

FACTORS THAT CAN INFLUENCE SMARTPHONE CUSTOMER LOYALTY

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Masuk : 30-03-2024, revisi: 29-04-2024, diterima untuk diterbitkan : 30-04-2024y

ABSTRAK

Smartphone telah menjadi bagian penting dalam kehidupan sehari-hari karena dapat menunjang masyarakat dalam melakukan pekerjaan, sehingga meningkatkan permintaan masyarakat Indonesia terhadap *smartphone*. Alhasil, perusahaan *smartphone* berlomba-lomba mendirikan pabrik di Indonesia untuk memenuhi permintaan tersebut. Kondisi ini tentu meningkatkan persaingan antar perusahaan *smartphone*, terutama dari segi fitur, harga, dan spesifikasi produk. Oleh karena itu, perusahaan *smartphone* perlu meningkatkan kesetiaan pelanggannya agar pelanggan yang ingin membeli *smartphone* baru memiliki kecenderungan lebih tinggi untuk membeli seri terbarunya. Kesetiaan pelanggan menjadi semakin penting bagi perusahaan *smartphone* karena *smartphone* yang ditawarkan oleh berbagai perusahaan memiliki fungsi yang serupa. Oleh karena itu, penelitian ini bertujuan untuk mengetahui pengaruh kualitas yang dirasakan, kepercayaan, dan pengalaman pelanggan terhadap kesetiaan pelanggan, serta peran mediasi kepuasan pelanggan. Populasi penelitian ini adalah seluruh pelanggan salah satu merek *smartphone* di Jakarta, sedangkan sampelnya adalah pelanggan yang telah membeli produk tersebut lebih dari satu kali dan berdomisili di Jakarta. Sampel yang diperoleh sebanyak 140 orang dengan menggunakan metode *convenience sampling* dan data diolah dengan menggunakan metode PLS-SEM. Hasil penelitian ini menunjukkan bahwa kualitas yang dirasakan, kepercayaan, dan pengalaman pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan kesetiaan pelanggan. Selain itu, kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan secara positif dan signifikan. Selanjutnya, kepuasan pelanggan memediasi pengaruh kepercayaan dan pengalaman pelanggan terhadap loyalitas pelanggan, namun kepuasan pelanggan tidak memediasi pengaruh kualitas yang dirasakan terhadap loyalitas pelanggan.

Kata Kunci: kesetiaan pelanggan, kepuasan pelanggan, kualitas yang dirasakan, kepercayaan, pengalaman pelanggan

ABSTRACT

Smartphone has become an important part of people's daily lives because it can support them when doing their job, thereby increasing Indonesian's demand for *smartphone*. Consequently, *smartphone* companies are competing to set up factories in Indonesia to meet this demand. This condition certainly increases competition between *smartphone* companies, especially in terms of features, price, and product specifications. Therefore, *smartphone* companies need to increase customer loyalty so that customers who want to buy a new *smartphone* have a higher tendency to purchase their latest series. Customer loyalty is becoming increasingly important for *smartphone* companies because the *smartphones* offered by various companies have similar functions. Hence, this research aims to determine the influence of perceived quality, trust, and customer experience on customer loyalty toward *smartphone* brand, as well as the mediating role of customer satisfaction. The population of this study is all customers of a *smartphone* brand in Jakarta, while the sample is customers who have purchased the product more than once and live in Jakarta. 140 samples were obtained by using *convenience sampling* method and the data were processed by using PLS-SEM method. This research showed that perceived quality, trust, and customer experience influence customer satisfaction and customer loyalty positively and significantly. Moreover, customer satisfaction influences customer loyalty positively and significantly. Furthermore, customer satisfaction mediates the influence of trust and customer experience on customer loyalty, but customer satisfaction doesn't mediate the influence of perceived quality on customer loyalty.

