

## The Mediating Role of Brand Attitude in the Relationship Between Product Knowledge and Brand Image on Customer Loyalty in the Context of the Lubricant Industry in Indonesia

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**Abstract.** *The Mediating Role of Brand Attitude in the Relationship Between Product Knowledge and Brand Image on Customer Loyalty in the Context of the Lubricant Industry in Indonesia. In an increasingly competitive business world, customer loyalty is a valuable asset for companies to maintain competitive advantage. Customer loyalty represents the willingness of consumers to make repeat purchases of a product or service, as well as recommend it to others. This study was conducted to test the hypothesis with the intention of justifying the hypothesis which can ultimately strengthen the theory used as a basis. Based on the results of this study, the managerial implications that can be applied are that management needs to actively increase consumer understanding of products (product knowledge) through structured educational strategies, such as training, informative content, and responsive communication, because product knowledge has been proven to directly influence attitudes towards brands (brand attitude) and customer loyalty.*

**Keywords:** *Brand Image; Brand Attitude; Customer Loyalty; Industry.*

### 1. Introduction

In an increasingly competitive business world, customer loyalty has become a valuable asset for companies to maintain a competitive advantage. Customer loyalty represents a consumer's willingness to make repeat purchases of a product or service and recommend it to others. Loyal customers not only contribute to increased revenue through repeat purchases but also reduce marketing costs because retaining existing customers is much more efficient than attracting new ones. According to several studies, the cost of acquiring a new customer is five times greater than retaining an existing one. Furthermore, loyal customers tend to be less price sensitive and more tolerant of company mistakes, thus providing companies with flexibility in determining pricing strategies and addressing service issues.

In the lubricant industry, particularly motor vehicle oil, competition is increasingly fierce with the presence of various brands in the Indonesian market. Repsol Oil, as one of the

leading lubricant brands, faces significant challenges in building and maintaining customer loyalty amidst competition from established brands such as Castrol, Shell, and local brands such as TOP 1. CV Aman Makmur Mandiri, as a distributor of Repsol Oil in Jakarta, has experienced sales fluctuations in the past two years, indicating challenges in maintaining customer loyalty. Internal data shows that the repeat purchase rate still below the target, namely only 65% of customers made repeat purchases within a six-month period, while the company's target is 80%.

Two key factors influencing customer loyalty are product knowledge and brand image. Product knowledge refers to the collection of information consumers have about a product, including its attributes, benefits, and value proposition. Consumers with a better understanding of a product tend to make more informed purchasing decisions, which in turn increases satisfaction and loyalty. According to (Hartono et al., 2012), product knowledge encompasses an understanding of product characteristics, benefits, and risks associated with its use. In the context of motor oil, product knowledge encompasses an understanding of viscosity, additive formula, performance under extreme conditions, and compatibility with engine types.

*Brand image*, on the other hand, is a consumer's perception of a brand that is formed from direct and indirect experiences with the brand. A strong and positive brand image builds consumer trust, create differentiation of competitors, And facilitate faster purchasing decision-making. According to Kotler and Keller (2016), a positive brand image consists of strong, favorable, and unique brand associations in consumers' minds. In the case of Repsol Oil, the brand image is related to associations as a high-quality lubricant with European technology proven in professional motorcycle racing.

A number of previous studies have explored the relationship between brand *image* and social media marketing (SMM) on repurchase intention. Research by Nuhadriel et al. (2021) shows that brand image has a positive effect on repurchase intention, where consumers with positive perceptions of a brand are more likely to make repeat purchases. Similarly, Ruslim et al. (2023) found that effective SMM increases consumer interaction with the brand and strengthens repurchase intention. Meanwhile, Ibrahim and Amalia (2020) revealed that SMM significantly influences repurchase intention through the mediation of brand trust, demonstrating the importance of building trust in digital marketing strategies.

However, there is a research gap in The relationship between product knowledge and customer loyalty and brand image and customer loyalty. Research by Brama Kumbara (2021) shows that product knowledge has a positive and significant effect on customer loyalty, where a deep understanding of the product increases customer trust and commitment. Conversely, research by S Rahman (2022) shows that product knowledge does not always have a significant effect on customer loyalty, especially if product information is too complex and causes consumer confusion.

