

The Influence of Brand Awareness & Brand Image on Brand Trust and Customer Loyalty

Prasetyo Wimar Eko Cahyono¹, M. Taufiq Noor Rokhman², Novita Rifaul Kirom³

¹ Master Program Departement of Magister Management, Wisnuwardhana University, Malang Indonesia

*Corresponding Author: wimarprasetyo@gmail.com

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ABSTRAK

Penelitian ini mengkaji bagaimana kesadaran merek dan citra merek memengaruhi loyalitas pelanggan di Ganesha Bengkel Bospom Malang, dengan kepercayaan merek sebagai variabel mediasi. Tujuan utamanya adalah melihat bagaimana kesadaran dan citra merek berperan dalam membangun kepercayaan pelanggan, serta bagaimana kepercayaan tersebut pada akhirnya memengaruhi loyalitas, khususnya dalam konteks usaha jasa otomotif lokal. Penelitian ini menggunakan pendekatan kuantitatif dengan desain eksplanatori. Data diperoleh melalui penyebaran kuesioner terstruktur kepada 74 pelanggan loyal Ganesha Bengkel Bospom Malang, selanjutnya, data dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa kesadaran merek dan citra merek sama-sama memberikan pengaruh positif dan signifikan terhadap kepercayaan merek. Kepercayaan merek juga terbukti berpengaruh positif dan signifikan terhadap loyalitas pelanggan, serta berperan sebagai variabel mediasi dalam hubungan antara kesadaran dan citra merek dengan loyalitas pelanggan. Temuan ini menunjukkan bahwa loyalitas pelanggan tidak hanya dibentuk oleh persepsi terhadap merek., tetapi juga sangat ditentukan oleh tingkat kepercayaan pelanggan terhadap merek tersebut. Secara praktis, hasil penelitian ini memberi gambaran bagi pelaku usaha jasa terutama di bidang otomotif untuk lebih fokus membangun kesadaran dan citra merek sebagai fondasi dalam memperkuat kepercayaan pelanggan, yang pada akhirnya mendorong loyalitas jangka panjang.

ABSTRACT

This study explores the influence of brand awareness and brand image on customer loyalty at Ganesha Bengkel Bospom Malang, with brand trust positioned as a mediating variable. It mainly aims to understand how brand awareness and brand image contribute to building customer trust, and how that trust,

Keywords: Brand Awareness, Brand Image, Brand Trust, Consumer Loyalty

in turn, shapes customer loyalty, particularly in the context of local automotive service businesses. This study uses a quantitative approach with an explanatory design. Data were gathered through structured questionnaires distributed to 74 loyal customers of Ganesha Bengkel Bospom Malang and then analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach. The results indicate that both brand awareness and brand image have a positive and significant effect on brand trust. Furthermore, brand trust is also found to have a positive and significant effect on customer loyalty, while also acting as a mediator in the relationship between brand awareness and brand image with customer loyalty. These findings suggest that customer loyalty is not shaped solely by how a brand is perceived, but is also strongly influenced by the level of trust customers place in the brand. From a practical standpoint, the results offer useful insights for service businesses—especially in the automotive sector—to place greater emphasis on building brand awareness and brand image as a foundation for strengthening customer trust, which in turn can help foster long-term loyalty.

INTRODUCTION

Customer loyalty is a crucial factor for business sustainability, particularly in service-based industries, where long-term relationships often become a key source of competitive advantage. In the automotive service sector, workshops are not only expected to deliver strong technical quality, but also to build close relationships with customers to encourage repeat visits and generate positive word-of-mouth. As competition among local automotive workshops intensifies, understanding the factors that influence customer loyalty becomes increasingly important.

Brand-related factors are explained within the Customer-Based Brand Equity (CBBE) framework proposed by (Keller, 1993). According to the CBBE theory, brand strength lies in what customers know, feel, and experience about a brand as a result of the accumulation of their experiences. In this model, brand awareness and brand image serve as the two initial dimensions that form the foundation of customer-based brand equity. Durianto et al., (2017) brand awareness is defined as the ability of a potential buyer to recognize or recall a brand as part of a specific product category. Meanwhile, (Aaker, 1991) states that brand image is an intangible asset derived from positive perceptions, customer loyalty, brand awareness, and the strength of brand symbols. These two factors are considered fundamental elements in building brand equity and influencing customer loyalty.

