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Influence of Brand Equity, Awareness, Loyalty, and Trust on Customer Loyalty at PT Gesit Digital Solution

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ABSTRACT

This study examines the influence of brand equity, brand awareness, brand loyalty, and brand trust on customer loyalty among clients of PT Gesit Digital Solution, a business-to-business digital marketing agency in Jakarta, Indonesia. Data were collected from 79 client companies and analyzed using partial least squares structural equation modeling. The results show that brand loyalty and brand trust each have a positive and significant effect on customer loyalty, while brand equity and brand awareness do not. Together, the four constructs explain 77.8 percent of the variance in customer loyalty, with brand loyalty exerting the strongest influence, followed by brand trust. These findings suggest that in a business-to-business digital agency context, customer loyalty is shaped more by clients' emotional attachment to the brand and confidence in its reliability than by brand image or awareness. The study contributes to the marketing literature by showing that the relative influence of brand-related constructs on customer loyalty varies between business-to-business and business-to-consumer contexts. Practically, digital agencies seeking to strengthen client retention should prioritize building trust and loyalty through consistent service quality, transparent communication, and reliable long-term cooperation, rather than relying primarily on brand-image strategies. Future research should extend this study to a larger sample of digital agencies and examine additional predictors such as customer satisfaction and relationship quality.

Keywords: *Brand Awareness, Brand Equity, Brand Loyalty, Brand Trust, Customer Loyalty*

INTRODUCTION

The creative and digital marketing industries in Indonesia have grown considerably in recent years (Hadiyati et al., 2024; Lubis et al., 2025). Companies increasingly rely on digital platforms and social media rather than conventional marketing channels to build and sustain relationships with consumers (Saikia & Bhattacharjee, 2024). This shift has given rise to numerous digital agencies that provide services such as social media management, content strategy, and campaign planning. As competition among these agencies intensifies, digital agency companies must create distinctive value to retain clients and cultivate long-term loyalty. Customer loyalty is therefore a critical determinant of business continuity. Loyalty is understood as a customer's sustained commitment to continue purchasing and engaging with a preferred product or service despite competing alternatives and situational pressures to switch (Bae & Kim, 2023). In the service sector, and particularly among digital agencies, customer loyalty carries added weight because the client relationship is ongoing and depends heavily on trust between the two parties. Firms that succeed in retaining loyal clients tend to secure steadier revenue streams, expand their business networks, and benefit from client referrals.

In the current digital era, customer loyalty depends not only on service quality but also on the strength of a company's brand. One factor shaping customer loyalty is brand equity, which reflects the value and associations that consumers attach to a brand and that, in turn, shape their perceptions of a product or service (Parris & Guzmán, 2023). A firm with stronger brand equity tends to enjoy higher levels of client trust and confidence. For a digital agency, brand equity may be expressed through its reputation, the quality of its work, the caliber of its collaborative relationships, and its professional standing among clients (France et al., 2025). Alongside brand equity, brand awareness also influences customer loyalty. Brand awareness refers to a client's capacity to recognize and recall a brand within a given service category, a capacity that social media engagement has been shown to strengthen substantially (Ibrahim et al., 2025). Elevated brand awareness increases the likelihood that a firm will be selected when clients require digital marketing services. Within an industry populated by numerous competitors, agencies that build strong brand awareness are more readily recognized and recalled by prospective clients, which is why sustained visibility through social media, portfolio presentation, and other communication strategies is essential (Bergkvist & Taylor, 2022).

