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The Effect of Price, *Brand Trust*, and Consumer Experience on Customer Loyalty of *Smartphone Samsung Smartphones* in Jabodetabek

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Abstract: This study analyzes the effect of price, brand trust, and consumer experience on Samsung smartphone customer loyalty in Jabodetabek, both directly and through brand trust as a mediating variable. It is motivated by Samsung's declining market share in Indonesia from 20.9% (2022) to 16.1% (2026), accompanied by a weakening Top Brand Index from 33.00% to 27.70% over the same period. A quantitative descriptive approach was used, with data collected from 150 active Samsung smartphone users in Jabodetabek via purposive sampling and analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS) in SmartPLS 4.0. The results show that price and consumer experience both have positive and significant effects on brand trust, with consumer experience showing the stronger influence. Price, brand trust, and consumer experience each have positive and significant direct effects on customer loyalty, with price showing the largest direct effect. Both price and consumer experience also significantly affect customer loyalty through brand trust as a partial mediator, with the indirect effect of consumer experience exceeding its direct effect. The model explains 64.8% of the variance in customer loyalty. These findings confirm that brand trust plays a central mediating role connecting price perception and consumer experience with Samsung customer loyalty in Jabodetabek.

Keywords: Price, Brand Trust, Consumer Experience, Customer Loyalty, SEM-PLS

INTRODUCTION

The rapid advancement of the digital era has transformed the activity patterns of society, with technology now serving as a vital instrument in supporting the efficiency and mobility of modern humans. The high demand for connectivity drives continuous innovation in the electronics sector, particularly in the smartphone industry. This dynamic has made smartphones more than mere communication tools; they have become the center of digital

lifestyles, requiring companies to continuously adapt to increasingly complex consumer needs oriented toward added product value.

The smartphone industry is characterized by short product life cycles and highly competitive market dynamics. Samsung, as one of the global market leaders, now faces significant pressure in maintaining its dominance in Indonesia. Samsung's market share in Indonesia has shown a consistent downward trend, falling from 20.9% in 2022 to 16.1% in 2026 (Statcounter, 2026). Furthermore, data on the Top Brand Index (TBI) reveals a significant decline in Samsung's brand strength index, from 33.00% in 2022 to 27.70% in 2026, in stark contrast to iPhone, which has remained relatively stable. The phenomenon of declining market share and brand index serves as a strong signal of diminishing customer loyalty, necessitating an in-depth analysis of the driving factors that keep consumers loyal to the Samsung brand.

Based on the 2026 Indonesia Smartphone User Grand Survey by 91mobiles, Samsung still leads with an ownership share of 25.4%; however, this position is closely followed by Chinese brands such as Xiaomi (16.8%), Oppo (14.5%), and Vivo (11.0%). The emergence of these competitors, which frequently offer competitive technical specifications at more affordable price points, compels consumers to conduct deeper value evaluations. This highly competitive market environment poses a real challenge for Samsung in retaining customer loyalty and preventing brand switching.

The signs of declining loyalty are strongly suspected to be related to price perception, brand trust, and consumer experience. In a highly competitive smartphone market, price perception that is disproportionate to quality can be the primary trigger for customers to consider switching to competitor brands (Maharani et al., 2024). In addition, customer trust in brand reputation is a psychological asset that determines whether a consumer will remain loyal or switch when facing market challenges (Munthe et al., 2025). Consumer experience is also an important determinant, whereby the better the experience felt, the higher the level of loyalty (Schiffman & Wisenblit, 2019).

Research that simultaneously combines the variables of price, brand trust, and consumer experience for Samsung smartphone users in Jabodetabek remains scarce. Most prior studies have focused exclusively on product quality or brand image as separate factors. This study applies Structural Equation Modeling based on Partial Least Squares (SEM-PLS) to evaluate inter-variable latent relationships simultaneously with greater flexibility. Based on the foregoing, this study aims to: (1) analyze the effect of price on brand trust; (2) analyze the effect of consumer experience on brand trust; (3) analyze the effect of price on customer loyalty; (4) analyze the effect of brand trust on customer loyalty; (5) analyze the effect of consumer experience on customer loyalty; (6) analyze the effect of price on customer loyalty through brand trust; and (7) analyze the effect of consumer experience on customer loyalty through brand trust.