Keywords: Customer loyalty, customer satisfaction, perceived quality, trust, customer experience

1. INTRODUCTION

Smartphone has become an important part of people's daily lives because it can support them when doing their job. Various activities can be carried out by using smartphone, such as ordering food and transportation, or even passport registration can be done by using smartphone. These conveniences motivate people to use smartphones, so Statista (2023) showed that 187.7 million Indonesians have already used smartphones. Moreover, some people use more than one smartphone and decide to buy a new smartphone every two years (Populix, 2023). The data implies that there is a high demand for smartphones in Indonesia, thereby smartphone companies are competing to set up factories in Indonesia to meet this demand. This condition certainly increases competition between smartphone companies, especially in terms of features, price, and product specifications.

Therefore, smartphone companies need to increase customer loyalty so that customers who want to purchase a new smartphone have a higher tendency to buy their latest series. Customer loyalty is becoming increasingly important for smartphone companies because the smartphones offered by various companies have similar functions and customers tend to consider heavily when they need a new smartphone because it will be used for a long-term and considered to be costly. This research examines customer loyalty of one of the technology giants from Asia. This company is known throughout the world because it offers various types of electronic products, such as television, air conditioner, and smartphone. However, in the last five years, this brand's smartphone market share in Indonesia has been decreasing (Top Brand Award, 2024).

Wisianto and Keni (2023) showed that user-generated content, company-generated content, and trust have a significant effect on smartphone customer loyalty. Meanwhile, Keni and Sandra (2021) showed that customer experience and customer satisfaction affect customer loyalty significantly. Moreover, Oppong, Yeboah, and Gyawu (2020) showed that perceived quality and brand association affect customer loyalty positively and significantly. This research wants to identify the influence of perceived quality, trust, customer experience, and customer satisfaction on customer loyalty. Perceived quality is customer's perception toward the product's quality. Various smartphone qualities, such as features, design, and battery life can influence a customer's tendency to continue using that smartphone brand.

Meanwhile, trust shows customer confidence in the smartphone brand. Trust that is well built will influence consumers to always use the brand (Febriyanti & Tuti, 2022). This trust can originate from the belief that smartphones can be used optimally or that companies can handle problems with smartphones responsively (Huda & Nugroho, 2020). Furthermore, customer experience shows the experience felt by customers when using a smartphone (Mantala & Firdaus, 2016). Mantala and Firdaus (2016) stated that a good experience when using a smartphone will motivate customers to choose the same brand when they need a new smartphone. This good experience can be in the form of the latest innovations to meet consumer needs and attract their interest.

Meanwhile, customer satisfaction shows the conformity between customer expectations toward a product and the product's performance (Pranoto & Subagio, 2015). Customers can feel satisfied with a smartphone if the product can meet their expectations, such as not frequently experiencing problems or being able to be used with high intensity (Setiadi, 2019). Moreover, this research intends to examine the mediating role of customer satisfaction on the influence of perceived quality, trust, and customer experience toward customer loyalty. Sinta, Lumbanraja, and Sembiring (2023) showed that the quality of a product perceived by customers can increase their

satisfaction which then increases their tendency to continue using the product. Furthermore, customers who believe in a product will tend to be satisfied with the product and will keep using it (Wardani, Febrilia, and Rahmi, 2023). Meanwhile, Keni and Sandra (2021) showed that the positive experience felt by customers from a product can increase customer satisfaction, so that customers will be motivated to continue using the product.

Triangular Theory of Love

The relationship between variables identified in this study are based on the triangular theory of love which was developed by Sternberg (1986). The theory suggests that an individual's love can create a long-term relationship with another individual and that the love is affected by intimacy, passion, and commitment. Intimacy shows the connection between two people, while passion shows the attraction of an individual, and commitment shows the decision regarding the love itself.

Based on the theory, customers may feel loyal toward a brand if they feel intimacy, passion, and commitment toward the brand. Therefore, this study aims to identify factors affecting customer loyalty (commitment). The factors are perceived quality and customer satisfaction which can measure customers' passion toward a brand, as well as trust and customer experience to measure customers' intimacy toward the brand.