Brand loyalty is a further determinant of customer loyalty. It describes a client's commitment and continued inclination to engage the same brand over time, an outcome closely associated with the quality of experience the brand delivers (Chung & Welty Peachey, 2021). Clients who are loyal to a brand are less inclined to switch providers even when competitors offer more attractive pricing or additional services. For a digital agency, brand loyalty manifests as continuity of

cooperation, repeated engagement of services, and clients' willingness to continue entrusting their marketing needs to the same firm (Haris, 2024). Brand trust, in turn, is an equally important contributor to customer loyalty. It reflects a brand's capacity to build client confidence in the quality and reliability of the services it delivers, and prior research indicates that this trust often mediates the relationship between a brand's overall experience and the loyalty it generates (Bae & Kim, 2023). In a service industry where outcomes are largely intangible, client trust becomes indispensable, since clients rely on assurances of honesty, security, professionalism, and consistency. As trust in a brand strengthens, so does the likelihood that customer loyalty will follow.

PT Gesit Digital Solution operates within this competitive digital agency environment, applying a business-to-business (B2B) model that delivers digital marketing services through platforms such as Instagram, TikTok, and other social media channels. Based in South Jakarta, the company competes with numerous other digital agencies and must therefore sustain client loyalty to remain viable amid an increasingly dynamic industry. Internal records maintained by the company indicate that the number of client companies retained by PT Gesit Digital Solution fluctuated over the 2022 to 2024 period, declining before recovering to a higher level by 2024. Interviews conducted with the company's management team suggest that this fluctuation may be linked to several factors, including service quality, timeliness of content production, the quality of delivered content, service pricing, and competitive pressure from other digital agencies offering comparable services. These factors correspond closely to brand trust, brand loyalty, and overall brand strength, all of which affect a firm's ability to retain clients. This pattern suggests that customer loyalty within the digital agency sector is shaped by a range of factors linked to brand strength. Companies whose clients are satisfied and confident in-service quality tend to sustain long-term cooperation, whereas clients who perceive unmet expectations are more likely to shift toward competitors. Firms must therefore understand the determinants of customer loyalty in order to sustain durable business relationships.

Prior studies examining the influence of brand equity, brand awareness, brand loyalty, and brand trust on customer loyalty have produced mixed findings; some report significant positive effects, while others find inconsistent or non-significant relationships (Hanaysha, 2022). Much of this research has concentrated on the fast-moving consumer goods (FMCG) and broader consumer goods sectors, leaving customer loyalty within the digital agency industry comparatively underexamined. Comparable gaps are evident in adjacent digital-service contexts, where trust and continued engagement with a platform have similarly been shown to shape client retention (Antonio & Kurniawan, 2025; Davin & Ariyanti, 2025). Building on this gap, the present study examines the influence of brand equity, brand awareness, brand loyalty, and brand trust on customer loyalty at PT Gesit Digital Solution. The study is intended to contribute theoretically to marketing scholarship on customer

loyalty within the digital service sector, and practically to inform PT Gesit Digital Solution and comparable firms in formulating strategies that sustain client loyalty within an increasingly competitive digital agency market.

LITERATURE REVIEW

Brand Equity

Brand equity is a central concept in marketing that captures the value and associations connected to a brand, its name, or its symbol, and that shapes how consumers perceive a product or service, ultimately raising or diminishing that product's value in the market (Parris & Guzmán, 2023). Aaker (2015) identifies four dimensions through which brand equity is expressed: brand awareness, the consumer's ability to recall a brand within a given product category; brand image or brand association, the consumer's perception of a brand's attributes and the impressions that position it in the consumer's mind; perceived quality, the consumer's assessment of a branded product's quality; and brand loyalty, the tendency of consumers to repurchase a branded product because of satisfaction with its prior performance. This four-dimensional framework remains foundational to brand equity research and is retained here as grand theory underpinning the study's conceptualization of brand equity.

Brand Awareness

Brand awareness is a consumer's capacity to recognize or recall a brand as belonging to a particular product or service category, and this capacity has been shown to strengthen substantially through active social media engagement (Ibrahim et al., 2025). It represents the simplest and earliest stage of the broader brand recognition process, since a consumer must first be aware that a brand exists before more complex associations can form. (Kotler & Keller, 2021) describe brand awareness as unfolding across four levels of consumer recall. Top of mind refers to the brand a consumer names first and without prompting when asked to recall any brand in a category. Brand recall describes a consumer's ability to name a brand when prompted with the relevant product category. Brand recognition, the minimum level of awareness, occurs when a consumer identifies a brand correctly once it is presented, and it plays a decisive role at the point of purchase. Unaware brand marks the lowest level of the awareness hierarchy, in which the consumer has no knowledge that the brand exists at all (Raffaelli et al., 2024).

