

## **Effects of Perceived Quality and Social Media Marketing on Brand Loyalty through Brand Trust and Brand Love**

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### **Abstract:**

*Brand loyalty is a crucial aspect when companies enter a competitive market. But until now, there are still many consumers who have not been able to survive on one particular brand and even brand a well-known must face the fact that consumers have switched to other brands. From various literature, brand loyalty influenced by the perceived quality, brand trust and brand love. The critical variable in building brand trust and brand love, namely social media marketing, and the relationship between these variables has never comprehensively examined in previous research studies. The conceptual framework of this study will be analyzed using the SEM approach. Then, it will be tested using 267 data collected from Xiaomi smartphone customers in the city of Surabaya, Indonesia. The study results show that indicate that perceived quality, social media marketing, brand trust, and brand love significantly influence brand loyalty. It found that the perceived quality and social media marketing had a significant indirect effect on brand loyalty through brand trust and brand love for consumers of smartphones Xiaomi in the city of Surabaya, Indonesia.*

**Keyword:** *perceived quality; social media marketing, brand trust, brand love, brand loyalty*

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Date of Submission: 07-08-2020

Date of Acceptance: 21-08-2020

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### **I. Introduction**

Brand loyalty is the preference of consumers who consistently make purchases on the same brand on a specific product or in a particular service category (Schiffman and Kanuk, 2007). Whereas, Aaker (1991) defines brand loyalty as a measure of consumer relationship to a brand. Expectations about the formation of brand loyalty (brand loyalty) are still not following with reality, and other influences are considered capable of strengthening brand loyalty. Brand loyalty influenced by the love of a consumer to the brand of a product. The consumer will love the brand when consumer trust with the brand (brand trust). And consumers will discount brand trust comes first built through good interaction between the company and its customers through social media marketing and the perception that the product is of quality (perceived quality).

Various literature states that to achieve brand loyalty can be made if consumers have good perceived quality on the product. Perceived quality is the customer's perception of the overall quality or superiority of a product or service that is related to what is determined by the customer (Aaker, 1991). The problem is that there are gaps in several previous studies. Some studies state that perceived quality has a significant effect on brand loyalty (Alhadad, 2015; Biedenbach and Marell, 2009), but several other studies have suggested the opposite (Listiana, 2015; Marakanon and Panjakajornsak, 2016) found that perceived quality did not significantly influence brand loyalty. The existence of gap research that occurred, in this study, was filled using a brand trust (Marakanon and Panjakajornsak, 2016).

Furthermore, the influence of brand trust on brand loyalty mediate by brand love (Lubis et al. 2015). Brand love is one of the factors that influence brand loyalty. Brand love is someone's emotional and passionate feelings about specific trade names (Carroll & Ahuvia, 2006). Furthermore, Batra et al. (2012), argues that brand managers must focus their attention on consumer-brand relationships (the relationship between consumers and brands) by making the transition from "liking" brands to "loving" brands because this will affect loyalty. Researchers see a phenomenon of consumer loyalty to a brand because the brand is not only liked by consumers but loved by consumers who have become fans of the product.

To achieve love of a brand (brand love), it takes effort to build it and to build a brand of love we need brand trust. Delgado (2003) suggests that brand trust is the ability of a brand to be trusted. It is known as brand reliability, which based on consumer confidence, that the product can meet the promised value and good intentions of the brand (brand intention) based on consumer confidence that the brand concern prioritizes the interests of consumers.

The marketing effort to build trust in the brand (brand trust) is to do marketing through social media (social media marketing). Research conducted by Hajli (2014), found that social media marketing effect on

consumer trust. Social media helps companies build brand loyalty through networking, conversation, and community building (McKee, 2010). Besides, social media marketing also influences brand love (Barajas, 2015).

One other factor that influences brand trust is the consumer perception of product quality (perceived quality). Perceived quality is customer perception of the overall quality or superiority of a product or service concerning what is expected by the customer (Aaker, 1991). In a product, Aaker (1991) says that your customers will evaluate performance, features, compliance with specifications, reliability, durability, serviceability, fit and finish. And if a service, Aaker (1991) says your customers make quality decisions based on tangibles, reliability, competence, responsiveness, empathy.

