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A Study of Customer Resonance and Loyalty: The Moderating Role of Brand Value Among Used BMW Car Owners

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Abstract: The luxury automotive industry in Indonesia continues to demonstrate stable growth despite economic pressures and technical challenges, particularly in classic models. BMW, as a dominant luxury car brand, has successfully maintained user loyalty, including for older models such as the E46 and F30. This study aims to analyze the influence of brand experience, brand trust, and brand image on customer loyalty, with brand resonance as a mediating variable and brand value as a moderating variable. A quantitative approach was employed by distributing online questionnaires to users of BMW 3 Series (E46 and F30) in Surabaya, Jakarta, Bekasi, and Solo. Data were analyzed using structural equation modeling (SEM) with AMOS 26. The results indicate that brand experience and brand trust have a positive and significant effect on brand resonance, while brand image does not have a significant effect. Brand resonance was found to significantly mediate the relationship with customer loyalty. Brand value also positively moderates the relationship between brand resonance and customer loyalty. These findings highlight the importance of emotional experience, community involvement, and perceived brand value in fostering loyalty, even for vehicles that are not the owners' primary cars. This study emphasizes that loyalty is shaped not only by functional satisfaction but also by long-term emotional attachment, particularly in the context of classic luxury cars.

Keywords: Attachment Theory, Brand Experience, Brand Trust, Brand Image, Brand Resonance, Brand Value, Customer Loyalty.

INTRODUCTION

The luxury automotive industry in Indonesia has experienced significant development in recent years. Factors such as economic growth, a rising middle class, and changing consumer lifestyles have driven demand for luxury vehicles as symbols of social status (Silva et al., 2024). However, the industry also faces challenges, including high prices, substantial luxury goods taxes of up to 125% of car prices, and limited infrastructure (Baskoro, 2024). Although economic growth slowed from 5.31% in 2022 to 5.05% in 2023, consumer purchasing power remained strong (BPS, 2023; Cabinet Secretariat, 2024; Purwowidhu, 2024). This resilience creates opportunities for distributors and manufacturers to continue gaining significant market share, with the luxury car market—particularly premium brands like BMW—benefiting the most.

This trend is reflected in the increase in luxury car sales, with BMW securing the highest position in 2023 sales data for both wholesale (4,362 units) and retail (4,172 units) channels (GAKINDO, 2024). BMW controls 37% of the market share, followed by Mercedes-Benz at 29% and Lexus at 21%. Customer loyalty to BMW is evident not only in the purchase of new cars but also in classic models such as the BMW E46 and modern models like the F30. Data from 2006 show that BMW excelled in classic luxury car sales with 442 units, surpassing

Mercedes-Benz (417 units) and other brands (GAKINDO, 2006). These classic cars have become part of their owners' lifestyles and identities. However, classic BMW users face challenges such as high maintenance costs, limited availability of spare parts, and typical technical breakdowns in certain models, particularly in the cooling system, power steering, or electrical system. These issues are common complaints among the user community, yet interestingly, they do not necessarily diminish loyalty. Many owners continue to maintain their vehicles with dedication, indicating a strong influence of brand experience, brand trust, and brand image on brand resonance and loyalty, even in the face of technical limitations.

Previous research has shown that loyalty to luxury brands is influenced not only by product quality but also by emotional and symbolic factors. Husain et al. (2022) emphasized that brand experience, brand trust, and brand resonance directly influence luxury purchase decisions. Shahid et al. (2022) found that emotional attachment formed through brand experience plays a crucial role in building long-term loyalty. Kang et al. (2021) highlighted that millennials purchase luxury goods more for their symbolic meaning and social status than for pure functionality. Gupta et al. (2020) demonstrated that customer value creation is key to increasing brand competitiveness and loyalty in the luxury segment. Based on these findings, it can be concluded that brand experience, brand trust, brand image, and brand resonance play important roles in shaping customer loyalty, especially in the context of luxury goods. However, most research has focused on the fashion sector or other luxury consumer goods, rather than the luxury automotive industry.