Similarly, there are differing findings regarding the relationship between brand image and customer loyalty. Research by Ruslim et al. (2023) indicates that brand image has a positive effect on customer loyalty, while research by Sanny (2021) shows that in highly competitive

markets, brand image does not always contribute significantly to customer loyalty because consumers prioritize functional aspects such as price and quality.

To address this research gap, several researchers proposed brand attitude as a mediating variable. Brand attitude, which is a consumer's overall evaluation of a brand, can bridge the relationship between product knowledge and brand image with customer loyalty. According to Liu et al. (2019), brand attitude mediates the relationship between product knowledge and customer loyalty, where good product understanding forms a positive attitude toward the brand, which in turn increases loyalty. Similarly, Kim and Chao (2018) found that brand attitude acts as a mediator in the relationship between brand image and customer loyalty, where a positive brand image forms a favorable attitude toward the brand, which then strengthens loyalty.

By understanding the role of product knowledge, brand image, and brand attitude in building customer loyalty, CV Aman Makmur Mandiri can develop a more effective marketing strategy for Repsol Oil products. This study aims to analyze how product knowledge and brand image influence customer loyalty, with brand attitude as a mediating variable, so that it can provide theoretical and practical contributions to the development of marketing strategies in the lubricant industry.

## 2. Research Methods

This research was conducted to test the hypothesis with the intention of confirming the hypothesis which can ultimately strengthen the theory used as a basis. In this regard, the type of research used is explanatory research or research that is of a nature that explains and/or emphasizes the relationship between research variables by testing the hypothesis, the description contains descriptions but focuses on the relationship between variables (Sekaran, U., & Bougie, 2016).

## 3. Results and Discussion

### 3.1. Results of the Validity and Reliability Test of the Questionnaire

#### 3.1.1. Respondents' Responses on Product Knowledge

Product knowledge related to product attribute knowledge, as a result of research conducted on respondents, has a calculated  $r$  value of  $0.827 > 0.196$ . This indicates that the validity test on this indicator is valid, with the majority of respondents in this study agreeing to strongly agreeing. Therefore, it can be concluded that product attributes are related to product knowledge, which can influence purchasing decisions.

Product Knowledge, related to product benefit knowledge, has a calculated  $r$  value of  $0.796 > 0.196$ . This indicates that the validity test for this indicator is valid, with the majority of respondents in this study agreeing to strongly agreeing. Therefore, it can be concluded that the product benefit knowledge indicator is related to product knowledge, which can influence purchasing decisions.

Product Knowledge related to comparative knowledge, research that has been conducted

on respondents has a calculated  $r$  value of  $0.821 > 0.196$ . This indicates that the validity test for this indicator is valid, with the majority of respondents in this study agreeing to strongly agreeing. Therefore, it can be concluded that comparative knowledge is related to product knowledge, which can influence purchasing decisions.

Product knowledge, related to product usage knowledge, was measured by a calculated  $r$ -value of  $0.838 > 0.196$ . This indicates that the validity test for this indicator was valid, with the majority of respondents agreeing to strongly agreeing. Therefore, it can be concluded that product usage is related to product knowledge, which can influence purchasing decisions.

Product Knowledge related to technical knowledge, the results of research conducted on respondents have a calculated  $r$  value of  $0.854 > 0.196$ . This shows that the validity test on the indicator declared valid, the majority of respondents in this study agreed to strongly agree. Therefore, it can be concluded that technical knowledge is related to product knowledge, which can influence purchasing decisions.

### **3.1.2. Respondents' Responses on Brand Image**

Brand Image is related to the strength of brand association, the results of research conducted on respondents have a calculated  $r$  value of  $0.873 > 0.196$ . This shows that the validity test on the indicator The majority of respondents in this study agreed to strongly agree. Therefore, it can be concluded that the brand association strength indicator is an appropriate and valid indicator for testing the influence of brand image on customer loyalty.

Brand Image related to the benefits of brand association, the results of research conducted on respondents have a calculated  $r$  value of  $0.854 > 0.196$ . This shows that the validity test on the indicator The majority of respondents in this study agreed to strongly agree. Therefore, it can be concluded that the brand association benefit indicator is an appropriate and valid indicator for testing the influence of brand image on customer loyalty.