Perceived Quality

Kristinawati and Keni (2021) concluded perceived quality as consumers' perception toward the quality of a product based on their expectation toward the product. Fauzia and Sosianika (2021) defined perceived quality as a brand's ability to fulfil consumers' expectation by providing products with high quality. This study defined perceived quality as consumers' perception toward the quality of a product based on their expectation toward the product and the brand's ability to provide high-quality products.

Trust

Setiawan and Keni (2023) defined trust as consumers' willingness to believe the ability of a product to fulfil their needs. Nurhasanah et al. (2020) stated that trust is customers' belief to a brand's reliability to deliver the promised benefits. This study concluded trust as consumers' belief to a brand's reliability to fulfil their needs and deliver the promised benefits.

Customer Experience

Cynthia and Keni (2023) stated that brand experience is customers' feeling after consuming a product. Mulyono and Djatmiko (2018) defined customer experience as customer's subjective response while interacting with a brand. This study defined customer experience as customers' subjective response while interacting with a product or service.

Customer Satisfaction

Saman, Keni, and Muthuveloo (2023) defined customer satisfaction as customer's emotional response after consuming a product or service. Moreover, Sumarsid and Paryanti (2021) stated that customer satisfaction is the fulfilment of customers' expectation toward a product. This study concluded customer satisfaction as customers' emotional response toward a product based on its ability to fulfil their expectation.

Customer Loyalty

Qusaeri, Khasbulloh, and Khasanah (2023) stated that customer loyalty is consumers' attitude and behavior to repurchase and recommend a product to others. Moreover, Bryan et al. (2023) defined customer loyalty as consumers' interest to purchase the same product consistently. This study defined customer loyalty as customers' interest to purchase a product consistently and recommend it to others.

Influence Of Perceived Quality Toward Customer Satisfaction

Aprillia and Vidyanata (2022) who studied healthy food and drink customers concluded that perceived quality influences customer satisfaction positively and significantly. Sinta, Lumbanraja, and Sembiring (2023) showed that perceived quality influences customer satisfaction of coffee shop customers positively and significantly. The results suggest that customers will feel satisfied with a product if its quality manages to fulfil their expectation toward it. A smartphone's quality may consist of its battery, features, and durability.

H1: Perceived quality influences customer satisfaction positively.

Influence Of Trust Toward Customer Satisfaction

Kurniadi and Keni (2023) suggested that trust influences customer satisfaction toward property products positively and significantly. Aprilianto, Welsa, and Udayana (2022) showed that trust influences customer satisfaction toward coffee products positively and significantly. Customers are more likely to feel satisfied toward a product if they believe its quality because they feel certain that the product can fulfil their expectations.

H2: Trust influences customer satisfaction positively.

Influence Of Customer Experience Toward Customer Satisfaction

Keni and Sandra (2021) who studied supermarket customers concluded that customer experience influences customer satisfaction positively and significantly. Sabrina et al. (2023) suggested that customer experience influences customer satisfaction toward beverage products positively and significantly. The results showed that customers will feel satisfied with a product if they feel positive response while consuming it.

H3: Customer experience influences customer satisfaction positively.

Influence Of Perceived Quality Toward Customer Loyalty

Fenetta and Keni (2020) showed that perceived quality influences customer loyalty toward medicine products positively and significantly. Aprillia and Vidyanata (2022) who studied healthy food and drink customers also concluded that perceived quality influences customer loyalty positively and significantly. Those studies implied that when customers perceived a product to be high quality, they will have a higher interest to keep buying the product and even recommending it to others.

H4: Perceived quality influences customer loyalty positively.

Influence Of Trust Toward Customer Loyalty

Aprilianto et al. (2022) suggested that trust influences customer loyalty toward coffee products positively and significantly. Lantang and Keni (2022) concluded a similar result, which is trust influences bank's customer loyalty positively and significantly. The results showed that customers will be more likely to purchase a product consistently if they believe the brand's reliability to fulfil their needs and deliver the promised benefits. Such belief may be essential for a smartphone brand because the product is considered as costly, thereby having a slight doubt to purchase it may result on selecting another brand.

