

THE ROLE OF BRAND IMAGE AND CUSTOMER SATISFACTION IN INCREASING LOYALTY: A LITERATURE REVIEW

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Abstrak

Keywords:

Brand Image,
 Customer Satisfaction,
 Customer Loyalty,
 Literature Review.

This study aims to comprehensively analyze the role of brand image and customer satisfaction in shaping customer loyalty through a literature review approach. This study integrates various empirical findings in the field of marketing management published between 2021 and 2025, focusing on the relationships between these variables. The selection process was based on topic relevance and suitability of inclusion criteria, resulting in representative articles for descriptive-qualitative analysis. The synthesis results indicate that brand image contributes to building positive consumer perceptions and emotional attachment to a brand, while customer satisfaction strengthens long-term relationships through consumption experiences that meet or exceed expectations. Both variables have been shown to have a significant influence on increasing loyalty, both directly and in relation to other marketing factors. These findings confirm that customer loyalty results from a combination of strong perceptions of brand identity and consistent and valuable consumption experiences. Therefore, company strategies need to be directed at strengthening brand positioning and sustainable customer experience management to maintain sustainable relationships with consumers.

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INTRODUCTION

Increasingly fierce business competition requires companies to not only attract new customers but also retain them by increasing loyalty. Customer loyalty plays a crucial role in a company's sustainability because it is linked to repeat purchases and long-term brand commitment.

In a marketing context, brand image and customer satisfaction are two key factors contributing to loyalty. Brand image reflects customers' perceptions and assessments of a

brand, which can build trust and emotional attachment. Meanwhile, customer satisfaction arises when a product or service meets customer expectations, thus fostering positive attitudes and loyal behavior.

Various previous studies have shown that brand image and customer satisfaction have a strong relationship in increasing customer loyalty. Therefore, this study aims to examine the role of brand image and customer satisfaction in increasing customer loyalty through a literature review approach.

Although various studies have discussed the relationship between brand image, customer satisfaction, and customer loyalty, the existing findings are still scattered and do not provide a comprehensive picture of the role of these two variables in an integrated manner, so a literature review is needed that summarizes and analyzes the findings of previous studies.

RESEARCH METHODOLOGY

This study used a *literature review method* to examine the role of brand image and customer satisfaction in increasing customer loyalty. The research data was obtained from relevant scientific articles published in national journals sourced from the *Google Scholar database*.

The literature search was conducted using the keywords brand image, customer satisfaction, and customer loyalty. The selected articles discussed the relationship between brand image, customer satisfaction, and customer loyalty. In this study, the authors analyzed a limited number of articles, namely four selected articles that met all inclusion criteria: empirical articles in the field of marketing management published between 2021 and 2025. These articles were selected because they were most relevant in explaining the dynamics of the relationship between brand image, customer satisfaction, and customer loyalty.

The data analysis technique was descriptive-qualitative, namely by grouping, comparing, and synthesizing the results of previous research to obtain a comprehensive picture of the patterns of relationships between variables. The results of the analysis were then presented in the form of tables of previous research and narrative discussions to draw conclusions.

RESULTS AND DISCUSSION

Relevant previous research used in this discussion is as follows:

Table 1. Previous Research

NO	AUTHOR (YEAR)	RESEARCH RESULTS	EQUALITY	DIFFERENCE
1	Abrar & Lestari (2025)	Service Quality (X1) and Brand Image (X2) have a positive and significant effect on Loyalty (Y)	Brand Image (X2) has a positive effect on Loyalty (Y)	Service Quality (X1) has a positive effect on Loyalty (Y)
2	Santy & Wulandari (2024)	Self-Conformity (X1), Brand Image (X2),	Brand Image (X2) has a positive effect on Loyalty (Y)	Self-Conformity (X1) and Emotional Attachment

		and Emotional Attachment (X3) have a positive and significant effect on Loyalty (Y)		(X3) have a positive influence on Loyalty (Y)
3	Najamudin & Amalia (2024)	Brand Image (X1), Price (X2), and Product Quality (X3) have a positive and significant effect on Loyalty (Y)	Brand Image (X1) has a positive effect on Loyalty (Y)	Price (X2) and Product Quality (X3) have a positive effect on Loyalty (Y)
4	Istiyawari, Hanif, & Nuswantoro (2021)	Service Quality (X1), Price Perception (X2), and Customer Satisfaction (X3) have a positive and significant effect on Loyalty (Y)	Customer Satisfaction (X3) has a positive effect on Loyalty (Y)	Service Quality (X1) and Price Perception (X2) have a positive effect on Loyalty (Y)
5	Akbar & Permatasari (2024)	Customer Satisfaction (X1) and Customer Trust (X2) have a positive and significant effect on Loyalty (Y)	Customer Satisfaction (X1) has a positive effect on Loyalty (Y)	Customer Trust (X2) has a positive effect on Loyalty (Y)
6	Putri, Tumbel, & Djemly (2021)	Service Quality (X1) and Customer Satisfaction (X2) have a positive and significant effect on Loyalty (Y)	Customer Satisfaction (X2) has a positive effect on Loyalty (Y)	Service Quality (X1) has a positive effect on Loyalty (Y)

The Influence of Brand Image on Loyalty

Research from Ghofur & Supriyono (2021), A brand's image will influence and increase customer motivation to continue purchasing a particular brand's products. A positive brand image will benefit companies in attracting new customers and maintaining existing brand loyalty.

