The Effect of Emotional Attachment And Perceived Product Quality On Customer Loyalty With Customer Satisfaction As A Mediator

Muhammad Affidianto Arrusda[1*], Ida Bagus Nyoman Udayana[1], Bernadetta Diansepti Maharani[1]

[1]Faculty of Economics, Sarjanawiyata Tamansiswa Yogyakarta University, Indonesia

[*]Corresponding author E-mail: muhammadaffidiantoarrusda@gmail.com

ABSTRACT

This study aims to determine and examine the influence of emotional attachment and perceived product quality on customer loyalty with customer satisfaction as a mediator. This study uses a quantitative method. The sampling technique used is nonprobability sampling, specifically purposive sampling, with a sample size of 112 respondents. Data collection was conducted using a questionnaire distributed via Google Forms to respondents who had purchased Ventela products at least once. Data analysis techniques used in this study included data quality testing, classical assumption testing, multiple linear regression, and Sobel testing. The results of the study indicate that (1) emotional attachment has a positive and significant effect on customer satisfaction, (2) perceived product quality has a positive and significant effect on customer satisfaction, (3) emotional attachment has a positive and significant effect on customer loyalty, (4) perceived product quality has a positive and significant effect on customer loyalty, and (5) customer satisfaction does not affect customer loyalty.

Keywords: The Effect Emotional Attachment, Perceived Product Quality On Customer Loyalty With Customer Satisfaction As a Mediator

INTRODUCTION

Local shoe production in Indonesia has experienced rapid growth, especially in recent years. With the entry of various local brands and increased attention to domestic products, the Indonesian shoe industry is gaining a place in the hearts of consumers. People today tend to have a high awareness of sustainability, style, and local identity.

In line with this, Indonesia ranks fourth globally as a shoe producer, with a total output of 1.4 billion pairs, contributing 4.6 percent to global shoe production. Indonesia is the fourth-largest footwear producer in the world, trailing China, India, and Vietnam. Additionally, Indonesia ranks fourth as the country with the highest footwear consumption, with total consumption reaching 886 million pairs (Kemenperin, 2019).

This has led to an increase in the number of local shoe industries in Indonesia and intensified competition among domestic and foreign producers. This situation requires local shoe producers to continuously innovate to remain competitive in the global market. This provides consumers with a wide range of options to meet their needs and preferences.

One of the local shoe brands competing in the market is Ventela. Ventela is a local shoe brand that has successfully captured the attention of consumers in Indonesia, particularly among

young people and students. Ventela, a local vulcanized shoe brand, was introduced in 2017 by William Ventela, the owner of a vulcanized shoe factory in Bandung, West Java, since 1989. Ventela offers a variety of types and models suitable for various activities. With the concept of "local pride," Ventela strives to provide products that are not only functional but also reflect local cultural identity and creativity (ventela, 2024).

Ventela shoe enthusiasts in Yogyakarta from January to December 2023 ranked highest compared to four other competing brands, namely Patrobas, Aerostreet, Nobrands Footwear, and Geoff Max, with Ventela shoe enthusiasts represented by the blue graph.

However, it is not easy for Ventela to build customer loyalty. Especially with the emergence of thrifted shoes at lower prices, making local brand shoes less appealing to Generation Z. For some people, the main purpose of thrifting is to save money, as thrifted items are significantly cheaper than regular prices and can also offer limited-edition shoes from international brands. There are many factors Ventela must consider to ensure customer loyalty toward its products.

Emotional Attachment plays a significant role in influencing customer loyalty. This emotional attachment can stem from consumers' experiences when purchasing or using a product or service from a brand, leaving a lasting impression on users (Pustaka et al., 2019). In addition to Emotional Attachment, Perceived Product Quality can also be the second factor that leads to customer loyalty toward a product. Perceived Product Quality refers to how a product is evaluated as a whole or in part, based on subjective assessments of its advantages (Andianto & Firdausy, 2020). Customer Satisfaction can act as a bridge or mediator between the two factors mentioned above. Customer Satisfaction is the feeling of joy or disappointment experienced by an individual after comparing the performance or results of a product with the desired performance or results (Aprilianto et al., 2022).