H5: Trust influences customer loyalty positively.

Influence Of Customer Experience Toward Customer Loyalty

Putra and Keni (2020) showed that customer experience influences customer loyalty toward instant noodle products positively and significantly. Febriyanti and Tuti (2023) who studied coffee shops customer also concluded that customer experience influences on customer loyalty positively and significantly. Those studies implied that every interaction that a customer has with a product can motivate their behavior to keep purchasing the product. The interaction with a smartphone product may also include service from the sales assistant, the customer service of the brand, or the support for product reparation.

H6: Customer experience influences customer loyalty positively.

Influence Of Customer Satisfaction Toward Customer Loyalty

Wilson, Keni, and Tan (2021) concluded that customer satisfaction influences customer loyalty toward computer products positively and significantly. Aprillia and Vidyanata (2022) who studied healthy food and drink customers also showed that customer satisfaction influences customer loyalty positively and significantly. Customers who feel that a product can fulfil their expectation will be more likely to purchase the product consistently. In this case, customers who feel comfortable with a smartphone brand will be more likely to purchase from the same brand because they have already known the product's performance.

H7: Customer satisfaction influences customer loyalty positively.

The Mediating Role Of Customer Satisfaction On The Influence Of Perceived Quality Toward Customer Loyalty

Aprillia and Vidyanata (2022) who studied healthy food and drink customers showed that customer satisfaction mediates the influence of customer perceived quality toward customer loyalty. Sofiana and Prihandono (2019) also concluded similar result, which implied that customers will feel satisfied with a product if its quality manages to fulfil their expectation toward it. Moreover, the satisfaction will lead the customers to purchase the product consistently because they perceive the product to be high-quality.

H8: Customer satisfaction mediates the influence of perceived quality toward customer loyalty.

The Mediating Role Of Customer Satisfaction On The Influence Of Trust Toward Customer Loyalty

Wardani, Febrilia, and Rahmi (2023) concluded that customer satisfaction mediates the influence of trust toward customer loyalty toward coffee products. The study suggests that customers who believe a product will tend to feel satisfied while consuming it because they are certain that the product's performance will match their expectation toward it. Moreover, the satisfaction will motivate them to keep purchasing the product because they are certain that the product's performance is consistent.

H9: Customer satisfaction mediates the influence of trust toward customer loyalty.

The Mediating Role Of Customer Satisfaction On The Influence Of Customer Experience Toward Customer Loyalty

Keni and Sandra (2021) showed that customer satisfaction mediates the influence of customer experience toward loyalty of supermarket customers. Customers who are pleased with their interaction with a product will be more likely to feel satisfied with it. The interaction often occurs during their consumption, whereas the product's performance matched their expectations, made them satisfied, and eventually motivated them to keep purchasing it.

H10: Customer satisfaction mediates the influence of customer experience toward customer loyalty.

Based on the relationship of variables explained above, this study developed research model as illustrated in Figure 1.

