

Analysis of the Effect of Brand Resonance and Brand Image on Brand Loyalty for Codashop Online Stores in Solo Raya with Brand Trust as an Intervening Variable

M. Ardiansyah¹, Moehammad Nasir²

¹*Faculty of Economic and Business*

University Muhammadiyah Surakarta, Indonesia

²*Faculty of Economic and Business*

University Muhammadiyah Surakarta, Indonesia

Abstract: This study aims to determine the influence of brand resonance and brand image on brand loyalty with brand trust as an intervening variable in Codashop online stores. The population in this study was conducted on all urban communities throughout Solo Raya and consumers who had purchased products from the Codashop online store. The sample in this study consisted of 200 respondents taken from the Purposive Model (SEM) technique based on Partial Least Square (PLS) with the help of SmartPLS software. The results found that: (1) brand resonance has a positive and significant effect on brand trust, (2) brand image has a positive and significant effect on brand trust, (3) brand trust has a positive and significant effect on brand loyalty, (4) brand resonance has a positive and significant effect on brand loyalty, (5) brand image has a negative and insignificant effect on brand loyalty, (6) brand trust does not play a role in mediating the influence between brand resonance and brand loyalty. (6) Brand trust plays a role in mediating the influence between brand image and brand loyalty.

Keywords: Brand resonance, brand image, brand trust, brand loyalty

1. Introduction

An online shop is a type of buying and selling through social networks or electronic communication devices, in which buyers do not need to go to the offline shop to buy products because with an online shop, buyers only need to order their products via the internet and the payment process is also via transfer after that if the payment is successful. The product will be sent directly to the buyer's house. According to (Elissa, 2013) Online shopping is a stage where consumers buy goods, services and others from an online seller without having to meet face to face with the seller or the buyer directly. Online stores are the choice of many buyers compared to offline stores because of the ease of the transaction process and the completeness of the goods desired by the buyer.

Codashop is an online store platform engaged in online game item top up services and digital products. Codashop provides lots of conveniences, namely it's easy to find a store because there is already an official website and there are also applications that can be downloaded from the Play Store or App Store. Then the transaction method is fast and easy with various payment methods such as Gopay, Shopeepay, OVO, FUNDS, etc. The products also vary, such as diamond Mobile Legends, diamond Free Fire, uc PUBG, Sportfy premium, Steam wallet code, Google Play vouchers, etc.

Loyalty is assessed from the customer's point of view on product quality to fulfill their desires or expectations. According to (Kotler & Keller, 2016) explained that loyalty is described as a commitment that is believed to re-use or repurchase the preferred product or service in the future even though it is influenced by situational conditions and marketing actions to switch to another product. Customers will be loyal if the product being sold is the same as their expectations or expectations. Loyalty can be seen from the actual purchase attitude of the product itself, brand loyalty is also described as how far consumers behave positively towards the brand. This can enable commitment agreements to the brand and promote future purchases. Therefore, companies must recognize the factors that influence brand loyalty products offered to consumers (Mowen & Minor, 2002).

Meanwhile, brand resonance is a characteristic of a psychological bond that customers feel, namely happiness, loyalty, and the connection that occurs between consumers and the brand. According to (Keller, 2001a) Brand resonance is characterized by the depth of psychological attachment customers have with brand activity due to loyalty. According to (Kotler, 2013) there are four categories of brand resonance constituents, namely behavioral loyalty, attitudinal attachment, sense of community, and active engagement.

According to (Keller, 2003) A good brand image can increase the possibility of choosing a brand. Basically, consumers will be loyal and trust a brand they are familiar with, and it is not easy to switch to another

brand. According to (Lau & Lee, 2000) In creating loyalty in a brand, marketers must build consumer trust in the brand. Brand image can create trust in a brand. (Kotler and Keller, 2017) said about the assumption that a brand will be reflected by consumers based on the memory they have. So, brand image is the consumer's perception of a brand that is in their memory and can influence the purchase of a brand.