In a previous study conducted by (Ronasih & Widhiastuti, 2021), there was a research gap indicating that emotional attachment does not significantly influence loyalty. Other studies conducted by (Kelvin et al., 2021) and (Dwinanda, 2019) stated that perceived product quality does not have a positive and significant influence on customer satisfaction. Based on these research findings, the objective of this study is to test and analyze the extent of the influence of emotional attachment on customer satisfaction, the influence of perceived product quality on customer satisfaction, the influence of emotional attachment on customer loyalty, the influence of perceived product quality on customer loyalty, and the influence of customer satisfaction as a mediator on customer loyalty. Thus, this study can provide new insights into the factors that influence Customer Loyalty to Ventela local shoes, as well as provide practical insights for marketers to build stronger relationships with consumers.

Hypothesis Development

Emotional brand attachment is an important construct in marketing literature, as it describes the strength of the bond that consumers have with a brand (Khuan et al., 2023). Attachment to a brand can develop into customer satisfaction (Richard, 1999).These results also indicate that satisfaction is an explanatory variable for emotional brand attachment; if customers are satisfied with the brand, they will continue to use it. This is supported by research by (Ayu et al., 2022), which states that emotional attachment has a positive effect on customer satisfaction.

H1: Emotional attachment has a positive effect on customer satisfaction.

Perceived Product Quality is related to product quality in terms of durability and resistance to damage. Consumers will compare one product with another. This occurs because consumers not only want to fulfill their needs but also want to satisfy their desires. In a study (Bayu Pratama et al., 2024), it was found that Perceived Product Quality has a significant effect on consumer satisfaction. (Fadhillah & Simanjuntak, 2024) also found that perceived quality has a positive and significant influence on customer satisfaction. The results of the study (Sudana & Setiawan, 2021) indicate that perceived quality has a positive and significant influence on customer satisfaction. This means that good perceived quality will increase customer satisfaction with the brand.

H2: Perceived product quality has a positive effect on customer satisfaction.

Emotional attachment is formed from customer interactions with a brand that provides significant added value. This experience builds an emotional connection, so that customers feel deeply connected to the brand, beyond its functional aspects. As consumers become more connected to a brand, they tend to maintain their closeness to that brand, as the presence of the object of attachment offers feelings of comfort, happiness, and security. This indicates that emotional attachment can serve as a driver for consumers to maintain long-term relationships with a brand. Research findings (Armenia & Kurniawati, 2024) indicate that emotional brand attachment has a positive influence on brand love and brand loyalty. Brand attachment has a positive influence on brand loyalty (Tamher & Robert Kristaung, 2024). Additionally, research (Husna, 2020) also explains that there is a significant influence of emotional attachment on customer loyalty.

H3: Emotional attachment has a positive influence on customer loyalty.

Perceived product quality, as part of brand value, influences consumers' decisions in choosing a brand over competing brands. In other words, the higher the quality perceived by consumers, the greater the likelihood of repeat purchases. With good product quality, consumers will be loyal. This is supported by research by (Arif et al., 2021), which states that perceived product quality has a positive effect on customer loyalty. (Christian et al., 2023) found that there is a positive relationship between perceived quality, brand trust, and brand loyalty. Furthermore,
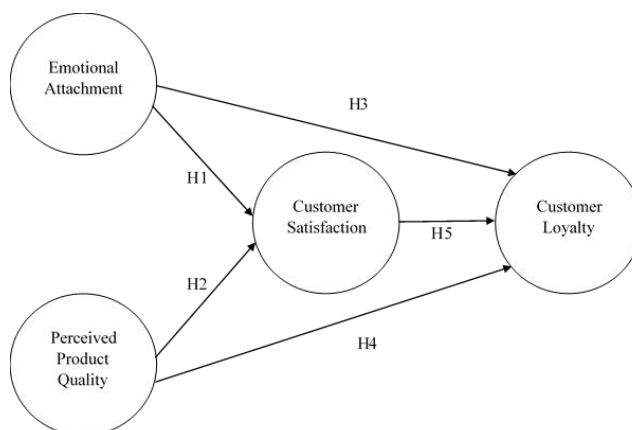
research by (Rizky & Hariasih, 2023) also proves that product quality influences consumer loyalty. Thus, product quality influences consumer loyalty.

H4: Perceived product quality has a positive effect on customer loyalty.

Customer satisfaction is an important factor in assessing the level of loyalty to a brand. When customers are satisfied with the services or products provided, they tend to show loyalty to the brand. This is supported by research by (Nurcahyani, 2024), which states that customer satisfaction has a positive effect on customer loyalty. (Janitra & Tjokrosaputro, 2022) found that brand satisfaction can positively influence brand loyalty. Additionally, research conducted by (Pamungkas, 2019) also states that the customer satisfaction variable has a significant positive influence on brand loyalty. This means that the higher the level of customer satisfaction a person has, the higher their customer loyalty will be.