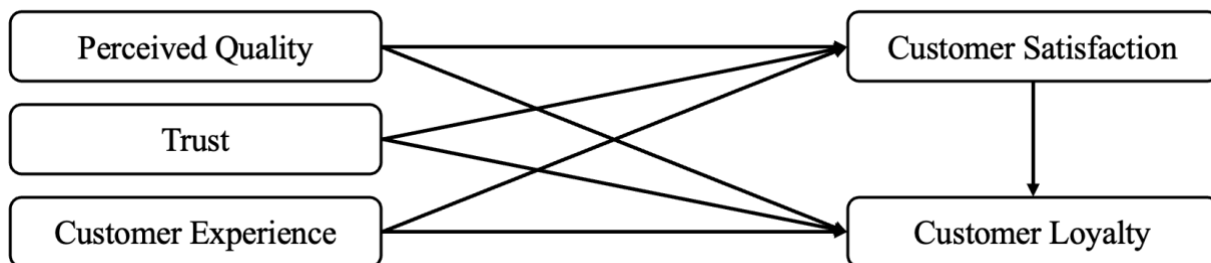


Figure 1. Research model

2. RESEARCH METHODS

This research is a descriptive research design which aims to describe the influence of perceived quality, trust, and customer experience on customer satisfaction and customer loyalty toward smartphone brand. Moreover, this study aims to describe the influence of customer satisfaction on customer loyalty and the mediating role of customer satisfaction. Meanwhile, this study is a cross-sectional study, whereas data collection was done only once during the study. Furthermore, the population of this study is all customers of a smartphone brand who live in Jakarta, while the sample is customers who have purchased the product more than once and live in Jakarta. The sample were selected by using convenience sampling method.

This study collected data by distributing questionnaires by using Google Form which contains various statements regarding variables. The sample in this research were 140 respondents, which is in accordance with Roscoe (1975) who suggested that sample size to be more than 30 and less than 500. Moreover, the data were analysed by using Partial Least Square-Structural Equation Modeling (PLS-SEM) by using SmartPLS4 software. The method consists of outer-model analysis that examines the validity and reliability of the data and inner-model analysis to examine the relationship between variables (Hair et al., 2019).

Measures

This study identified five variables, which are perceived quality, trust, customer experience, customer satisfaction, and customer loyalty. The measurements of those variables are presented in Table 1. The indicators in Table 1 were measured by 5-point likert-scale, whereas 1 implies very disagree, 2 implies disagree, 3 implies neutral, 4 implies agree, and 5 implies very agree to the indicators.

Table 1. Measurements of Variables

Variable	Indicator	Code	Source
Perceived Quality	This product has consistent quality.	PQ1	Sinta et al. (2023)
	This product is good.	PQ2	
	This product has an acceptable quality standard.	PQ3	
	This product rarely has defect.	PQ4	
	This product's performance is consistent.	PQ5	
Trust	I am certain with this product.	T1	Febriyanti and Tuti (2023);
	This brand is reliable on creating its product.	T2	
	I believe this product.	T3	

Customer Experience	This brand pays attention to its customers.	T4	Tandiono et al. (2020)
	I believe this brand's credibility.	T5	
	This brand has the technology to support its customers.	CE1	Febriyanti and Tuti (2023)
	This brand is the best brand.	CE2	
	I have high expectation toward this brand.	CE3	
Customer Satisfaction	This brand has experiences on creating its product.	CE4	Herawaty et al. (2022)
	I am satisfied with this brand's location.	CS1	
	This brand gives fast response for its customers.	CS2	
	I am satisfied with how this brand appreciates its customers.	CS3	
Customer Loyalty	This brand can help customers to solve its product's problems.	CS4	Herawaty et al. (2022)
	I will purchase this product again.	CL1	
	I will recommend this product to other people.	CL2	
	I am committed to this brand and will not switch to other brand.	CL3	
	I will purchase the supplementary product from this brand.	CL4	

Outer-model analysis

Outer-model analysis consists of validity analysis and reliability analysis. Validity analysis shows the accuracy of data on measuring variables (Bougie & Sekaran, 2020). The analysis consists of convergent validity and discriminant validity. Convergent validity is examined based on the value of Average Variance Extracted (AVE) and loading factors, while discriminant validity is examined based on the value of cross loadings and HTMT ratio.