According to (Delgado-Ballester et al., 2003) brand trust (brand trust) is the expectation of reliability and good intentions on the brand. Brand trust will create an attitude of loyalty to a brand. According to (Morgan and Hunt (1994) in (Nasir et al., 2020) brand trust can determine potential brand loyalty and build high-value relationships. The higher the similarity in brand value with consumers, the higher the level of brand trust. Meanwhile according to (Machado & Rodhiah, 2021) Customers will feel safe using a brand because they already have a sense of trust in the brand and can rely on the brand to fulfill their obligations as a brand. So, brand trust is the capacity of a brand to be trusted in meeting the expectations and needs of consumers in carrying out the functions that consumers want.

a. Brand Loyalty

According to (Aaker, 2015) brand loyalty (brand loyalty) is a relationship between customers and a brand. According to (J. Griffin, 2003) There are two components of brand loyalty, namely loyalty behavior from repeated purchasing attitudes and loyalty behavior from positive feelings towards a product of a brand or company accompanied by a consistent attitude to continue buying the product in the future. Consumers who engage with a brand will provide their support through word of mouth marketing on social media, if the brand can resonate with them. (Wallace et al., n.d.). Meanwhile according to (R. Griffin, 2005) states that brand loyalty is a choice made by consumers to buy a certain brand compared to other brands in one type of product. Then according to (Sutisna, 2003) Brand loyalty can be interpreted as an attitude of liking a brand which is realized in repeated purchases of that brand all the time.

b. Brand Trusts

Brand Trusts is consumer behavior in which the relationship between the consumer and the brand is expected to be reliable, responsible, and lead to positive results (Nasir et al., 2020). Then according to Lau and Lee in (Arief et al., 2017) Trust in a brand is a form of consumer willingness to trust the brand and is faced with risks, because they have hopes or expectations that the brand will lead to positive results. According to (Hsin Kuang et al., 2009) Brand trust is a collection of several consumers who believe that a brand will offer a reliable product, such as very complete functions, quality assurance, and service after making a purchase. Meanwhile according to (Holbrook & Chaudhuri, 2001) assesses brand trust as a fully predictable and deeply conscious engagement process. The key to loyalty to a brand is trust in a brand in accordance with the relationship marketing concept.

c. Brand Resonance

According to (Keller, 2001a) Brand resonance is characterized by an intensity or depth psychological bond that is owned by customers with a range of brand activity due to loyalty. Brand resonance (Keller, 2013) refers to the psychological attachment that consumers have with a brand and their willingness to give time, money, and energy to purchase and use, such as joining brand clubs, visiting websites, participating in chat rooms. Then in the end the customers will be willing to become their brand representatives and help communicate the brand and strengthen the brand's position with other brands.

d. Brand Image

According to Aaker (1991) (in (Alhaddad & Alhaddad, 2015)) brand image is a form of brand association which is everything related in memory to the brand, Then Kotler and Armstrong (1996) (in (Alhaddad & Alhaddad, 2015)) states that brand image is a form of held belief about a particular brand. This set of beliefs plays an important role in the buyer's decision-making process when customers evaluate alternative brands (Alhaddad & Alhaddad, 2015). Meanwhile according to (Supranto, 2011) Brand image is what consumers think or feel when they hear or see a brand name or in essence what consumers have learned about the brand. The image of a company is based on the public's view of what they understand about the company's identity. Therefore, companies with the same type do not necessarily have the same image in front of other people. A good image on a brand will have a positive impact on the company, conversely if the image on a brand is bad, it will have a negative impact and weaken the company's ability to compete.

2. Method

This research uses a type of research method, namely explanatory research. In this study, researchers used a quantitative assessment method. The total sample used in this study was 150 respondents. In this study,

researchers used the Nonprobability sampling method with the type of purposive sampling technique. Primary data was used in this study, which was obtained from distributing questionnaires to people who live in the city of Solo Raya and who often or have used services or products from the Codashop online store.

