

Impact of Brand Credibility on Attitude Toward Brand and Brand Loyalty among Samsung Smartphone Users in Samarinda

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Abstract

The escalating competition within the smartphone sector has rendered it increasingly arduous for brands to uphold customer allegiance, particularly in developing markets such as Indonesia. This investigation endeavors to analyze the influence of brand credibility on consumer attitudes toward brands and brand loyalty among Samsung smartphone users in Samarinda. This research adopts a quantitative methodology, utilizing survey data gathered from 120 participants and scrutinized via Partial Least Squares–Structural Equation Modeling (PLS-SEM). The findings indicate that brand credibility exerts a positive and significant influence on consumer attitudes toward brands, and consumer attitudes toward brands positively and significantly affect brand loyalty. Nevertheless, brand credibility does not demonstrate a significant direct impact on brand loyalty. These results underscore the necessity of cultivating affirmative consumer attitudes to bolster customer loyalty within a competitive marketplace.

Keywords: *Brand credibility; attitude toward brand; brand loyalty; smartphone consumers.*

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INTRODUCTION

Over the last few years, the smartphone market has witnessed rapid growth along with significant technological development, which has increased the level of competition between brands in the global and emerging markets. Smartphones have become a crucial part of modern life; hence, the involvement of consumers is very high. As the technological features and specifications of the products offered by various brands become similar, the competition is gradually moving from the product-related features to the intangible brand-related factors that influence the perceptions and post-choice behaviors of the consumers (Chaudhuri & Holbrook, 2001). Among the various intangible factors, brand credibility is recognized as a crucial component in how consumers evaluate products. This concept of brand credibility refers to how consumers view a brand's trustworthiness and its ability to deliver on its promised value (Erdem & Swait, 2004). For customers involved with high-stakes product categories like smartphones, who face financial risks and rapid technological

changes, brand credibility can help reduce uncertainties and increase confidence in their buying choices (Wang & Yang, 2010). Therefore, it is often suggested that brands that are perceived as credible have an advantage in encouraging positive assessments and building lasting relationships with consumers.

Empirical investigations concerning the influence of brand credibility on the cultivation of brand loyalty have yielded inconclusive results. While numerous studies suggest a favorable correlation between brand credibility and brand loyalty (Alam et al., 2012), other investigations propose that brand credibility alone may not suffice to engender brand loyalty. This scenario implies a limited comprehension of the mechanisms through which brand credibility affects brand loyalty. Despite the existence of various studies addressing brand credibility and brand loyalty, there remains a paucity of empirical research examining the role of attitude toward the brand as a mediating variable in the context of brand loyalty, particularly within regionalized analyses.

The perceived perception of a brand is characterized as the comprehensive assessment conducted by the individual based on intrinsic beliefs and antecedent brand-related experiences. In accordance with the Theory of Reasoned Action, attitudes exert a substantial influence on the behavioral intentions of the individual, which subsequently shape the resultant behavior (Fishbein & Ajzen, 1975). Within the domain of branding, a favorable attitude toward the brand is associated with an increased probability of repurchase and brand fidelity (Esmailpour & Abdolvand, 2016). Consequently, the influence of brand credibility on brand loyalty may be mediated through the behavioral intentions of the consumer, thereby elucidating the incongruent findings observed in previous research.

Indonesia represents a compelling case study for the exploration of these interrelationships, particularly within the competitive landscape of the smartphone industry, where numerous global brands exhibit analogous technological characteristics. As consumers increasingly encounter a plethora of alternatives, the significance of brand-centric evaluations escalates, thereby exerting a pronounced influence on both initial purchasing decisions and subsequent repurchase behaviors. Nevertheless, there exists a dearth of empirical investigations concerning the impact of brand credibility and brand attitude on brand loyalty in Indonesia, especially at the regional level.