Table 2. Result of loading factors analysis

Indicator	Perceived Quality	Trust	Customer Experience	Customer satisfaction	Customer Loyalty
PQ1	0.801				
PQ2	0.751				
PQ3	0.706				
PQ5	0.800				
T1		0.852			
T2		0.757			
T3		0.847			
T5		0.796			
CE2			0.902		
CE3			0.855		
CS2				0.768	
CS3				0.818	
CS4				0.817	
CL1					0.823
CL2					0.783
CL3					0.862
CL4					0.806

Table 3. Result of AVE analysis

Variable	AVE
Perceived Quality	0.586
Trust	0.662
Customer Experience	0.772
Customer Satisfaction	0.642
Customer Loyalty	0.670

Based on Table 2, loading factor of each indicator is higher than 0.70, thereby fulfilling the criteria (Hair et al., 2019). However, indicator PQ4, T4, CE1, CE4, and CS1 were eliminated because they didn't fulfil the criteria. Moreover, Table 3 showed that every variable fulfilled the

criteria because the AVE value is higher than 0.5 (Hair et al., 2019). Hence, the data fulfilled the criteria of convergent validity.

Table 4. Result of cross loading analysis

Indicator	Perceived Quality	Trust	Customer Experience	Customer satisfaction	Customer Loyalty
PQ1	0.801	0.597	0.553	0.473	0.506
PQ2	0.751	0.598	0.515	0.548	0.449
PQ3	0.706	0.565	0.382	0.485	0.497
PQ5	0.800	0.580	0.500	0.535	0.563
T1	0.673	0.852	0.483	0.559	0.568
T2	0.656	0.757	0.501	0.611	0.526
T3	0.583	0.847	0.501	0.602	0.591
T5	0.577	0.796	0.598	0.613	0.537
CE2	0.535	0.570	0.902	0.620	0.686
CE3	0.593	0.556	0.855	0.584	0.504
CS2	0.502	0.610	0.510	0.768	0.502
CS3	0.504	0.551	0.583	0.818	0.544
CS4	0.596	0.602	0.555	0.817	0.559
CL1	0.611	0.641	0.577	0.512	0.823
CL2	0.516	0.561	0.534	0.589	0.783
CL3	0.554	0.530	0.617	0.577	0.862
CL4	0.469	0.498	0.509	0.510	0.806

Table 5. Result of Heterotrait-Monotrait ratio (HTMT ratio)

Variable	Perceived Quality	Trust	Customer Experience	Customer Satisfaction	Customer Loyalty
Perceived Quality			0.874	0.899	0.821
Trust	0.964		0.837	0.949	0.819
Customer Experience					
Customer Satisfaction			0.960		0.861
Customer Loyalty			0.878		

Table 4 showed that each indicator construct value is higher than the cross-loading value of the other construct, thereby fulfilling the criteria of cross loadings (Hair et al., 2019). Moreover, Table 5 showed that the HTMT value of each variable is lower than 1, thereby fulfilled the criteria of HTMT ratio. Hence, the data fulfilled the criteria of discriminant validity and can be considered as valid.

Furthermore, reliability shows the consistency of a measurement (Bougie & Sekaran, 2020). Reliability analysis is examined based on Cronbach's alpha and composite reliability.

Table 6. Results of Cronbach's alpha and composite reliability analysis

Variable	Cronbach's Alpha	Composite Reliability
Perceived Quality	0.763	0.765
Trust	0.829	0.829
Customer Experience	0.706	0.722
Customer Satisfaction	0.721	0.722
Customer Loyalty	0.835	0.838

Based on Table 6, all variables are reliable because the Cronbach's alpha value are higher than 0.6 and composite reliability value are higher than 0.70 (Hair et al., 2019).

3. RESULTS AND DISCUSSION

This research collected data from 140 customers of a smartphone brand. The data suggests that 79 respondents are male and 61 respondents are female. Majority of respondents have used the smartphone for 1-5 years and majority of respondents are student who live in West Jakarta, chose the brand because of its quality, and spent Rp5.000.000 – Rp8.000.000 to purchase a smartphone.

Inner Model Analysis

a. R-square analysis (R^2)

The R^2 value of customer satisfaction is 0.624, which implies that 62.4% of customer satisfaction can be explained by perceived quality, trust, and customer experience, while the remaining 37.6% can be explained by other variables. Moreover, the R^2 value of customer loyalty is 0.598, which implies that 59.8% of customer satisfaction can be explained by perceived quality, trust, and customer experience, while the remaining 40.2% can be explained by other variables. The R^2 value for both variables are considered as moderate because the value is higher than 0,26 but lower than 0,74 (Hair et al., 2019).

b. Effect size analysis (f^2)

The result of effect size (f^2) analysis is presented in Table 7.

