

Research Article

Brand Image and Product Quality as Drivers of Customer Loyalty: The Mediating Role of Satisfaction

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Abstract

This study examines the effects of brand image and product quality on customer loyalty, with customer satisfaction as an intervening variable, among Samsung Galaxy Series users in East Jakarta. Motivated by intensifying smartphone competition and customer complaints about performance and durability, the research used a quantitative survey. Data from 140 purposively selected customers were analyzed using structural equation modeling with partial least squares (SEM-PLS). The findings show that brand image and product quality positively and significantly affect customer loyalty and customer satisfaction. Customer satisfaction also positively and significantly affects loyalty. In addition, satisfaction partially mediates the relationship between brand image and loyalty and between product quality and loyalty. These results suggest that customers are more likely to remain loyal when they view Samsung Galaxy as a reputable brand and are satisfied with product quality. The study concludes that a strong brand image and continuous product quality improvement are important for strengthening satisfaction and loyalty. Managerially, Samsung should maintain product reliability, pursue relevant innovation, and protect its brand reputation to encourage repeat purchases and build lasting customer relationships.

Keywords: Brand Image; Product Quality; Customer Satisfaction; Customer Loyalty; Samsung Galaxy Series

JEL Classification: M31; M37; D12

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1. Introduction

The rapid advancement of information and communication technology has significantly transformed consumer behavior, particularly in the use of smartphones. Smartphones are no longer merely communication tools but have become essential devices that support various daily activities, including education, business, entertainment, social interaction, and digital transactions. As a result, the smartphone industry has experienced substantial growth, accompanied by increasingly intense market competition. Companies are required not only to attract new customers but also to maintain long-term relationships with existing customers by fostering customer loyalty, which has become a crucial determinant of business sustainability and competitive advantage (Wardhana, 2024; Waruwu et al., 2024).

The Indonesian smartphone market is characterized by fierce competition among leading brands such as Samsung, Apple, Xiaomi, Oppo, and Vivo. Among these brands, Samsung has consistently maintained a strong market presence due to its technological innovation, extensive product portfolio, and established brand reputation. However, the growing number of competitors offering similar features and competitive pricing has increased the challenge of retaining loyal customers. Customer loyalty is particularly important because loyal customers tend to make repeat purchases, recommend products to others, and demonstrate lower switching intentions toward competing brands. Therefore, understanding the factors that influence customer loyalty has become an important issue for both academics and practitioners in the marketing field (Syarifudin, 2019; Ifana & Suryani, 2019).

Despite Samsung's strong market position, various customer complaints regarding product quality have emerged in recent years. Several Samsung Galaxy Series users have reported issues related to screen performance, battery durability, speaker functionality, and software updates. Such problems may negatively affect customer perceptions and reduce overall satisfaction with the product. In highly competitive markets, product quality plays a critical role in shaping customer evaluations because consumers tend to compare the performance of a product with their expectations. When products fail to meet customer expectations, dissatisfaction may occur, ultimately affecting customer loyalty and purchasing intentions (Harjadi et al., 2021; Chandra et al., 2020).

In addition to product quality, brand image is widely recognized as one of the most influential factors affecting consumer decision-making. Brand image reflects consumers' perceptions, beliefs, and associations regarding a particular brand. A positive brand image enables consumers to develop trust and confidence in a product, thereby influencing their purchasing decisions and post-purchase evaluations. Companies with strong brand images are generally more successful in maintaining customer relationships because consumers tend to associate reputable brands with superior quality, reliability, and value. Consequently, strengthening brand image has become a strategic priority for firms seeking to enhance customer satisfaction and loyalty (Syarifudin, 2019; Sitorus et al., 2022).

Customer satisfaction is another critical factor in understanding customer loyalty. According to consumer behavior theory, satisfaction occurs when the perceived performance of a product meets or exceeds customer expectations. Satisfied customers are more likely to continue purchasing a product, recommend it to others, and maintain long-term relationships with the company. Furthermore, customer satisfaction often acts as an intermediary mechanism through which marketing-related factors influence customer loyalty. Therefore, examining the mediating role of customer satisfaction provides a more comprehensive understanding of how brand image and product quality contribute to the development of loyal customers (Hermanto, 2019; Wardhana, 2024).