However, empirical findings on the relationship between brand awareness, brand image, and customer loyalty remain inconsistent. Several studies—such as Alhaddad (2015), Hokky & Bernarto (2021), and Fatikhyaid et al. (2019) indicate that brand image has a positive and

significant impact on customer loyalty. In contrast, Bernarto et al. (2020) and Ramadhani & Nurhadi (2022) find that brand image has a positive and significant effect on customer loyalty. This discrepancy suggests that brand image may only shape positive perceptions but does not always lead to loyalty unless such perceptions are supported by positive real experiences or a strong sense of trust in the brand. Customer loyalty requires evidence and service consistency; therefore, a positive image alone is insufficient to retain customers.

Brand trust subsequently emerges as an important factor in explaining how brand perceptions are translated into loyal behavior. According to Aaker (1991), brand trust is part of brand associations that form brand equity, where a high level of trust makes consumers more favorable toward a brand, increases their commitment, and ultimately encourages loyal behavior toward the brand. Within the Customer-Based Brand Equity (CBBE) framework, brand trust is seen as a key mechanism that helps strengthen the link between brand knowledge and behavioral outcomes, such as customer loyalty. Customers with a high level of trust in a brand are more likely to stay loyal, less easily influenced by competitors' offers, and more willing to recommend the brand to others. In service-based businesses, where perceived uncertainty and risk tend to be higher, trust plays an especially important role in sustaining long-term relationships with customers..

Ganesha Bengkel Bospom Malang represents an interesting research context. Despite having relatively limited brand promotion and a modest physical appearance, the workshop is able to maintain a loyal customer base. This phenomenon suggests that customer loyalty is not determined solely by how visible a brand is. Other factors seem to play a stronger role, particularly trust that develops from service experience and consistent performance. Meanwhile, most prior studies that explore the relationship between brand awareness, brand image, and brand trust tend to focus on large corporations, retail brands, or consumer goods industries. Research conducted in the context of local automotive workshops remains limited; therefore, more empirical evidence is needed that reflects the characteristics of small-scale service businesses.

Therefore, This study aims to examine the influence of brand awareness and brand image on customer loyalty, with brand trust serving as a mediating variable, in the context of a local automotive service business. This study seeks to explain the mechanism through which brand perceptions contribute to the formation of customer loyalty through the role of trust.

The novelty of this study lies in its empirical focus on a local automotive workshop and its emphasis on brand trust as a mediating variable within the CBBE framework. By examining a small-scale service business, this study extends the application of branding theory that has predominantly been applied to large companies and highlights the importance of trust in maintaining customer loyalty.

By addressing inconsistencies in previous research findings and applying the CBBE framework in a local service context, this study fills an existing research gap. The findings are expected to contribute theoretically to the development of branding and customer loyalty

literature and provide practical implications for service business owners in designing trust-based strategies to build sustainable customer loyalty.

RESEARCH METHOD

This study uses a quantitative explanatory approach to explore the relationships among brand awareness, brand image, brand trust, and customer loyalty, with Ganesha Bengkel Bospom as the focus of the research, a local automotive service workshop specializing in diesel engine services. The population comprised customers who had previously used the workshop's services. Using a purposive sampling technique, 74 valid responses were collected from customers who had used the services more than once. Data were collected using a structured questionnaire based on a five-point Likert scale.

Brand awareness was measured using three indicators: brand recognition, brand recall, and top-of-mind awareness. Brand image was reflected through corporate image, user image, and service image. Brand trust, on the other hand, was assessed based on brand characteristics, company characteristics, and the consumer-brand relationship. Customer loyalty was evaluated using indicators such as repurchase intention, cross-service usage, word of mouth, and resistance to competitors. The data were then analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS. The analysis included an assessment of the measurement model covering validity and reliability as well as the structural model to examine both direct and mediating effects.

