

Customer Loyalty in Wood Furniture SMEs: The Role of Word of Mouth, Brand Image, and Consumer Trust

Citra Dewi Arventha Putri¹, Siti Chamidah², La Ode Sugianto^{3*}

^{1,2,3} Muhammadiyah University of Ponorogo, Indonesia

*Corresponding Author: laodesugianto@umpo.ac.id

Article History

Received: 10-07-2026

Revised: 03-08-2026

Published: 30-08-2026

Keywords: *Word of Mouth; Brand Image; Consumer Trust; Customer Loyalty*

ABSTRACT

Increasing competition among Micro, Small, and Medium Enterprises (MSMEs) requires business owners to strengthen customer loyalty as a sustainable competitive advantage. Customer loyalty is influenced not only by product quality but also by positive customer communication, brand image, and consumer trust. This study aims to examine the influence of word of mouth, brand image, and consumer trust on customer loyalty at UD. Citra Bagus Wooden Furniture MSME. A quantitative approach was employed using a survey of 120 customers selected through purposive sampling. Data were analyzed using multiple linear regression with SPSS version 25. The findings indicate that word of mouth, brand image, and consumer trust have positive and significant effects on customer loyalty, both partially and simultaneously. These findings suggest that strengthening positive customer communication, improving brand image, and building consumer trust contribute significantly to sustainable customer loyalty. The results provide practical implications for MSME managers in developing long-term customer relationship strategies to enhance business competitiveness.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are key drivers of the national economy, contributing to job creation, increased public income, and the strengthening of regional economic structures. MSMEs have also demonstrated a high capacity to adapt to changing business environments, making the sector relatively resilient across various economic conditions (Mutmainnah & Utomo, 2024; Purmono, 2023). Increasingly fierce business competition compels MSMEs to focus not only on boosting sales but also on maintaining customer loyalty as a strategic corporate asset. Customer loyalty reflects a consumer's commitment to making consistent repeat purchases, recommending the product to

others, and continuing to choose the product despite the availability of numerous alternatives from competitors (Dwi Gemina & Rahmawati, 2024).

From a modern marketing perspective, customer loyalty is influenced by various factors that shape consumer perceptions and experiences during interactions with a company. Among these factors, word of mouth, brand image, and consumer trust are the most widely studied determinants, as they are capable of fostering long-term relationships between the company and its customers (Siregar & Mappadeceng, 2021; Abidin & Ramli, 2025). Word of mouth is regarded as a form of consumer-to-consumer communication that holds greater credibility than corporate promotions, as it stems from actual customer experiences. Positive information shared by customers can boost the confidence of prospective buyers, accelerate the purchasing decision process, and foster customer loyalty (Salsabila, 2024; Abidin & Ramli, 2025; Anom, 2025). In addition to word of mouth, brand image plays a crucial role in shaping positive consumer perceptions regarding product quality, corporate reputation, and a brand's competitive advantage. A strong brand image can boost consumer confidence, thereby driving repeat purchases and strengthening customer loyalty (Fitriani & Novitaningtyas, 2022; Harjati, 2020; La Ode Sugianto et al., 2021).

Another equally important factor is consumer trust. Consumer trust reflects the belief that a company is capable of fulfilling its promises, maintaining product quality, and providing consistent service. The higher the level of consumer trust, the greater the opportunity for the company to establish long-term relationships that foster customer loyalty (Susanto, 2024; Tyas Pratiwi Eka Sari, 2022). UD. Citra Bagus is a wooden furniture MSME in Ponorogo Regency that markets its products through a combination of product quality and customer recommendations. Most consumers discover products through recommendations from family or previous customers, while the company's image is built on the quality of raw materials, precision craftsmanship, and consistent service. This situation suggests that customer loyalty toward this MSME is likely influenced by customer communication, brand image, and the level of consumer trust.

Although the relationships among word of mouth, brand image, consumer trust, and customer loyalty have been extensively studied, prior research findings remain inconsistent. Some studies have identified a significant positive influence, whereas others report that neither brand image nor consumer trust has a direct effect on customer loyalty. These divergent results indicate a research gap requiring further investigation, particularly within the context of wood furniture MSMEs.