Literature Review And Hypothesis Development

Price

According to Kotler and Armstrong (2018), price is the amount of money charged for a product or service, or the sum of value exchanged by consumers for the benefits of owning or using that product or service. An appropriate pricing strategy is crucial for companies like Samsung to remain competitive in dynamic markets (Maharani et al., 2024). Price indicators in this study refer to Resmi & Wismiarsi (2015) and Ratnasari & Harti (2016) in Patmawati and Andjarwati (2023), namely: (1) price acceptance; (2) price evaluation; (3) price-quality conformity; and (4) price competitiveness.

Brand Trust

According to Chaudhuri and Holbrook (2001), brand trust is the willingness of consumers to rely on the brand's ability to perform its stated function. Schiffman and Wisenblit (2019) state that brand trust is a key element in consumer perception that functions to reduce purchase risk. In the technology industry, trust becomes the foundation for consumers to continue using the same brand despite technical risks or price competition from competitors (Munthe et al., 2025). Brand trust dimensions in this study refer to Tjiptono (2014) in Alfian and Susanti (2023), namely: (1) reliability; (2) honesty; (3) safety; and (4) achieving results.

Consumer Experience

According to Schmitt (2003), customer experience is a strategic process of managing customers through their experiences of using the company's products. Schiffman and Wisenblit (2019) state that positive experiences felt repeatedly while using a product will form strong emotional bonds in consumers' minds. Consumer experience dimensions in this study refer to Pei et al. (2020) in Patmawati and Andjarwati (2023), namely: (1) product experience; (2) experience with service procedures; (3) experience with the shopping environment; and (4) experience with staff service.

Customer Loyalty

According to Schiffman and Wisenblit (2019), customer loyalty is not merely repeat purchasing, but rather a deep emotional attachment between consumers and a brand, grounded in consistent trust and positive experience. Griffin (2015) defines customer loyalty as purchasing behavior that occurs repeatedly and regularly, encompassing a commitment to continue supporting a brand in the future. Customer loyalty dimensions in this study refer to Amirudin (2021) in Alfian and Susanti (2023), namely: (1) repeat purchases; (2) purchases across product lines; (3) referrals to others; and (4) resistance to competitor offers.

Hypothesis Development

A fair price perception that is proportionate to product benefits has been shown to have a positive and significant impact on brand trust (Mawardi & Giti, 2020 in Herawati & Imronudin, 2023). From this, H1 is formulated: Price has an effect on Brand Trust. Pleasant and consistent consumer experiences have also been shown to build strong brand trust (Ayesha & Muchtar, 2025 in Andriyani et al., 2025), leading to H2: Consumer Experience has an effect on Brand Trust.

Prices perceived as competitive and commensurate with the benefits consumers receive will directly increase their loyalty to a brand (Purnamayanti & Indiani, 2024; Maharani et al., 2024), from which H3 is formulated: Price has an effect on Customer Loyalty. The higher the customer's trust in a brand's ability to fulfill its function, the higher the level of loyalty formed (Purnamayanti & Indiani, 2024), leading to H4: Brand Trust has an effect on Customer Loyalty.

Direct customer experiences serve as one of the main factors influencing loyalty (Yulisetiarni et al., 2019 in Pratama & Adriyanto, 2023), from which H5 is formulated: Consumer Experience has an effect on Customer Loyalty. Pricing policies deemed fair will strengthen brand trust, which ultimately leads to increased loyalty (Herawati & Imronudin, 2023), leading to H6: Price has an effect on Customer Loyalty through Brand Trust. Finally, memorable consumer experiences will strengthen brand trust, which in turn boosts customer loyalty (Andriyani et al., 2025; Alfian & Susanti, 2023), from which H7 is formulated: Consumer Experience has an effect on Customer Loyalty through Brand Trust.