Therefore, this study aims to fill this gap by developing a model that examines the influence of brand experience, brand trust, and brand image on customer loyalty, with brand resonance as a mediating variable and brand value as a moderating variable, specifically among classic and modern BMW car users in Indonesia. The research focuses on the classic BMW 3 Series (E46) and modern (F30) models, targeting BMW user communities in Surabaya, Bekasi, Jakarta, and Solo. Using a quantitative approach through online surveys and analysis with SEM-AMOS 26, the study aims to understand the factors that affect the resonance and loyalty of BMW customers in Indonesia. Thus, a study entitled "Customer Resonance and Loyalty Study: Brand Value Moderation in Used BMW Car Users" is highly relevant.

Based on the above background, the following research questions are formulated: (1) Does brand experience affect brand resonance among BMW car users? (2) Does brand image affect brand resonance among BMW car users? (3) Does brand trust affect brand resonance among BMW car users? (4) Does brand resonance affect customer loyalty among BMW car users? (5) Does brand resonance affect customer loyalty, moderated by brand value, among BMW car users?

Correspondingly, the objectives of this study are: to analyze the influence of brand experience on brand resonance among BMW car users; to analyze the influence of brand trust on brand resonance among BMW car users; to analyze the influence of brand image on brand resonance among BMW car users; to analyze the influence of brand resonance on customer loyalty among BMW car users; and to analyze the role of brand value in moderating the influence of brand resonance on customer loyalty among BMW car users. This research is expected to provide several benefits: expanding insights into the relationship between brand

experience, brand image, brand trust, and customer loyalty in the luxury automotive industry—by adding brand resonance as a mediating variable and brand value as a moderating variable—especially in the Indonesian market context; contributing to the development of brand resonance and brand value theory in the context of classic luxury products, considering the high consumer loyalty despite functional limitations; assisting luxury automotive industry players in understanding the influence of brand experience, brand trust, and brand image on customer loyalty, enabling the design of more effective strategies to maintain and expand market share in Indonesia; and providing a comprehensive overview of the dynamics of the luxury car market in Indonesia, including consumer preferences, challenges faced, and opportunities for brand development.

MATERIALS AND METHODS

This study employs a quantitative approach to examine the influence of brand experience, brand trust, and brand image on customer loyalty among BMW users in Indonesia, with brand resonance serving as the mediating variable and brand value as the moderating variable. Data were collected through an online survey distributed to members of BMW user communities, ensuring representation from both classic and modern model owners. The collected data were then analyzed using structural equation modeling (SEM) with the assistance of *AMOS 26* software, enabling the simultaneous assessment of multiple relationships among the variables in the proposed model. Additionally, confirmatory factor analysis (CFA) was conducted to evaluate the validity and reliability of the measurement constructs, ensuring that each survey item accurately and consistently represented its respective theoretical concept. The results of this research are expected to contribute to the marketing literature by clarifying the roles of brand experience, brand trust, brand image, brand resonance, and brand value in shaping customer loyalty within the luxury automotive sector. Furthermore, the findings are anticipated to serve as a practical foundation for BMW management in designing more effective marketing strategies and customer retention programs, particularly by enhancing emotional engagement, community involvement, and perceived brand value to strengthen customer loyalty and sustain market leadership.

RESULTS AND DISCUSSION

Confirmatory Factor Analysis

The measurement model in this study consists of 3 exogenous variables, namely brand experience, brand trust and brand image, 2 endogenous variables, namely brand resonance and loyal customers, and 1 moderation variable of brand value of BMW car users in Indonesia with the initial model shown as follows.