## **II. Literature Review**

### **Perceived Quality and Brand Trust**

Companies that have excellent product quality will be able to make consumers believe in the products produced by the company. When consumers trust a product or brand, it has an impact on consumer purchasing decisions. Product quality is the overall combination of product characteristics resulting from marketing, engineering, production and maintenance that make the product usable to meet the expectations of customers or consumers. Quality is a matter that is considered or decided by customers, meaning that condition based on consumers' experience of products or services that are measured by the requirements desired by consumers, the better the quality of a product can affect consumers to brand trust (Wijaya, 2011). Quality products will make it have more value, so it is different from competing products. Product quality is one of the considerations of consumers before buying a product. Product quality is determined by its durability, function, and usefulness, with excellent and reliable product quality, consumers will always remember the product (Purwati, 2012). Prasetya et al. (2014) suggested that perceived quality has a significant effect on trust, by showing the quality of the products produced, the consumers will believe in the product, or other words, a good quality provides trust in the minds of consumers. Walter et al. (2003) show that the most effective way for brands to develop trust among their customers is to give them positive experiences through elements of honesty, virtue, and competence. And if the customer has experienced using a product from a particular brand where the product is of high quality, then consumers will be willing to trust the brand (Ganesan, 1994, Walter et al., 2003).

**Hypothesis H1:** Perceived quality has a significant effect on brand trust

### **Perceived Quality with Brand Love**

Brand love is the strong feeling of consumers about the brand. If one product has one poor quality, then consumers will not have the desire to buy a brand, have no relationship with the brand, and they will not like the brand (Fournier, 1999). When consumers have positive feelings towards the brand as a result of previous experience, then consumers tend to consume more, then the frequency of this consumption results in intimacy and passion for a brand originating (Stenberg, 1986). Research by Babakus et al. (2004) shows that perceived quality can increase customer satisfaction, and satisfied consumers will be more committed to loving the brand. Perceived quality is a consumer evaluation of a product or brand. Empirical studies conducted by Yang (2010) show that perceived quality has a positive effect on consumer loyalty intentions, further Yang (2010) suggests that perceived quality can build feelings of love for brands (brand love). If the company wants to get an emotional response and attachment to brands from consumers, then their brands must have higher quality.

**Hypothesis H2:** Perceived quality has a significant effect on brand love

### **Perceived Quality and Brand Loyalty**

The perceived quality found as the primary antecedent of brand loyalty (Biedenbach and Marell, 2009). The researcher concluded that perceived quality would affect satisfaction and trust with the brand, which leads to increased brand loyalty. Further Yee and Sidek (2009), argued that product quality is the most crucial variable in brand loyalty. Meanwhile, Jing and Shabbir (2014) explained that if the company wants a high loyalty of consumers. Hence, companies need to allocate marketing investments with a focus on the perceived quality (perceived quality) and to provide a high-quality product. Atilgan et al. (2005) studying the relationship between dimensions of brand equity concluded that brand loyalty is the dimension that most influences brand equity but suggests that concentration on brand loyalty should not rule out the effect of brand awareness and perceived quality on brand loyalty. Pappu et al. (2005) say that consumers' perception of product quality is related to their commitment to the brand. When they become more loyal, they are to the brand, the more likely it is that they will perceive a brand that offers superior quality. Lee et al. (2007) stated that perceived brand quality could help explain brand loyalty significantly.

**Hypothesis H3:** Perceived quality has a significant effect on brand loyalty

### **Social Media Marketing and Brand Trust**

Linking consumers with one another on social media such as communities, reviews or recommendations about a product tends to make consumers believe in e-commerce. Consumer interactions in social media will influence each other in developing or refusing to accept a particular product or service provider (Wang et al., 2012).

Consumer social relationships generated through social media can significantly influence consumer confidence (Pan and Chiou, 2011). Interaction on this platform results in social support. Social support created through social media influences consumer trust (Weisberg et al. 2011). Also, more positive comments, higher feedback, and ranking in a review of the product will result in a high level of trust (Ba and Pavlou, 2002). Social media recognized as a possible means to foster brand perception, especially brand trust. North (2011) suggests that there is a correlation between the use of social media and brand trust. Also, there is a correlation between the use of social media and brand trust with loyalty (North, 2011).