Samarinda, recognized as a burgeoning urban hub within Indonesia, offers a vital yet inadequately researched context for analyzing consumer reactions pertaining to the smartphone sector. Variations in market exposure, purchasing power, and brand recognition across diverse regional locales suggest that consumer responses in these areas may not necessarily correspond with those observed in metropolitan centers. By scrutinizing a regional city, this study endeavors to elucidate consumer reactions within a market environment that is frequently overlooked in branding scholarship, which predominantly concentrates on metropolitan regions.

The current investigation explores the correlation between brand credibility, consumer attitudes toward the brand, and brand loyalty among users of Samsung smartphones in the Samarinda region of Indonesia. By concentrating on a specific brand

within a defined geographical area, the research aims to elucidate the underlying processes through which individuals' perceptions of credibility and their emotional responses to a particular brand inform their loyalty. The theoretical significance of this study lies in its potential to enhance the comprehension of the interplay between affective responses to a brand and the consequent trust that evolves into loyalty. Practically, the findings of this study are anticipated to furnish marketers with essential insights for effectively managing consumer evaluations of a specific brand predicated on its credibility.

In light of the preceding discourse, this research aspires to formulate a conceptual framework that interlinks brand credibility, consumer attitudes toward the brand, and brand loyalty. Drawing upon branding literature and the Theory of Reasoned Action, it is posited that brand credibility will shape consumers' evaluative attitudes toward the brand, which may subsequently influence their behavioral tendencies toward brand loyalty. Moreover, the direct effect of brand credibility on brand loyalty will be empirically tested due to the inconsistent findings reported in prior studies. Consequently, the following hypotheses are articulated.

Brand Credibility and Attitude Toward Brand

Brand credibility reflects consumers' perception of a brand's reliability and ability to deliver promised value, crucial for shaping consumer attitudes. Based on signaling theory, credible brands reduce consumer uncertainty by serving as reliable indicators of quality in competitive markets with information asymmetry. Thus, heightened brand credibility boosts consumer confidence and fosters favorable brand evaluations (Erdem & Swait, 2004).

This study's findings indicate that brand credibility positively influences brand attitudes, suggesting that consumers perceive more credible brands favorably. This observation is supported by literature indicating that credibility enhances the congruence between brand promises and consumer experiences, leading to improved perceptions. Therefore, enhancing brand credibility through consistent performance and clear communication is essential for nurturing positive consumer attitudes (Atta et al., 2024).

H1 : Brand Credibility (BC) has a positive effect on Attitude Toward Brand (ATB).

Brand Credibility and Brand Loyalty

Brand credibility, which encompasses the dimensions of trustworthiness and expertise, constitutes a pivotal element in the formation of brand loyalty, as it mitigates perceived risk and fortifies consumer confidence in the brand. A credible brand is regarded as dependable and adept at consistently delivering its promised value, thereby fostering repeat purchases and enduring preference. By alleviating uncertainty in consumer decision-making processes, brand credibility positions a brand as a reliable option and cultivates long-lasting loyalty (Erdem & Swait, 2004).

The results of previous investigations reveal that brand credibility exerts a favorable influence on brand loyalty by serving as an indicator of quality, reliability, and integrity, thus reinforcing both trust and emotional attachment. This implies that consumers are more inclined to maintain loyalty to brands that consistently fulfill their commitments and uphold

transparent communication. Consequently, the enhancement of brand credibility through consistent performance and trustworthy practices is imperative for the maintenance of long-term consumer loyalty (Haq et al., 2022).

H2 : *Brand Credibility (BC) has a positive effect on Brand Loyalty (BL).*

Attitude Toward Brand and Brand Loyalty

The consumer's overall assessment of a brand is encapsulated in the construct of brand attitude, which integrates cognitive evaluations, affective responses, and behavioral inclinations, thereby playing an integral role in the formation of brand loyalty. A favorable disposition toward a brand cultivates trust, emotional bonds, and positive perceptions, thereby motivating consumers to partake in loyalty-driven actions such as repeat transactions and affirmative word-of-mouth communication. In accordance with the Theory of Planned Behavior, attitudes are regarded as significant predictors of both behavioral intentions and actual behaviors, including loyalty (Haq et al., 2022).