The novelty of this study lies in the simultaneous examination of the effects of word of mouth, brand image, and consumer trust on customer loyalty within wooden furniture MSMEs, an area of research that remains relatively limited compared to studies in the service or trade sectors. The findings are expected to provide an empirical contribution to the advancement of marketing management knowledge and serve as a foundation for MSMEs to formulate customer relationship-based marketing strategies.

RESEARCH METHODS

This study employs a quantitative approach with an explanatory research design, specifically, research aimed at explaining the causal relationships among word of mouth, brand image, consumer trust, and customer loyalty through empirical hypothesis testing (Hair & Alamer, 2022; Kante & Michel, 2023). A quantitative approach was selected because it enables the objective measurement of relationships between variables through statistical analysis, allowing research findings to be generalized to populations with similar characteristics (Hair & Alamer, 2022; Hubona et al., 2021). The object of this study is the wooden furniture MSME UD. Citra Bagus located in Pintu Village, Jenangan District, Ponorogo Regency, East Java, operates in the wooden furniture manufacturing industry.

The study population comprises all consumers who have purchased products from the wooden furniture MSME UD. Citra Bagus. As the total population size is unknown, the sample was determined using purposive sampling a technique based on specific characteristics relevant to the research objectives (Kante & Michel, 2023; Ledesma et al., 2021). Research respondents were selected based on three criteria: having purchased products from UD. Citra Bagus at least once, being at least 17 years old, and being willing to voluntarily complete the research questionnaire. Based on these criteria, 120 respondents were obtained who met the requirements to serve as the research sample.

Primary data were obtained through the online distribution of questionnaires using Google Forms, while secondary data were gathered from company documents, scientific literature, and previous research relevant to the study topic (Hair & Alamer, 2022). The research instrument employs a five-point Likert scale ranging from a score of 1 (strongly disagree) to 5 (strongly agree), which is widely used to measure respondents' perceptions, attitudes, and assessments regarding a research construct (White, 2022).

Before hypothesis testing was carried out, all research instruments were tested using a validity test with Pearson Product-Moment correlation to ensure that each indicator was able to measure the research construct accurately (Hair & Alamer, 2022). Subsequently, a reliability test was conducted using Cronbach's Alpha, with a value exceeding 0.70 serving as an indicator that the instrument possesses a good level of internal consistency (Hair & Alamer, 2022; White, 2022). Data analysis was conducted using IBM SPSS Statistics software (version 25) through several stages: descriptive statistical analysis, instrument quality testing, classical assumption testing, multiple linear regression analysis, partial testing (t-test), simultaneous testing (F-test), and the coefficient of determination (R^2) (Hair & Alamer, 2022; Howard & Henderson, 2023). Hypothesis testing was conducted at a 5% significance level ($\alpha = 0.05$) to determine the partial and simultaneous effects of word of mouth, brand image, and consumer trust on the customer loyalty of the wooden furniture MSME, UD. Citra Bagus.

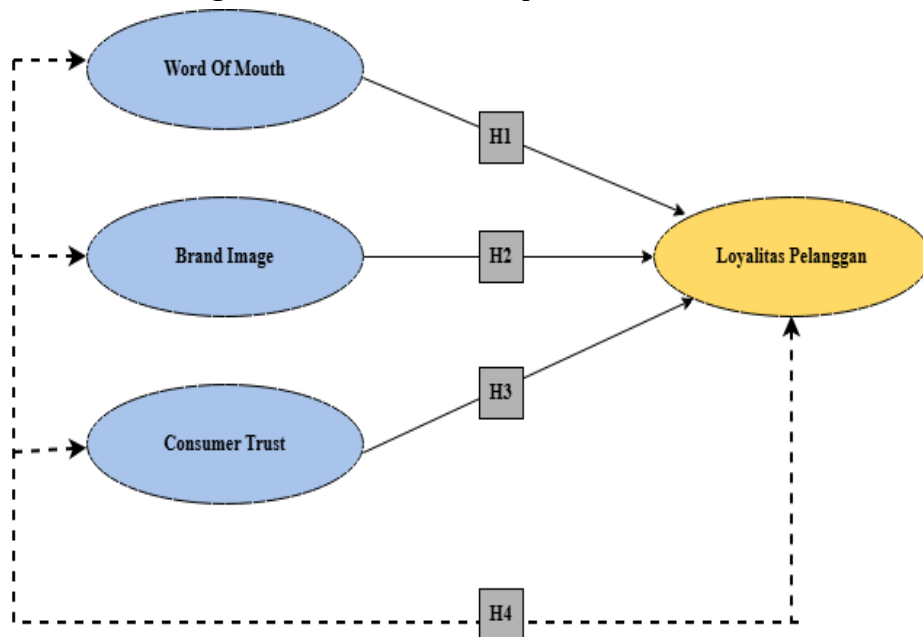
The multiple linear regression analysis model used in the study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Keterangan:

- Y = customer loyalty
- α = Constanta
- $\beta_1 - \beta_3$ = Regression Coefficient
- X_1 = Word of Mouth
- X_2 = Brand Image
- X_3 = Consumer Trust
- ε = Error

Figure 1. Research Conceptual Framework



RESULT ANF DISCUSSION

Result

Instrument Quality Test

Before hypothesis testing, all research instruments were subjected to validity and reliability tests.

Table 1. Data Validity Test

Variable	Butir	R _{Statistic}	R _{Table}	Information
Word of Mouth (X1)	1	0,765	0,179	Valid
	2	0,834	0,179	Valid
	3	0,820	0,179	Valid
Brand Image(X2)	1	0,896	0,179	Valid
	2	0,815	0,179	Valid
	3	0,871	0,179	Valid
Consumer Trust (X3)	1	0,814	0,179	Valid
	2	0,853	0,179	Valid
	3	0,67	0,179	Valid
Customer Loyalty (Y)	1	0,873	0,179	Valid

	2	0,817	0,179	Valid
	3	0,844	0,179	Valid

Source: Primary data processed using SPSS 25.00, 2026

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Criteria	Information
Word of Mouth (X1)	0,716	0,600	Reliable
Brand Image (X2)	0,825	0,600	Reliable
Consumer Trust (X3)	0,799	0,600	Reliable
Customer Loyalty (Y)	0,798	0,600	Reliable

Source: Primary data processed using SPSS 25.00, 2026

The analysis results show that all indicators in the variables word of mouth, brand image, consumer trust, and customer loyalty have correlation values that meet validity criteria, thus accurately measuring the research constructs. Furthermore, all variables have Cronbach's Alpha values above the minimum required limit, thus declaring the instrument reliable and suitable for use in the next stage of analysis.

Classical Assumption Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		117
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,78136019
Most Extreme Differences	Absolute	,164
	Positive	,074
	Negative	-,164
Test Statistic		,164
Asymp. Sig. (2-tailed)		,000 ^c

Source: Primary data processed using SPSS 25.00, 2026

Table 4. Multicollinearity Test Results

Coefficients ^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	X1	,417	2,396
	X2	,354	2,828
	X3	,377	2,652

a. Dependent Variable: Loyalitas Pelanggan

Source: Primary data processed using SPSS 25.00, 2026

Table 5. Heteroskedastisitas Test

Coefficients^a					
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	
<i>Model</i>		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>
1	(Constant)	1,117	,457		2,443
	X1	-,082	,043	-,271	-1,905
	X2	-,001	,050	-,002	-,011
	X3	,037	,053	,105	,700

a. Dependent Variable: ABS_RES

Source: Primary data processed using SPSS 25.00, 2026

The normality test results indicate that the research data satisfy the assumption of a normal distribution. The multicollinearity test also shows that all independent variables have Tolerance values above 0.10 and Variance Inflation Factor (VIF) values below 10, indicating the absence of multicollinearity among the independent variables. Furthermore, the heteroscedasticity test results reveal no specific pattern in the residuals, meaning the regression model meets the assumption of homoscedasticity. Thus, the regression model employed satisfies all classical assumptions and is suitable for testing the research hypotheses.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Results

Source: Primary data processed using SPSS 25.00, 2026

Coefficients^a					
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	
<i>Model</i>		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>
1	(Constant)	,621	,669		,927
	(X1)	,292	,063	,323	4,653
	(X2)	,282	,074	,288	3,820
	(X3)	,380	,077	,360	4,939

a. Dependent Variable: Loyalitas Pelanggan (Y)

Coefficient of Determination (R²) Test

Multiple linear regression analysis was employed to determine the extent of the influence of word-of-mouth, brand image, and consumer trust on customer loyalty. The analysis results indicate that all three independent variables possess positive regression

coefficients; this implies that improvements in word-of-mouth communication, a stronger brand image, and higher levels of consumer trust lead to increased customer loyalty. These findings demonstrate that relationship marketing strategies remain a key factor in building customer loyalty within the wooden furniture MSME sector.