Previous studies have extensively examined the relationships among brand image, product quality, customer satisfaction, and customer loyalty. Several studies reported that brand image positively and significantly influences customer loyalty, indicating that consumers who perceive a brand favorably tend to remain loyal to that brand (Leke et al., 2023; Yati & Dewi, 2023). Similarly, product quality has been found to positively affect customer loyalty because high-quality products increase consumers' willingness to repurchase and recommend products to others (Palilati et al., 2022; Liana, 2024). Other studies have also demonstrated that brand image and product quality positively influence customer satisfaction, which subsequently enhances customer loyalty (Daniswara & Rahardjo, 2023; Wulansari & Widowati, 2022).

However, the findings of previous studies remain inconsistent. Several researchers found that brand image does not significantly influence customer loyalty, contradicting studies that reported significant positive effects (Sinurat et al., 2017). In addition, some studies reported that product quality does not significantly affect customer loyalty or customer satisfaction, despite evidence suggesting otherwise (Pramesti, 2021; Hartanto & Andreani, 2019). Contradictory findings were

also identified in studies examining the relationship between customer satisfaction and customer loyalty, where some researchers found significant effects while others reported insignificant relationships (Nopitasari et al., 2024). These inconsistencies indicate the existence of a research gap that requires further investigation, particularly in different industrial and consumer contexts.

Another limitation of previous studies is that relatively few have simultaneously examined the effects of brand image and product quality on customer loyalty through customer satisfaction as an intervening variable in the context of Samsung Galaxy Series smartphone users. Most prior studies focused on direct relationships among variables or investigated different products and industries. Given the dynamic nature of the smartphone industry and the increasing expectations of consumers, it is important to develop a more comprehensive model that explains how customer satisfaction mediates the influence of brand image and product quality on customer loyalty. Such an approach may provide a deeper understanding of customer behavior and offer valuable insights for marketing strategy development.

Based on the business phenomenon and research gap identified above, this study aims to examine the effects of brand image and product quality on customer loyalty and to analyze the mediating role of customer satisfaction among Samsung Galaxy Series users in East Jakarta. The findings are expected to contribute to the marketing literature by extending the understanding of the relationships between brand image, product quality, customer satisfaction, and customer loyalty. From a practical perspective, the results may assist Samsung and other smartphone manufacturers in formulating effective strategies to improve customer satisfaction and strengthen long-term customer loyalty.

The novelty of this study lies in the integration of brand image and product quality as antecedents of customer loyalty through customer satisfaction as an intervening variable within the context of Samsung Galaxy Series users. By focusing on smartphone consumers in East Jakarta, this research provides updated empirical evidence regarding consumer behavior in the technology sector and offers a comprehensive framework for understanding customer loyalty formation in a highly competitive market environment.

2. Literature Review and Hypothesis

Literature Review

Brand Image

Brand image refers to the set of perceptions, beliefs, and associations held by consumers regarding a particular brand. A positive brand image enables consumers to recognize, trust, and differentiate a brand from its competitors. Strong brand image is often associated with superior product quality, credibility, and reliability, which ultimately influence consumer attitudes and purchasing behavior. In highly competitive markets, companies with favorable brand images tend to attract and retain customers more effectively than competitors with weaker brand reputations (Kotler et al., 2021; Sitorus et al., 2022).

Product Quality

Product quality reflects a product's ability to perform its intended functions and satisfy customer needs and expectations. Product quality encompasses various dimensions, including performance, durability, reliability, features, aesthetics, and conformance to specifications. Consumers generally evaluate product quality based on their experience with the product and their perception of the value received. High-quality products increase customer confidence and create favorable evaluations that may strengthen long-term relationships between consumers and companies (Tjiptono, 2020; Kotler et al., 2021).

Customer Satisfaction

Customer satisfaction is a customer's overall evaluation of a product or service after comparing perceived performance with prior expectations. Satisfaction occurs when a product's performance meets or exceeds consumer expectations, whereas dissatisfaction arises when performance falls below expectations. Customer satisfaction is considered a critical determinant of customer

retention because satisfied customers are more likely to engage in repeat purchases and develop positive attitudes toward a brand (Oliver, 2015; Kotler et al., 2021).

Customer Loyalty

Customer loyalty refers to a customer's commitment to continuously purchase and use a product or service despite the availability of competing alternatives. Loyal customers tend to exhibit repeat purchase behavior, positive word-of-mouth communication, and resistance to competitors' promotional efforts. Customer loyalty is considered a strategic asset because retaining existing customers is generally less costly than acquiring new customers. Therefore, understanding the factors that contribute to loyalty remains an important concern in marketing research (Griffin, 2016; Tjiptono, 2020).

