

The Influence Of Brand Experience On Brand Loyalty In The Tiktok Shop Mobile Application With Brand Trust As a Mediating Variable

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Abstract

This study is motivated by the increasing competition in the social commerce industry and the shift in consumer behavior that emphasizes experiential aspects in online shopping. TikTok Shop, as one of the rapidly growing social media-based e commerce platforms in Indonesia, faces challenges in maintaining user trust and loyalty amid intense market competition. The purpose of this study is to examine the effect of Brand experience on Brand loyalty with Brand trust as a mediating variable. This research employs a quantitative approach using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis technique with SmartPLS 4.0 software. Data were collected from 202 active TikTok Shop users selected through a purposive sampling technique. The results indicate that Brand experience has a positive and significant effect on both Brand trust and Brand loyalty. Brand trust also has a positive and significant effect on Brand loyalty and partially mediates the relationship between Brand experience and Brand loyalty. These findings demonstrate that positive experiences perceived by TikTok Shop users can enhance their trust in the platform, ultimately strengthening their loyalty. Therefore, TikTok Shop is advised to continuously improve the quality of user experience through sensory, affective, intellectual, and behavioral aspects to reinforce trust and build long-term customer loyalty.

Keywords: Brand experience, Brand trust, Brand loyalty, TikTok Shop, Social commerce, SEM-PLS.



INTRODUCTION

The development of digital technology has brought significant changes to the way society communicates, interacts, and shops, thus driving the increasing convergence of the social and business worlds thru social media. One form of this change is the emergence of social commerce, which is an online shopping model that integrates entertainment, social interaction, and transactions into a single digital platform (Rinaldy and Jatmiko, 2025). Unlike conventional e-commerce, social commerce allows consumers to actively engage thru comments, reviews, live shopping, and user-generated content, making an interactive and enjoyable digital experience a key factor in the success of marketing strategies (Wang and Zhang, 2012).

This shift moves consumer orientation from function-based consumption toward experience-based consumption. Consumers no longer consider only the price and quality of a product, but also the emotional experience they have when interacting with a brand. Therefore, brand experience, which encompasses sensory, affective, intellectual, and behavioral dimensions, is a crucial determinant in shaping long-term consumer perceptions, trust, and loyalty (Pina and Dias, 2020). Several studies indicate that positive brand experiences in the context of e-commerce and social commerce significantly influence brand trust and consumer loyalty (Sang and Cuong, 2025; Putri Indriani and Waskito, 2025).

TikTok, as one of the most popular digital platforms in Indonesia, has transformed from an entertainment medium into a marketing and transaction ecosystem thru the TikTok Shop feature. The high number of users, usage intensity, and integrated shopping features such as live commerce, reviews, and content personalization make TikTok Shop a cutting-edge representation of social commerce (Andon and Syed Annuar, 2023). Therefore, TikTok Shop was chosen as the research object due to its high popularity, rapid user growth, and its potential to create brand experiences that could influence consumer trust and loyalty.





Figure 1. TikTok Shop Application Display, 2025

Source: TikTok Shop, 2025

Observation data from September 13, 2025, indicates a large number of TikTok accounts sharing negative experiences related to purchases on TikTok Shop. This content received high engagement in the form of thousands of likes, comments, and shares, suggesting that consumer experiences are evolving into a public narrative with the potential to influence the perceptions of other audiences. This phenomenon indicates that brand experience plays a crucial role in shaping consumer perceptions, purchasing decisions, and loyalty toward TikTok Shop. Purchasing decisions are not only influenced by price or product availability, but also by the brand experience perceived thru interaction with content. This can be explained thru Brand Experience Theory (Brakus et al., 2009), which states that brand experience influences loyalty both directly and indirectly thru brand trust as a mediating variable.

Previous research, such as Sang and Cuong (2025), has proven that brand experience positively influences loyalty thru brand trust in the context of e-commerce. However, the differences in characteristics between conventional e-commerce and TikTok Shop as an interactive social commerce platform, as well as the differences in user characteristics, create a research gap. Based on this research gap, the novelty of this study lies in the empirical testing of the influence of brand experience on brand loyalty with brand trust as a mediating variable in the context of TikTok Shop in Indonesia, thus

124

expanding the application of Brand Experience Theory to content-based and social interaction shopping platforms.

LITERATURE REVIEW

Marketing

Marketing is a series of strategic activities designed to help companies achieve their goals by managing the flow of products or services from producers to consumers thru proactive efforts in identifying and meeting customer needs (Perreault, 2008). However, in practice, marketing is still often narrowly understood as merely promotional and sales activities, aligning with the traditional definition that emphasizes business communication functions (Kotler et al., 2021).