Table 7. Result of effect size analysis

Variable	f^2	Information
Perceived Quality → Customer Satisfaction	0.020	Small effect
Perceived Quality → Customer Loyalty	0.028	Small effect
Trust → Customer Satisfaction	0.171	Medium effect
Trust → Customer Loyalty	0.040	Small effect
Customer Experience → Customer Satisfaction	0.157	Medium effect
Customer Experience → Customer Loyalty	0.111	Medium effect
Customer Satisfaction → Customer Loyalty	0.029	Small effect

Table 7 showed that perceived quality has a small effect on customer satisfaction and customer loyalty because the f^2 values are 0.020 and 0.028, which is between 0.02 and 0.14. Moreover, the effect of trust on customer satisfaction has a moderate effect because the f^2 value is 0.171, which is between 0.15 to 0.34, while the effect of trust on customer loyalty has a small effect with f^2 value is 0.040,. Furthermore, customer experience on customer satisfaction and customer loyalty has a moderate effect because the f^2 values are 0.171 and 0.111. Lastly, customer satisfaction on customer loyalty has a small effect because the f^2 value is 0.029 (Hair et al., 2019).

c. Goodness of Fit (GoF)

Table 8. Result of Goodness of Fit analysis (GoF)

Variable	AVE	R^2	GoF
Perceived Quality	0.586		
Trust	0.662		
Customer Experience	0.772		
Customer Satisfaction	0.642	0.624	0.637
Customer Loyalty	0.670	0.598	
Average	0.666	0.611	

$$\text{GoF} = \sqrt{\text{AVE} \times \bar{R}} = \sqrt{0.666 \times 0.611} = 0.637$$

Based on Table 8, the GoF value is 0.637 which is included in the large category (Hair et al., 2019), thereby the dependent variable has a good level of suitability in predicting the research model.

d. Hypothesis testing

Hypothesis testing is conducted based on t-statistics and p-values. Hypotheses will be supported if the t-statistics is higher than 1.96 and the p-value is lower than 0.05 (Hair et al., 2019).

Table 9. Result of hypothesis testing

Variable	t-statistic	p-values	Result
H1: Perceived Quality → Customer Satisfaction	1.720	0.043	Supported
H2: Trust → Customer Satisfaction	4.866	0.000	Supported
H3: Customer Experience → Customer Satisfaction	4.189	0.000	Supported
H4: Perceived Quality → Customer Loyalty	2.006	0.022	Supported
H5: Trust → Customer Loyalty	2.367	0.009	Supported
H6: Customer Experience → Customer Loyalty	3.475	0.000	Supported
H7: Customer Satisfaction → Customer Loyalty	1.899	0.029	Supported
H8: Perceived Quality → Customer Satisfaction → Customer Loyalty	1.214	0.112	Not supported
H9: Trust → Customer Satisfaction → Customer Loyalty	1.735	0.041	Supported
H10: Customer Experience → Customer Satisfaction → Customer Loyalty	1.664	0.048	Supported

Table 9 showed that H1 is supported, which implies that perceived quality influences customer satisfaction positively and significantly. The result is in line with Aprillia and Vidyanata (2022) and Sinta, Lumbanraja, and Sembiring (2023). The quality of smartphone can be perceived every time the customer uses it. Customers can feel satisfied after capturing a beautiful picture with the smartphone's camera and customers who use smartphone to play mobile games can feel satisfied with a smooth gaming experience.

Moreover, H2 is supported, which implies that trust influences customer satisfaction positively and significantly. The result is consistent with Kurniadi and Keni (2023) and Aprilianto *et al.* (2022). Generally, customers will purchase a smartphone if they are convinced that the product can fulfil their expectation, thereby customers will be satisfied with the smartphone if its performance matched how they were convinced it would be.

