

# The Influence Of Customer Satisfaction On Brand Loyalty Trough Brand Love In Samsung Smartphone Users

Suyanto<sup>1</sup>, Hablya Geuna Tahta Archella Ardhani<sup>2\*</sup>

<sup>1</sup> Teacher Economic and Management Faculty, Universitas Darussalam Gontor, Indonesia

<sup>2</sup> Department of Management, Faculty of Economic and Management, Universitas Darussalam Gontor, Ponorogo, East Java, 63741, Indonesia

\*Corresponding Author:

Email: [hablya.geuna8022@mhs.unida.gontor.ac.id](mailto:hablya.geuna8022@mhs.unida.gontor.ac.id)

---

## Abstract.

*This study investigates the impact of customer satisfaction on brand loyalty, with brand love as a mediating factor, among Samsung smartphone users at the University of Darussalam Gontor. In the competitive smartphone market, customer satisfaction alone often falls short in driving brand loyalty, highlighting the critical role of emotional connections like brand love. Using a quantitative approach, data were gathered from 171 respondents through purposive sampling and analyzed using path analysis in SPSS. Findings reveal that customer satisfaction significantly influences brand love but not brand loyalty directly, while brand love strongly impacts brand loyalty and effectively mediates the relationship. The study underscores the importance of brand love in fostering loyalty, offering theoretical insights and practical strategies for companies to strengthen emotional bonds with consumers.*

**Keywords:** Customer Satisfaction, Brand Loyalty, Brand Love and Samsung.

---

## I. INTRODUCTION

The rapid development of technology has significantly reshaped human life, with smartphones emerging as an essential communication tool. In Indonesia, smartphone penetration has reached an impressive 89%, with 167 million users, according to Goodstats and the Ministry of Communication and Information.<sup>1</sup> Samsung, as one of the leading smartphone manufacturers, has built its reputation since the launch of the Galaxy S series in 2010. Offering diverse product lines such as Galaxy A, J, M, S, Note, and Fold, Samsung consistently innovates to meet market demands. Its advanced features, attractive designs, and robust specifications have positioned Samsung as a top choice among global consumers and the leading Android smartphone manufacturer for over a decade.<sup>2</sup> Maintaining market dominance in the highly competitive smartphone industry depends heavily on customer satisfaction and brand loyalty. Customer satisfaction, influenced by factors such as product quality, after-sales service, and ease of interaction, can enhance loyalty. However, studies, including those by Wardani and Wiyadi, suggest that satisfaction alone often does not guarantee loyalty.<sup>3</sup> Emotional connections, particularly brand love, play a critical role in fostering a deeper attachment to the brand. Brand loyalty, characterized by attitudinal and behavioral dimensions, is essential for business sustainability. It offers numerous advantages, such as reduced marketing costs, increased customer retention, and improved resilience against market competition.<sup>4</sup> Brand love further strengthens the bond between consumers and brands, contributing to long-term loyalty. It reflects a deep emotional connection that develops when consumers have positive and satisfying experiences with a product or service.

According to Abdullah, factors like social identity, brand image, and customer satisfaction significantly shape brand love.<sup>5</sup> This emotional attachment not only enhances loyalty but also boosts

consumer preferences, even in competitive markets. Research highlights that customer satisfaction alone is insufficient; a strong emotional bond is necessary to build brand loyalty effectively. However, studies on brand love and its mediating role in the electronics industry, particularly in Indonesia, remain limited, despite the sector's significant contribution to the national economy. Recently, Samsung's dominance in the global smartphone market has been challenged. After leading the market for 13 consecutive years, Samsung was overtaken by Apple in Q4 2023, as reported by the International Data Corporation (IDC).<sup>6</sup> Apple's success is attributed to the rising demand for premium devices. This shift raises important questions: has customer satisfaction with Samsung smartphones declined, and does brand love play a significant role in maintaining customer loyalty? This study aims to explore the influence of customer satisfaction on brand loyalty through brand love, focusing on female students at the University of Darussalam Gontor. This demographic, primarily Generation Z, is known for its tech-savviness and unique preferences, including prioritizing brand interest and alignment between price and value when choosing a smartphone.