Tabel 7. Coefficient of Determination Test (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,879 ^a	,773	,767	,79166

a. Predictors: (Constant), X1, X2, X3

b. Dependent Variable: Loyalitas Pelanggan

Source: Primary data processed using SPSS 25.00, 2026

Based on the coefficient of determination results in the Model Summary table (Table 7 above), an R-square value of 0.773 and an Adjusted R-square value of 0.767 were obtained. This indicates that the independent variables comprising word of mouth (X1), brand image (X2), and consumer trust (X3) explain 76.7% of the variation in the dependent variable, customer loyalty (Y). Meanwhile, the remaining 23.3% is explained by variables outside the research model that were not included in this study. The R-value of 0.879 indicates a very strong relationship between the independent variables and the dependent variable. Thus, the regression model in this study demonstrates a strong ability to explain the influence of word of mouth, brand image, and consumer trust on customer loyalty.

Partial Hypothesis Test

Based on the aggregated data from respondent responses to the questionnaire subsequently processed using SPSS 25.00 the t-test results are as follows:

Table 8. Partial Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	,621	,669		,927	,356
X1	,292	,063	,323	4,653	,000
X2	,282	,074	,288	3,820	,000
X3	,380	,077	,360	4,939	,000

a. Dependent Variable: Loyalitas Pelanggan (Y)

Source: Primary data processed using SPSS 25.00, 2026

Simultaneous Test

The F-test (simultaneous test) is used to test the extent of the simultaneous influence of the independent variables included in the regression model on the dependent variable.

Table 9. Simultaneous Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	241,094	3	80,365	128,228	,000 ^b
	Residual	70,821	113	,627		
	Total	311,915	116			

a. Dependent Variable: Y

b. Predictors: (Constant), X1, X2, X3

Source: Primary data processed using SPSS 25.00, 2026

Discussion

The Influence of Word of Mouth on Customer Loyalty

Partial test results indicate that word of mouth has a positive and significant effect on customer loyalty at the wooden furniture MSME, UD. Citra Bagus. These findings demonstrate that positive communication among consumers boosts customer confidence in making repeat purchases and recommending the business to potential customers. Information derived from actual customer experiences is perceived as more objective than company-led promotions, thereby carrying a higher level of credibility (Hanum et al. 2024; Abidin & Ramli, 2025).

The results of this study align with the research of Salsabila (2024), Abidin and Ramli (2025), and Anom (2025), all of which found that word of mouth has a positive influence on customer loyalty. The more customers provide positive recommendations, the greater the likelihood that other consumers will trust the product's quality, thereby fostering a long-term relationship between the company and the customer.

The Influence of Brand Image on Customer Loyalty

Research findings indicate that brand image has a positive and significant impact on customer loyalty. This suggests that a positive brand image fosters perceptions of quality, instills a sense of pride in using the product, and strengthens customer commitment to making repeat purchases. In the wooden furniture industry, a company's image is built not only through brand identity but also through the quality of raw materials, precision in craftsmanship, and consistency in customer service.

These findings are consistent with research by Fitriani and Novitaningtyas (2022) and La Ode Sugianto et al. (2021), which indicates that brand image is a crucial factor in enhancing customer loyalty by fostering positive perceptions of product quality. Thus, the stronger a company's brand image, the higher the customer loyalty toward the products offered.

The Influence of Consumer Trust on Customer Loyalty

Hypothesis testing results indicate that consumer trust has a positive and significant effect on customer loyalty. High customer trust regarding product quality, price transparency, and the company's commitment to fulfilling orders encourages customers to continue using UD. Citra Bagus products. This demonstrates that trust serves as a fundamental basis for building long-term relationships between the company and its customers (Miranti, 2024; Muhtarom et al., 2022).

These findings support the research of Santoso (2025) and Tyas Pratiwi Eka Sari (2022), which concluded that consumer trust is a key determinant of customer loyalty. Customers with high levels of trust tend to be more tolerant of purchasing risks and more willing to maintain business relationships over the long term.