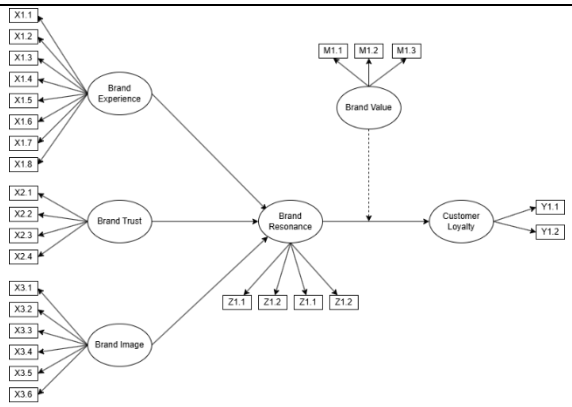


Figure 1. CFA Model of Research Variables

Overall, the CFA results showed that all indicators in each latent variable were valid and significant, because they had high and significant factors loading values ($p < 0.05$), except for the insignificant relationship between Brand Image and Brand Resonance. This indicates that the constructs of Brand Experience, Brand Trust, Brand Resonance, Brand Value, and Loyal Customer have been well measured by the indicators. These findings provide a solid basis for proceeding to the structural analysis (SEM) stage.

Validity Test

The validity test of the measurement model can be assessed based on the loading factor of each indicator of latent variables. In this study, a loading factor limit of 0.50 will be used. If the loading factor value ≥ 0.50 then the validity is met, and if the loading factor value ≤ 0.50 then the indicator is invalid and must be removed from the analysis. The results of the validity test are summarized in the following table.

Table 1. Validity Test

Variable	Items	*Loading Factors*	Information
Brand Experience	X1.1	0,738	Valid
	X1.2	0,558	Valid
	X1.3	0,857	Valid
	X1.4	0,874	Valid
	X1.5	0,702	Valid
	X1.6	0,775	Valid
	X1.7	0,663	Valid
	X1.8	0,652	Valid
Brand Trust	X2.1	0,766	Valid
	X2.2	0,791	Valid
	X2.3	0,664	Valid
	X2.4	0,699	Valid
Brand Image	X3.1	0,847	Valid
	X3.2	0,775	Valid
	X3.3	0,774	Valid
	X3.4	0,476	Invalid

Variable	Items	*Loading Factors*	Information
Brand Resonance	X3.5	0,599	Valid
	X3.6	0,635	Valid
	Z1.1	0,802	Valid
	Z1.2	0,796	Valid
	Z1.3	0,798	Valid
	Z1.4	0,783	Valid
Brand Value	M1.1	0,641	Valid
	M1.2	0,789	Valid
	M1.3	0,716	Valid
Customer Loyalty	Y1.1	0,846	Valid
	Y1.2	0,710	Valid

Source: Data processed

Based on the table above, the indicator in the Brand Image variable with the code X3.4 has a loading factor value of < 0.50 so it can be concluded that the indicator is invalid and must be removed from the model. The results of the validity test improvements are summarized in the following table.

Table 2. Validity Test Fixes

Variable	Items	*Loading Factors*	Information
Brand Experience	X1.1	0,738	Valid
	X1.2	0,558	Valid
	X1.3	0,857	Valid
	X1.4	0,874	Valid
	X1.5	0,702	Valid
	X1.6	0,775	Valid
	X1.7	0,663	Valid
	X1.8	0,652	Valid
Brand Trust	X2.1	0,766	Valid
	X2.2	0,791	Valid
	X2.3	0,663	Valid
	X2.4	0,698	Valid
Brand Image	X3.1	0,861	Valid
	X3.2	0,794	Valid
	X3.3	0,791	Valid
	X3.5	0,546	Valid
	X3.6	0,603	Valid
Brand Resonance	Z1.1	0,802	Valid
	Z1.2	0,796	Valid
	Z1.3	0,798	Valid
	Z1.4	0,782	Valid
Brand Value	M1.1	0,642	Valid
	M1.2	0,790	Valid

Variable	Items	*Loading Factors*	Information
Customer Loyalty	M1.3	0,715	Valid
	Y1.1	0,846	Valid
	Y1.2	0,710	Valid

Source: Data processed

Based on the table above, all indicators have a loading factor value of ≥ 0.50 so that it can be concluded that the validity assumption is met. In addition to using the loading factor value, the validity test can also be seen using the Average Variance Extracted (AVE) value of each latent variable. The recommended AVE value is greater than 0.50 (Ghozali, 2011). The results of the validity test using the AVE value can be seen in the following table.