Based on the hypothesis development above, the conceptual framework of this study positions Price (X1) and Consumer Experience (X3) as exogenous variables, Brand Trust (X2) as the mediating variable, and Customer Loyalty (Y) as the endogenous variable. Seven hypothesis paths are tested simultaneously using the SEM-PLS approach.

METHOD

This study employs a quantitative approach with a descriptive method. According to Sugiyono (2019), quantitative research is a research method grounded in positivism philosophy and used to study a specific population or sample with data collected in numerical form and analyzed statistically to test predetermined hypotheses.

The population of this study consists of all Samsung smartphone users in Jabodetabek. Since the population size cannot be determined precisely (unknown population), the sample size was determined using the Lemeshow formula with a 95% confidence level ($Z = 1.96$) and a margin of error of 10%, yielding a minimum sample of 96 respondents, rounded up to 100. In practice, this study successfully collected data from 150 respondents, exceeding the minimum threshold.

The sampling technique used non-probability sampling with purposive sampling based on the following criteria: (1) active Samsung smartphone users with a minimum usage period of one year; (2) aged 18–60 years; and (3) residing in the Jabodetabek area. Data were collected through a survey using a questionnaire distributed online via Google Forms, employing a four-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree).

The research variables consist of three independent variables (price/X1, consumer experience/X3, and brand trust/X2 which also serves as the mediating variable) and one dependent variable (customer loyalty/Y). Each variable was measured using 6 questionnaire items. Data analysis was performed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS version 4.0 software, encompassing evaluation of the measurement model (outer model) and the structural model (inner model).

RESULTS AND DISCUSSION

Respondent Characteristics

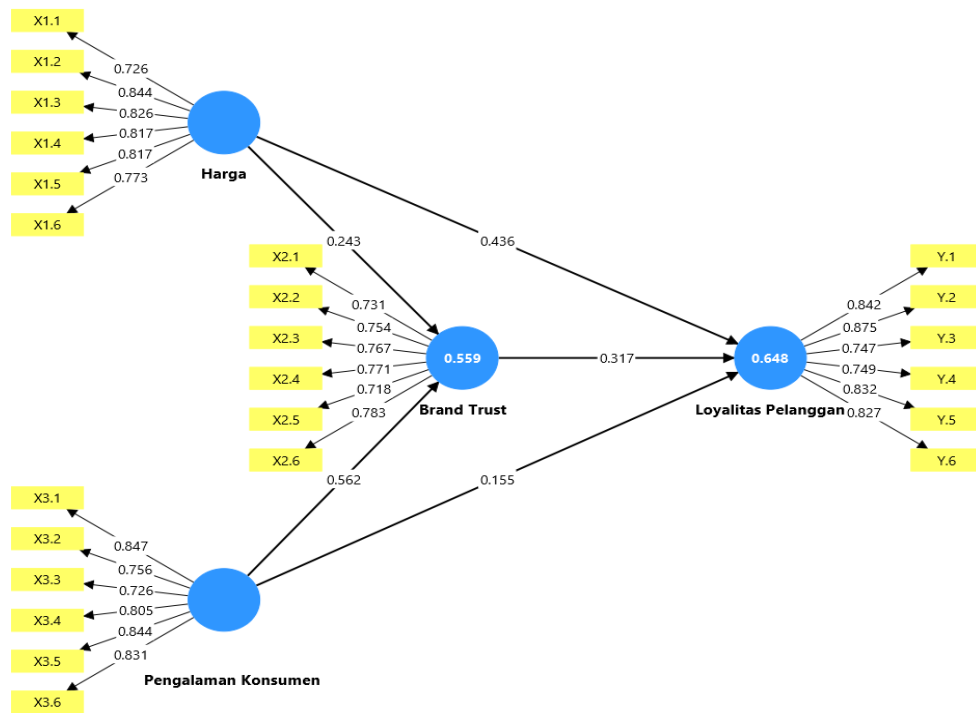
Of the 150 respondents collected, the majority were female with 79 respondents (52.7%) compared to male with 71 respondents (47.3%). By age, respondents were dominated by the 18–25 age group with 124 respondents (82.7%), followed by the 26–35 age group with 16 respondents (10.7%), the 46–60 age group with 8 respondents (5.3%), and the 36–45 age group with 2 respondents (1.3%). This demographic composition indicates that loyal Samsung users in Jabodetabek are predominantly young people who actively follow technological developments.