Brand Trust

Brand trust arises from customer confidence in a brand and reflects an understanding, built through direct or indirect experience, that leads customers to believe a brand will act in their interest (Cardoso et al., 2022). It has similarly been described as a form of accountability that customers grant to a brand once repeated interaction confirm that the brand consistently meets expectations regarding

product or service suitability, with this trust often mediating the relationship between overall brand experience and the loyalty it produces (Bae & Kim, 2023). Four indicators typically capture brand trust in this context (Cardoso et al., 2022). Trust itself denotes the confidence a customer develops through the act of purchasing. Reliability reflects the customer's sense that the brand will consistently perform as expected. Honesty concerns the customer's belief that the brand deals fairly and transparently with those who use it. Safety refers to the assurance a customer receives that a product or service will not expose them to unnecessary risk.

Brand Loyalty

Brand loyalty describes a customer's positive disposition, ongoing commitment, and continued intention to purchase from a particular brand over time (Koranti & Wicaksana, 2021). This relationship carries particular weight in business-to-business contexts, where the accumulation of consistent service experiences over an extended engagement period has been found to be a stronger driver of brand loyalty than brand familiarity alone (Raddats et al., 2024). According to Aaker (2015), brand loyalty operates across four dimensions. Cognitive loyalty stems from product quality, cost considerations, and customer knowledge that together shape brand preference. Affective loyalty reflects the satisfaction and enjoyment a customer associates with a brand, encompassing the positive or negative emotional reactions the brand evokes. Conative loyalty captures the customer's desire to repurchase as a behavioral response to a favorable attitude toward the brand, driven by a sense of attachment that motivates continued patronage (Ladeira et al., 2025). Behavioral loyalty describes the regularity with which a customer purchases from a particular brand, reflecting a preference to satisfy needs through that brand rather than switching to alternatives.

Customer Loyalty

Customer loyalty is a customer's sustained commitment to continue purchasing or supporting a preferred product or service over time, even when situational pressures or competitors' marketing efforts create opportunities to switch (Bae & Kim, 2023). According to Kotler and Keller (2021), customer loyalty can be assessed through three indicators: repeat purchase, which reflects a customer's continued willingness to buy from the same brand; retention, which reflects resistance to switching toward competing brands; and referrals, which capture the extent to which a customer recommends the brand to others.

Conceptual Framework

Building on the literature reviewed above, this study integrates the constructs of brand equity, brand awareness, brand loyalty, and brand trust into a single conceptual framework that positions each construct as an independent variable influencing customer loyalty as the dependent variable. This framework provides

the logical basis for the hypotheses developed below and guides the design of the research instrument used to test the relationships among these variables.