## II. METHODS

This research utilized a quantitative approach, with data collected through an online questionnaire distributed via Google Forms. The target population comprised 1,667 female students at the University of Darussalam Gontor, while the sample focused on those who had used Samsung smartphones for a minimum of two years or had repurchased Samsung smartphones at least twice. An initial survey revealed 300 students who met these criteria, and the sample size was calculated to be 171 respondents using Slovin's formula. The collected data were analyzed using SPSS software, incorporating classical assumption tests, hypothesis testing, and path analysis to examine both direct and indirect relationships between the variables.

## III. RESULT AND DISCUSSION

### *Customer Satisfaction on Brand Love*

The results of the research data analysis proved that customer satisfaction has a positive and significant effect on brand love. Customer satisfaction has a significance value of 0.00 and a regression coefficient of 0.823 with a positive direction. So, customer satisfaction positively influences brand love. These results show that  $H_1$  is accepted.

The results of this study are consistent with the findings of the research conducted by Wardani and Wiyadi, which demonstrated that stimulants have a substantial impact on the satisfaction of customers and their passion for brands.<sup>7</sup> According to Kintana and Fadli, satisfaction results from brand engagement experiences. These experiences include awareness, acquisition, and post-purchase appraisal of things.<sup>8</sup> As a result of its enormous influence on both profitability and market share, customer satisfaction is an essential component of marketing strategies.<sup>9</sup> The level of love and loyalty consumers have for the Samsung brand is directly proportional to their satisfaction level with the products and services that Samsung provides.

### *Customer Satisfaction on Brand Loyalty*

The research data analysis proved that Customer Satisfaction does not affect Brand loyalty. Customer Satisfaction has a significance of  $0.771 > 0.05$  and a regression coefficient of 0.036, which means that  $H_2$  is rejected. This indicates that Customer Satisfaction alone cannot encourage Brand Loyalty to Samsung Smartphones. The findings of this study align with Purwianti's research, emphasizing that while customer satisfaction plays a crucial role, it is not the sole factor in achieving brand loyalty.<sup>10</sup> Oliver supports

this notion by highlighting the inconsistent relationship between satisfaction and loyalty. Although loyal customers are often satisfied, satisfaction does not necessarily lead to loyalty. In his analysis of six scenarios exploring this relationship, Oliver suggests that satisfaction represents the starting point of a progression that ultimately culminates in loyalty, as demonstrated in the sixth scenario. Notably, loyalty can exist independently of satisfaction in certain cases.<sup>11</sup> Other researchers have emphasized that consumer satisfaction by itself is not a good predictor of brand loyalty, so consumer emotional attachment should also be considered.<sup>12</sup> Regarding technology items, customer satisfaction is not the only factor determining an individual's commitment to a brand. It is common for emotional ties, brand trust, and brand experience to have a more significant influence on the formation of brand loyalty. Other factors that influence brand loyalty include emotional relationships.<sup>13</sup>

#### ***Brand Love on Brand Loyalty***

The research data analysis proves that Brand Love positively and significantly affects Brand Loyalty. Brand Love has a significance value of 0.000, less than 0.05, and a regression coefficient of 1.144, which is positive towards Brand Loyalty. Then, it can be said that  $H_3$  is accepted. Brand love is believed to be one factor that creates brand loyalty. According to Oktavia and Sicily's research, which reveals that Brand Love has a direct and substantial beneficial influence on Brand Loyalty, this study's conclusions agree with those findings.<sup>14</sup> In addition, Asiyah and Irfayanti argue that Brand Love works to cultivate a strong emotional connection between customers and brands, which helps to ensure customer loyalty despite the presence of a large number of competitors.<sup>15</sup> The fact that this is the case suggests that Brand Love is the pinnacle of the emotional anguish that customers experience, which may affect their loyalty to a particular brand. According to the conclusions of the research, it is projected that Samsung would further strengthen the emotional connection that consumers have with the brand by encouraging positive experiences and personal relevance for consumers.