H5: Customer satisfaction has a positive effect on customer loyalty.

Research Framework

Picture 1. Research Framework

RESEARCH METHODS

The type of research used in this study is quantitative research. The population in this study is a portion of Generation Z in Yogyakarta who purchase and use Ventela shoes, with a total of 112 respondents, where the entire population was taken as the sample. The sampling technique used in this study is purposive sampling. The indicators in this study are adopted from Emotional Attachment (Sukoco & Hartawan, 2011); Perceived Product Quality (Bayu Pratama et al., 2024); Customer Satisfaction (Bayu Pratama et al., 2024), (Alexander & Widjaja, 2024); and Customer Loyalty (Apriani et al., 2023).

RESULTS AND DISCUSSION

Respondent Characteristics

Characteristics of gender respondents show that there are more female (50.9%) while men (49.1%). Characteristics of respondents born between 2001 and 2004 account for (58.0%). Characteristics of monthly allowance/income, the majority of respondents are in the 2,000,000-3,000,000 (29.5%).

Instrument Test

Table 1. Instrument Test Result

EA (X1)	r hitung	PPQ (X2)	r hitung	CS(Z)	r hitung	CL(Y)	r hitung
EA1	0,817	PPQ1	0,805	CS1	0,598	CL1	0,589
EA2	0,769	PPQ2	0,745	CS2	0,635	CL2	0,632
EA3	0,714	PPQ3	0,629	CS3	0,805	CL3	0,630
EA4	0,767	PPQ4	0,651	CS4	0,785	CL4	0,722
EA5	0,762	PPQ5	0,800	CS5	0,782	CL5	0,679
EA6	0,771	PPQ6	0,786	CS6	0,721	CL6	0,734
		PPQ7	0,720			CL7	0,751
		PPQ8	0,666			CL8	0,728
Cronbachs Alpha Std.	0.860		0.872		0.817		0.828

EA= Emotional Attachment, PPQ= Perceived Product Quality, CS= Customer Satisfaction dan CL= Customer Loyalty.

(Source: data processed 2025).

In this study, the r-table is calculated using the degree of freedom (df), in this study the number of samples was 59 respondents, so it can be calculated df = 112-2 = 110, obtained r-table 0,1857.

The validity test results presented in table 1 show the corrected item total correlation value> from r-table (0.1857) or declared valid. Cronbach's alpha value based on std. > 0.60 can be declared reliable or reliable.

Classical Assumption Test

Table 2. Classical Assumption Test Results

Ind.	Dep.	Multi.		Glej. Test	Kol-Smir Test
		Tol.	VIF	Sig.	Asymp. Sig.
EA		0.467	5.973	.203	
PPQ	CL	0.415	5.509	.319	0.200[c,d]
CS		0.322	5.079	.545	

EA= Emotional Attachment, PPQ= Perceived Product Quality, CS= Customer Satisfaction dan CL= Customer Loyalty.

(Source: data processed 2025).

The results of the classical assumption testing in Table 2 show that there is no multicollinearity in the regression model equation, as the tolerance value is more than 0.10 and

VIF is below 10. In addition, the regression model equation also does not show heteroscedasticity (Glejser test, p more than 0.05), and normality is also met with a normal distribution (Kolmogorov-Smirnov test, asymp. sig. more than 0.05).

Linear Regression Test

Tabel 3. Linear Regression Test

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.691	2.155		5.890	.000
Emotional Attachment	.109	.215	.408	.443	.006
Perceived Product Quality	.301	.526	.402	.203	.001
Customer Satisfaction	.774	.580	.656	.333	.005
a. Dependent Variable: Customer Loyalty					

(Source: data processed 2025).

F Test

Table 4. F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1276.567	3	425.522	26.108	.000[b]
	Residual	1760.210	108	16.298		
	Total	3036.777	111			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Customer Satisfaction, Emotional Attachment, Perceived Product Quality						

(Source: data processed 2025).

From the table it can be seen that the sig level is 0.00, <0.05. This shows that variable X has a significant effect simultaneously on variable Y.