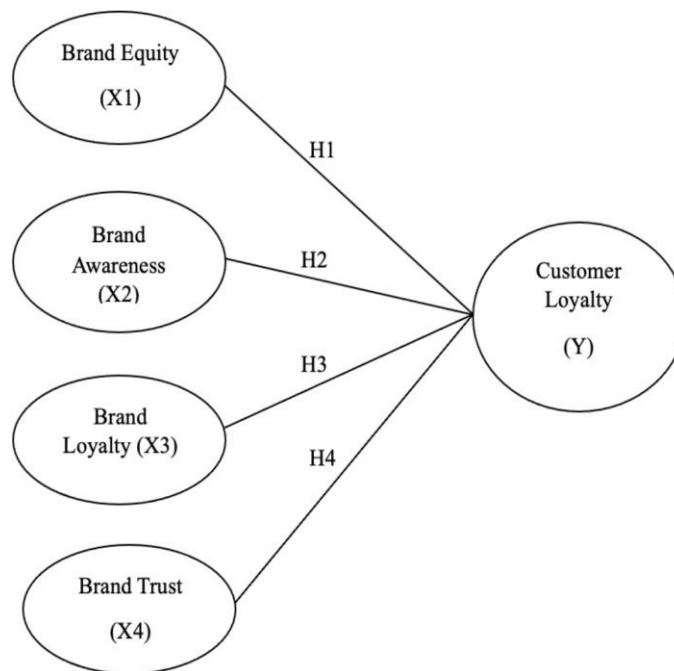


Figure 1 Conceptual Framework
Source: Processed by the researchers (2026)

Hypotheses

Building on the conceptual framework outlined above, this study proposes that brand equity, brand awareness, brand loyalty, and brand trust each exert a positive influence on customer loyalty. Specifically, it is hypothesized that brand equity has a positive influence on customer loyalty (H1), that brand awareness has a positive influence on customer loyalty (H2), that brand loyalty has a positive influence on customer loyalty (H3), and that brand trust has a positive influence on customer loyalty (H4).

RESEARCH METHODOLOGY

This study employs a quantitative approach with a descriptive correlational design, using a cross-sectional survey to examine relationships among the constructs of interest at a single point in time (Hunziker & Blankenagel, 2024). The population comprised 98 active service-user companies of PT Gesit Digital Solution in the Jakarta area during 2024, from which 79 companies were selected as the sample using purposive sampling based on established cooperation with the company and sufficient experience with its digital marketing services to provide informed assessments of brand equity, brand awareness, brand loyalty, brand trust, and customer loyalty.

Data were collected through a structured questionnaire completed by a designated representative of each participating company. Each construct was measured with four indicator items, with the exception of customer loyalty, which was measured with three items, consistent with the outer model results reported in the Results section.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS. The measurement model, or outer model, was evaluated first through tests of convergent validity (outer loading and average variance extracted), internal consistency reliability (Cronbach's alpha and composite reliability), and discriminant validity (the Fornell-Larcker criterion). Once the measurement model was confirmed adequate, the structural model, or inner model, was evaluated through the coefficient of determination (R^2) for customer loyalty and through path coefficient significance testing, with a bootstrapping procedure used to generate t-values and p-values for each hypothesized relationship.

RESULT AND DISCUSSION

Respondent Characteristics

Internal records maintained by PT Gesit Digital Solution indicate that the number of client companies using its services fluctuated over the 2022 to 2024 period, declining from 92 to 88 companies between 2022 and 2023 before recovering to 98 companies in 2024. This pattern motivated a closer examination of the profile of the 79 client companies that took part in this study as respondents, summarized in Table 1 below across five characteristics: domicile, duration of cooperation, number of projects completed or underway, industry sector, and the specific services utilized.

Table 1 Characteristics of Respondent Companies

Characteristic	Description	Frequency	Percentage
Domicile	South Jakarta	37	46.84%
	Central Jakarta	30	37.97%
	West Jakarta	8	10.13%
	East Jakarta	4	5.06%
	North Jakarta	2	2.53%
Duration of cooperation	6 months to 1 year	47	59.49%
	1 to 2 years	20	25.32%
	More than 2 years	12	15.19%
Projects completed or underway	1 to 5 projects	58	73.42%
	5 to 10 projects	14	17.72%
	More than 10 projects	7	8.86%
Industry sector	Health	16	20.25%