The Simultaneous Influence of Word of Mouth, Brand Image, and Consumer Trust on Customer Loyalty

The simultaneous test results (F-test) indicate that word of mouth, brand image, and consumer trust collectively exert a positive and significant influence on customer loyalty at the wooden furniture MSME, UD. Citra Bagus. These findings suggest that customer loyalty is not shaped by a single factor but rather results from the interplay between positive consumer-to-consumer communication, a strong brand image, and consumer trust in the company.

These findings reinforce the Stimulus–Organism–Response (S–O–R) theory, which posits that word of mouth, brand image, and consumer trust act as stimuli influencing the consumer's psychological processes (organism), ultimately generating a response in the form of customer loyalty. The more positive the stimuli received by the customer, the greater the likelihood of fostering long-term loyalty.

From a practical standpoint, the study implies that MSME operators should integrate relationship-based marketing strategies by maintaining product quality, strengthening brand image, and building consumer trust through consistent and transparent service. Such strategies not only enhance the loyalty of existing customers but also foster sustained word-of-mouth promotion, thereby expanding the company's market share.

CONCLUSION

This study aims to analyze the influence of word-of-mouth, brand image, and consumer trust on customer loyalty at the wooden furniture MSME, UD. Citra Bagus. Based on the multiple linear regression analysis, it is concluded that word of mouth has a positive and significant effect on customer loyalty. These findings indicate that positive communication among consumers through recommendations and product usage experiences can increase the likelihood of repeat purchases and encourage customers to recommend the products to others. Furthermore, brand image was found to have a positive and significant impact on customer loyalty. A positive brand image supported by perceptions of product quality, business reputation, and service consistency strengthens customer confidence in maintaining a long-

term relationship with the company. This demonstrates that reinforcing brand identity is a crucial strategy for enhancing MSME competitiveness amidst an increasingly competitive market. The study also confirms that consumer trust has a positive and significant influence on customer loyalty. Trust regarding product quality, business integrity, and the company's ability to meet consumer expectations drives the formation of customer commitment to the continued use of UD. Citra Bagus products. These findings underscore the importance of building trust-based relationships as the foundation for customer loyalty in the MSME sector.

Word of mouth, brand image, and consumer trust simultaneously exert a positive and significant influence on customer loyalty. These results indicate that customer loyalty arises from the interaction of various complementary marketing factors. Consequently, MSME operators need to continuously integrate customer communication strategies, brand image enhancement, and efforts to boost consumer trust to foster long-term relationships that drive business sustainability. This study contributes empirically to the development of marketing management research, specifically within the context of wooden furniture MSMEs by demonstrating that the integration of word of mouth, brand image, and consumer trust serves as a crucial determinant in building customer loyalty. Furthermore, these findings expand the empirical evidence regarding the application of the Stimulus–Organism–Response (S–O–R) theory in explaining customer behavior within the MSME sector.

Suggestion

For the wooden furniture MSME UD. Citra Bagus, it is recommended to continuously improve product quality and service to foster positive word-of-mouth. The company also needs to strengthen its brand identity through consistent quality, the use of digital media, and enhanced customer communication, thereby reinforcing its brand image and maintaining customer loyalty. Furthermore, consumer trust should be bolstered through product information transparency, timely order fulfillment, clear pricing, and responsive after-sales service. These efforts are expected to boost satisfaction while strengthening long-term relationships between the company and its customers.

Future researchers are advised to expand the research model by incorporating additional variables such as customer satisfaction, service quality, customer experience, perceived value, or customer engagement as mediating or moderating variables. Subsequent studies could also broaden the scope to include various MSME sectors or employ Structural Equation Modeling (SEM-PLS or CB-SEM) to provide a more comprehensive explanation of the factors influencing customer loyalty.