3. Results and Discussion

a. Results

1. Convergent Validity Test Analysis Results

Table1 Convergent Validity Test Analysis Results

	Convergent Validity	Information
X1.1.1	.797	Valid
X1.1.2	.782	Valid
X1.2.1	0.796	Valid
X1.3.1	0.813	Valid
X1.3.2	.825	Valid
X2.1.1	0.764	Valid
X2.2.2	0.817	Valid
X2.3.1	0.789	Valid
Y2.4.1	0.775	Valid
Y2.2	0.744	Valid
Y3.1	0.874	Valid
Y3.2	0.894	Valid
Y4.1	0.877	Valid
Y4.2	.835	Valid
Z1.1	0.823	Valid
Z1.2	.737	Valid
Z3.1	0.811	Valid
Z3.2	0.788	Valid

Based on table 1, it can be seen that many of the research variable indicators each have an outer loading value of > 0.6 . However, according to Chin in Ghazali and Latan (2015: 74) for early stage research of the development of a measurement scale for the value of loading factor $0.5 - 0.6$ is still considered sufficient. From the data above it shows that there is no variable indicator value below 0.5 so that the indicator is declared valid. Therefore all indicators are declared feasible or valid for use in further research and analysis.

2. Discriminant Validity Test Analysis Results

Table2 Results of Average Variance Extruded (AVE) Analysis

Variable	Average Variance Extruded(AVE)	Information
X1 Brand Resonance	0.644	Valid
X2 Brand Image	0.619	Valid
Y Brand Loyalty	0.717	Valid
Z Brand Trust	0.625	Valid

Based on the table above, it can be seen that the AVE value of the Brand Resonance variable is > 0.5 or 0.644 . Then the AVE value of the Brand Image variable is > 0.5 or 0.619 . Then the AVE value is Brand Loyalty > 0.5 or 0.717 . And the AVE value on Brand Trust > 0.5 or 0.625 . Therefore these variables are declared valid.

Table 3 Results of Cross Loading Analysis Average Variance Extruded (AVE)

	X1 Brand Resonance	X2 Brand Image	Y Brand Loyalty	Z Brand Trust
X1.1.1	0.797	0.701	0.631	0.644
X1.1.2	0.782	0.567	0.641	0.597
X1.2.1	0.796	0.689	0.634	0.650
X1.3.1	0.813	0.591	0.738	0.534
X1.3.2	0.825	0.542	0.673	0.527
X2.1.1	0.679	0.764	0.624	0.649
X2.2.2	0.646	0.817	0.533	0.663
X2.3.1	0.579	0.789	0.521	0.667
X2.4.1	0.510	0.775	0.443	0.623

Y2.2	0.655	0.543	0.744	0.622
Y3.1	0.706	0.546	0.874	0.594
Y3.2	0.722	0.580	0.894	0.595
Y4.1	0.741	0.614	0.877	0.607
Y4.2	0.670	0.588	0.835	0.573
Z1.1	0.609	0.718	0.565	0.823
Z1.2	0.641	0.584	0.581	0.737
Z3.1	0.594	0.675	0.570	0.811
Z3.2	0.476	0.635	0.514	0.788

The results obtained above indicate that the value of each question item, both Brand Resonance, Brand Image, Brand Trust, and Brand Loyalty, produces a large cross loading value in making comparisons between the variables in the questions used to represent them.

3. Reliability Test Analysis Results

Table 4 Analysis Results Composite Reability

Variable	Composite Reability	Information
X1 Brand Resonance	0.900	Reliable
X2 Brand Image	0.866	Reliable
Y Brand Loyalty	0.927	Reliable
Z Brand Trust	0.869	Reliable

Based on table 4 above, it can be seen that the composite reliability value is > 0.7 . With a brand resonance variable of 0.900, a brand image variable of 0.866, a brand loyalty variable of 0.927, then a brand trust variable of 0.869. From this, each variable in this study can be said to be reliable.