Hypothesis Development

The Effect of Brand Image on Customer Loyalty

According to signaling theory, a strong brand image provides positive signals regarding product quality, reliability, and value. Consumers who perceive a brand positively are more likely to trust the brand and maintain long-term relationships with it. A favorable brand image can reduce perceived risk and increase consumers' confidence in their purchasing decisions. Consequently, customers who associate Samsung Galaxy Series with innovation, prestige, and reliability are expected to demonstrate stronger loyalty toward the brand. Previous studies found that brand image positively and significantly affects customer loyalty (Leke et al., 2023; Yati & Dewi, 2023; Syarifudin, 2019; Pramudita & Sitinjak, 2022).

H1: Brand image positively affects customer loyalty.

The Effect of Product Quality on Customer Loyalty

Product quality is one of the primary determinants of customer loyalty because consumers evaluate products based on their ability to meet expectations and deliver satisfactory performance. Products with superior quality create positive experiences, reduce customer complaints, and increase the likelihood of repeat purchases. In the smartphone industry, consumers tend to remain loyal to brands that consistently offer reliable and innovative products. Empirical studies have shown that product quality has a positive and significant effect on customer loyalty (Palilati et al., 2022; Liana, 2024; Chandra et al., 2020; Daniswara & Rahardjo, 2023).

H2: Product quality positively affects customer loyalty.

The Effect of Brand Image on Customer Satisfaction

Brand image influences how consumers evaluate and experience a product. A positive brand image creates favorable expectations before purchase and contributes to higher satisfaction levels when those expectations are fulfilled. Consumers often perceive products from reputable brands as more reliable and valuable, leading to more positive post-purchase evaluations. Previous studies reported that brand image positively and significantly influences customer satisfaction (Adhiseno & Triwardhani, 2024; Sekeon et al., 2024; Wulansari & Widowati, 2022; Leke et al., 2023).

H3: Brand image positively affects customer satisfaction.

The Effect of Product Quality on Customer Satisfaction

Expectation-confirmation theory suggests that customer satisfaction is achieved when perceived product performance meets or exceeds customer expectations. Product quality therefore plays a central role in determining satisfaction levels because consumers directly experience the quality attributes of a product during usage. High-quality products generate positive perceptions and increase customer satisfaction. Previous studies consistently found that product quality positively affects customer satisfaction (Palilati et al., 2022; Adhiseno & Triwardhani, 2024; Daniswara & Rahardjo, 2023; Rohmat et al., 2022).

H4: Product quality positively affects customer satisfaction.

The Effect of Customer Satisfaction on Customer Loyalty

Customer satisfaction is widely recognized as a key antecedent of customer loyalty. Satisfied

customers are more likely to continue purchasing products, recommend them to others, and resist switching to competing brands. Customer satisfaction strengthens emotional attachment and trust toward a brand, thereby fostering long-term loyalty. Previous empirical studies confirmed that customer satisfaction positively influences customer loyalty (Rohmat et al., 2022; Nopitasari et al., 2024; Leke et al., 2023; Palilati et al., 2022).

H5: Customer satisfaction positively affects customer loyalty.

The Mediating Role of Customer Satisfaction in the Relationship Between Brand Image and Customer Loyalty

A positive brand image may not directly translate into loyalty unless consumers experience satisfaction after using the product. Customer satisfaction serves as an important mechanism that explains how brand image influences loyalty. Consumers who perceive a brand positively and subsequently feel satisfied are more likely to become loyal customers. Previous studies found that customer satisfaction mediates the relationship between brand image and customer loyalty (Leke et al., 2023; Wulansari & Widowati, 2022; Rohmat et al., 2022; Daniswara & Rahardjo, 2023).

H6: Customer satisfaction mediates the effect of brand image on customer loyalty.

The Mediating Role of Customer Satisfaction in the Relationship Between Product Quality and Customer Loyalty

Product quality contributes to customer loyalty by generating positive experiences and satisfaction. When customers perceive a product as high quality, they become more satisfied and are subsequently more likely to remain loyal. Therefore, customer satisfaction acts as an intervening variable that explains the relationship between product quality and loyalty. Previous studies demonstrated that customer satisfaction mediates the influence of product quality on customer loyalty (Palilati et al., 2022; Rohmat et al., 2022; Daniswara & Rahardjo, 2023; Nopitasari et al., 2024).