Brand image, related to the uniqueness of brand associations, has a calculated  $r$  value of  $0.848 > 0.196$ . This indicates that the validity test on this indicator is valid, with the majority of respondents in this study agreeing to strongly agreeing. Therefore, it can be concluded that the uniqueness of brand associations is an appropriate and valid indicator for testing the influence of brand image on customer loyalty.

Regarding brand image, which is related to perceived quality, the results of the research conducted on respondents showed a calculated  $r$  value of  $0.860 > 0.196$ . This indicates that the validity test on this indicator is valid, with the majority of respondents in this study agreeing to strongly agreeing. Therefore, it can be concluded that the perceived quality indicator is an appropriate and valid indicator for testing the influence of brand image on customer loyalty.

Brand image is related to brand personality. The results of the research conducted on respondents showed a calculated  $r$  value of  $0.867 > 0.196$ . This indicates that the validity test on this indicator is valid, with the majority of respondents in this study agreeing to strongly agreeing. Therefore, it can be concluded that brand personality is an appropriate

and valid indicator to test the influence of brand image on customer loyalty.

### **3.1.3. Respondents' Responses on Brand Attitude**

Brand Attitude, related to cognitive evaluation, has a calculated  $r$  value of  $0.805 > 0.196$ . This indicates that the validity test for this indicator is valid, with the majority of respondents in this study agreeing to strongly agreeing. Therefore, it can be concluded that the cognitive evaluation indicator is an appropriate and valid brand attitude indicator for testing customer loyalty.

Regarding brand attitude, which is related to affective evaluation, the results of the research conducted on respondents showed a calculated  $r$  value of  $0.845 > 0.196$ . This indicates that the validity test on this indicator is valid, with the majority of respondents in this study agreeing to strongly agreeing. Therefore, it can be concluded that the affective evaluation indicator is an appropriate and valid brand attitude indicator for testing customer loyalty.

Brand Attitude related to brand trust, research conducted on respondents has a calculated  $r$  value of  $0.874 > 0.196$ . This indicates that the validity test on this indicator is valid,

The majority of respondents in this study expressed agreement to strongly agree. Therefore, it can be concluded that brand trust is an appropriate and valid indicator of brand attitude for testing customer loyalty.

Brand Attitude, related to brand preference, has a calculated  $r$  value of  $0.843 > 0.196$ . This indicates that the validity test for this indicator is valid, with the majority of respondents in this study agreeing to strongly agreeing. Therefore, it can be concluded that the brand preference indicator is an appropriate and valid brand attitude indicator for testing customer loyalty.

Brand Attitude, related to willingness to pay a premium, has a calculated  $r$  value of  $0.879 > 0.196$ . This indicates that the validity test for this indicator is valid, with the majority of respondents in this study agreeing to strongly agreeing. Therefore, it can be concluded that the cognitive evaluation indicator is an appropriate and valid indicator of willingness to pay a premium for testing customer loyalty.

### **3.1.4. Respondents' Responses on Customer Loyalty**

Customer loyalty is related to repurchase intention. The results of the research conducted on respondents showed a calculated  $r$  value of  $0.796 > 0.196$ . This indicates that the validity test for this indicator is valid. The majority of respondents in this study agreed to strongly agree. Therefore, it can be concluded that the repurchase intention indicator is appropriate and valid for testing customer loyalty.

Customer loyalty is related to price insensitivity. The results of the research conducted on respondents showed a calculated  $r$  value of  $0.757 > 0.196$ . This indicates that the validity test for this indicator is valid. The majority of respondents in this study agreed to strongly agree. Therefore, it can be concluded that the price insensitivity indicator is appropriate and valid for testing customer loyalty.

Customer loyalty is related to positive word-of-mouth. Research conducted on respondents



showed a calculated  $r$  value of  $0.836 > 0.196$ . This indicates that the validity test for this indicator is valid. The majority of respondents in this study agreed to strongly agree. Therefore, it can be concluded that the positive word-of-mouth indicator is appropriate and valid for testing customer loyalty.