By domicile, the largest number of respondents came from Jakarta with 114 respondents (76.0%), followed by Depok and Bekasi each with 10 respondents (6.7%), Bogor with 9 respondents (6.0%), and Tangerang with 7 respondents (4.7%). All 150 respondents met the established sample criteria, so all data were declared eligible for further analysis.

Measurement Model Evaluation (Outer Model)

PLS Algorithm Model

The measurement model was estimated using the PLS Algorithm procedure in SmartPLS 4.0, which simultaneously produces the outer loadings of each indicator and the path coefficients linking the latent constructs. Figure 1 presents the resulting algorithm model.


Figure 1. PLS Algorithm Model

Source: Research data, processed with SmartPLS 4.0 (2026)

Convergent Validity Test

Convergent validity was tested using outer loading values and Average Variance Extracted (AVE). An indicator is declared valid if it has an outer loading value > 0.7 , while a construct is declared convergently valid if the $AVE > 0.5$ (Hair et al., 2021). The outer loading test results show that all indicators across all variables have outer loading values above 0.7, with details in Table 1.

Indicator	Price	Brand Trust	Consumer Experience	Customer Loyalty
H1	0,726	-	-	-
H2	0,844	-	-	-
H3	0,826	-	-	-
H4	0,817	-	-	-
H5	0,817	-	-	-
H6	0,773	-	-	-
BT1	-	0,731	-	-
BT2	-	0,754	-	-
BT3	-	0,767	-	-
BT4	-	0,771	-	-
BT5	-	0,718	-	-
BT6	-	0,783	-	-
PK1	-	-	0,847	-
PK.2	-	-	0,756	-
PK3	-	-	0,726	-
PK4	-	-	0,805	-
PK5	-	-	0,844	-
PK6	-	-	0,831	-
LP1	-	-	-	0,842

Indicator	Price	Brand Trust	Consumer Experience	Customer Loyalty
LP2	-	-	-	0,875
LP3	-	-	-	0,747
LP4	-	-	-	0,749
LP5	-	-	-	0,832
LP6	-	-	-	0,827

Source: Research data, processed with SmartPLS 4.0 (2026)

Based on Table 1, the factor loading of each indicator in this study is considered valid and reliable for measuring its respective construct, as all values exceed 0.70. The PLS algorithm analysis confirms that all indicators in this study are valid and reliable, as their values surpass the 0.70 threshold, meaning all indicators meet the convergent validity requirements and are suitable for measuring their latent variables.

Convergent validity testing is further supported by the Average Variance Extracted (AVE) values from the PLS Algorithm, as presented in Table 2.

Table 2. Average Variance Extracted (AVE)

Variable	AVE Value
Price	0,643
Brand Trust	0,569
Consumer Experience	0,645
Customer Loyalty	0,662

Source: Research data, processed with SmartPLS 4.0 (2026)

Table 2 shows that all variables have AVE values > 0.5. Therefore, all constructs are declared to meet the convergent validity requirements, meaning that more than 50% of indicator variability can be explained by their respective constructs.

Discriminant Validity Test

Discriminant validity was tested using two approaches: cross loading and the Fornell-Larcker Criterion. The cross loading test results show that all indicators have their highest loading values on the variable they are intended to measure compared to other variables, thus satisfying the discriminant validity requirement. Table 3 presents the complete cross-loading results, with bold values indicating each indicator's weight on its respective construct.