H7: Customer satisfaction mediates the effect of product quality on customer loyalty.

3. Data and Method

Population and Sample

This study employed a quantitative research approach using a survey method. The population consisted of Samsung Galaxy Series smartphone users residing in East Jakarta. Since the exact number of Samsung Galaxy Series users could not be identified, non-probability sampling was applied using a purposive sampling technique. Respondents were selected based on specific criteria, namely individuals who had used Samsung Galaxy Series smartphones and had experience purchasing or using the products. A total of 140 respondents participated in this study.

Data Collection Technique

Primary data were collected through a structured questionnaire distributed to Samsung Galaxy Series users in East Jakarta. The questionnaire utilized a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The instrument consisted of statements measuring brand image, product quality, customer satisfaction, and customer loyalty.

Variable Measurement

Brand image was measured through indicators reflecting consumer perceptions, brand reputation, trustworthiness, and brand recognition. Product quality was assessed using indicators related to performance, durability, reliability, features, and overall product excellence. Customer satisfaction was measured through indicators reflecting the extent to which consumers' expectations were fulfilled after product usage. Customer loyalty was measured through repeat purchase intention, recommendation behavior, and resistance to switching to competing brands.

Data Analysis Technique

The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software. The analysis consisted of two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The outer model

assessment included convergent validity, discriminant validity, and reliability tests. Meanwhile, the inner model assessment examined the coefficient of determination (R^2), predictive relevance (Q^2), path coefficients, and hypothesis testing. The significance of the relationships among variables was evaluated using the bootstrapping procedure with a significance level of 5%.

4. Results

Measurement Model Evaluation

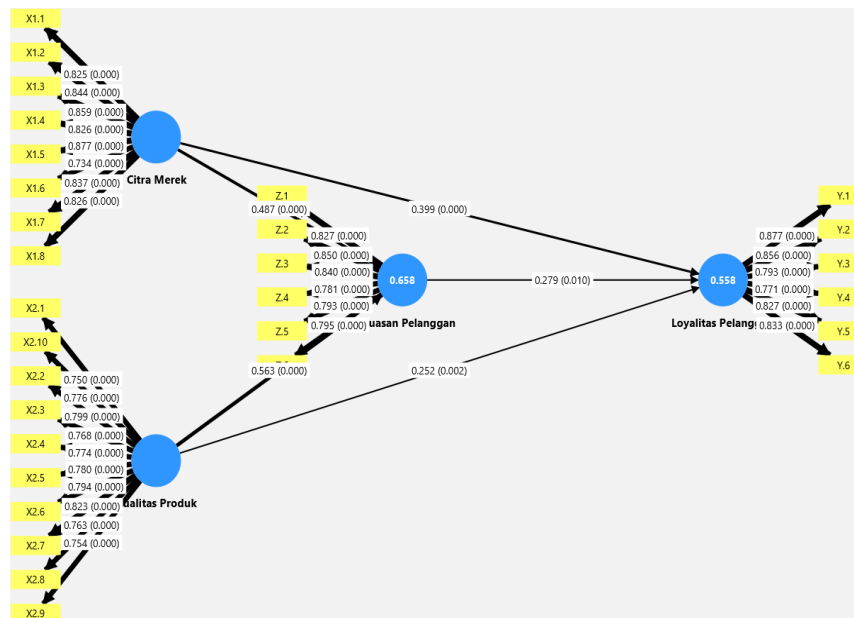


Figure 1. Measurement Model Evaluation

Average Variance Extracted

Table 1. Average Variance Extracted

Variables	Average Variance Extracted (AVE)
Brand Image	0.688
Customer Satisfaction	0.664
Product Quality	0.606
Customer Loyalty	0.684

Source: Processed Data (2026)

Based on the table above, the Average Variance Extracted (AVE) test results for each variable show values greater than 0.5, indicating that all variables are valid.

Reliability

Table 2. Reliability

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand Image	0,935	0,940	0,946
Customer Satisfaction	0,899	0,901	0,922
Product Quality	0,928	0,931	0,939
Customer Loyalty	0,907	0,913	0,928

Source: Processed Data (2026)

The table above shows that the composite reliability and Cronbach's alpha test results yielded values greater than 0.6. This indicates that all variables are considered reliable.

