

“The Role of Brand Reliability and Brand Intention in Mediating the Functional Relationship Between Customer Satisfaction and Brand Loyalty”

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This study aims to fill the research gap on the role of brand reliability and brand intention in mediating the effect of overall customer satisfaction on brand loyalty. The context of the research is on bottled drinking water (AMDK) customers who already know the brand name and have consumed products from the bottled drinking water brand name. The sampling technique used a non-probability sampling approach, namely purposive sampling. The sample size is 120 respondents by following the general rules of factor analysis. The results of the study revealed that brand reliability and brand intention have an important role in mediating the effect of overall customer satisfaction on brand loyalty.

Keywords: customer satisfaction, brand loyalty, brand reliability, brand intention.

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