Table 3. Cross Loading

Indicator	Price	Brand Trust	Consumer Experience	Customer Loyalty
H1	0,726	0,419	0,447	0,510
H2	0,844	0,504	0,559	0,653
H3	0,826	0,589	0,595	0,607
H4	0,817	0,559	0,611	0,561
H5	0,817	0,496	0,578	0,621
H6	0,773	0,394	0,415	0,584
BT1	0,431	0,731	0,536	0,486
BT2	0,537	0,754	0,556	0,551
BT3	0,505	0,767	0,512	0,528
BT4	0,456	0,771	0,613	0,559
BT5	0,401	0,718	0,485	0,490

Indicator	Price	Brand Trust	Consumer Experience	Customer Loyalty
BT6	0,471	0,783	0,572	0,548
PK1	0,563	0,594	0,847	0,560
PK.2	0,531	0,607	0,756	0,517
PK3	0,515	0,526	0,726	0,549
PK4	0,549	0,565	0,805	0,538
PK5	0,563	0,608	0,844	0,589
PK6	0,508	0,589	0,831	0,506
LP1	0,510	0,603	0,532	0,842
LP2	0,621	0,577	0,609	0,875
LP3	0,680	0,502	0,508	0,747
LP4	0,603	0,610	0,560	0,749
LP5	0,612	0,572	0,543	0,832
LP6	0,553	0,545	0,545	0,827

Source: Research data, processed with SmartPLS 4.0 (2026)

Based on Table 3, each indicator in the research model shows a higher correlation with its own construct compared to other constructs. These cross-loading results confirm that the research model has good discriminant validity.

Discriminant validity was further verified using the Fornell-Larcker Criterion, as presented in Table 4.

Table 4. Fornell-Larcker Criterion

Variable	Brand Trust	Price	Customer Loyalty	Consumer Experience
Brand Trust	0,754	-	-	-
Price	0,620	0,802	-	-
Customer Loyalty	0,700	0,737	0,813	-
Consumer Experience	0,725	0,671	0,678	0,803

Source: Research data, processed with SmartPLS 4.0 (2026)

Table 4 shows that the square root of the AVE on the diagonal of each variable (Brand Trust 0.754; Price 0.802; Customer Loyalty 0.813; Consumer Experience 0.803) is greater than the correlation values between that variable and all others. Therefore, there are no discriminant validity issues in this research model.

Reliability test

Table 5. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Price	0,888	0,915
Brand Trust	0,848	0,888
Consumer Experience	0,889	0,916
Customer Loyalty	0,897	0,921

Source: Research data, processed with SmartPLS 4.0 (2026)

Tabel 5 menunjukkan bahwa seluruh variabel memiliki nilai Cronbach's Alpha dan Composite Reliability di atas 0,70. Dengan demikian, seluruh instrumen penelitian ini dinyatakan reliabel dan konsisten dalam mengukur konstruk yang dimaksud.

Structural Model Evaluation (Inner Model)

Setelah kriteria model luar terpenuhi, langkah selanjutnya adalah mengevaluasi model dalam yang mencakup penilaian R-Square dan koefisien jalur untuk memeriksa signifikansi dan kekuatan hubungan antar variabel serta menguji hipotesis penelitian. Pengujian hipotesis dilakukan melalui prosedur bootstrapping yang membandingkan nilai T-statistik dengan nilai T-tabel. Dengan tingkat signifikansi 0,05 dan 150 responden, nilai T-tabel adalah 1,96; hipotesis diterima jika nilai T-statistik melebihi 1,96, dan ditolak jika sebaliknya. Gambar 2 menyajikan model bootstrapping yang dihasilkan, menunjukkan koefisien jalur dan tingkat signifikansi untuk setiap hubungan langsung maupun tidak langsung antara Harga (X1) dan Pengalaman Konsumen (X3) melalui Brand Trust (X2) terhadap Loyalitas Pelanggan (Y).