Table 1. Questionnaire Items

Variable	Item
Brand Awareness (Aaker, 1991; Handayani, 2010)	I can recognize the name of this workshop when I see its logo or symbol.
	I feel familiar with the name of this workshop.
	I have heard or seen the name of this workshop through certain media.
	I can recall the name of this workshop without assistance.
	I can mention this workshop when asked about diesel engine specialists.
	This workshop's name is easier to remember compared to other similar workshops.
	This workshop is my primary choice when I need diesel vehicle service.
	This workshop is the first name that comes to mind when thinking about diesel service.
	I remember this workshop more than other diesel workshops.
Brand Image (Kotler & Keller, 2012)	This workshop has a good reputation in the community.
	This workshop is professionally managed and trustworthy.
	This workshop has high credibility as a business.
	This workshop is used by customers from various backgrounds.
	Customers of this workshop are individuals who value service quality.

	Users of this workshop understand diesel engine needs.
	The services provided by this workshop are of high quality.
	This workshop provides appropriate solutions for my diesel vehicle problems.
	The service meets my expectations and needs.
Brand Trust (Lau & Lee, 1999)	I believe this workshop provides reliable service.
	The workshop delivers consistent service results over time.
	This workshop fulfills its promises and commitments.
	The workshop is managed by competent and experienced professionals.
	The information provided is honest and transparent.
	The workshop is oriented toward customer satisfaction.
	I feel comfortable entrusting my vehicle to this workshop.
	I have a good relationship with this workshop as a customer.
Customer Loyalty (Griffin, 2005)	The workshop treats me well and understands my needs.
	I plan to continue using this workshop in the future.
	I have used this workshop's services several times.
	I will return if my vehicle experiences problems.
	I am interested in trying other services offered by this workshop.
	I use more than one type of service at this workshop.
	I would consider using all maintenance services provided.
	I would be willing to recommend this workshop to friends or family.
	I have recommended this workshop to others.
	This workshop deserves to be recommended to other diesel vehicle users.
	I am not interested in switching despite competitors' promotions.
	I will continue choosing this workshop even if similar ones are nearby.
I believe this workshop is the best choice for my vehicle.	

RESULT

a. Respondent Characteristics

This study involved 74 loyal customers of Ganesha Bengkel Bospom as respondents. The demographic characteristics were analyzed to provide an overview of the customer profile.

Table 2 Respondent Characteristics

Characteristics	Category	Freq	Percentage (%)
Gender	Male	64	86.5
	Female	10	13.5
Age	<25 years	7	9.5
	25–35 years	30	40.5
	36–45 years	22	29.7
	>45 years	15	20.3
Occupation	Private Employee	28	37.8

	Entrepreneur	25	33.8
	Government Employee	8	10.8
	Others	13	17.6
	Service Usage Freq	2–3 times	26
	4–5 times	24	32.4
	> 5 times	24	32.4

Source: Primary Data Processed by the author, 2025

The results show that most of the respondents were male (86.5%), which reflects the dominant customer segment in diesel automotive services. Most respondents were in the 25–35 years age group (40.5%), suggesting that the workshop primarily serves customers in their productive working age. In terms of occupation, private employees (37.8%) and entrepreneurs (33.8%) represented the largest customer groups. Regarding service usage frequency, 64.8% of respondents had visited the workshop more than three times, indicating that most participants were repeat customers. This suggests that the respondents had enough experience to evaluate brand awareness, brand image, brand trust, and customer loyalty with reasonable accuracy.

b. Hypothesis Test

This study examines the impact of brand awareness (X1) and brand image (X2) on customer loyalty (Y), with brand trust (Z) as a mediating variable, using SmartPLS-based Structural Equation Modeling (SEM). The initial stage involved validating the measurement model (outer model) through convergent and discriminant validity tests. All constructs recorded AVE values above the 0.50 threshold, indicating that convergent validity was achieved. In addition, all indicators showed loading factors above 0.7, reflecting strong indicator reliability. Discriminant validity was assessed using HTMT ratios—each below 0.9—as well as cross-loadings, both of which confirmed clear distinctions between constructs. Reliability testing further showed that the measurement instruments were consistent. Cronbach’s Alpha and Composite Reliability values for all constructs ranged from 0.883 to 0.957, exceeding the recommended threshold of 0.70. Overall, these results indicate that the indicators are reliable for measuring X1, X2, Z, and Y.