Structural Model Evaluation

Table 3. R-Square

Variables	R-square adjusted
Customer Satisfaction	0,658
Customer Loyalty	0,558

Source: Processed Data (2026)

Based on the table above, the adjusted R-square value indicates that 65.8% of customer satisfaction can be explained by the variables of brand image, product quality, and customer loyalty, while 34.2% is influenced by variables outside the model. Meanwhile, 55.8% of customer loyalty can be explained by brand image, product quality, and customer satisfaction, with the remaining 44.2% influenced by other variables. According to the criteria set by Ghozali & Kusumadewi (2023), both variables fall into the strong model category, as the R-square value exceeds 0.46.

Table 4. Q-Square

Variables	Q ² predict
Customer Satisfaction	0,638
Customer Loyalty	0,520

Source: Processed Data (2026)

The Q-Square values obtained were 0.638 for the Customer Satisfaction variable and 0.520 for the Customer Loyalty variable. Thus, both variables Customer Satisfaction and Customer Loyalty exhibited Q-Square values greater than zero, leading to the conclusion that the model possesses good predictive relevance.

Hypothesis Testing Results

Table 5. Hypothesis Testing Results

Relationship Between Variables	Koefisien	P values	Information
Direct Influence			
Brand Image -> Customer Loyalty	0,399	0,000	Significant
Product Quality -> Customer Loyalty	0,252	0,002	Significant
Brand Image -> Customer Satisfaction	0,487	0,000	Significant
Product Quality -> Customer Satisfaction	0,563	0,000	Significant
Customer Satisfaction -> Customer Loyalty	0,279	0,010	Significant
Indirect Effect			
Brand Image -> Customer Satisfaction -> Customer Loyalty	0,136	0,023	Significant
Product Quality -> Customer Satisfaction -> Customer Loyalty	0,157	0,011	Significant

Source: Processed Data (2026)

5. Discussion

The Effect of Brand Image on Customer Loyalty

Based on the results of the hypothesis test in Table 5, to examine the direct effect of brand image on customer loyalty, this indicates that the company's efforts to strengthen brand image, either through product quality or maintaining reputation, can make customers continue to use the product and recommend it to others.

The results of this study are in line with research conducted by Widyana & Simangunsong (2021) and Santana & Keni (2020), which shows that brand image has a positive effect on customer loyalty. In addition, Ariyani & Kurniawan (2022) in their research stated that brand image has a positive and significant effect on customer loyalty. Kelvianto (2020) in his research stated that there is a positive effect of brand image on customer loyalty. If brand image increases, customer loyalty will also increase. Conversely, if brand image decreases, customer loyalty will also decrease.

The Effect of Product Quality on Customer Loyalty

Based on the results of the hypothesis test in Table 5, to examine the direct effect of product quality on customer loyalty, this indicates that improving product quality directly makes customers more loyal to using the product. This means that if the company can provide products that meet or even exceed customer expectations, customers will be more loyal, both by repurchasing and recommending the product to others.

The results of this study are in line with research conducted by Rachmawati (2021), which shows that product quality has a positive and significant effect on customer loyalty. In addition, Sayekti & Dwiridotjahjono (2022) stated that product quality has a significant effect on customer loyalty, and Ramadhanty et al. (2020) in their research also showed that product quality has a positive effect on customer loyalty. Good product quality will increase customer loyalty so that customers will not switch to other choices.

The Effect of Brand Image on Customer Satisfaction

Based on the results of the hypothesis test in Table 5, to examine the direct effect of brand image on customer satisfaction, this indicates that the positive influence of customers toward brand image has a significant effect on forming their satisfaction. In other words, the company's efforts to build a strong brand image can increase customer satisfaction, which can then make them more loyal and willing to continue using the company's products or services.

This is supported by research conducted by Daniswara & Rahardjo (2023), which stated that brand image has a positive and significant effect on customer satisfaction. In addition, research by Putri et al. (2021) and Robbani et al. (2025) showed that brand image has a significant effect on customer satisfaction. Nurazis & Nisa (2024) in their research findings stated that brand image has a positive effect on customer satisfaction. A good brand image will play a role in increasing customer satisfaction. The better the brand image of a company, the higher the satisfaction felt by customers.

The Effect of Product Quality on Customer Satisfaction

Based on the results of the hypothesis test in Table 5, to examine the direct effect of product quality on customer satisfaction, this indicates that product quality is very important in making customers feel satisfied. If the products provided by the company are increasingly in accordance with what customers expect, then the level of customer satisfaction will also be higher.