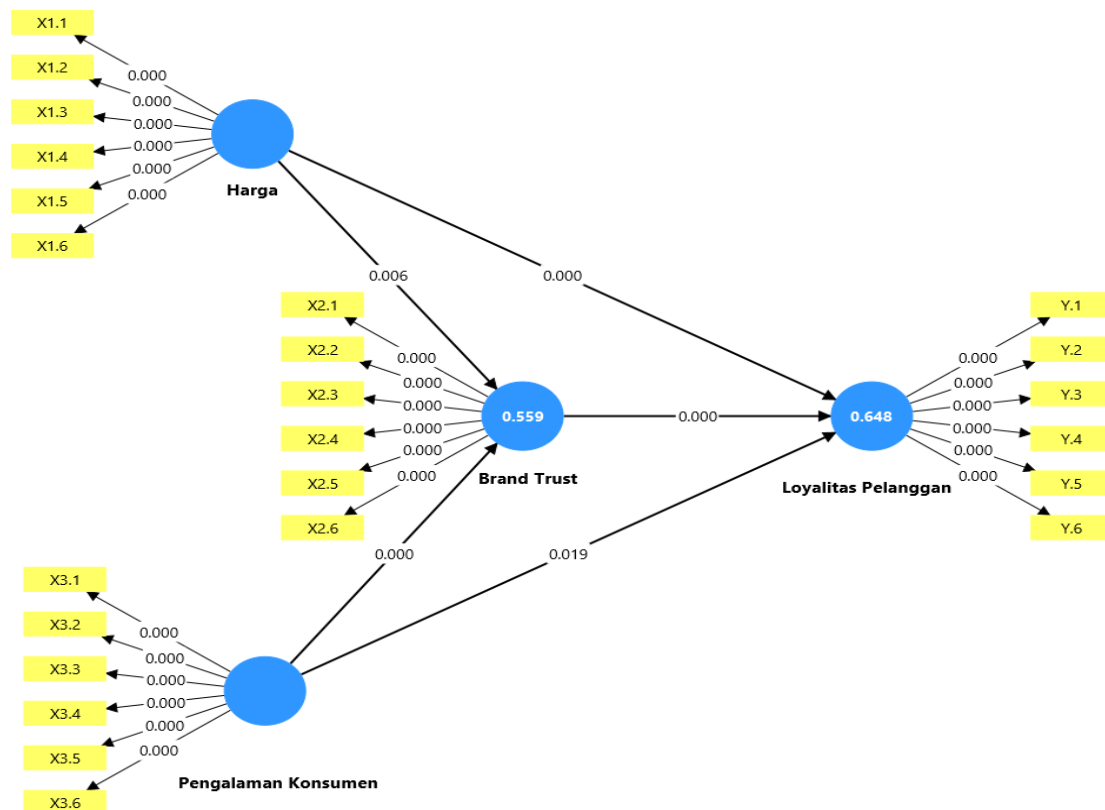


Figure 2. Bootstrapping Model

Source: Research data, processed with SmartPLS 4.0 (2026)

Coefficient of Determination (R-Square)

Table 6. Coefficient of Determination (R-Square)

Variable	R-Square
Brand Trust	0,559
Customer Loyalty	0,648

Source: Research data, processed with SmartPLS 4.0 (2026)

Based on Table 6, the R-Square value for the Brand Trust variable is 0.559, meaning 55.9% of the variation in Brand Trust can be explained by the Price and Consumer Experience variables. Meanwhile, the R-Square value for the Customer Loyalty variable is 0.648, meaning 64.8% of the variation in Customer Loyalty can be explained by the Price, Brand Trust, and Consumer Experience variables in this study.

Path Coefficient

Path coefficients were tested through bootstrapping analysis to examine each hypothesis by comparing T-statistic values against the T-table value of 1.96 ($\alpha = 0.05$, $n = 150$).

Table 7. Path Coefficient (Direct Effect)

Variable Relationship	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistics	P-Values
Price → Brand Trust	0,243	0,255	0,096	2,522	0,006
Consumer Experience → Brand Trust	0,562	0,554	0,092	6,090	0,000
Price → Customer Loyalty	0,436	0,433	0,094	4,622	0,000
Brand Trust → Customer Loyalty	0,317	0,320	0,072	4,419	0,000
Consumer Experience → Customer Loyalty	0,155	0,156	0,075	2,072	0,019

Source: Research data, processed with SmartPLS 4.0 (2026)

The path coefficient test was used to examine the significance of the partial effects of Price (X1), Brand Trust (X2), and Consumer Experience (X3) on Customer Loyalty (Y) by examining T-statistic significance values.