Empirical research findings reveal that a favorable attitude toward a brand markedly enhances brand loyalty by fortifying the consumer-brand relationship and augmenting resistance to competitive alternatives. This implies that consumers exhibiting positive attitudes are predisposed to sustain their allegiance to a brand and are less inclined to make a switch, even amidst competitive market dynamics. Consequently, it is imperative to cultivate and uphold positive brand attitudes through consistent communication, superior product quality, and impactful brand experiences to promote enduring loyalty (Hwang et al., 2022).

H3 : *Attitude Toward Brand (ATB) has a positive effect on Brand Loyalty*

RESEARCH METHOD

The current study employs a quantitative approach to explore the associations between brand credibility, attitude toward the brand, and brand loyalty among users of Samsung smartphone in Samarinda, Indonesia. Specifically, 120 participants who met the inclusion criteria of being at least 18 years old, residing in Samarinda, and using Samsung smartphones for at least two years were selected for the study. Such criteria helped ensure that selected respondents had adequate experience with the brand, which allowed them to provide well-grounded assessments concerning their perceptions of brand credibility, their attitudes toward the brand, and their brand loyalty behaviors. The data was gathered using an online questionnaire distributed via Google Forms. The use of online surveys is common practice in branding and consumer behavior studies because of its ability to let participants express their opinions privately and conveniently (Hair et al., 2014).

Table 1. Matrix Operational Definition

Variable Name	Definition	Indicators	Scale
Brand Credibility	Brand credibility is about how much customers believe that a	- This brand reminds me of someone who's	1 (Strongly Disagree)

	brand's claims are honest, dependable, and able to provide consistent quality over time (Ohanian, 1990).	<p>competent and knows what he/she is doing.</p> <ul style="list-style-type: none"> - This brand has the ability to deliver what it promises. - This brand delivers what it promises. - This brand's product claims are believable. - Over time, my experiences with this brand have led me to expect it to keep its promises, no more and no less. - This brand has a name you can trust. - This brand doesn't pretend to be something it isn't. - This brand is very attractive to me. - This brand is very elegant. - I think the image of this brand is very beautiful. 	to 5 (Strongly Agree)
Attitude Toward Brand	Attitude toward brand refers to consumers' overall evaluative judgment toward Samsung smartphones, reflected in cognitive and affective responses (Krosnick et al., 1993).	<ul style="list-style-type: none"> - Samsung smartphone important for me. - Samsung smartphone is very relevant for me. - I have thought about the Samsung smartphone. - I am very confident with evaluation of Samsung smartphone. - I am very certain regarding evaluation of Samsung smartphone. - Samsung smartphone is very good. - Samsung smartphone is very positive for me. - I liked the Samsung smartphone very much. 	1 (Strongly Disagree) to 5 (Strongly Agree)

Brand Loyalty	Brand loyalty describes a customer's dedication and desire to buy again and suggest Samsung phones even when there are other strong options available (Oliver, 1999).	<ul style="list-style-type: none"> - I believe that the performance of Samsung smartphones is superior compared to other brands. - I consider Samsung to be my preferred smartphone brand because I genuinely like it. - I intend to purchase a Samsung smartphone again in the future. - I will recommend this brand to other people. 	1 (Strongly Disagree) to 5 (Strongly Agree)
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This was achieved by applying the SEM method, which utilized Partial Least Squares (PLS) model analysis via SmartPLS program. The choice of using the PLS-SEM is due to the nature of studies that consist of several latent constructs, which is efficient even with small sample sizes. This method allows the measurement and structural models to be tested simultaneously; therefore, the reliability, internal consistency, convergent and discriminant validity could be assessed together with the relationships between brand credibility, attitudes toward the brand, and brand loyalty. The hypotheses were tested using bootstrapping, in which path coefficient was considered significant if p-value was below 0.05 (Hair et al., 2014).