The composite reliability test above can be strengthened by using Cronbach's alpha value. According to Ghozali (2018: 48), if the value of Cronbach's Alpha > 0.6 then the research instrument is reliable. If the value of Cronbach's Alpha < 0.6 then the research instrument is not reliable. Cronbach's alpha values in this study are as follows:

Table 5 Cronbach's Alpha Analysis Results

Variable	Cronbach's Alpha	Information
X1 Brand Resonance	0.862	Reliable
X2 Brand Image	0.795	Reliable
Y Brand Loyalty	0.900	Reliable
Z Brand Trust	0.799	Reliable

Based on table 5, the results from Cronbach's Alpha for the brand variable Resonance > 0.6 , which is 0.862. For the Brand Image variable > 0.6 , it is 0.795. Then for Brand Loyalty > 0.6 , it is 0.900. And on the Brand Trust variable > 0.6 , which is equal to 0.799. Thus these results can indicate that each variable has met the requirements for the Cronbach's Alpha value, so it can be concluded that the variables in this study can be said to be reliable.

4. Multicollinearity Test Analysis Results

Table 6 Multicollinearity Results (VIF)

	X1 Brand Resonance	X2 Brand Image	Y Brand Loyalty	Z Brand Trust
X1 Brand Resonance			2, 674	2, 475
X2 Brand Image			3, 893	2, 475
Y Brand Loyalty				
Z Brand Trust			3, 439	

From the data table 6 it can be seen that all variables in this test fulfill the multicollinearity test requirements with a tolerance value of > 0.1 . The value of brand resonance on brand loyalty is 2.674. Then the value of brand image on brand loyalty variable is 3.893. Meanwhile, the value of brand resonance variable on brand trust is 2.475. Then the value of brand image variable on brand trust is 2, 475. Therefore, with the value of each variable exceeding 0.1, it can be concluded that in this study the multicollinearity assumption test did not violate.

5. Coefficient Determination Test Analysis Results (R²)

Table 7 Result Coefficient of Determination (R²)

	R-square	R-square adjusted
Y Brand Loyalty	0.705	0.701
Z Brand Trust	0.709	0.706

The R-square table in table 7 above is used to see the effect of brand resonance and brand image variables on brand loyalty of 0.701 or 70.1% because it is in the 0.51 – 0.99 category, so the correlation is strong, while the magnitude of the influence of brand resonance and brand image to brand trust of 0.706 or 70.6%, this value is included in the category 0.51 – 0.99, so the correlation is strong.

6. Results of Q-square test analysis

Table 8 NFI Analysis Results

	Saturated models	Estimated models
SRMR	0.074	0.074
d_ULS	0.946	0.946
d_G	0.470	0.470
Chi-square	508,001	508,001
NFIs	0.797	0.797

Based on the results of the analysis above, the model fit indicators show that the NFI value is > 0.1 or higher, so the model can be said to be much better.

7. The results of the analysis of the F-square value test

Table 9 F Test Results (f-square)

	X1 Brand Resonance	X2 Brand Image	Y Brand Loyalty	Z Brand Trust
X1 Brand Resonance			0.605	0.081
X2 Brand Image			0.003	0.573
Y Brand Loyalty				
Z Brand Trust			0.060	

The F-square test in table 9 shows how much influence the independent variables have on the dependent variable. The magnitude of the influence of the brand resonance variable on brand loyalty is 0.605 which means it has a large effect, while the brand resonance variable on brand trust has a value of 0.081 which means it has a small effect. The influence of the brand image variable has a value of 0.003 which means it has no effect on brand loyalty. Meanwhile, the influence of the brand image variable on brand trust has a value of 0.573, which means it has a large effect. Then the effect on the brand trust variable on brand loyalty has a value of 0.060, which means it has little effect.

8. Results of Hypothesis Test Analysis

Based on the explanation in 9 it can be seen that there are only two variables that influence brand trust, namely brand resonance and brand image. Meanwhile, only two variables have an effect on brand loyalty, namely brand resonance and brand trust. From this description, it is necessary to test the hypothesis further using the results of the t statistics and P-values. In this study, it is possible to have direct and indirect effects because there are five types of variables, namely independent variables, related variables and mediating variables. The processing results of this hypothesis test are carried out on the bootstrapping option on the SmartPLS software. The SmartPLS software bootstrapping option will display a graph that links the variables brand resonance, brand image, brand trust and brand loyalty.