Characteristic	Description	Frequency	Percentage
	Food and beverage	12	15.19%
	FMCG	9	11.39%
	Retail / e-commerce	8	10.13%
	Fashion	6	7.59%
	Finance	5	6.33%
	Government	4	5.06%
	Property	3	3.80%
	Automotive	3	3.80%
	Education	1	1.27%
	Other sectors	12	15.19%
Service utilized*	Influencer marketing / KOL management	57	18.33%
	Content creation	44	14.14%
	Branding and brand strategy	39	12.55%
	Social media management	38	12.23%
	Digital strategy and campaign planning	30	9.64%
	Media buying and analytics	15	4.83%
	Digital advertising (paid ads)	12	3.86%
	Website development and SEO	11	3.53%
	Community and engagement building	9	2.89%

Source: Processed by the researchers (2026)

Most respondent companies were domiciled in South and Central Jakarta, together accounting for more than 84 percent of the sample, and had worked with PT Gesit Digital Solution for six months to two years while completing a modest number of projects, suggesting a client base still largely in the early to intermediate stage of the relationship. The client companies came from a wide range of industry sectors, led by health and food and beverage, and drew most heavily on influencer marketing, content creation, and branding services. Taken together, these patterns indicate that PT Gesit Digital Solution serves a broad and industry-diverse client portfolio, most of which is still building toward the longer, more deeply established

cooperative relationships in which brand-related constructs such as loyalty and trust would be expected to exert their fullest influence.

Measurement Model (Outer Model) Testing

Before the hypothesized relationships among constructs could be tested, the measurement model was evaluated to confirm that each construct was measured validly and reliably. This involved convergent validity, internal consistency reliability, and discriminant validity, with results summarized in Table 2.

Table 2 Summary of Outer Model Test Results

Variable	Indicator	Outer Loading	Cronbach's Alpha	CR	AVE	Discriminant Validity
Brand Equity (X1)	X1.1	0.962	0.914	0.927	0.761	Valid
	X1.2	0.854				
	X1.3	0.841				
	X1.4	0.827				
Brand Awareness (X2)	X2.1	0.921	0.932	0.951	0.828	Valid
	X2.2	0.909				
	X2.3	0.893				
	X2.4	0.916				
Brand Loyalty (X3)	X3.1	0.950	0.903	0.909	0.716	Valid
	X3.2	0.794				
	X3.3	0.870				
	X3.4	0.757				
Brand Trust (X4)	X4.1	0.923	0.974	0.978	0.916	Valid
	X4.2	0.974				
	X4.3	0.947				
	X4.4	0.984				
Customer Loyalty (Y)	Y.1	0.945	0.904	0.939	0.837	Valid
	Y.2	0.906				
	Y.3	0.893				

Source: Processed by the researchers (2026)

All indicators loaded above the 0.50 threshold for convergent validity, and the average variance extracted for each construct exceeded 0.50 (ranging from 0.716 for brand loyalty to 0.916 for brand trust), confirming that each construct explained a satisfactory share of its indicators' variance. Composite reliability and Cronbach's alpha likewise exceeded 0.70 for every construct, indicating good internal consistency.

Discriminant validity, assessed using the Fornell-Larcker criterion, showed that the square root of each construct's AVE exceeded its correlations with every other construct, satisfying the standard threshold for distinctness between constructs. This result is worth noting given that brand awareness and brand loyalty

are treated in the literature as sub-dimensions of brand equity under Aaker's original framework, yet are operationalized here as separate independent variables; the Fornell-Larcker results suggest the four constructs were empirically distinguishable in this sample, though a supplementary variance inflation factor analysis was not conducted and would strengthen confidence in this distinction in future work.

Structural Model (Inner Model) and Hypothesis Testing

With the measurement model confirmed adequate, the structural model was evaluated to test the relationships proposed in the four hypotheses. The coefficient of determination (R^2) for customer loyalty was 0.778, indicating that brand equity, brand awareness, brand loyalty, and brand trust jointly accounted for 77.8 percent of the variance in customer loyalty, a level conventionally regarded as strong, while the remaining 22.2 percent was attributable to factors outside the scope of this study. Path coefficients and their significance were then examined through bootstrapping, with results summarized in Table 3.