Table 3 R-Square Score

Variable	R-square
Brand Trust (Z)	0.461
Customer Loyalty (Y)	0.596

Based on the table above, the R² value for the Brand Trust variable is 0.461, indicating that it falls within the moderate category. The R² value for the Customer Loyalty variable is 0.596, in the moderate or moderate category. The results show that the variables that explain Brand Trust are 46.1%. In the moderate category, the variables that explain Customer Loyalty are 69.3%, and in the moderate category.

- H_1 : Brand Awareness (X1) has a positive and significant effect on Brand Trust (Z) at Ganesha Bospom Workshop Malang (original sample = 0.351, T-statistic = 3.353, P-value = 0.001 < 0.05). Thus, Hypothesis 1 is accepted, meaning that higher brand awareness is associated with stronger brand trust.
- H_2 : Brand Image (X2) has a positive and highly significant effect on Brand Trust (Z) at Ganesha Bospom Workshop Malang (original sample = 0.431, T-statistic = 4.915, P-value = 0.000 < 0.05). Accordingly, Hypothesis 2 is accepted, indicating that brand image positively influences brand trust.
- H_3 : Brand Awareness (X1) has a positive and significant effect on Customer Loyalty (Y) at Ganesha Bospom Workshop Malang (original sample = 0.224, T-statistic = 2.088, P-value = 0.037 < 0.05). Therefore, Hypothesis 3 is accepted, showing that brand awareness contributes positively to customer loyalty.
- H_4 : Brand Image (X2) has a positive and highly significant effect on Customer Loyalty (Y) at Ganesha Bospom Workshop Malang (original sample = 0.403, T-statistic = 3.205, P-value = 0.001 < 0.05). Thus, Hypothesis 4 is accepted, indicating that brand image has a positive impact on customer loyalty.
- H_5 : Brand Trust (Z) has a positive and significant effect on Customer Loyalty (Y) at Ganesha Bospom Workshop Malang (original sample = 0.285, T-statistic = 2.855, P-value = 0.004 < 0.05). Therefore, Hypothesis 5 is accepted, meaning that higher brand trust leads to greater customer loyalty.

DISCUSSION

a. The Influence of Brand Awareness on Brand Trust

The results of the structural model show that Brand Awareness (X1) has a significant effect on Brand Trust (Z), with a p-value of 0.001 ($p < 0.05$) and a positive path coefficient of 0.351. This indicates that higher brand awareness—reflected in brand recognition, brand recall, and top-of-mind awareness—directly and positively contributes to customer trust in the Bengkel Ganesha Bospom Malang brand.. The higher the customers' ability to recognize, recall, and consider this workshop as their primary choice, the higher their confidence in the reliability of the services, consistency of results, competence of the technicians, transparency of information, and the overall relationship with the workshop. Furthermore, all indicators and dimensions within the Brand Awareness construct have outer loading values above 0.7, indicating that the measurement instruments have successfully represented the Brand Awareness construct very well in a reflective manner. The dimensions of brand recognition, brand recall, and top-of-mind awareness are strongly reflected by their indicators, and this strength forms a significant causal relationship with Brand Trust.

Although the level of brand awareness of Bengkel Ganesha Bospom Malang is still considered moderate to fairly good among regular customers (as indicated by the average score of 3.535), these results confirm that repeated service experiences have built a sufficient awareness foundation to strengthen customer trust. This finding does not diminish the importance of brand awareness as an initial stage in forming positive perceptions, because

without basic awareness, it is difficult for customers to develop deep trust in a brand. Based on the Customer-Based Brand Equity (CBBE) framework proposed by Kevin Lane Keller, brand awareness represents the most fundamental element in the brand equity pyramid, serving as a prerequisite for developing brand associations, including trust. High brand awareness allows customers to more easily associate positive attributes, such as reliability and competence, with a particular brand, thereby increasing their confidence that the workshop can consistently fulfill its service promises. In the context of specialized diesel engine services such as Bengkel Ganesha, where customer decisions are often based on technical experience and long-term trust, brand awareness functions as an initial credibility step that accelerates the formation of trust.