Table 8. Specific Indirect Effects

Variable Relationship	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistics	P-Values
Price → Brand Trust → Customer Loyalty	0,077	0,082	0,037	2,081	0,019
Consumer Experience → Brand Trust → Customer Loyalty	0,178	0,177	0,050	3,555	0,000

Source: Research data, processed with SmartPLS 4.0 (2026)

Hypothesis Testing

Based on the bootstrapping results in Tables 7 and 8, applying the acceptance criteria of T-statistic above 1.96 and p-value below 0.05, all seven hypotheses proposed in this study are supported, as summarized in Table 10.

Table 10. Summary of Hypothesis Testing Results

Hypothesis	T-Statistics	P-Values	Result
H1: Price → Brand Trust	2,522	0,006	H1 Supported
H2: Consumer Experience → Brand Trust	6,090	0,000	H2 Supported
H3: Price → Customer Loyalty	4,622	0,000	H3 Supported
H4: Brand Trust → Customer Loyalty	4,419	0,000	H4 Supported
H5: Consumer Experience → Customer Loyalty	2,072	0,019	H5 Supported

Hypothesis	T-Statistics	P-Values	Result
H6: Price $\rightarrow$ Brand Trust $\rightarrow$ Customer Loyalty	2,081	0,019	H6 Supported
H7: Consumer Experience $\rightarrow$ Brand Trust $\rightarrow$ Customer Loyalty	3,555	0,000	H7 Supported

Source: Research data, processed with SmartPLS 4.0 (2026)

Discussion

1. Effect of Price on Brand Trust

The test results show that price has a positive and significant effect on brand trust with a path coefficient of 0.243, T-Statistics of 2.522, and P-Value of 0.006, thus H1 is supported. This finding is consistent with Mawardi and Giti (2020) in Herawati and Imronudin (2023) who state that price perception has a positive and significant impact on brand trust. When consumers feel that Samsung's prices are commensurate with the benefits and quality received, their trust in the brand grows stronger. Price fairness serves as evidence of the company's commitment to its consumers, thereby building the conviction that Samsung can be relied upon to meet its promised value expectations.

2. Effect of Consumer Experience on Brand Trust

Consumer experience is proven to have a positive and significant effect on brand trust with the highest path coefficient of 0.562, T-Statistics of 6.090, and P-Value of 0.000, thus H2 is supported. This coefficient value is the largest among the other variables influencing brand trust. This finding supports the view of Ayesha and Muchtar (2025) in Andriyani et al. (2025) who state that consumer experience plays a major role and pleasant experiences build strong brand trust. Trust in the Samsung brand is not formed instantly but rather is the accumulation of consistently positive experiences, whether from product usage, service procedures, shopping environments, or staff interactions.

3. Effect of Price on Customer Loyalty

Price is proven to have a positive and significant effect on customer loyalty with the largest path coefficient of 0.436, T-Statistics of 4.622, and P-Value of 0.000, thus H3 is supported. This coefficient value is the largest among the other variables that directly influence customer loyalty. This finding is consistent with Purnamayanti and Indiani (2024), who state that appropriate pricing in line with product quality has a positive and significant effect on consumer loyalty, and is further supported by Maharani et al. (2024) among Samsung smartphone users. Price perception deemed competitive and commensurate with benefits received directly motivates consumers to remain loyal Samsung product users.

4. Effect of Brand Trust on Customer Loyalty

Brand trust is proven to have a positive and significant effect on customer loyalty with a path coefficient of 0.317, T-Statistics of 4.419, and P-Value of 0.000, thus H4 is supported. This result reinforces the view of Purnamayanti and Indiani (2024) that the higher the customer's trust in a brand's ability to fulfill its function, the higher the level of loyalty formed. The sense of security consumers derive from a reliable brand will encourage them to make repeat purchases consistently (Arizona, 2020 in Purnamayanti & Indiani, 2024). Consumer trust in Samsung's reliability, honesty, safety, and fulfillment of promises serves as an important foundation driving long-term customer commitment.