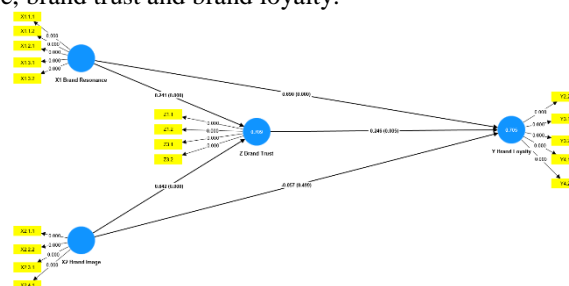


Figure 1 InnerModel

9. Results of Analysis of Direct Effect Testing

- The results of the analysis of the effect of the brand resonance variable on brand trust show that the P-value is 0.000. The P-value is below 0.05, it means that the brand resonance variable has a significant effect on brand trust. (H1 accepted)
- The results of the analysis of the influence of brand image variables on brand trust show that the P-values are 0.000. The P-values are below 0.05, it means that the brand image variable has a significant effect on brand trust. (H2 accepted)
- The results of the analysis of the influence of brand trust variables on brand loyalty show that the P-values are 0.005. The P-values are below 0.05, so it can be interpreted that the brand trust variable has a significant effect on brand loyalty. (H3 accepted)
- The results of the analysis of the effect of the brand resonance variable on brand loyalty show that the P-value is 0.000. The P-values are below 0.05, it means that the brand resonance variable has a significant effect on brand loyalty. (H4 accepted)
- The results of the analysis of the influence of brand image variables on brand loyalty show a P-value of 0.499, the value is > 0.05 . So it can be interpreted that the brand image variable has no significant effect on brand loyalty. (H5 is rejected)

10. Results of Indirect Influence Testing Analysis

- The results of the analysis of the effect of the brand image variable on brand loyalty mediated by the brand trust variable show a P-value of 0.004, the value is < 0.05 . So it can be interpreted that the relationship between brand image variables mediated by brand trust has a significant effect on brand loyalty. (H6 accepted)
- Then in the indirect effects analysis table above, the relationship between brand resonance and brand loyalty mediated by the variable brand trust shows a P-value of 0.053, that value is > 0.05 . So it can be concluded that the relationship between brand resonance variables mediated by brand trust has no significant effect on brand loyalty. (H6 rejected)

b. Discussion

1. The Effect of Brand Resonance on Brand Trust

According to Keller (2013) Brand resonance refers to the psychological bond that consumers have with a brand and their willingness to invest time and money and energy to purchase and use, such as joining brand clubs, visiting websites, participating in chat rooms. Based on the research results, it can be seen that brand resonance has a significant effect on brand trust. This can be seen through the p-values < 0.05 of 0.000. So it can be interpreted that the Codashop online store succeeded in gaining the trust of respondents with the result that the respondents had a strong psychological bond with the brand, such as the level of repeated purchases and the respondent's effort in finding information about the Codashop online store. The results of this study are in line with the results of research from (Leni et al., 2019) who found that Brand Resonance has a significant effect on Brand Trust.

2. Effect of Brand Image on Brand Trust

According to Kotler and Keller (2009) Brand image is a vision and belief that is hidden in the minds of consumers, as a reflection of associations that are stuck in consumers' memories. If the brand image can meet the expectations of consumers or can provide more than consumer expectations, and can provide quality assurance for every opportunity for use, then consumers will be sure of their choice and consumers will trust, like and consider the brand image part of themselves. Based on the research results, it can be seen that brand image has a significant effect on brand trust. This can be seen through the p-values < 0.05 of 0.000. So it can be concluded that respondents trust the brand image owned by the Codashop online store which consists of attributes such as price, quality and service is the best compared to its competitors. The results of this study strengthen the results of research from (Rodiques & Rahanatha, 2018) who found that there is a significant effect of Brand Image on Brand Trust.