The findings of this study are in line with several previous empirical studies that show a positive and significant effect of brand awareness on brand trust. For example, Baisyir (2021), In a study of hand and body lotion consumers, it was found that brand awareness significantly influences brand trust, which in turn affects customer loyalty. Similarly, other studies such as Bernarto et al., (2020) confirmed that brand awareness has a positive influence on brand trust because awareness creates familiarity, which reduces perceived risk and increases confidence in a brand. Although the context of a local automotive workshop has unique characteristics—where direct service experience tends to be more dominant than mass advertising—the same pattern still applies. Brand recognition developed through repeated visits and organic recommendations has strengthened customers' trust in the technical competence and integrity of the workshop. Overall, the results of this study suggest that, although the brand awareness of Bengkel Ganesha has not yet reached a strong top-of-mind position among the general public, among experienced customers this awareness is sufficiently strong to build solid trust. This finding highlights the importance of maintaining consistent service quality so that awareness formed through direct experience continues to strengthen trust, which ultimately supports long-term customer loyalty.

b. The Effect of Brand Image on Brand Trust

The results of the structural model testing show that the Brand Image variable (X2) has a significant effect on Brand Trust (Z), with a p-value of 0.000 ($p < 0.05$) and a positive path coefficient of 0.431. This suggests that, in this context, positive perceptions of brand image—reflected in corporate image, user image, and product image—contribute directly to strengthening brand trust—statistically provide a direct and positive contribution to the level of customer trust in the Bengkel Ganesha Bospom Malang brand. The better customers perceive the workshop's reputation, professionalism in management, business credibility, the characteristics of customers who are selective about quality, as well as the high quality of services and appropriate solutions to diesel vehicle problems, the higher their confidence in the reliability of services, consistency of results, competence of technicians, transparency of information, customer satisfaction orientation, and the sense of comfort and good relationship with the workshop.

Furthermore, all indicators and dimensions within the Brand Image construct have outer loading values above 0.7, indicating that the measurement instruments used have successfully represented the Brand Image construct very well and strongly in a reflective manner. The dimensions of corporate image, user image, and product image are well represented by their respective indicators, and this is reflected in a strong and significant relationship with Brand Trust. Although the brand image of Bengkel Ganesha Bospom Malang is perceived as fairly positive by regular customers (with an average score of 3.734 and a majority agreement percentage of 60–69%), these findings confirm that customers' direct service experiences have formed a solid brand image, which subsequently becomes a primary foundation for building trust. This finding underscores the importance of a positive brand image in helping reduce perceived risk, increasing positive expectations, and accelerating the process of trust formation, particularly in technical services such as diesel engine repair, where reliability and transparency are crucial.

In the context of specialized automotive services such as diesel workshops, brand image functions as an initial signal that the workshop is reliable, competent, and customer-oriented, thereby increasing customers' confidence that service promises will be consistently fulfilled. A strong corporate image (good reputation and professional management) and a positive product image (high-quality services and appropriate solutions) become the main drivers, while the user image reinforces the perception that the workshop is suitable for customers who understand diesel engine requirements. The findings of this study are consistent with several previous empirical studies, including Alhaddad (2015) which found that brand image has a positive and significant effect on brand trust, and that both brand image and brand trust, in turn, positively influence brand loyalty. Overall, the results suggest that the brand image of Bengkel Ganesha Bospom Malang—shaped largely by customers' direct experiences, such as its reputation, professionalism, quality of solutions, and selective customer base—plays a central role in building brand trust. This highlights the need to maintain and strengthen that image through consistent service, transparency, and communication that reflects both technical competence and a clear customer focus. With that in place, the trust that has been built can continue to deepen and support long-term customer loyalty. Even though the workshop operates on a relatively small, local scale with limited promotional efforts, the positive image held by its regular customers has proven enough to foster strong and well-established trust.

c. The Effect Brand Awareness on Customers Loyalty

The results of the structural model testing show that the Brand Awareness variable (X1) has a significant effect on Customer Loyalty (Y), with a p-value of 0.037 ($p < 0.05$) and a positive path coefficient of 0.224. This indicates that, in the context of this study, the level of brand awareness (including brand recognition, brand recall, and top-of-mind awareness) statistically provides a direct and positive contribution to the customer loyalty of Bengkel Ganesha Bospom Malang. The higher the customers' ability to recognize the workshop name,

recall it without assistance, and consider it as their primary option, the stronger the loyalty behaviors such as repurchase intention, openness to additional services, recommendations to others, and resistance to competitors.