#### ***Effect of Customer Satisfaction on Brand Loyalty Trough Brand Love***

The data analysis confirms that brand love mediates the relationship between customer satisfaction and brand loyalty. The path analysis results show that Customer Satisfaction has a standardized beta coefficient of 0.823 (p-value = 0.000), while its direct effect on Brand Loyalty is not significant (beta = 0.022, p-value = 0.771). Figure 4.3 indicated that Customer Satisfaction does not exert a direct and significant influence on Brand Loyalty. The mediation analysis depicted that the overall correlation effect of Customer Satisfaction on Brand Love is 0.688, with a p-value of 0.04, which is less than 0.05. The Partial Mediation or Full Mediation Customer Satisfaction Test for Brand Loyalty Through Brand Love indicates that  $B1 > B2$ , signifying that Brand Love can fully mediate the relationship between Customer Satisfaction and Brand Loyalty. The findings suggest that  $H_4$  was approved. This concept of loyalty can also be associated with the values in the Qur'an, as explained in Surah Al-Hujurat verse 15: *"The 'true' believers are only those who believe in Allah and His Messenger—never doubting—and strive with their wealth and lives in Allah's cause. They are the ones true in faith."*

This verse emphasizes that true loyalty is based on solid trust and commitment, which can be interpreted in the context of brand loyalty, which is consumers' complete trust in a brand so that they still choose the brand despite many competitors. The findings of this study corroborate earlier research by Wahyuni, demonstrating that brand love mediates the connection between customer happiness and brand

loyalty.<sup>16</sup> Consequently, fostering brand affection as a long-term approach is essential for enhancing Samsung's smartphone loyalty. By cultivating an emotionally and personally gratifying customer experience, Samsung may enhance Customer Satisfaction, which can be reinforced with Brand Love to foster customer loyalty.

#### IV. CONCLUSION

The study involved distributing surveys to female students at the University Darussalam Gontor who use Samsung smartphones, resulting in the following findings: Satisfying customers' needs and desires positively and significantly influences their loyalty to a business. This suggests that consumers' emotional connection with brands may be strengthened when customers are satisfied with their purchases. To a certain extent, customer satisfaction does not directly influence brand loyalty. Consequently, more than customer satisfaction is needed to cultivate brand loyalty among Samsung smartphone buyers. Brand love positively and significantly influences an individual's loyalty to that brand. Brand love is essential in developing customer loyalty to the Samsung brand, particularly for smartphones. Customer satisfaction influences brand loyalty via brand love. This underscores the significance of Brand Love in moderating the relationship between consumer satisfaction and brand loyalty.

#### V. ACKNOWLEDGMENTS

The authors would like to express their deepest gratitude to the Rector of the University of Darussalam Gontor and the Dean of the Faculty of Economics and Management for their unwavering support in facilitating this research. Special thanks are extended to the thesis supervisor for their invaluable guidance and encouragement throughout the study. The authors are also immensely grateful to the female students at the University of Darussalam Gontor who participated in this research, contributing significantly to its success.

#### REFERENCES

- [1] Adisty, Naomi. "Mengulik Perkembangan Penggunaan Smartphone Di Indonesia." *GoodStats*. Last modified 2022. <https://goodstats.id/article/mengulik-perkembangan-penggunaan-smartphone-di-indonesia-sT2LA>.
- [2] Al-Haddad, Abdullah. *Social Identification, Brand Image and Customer Satisfaction as Determinants of Brand Love. Advances in Science, Technology and Innovation*. Springer International Publishing, 2019. [http://dx.doi.org/10.1007/978-3-030-01662-3\\_28](http://dx.doi.org/10.1007/978-3-030-01662-3_28).
- [3] Ari Pamungkas, Dimas, and Asmai Lshak. "Artikel Hasil Penelitian Pengaruh Brand Experience, Brand Satisfaction, Dan Brand Trust Terhadap Brand Loyalty Pada Pengguna Smartphone Xiaomi Di Yogyakarta." *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen* 02, no. 01 (2023): 117–128. <https://journal.uui.ac.id/selma/index>.
- [4] Asiyah, Siti, and Deni Irfayanti. "Brand Loyalty Model Based on Brand Love and Brand Trust." *Jurnal Ilmiah Bisnis dan Ekonomi Asia* 18, no. 2 (2024): 213–224.
- [5] Bennett, Rebekah, and Sharyn Rundle-Thiele. "Examining the Satisfaction-Loyalty Relationship." *Journal of Services Marketing* 18, no. 7 (2004): 514–523. <http://eprints.qut.edu.au/14524/1/14524.pdf>.
- [6] Dwi Oktavia, Aulia, and Kristina Sisilia. "Pengaruh Brand Love Terhadap Brand Loyalty Melalui Self-Esteem Sebagai Variabel Mediasi Pada Local Skincare Brands Di Kota Bandung." *Jurnal Widya* 5, no.1(2024):322–332.
- [7] L., Oliver R. "Whence Consumer Loyalty?" *Journal of Marketing* 63, no. 1999 (1999): 33.
- [8] Manis Khintana, Julia, and Jul Aidil Fadli. "Pengaruh Brand Love Dan Customer Satisfaction Dimediasi Oleh Self-Esteem Terhadap Brand Loyalty Pada Brand Uniqlo." *Jurnal Locus Penelitian dan Pengabdian* 2, no. 2 (2023): 166–177.
- [9] Needham, Mass. "Apple Grabs the Top Spot in the Smartphone Market in 2023 along with Record High Market Share Despite the Overall Market Dropping 3.2%, According to IDC Tracker." *IDC*. Last modified 2024. <https://www.idc.com/getdoc.jsp?containerId=prUS51776424>.
- [10] Nugraha, Hilman Mulya. "Ini Dia Perbedaan Dari Setiap Seri Samsung Galaxy." *Carisinyal.Com*. Last modified