Research from Amani & Riofita (2024), a good brand image that is formed in the form of consumers for a product or service will be able to generate consumer purchasing interest which will end in consumer loyalty.

Based on the explanation above, it can be concluded that brand image plays a strategic role in influencing consumer behavior. A positive brand image can increase consumer motivation and purchasing interest, which in turn impacts repeat purchase decisions and the formation of consumer loyalty. Therefore, strengthening brand image is a crucial factor for companies in attracting new customers while maintaining the loyalty of existing ones.

The Influence of Brand Image on Loyalty has been widely studied by Widyana & Simangunsong (2021), Sombolinggi, Mamuaya, & Legi (2021), and Tarigan & Setyanto (2024).

The Influence of Customer Satisfaction on Loyalty

Research by Apreliani (2025) notes that with increasingly fierce competition in the business world, many companies are competing to provide customer satisfaction. This is done with the goal of fostering customer loyalty. If there is a positive relationship between customer satisfaction and a company's performance, then customer satisfaction with a product or service will significantly influence the formation of customer loyalty.

Research by Damanik, Sinaga, Sihombing, Hidajat, & Prakoso (2024) found that customers who are satisfied with a company's products or services are more likely to be loyal and continue using them if they believe the company has met or exceeded their expectations. Furthermore, satisfied customers are more likely to refer those products or services to others, which can help grow a business's customer base. Therefore, when customers are satisfied, this will result in a positive opinion of the business and its offerings, thereby increasing customer loyalty.

Based on the explanation above, it can be concluded that customer satisfaction is a key factor in building customer loyalty. The satisfaction created by meeting or exceeding customer expectations encourages repeat purchases, continued use of a product or service, and recommendations to others. Therefore, increased customer satisfaction not only strengthens loyalty but also contributes to a company's positive image and business growth.

The influence of customer satisfaction on loyalty has been widely studied by Alim, Zufriah, & Fathoni (2025), Swandewi & Yulianthini (2025), and Haryvalen, Riawan, & Abrianto (2025).

Conceptual Framework

Based on the formulation of the problem in writing this article and the *literature review* of related articles, the structure of this article is as follows:

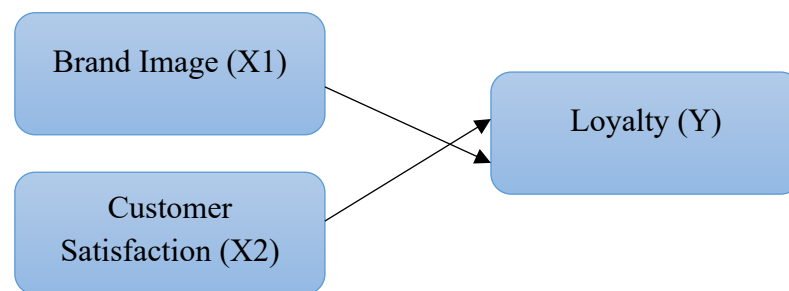


Figure 1. Conceptual Framework

Based on theoretical research and the results of related articles, as well as a review of the conceptual framework, the following applies: Brand image and customer satisfaction influence loyalty. In addition to the two variables mentioned above, many other variables influence loyalty, including:

1. Product Quality, namely: Dewi, Michel, & Puspitarini (2022) and Asna, Fitriani, & Mashudi (2023).
2. Physical Environment, namely: Alexander, Putri, & Jokom (2024) and Neselia & Loisa (2022).
3. Price, namely: Maulidio & Dwiastanti (2022) and Widiyanto, Aranza, & Hernawan (2021).

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of a review of various empirical studies, it is clear that customer loyalty is not formed instantly, but rather results from the customer's perception and evaluation of the brand and their perceived consumption experience. Brand image contributes to building positive beliefs and associations in the minds of consumers, which then form the basis for long-term engagement.

On the other hand, customer satisfaction serves to strengthen the relationship between a company and its customers because it relates to the evaluation of the performance of the product or service received. When a customer's experience matches or exceeds expectations, they are more likely to maintain their relationship with the brand.

A synthesis of various research findings shows that these two variables complement each other in shaping loyalty. Brand image builds initial perceptions and emotional appeal, while customer satisfaction strengthens the decision to remain loyal. Thus, customer loyalty can be understood as the result of the integration of strong brand perceptions and consistent positive experiences.

Overall, this study confirms that a marketing strategy oriented towards strengthening brand identity while creating valuable customer experiences is the main foundation in maintaining the sustainability of a company's relationship with its consumers.

Suggestion

Based on the results of the literature review regarding the role of brand image and customer satisfaction in increasing customer loyalty, the suggestions that can be given are as follows:

1. For Practitioners/Companies
Companies are advised to continuously strengthen their brand image through consistent product quality, positive marketing communications, and the

creation of brand perceptions that foster customer trust and emotional closeness. Furthermore, companies need to maintain and improve customer satisfaction by ensuring that products or services meet or even exceed consumer expectations, as satisfaction has been shown to play a crucial role in fostering long-term customer loyalty.

2. For Further Researchers

Further research is recommended to focus not only on brand image and customer satisfaction, but also on other variables that could potentially influence customer loyalty, such as product quality, price, service quality, trust, and the physical environment. Furthermore, empirical research using quantitative methods or a mixed *methods approach* could be conducted to strengthen the findings of this literature review.

3. For the Development of Science

The results of this study are expected to be a reference and consideration in developing marketing management studies, particularly regarding strategies for increasing customer loyalty through strengthening brand image and customer satisfaction.

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