All indicators and dimensions within the Brand Awareness construct have outer loading values above 0.7, indicating that the measurement instrument has reflectively represented the Brand Awareness construct very well. The dimensions include brand recognition, brand recall, and top-of-mind awareness are strongly reflected by their indicators, and this strength is translated into a significant causal relationship with Customer Loyalty. These findings confirm that brand awareness of Bengkel Ganesha Bospom Malang (average score of 3.535, categorized as moderate to fairly good among regular customers) has become an important foundation that directly encourages high customer loyalty (average score of 3.829), particularly in the dimensions of resistance to competitors and cross-buying. The results suggest that brand awareness directly strengthens customer commitment, especially in specialized local services where familiarity reduces perceived risk and increases customer preference.

This finding is in line with previous empirical studies, such as Bernarto et al. (2020), which show that brand awareness and brand trust have a positive and significant effect on brand loyalty, while brand image does not have a significant impact on brand loyalty. Overall, the results suggest that although the brand awareness of Bengkel Ganesha Bospom Malang is not yet dominant among the general public, it has successfully generated a direct influence on the loyalty of regular customers (mostly customers with more than six months of experience and at least two service visits). This highlights the importance of maintaining and strengthening brand awareness through local promotional activities to further enhance loyalty.

d. The Effect of Brand Image on Customer Loyalty

The results of the structural model testing show that the Brand Image variable (X2) has a significant effect on Customer Loyalty (Y), with a p-value of 0.001 ($p < 0.05$) and a positive path coefficient of 0.403. This suggests that positive perceptions of brand image—covering corporate image, user image, and product image—directly and positively contribute to customer loyalty at Bengkel Ganesha Bospom Malang. The better customers perceive the workshop's reputation, professional management, business credibility, selective customer characteristics, and high-quality diesel repair solutions, the stronger the loyalty behaviors such as repurchase intentions, openness to additional services, recommendations to others, and resistance to competitors. All indicators and dimensions within the Brand Image construct have outer loading values above 0.7, indicating that the measurement instrument has reflectively represented the Brand Image construct very well. The dimensions of corporate image, user image, and product image are strongly reflected by their indicators and translated into a significant causal relationship with Customer Loyalty.

The findings confirm that the brand image of Bengkel Ganesha Bospom Malang (average score of 3.734, with a majority agreement level of 60–69%) has become a major driver of high customer loyalty (average score of 3.829), particularly in the dimensions of resistance to competitors and cross-buying. These results indicate that customers' direct service experiences have formed a strong brand image, especially in terms of professional reputation, quality of technical solutions, and the perception that the workshop is suitable for diesel vehicle users.

This finding is consistent with earlier studies, such as Pramana (2024), which show that both brand awareness and brand image have a positive and significant effect on brand trust and brand loyalty. In addition, brand trust not only has a direct impact on loyalty but also serves as a mediator in the relationship between the independent variables and loyalty. Overall, the results highlight that the brand image of Bengkel Ganesha Bospom Malang—shaped by customers' direct experiences, including its reputation, professionalism, quality of technical solutions, and a more selective user perception—plays a key role in strengthening customer loyalty..

e. The Effect of Brand Trust on Customer Loyalty

The results of the structural model testing show that the Brand Trust variable (Z) has a significant effect on Customer Loyalty (Y), with a p-value of 0.004 ($p < 0.05$) and a positive path coefficient of 0.285. This indicates that customer trust in the brand of Bengkel Ganesha Bospom Malang (including brand characteristics, company characteristics, and consumer–brand relationships) statistically provides a direct and positive contribution to customer loyalty. Higher levels of customer confidence in service reliability, consistency of results, expertise of technicians, transparency of information, customer satisfaction orientation, comfort in entrusting their vehicles, and strong relationships with the workshop lead to stronger loyalty behaviors such as repurchase intentions, cross-buying, recommendations to others, and resistance to competitors.

