10.46281/ijmri.v4i1.636>.
- Zulfikar, T, I Aprianti, and ... 2022. "Digital Marketing and Brand Image To Increase Consumer Purchase Interest." *Journal of Industrial Management* ... . [scholar.archive.org](https://scholar.archive.org). <https://scholar.archive.org/work/knnkylxcgrc47ghdwykfo5r5ne/access/wayback/https://jurnal.poltekapp.ac.id/index.php/JMIL/article/download/976/pdf>.