Customer Loyalty is related to Resistance to switching, the results of research conducted on respondents have a calculated  $r$  value of  $0.845 > 0.196$ . This shows that the validity test on the indicator declared valid, with the majority of respondents in this study agreeing to strongly agreeing. Therefore, it can be concluded that the resistance to switching indicator is appropriate and valid for testing customer loyalty.

Customer loyalty is related to brand preference. The results of the research conducted on respondents showed a calculated  $r$  value of  $0.818 > 0.196$ . This indicates that the validity test for this indicator is valid. The majority of respondents in this study agreed to strongly agree. Therefore, it can be concluded that the brand preference indicator is appropriate and valid for testing customer loyalty.

### 3.2. Classical Assumption Test Results

#### 3.2.1. Normality Test

A normality test is performed to determine whether the residual data in the regression model is normally distributed, which is an important assumption in regression analysis. The normality test in this study uses the Kolmogorov-Smirnov (KS) method with a decision-making criterion based on a significance value (Asymp. Sig.)  $> 0.05$ . If the value is greater than 0.05, then The data is stated to be normally distributed. The following are the results of the normality test for models Based on the results of the normality test using the Kolmogorov-Smirnov method, a significance value of 0.200 was obtained for model 1 and 0.151 for model 2. Because both significance values are greater than 0.05, it can be concluded that the residual data in both models are normally distributed, so the normality assumption is met.

#### 3.2.2. Multicollinearity Test

The multicollinearity test aims to determine whether there is a high correlation. between independent variables in a regression model. Multicollinearity can be seen from the Tolerance and Variance Inflation Factor (VIF) values. A variable is said to be free from multicollinearity if the Tolerance value is  $> 0.10$  and the VIF is  $< 10$ . The following are the results of the multicollinearity test in this study:

Model 1

Variable	VIF	Tolerance	Information
<i>Product knowledge</i>	1,006	0.994	Free from multicollinearity
<i>Brand image</i>	1,006	0.994	Free from multicollinearity

Source: Processed primary data, 2025.

## Model 2

Variable	VIF	Tolerance	Information
<i>Product knowledge</i>	1,297	0.771	Free from multicollinearity
<i>Brand image</i>	1,340	0.746	Free from multicollinearity
<i>Brand attitude</i>	1,579	0.663	Free from multicollinearity

Source: Processed primary data, 2025.

Based on the results of the multicollinearity test for Model 1, the Product Knowledge and Brand Image variables each have a VIF value of 1.006 and a tolerance value of 0.994. VIF values close to 1 and tolerance values far above 0.10 indicate that both variables are free from multicollinearity. For Model 2, the Product Knowledge, Brand Image, and Brand Attitude variables each have VIF values of 1.297; 1.340; and 1.579, and tolerance values of 0.771; 0.746; and 0.663. All VIF values are still below 10 and tolerance values are above 0.10, so these three variables are also free from multicollinearity.

Thus, it can be concluded that there is no multicollinearity problem in the two regression models used in this study, so that the independent variables can be used simultaneously without causing distortion due to correlation between variables.

### 3.2.3. Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the residual variance of a regression model is constant (homoscedasticity) or not (heteroscedasticity). In this study, the heteroscedasticity test was conducted using the Glejser method by testing the significance of the independent variable against the absolute value of the residual. If the significance value of the independent variable is greater than 0.05, then heteroscedasticity does not occur and the residual variance is considered constant. The following are the results of the heteroscedasticity test in this study:

#### Model 1

Variable	Sig.	Alpha	Information
<i>Product knowledge</i>	0.621	0.05	Homoscedasticity
<i>Brand image</i>	0.547	0.05	Homoscedasticity

Source: Processed primary data, 2025.

#### Model 2

Variable	Sig.	Alpha	Information
<i>Product knowledge</i>	0.055	0.05	Homoscedasticity
<i>Brand image</i>	0.542	0.05	Homoscedasticity
<i>Brand attitude</i>	0.200	0.05	Homoscedasticity

Source: Processed primary data, 2025.

