

ABSTRACT

This study aims to analyze the influence of brand image and customer satisfaction on brand loyalty and repurchase decision among Samsung Electronics consumers in Indonesia, with a specific focus on the company's sustainability initiatives. Programs such as Re+, the use of recycled plastics, and Less Microfiber™ technology represent Samsung's strategic response to increasing consumer awareness regarding environmental issues and electronic waste (e-waste) management.

A quantitative approach was employed using Structural Equation Modeling–Partial Least Square (SEM-PLS). Data were collected through an online questionnaire distributed to 390 Samsung consumers in Indonesia. The results indicate that brand image and customer satisfaction have a positive and significant impact on both brand loyalty and repurchase decision. Moreover, brand loyalty mediates the relationship between brand image and customer satisfaction toward repurchase decision. However, demographic variables did not moderate the relationships between brand image or customer satisfaction and brand loyalty.

These findings highlight the importance of sustainability strategies in shaping positive consumer perceptions and encouraging repeat purchases. This study contributes theoretically to the green marketing and consumer behavior literature and provides practical implications for Samsung in strengthening its brand position through sustainability programs integrated with marketing strategies and consumer experience management.

Keywords: Brand Image, Customer Satisfaction, Brand Loyalty, Repurchase Decision.