All indicators and dimensions within the Brand Trust construct have outer loading values above 0.7, indicating that the measurement instrument has reflectively represented the construct very well. The dimensions of brand characteristics, company characteristics, and the consumer–brand relationship are well represented by their indicators, and this is reflected in a significant relationship with Customer Loyalty. The findings confirm that the brand trust of Bengkel Ganesha Bospom Malang (average score of 3.800, particularly in the company characteristic dimension) has become a major driver of high customer loyalty (average score of 3.829). Customers' direct service experiences have built strong trust, which directly strengthens long-term commitment, especially in specialized technical services such as diesel engine repair, where reliability, transparency, and competence are critical factors in reducing perceived risk and maintaining customer retention.

The indirect effect test shows that Brand Awareness (X1) has a significant influence on Customer Loyalty (Y) through Brand Trust (Z) as a mediating variable, with an indirect path

coefficient of 0.100 and a p-value of 0.028 ($p < 0.05$). This suggests that brand awareness contributes to customer loyalty by strengthening brand trust. Similarly, Brand Image (X2) also has a significant indirect effect on Customer Loyalty (Y) through Brand Trust (Z), with an indirect path coefficient of 0.123 and a p-value of 0.028 ($p < 0.05$). This suggests that positive brand image increases customer loyalty by strengthening brand trust.

These findings are in line with previous studies, such as Baisyir (2021) and (Chusniartiningih & Andjarwati (2019) which show that brand awareness and brand image have a significant effect on brand trust, and that brand trust, in turn, influences customer loyalty. Overall, the results highlight that brand trust acts as a key mechanism in strengthening customer loyalty at Bengkel Ganesha Bospom Malang. Trust that is built through technical competence, transparent information, and strong personal relationships with customers plays an important role in sustaining long-term loyalty. With a strong trust foundation, the workshop can more effectively retain existing customers while attracting new customers through organic recommendations, thereby strengthening competitiveness in the local diesel service market.

CONCLUSION AND RECOMMENDATION

Conclusions

Based on the results of the analysis conducted in this study, several conclusions can be drawn :

1. Brand Awareness (X1) shows a positive and significant influence on Brand Trust (Z). This means that as brand awareness increases—through recognition, recall, and top-of-mind presence—customers tend to place greater trust in the Bengkel Ganesha Bospom Malang brand.
2. Brand Image (X2) has a positive and significant impact on Brand Trust (Z). In other words, a stronger and more favorable brand image—reflected in corporate image, user image, and product image—can help build higher levels of customer trust.
3. Brand Trust (Z) positively and significantly affects Customer Loyalty (Y). This indicates that greater trust in the brand leads to higher levels of customer loyalty.
4. Brand Trust (Z) partially mediates the effect of Brand Awareness (X1) on Customer Loyalty (Y). This finding explains that brand awareness increases customers' trust in the brand, which subsequently enhances customer loyalty.
5. Brand Trust (Z) partially mediates the effect of Brand Image (X2) on Customer Loyalty (Y). This indicates that a positive brand image increases customers' trust in the brand, which in turn strengthens customer loyalty.

Recommendations

1. The results of this study offer empirical support for the Customer-Based Brand Equity (CBBE) framework, showing that brand awareness and brand image function as key foundational elements, while brand trust serves as the primary mediator in driving

- customer loyalty, particularly in the context of specialized diesel engine workshop services.
2. Future studies are encouraged to further investigate factors that may strengthen the mediating role of brand trust, such as the quality of technical services, such as technical service quality, customer satisfaction, or direct service experience. Future studies may also integrate additional variables to enrich the CBBE model within the context of local automotive workshops.
 3. The workshop should enhance brand awareness through more intensive local promotional activities, such as utilizing social media platforms, improving the attractiveness of signage, implementing referral programs, collaborating with diesel vehicle user communities, and showcasing customer testimonials. These efforts can strengthen the brand image and expand customer loyalty to new market segments.
 4. The workshop should continuously strengthen brand trust by maintaining consistent diesel service quality, ensuring transparency in cost information and repair processes, enhancing the competence and experience of technicians, providing fast and friendly complaint handling, and conducting post-service follow-ups. These strategies can help maintain high levels of customer loyalty, increase customer recommendations, and sustain long-term customer retention.

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