Based on the results of the heteroscedasticity test using the Glejser method, the variables in Model 1, namely Product Knowledge (sig. 0.621) and Brand Image (sig. 0.547) have a significance value greater than 0.05, so it can be said to meet the assumption of homoscedasticity. In Model 2, the variables Product Knowledge (sig. 0.055), Brand Image

(sig. 0.542), and Brand Attitude (sig. 0.200) also show a significance value above 0.05, which means there is no heteroscedasticity. Thus, the residual variance in both models is constant, so the regression model meets the assumption of homoscedasticity and is suitable for use in further analysis.

### 3.2.4. Model Feasibility Test (F test)

An F-test was conducted to determine whether the independent variables simultaneously have a significant effect on the dependent variable. In the first model, the F-test results showed that Product Knowledge and Brand Image simultaneously had a significant effect on Brand Attitude. Similarly, in the second model, Product Knowledge, Brand Image, and Brand Attitude simultaneously had a significant effect on Customer Loyalty. The following are the F-test results in this study:

Model	F value	p-value	Information
1	28,081	0.000	Significant
2	20,388	0.000	Significant

Model 1 (Product Knowledge & Brand Image → Brand Attitude): The F-value of 28.081 with a p-value of 0.000 indicates that the Product Knowledge and Brand Image variables simultaneously have a significant effect on Brand Attitude. This means that the combination of the two is able to significantly explain variations in customer attitudes towards the Repsol brand.

Model 2 (Product Knowledge, Brand Image, & Brand Attitude → Customer Loyalty): The F-value of 20.388 with a p-value of 0.000 indicates that the three independent variables simultaneously have a significant effect on Customer Loyalty. Thus, all variables in the second model together have an important contribution in shaping customer loyalty towards Repsol oil.

### 3.2.5. Hypothesis Test (t-test)

A t-test was conducted to examine the partial influence of each independent variable on the dependent variable. This test aims to determine whether each independent variable—Product Knowledge, Brand Image, and Brand Attitude—has a significant contribution to Brand Attitude (model 1) and Customer Loyalty (model 2). A variable is declared significant if its significance value is (sig) or p-value is less than 0.05. The following are the results of the t-test in this study:

**Table. t-Test Results**

Hypothesis	T-Value	p-value	Information
H1: Product Knowledge → Brand Attitude	5,303	0.000	Accepted
H2: Brand Image → Brand Attitude	5,677	0.000	Accepted
H3: Product Knowledge → Customer Loyalty	2,816	0.006	Accepted
H4: Brand Image → Customer Loyalty	3,329	0.001	Accepted
H5: Brand Attitude → Customer Loyalty	3,099	0.003	Accepted

Product Knowledge → Brand Attitude: A t-value of 5.303 with a p-value of 0.000



indicates that Product Knowledge has a significant effect on Brand Attitude. This means that the higher a customer's knowledge of a product, the more positive their attitude toward the brand.

Brand Image → Brand Attitude: The t-value is 5.677 with a p-value of 0.000 indicates that brand image also has a significant effect on brand attitude. This indicates that a positive perception of brand image can increase positive attitudes toward the brand.

Product Knowledge → Customer Loyalty: With a t-value of 2.816 and a p-value of 0.006, Product Knowledge is proven to have a significant effect on Customer Loyalty. This means that customer understanding of the product can increase their loyalty.

Brand Image → Customer Loyalty: There is a significant influence between

Brand Image and Customer Loyalty, with t-value 3.329 and p-value 0.001. A strong brand image drives customer loyalty to the Repsol oil brand.

Brand Attitude → Customer Loyalty: The t-value is 3.099 and the p-value is 3.099.

0.003 shows that Brand Attitude has a significant influence towards Customer Loyalty. The more positive a customer's attitude towards a brand, the higher their level of loyalty.

### 3.2.6. Coefficient of Determination Test (R<sup>2</sup>)

The coefficient of determination (R Square) is used to determine the extent to which the independent variable is able to explain the dependent variable in a regression model. The R Square value ranges from 0 to 1. The closer it is to 1, the better the regression model is in explaining the variation of the dependent variable. In this study, the coefficient of determination was analyzed in two models: Model 1 to see the effect of Product Knowledge and Brand Image on Brand Attitude, and Model 2 to see the effect of Product Knowledge, Brand Image, and Brand Attitude on Customer Loyalty. The following are the R-Square values in this study:

**Table R-Square Test Results**

Model	R-Square
1	0.367
2	0.389

Based on the results of the coefficient of determination test, it is known that the R-Square value in Model 1 is 0.367. This indicates that 36.7% of the Brand Attitude variable can be explained by the independent variables Product Knowledge and Brand Image, while the remaining 63.3% is explained by other factors not included in the model. Meanwhile, in Model 2, the R-Square value is 0.389, which means that 38.9% of the Customer Loyalty variable can be explained by the variables Product Knowledge, Brand Image, and Brand Attitude together. The remaining 61.1% is influenced by other variables outside this regression model. These results indicate that both models have moderate ability to explain variations in their respective dependent variables.