As digital transformation evolves, Interactive Marketing Theory emerges, emphasizing the use of technology to create personalized and responsive two-way communication between companies and consumers. This approach allows for real-time message customization based on user behavior, enhancing the customer experience and increasing brand engagement in a dynamic digital ecosystem (Rachmad, 2023).

Mobile Application

Mobile applications are software designed for use on mobile devices to provide services, entertainment, and transaction functions that can be accessed flexibly. Zolkepli et al. (2021) state that mobile applications play a role in shaping consumer behavior thru functional, social, emotional, and conditional values, where factors such as ratings, cost, interface quality, ease of use, and credibility influence value perception and intention to use the application.

Additionally, Singh et al. (2018) emphasize that mobile applications play a crucial role in enhancing trust, transaction efficiency, and the adoption of mobile commerce. Consumer acceptance factors, trust, and self-efficacy have been shown to influence application usage, making mobile applications a strategic means of building personal interactions, encouraging repeat purchases, and strengthening long-term relationships between consumers and brands in the digital age.

Brand Experience

Brand experience is part of a company's experiential marketing strategy designed to shape consumer perceptions of a brand or product by creating interactions and emotional connections. This approach aims to build trust, emotional closeness, and

125



understanding of consumer needs and preferences in order to create meaningful relationships between consumers and the brand (Na et al., 2023).

From a brand management perspective, brand experience is understood as the consumer's internal response, encompassing sensory, affective, cognitive, and behavioral aspects that arise from interaction with various brand elements such as design, visual identity, packaging, communication, and the brand environment. This experience is subjective and generally formed thru direct use or interaction with the product or service (Joshi & Garg, 2021).

Additionally, the historical aspect of a brand also influences consumer experience and perception, where the value of tradition and the brand's track record can strengthen its image and credibility. Brands with a long history tend to gain higher levels of consumer trust because they are perceived as more stable and socially influential (Joshi & Garg, 2021). According to Sang and Cuong (2025), brand experience consists of four dimensions, namely:

1. Sensory experience is the response that arises from brand stimuli, such as design, identity, packaging, communication, and the brand environment, which influences consumer emotions and engagement (Na et al., 2023). This aspect plays a crucial role in shaping cognitive engagement, brand equity, and customer loyalty, making it a key strategy in experiential marketing (Sang & Cuong, 2025). According to Sang and Cuong (2025), sensory experience is measured thru three indicators: the brand's ability to attract attention, generate interest, and leave a lasting impression on consumers.
2. Affective experience is a consumer's emotional response that arises from interaction with brand stimuli, such as feelings of joy, satisfaction, and connection with the brand (Na et al., 2023). This emotional response plays a crucial role in shaping brand engagement, loyalty, and equity, where positive experiences strengthen brand value, while negative experiences can weaken it (Sang & Cuong, 2025). According to Sang and Cuong (2025), affective experience is measured thru two indicators: positive emotions and good feelings experienced by consumers during interaction with the brand.
3. Intellectual experience refers to a brand's ability to stimulate consumers' thinking processes, logic, and imagination thru cognitive engagement, such as curiosity, critical evaluation, and problem-solving, regarding the value offered by the brand. This experience encourages consumers to actively engage in interpreting information and associating brand value with their needs (Sang & Cuong, 2025).

126



According to Sang and Cuong (2025), intellectual experience is measured thru two indicators: shopping interest and curiosity accompanied by relevant solutions for consumers.

4. Behavioral experience is the consumer's response to actions triggered by brand stimuli, encompassing activity involvement, lifestyle, and the physical or material benefits perceived thru product use, service interaction, or engagement with the brand. This experience plays a crucial role in shaping satisfaction, brand equity, and repurchase intention when consumers positively assess the value received (Na et al., 2023; Sang & Cuong, 2025). In various industrial contexts, including e-commerce, behavioral experiences have been shown to influence consumer loyalty and long-term relationships with brands. According to Sang and Cuong (2025), behavioral experience is measured thru four indicators: convenience, time efficiency, trust, and perceived diversity of consumer choices.

Brand Trust

Brand trust is a key foundation in building and maintaining long-term relationships between consumers and companies. Brand trust is defined as consumers' willingness to rely on a brand and its promises, and it serves as an important antecedent in the formation of brand loyalty (Atulkar, 2020). In the digital context, the consumer's relationship with a brand is significantly influenced by the level of trust in the reliability and integrity of the service provider (Hanaysha, 2022).