RESULTS AND DISCUSSION

Respondent Characteristics

A detailed description of the demographic features of the study participants has been included in Table 2 below. Some of the parameters include the gender, age, occupation, marital status, educational level, monthly expenses, model of Samsung smartphones used by the participants, and length of smartphone use. These details are critical toward establishing a distinct profile of the users of Samsung smartphones from Samarinda. Analysis of these details helps in establishing how the respondents perceive brand trust, brand attitude, and brand loyalty.

Table 2. Respondent Characteristics

Demographic Category	Frequency (n = 120)	Percentage (%)
Gender		
Male	60	50%
Female	60	50%
Age		
18-25 years old	83	69.20%
26-35 years old	17	14.20%
36-45 years old	16	13.30%
45 years old and above	4	3.30%

Occupation		
Student	73	60.80%
Entrepreneur	3	2.50%
Private Employee	30	25%
Government Employee	10	8.30%
Others	4	3.30%
Marital Status		
Single	87	72.50%
Married	28	23.30%
Divorced	4	3.30%
Widowed	1	0.80%
Education		
High School or Equivalent	85	70.80%
Diploma	5	4.20%
Bachelor's Degree	29	24.20%
Postgraduate	1	0.80%
Monthly Expenses		
< Rp2.000.000	62	51.70%
> Rp2.000.000 - Rp5.000.000	30	25%
> Rp5.000.000 - Rp.10.000.000	26	21.70%
> Rp10.000.000	2	1.70%
Type of Smartphone Used		
Series Galaxy A	69	57.50%
Series Galaxy M	10	8.30%
Series Galaxy S	21	17.50%
Series Galaxy Z	13	10.80%
Series Galaxy J	7	5.80%
Length of Smartphone Usage		
2-3 years	59	49.20%
3-4 years	40	33.30%
> 4 years	21	17.50%

These data offer multiple important findings related to this research on the impact of brand credibility on attitude toward brand and brand loyalty to the smartphone producer. First, a large share of respondents (69.20%) belong to the age group of 18-25 years old people, showing that this is the main population of Samsung users analyzed in this work. Secondly, almost half of the participants of the research are college or university students (60.80%), demonstrating the popularity of Samsung devices among people who are at an initial stage of their education or career. These respondents are mainly single (72.50%) and have finished only secondary education (70.80%), emphasizing the young and emergent consumer characteristics. In relation to economic ability, more than half of the respondents have monthly expenses lower than Rp2,000,000 (51.70%), matching the fact that Samsung Galaxy A series, the intermediate smartphones of the company, is the most popular (57.50%). Also, almost one-half of the respondents (49.20%) have been using Samsung smartphones from two to three years, ensuring a considerable experience level to provide reliable assessments.

Validity and Reliability

The following table provides the outcome of validity and reliability tests conducted on the variables in the study, providing insight into the strength and accuracy of the measurement tools used. The important statistics include factor loading, average variance extracted (AVE), and composite reliability (CR) for each construct and their respective indicators. Such data is critical in assessing construct validity and reliability for variables that represent brand credibility, attitude toward brand, and brand loyalty (Hair et al., 2014). Factor loadings show the degree to which an indicator explains its latent variable. The minimum acceptable value is 0.70. AVE measures convergent validity by determining if the value exceeds 0.50. If yes, it means that the construct explains over 50% of the variance of its indicators. Composite Reliability and Cronbach's Alpha are applied in measuring internal consistency, whereby a value higher than 0.70 is desirable (Hair et al., 2014). These steps must be taken before progressing to the analysis of structural models and testing hypotheses.

Table 3. Validity and Reliability Test

Construct	Item	Factor Loading	Cronbach's Alpha	Composite Reliability	AVE	Result
Brand Credibility (BC)	BC1	0.866	0.960	0.966	0.738	Valid & Reliable
	BC2	0.834				
	BC3	0.885				
	BC4	0.855				
	BC5	0.839				
	BC6	0.884				
	BC7	0.847				
	BC8	0.883				
	BC9	0.814				
	BC10	0.877				
Attitude Toward Brand (ATB)	ATB1	0.887	0.959	0.965	0.777	Valid & Reliable
	ATB2	0.865				
	ATB3	0.836				
	ATB4	0.908				
	ATB5	0.892				
	ATB6	0.875				
	ATB7	0.898				
	ATB8	0.889				
Brand Loyalty (BL)	BL1	0.861	0.913	0.939	0.793	Valid & Reliable
	BL2	0.917				
	BL3	0.890				