3. The Effect of Brand Trust on Brand Loyalty

According to Holbrook and Chaudhuri (2001) Brand Trust is the willingness of the average consumer to rely on the brand's ability to appear in accordance with its stated function. Brand trust is an important element that has relevance to consumer purchasing decisions and leads to brand loyalty which is an intermediary between consumer behavior before and after purchase. Based on the research results, it can be seen that brand trust has a significant effect on brand loyalty. This can be seen through the p-values < 0.05 of 0.005. So it can be concluded that the respondents have put their trust in the Codashop online store and a sense of loyalty arises from the respondents to this brand. The results of this study are in line with research from (Nasir et al., 2020) that brand trust has a significant effect on brand loyalty.

4. The Effect of Brand Resonance on Brand Loyalty

According to Keller, brand resonance is a deep brand relationship with consumers based on loyalty, attachment, and an enduring sense of similarity or affiliation. With brand resonance that is right on target, consumers will provide a high level of loyalty to the brand. Based on the research results, it can be seen that brand resonance has a significant effect on brand loyalty. This can be seen through the p-values < 0.05 of 0.000. So it can be concluded that the Codashop online store has the right brand resonance, such as a sense of pleasure and comfort from respondents to the brand and a strong psychological bond between respondents and the brand. This will provide a high level of loyalty to the Codashop online store. As in research (Wibisono & Khasanah, 2022) which shows that the better the brand resonance the better the brand loyalty. The results of this study are also in line with research from (Shieh & Lai, 2017) which shows that brand resonance has a significant effect on brand loyalty.

5. The Effect of Brand Image on Brand Loyalty

According to Keller, brand image is the perception of a brand as reflected by brand associations that exist in consumer memory. Based on the research results, it can be seen that brand image has no significant effect on brand loyalty. This can be seen through the p-values > 0.05 of 0.499. So it can be concluded that even though the brand image owned by the Codashop online shop is very good, it is not certain that the respondents will be loyal to the Codashop online shop. The factor of this can occur because respondents who are dominated have an average income of $< 1,000,000$ and have the criteria of students or students who always think about the price of their products. Even though the products at the Codashop online store have good quality, such as being safe and reliable with 24-hour service on the web and in the application, they are followed by quite expensive prices. It is said to be expensive because there are top up service shops that charge lower prices compared to the Codashop online store. Therefore, respondents prefer top up service shops which are cheaper even though the security and service are not guaranteed to be good, unlike the Codashop online shop, which has guaranteed quality. The results of this study certainly reject the research from Respondents prefer top-up service shops which are cheaper, although the security and service are not guaranteed to be good, unlike the Codashop online shop, which has guaranteed quality. The results of this study certainly reject the research from Respondents prefer top-up service shops which are cheaper, although the security and service are not guaranteed to be good, unlike the Codashop online shop, which has guaranteed quality. The results of this study certainly reject the research from (Vogt, 2015) which shows that brand image has a significant effect on brand loyalty.

6. Brand Trusts Mediating the Effect of Brand Resonance Relationship on Brand Loyalty

Brand resonance characterized by the intensity or depth of the customer's psychological bond with the brand and the impact of this activity is loyalty. Based on the research results, it can be seen that brand resonance mediated by brand trust has no significant effect on brand loyalty. This can be seen through the p-values > 0.05 of 0.053. Brand trust does not fulfill its role as a mediator because the brand resonance created by the Codashop

online shop, such as feelings of pleasure and comfort, has created a strong psychological bond between respondents and the brand. With a strong psychological bond, a strong sense of loyalty arises as well. The results of this study reject the results of research from (Leni et al., 2019) which shows that brand resonance has a significant effect on brand loyalty and will indirectly affect brand trust.

7. Brand Trust sMediating the Effect of Brand Image Relationship on Brand Loyalty

Strong trust is formed by a brand towards consumers which can enhance the image of a brand towards high consumer loyalty to that brand. The better a brand image in the eyes of consumers will be able to generate a trust and can increase loyalty to the brand. Based on the research results, it can be seen that brand image mediated by brand trust has a significant effect on brand loyalty. This can be seen in table 4. 16 through p-values <0.05 of 0.004. So it can be concluded that brand trust fulfills its role as a mediator because respondents who believe in the brand image created by the Codashop online shop such as good product quality and service, will be loyal to the brand. It can also be said that respondents must first trust the brand image created by the Codashop online store so that a sense of loyalty to the brand can arise. The results of this study support the results of research from (Nasir et al., 2020) that as an intervening variable, brand trust has a significant effect on brand loyalty.