Meanwhile, H3 is supported, which implies that customer experience influences customer satisfaction positively and significantly. The result is in line with Keni and Sandra (2021) and Sabrina et al. (2023). The experience felt from each smartphone brand may be similar since they have very similar function, thereby the customer experience may include the customer service that the brand offers and the improvement of every software update.

Moreover, H4 is supported, which implies that perceived quality influences customer loyalty positively and significantly. The result is consistent with Fenetta and Keni (2020) and Aprillia and Vidyanata (2022). When customers need a new smartphone, they will consider the quality of the smartphone that they previously used. Customers will be more likely to purchase a smartphone from the same brand if they are certain that the previously used smartphone has a good quality.

Meanwhile, H5 is supported, which implies that trust influences customer loyalty positively and significantly. The result is in line with Aprilianto et al. (2022) and Lantang and Keni (2022),

which suggests that customers who believe a smartphone brand will keep choosing a product from the brand if they need a new smartphone. Their belief can be motivated by the product's consistent quality or a good service from the brand.

Moreover, H6 is supported, which implies that customer experience influences customer loyalty positively and significantly. The result is consistent with Putra and Keni (2020) and Febriyanti and Tuti (2023). Customer experience can be an essential determinant for customer loyalty toward smartphone products because smartphone is used every day by customers. Therefore, customers who feel comfortable with their smartphone will be more likely to choose the same brand if they need a new smartphone.

Meanwhile, H7 is supported, which implies that customer satisfaction influences customer loyalty positively and significantly. The result is in line with Wilson et al. (2021) and Aprillia and Vidyanata (2022). Customers who feel satisfied with a smartphone brand will keep choosing the brand because they have already known the satisfaction to be expected from the product, thereby their expectation toward the smartphone will match the smartphone's performance.

Moreover, H8 is not supported, which implies that customers satisfaction doesn't mediate the influence of perceived quality toward customer loyalty. The result is consistent with Adhy (2016). The result can be affected by the quality of smartphone brand that has been known and recognized globally, thereby the perceived quality of smartphone products will directly affect customer loyalty, without considering the customer satisfaction.

Meanwhile, H9 is supported, which implies that customer satisfaction mediates the influence of trust toward customer loyalty. The result is in line with Aprillia and Vidyanata (2022) and Sofiana and Prihandono (2019). Customers who believe a smartphone brand tend to feel satisfied with its product because they are convinced that its performance matches their expectations. Furthermore, the satisfaction will motivate customers to keep choosing the brand when they need a new phone.

Moreover, H10 is supported, which implies that customer satisfaction mediates the influence of customer satisfaction toward customer loyalty. The result is consistent with Keni and Sandra (2021). The positive experience felt when using a smartphone will increase customers' satisfaction which will motivate them to purchase from the same brand because they would like to re-experience the positive experience from the previous smartphone.

4. CONCLUSIONS AND SUGGESTIONS

This study concluded that perceived quality, trust, and customer experience influence customer satisfaction and customer loyalty toward smartphone brand positively and significantly. Moreover, customer satisfaction influences customer loyalty toward smartphone brand positively and significantly. Furthermore, customer satisfaction mediates the influence of trust and customer experience toward customer loyalty. However, customer satisfaction doesn't mediate the influence of perceived quality toward customer loyalty.

Meanwhile, based on the conclusions above, this study suggests company can continue to carry out research and development to create innovative and high-quality products to make sure that customers will feel the best experience when using the product. The development can be focused on the user experience or the features that customers use frequently. The company also can improve the quality of the materials used in manufacturing their products in order to make

customers perceive the product to be high quality. The material can include general aspects, such as durable and water-resistant, or more specific aspects, such as uncommon color. Besides that, the company can provide responsive customer service to improve customer satisfaction. The customer service should have a complete information about the product, such as the latest software update, the specification of the new product, or how to solve common issues that occur to a smartphone.

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