Table 3 Path Coefficient and Hypothesis Test Results

	Original Sample (O)	T-Value	P-Value	Hypothesis
X1 -> Y	-0.102	1.326	0.185	Rejected
X2 -> Y	0.067	0.815	0.415	Rejected
X3 -> Y	0.480	4.163	0.000	Accepted
X4 -> Y	0.472	5.093	0.000	Accepted

Source: Processed by the researchers (2026)

The results show that brand equity (H1) and brand awareness (H2) did not have a statistically significant effect on customer loyalty, as their p-values exceeded 0.05 and their t-values fell below the 1.96 threshold. Brand loyalty (H3) and brand trust (H4), by contrast, each had a positive and significant effect on customer loyalty, with brand loyalty showing the larger path coefficient of the two. These findings indicate that among the four constructs examined, customer loyalty toward PT Gesit Digital Solution was driven primarily by clients' loyalty to and trust in the brand, rather than by their broader perception of brand equity or their level of brand awareness.

The Influence of Brand Equity on Customer Loyalty

The results of this study indicate that the first hypothesis, which proposed that brand equity influences customer loyalty, could not be accepted. Brand equity was found to have no significant influence on customer loyalty among the service-user companies of PT Gesit Digital Solution. Although brand equity is theoretically understood to strengthen consumer perceptions of value and brand preference, in the context of a business-to-business digital agency, customer loyalty appears to be shaped more strongly by service quality and direct cooperative experience. The

dimensions that constitute brand equity, including brand awareness, perceived quality, brand association, and brand loyalty, were not sufficiently influential on their own in shaping service-user companies' decisions to remain loyal, suggesting that these clients weigh tangible aspects such as work quality, timeliness, and responsive communication more heavily than brand image alone.

This finding contrasts with the research of Dananjoyo and Udin (2023) and Putri (2024), both of which reported a positive effect of brand equity on customer loyalty, particularly in consumer-facing retail contexts. This divergence suggests that the influence of brand equity is not uniform across industry types, and appears comparatively weaker in B2B service settings, which place greater weight on rational, performance-based evaluation than on brand image. PT Gesit Digital Solution should therefore prioritize managerial strategies centered on service quality, consistency of output, timeliness, and responsiveness to client needs when building long-term loyalty, while continuing to treat brand equity as a supporting factor that strengthens the company's overall image and client experience rather than a primary driver of retention.

The Influence of Brand Awareness on Customer Loyalty

The results of this study indicate that the second hypothesis, which proposed that brand awareness influences customer loyalty, could not be accepted. This indicates that service-user companies' awareness of the PT Gesit Digital Solution brand did not significantly drive their loyalty. In the B2B digital agency industry, brand awareness appears to function mainly as an initial point of introduction to potential clients rather than as a determinant of whether a cooperative relationship endures. Service-user companies gave greater weight to the quality of work output, communication, and responsiveness than to their recognition or recall of the company's brand.

This result differs from the findings of Ibrahim et al. (2025), who reported a positive effect of brand awareness on customer loyalty in a business-to-consumer setting, but is consistent with the finding of Binari (2023) that brand awareness does not significantly affect customer loyalty. This divergence suggests that the influence of brand awareness depends heavily on industry characteristics and customer behavior. In digital marketing services specifically, customer loyalty appears to form more through positive service experience and the fulfillment of cooperative expectations than through brand familiarity or visibility alone.

The Influence of Brand Loyalty on Customer Loyalty

The results of this study indicate that brand loyalty has a positive and significant effect on customer loyalty among the service-user companies of PT Gesit Digital Solution. This means that the more loyal a service-user company is to the PT Gesit Digital Solution brand, the greater its tendency to continue using the company's services, sustain cooperation, and recommend the company to others.

This influence is consistent with the cognitive, affective, conative, and behavioral dimensions of loyalty, which together suggest that positive experience, emotional attachment, and service satisfaction combine to build long-term client relationships. Within the digital agency industry, this form of loyalty tends to be cultivated through consistent service quality, timely delivery, effective communication, and work output that meets client expectations.