5. Effect of Consumer Experience on Customer Loyalty

Consumer experience is proven to have a positive and significant effect on customer loyalty with a path coefficient of 0.155, T-Statistics of 2.072, and P-Value of 0.019, thus H5 is supported, although its coefficient value is the smallest among the direct effect paths on customer loyalty. This finding is consistent with Yulisetiari et al. (2019) in Pratama and Adriyanto (2023) who state that direct customer experiences influence their loyalty to a product. Although the direct effect is relatively small, the positive experiences consumers feel while using Samsung smartphones still contribute to the formation of customer commitment, and this effect grows stronger when mediated by brand trust.

6. Effect of Price on Customer Loyalty through Brand Trust

Price is proven to have a positive and significant effect on customer loyalty through brand trust with an indirect path coefficient of 0.077, T-Statistics of 2.081, and P-Value of 0.019, thus H6 is supported. Since the direct effect of price on customer loyalty (H3) is also significant, brand trust serves as a partial mediator in this relationship. This finding is consistent with Herawati and Imronudin (2023) who state that price perception has a positive and significant effect on brand trust, which in turn contributes to shaping customer loyalty. Pricing policies deemed fair and competitive not only directly impact loyalty but also strengthen consumer trust in the Samsung brand.

7. Effect of Consumer Experience on Customer Loyalty through Brand Trust

Consumer experience is proven to have a positive and significant effect on customer loyalty through brand trust with the largest indirect path coefficient of 0.178, T-Statistics of 3.555, and P-Value of 0.000, thus H7 is supported. Notably, the value of this indirect effect coefficient (0.178) is greater than the direct effect (0.155), indicating that brand trust as a mediator actually amplifies the influence of consumer experience on customer loyalty. Since the direct effect of consumer experience on loyalty (H5) remains significant, brand trust serves as a partial mediator. This finding reinforces the results of Andriyani, Syofian, and Hidayati (2025) who demonstrate that consumer experience plays a very large and dominant role in building strong brand trust.

Overall, the findings of this study indicate that brand trust holds a central role as a mediator in shaping Samsung smartphone customer loyalty in Jabodetabek. This is evident from the large indirect effect of consumer experience through brand trust (H7) that exceeds its direct effect (H5), as well as the contribution of price through brand trust (H6) which further strengthens loyalty alongside its direct effect (H3). These findings confirm that brand trust-building strategies are a critical key for Samsung in maintaining its loyal customer base amid intense competition in the Indonesian smartphone industry.

CONCLUSION

Based on the SEM-PLS analysis using SmartPLS 4.0, this study concludes that: (1) price has a positive and significant effect on brand trust; (2) consumer experience has a positive and significant effect on brand trust, with the largest contribution among other variables; (3) price has a positive and significant effect on customer loyalty as the variable with the largest direct effect; (4) brand trust has a positive and significant effect on customer loyalty; (5) consumer experience has a positive and significant effect on customer loyalty; (6) price has a positive and significant effect on customer loyalty through brand trust as a partial mediator; and (7) consumer experience has a positive and significant effect on customer loyalty through brand trust as a partial mediator, with an indirect effect greater than its direct effect. The research model explains 64.8% of the variance in customer loyalty. Overall, price, brand trust, and consumer experience are important factors influencing Samsung smartphone

customer loyalty in Jabodetabek, with brand trust serving as a bridge connecting price perception and consumer experience with their level of brand loyalty.

Based on these findings, several practical recommendations can be proposed. First, given that price is the variable with the largest direct effect on customer loyalty, Samsung Indonesia management is advised to periodically evaluate its pricing policies against comparable competitors, for example through bundling programs, trade-in offers, or interest-free installments, in order to minimize the perception of overpricing. Second, since consumer experience has the largest contribution in building brand trust, the company is advised to improve after-sales service quality and provide ongoing staff training. Third, to strengthen brand trust, Samsung is advised to enhance product communication transparency through official channels. Fourth, the company is advised to design customer engagement programs that link positive product usage experiences with sustained brand trust reinforcement.

For future research, it is recommended to: (1) add other variables such as product quality, brand image, or customer satisfaction to make the research model more comprehensive; (2) expand the geographical scope and increase the diversity of respondent ages to make research results more representative; (3) employ longitudinal approaches to observe changes in consumer perception and loyalty over time; and (4) consider using moderating variables such as income level or intensity of social media use.

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