### **3.3. Interpretation of Research Results and Discussion**

#### **3.3.1. The influence of product knowledge on brand attitude**

Based on the test results above, the research results show that the first hypothesis in the researcher states that product knowledge has an effect on brand attitude with a significance value (sig) of 5.303 and a p-value of  $0.000 < 0.05$ , so the hypothesis is accepted, meaning that product knowledge has a significant effect on brand attitude. The results of this study explain that the higher the customer's knowledge about the product, the more positive their attitude towards the brand. The results of this study are supported by empirical evidence from previous research (Khan et al., 2021; Lin and Chen, 2020; Park and Kim, 2022; Ramanathan et al., 2023).

The research findings of Lin and Chen (2020) stated that high product knowledge allows consumers to process product information more effectively and form more stable attitudes toward brands. Their study on automotive products showed that consumers with higher product knowledge exhibited more positive attitudes toward premium brands due to their ability to understand and appreciate the technical features that differentiate these products from cheaper alternatives. These research results are also supported by research conducted by Khan et al. (2021) in their study of lubricant products, which found that product knowledge had a positive effect on brand attitude, where consumers who had a better understanding of lubricant technical specifications tended to develop more positive attitudes towards brands that offer high performance.

#### **3.3.2. The influence of brand image on brand attitude**

Based on the test results above, the research results show that the second hypothesis in the researcher states that brand image influences brand attitude with a significance value (sig) of 5.677 and a p-value of  $0.000 < 0.05$ , so the hypothesis is accepted, meaning that Brand Image has a significant effect on Brand Attitude. The results of this study explain that a positive perception of brand image can increase positive attitudes towards the brand. The results of this study are supported by empirical evidence from research conducted by (Garcia and Pham, 2020; Sharma and Gupta, 2021; Wu et al., 2022).

Research conducted by Garcia and Pham (2020) shows that brand image directly influences brand attitude formation, where a positive and consistent brand image creates favorable cognitive and affective evaluations. Furthermore, research conducted by Sharma and Gupta (2021) reinforces this finding by showing that a brand image perceived as premium and innovative positively influences consumer brand attitude. The association of a brand with high technology and specialized expertise creates more positive attitudes, especially for technical products such as lubricants.

Wu et al. (2022) in their study of automotive brands showed that the emotional components of brand image, such as associations with prestige and superiority, have a significant influence on brand attitude. Consumers who perceive a brand as having a personality that aligns with their aspirations tend to develop more positive attitudes toward that brand.

### **3.3.3. The influence of product knowledge on customer loyalty**

Based on the test results above, the research results show that the third hypothesis in the researcher states that product knowledge has an effect on customer loyalty with a significance value (sig) of 2.816 and a p-value of 0.006 <0.05, thus the hypothesis is accepted, meaning that Product Knowledge has a significant effect on Customer Loyalty. The results of this study explain that customer understanding of the product can increase their loyalty. The results of this study are supported by empirical evidence from research conducted by (Lin and Chen, 2020; Ramanathan et al., 2022; Wu and Li, 2021; Zhang and Wang, 2023).

Research conducted by Lin and Chen (2020) found that product knowledge positively impacts customer loyalty, with consumers with better technical understanding demonstrating higher retention rates. They noted that comprehensive product knowledge reduces uncertainty in repeat purchase decisions and increases resistance to competitors' persuasive efforts.