T Test

Table 5. T Test

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.691	2.155		5.890	.000
Emotional Attachment	.109	.215	.408	.443	.006
Perceived Product Quality	.301	.526	.402	.203	.001
Customer Satisfaction	.774	.580	.656	.333	.005
a. Dependent Variable: Customer Loyalty					

(Source: data processed 2025).

The results of the table above can be concluded that the effect of the research hypothesis is as follows:

a. Emotional Attachment (X1)

T-value for the emotional attachment variable is 0.443 and the significance value is 0.006. The hypothesis testing results show that the calculated t-value of 0.443 is less than the table t-value of 1.981. Additionally, the significance level of 0.006 is less than 0.05, meaning that the null hypothesis (Ho) is rejected and the alternative hypothesis (H3) is accepted. Therefore, it can be concluded that emotional attachment has a positive and significant effect on customer loyalty.

b. Perceived Product Quality (X2)

T-value for the perceived product quality variable is 0.203, and the significance level is 0.001. The hypothesis testing results show that the calculated t-value of 0.203 is less than the critical t-value of 1.981. And the significance value of $0.001 < 0.05$, meaning that Ho is rejected and H4 is accepted. Therefore, it can be concluded that perceived product quality has a positive and significant effect on customer loyalty.

c. Customer Satisfaction (Z)

T-value for the customer satisfaction variable is 0.333 and the significance value is 0.005. The hypothesis testing results show that the calculated t-value of 0.333 is less than the critical t-value of 1.981. The significance level of 0.005 is less than 0.05, meaning that the null hypothesis (Ho) is rejected and the alternative hypothesis (H5) is accepted. Therefore, it can be concluded that customer satisfaction has a positive and significant effect on customer loyalty.

Coefficient of Determination (R^2)

Table 6. Determination results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648[a]	.240	.404	4.037
a. Predictors: (Constant), Customer Satisfaction, Emotional Attachment, Perceived Product Quality				
b. Dependent Variable : Customer Loyalty				

(Source: data processed 2025).

The coefficient of determination above shows that the Adjusted R Square value is 0.404 or 40.4%. This means that 0.404 or 40.4% of the customer loyalty variable is influenced by the emotional attachment, perceived product quality, and customer satisfaction variables, while the remaining 0.596 or 59.6% is influenced by other variables.

Sobel Test

Results of the Sobel test of Emotional Attachment on Customer Loyalty through Customer Satisfaction as a mediating variable
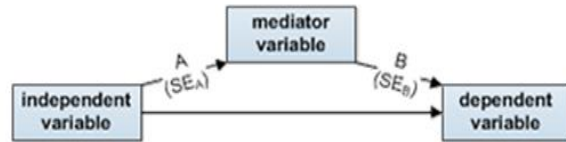

Based on the results of the Sobel test above, it shows that the Sobel test statistic value is 1.31580825<1.98 and the one-tailed probability value is 0.09411920>0.05 or 5%, so it can be said that customer satisfaction cannot mediate the relationship between emotional attachment and customer loyalty.

Results of the Sobel test of Perceived Product Quality on Customer Loyalty through Customer Satisfaction as a mediating variable.
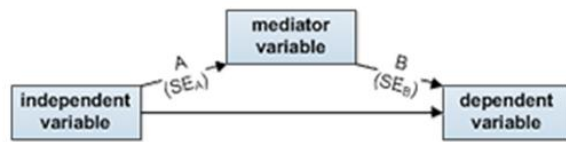

Based on the results of the Sobel test above, it shows that the Sobel test statistic value is 1.33380659<1.98 and the one-tailed probability value is 0.09113362<0.05 or 5%, so it can be said

that customer satisfaction cannot mediate the relationship between perceived product quality and customer loyalty.

Results and Discussion

Emotional Attachment on Customer Satisfaction

Based on the results of hypothesis testing using SPSS, it shows that emotional attachment (X1) has a positive and significant effect on customer satisfaction (Z), so hypothesis 1 is accepted. The emotional attachment variable has a t-value of 7.774 > t-table of 1.981. The significance level is 0.000 < 0.05, where Ho is rejected and H1 is accepted. From these results, it can be concluded that the emotional attachment variable has a positive and significant effect on customer satisfaction (Z).

The more positive the emotional attachment, the greater the customer satisfaction with Ventela. From the highest mean value in the description of the emotional attachment variable, a mean value of 3.90 was obtained, found in item EA1, which is "I love Ventela products and will use them," meaning that when customers feel emotionally close, they are more likely to overlook minor flaws, have a more positive user experience, and feel overall satisfied with the brand. These results align with previous research conducted by (Ayu et al., 2022), which stated that there is a positive and significant influence of emotional attachment on customer satisfaction.