**Hypothesis H4:** Social media marketing has a significant effect on brand trust

### **Social Media Marketing and Brand Love**

Social media websites provide opportunities for companies to engage and interact with their customers, to connect and improve customer relationship intimacy, and in social media companies can create a meaningful relationship. (Mersey et al., 2010). Ahmed et al. (2014) say that community makers positively bound someone who is part of a brand community based on social media. Which means that social media has positive effects such as sharing ideas, taking part in discussions, which in the end will make someone who is part of the community love the brand (brand love). Ahmed et al. (2012) also show that most consumers buy products because they have an emotional attachment to the brand. Customers join the brand community to get updated information on the latest report from the brand. If they receive accurate information and have a passionate, emotional attachment to the brand, in the end, it leads to brand loyalty.

**Hypothesis H5:** Social media marketing has a significant influence on brand love

### **Social Media Marketing and Brand Loyalty**

Right now, the media is changing; more and more individuals are interested in digital media rather than traditional media. Marketers have used various ways to maintain the loyalty of their consumer brands, including social media marketing (Keller, 2008; Kotler & Keller, 2007). Social media marketing influences brand loyalty, and this concept is increasingly gaining more considerable attention from academics and marketing practitioners (Zarella, 2010; Kaplan and Haenlein, 2009). Through social media, the company can promote products and create online communities for consumers who like the brands they use (Zarella, 2010; Kaplan and Haenlein, 2009; Weinberg, 2009).

**Hypothesis H6:** Social media marketing has a significant effect on brand loyalty

### **Brand Trust and Brand Loyalty**

When consumers feel a higher level of trust in a particular brand, their commitment and loyalty to the brand will also be higher (Sanchez et al., 2009). Trust considered as a key characteristic for successful long-term relationships (Dolgado 2005; Munuera, 2005). Brand's trustworthiness in creating meaningful relationships with consumers (Chaudhuri & Holbrook, 2002). Brand trust influences brand loyalty (Delgado & Munuera, 2001). Also, other literature shows that brand trust is a determinant of loyalty (Wu et al., 2008; Berry, 1983; Morgan & Hunt, 1994; Doney and Cannon, 1997; Chiou and Droge, 2006). Some studies suggest that brand trust influences brand loyalty through brand love (Albert and Merunka, 2013; Yusniar et al., 2017).

**Hypothesis H7:** Brand trust has a significant effect on brand loyalty

### **Brand Trust and Brand Love**

Brand trust is a critical construct in relational marketing (Morgan and Hunt, 1994); brand trust is an important component in successful marketing relationships (Garbarino and Johnson, 1999). In the context of consumer relations with brands, trust reflects assumptions about reliability, honesty, and altruism that are attributes of consumers to brands (Hess, 1995). As in the context of interpersonal love (Fehr, 1988), trust in a partner can help determine someone's feelings towards their partner, so this also happens when a consumer believes he can rely on the brand, so this can foster a person's love for brands (Patwardhan and Balasubramanian, 2011; Albert and Merunka, 2013). And in the research of Alberth and Merunka (2013) found the results that brand trust is an antecedent of brand love.