Wu and Li (2021) reinforced these findings by showing that product knowledge enhances consumers' ability to recognize the long-term benefits of using high-quality products, which in turn increases brand commitment. Furthermore, research conducted by Ramanathan et al. (2022) found a significant relationship between product knowledge and customer loyalty, especially for technical products such as lubricants. They explained that in-depth product knowledge creating higher cognitive switching costs, because consumers have invested time and effort to understand a particular brand and feel comfortable with their choice.

Improving product knowledge through consumer education programs is positively correlated with increased customer loyalty. They found that educational interventions that increase consumers' understanding of how a product works and its benefits significantly increase repeat purchase intentions and resistance to competitive offerings.

### **3.3.4. The influence of brand image on customer loyalty**

Based on the test results above, the research results show that the fourth hypothesis in the researcher states that brand image influences customer loyalty with a significance value (sig) of 3.329 and a p-value of 0.001 <0.05, so the hypothesis is accepted, meaning that Brand Image has a significant effect on Customer Loyalty. The results of this study explain that a strong brand image drives customer loyalty to the Repsol oil brand. The results of this study are supported by empirical evidence from research conducted by (Chen and Williams, 2021; Johnson et al., 2023; Martinez and Lopez, 2019; Rahman et al., 2020).

The findings of research conducted by Martinez and Lopez (2019) in their study explain that a strong and positive brand image is significantly correlated with higher levels of customer loyalty. This is in line with research conducted by Rahman et al. (2020) which shows a causal relationship between brand image and customer loyalty, where a brand image perceived as premium and different from competitors positively influences consumer commitment to the brand. Their research on brands Lubricants found that the association with high technology and reliability created a strong foundation for long-term loyalty.

Chen and Williams (2021) corroborate these findings by demonstrating that the brand personality component of brand image plays a key role in shaping consumer emotional loyalty. Consumers who perceive a congruence between a brand's personality and their values and aspirations demonstrate higher levels of loyalty and greater resistance to competing offerings.

Johnson et al. (2023) found in their longitudinal study that a consistent and positive brand image significantly predicts long-term customer loyalty. They noted that perceived quality and positive emotional associations of a brand image create a foundation of trust and preference that drives repeat purchases and brand advocacy.

### **3.3.5. The influence of brand attitude on customer loyalty**

Based on the test results above, the research results show that the fourth hypothesis in the researcher states that brand image influences customer loyalty with a significance value (sig) of 3.099 and a p-value of  $0.003 < 0.05$ , thus the hypothesis is accepted, meaning that Brand Attitude has a significant effect on Customer Loyalty. The results of this study explain that the more positive the customer's attitude towards the brand, the higher their level of loyalty. The results of this study are supported by empirical evidence from research conducted by (Garcia and Thompson 2023; Kim and Lee, 2020; Mitchell et al., 2022; Wang and Chen, 2021).

The findings of research conducted by Garcia and Thompson (2023) stated that brand attitude has a positive influence on increasing

Customer loyalty indicators, including repeat purchase intention, willingness to recommend, and resistance to competitors' offerings. Strong brand attitudes create significant psychological switching costs, making consumers less likely to switch to other brands.

These research findings align with research by Wang and Chen (2021), which found that positive brand attitudes over time correlate with higher levels of customer loyalty. Their longitudinal study of various product categories, including lubricants, demonstrated that stable and positive brand attitudes create a strong foundation for long-term brand commitment.

A strong direct relationship exists between brand attitude and customer loyalty, with positive brand attitudes significantly predicting repeat purchase intentions and advocacy behavior. They note that the affective component of brand attitude plays a particularly important role in building emotional loyalty that is more resistant to competitive offerings (Kim and Lee, 2020).

## **4. Conclusion**

Based on the results obtained from the research that has been conducted, the discussion and the relevance of the background to the research objectives, the following conclusions can be drawn: 1. *Product Knowledge* has a significant influence on Brand Attitude, so that the first hypothesis in this study is proven to be true, 2. *Brand Image* has a significant influence on Brand Attitude, so that the second hypothesis in this study is proven to be true, 3.

Product Knowledge has a significant influence on Customer Loyalty, so the third hypothesis in this study is proven to be true, 4. Brand Image has a significant influence on Customer Loyalty, so the fourth hypothesis in this study is proven to be true, 5. Brand Attitude has a significant influence on Customer Loyalty, so the fifth hypothesis in this study is proven to be true.

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