Perceived Product Quality on Customer Satisfaction

Based on the results of hypothesis testing using SPSS, it shows that perceived product quality (X2) has a positive and significant effect on customer satisfaction (Z). The perceived product quality variable has a calculated t-value of 1.824 < t-table value of 1.981. And the significance value is 0.000 > 0.05, meaning that Ho is rejected and H2 is accepted. From these results, it can be concluded that the perceived product quality variable has a positive and significant effect on customer satisfaction (Z).

Based on the results of the descriptive data analysis, the highest mean value in the description of the Perceived Product Quality variable was obtained with a mean value of 3.90, found in item PPQ1, which is "The performance of Ventela products is in line with the company's promises," meaning that when customers feel that Ventela products function as claimed by the company (e.g., durability, comfort, design, etc.). This indicates that perceived product quality is rated highly, as there is alignment between expectations and reality, contributing to customer satisfaction. These results align with previous research conducted by (Fadhillah & Simanjuntak, 2024), which stated that there is a positive and significant influence of perceived product quality on customer satisfaction.

Emotional Attachment on Customer loyalty

Based on the results of hypothesis testing using SPSS, it shows that emotional attachment (X1) has a positive and significant effect on customer loyalty (Y), so hypothesis three is accepted.

Based on the results, it shows that for the emotional attachment variable, the t-value is 0.443 < t-table of 1.981. The significance level is 0.006 < 0.05, so Ho is rejected and H3 is accepted. From these results, it can be concluded that the emotional attachment variable has a positive and significant effect on customer loyalty (Y).

Based on the results of the descriptive analysis, it shows that the highest mean value of the customer loyalty variable is found in statement CL3 "I am willing to buy from various Ventela merchants" with an average value of 3.90, meaning that customers not only like Ventela products but are also willing to make repeat purchases, even at various locations (merchants). This statement indicates customer loyalty driven by emotional attachment to the brand. This means that strong emotional attachment motivates customers to continue purchasing, even if the context or location differs from the Ventela brand. These results align with previous research conducted by (Armenia & Kurniawati, 2024), which states that there is a positive and significant influence of emotional attachment on customer loyalty.

Perceived Product Quality on Customer Loyalty

Based on the results of hypothesis testing using SPSS, it shows that perceived product quality (X2) has a positive and significant effect on customer loyalty (Y), so hypothesis four is accepted. Based on the results, it shows that for the e-trust variable, the t-value is 0.213 < t-table of 1.981. The significance level is 0.001 < 0.05, meaning that the null hypothesis (Ho) is rejected and H4 is accepted. From these results, it can be concluded that the perceived product quality variable has a positive and significant effect on customer loyalty.

Based on the descriptive analysis results, the highest mean value for the customer loyalty variable is found in statement CL3 "I am willing to buy from various Ventela merchants" with an average value of 3.90, meaning that when customers perceive Ventela's product quality as high, they trust and believe in Ventela's product performance, so they remain loyal to the brand even if the location or merchant is different. These results are in line with previous research conducted by (Rizky & Hariasih, 2023), which states that there is a positive and significant influence of perceived product quality on customer loyalty.

Customer Satisfaction on Customer Loyalty

Based on the results of hypothesis testing using SPSS, it shows that customer satisfaction (Z) has no effect on customer satisfaction, so H5 is rejected. Based on the results, it shows that the customer satisfaction variable has a t-value of 0.333 < t-table of 1.981. The significance level is 0.005 > 0.05, meaning that Ho is rejected and H5 is accepted. From these results, it can be concluded that the customer satisfaction variable has a positive and significant effect on customer loyalty.

Based on the results of the descriptive analysis, it shows that the highest mean value of the customer satisfaction variable is found in statement CS2 "The quality of Ventela shoes meets my

expectations" with an average value of 3.84, meaning that the level of customer satisfaction is high. When a product meets or exceeds customer expectations, they will feel emotionally and functionally satisfied. In this context, customer satisfaction plays a crucial role in fostering loyalty, as satisfied customers are more likely to repurchase and recommend the brand to others. These findings align with previous research conducted by (Nurcahyani, 2024), which stated that customer satisfaction significantly influences customer loyalty.