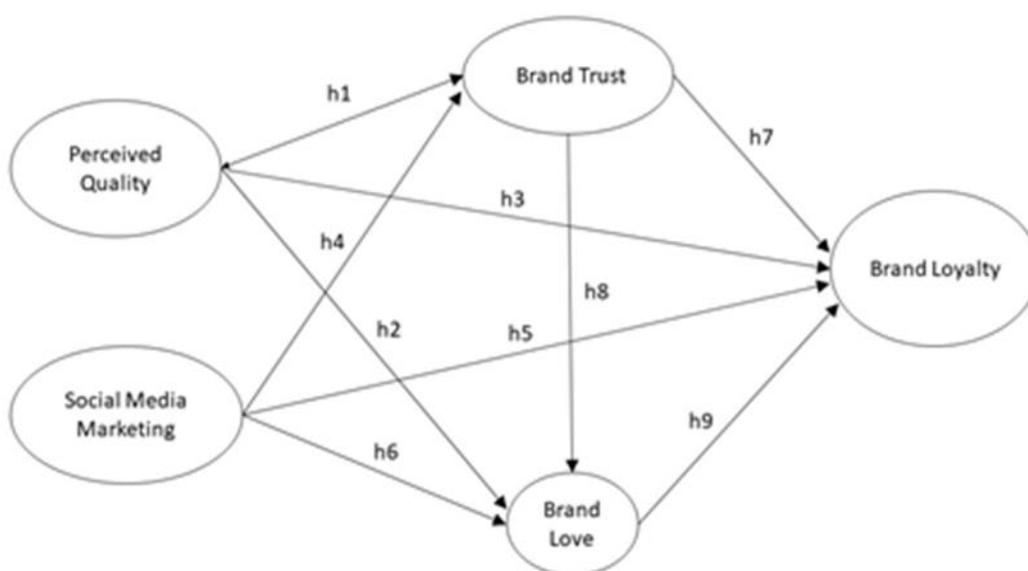
**Hypothesis H8:** Brand trust has a significant effect on brand love

**Brand Love with Brand Loyalty**

Today companies have realized that love for brands is an essential factor in building good relationships with customers. These brands can make customers like their brands more successful in gaining sustainable profits and beating their competitors (Roberts, 2005). The attachment of consumers to the brands they use can be described as satisfaction, loyalty or love looking on the amount of affection given to the brand. A consumer can emotionally be connected to the brand within the same way during which he can engage emotionally with others (Shimp and Madden, 1988; Thomson et al., 2005; Carroll and Ahuvia, 2006; Keh et al., 2007; Albert et al., 2008; Whang et al., 2004).The Niyomsart and Knamwon Study (2015) revealed that brand love has a positive relationship with brand loyalty, and word of mouth and brand loyalty has a positive relationship with word of mouth.The relationship between brand love and brand loyalty expressed by Loureiro et al. (2012) mentions that brand love has a strong relationship and has a significant effect on loyalty.

**Hypothesis H9:** Brand love has a significant effect on brand loyalty

Furthermore, the paradigm of the effects of perceived quality and social media marketing on brand loyalty can be described in the following conceptual model of research:



**Figure 1:** Conceptual Model of Research

**III. Research Methods**

The research instruments used in data collection for the research carried out by spreading a questionnaire online questionnaire to the respondent by the characteristics of the population and sample like that are set. The sampling method employed in this research is non-probability sampling. The kind of sampling used is purposive sampling. During this study, the sample size adjusted to the analysis model used, namely the Structural Equation Model (SEM) using AMOS software. During this regard, the sample size for SEM using the estimated maximum likelihood estimation (MLE) model is 100-200 samples (Hair et al., 1998; Ghozali, 2004), or as many as 5 - 10 times the quantity of parameters estimated (Ferdinand, 2014). This study, there have been 26 indicators, so the number of samples in this study would be multiplied by 10, making it 260 respondents. The researcher distributed questionnaires to 267 respondents. The example has the following criteria: (1) Never buy and use a smartphone Xiaomi the official warranty with at least six months' experience of the use, (2) Ever follow (follow) fan page or group of social media smartphone Xiaomi in the city of Surabaya, Indonesia from November 2019 to February 2020. A total of 267 adult subjects (both male and females) of aged  $\geq 18$ , years were for in this study. This section of the research is developed supported the past literature and already used questionnaires.

Measurement of perceived quality in this study uses dimensions from Aaker (1991) with the following indicators performance, durability, conformance to specification, features, reliability, aesthetics, serviceability. Social media marketing uses the dimensions proposed by Yadaf and Rahman (2017) with the following

indicators interactivity, informativeness, personalization, trendiness, word of mouth. Brand trust from Delgado (2003) with the reliability and intentionality of the following indicators. Brand love from Carol & Ahuvia (2006) with the following indicators passion for a brand, attachments, positive valuation of the brand, positive emotions in responding to brands, statement of love for the brand. And brand loyalty indicators based on the scale from Mosescu and Alen (2010). Indicators of brand loyalty are willingness to buy the same brand in the future, willingness to recommend brands, desire to buy the same brand even though prices rise. If the brand is not available in a store, it will still choose the brand by looking for it in another store.