Brand trust is formed gradually thru repeated consumer experiences and reflects expectations regarding the brand's honesty, safety, and reliability, thus fostering a strong emotional bond between consumers and the brand (Madadi et al., 2021). According to Sang and Cuong (2025), brand trust is measured thru three indicators: consumer-perceived honesty, safety, and reliability.

Brand Loyalty

Brand loyalty is an important concept in marketing that reflects consumer attachment to a brand, demonstrated not only thru repeat purchases but also thru preference, commitment, and trust. Loyalty appears in various business contexts and is a key indicator in understanding the long-term relationship between consumers and brands (Kwon et al., 2020).

Brand loyalty is defined as a consumer's tendency to consistently choose one brand based on previous experiences, even when there are changes in price, quality, or



product features. Theoretically, loyalty encompasses both behavioral and attitudinal approaches, thus describing both the actual actions and the psychological intentions of consumers toward a brand (Atulkar, 2020). According to Sang and Cuong (2025), brand loyalty is measured thru four indicators: fidelity, consistency of use, intention to use in the future, and willingness to recommend the brand to others.

IMPLEMENTATION METHOD

Types of Data

This study employs a quantitative descriptive approach, with data analysis conducted using the Partial Least Squares (PLS) method and data processing assisted by SmartPLS software version 4.0. The method used is a survey, which is the collection of data from a sample of respondents to identify trends and relationships between sociological and psychological variables. This research utilizes both primary and secondary data. Primary data was obtained directly from respondents thru questionnaires, while secondary data was sourced from supporting materials such as books, scientific journals, reports, and relevant official publications to strengthen the research analysis (Rosini, 2023; Ahmad et al., 2024). The study population consists of users of the TikTok Shop mobile application in Indonesia who have previously interacted with or made purchases. The sampling technique used is purposive sampling with the following criteria: (1) active TikTok users, (2) have shopped on TikTok Shop for more than six months, and (3) are willing to complete the questionnaire. Researchers collected data thru questionnaires using a 1-5 Likert scale to measure respondents' perceptions of the research variables. With 18 indicators representing three main variables, a minimum of 202 respondents are needed for optimal analysis and more reliable research results. Data was collected using an online questionnaire based on Google Forms, which was distributed thru social media platforms such as TikTok, WhatsApp, Instagram, and Telegram. The distribution was carried out nationally, considering regional representation in Indonesia to ensure the research results comprehensively represent TikTok Shop users. This study used a 5-point Likert scale to measure respondents' perceptions of the research variables, ranging from strongly disagree (1) to strongly agree (5). This scale facilitates the measurement of respondents' attitudes and perceptions and allows for quantitative data analysis using statistical techniques (Sugiyono, 2023).



DISCUSSION**Testing the Measurement Model (Outer Model)****Table 1. Outer Loading Values**

Variable	Indicator	Outer Loading	Description
Brand Experience (X)	X1.1	0,873	Valid
	X1.2	0,870	Valid
	X1.3	0,889	Valid
	X2.1	0,886	Valid
	X2.2	0,895	Valid
	X3.1	0,853	Valid
	X3.2	0,847	Valid
	X4.1	0,808	Valid
	X4.2	0,819	Valid
	X4.3	0,859	Valid
	X4.4	0,794	Valid
Brand Loyalty (Y)	Y1.1	0,897	Valid
	Y1.2	0,895	Valid
	Y1.3	0,901	Valid
	Y1.4	0,876	Valid
Brand Trust (Z)	Z1.1	0,924	Valid
	Z1.2	0,942	Valid
	Z1.3	0,901	Valid

Source: SmartPLS 4 data processing, 2026

Based on the results of the outer model testing Table 1, all indicators for the Brand Experience (X), Brand Trust (Z), and Brand Loyalty (Y) variables have outer loading values above 0.70. This indicates that all indicators have met the criteria for convergent validity and are able to represent the latent construct well. The outer loading values for the Brand Experience (X) variable range from 0.794 to 0.895, Brand Trust (Z) is 0.901 to 0.942, and Brand Loyalty (Y) is 0.876 to 0.901. Thus, all indicators are declared valid and suitable for use, allowing testing to proceed to the next stage of validity and reliability testing.