CONCLUSION

Emotional attachment has a positive and significant effect on customer satisfaction. This means that the higher the emotional attachment of customers, the higher their satisfaction will be. Perceived product quality has a positive and significant effect on customer satisfaction. This means that the higher the perceived quality of the product, the higher the satisfaction of customers will be. Emotional attachment has a positive and significant effect on customer loyalty. This means that the better/higher the emotional attachment of customers, the higher their loyalty to Ventela. Perceived product quality has a positive and significant effect on customer loyalty. This means that the better/higher the perceived product quality of customers, the higher their loyalty to Ventela. Customer satisfaction has a positive and significant effect on customer loyalty. This means that the higher the perceived satisfaction of customers, the higher their loyalty to Ventela. The customer satisfaction variable is unable to fully mediate and strengthen the relationship between emotional attachment and customer loyalty. The customer satisfaction variable is unable to fully mediate and strengthen the relationship between perceived product quality and customer loyalty.

REFERENCES

Alexander, G., & Widjaja, W. (2024). Pengaruh Brand Image dan Brand Trust terhadap Brand Loyalty melalui Customer Satisfaction sebagai Variabel Intervening Nike. *Reviu Akuntansi, Manajemen, Dan Bisnis*, *4*(1), 45–60. https://doi.org/10.35912/rambis.v4i1.3024

Andianto, K., & Firdausy, M. (2020). *Pengaruh Perceived Value , Perceived Quality dan Customer Satisfaction terhadap Customer Loyalty Warunk Upnormal di Jakarta*. *II*(3), 758–764.

Apriani, D., Ramdan, A. M., & Jhoansyah, D. (2023). *ANALISIS KEPUASAN KONSUMEN DAN HARGA TERHADAP LOYALITAS PELANGGAN*. *7*, 726–741.

Aprilianto, B., Welsa, H., & Udayana, I. B. N. (2022). Pengaruh Commitment, Trust terhadap Customer Satisfaction dan Customer Loyalty. *Widya Manajemen*, *4*(1), 1–11. https://doi.org/10.32795/widyamanajemen.v4i1.1743

Arif, D., Febrianto, M. E., & Hariadi, M. G. (2021). Pengaruh Desain Produk, Harga Dan Kualitas Produk Terhadap Loyalitas Pelanggan Sepatu Specs. *Ecopreneur.12*, *4*(1), 53. https://doi.org/10.51804/econ12.v4i1.920

Armenia, M. D., & Kurniawati. (2024). *Pengujian Brand Satisfaction Terhadap Emotional Brand Attachment Brand Loyalty, Brand Love, Dan Self Esteem Produk Sneakers Di Indonesia*. *17*(2), 2–7.

Ayu, N. F., Agata, Y., Satriani, M., Asnaini, A., & Arisandi, D. (2022). Kepuasan Belanja Fashion Online dan Offline (Studi pada Muslimah Kecamatan Selebar Kota Bengkulu Provinsi Bengkulu). *Ekonomis: Journal of Economics and Business*, *6*(1), 15. https://doi.org/10.33087/ekonomis.v6i1.446

Bayu Pratama, Y., Thalib, S., & Miranda, A. (2024). *Analisis Pengaruh Harga dan Kualitas Produk Terhadap Loyalitas Konsumen dengan Kepuasan Konsumen Sebagai Variabel Intervening untuk Sepatu Sepak Bola Merek Specs (Studi Empirik Pada Komunitas Sepak Bola Di Kabupaten Bogor)*. *4*(2), 156–170. https://embiss.com/index.php/embiss/article/view/296

Christian, I. D., Hayat, M., & Pakpahan, A. (2023). Pengaruh Brand Experiences terhadap Brand Loyalty yang Dimediasi oleh Perceived Quality dan Brand Trust pada Konsumen Produk Olahraga. *INNOVATIVE: Journal Of Social Science Research*, *3*, 4607–4620. https://j-innovative.org/index.php/Innovative

Dwinanda, Y. (2019). Pengaruh Perceived Quality Terhadap Kepuasan Pelanggan Dan Intention To Revisit Pada Coffee Shop Kapi Nalar. *Tesis*, 1–127.

Fadhillah, M. D. Y., & Simanjuntak, M. (2024). The Effect of Perceived Product Quality and Price on Local Brand Fashion Consumer Satisfaction. *Jurnal Doktor Manajemen (JDM)*, *7*(1), 93. https://doi.org/10.22441/jdm.v7i1.25128

Husna, I. (2020). Peran Kepuasan dan Keterikatan Emosional pada Loyalitas Pelanggan (Studi pada Anggota Persebaya Selamanya). *Jurnal Ilmu Manajemen*, *8*(2), 599–605.