#### IV. Results and Discussion

##### Demographics

A total of 267 questionnaires distributed and filled in entirely by the respondents. Based on the data obtained, the description of the respondent's data can be tabulated as follows:

**Table no 1: Demographics Respondent's**

Characteristics of Respondents	Data (n-260)	Percentage (%)
<b>Gender</b>		
Man	80	29.62
Women	187	70.38
<b>Age (in years)</b>		
18-22 year	78	29.23
23-27 year old	87	32.69
28 - 32 year old	60	22.3
> 32 years old	42	15.76
<b>Income (in Rupiah)</b>		
2-5 million	94	35,38
5- 7 Million	77	28,84
7-9 million	63	23.46
> 9 million	33	12.3
<b>Ever joined the Xiaomi community on Social Media</b>		
Yes	148	55,38
No.	119	44,61
<b>Duration of Using Xiaomi Products</b>		
<6 months	47	17.3
6-12 months	88	33.07
1-2 years	46	16.92
> 2 years	86	32.69

##### Statistical analysis

Based on the SEM analysis on the significance test using AMOS software, significance test aims to test whether there is a significant impact of exogenous variables on endogenous variables. The hypotheses built in this test are as follows:

Ho: There is no significant effect of exogenous variables on endogenous variables

Ha: There is a significant effect of exogenous variables on endogenous variables.

Base on the significant level of 0.05, Ho will be rejected if the significant value (P) <0.05 and CR>1.96, whereas if the value is significant (P)> 0.05 and CR<1.96 then Ho not rejected.

The results can be shown in the following table below:

**Table no 2:** Significance test results, generalized least squares estimates, regression Weights

	Estimate	SE	CR	P	Label
BT <--- PQ	.639	.053	12.107	***	par_1
BT <--- SM	.150	.48	3.104	.002	par_4
BL <--- PQ	.263	.65	4,045	***	par_3
BL <--- SM	.257	.48	5.412	***	par_6
BL <--- BT	.387	.072	5,343	***	par_9
LOY <--- PQ	.112	.50	2,249	.25	par_2
LOY <--- SM	.083	.36	2,325	.20	par_5
LOY <--- BT	.124	.057	2.171	.30	par_7
LOY <--- BL	.739	.067	11,070	***	par_8

Based on the results of the SEM analysis in the table above, some results obtained as follows:

1. The value of the p-value has a significant perceived quality variable on brand trust (PQ →BT) (p-value = \*\*\*) with a positive sign of 12,107. Because the p-value obtained is <0.05 and CR is positive> 1.96, Ho rejected, and it concluded that perceived quality has a positive and significant effect on brand trust. It shows that the higher the customer's perception of product quality, the higher the level of customer trust in the product.
2. The p-value value of the perceived quality variable on brand love (PQ → BL) is significant (p-value = \*\*\*) with CR positive sign of 4.045 because the p-value obtained <0.05 and CR is positive> 1.96. Ho rejected, and it concluded that perceived quality has a positive and significant effect on brand love. It shows that the higher the customer's perception of product quality, the higher the customer's love for the product.
3. The value of the p-value has a significant perceived quality variable on brand loyalty (PQ →LOY) (p-value = 0.025) with a positive sign of 2,249. Because the p-value obtained is <0.05 and CR is positive> 1.96, Ho Tis rejected, and it's concluded that perceived quality has a positive and significant effect on brand loyalty. Higher customer's perception of product quality, the higher customer loyalty to the product.
4. The value of p-value influences the social media marketing variable on brand trust (SM →BT) significantly (p-value = 0.002) with CR positive sign at 3.104. Because the p-value obtained is <0.05 and CR is positive> 1.96, Ho rejected, and it's concluded that social media marketing has a positive and significant effect on brand trust. Better product advertising on social media, the higher the level of customer trust in the product.
5. The value of the p-value influences the social media marketing variable on brand love (SM →BL) significantly (p-value = \*\*\*) with CR marked positive at 5.412. Because the p-value obtained is <0.05 and CR is positive> 1.96, Ho rejected, and it concluded that social media marketing has a positive and significant effect on brand love. It shows that the better the product advertisement on social media, the higher the customer's love for the product.
6. The value of p-value influences social media marketing variables on brand loyalty (SM →LOY) significantly (p-value = 0.020) with CR positive sign of 2,325. Because the p-value obtained is <0.05 and CR is positive> 1.96, Ho rejected, and it concluded that social media marketing has a positive and significant effect on brand loyalty. It shows that the better the product advertising on social media, the higher customer loyalty to the product.
7. The value of p-value influences brands trust variable on brand loyalty (BT →LOY) significantly (p-value = 0.030) with CR positive sign at 2.171. Because the p-value obtained is <0.05 and CR is positive> 1.96, Ho rejected, and it concluded that brand trust has a positive and significant effect on brand loyalty. It shows that the higher the level of consumer confidence in the product, the higher customer loyalty to the product.
8. The value of the p-value influences the brand trust variable on brand love (BT →BL) significantly (p-value = \*\*\*) with CR positive sign at 5.343. Because the p-value obtained is <0.05 and CR is positive> 1.96, Ho rejected, and it concluded that brand trust has a positive and significant effect on brand love. It shows that the higher the customer's trust in the product brand, the higher the customer's love for the product.
9. The value of p-value influence brand love on brand loyalty (BL →LOY) significantly (p-value = 0.030) with CR positive sign at 11.070. Because the p-value obtained is <0.05 and CR is positive> 1.96, Ho rejected, and it concluded that brand love has a positive and significant effect on brand loyalty. It shows that the higher the consumer's love for the product, the higher customer loyalty to the product.

**Total Effects**

The total effect can be described in the table below:

**Table no 3.** Total Influence

	SM	PQ	BT	BL	LOY
BT	0.15	0.639	0	0	0
BL	0.315	0.511	0.387	0	0
LOY	0.335	0.568	0.409	0.739	0

Based on the large table of the total influence between the variables above, some results obtained as follows:

- a. Perceived quality has a considerable influence on the level of consumer confidence, as well as social media marketing, can also increase consumer confidence in the product brand. Still, among these two variables, the most dominant factor influencing the level of consumer confidence is a factor of perceived quality (perceived quality). It can be seen from the high perceived quality variable path coefficient of 0.639, which is much higher than the high path coefficient of social media marketing variable of 0,150.
- b. Perceived quality, social media marketing, and brand trust affect brand love, but from the three variables, the variable that has the greatest effect on consumer love for the product is the perceived quality factor.
- c. Brand love, perceived quality, brand trust, social media marketing influence brand loyalty. The dominant factor influencing customer liability is that the factor affecting the level of customer love for the product.

**Direct and Indirect Effects**

The following is a table of direct and indirect effects among the variables studied.

**Table no 4.** Standardized Direct Effects

	SM	PQ	BT	BL	LOY
BT	0.2	0.707	0	0	0
BL	0.3	0.291	0.386	0	0
LOY	0.9	0.116	0.116	0.695	0

**Table no 5:** Standardized Indirect Effects

	SM	PQ	BT	BL	LOY
BT	0	0	0	0	0
BL	0.064	0.273	0	0	0
LOY	0.262	0.474	0.268	0	0

Based on the results of the study above, we get the following results:

- a. The indirect influence of social media marketing on brand loyalty if mediated by brand trust and brand love (0.262) higher than the direct influence social media marketing on brand loyalty (0.086). It shows that brand trust and brand love are good mediators for the influence of social media marketing on brand loyalty. It shows that social media marketing can be better in increasing brand loyalty if social media marketing can establish high customer trust and can form high customer love for products.
- b. The indirect effect of a perceived quality variable on brand loyalty if mediated by the variable brand trust and brand love (0.474) higher than the direct influence (0.116). It shows that brand Trust and brand love are good mediators for the impact of perceived quality on brand loyalty. It shows that high product quality can be better in increasing brand loyalty if the quality of the product can establish high customer trust and can form a high customer love for the product.