BL4 0.893

Table 3 above delineates the findings of the validity and reliability assessments conducted for the constructs employed in this investigation, namely Brand Credibility, Attitude Toward Brand, and Brand Loyalty. These results are obtained from factor loadings, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). The objective of these assessments is to ascertain whether the measurement model yields reliable and consistent outcomes. Factor loadings signify the degree of association between each indicator and its corresponding latent construct, with values of 0.70 or higher regarded as acceptable. Cronbach's Alpha and Composite Reliability serve as statistical measures to evaluate the degree to which the items within a construct consistently reflect the same underlying concept. Average Variance Extracted (AVE) is utilized as a metric to assess convergent validity, which reflects the extent to which the indicators of a construct are interrelated. An AVE value exceeding 0.50 signifies that the construct accounts for more than half of the variability observed in its related indicators. The findings indicate that each component fulfills the requisite criteria, thus confirming that the measurement model adheres to the standards for validity and reliability.

In conclusion, the results show that all the concepts studied have strong measurement qualities. The factor loadings remain consistently higher than 0.70, which shows that the indicators are strongly related to their corresponding constructs. In addition, the Cronbach's Alpha and Composite Reliability values are above 0.70, which shows that the internal consistency of the measures is satisfactory. The AVE values are all above 0.50, which indicates that the convergent validity is sufficient. Therefore, the measurement model is regarded as strong and suitable for continuing evaluation of the structural model and testing of hypotheses related to Samsung smartphone users in Samarinda.

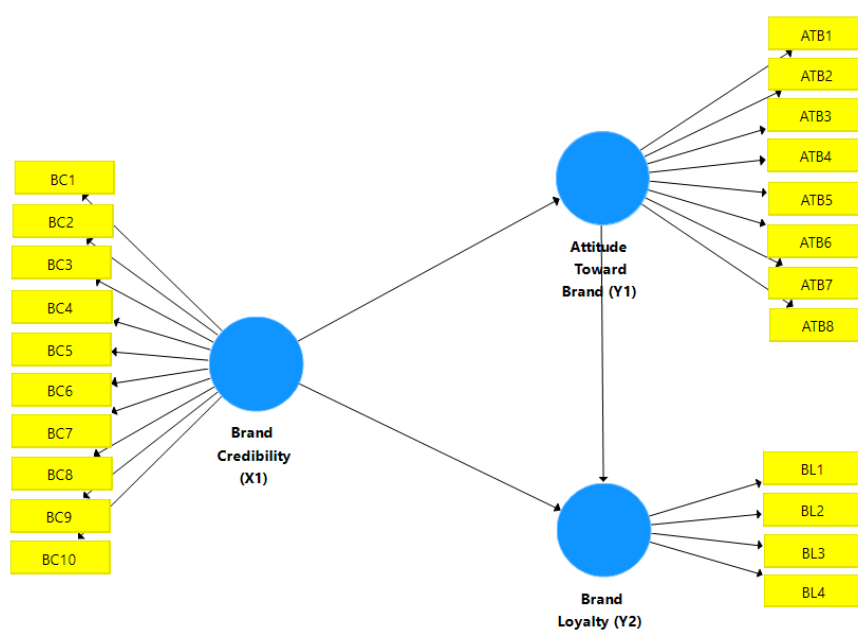


Figure 1. SEM-PLS structural model

Hypotheses Testing

Table 4. Hypothesis Testing

Hypothesis	Path Coefficient	T Value	P Value	Decision
Brand Credibility (BC) → Attitude Toward Brand (ATB)	0.880	22.173	0.000	Accepted
Brand Credibility (BC) → Brand Loyalty (BL)	-0.132	1.114	0.266	Rejected
Attitude Toward Brand (ATB) → Brand Loyalty (BL)	0.987	9.697	0.000	Accepted