This finding is consistent with the research of Hosna and Insiyah (2023), which identified brand loyalty as a dominant factor in customer loyalty because customers with a strong attachment to a brand tend to make repeat purchases and sustain the relationship. It differs, however, from the findings of Hikam et al. (2022), which found no significant effect of brand loyalty on customer loyalty, a divergence that likely reflects differences in industry context and client experience across studies. PT Gesit Digital Solution should therefore continue to strengthen brand loyalty by improving service quality, sustaining emotionally engaged client relationships, and maintaining responsive communication, so that customer loyalty can be reinforced on an ongoing basis.

The Influence of Brand Trust on Customer Loyalty

The results of this study indicate that the fourth hypothesis, which proposed that brand trust influences customer loyalty, is accepted. Brand trust was found to have a positive and significant effect on customer loyalty among the service-user companies of PT Gesit Digital Solution. The greater a client's trust in the company, the more likely it is to sustain a long-term cooperative relationship. This trust is built through client perceptions of honesty, reliability, professionalism, and the sense of security the company provides. In the digital agency service industry, trust plays a particularly important role because clients need assurance that the services delivered will consistently meet their needs and maintain the standard of cooperation over time.

This finding is consistent with Cardoso et al. (2022), whose account of trust as the foundation of durable brand relationships aligns with the pattern observed here, and is further supported by the research of Megawati (2023) and Putri and Afriyeni (2023), both of which found a significant effect of brand trust on customer loyalty. It differs, however, from the findings of Hikam et al. (2022) and Hosna and Insiyah (2023), which did not find brand trust to have a significant effect. PT Gesit Digital Solution should continue strengthening client trust through transparent project management, consistent communication, data security, and reliable fulfillment of service commitments, so that customer loyalty can be sustained amid increasingly competitive conditions in the industry.

CONCLUSION

This study examined the influence of brand equity, brand awareness, brand loyalty, and brand trust on customer loyalty among 79 service-user companies of PT Gesit Digital Solution, a business-to-business digital marketing agency in Jakarta, using a quantitative approach with partial least squares structural equation modeling. The results show that brand loyalty and brand trust each exert a positive and significant effect on customer loyalty, while brand equity and brand awareness do not, with the four constructs jointly accounting for 77.8 percent of the variance in customer loyalty. These findings indicate that in this business-to-business context, customer loyalty is driven primarily by clients' emotional and behavioral attachment to the brand and their confidence in its reliability, rather than by broader brand image or brand recognition.

Theoretically, this study contributes to the marketing literature by showing that the dimensions of Aaker's brand equity framework do not carry equal weight in a business-to-business service setting, and that brand loyalty and brand trust function as the more decisive antecedents of customer loyalty when the underlying relationship is one of ongoing professional cooperation rather than a single consumer transaction. Practically, the findings suggest that PT Gesit Digital Solution, and comparable digital agencies, should prioritize strategies that build trust and loyalty directly, such as transparent project management, consistent service delivery, responsive communication, and long-term relationship-building initiatives, rather than relying primarily on brand-image campaigns to retain business clients.

This study is subject to several limitations. The sample was confined to 79 client companies of a single digital agency in South Jakarta, which limits the generalizability of the findings to other firms, regions, or industries. The quantitative design, while suited to testing the hypothesized relationships, did not capture the emotional and relational nuances underlying clients' loyalty and trust in the depth that a qualitative or mixed-methods approach could provide. The study also examined only four predictors of customer loyalty; other plausible influences, such as customer satisfaction, relationship quality, and service pricing, fell outside its scope. Future research could address these limitations by sampling across multiple digital agencies and industries, incorporating qualitative methods to explore the mechanisms underlying brand trust and brand loyalty, and testing additional predictors such as customer satisfaction and relationship quality within the same conceptual framework.

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