Janitra, R., & Tjokrosaputro, M. (2022). PENGARUH BRAND EXPERIENCE, BRAND PERSONALITY, DAN BRAND SATISFICATION TERHADAP BRAND LOYALTY PRODUK SEPATU COMPASS PADA GENERASI Z DI JAKARTA. *Pengaruh Brand Experience, Brand Personality, Dan Brand Satisfication Terhadap Brand Loyalty Produk Sepatu Compass Pada Generasi Z Di Jakarta*, *4*(02), 472480.

Kelvin, Situmeang, hendrik, & Andy. (2021). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Keluhan Terhadap Kepuasan Konsumen Pada Pt. Jaya Mandiri Bangunan. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, *5*(1), 1284–1300.

Kemenperin. (2019). *Produksi Sepatu di Indonesia Urutan Keempat di Dunia*. Kementrian Perindustrian Republik Indonesia. https://kemenperin.go.id/artikel/20540/Produksi-Sepatu-di-Indonesia-Urutan-Keempat-di-Dunia

Khuan, H., Setiawan, Z., Munizu, M., Sintesa, N., & Sono, M. G. (2023). Hubungan Keterikatan Merek Emosional, Kepuasan dan Loyalitas Pelanggan. *Edunomika*, *8*(1), 1–9.

Nurcahyani, D. ; L. E. M. (2024). PENGARUH BRAND IMAGE DANPRODUCT QUALITY TERHADAP CUSTOMER LOYALTYMELALUI CUSTOMER SATISFACTION SEPATU NIKE DI KOTA BANDUNG. *Penambahan Natrium Benzoat Dan Kalium Sorbat (Antiinversi) Dan Kecepatan Pengadukan Sebagai Upaya Penghambatan Reaksi Inversi Pada Nira Tebu*, *6*, 1434–1443.

Pamungkas, R. D. (2019). Pengaruh citra merek, kepercayaan merek, dan kepuasan pelanggan terhadap loyalitas merek sepatu NIKE di Surabaya. *Journal of Business and Banking*, *9*(1),

37. https://doi.org/10.14414/jbb.v9i1.1950

Pustaka, K., Pemikiran, K., & Hipotesis, D. A. N. (2019). *No Title*. 15–38.

Richard, L. (1999). Whence consumer loyalty ? *Journal of Marketing*, *63*(Special Issue 1999), 33–44.

Rizky, M. E., & Hariasih, M. H. (2023). Consumer Loyalty: Brand Perception, Trust, Product Quality, and the Mediating Role of Customer Satisfaction. *Academia Open*, *9*(2), 1–19. https://doi.org/10.21070/acopen.9.2024.5562

Ronasih, M. Y., & Widhiastuti, H. (2021). Kualitas Pelayanan, Faktor Emosional dan Persepsi Harga terhadap Loyalitas Konsumen melalui Kepuasan Konsumen. *PHILANTHROPY: Journal of Psychology*, *5*(1), 109. https://doi.org/10.26623/philanthropy.v5i1.3303

Sudana, N. M. A. D., & Setiawan, P. Y. (2021). the Role of Customer Satisfaction in Mediating the Effect of Brand Image and Perceived Quality on Brand Loyalty: a Study on Bata Brand Consumers in Denpasar. *Russian Journal of Agricultural and Socio-Economic Sciences*, *115*(7), 43–54. https://doi.org/10.18551/rjoas.2021-07.05

Sukoco, B. M., & Hartawan, R. A. (2011). Pengaruh Pengalaman Dan Keterikatan Emosional Pada Merk Terhadap Loyalitas Konsumen. *Jurnal Manajemen Teori Dan Terapan| Journal of Theory and Applied Management*, *4*(3), 1–12. https://doi.org/10.20473/jmtt.v4i3.2421

Tamher, D. M., & Robert Kristaung. (2024). Pengaruh Brand Personality, Brand Attachment, Brand Love Terhadap Kesetian Pelanggan. *Jurnal Ekonomi Trisakti*, *4*(1), 545–554. https://doi.org/10.25105/jet.v4i1.19362

ventela. (2024). *Ventela*. Ventela. https://www.ventela.com/