

# THE EFFECT OF BRAND TRUST, BRAND IMAGE, BRAND PERCEIVED VALUE, BRAND REPUTATION AND BRAND EXPERIENCE ON BRAND LOYALTY.

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- **Abstract:** In this era full of advance technology, there is variety of laptops brand had produced. The laptops are produced in either high or poor quality with branded. The customers have right in judging the quality towards the laptops. Customers also have their own criteria and requirements in order to make a purchase decision on laptop. Somehow, most of laptop companies do not meet the laptop users' requirement when the users purchased and used it. When the laptop does not relative to the customer needs and wants, the laptop company probably lost their customers. Therefore, to satisfy the customers and make the customer loyal towards the laptop brand, the company should concern on customer expectations such as customer brand trust, brand image, brand perceived value, brand reputation and brand experiences. These customers expectation will influence on the customer loyalty towards a laptop brand. In this research, convenience sampling research design has been implemented and about 265 respondents who the laptop users targeted randomly in Imago, Suria Sabah, One Borneo and Karamusing at Kota Kinabalu. Structured questionnaire used during survey session. Structured questionnaire used during survey session. Simple regression analyses were conduct to assess each of independent components in this study. Brand trust does not significant with brand loyalty ( $B=0.054$ ,  $t=0.902$ ,  $p=0.368$ ). It was also found that brand image was significant with brand loyalty in positive relationship ( $B=0.259$ ,  $t=4.020$ ,  $p=0.000$ ). Brand perceived value was significant and shows positive relationship with brand loyalty ( $B=0.133$ ,  $t=2.552$ ,  $p=0.011$ ). Conversely, brand reputation does not significant with brand loyalty ( $B=0.067$ ,  $t=1.040$ ,  $p=0.299$ ). Finally, brand experience was significant and shows positive relationship with brand loyalty ( $B=0.425$ ,  $t=8.399$ ,  $p=0.000$ ). Limitation in this study we had difficulties to find respondents who have laptop, the respondents were did not understand and confuse to answer the questionnaires and some of respondents were not interested to fill the questionnaires. As recommendations, the researcher must more focus towards people that have higher education or workers that have use laptops. The questionnaire also needs clearly stated and more understand by the respondent.

- **Keywords:** laptops brand, customer brand trust, brand image, brand perceived value, brand reputation and brand experiences