4. Conclusions and Recommendations

a. Conclusion

Based on the results of the research described in the previous chapter, the researchers obtained the following conclusions:

1. The Brand Resonance variable has a positive and significant effect on Brand Trust at the Codashop online store in Solo Raya.
2. The Brand Image variable has a positive and significant effect on Brand Trust at the Codashop online store in Solo Raya.
3. The Brand Trust variable has a positive and significant effect on Brand Trust at the Codashop online store in Solo Raya.
4. The Brand Resonance variable has a positive and significant effect on Brand Loyalty at the Codashop online store in Solo Raya.
5. The Brand Image variable has a negative and insignificant effect on Brand Trust at the Codashop online store in Solo Raya.
6. The Brand Trust variable plays a positive but not significant role in mediating the effect of Brand Resonance on Brand Loyalty at the Codashop online store in Solo Raya.
7. The Brand Trust variable plays a positive and significant role in mediating the influence between Brand Image on Brand Loyalty at the Codashop online store in Solo Raya.

b. Suggestion

1. The results of the H1 analysis show that Brand Resonance has a significant effect on Brand Trust, so the researchers suggest that indicators of Attitudinal attachment provided by the Codashop online store to consumers should be maintained or enhanced by providing an event such as providing certain purchase discounts that make these consumers interested and arise a sense of happiness from consumers. This can maintain a psychological bond between brands and consumers which makes consumers always trust the Codashop online store.
2. The results of the H2 analysis show that Brand Image has a significant effect on Brand Trust, so the researchers suggest that the Codashop online store should maintain or improve reputation indicators by conducting maximum and innovative campaigns (advertisements) to support a better image, and consumers are increasingly trust the online store Codashop more.
3. The results of the H3 analysis show that Brand Trust has a significant effect on Brand Loyalty, so the researchers suggest that the Codashop online store should maintain reliability indicators such as maintaining the quality of services and products in order to maintain the trust that has been given by consumers so that consumers remain loyal to the Codashop online store.
4. The results of the H4 analysis show that Brand Resonance has a significant effect on Brand Loyalty, so the researchers suggest that the Codashop online store should maintain behavioral loyalty indicators by maintaining product and service quality in order to create a strong psychological bond with consumers and create a sense of loyalty to the Codashop online store , such as repeat purchases and willing to seek information about the brand.
5. The results of the H5 analysis show that Brand Image has no significant effect on Brand Loyalty, so the researchers suggest that the Codashop online store should provide good recognition indicators such as

- creating an image that is friendly to college students or students by providing discounts on certain purchases and giving bonuses for product purchases. specifically, this is done so that consumers with student or student criteria arise a sense of loyalty to the Codashop online store.
6. The results of the H6 analysis are that Brand Trust does not play a role in mediating the influence between Brand Resonance on Brand Loyalty, so the researchers suggest that the Codashop online store should provide an indicator of Brand Trust, namely good reliability by providing discounts in a certain purchase amount to attract consumers among students and students to maintaining the existence of an indicator of Brand Resonance, namely behavioral loyalty, which means the attitude of consumers who are loyal to the Codashop online store such as making repeat purchases and joining the brand community.
 7. The results of the H6 analysis are that Brand Trust plays a role in mediating the influence between Brand Image on Brand Loyalty. the researchers suggest that the Codashop online store should maintain indicators of honesty by providing valid and reliable information about the quality of service and products to be sold. This will lead to consumer confidence in the image given by the brand, the higher the consumer trusts in the image provided by the Codashop online store, the higher the loyalty the consumer will give to the brand. This is because consumers believe that the image provided by the Codashop online store will meet the needs or pleasures of these consumers.
 8. In future research, it is recommended to take a larger sample, this aims to improve the accuracy of the data in the research.
 9. Increasing the number and area distribution of respondents so as to be able to obtain research results that are more accurate and more comprehensive in explaining variable variations.
 10. It is hoped that there will be the addition of other variables that may also affect many things in this study.

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