2023. <https://carisinyal.com/perbedaan-seri-samsung-galaxy/>.
- [11] Permata Sari, Niken, Bheni Artha, and Antonius Satria Hadi. "Brand Loyalty: A Literature Review." *International Journal of Economics, Business and Accounting Research (IJEBAR)* 7, no. 1 (2023): 66–75. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>.
- [12] Purwanto, Edy, and M. Munir Syam AR. "Pengaruh Satisfaction, Brand Love Terhadap Brand Loyalty Dan Word of Mouth." *Jurnal Manajemen Strategi dan Aplikasi Bisnis* 5, no. 1 (2022): 17–32.
- [13] Purwianti, Lily, Nia Rusiana, and Renza Fahlevi. "Pengaruh Brand Satisfaction Terhadap Brand Loyalty Dengan Mediasi Brand Preference, Brand Trust, Dan Brand Love Pada Generasi Z Dikota Batam." *Jurnal Administrasi dan Manajemen* 13, no. 3 (2023): 228–241.
- [14] Dinas Koperasi UMKM Provinsi Maluku, 2022, Laporan Akuntabilitas Kinerja Instansi Pemerintah (LAKIP) Dinas Koperasi Usaha Kecil dan Menengah Provinsi Maluku Tahun Anggaran 2021, Ambon: Dinas Koperasi UMKM Provinsi Maluku
- [15] Rochani (2017) Agustus Pemanfaatan Strategi Pengembangan Industri Kreatif untuk Membangun Kota Cerdas. Pada Volume 1 No. 1 Prosiding Seminar Nasional Inovasi Pengembangan SmartCity
- [16] Instruksi Presiden Republik Indonesia No 6 Tahun 2009 Tentang Pengembangan Ekonomi Kreatif.
- [17] Hendro (2011). dasar-dasar kewirausahaan. Penerbit Erlangga, Jakarta.
- [18] Mulyantari, H., Nevita, A., P., (2017), Perancangan Alat Pemintal Benang Ergonomis Kerajinan Tenun Ikat, Seminar Nasional Inovasi Teknologi UN PGRI Kediri.
- [19] Dana, S., Noach, F., P., Rochani (2018), Rancang Bangun Alat Penggulung Benang Otomatis Pada Home Industri Lima Lontar, *Jurnal Ilmiah Flash*, 4(1).
- [20] Yasser A. Djawad, Sabran, Jaya, H., (2019), Efektivitas Teknologi Alat Tenun Otomatis Ditinjau Dari Perspektif Peluang Usaha Bagi Siswa SMK, *Jurnal Media Komunikasi Pendidikan Teknologi dan Kejuruan*, 6(1).
- [21] Wahyuni, Indah Putri. "Pengaruh Customer Satisfaction Terhadap Brand Loyalty Melalui Brand Love ( Studi Pada Pelanggan Starbucks ) Industri Makanan Dan Minuman Dibandingkan Dengan Kategori Yang Lain Dalam Industri Merupakan Industri Dengan Nilai Rata- Rata Laju Pertumbuhan PDB." *Jurnal Ilmiah Mahasiswi FEB* 9, no. 2 (2021): 1–17.
- [22] Wardani, Luluk Intan Kusuma, and Wiyadi. "Pengaruh Kepuasan Konsumen Dan Pengalaman Merek Terhadap Loyalitas Merek Yang Dimediasi Oleh Kecintaan Merek." *Among Makarti: Journal of Economics & Business* 16, no. 2 (2023): 105–122.