The direct path coefficient for H1, which looks at how Brand Credibility (BC) affects Attitude Toward Brand (ATB), is 0.880. This coefficient has a t-value of 22.173 and a p-value of 0.000. This outcome shows a clear and highly significant positive link between brand credibility and the attitude people have toward the brand. The findings indicate that when customers perceive Samsung as a trustworthy and reliable brand, they tend to develop more favorable attitudes toward it. This demonstrates the importance of brand credibility in shaping how consumers evaluate and develop their overall opinions about Samsung smartphones.

The direct path coefficient for H2, which looks at how Brand Credibility (BC) affects Brand Loyalty (BL), is -0.132. This coefficient has a t-value of 1.114 and a p-value of 0.266. This result shows that there is no statistically significant connection between brand credibility and brand loyalty. Although people might think of Samsung as a trustworthy brand, this view does not always lead to loyal customer behavior. This indicates that having a good reputation by itself might not be enough to make customers more likely to buy the product again or suggest the brand to others.

At the same time, the direct path coefficient for H3, which looks at how Attitude Toward Brand (ATB) affects Brand Loyalty (BL), is 0.987. This coefficient has a t-value of 9.697 and a p-value of 0.000. This finding shows a clear and highly significant positive link between a person's attitude toward a brand and their tendency to remain loyal to that brand. The results show that people who have a positive view of Samsung smartphones are more inclined to remain loyal to the brand, which includes plans to buy Samsung products again or suggest the brand to others.

The statistical findings emphasize the significant role that attitude toward the brand plays as a main factor affecting brand loyalty. While the trust in a brand plays an important role in shaping favorable views towards it, these positive views eventually lead to loyal behavior among users of Samsung smartphones in Samarinda.

The results of this investigation yield significant insights into the interrelations between brand credibility, consumer attitudes toward the brand, and brand loyalty within the demographic of Samsung smartphone users in Samarinda. Initially, the findings reveal that brand credibility exerts a positive and statistically significant influence on consumer attitudes toward the brand. This implies that when individuals regard a brand as

trustworthy, reliable, and adept at consistently fulfilling its promised value, they are predisposed to formulate favorable assessments of the brand. This observation corroborates the assertions of Erdem and Swait (2004), which underscore that brand credibility functions as a signal that mitigates uncertainty and bolsters consumer confidence. Within the smartphone sector, where product attributes frequently exhibit similarities across different brands, credibility emerges as a pivotal determinant affecting consumer perceptions and evaluations of a brand.

Furthermore, the results indicate that brand credibility does not exert a significant direct influence on brand loyalty. This observation suggests that although consumers may regard Samsung as a credible brand, such perceptions alone do not suffice to directly instigate loyal behavior. Consumers may weigh various additional factors, including pricing, product features, promotional tactics, and alternative offerings, when determining whether to repurchase or advocate for a brand. This finding aligns with previous research that posits that while credibility is vital, it may not singularly dictate loyalty in the absence of other complementary factors.

Moreover, the study reveals that attitudes toward the brand exert a robust and statistically significant positive influence on brand loyalty. This indicates that consumers who harbor positive evaluations and favorable sentiments toward Samsung smartphone are more inclined to exhibit loyalty to the brand. This finding aligns with the Theory of Reasoned Action (Fishbein & Ajzen, 1975), which asserts that attitudes are instrumental in shaping behavioral intentions and actual behaviors. A positive attitude enhances the probability of repeat purchases and favorable word-of-mouth, both of which serve as critical indicators of brand loyalty.

Collectively, these findings imply that brand credibility occupies a significant role in shaping consumer evaluations, whereas attitudes toward the brand are more directly linked to loyalty behaviors. Consequently, organizations should not solely prioritize the cultivation of credibility but also actively manage and enhance consumer attitudes through the provision of consistent product quality, effective communication strategies, and meaningful brand experiences. By implementing these strategies, firms can reinforce consumer perceptions and foster enduring loyalty in an increasingly competitive marketplace.