REFERENCES

- Abidin, R. A., & Ramli, A. H. (2025). The Effect Of Customer Experience, Customer Satisfaction And Word of Mouth On Customer Loyalty, 13(2), 685–702. <https://doi.org/10.37641/jimkes.v13i2.2930>
- Anom, P., Wisnawa, W., Agung, A., Agung, P., & Suardhika, I. N. (2025). The Influence of Word of Mouth (WOM) and Customer Relationship Management (CRM) on

- Customer Loyalty at PT Garuda Sertifikasi Indonesia with Customer Delight as a Mediating Variable.
- Dwi Gemina, Dewi Rahmawati, T. K. (2024). Word of Mouth Based Customer Loyalty, Brand Image, 13(8), 1756–1769.
- Fitriani, D., & Novitaningtyas, I. (2022). Pengaruh Moderasi Brand Image terhadap Hubungan antara Promosi dan Loyalitas pada Pelanggan ShopeeFood di Magelang, 3(2), 39–49.
- Hanum, L., Harahap, N. J., & Halim, A. (2024). Customer Loyalty at Cafe Massa Kok Tong Rantauprapat The Influence of Product, Brand Image, Word of Mouth and Service Quality on Customer Loyalty at Cafe Massa Kok Tong Rantauprapat, 5(2), 5191–5203.
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3). <https://doi.org/10.1016/j.rmal.2022.100027>
- Harjati, L. (2020). The Influence of Brand Image and Brand Trust on Customer Loyalty of NIKE Shoes on Students of KWIK KIAN GIE School of Business Ezra Laurencia Institute of Business and Informatics Kwik Kian Gie, 1–13.
- Hubona, G. S., Schuberth, F., & Henseler, J. (2021). A clarification of confirmatory composite analysis (CCA). *International Journal of Information Management*, 61. <https://doi.org/10.1016/j.ijinfomgt.2021.102399>
- Kante, M., & Michel, B. (2023). Use of partial least squares structural equation modelling (PLS-SEM) in privacy and disclosure research on social network sites: A systematic review. In *Computers in Human Behavior Reports* (Vol. 10). Elsevier B.V. <https://doi.org/10.1016/j.chbr.2023.100291>
- La Ode Sugianto, Titin Eka Ardiana, D. P. W. (2021). The Effect of Brand Image and Product Quality on Purchase Decision, 2022(1), 56–64. <https://doi.org/10.29040/ijebar.v6i2.4327>.
- Ledesma, R. D., Ferrando, P. J., Trógolo, M. A., Poó, F. M., Tosi, J. D., & Castro, C. (2021). Exploratory factor analysis in transportation research: Current practices and recommendations. *Transportation Research Part F: Traffic Psychology and Behaviour*, 78, 340–352. <https://doi.org/10.1016/j.trf.2021.02.021>
- Miranti, T. (2024). The Influence Of Brand Image And Customer Trust On Customer Loyalty Through Customer Satisfaction With Gender As A Moderation Variable, 18(1), 171–185.
- Muhtarom, A., Cholidah, L. N., Priambodo, W., & Agustin, W. (2022). The Influence of Word of Mouth Communication, Service Quality, Consumer Trust and Brand Image on Customer Loyalty Mediated by Customer Satisfaction of Tempe Cracker MSMEs at UD Dua Putra, Menongo Village, Sukodadi District (Partial Least Square Method Analysis), 115–127.
- Purmono, B. B. (2023). Does Innovation Capability and Technology Capabilities Affect The Marketing Performance Of Smes In Indonesia?, 12(03), 214–229.
- Siregar, A. I., & Mappadeceng, R. (2021). The Influence of Brand Image, Trust, Electronic Word of Mouth On Consumer Loyalty of Jambi Typical Souvenirs (Outlet Temphoyac), 5 (September), 512–518. <https://doi.org/10.33087/ekonomis.v5i2.407>
- Santoso, R. P. (2025). The Role of Brand Trust and Customer Relationships in Increasing

-
- Consumer Loyalty to Local Culinary MSMEs in Kediri City, 10(10), 148–156.
- Susanto, E. F., Rouly, D., & Pandjaitan, H. (2024). The Effect of Trust on Customer Loyalty through Customer Satisfaction, 203–210. <https://doi.org/10.37641/jimkes.v12i1.2404>
- Tyas Pratiwi Eka Sari, K. (2022). The Influence of CRM on Customer Loyalty with Customer Trust as a Mediating Variable in Online Shops, 12(2), 124–141.
- White, S. J. (2022). Developing a study protocol for research using conversation analysis to examine clinical consultations. *Research Methods in Applied Linguistics*, 1(3). <https://doi.org/10.1016/j.rmal.2022.100028>