This is in line with research conducted by Budianto & Agus (2024), which stated that product quality has a positive and significant effect on customer satisfaction. Then, research by Hidayani & Arief (2023) showed that product quality has a significant effect on customer satisfaction. Research by Nuryanti et al. (2021) and Sahid & Abadi (2024) stated that product quality has a positive effect on customer satisfaction. This means that the higher the perceived product quality, the greater the possibility that customers will feel satisfied with the product.

The Effect of Customer Satisfaction on Customer Loyalty

Based on the results of the hypothesis test in Table 5, to examine the direct effect of customer satisfaction on customer loyalty, this means that Customers who are satisfied with the company's products or services are usually more loyal, both in repurchasing and recommending the product to others.

This is in line with research conducted by Nurazis & Nisa (2024), which stated in their research that customer satisfaction has a positive effect on customer loyalty. The results of research conducted by Rawis et al. (2020) showed that customer satisfaction has a positive effect on customer loyalty. Yulianti et al. (2024) and Rohmah et al. (2023) in their research stated that customer satisfaction has a positive and significant effect on customer loyalty. Customers who feel satisfied have a stronger emotional relationship with a brand or company, so they are more likely to make repeat purchases, are less likely to switch, and remain loyal to the product or company.

The Effect of Brand Image on Customer Loyalty through Customer Satisfaction as an Intervening Variable

Based on the results of the indirect effect hypothesis test in Table 5, customer satisfaction is able to partially mediate the effect of brand image on customer loyalty. This indicates that brand image does not only directly influence customer loyalty but is also indirectly influenced through customer satisfaction. The results of this study indicate that the company's efforts to create a good brand image will increase customer satisfaction, which ultimately strengthens customer loyalty to the brand.

This is in line with research conducted by Putri & Syaefulloh (2024) and Permadhi et al. (2024), which stated that brand image has a positive and significant effect on customer loyalty through customer satisfaction. In research conducted by Trisno et al. (2022), brand image has a positive effect on customer loyalty through customer satisfaction. Susetyawati et al. (2023) stated that brand image has a significant effect on customer loyalty through customer satisfaction. This proves that a good brand image is able to satisfy customers, thereby forming customer loyalty to recommend repeat purchases because they are in accordance with customer expectations.

The Effect of Product Quality on Customer Loyalty through Customer Satisfaction as an Intervening Variable

Based on the results of the indirect effect hypothesis test in Table 5, customer satisfaction is able to partially mediate the effect of product quality on customer loyalty. This indicates that product quality does not only directly influence customer loyalty but is also indirectly influenced through customer satisfaction. The better the product quality possessed by the company, the higher the customer satisfaction felt, which ultimately increases customer loyalty.

In line with research conducted by Alfeb & Salim (2024) and Caprianti et al. (2024), product quality has a significant effect on customer loyalty through customer satisfaction. According to research conducted by Khotijah & Pradiani (2023), product quality has a positive and significant effect on customer loyalty through customer satisfaction. In research by Saputra & Heriputranto (2024), it was stated that there is an effect of product quality on customer loyalty through customer satisfaction. This proves that if product quality increases, consumer satisfaction will also increase. With a high level of satisfaction, consumers will tend to remain loyal and continue to choose the same product, which will ultimately encourage them to make repeat purchases and become loyal customers.

6. Conclusion

Based on the analysis, it can be concluded that brand image and product quality have a positive and significant impact on both customer loyalty and customer satisfaction regarding the Samsung Galaxy Series. A strong brand image and high product quality enhance customer satisfaction, ultimately encouraging customers to continue using the product and recommend it to others. Furthermore, customer satisfaction is shown to positively influence customer loyalty and acts as a mediator in the relationship between brand image/product quality and customer loyalty; thus, higher levels of satisfaction lead to greater customer loyalty.

The implications of this study suggest that the company needs to strengthen its brand image and improve product quality to foster higher levels of customer satisfaction. Achieving customer

satisfaction drives customer loyalty, manifested through behaviors such as repeat purchases and product recommendations to others. Therefore, the company must maintain its brand reputation and continue innovating to improve product quality in order to sustain and enhance customer loyalty.

Recommendation

The company is advised to continuously enhance and maintain its brand image through consistent promotional strategies while strengthening consumer trust in the Samsung Galaxy Series. Furthermore, the company needs to keep improving product quality focusing on performance, durability, and innovative features to meet customer needs. By enhancing product quality and strengthening its brand image, the company can foster greater customer satisfaction, thereby increasing customer loyalty and driving repeat purchases.

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