Managerial Implications

The empirical findings of this investigation furnish critical insights for corporate executives, particularly those at Samsung, regarding efficacious methodologies for augmenting and perpetuating customer allegiance within the mobile phone consumer segment. The data elucidate that the degree of trust individuals harbor towards a brand exerts a substantial effect on their comprehensive assessment of that brand. This revelation underscores the imperative for organizations to perpetually endeavor to forge and uphold a reputable brand by guaranteeing uniform product excellence, reliable performance, and the capability to fulfill the value propositions they advocate. Brand credibility serves as a metric that mitigates consumer ambiguity and cultivates assurance in the brand, culminating in more favorable perceptions thereof (Swait & Erdem, 2007). Consequently, enterprises ought to prioritize the efficacy of their products, persist in advancing their technological

proficiencies, and uphold transparency and integrity in their communications to establish and perpetuate customer trust in the brand.

In addition, the findings elucidate that brand credibility does not exert a direct influence on brand loyalty. This outcome implies that mere possession of a trustworthy brand may be inadequate to ensure sustained customer fidelity. Hence, organizations must collaboratively endeavor to cultivate trust through marketing initiatives that enhance consumer perceptions and interactions with the brand in its entirety. Positive brand experiences, consistent branding communication, and the establishment of emotional bonds with consumers can substantially contribute to the development of credibility and the nurturing of enduring relationships with the brand. Prior research indicates that credibility is instrumental in fostering consumer trust and satisfaction, which may subsequently affect their loyalty towards a brand (Haq et al., 2022).

Furthermore, the findings suggest that an individual's sentiments or evaluations regarding a brand significantly influence their loyalty to that brand. This discovery accentuates the necessity of engendering affirmative brand attitudes to promote and sustain consumer loyalty. According to the Theory of Reasoned Action, an individual's attitude is pivotal in determining their intention to engage in a particular behavior, which subsequently impacts the actual occurrence of that behavior (Fishbein & Ajzen, 1975). Therefore, organizations should devise strategies that enhance the brand's perception among consumers, such as emphasizing the brand's innovative offerings, consistent reliability, and overall value proposition. Cultivating a favorable brand image can elevate the probability of customers repurchasing the product and recommending it to others, thereby fostering a more loyal consumer base within the competitive smartphone industry.

CONCLUSION

This research endeavor seeks to investigate the influence of brand credibility on consumer attitudes toward a brand and brand loyalty specifically among users of Samsung smartphones in Samarinda. The results indicate that brand credibility exerts a positive and statistically significant impact on attitudes toward the brand, signifying that consumers who regard a brand as trustworthy and dependable are inclined to form more favorable assessments of the brand. Furthermore, the research demonstrates that attitudes toward the brand positively and significantly influence brand loyalty, implying that affirmative consumer perceptions are pivotal in fostering intentions for repeat purchases and recommendations. Nevertheless, the findings also indicate that brand credibility does not exert a statistically significant direct effect on brand loyalty. This suggests that while consumers may regard Samsung as a credible brand, such perceptions alone are inadequate to directly affect their loyalty behaviors. Additional factors, including individual preferences, product characteristics, and competitive alternatives, may also play a significant role in shaping consumer loyalty. Collectively, these findings underscore the necessity of nurturing positive consumer attitudes to fortify brand loyalty. While the establishment of brand credibility remains crucial, it is imperative for companies to emphasize the delivery of consistent brand experiences, uphold product quality, and cultivate emotional connections with consumers to promote favorable attitudes toward the brand. Despite its contributions,

this study is not without limitations. The research is confined to Samsung smartphone users in Samarinda, which may limit the generalizability of the findings to other geographic regions or demographic groups. Moreover, the reliance on cross-sectional data may inadequately capture the evolution of consumer perceptions over time. Consequently, future investigations are advocated to explore diverse contexts, incorporate additional variables, and employ longitudinal methodologies to attain a more profound comprehension of consumer behavior within the smartphone sector.

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