Convergent Validity Test**Table 2. Recapitulation of Validity Test**

Variable	AVE	Description
Brand Experience (X)	0,730	Valid
Brand Loyalty (Y)	0,796	Valid
Brand Trust(Z)	0,851	Valid

Source: SmartPLS 4 data processing, 2026

Table 2. The Average Variance Extracted (AVE) values for each Brand Experience variable are 0.730, Brand Loyalty is 0.796, and Brand Trust is 0.851. These values indicate convergent validity because the AVE value is greater than 0.5, meaning that more than 50% of all variables in this study have met the criteria for convergent validity and are declared construct valid

Discriminant Validity Test**Table 3. Cross Loading Values**

Indicator	Brand Trust (Z)	Brand Loyalty (Y)	Brand Experience (X)
X1.1	0,707	0,761	0,873
X1.2	0,706	0,765	0,870
X2.1	0,721	0,804	0,889
X2.2	0,731	0,778	0,886
X3.1	0,745	0,792	0,895
X3.2	0,702	0,744	0,853
X3.3	0,686	0,766	0,847
X3.4	0,667	0,757	0,808
X4.1	0,702	0,745	0,819
X4.2	0,713	0,793	0,859
X4.3	0,691	0,746	0,794
Y1.1	0,721	0,897	0,797
Y1.2	0,698	0,895	0,762
Y1.3	0,789	0,901	0,813
Y1.4	0,756	0,876	0,835



Z1.1	0,924	0,780	0,750
Z1.2	0,942	0,771	0,779
Z1.3	0,901	0,749	0,760

Source: SmartPLS 4 data processing, 2026

Table 3 shows that the Cross Loading values for each indicator against its latent construct are higher than the Cross Loading values against other constructs, indicating that all variables have good Discriminant Validity.

ReliabilityTest

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability (rho_c)	Description
Brand Experience (X)	0,963	0,967	Reliabel
Brand Royalty (Y)	0,915	0,940	Reliabel
Brand Trust (Z)	0,912	0,945	Reliabel

Source: SmartPLS 4 data processing, 2026

Based on Table 3, the Brand Experience variable has a Cronbach's Alpha value of 0.963 and a Composite Reliability of 0.967. The Brand Loyalty variable shows a Cronbach's Alpha value of 0.915 and a Composite Reliability of 0.940, while the Brand Trust variable has a Cronbach's Alpha value of 0.912 and a Composite Reliability of 0.945. Referring to Hair et al. (2022), the research instrument is considered reliable if the Cronbach's Alpha value is > 0.7 and the Composite Reliability is > 0.6 . Therefore, all constructs in this study are considered reliable, indicating that the research instrument is consistent and suitable for use.

Hypothesis Testing

Table 4. Hypothesis Test Results

Hypothesis	Relationship	Results	Description
H1	Brand Experience (X) - > Brand Trust (z)	<i>Path coefficient</i> = 0,827 <i>T-Statistik</i> = 15,626 <i>P Value</i> =0,000	Accepted



H2	Brand Experience (X) -> Brand Royalty (Y)	Path coefficient = 0,671 T-Statistik = 7,170 P Value =0,000	Accepted
H3	Brand Trust (Z)-> Brand Royalty (Y)	Path coefficient = 0,277 T-Statistik = 3,033 P Value =0,002	Accepted

Source: SmartPLS 4 data processing, 2026

The test results show that Brand Experience (X) has a positive and significant effect on Brand Trust (Z) on the TikTok Shop mobile application, with a path coefficient value of 0.827 and a p-value of 0.000 (<0.05), so H1 is accepted. In addition, Brand Experience (X) also has a positive and significant effect on Brand Loyalty (Y), which is indicated by a path coefficient value of 0.671 and a p-value of 0.000 (<0.05), so H2 is accepted. Furthermore, Brand Trust (Z) is proven to have a positive and significant effect on Brand Loyalty (Y) with a path coefficient value of 0.277 and a p-value of 0.002 (<0.05), so H3 is accepted.

Mediation Test

Table 5. Specific Indirect Effect Values

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics	P values
Brand Experience (X)-> Brand Trust (Z) -> Brand Royalty (Y)	0,229	0,245	0,085	2,702	0,007

Source: SmartPLS 4 data processing, 2026

The results of the mediation test show that Brand Experience (X) has a positive and significant indirect effect on Brand Loyalty (Y) through Brand Trust (Z) with a path coefficient of 0.229 and a p-value of 0.007 (<0.05), so H4 is accepted. In addition, the direct effect of Brand Experience on Brand Loyalty is also significant (path coefficient = 0.671; p-value = 0.000). Referring to Hair et al. (2022), these findings indicate that Brand Trust acts as a partial mediator (complementary mediation).