**V. Discussion**

Based on the results of the study above, the effect of *perceived quality* on *brand trust* is following the results of the study conducted by Hanaysa (2014); Ganesan (1994), Walter et al. (2003) which states that if consumers have experience and perceive that a quality *brand*, consumers will be willing to trust the *brand*. The impact of *perceived quality* on *brand love* is by the results of research conducted by Yang (2011); Fournier (1998), who argues that if a product has excellent product quality, then consumers will want to continue to buy the *brand* and have a relationship with a *brand* and will love the *brand*.

The impact of *perceived quality* on *brand loyalty* by the results of research conducted by Alhaddad (2015); Yee et al. (2008), which states that *perceived quality* is an evaluation of the quality perceived by consumers based on prior experience, and this will affect *brand loyalty*. Furthermore, the influence of *social media marketing* on *brand trust*, following the results of research conducted by North (2012); Wang et al. (2012) which suggests that consumer interaction in social media will influence each other in developing trust in a particular product brand or service provider.

Influence of *social media marketing* on *brand love* suitable with research conducted by Ahmed (2012); Mersey et al. (2010). They who argued that social media provides an opportunity for companies to engage and interact with their customers, to connect and improve the intimacy of customer relations, and in these media companies can create a meaningful relationship and love brands (*brand love*). The influence of *social media marketing* on *brand loyalty* following the results of research conducted by Ahmed et al. (2012) who suggested that if consumers receive accurate information from the brand community and brands treat consumers according to their needs, then consumers will be loyal to the brand.

The effect of *brand trust* on *brand loyalty* by the results of research conducted by Ahmed (2014); Delgado and Munuera (2001). Chaudhuri & Holbrook (2002) Sanchez et al. (2009) which suggests that when consumers feel a higher level of trust in a particular brand, their commitment and loyalty to the brand will also be higher. The influence of *brand trust* on *brand love*, following the results of research conducted by Fournier (1998); Batra et al. (2012); Albert (2013), argues that when a consumer believes that he can rely on the brand, this will develop a feeling of love for the brand (*brand love*). The influence of *brand love* on *brand loyalty*, by the results of research conducted by Kwamwon (2016); Carrol and Ahuvia (2006) who suggested that brand love has a positive influence on brand loyalty.

In the context of the influence of the perceived quality and social media marketing on brand loyalty through brand trust and brand love for Xiaomi smartphone consumers in Indonesia, all the hypotheses proposed by researchers proved to be accepted. It shows that all variables that have influence are significant to develop. Penetration of these variables can be done to the maximum extent by Xiaomi product sellers, so that brand love, brand trust, and brand loyalty can take root in the Indonesian market.

## VI. Conclusion

These results indicate that all proposed hypotheses are by the influence of perceived quality and social media marketing on brand loyalty through brand trust and brand love for consumers of Xiaomi smartphones in Indonesia proven to be accepted. So that it can be stated that (1) perceived quality has a positive and significant effect on brand trust, (2) perceived quality has a positive and significant impact on brand love, (3) perceived quality has a positive and significant effect on brand loyalty, (4) influential social media marketing positive and significant to brand trust, (5) social media marketing has a positive and significant effect on brand love, (6) social media marketing has a positive and significant impact on brand loyalty, (7) brand trust has a positive and significant effect on brand loyalty (8) brand trust has a positive and significant impact on brand love and (9) brand love has a positive and significant effect on brand loyalty.

However, the results of the study questioned to represent Indonesia in general because all the research samples were Xiaomi Smartphone customers in Surabaya, East Java Province. Further research recommended examining different research or different research techniques to develop this study.

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Sengguruh Nilowardono, et. al. "Effects of Perceived Quality and Social Media Marketing on Brand Loyalty through Brand Trust and Brand Love." *IOSR Journal of Business and Management (IOSR-JBM)*, 22(8), 2020, pp. 20-29.