DISCUSSION

The Influence of Brand Experience on Brand Trust

The results of the study indicate that brand experience has a positive effect on brand trust. This finding aligns with the theory of Brakus et al. (2009) which states that brand experience, encompassing sensory, affective, intellectual, and behavioral dimensions, plays a crucial role in shaping consumer perceptions and beliefs about a brand. Positive and consistent experiences foster consumer trust, as supported by research by Marliawati and Cahyaningdyah (2020) and Sang and Cuong (2025). In the context of TikTok Shop, a positive user experience, such as an attractive interface, easy navigation, and convenient shopping experience, are fundamental factors in increasing consumer trust in the platform. Therefore, continuous improvement of the quality of the brand experience is necessary to strengthen trust and build long-term relationships with consumers.

The Influence of Brand Experience on Brand Loyalty

The results of the study indicate that brand experience has a positive effect on brand loyalty. Positive experiences felt by consumers can form emotional attachments and encourage loyal behavior towards the brand. Brakus et al. (2009) stated that brand experience, which encompasses sensory, affective, intellectual, and behavioral dimensions, simultaneously influences consumer attitudes and loyalty. This finding is supported by research by Nilowardono (2022) and Marliawati and Cahyaningdyah (2020), which proves that brand experience has a significant effect on consumer loyalty on e-commerce platforms. In the context of TikTok Shop, strong sensory and intellectual experiences, such as attractive visual displays, interactive features, and easy access to product information, are dominant factors in increasing user loyalty. Therefore, improving and consistent the quality of the brand experience is an important key for TikTok Shop in maintaining consumer loyalty amidst fierce e-commerce competition.

The Influence of Brand Trust on Brand Loyalty

The results of the study indicate that brand trust has a positive effect on brand loyalty, confirming that trust is a crucial foundation for building long-term relationships between consumers and brands. Trust fosters a sense of security, emotional commitment, and repeat purchase tendencies, which strengthen consumer loyalty. This finding aligns with research by Puspaningrum (2020) and Putri Indriani and Waskito (2025), which demonstrated that brand trust plays a significant role in increasing loyalty



through brand consistency, reliability, and quality. In the context of TikTok Shop, user trust is formed through perceived transaction security, payment system credibility, and product information transparency, which directly strengthen loyalty to the platform. Therefore, efforts to maintain security, reliability, and service quality on an ongoing basis are key to building long-term loyalty for TikTok Shop users.

The Influence of Brand Experience on Brand Loyalty Mediated by Brand Trust

The results of the study indicate that brand trust acts as a positive and significant mediating variable in the relationship between brand experience and brand loyalty. Positive experiences of TikTok Shop users can build trust in the platform, which in turn strengthens user loyalty. The test results also show that the direct effect of brand experience on brand loyalty is stronger than the indirect effect through brand trust, thus indicating the occurrence of complementary (partial) mediation as proposed by Hair et al. (2022). This finding is in line with research by Putri Indriani and Waskito (2025) and Sang and Cuong (2025) which confirmed that although brand trust significantly mediates the relationship, brand experience remains the main factor in forming loyalty. Therefore, consistency in creating positive experiences and strengthening brand trust is a key strategy for TikTok Shop in building sustainable customer loyalty.

CONCLUSION AND RECOMENDATIONS

Based on the results of data analysis using the SEM-PLS method, it can be concluded that brand experience has a positive and significant effect on brand trust and brand loyalty among TikTok Shop users. Positive shopping experiences, such as ease of transactions, an attractive app interface, and system security, can increase user trust and engagement with the platform. Furthermore, brand trust has also been shown to have a positive and significant effect on brand loyalty, indicating that a sense of security and confidence in the reliability of the service foster long-term user commitment. This study also demonstrates that brand trust acts as a positive and significant mediating variable in the relationship between brand experience and brand loyalty. The better the user experience and the higher the trust formed, the stronger the loyalty to TikTok Shop.

TikTok Shop and Tokopedia are advised to continue improving the quality of the user experience through an attractive, user-friendly, and interactive app interface. Given that the affective experience dimension has the lowest score, companies need to pay more attention to the emotional aspects of users, particularly through improving the quality of responsive, empathetic, and solution-oriented customer service, as well as



transparent and professional communication. Furthermore, strengthening brand trust needs to be done by ensuring transaction security, product authenticity, and developing innovative features such as live shopping and more personalized recommendation systems to encourage sustainable customer loyalty.

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