Table 3. Average Variance Extracted (AVE)

Variable	AVE	*Cut-off*	Conclusion
Brand Experience	0,539	0,50	Fulfilled
Brand Trust	0,535	0,50	Fulfilled
Brand Image	0,532	0,50	Fulfilled
Brand Resonance	0,631	0,50	Fulfilled
Brand Value	0,516	0,50	Fulfilled
Loyal Customer	0,610	0,50	Fulfilled

Source: Data processed

Reliability Test

The reliability test is assessed based on the composite reliability of each variable. Reliability is measured using Construct Reliability (CR), where the CR value > 0.70 indicates the consistency of the indicator (Adnani et al., 2023). The results of the reliability test are summarized in the following table.

Table 4. Reliability Test

Variable	CR	*Cut-off*	Conclusion
Brand Experience	0,902	0,70	Fulfilled
Brand Trust	0,821	0,70	Fulfilled
Brand Image	0,847	0,70	Fulfilled
Brand Resonance	0,873	0,70	Fulfilled
Brand Value	0,760	0,70	Fulfilled
Loyal Customer	0,756	0,70	Fulfilled

Based on the table above, all variables have a composite reliability value of > 0.70 so that it can be concluded that the variables have been reliable.

Evaluation of Structural Models (Inner Model)

Then the model that will be used for the next test uses 26 indicators that meet the validity and reliability of the construct.

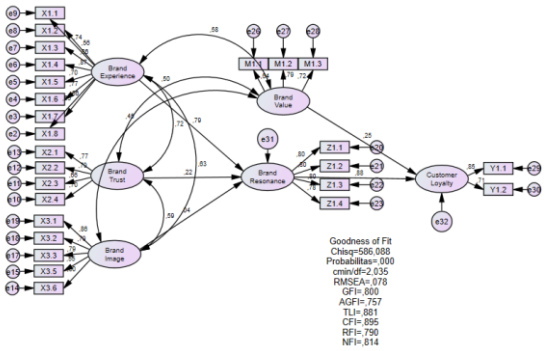


Figure 2. Model Structural Equation Model (SEM)

Assumption Testing

The assumption test used in this study is the data normality test and the outliers test.

Data Normality Test

The multivariate data normality test uses a c.r (critical ratio) value as a determinant of normal or not distributed data with a critical value in the range of ±2.58 at the level of 0.01. If the c.r value is between -2.58 and 2.58, then the data is said to be a multivariate normal distribution. For the results of the data normality test, you can see the following table.

Table 5. Data Normality Test

Variable	min	Max	skew	c.r.	kurtosis	c.r.
Y1.2	3,000	5,000	-,445	-2,369	-1,087	-2,892
Y1.1	2,000	5,000	-,814	-4,331	-,519	-1,382
M1.3	3,000	5,000	-,072	-,382	-1,102	-2,932
M1.2	2,000	5,000	-,198	-1,056	-1,084	-2,884
M1.1	2,000	5,000	-,158	-,843	-,035	-,094
Z1.4	2,000	5,000	-,392	-2,086	-1,134	-3,018
Z1.3	2,000	5,000	-1,166	-6,208	,497	1,323
Z1.2	2,000	5,000	-,942	-5,017	,121	,323
Z1.1	2,000	5,000	-1,039	-5,533	,309	,823
X3.1	2,000	5,000	-1,420	-7,558	,949	2,525
X3.2	2,000	5,000	-,699	-3,722	-,571	-1,521
X3.3	3,000	5,000	-,917	-4,880	-,463	-1,233
X3.5	2,000	5,000	-,959	-5,103	-,047	-,125
X3.6	2,000	5,000	-,879	-4,677	-,336	-,895
X2.1	3,000	5,000	-,590	-3,138	-,829	-2,206
X2.2	2,000	5,000	-,562	-2,991	-,564	-1,500
X2.3	2,000	5,000	-,460	-2,447	-,060	-,161
X2.4	3,000	5,000	-,447	-2,379	-,888	-2,362

Variable	min	Max	skew	c.r.	kurtosis	c.r.
X1.1	3,000	5,000	-,382	-2,033	-1,049	-2,792
X1.2	3,000	5,000	-,415	-2,208	-1,027	-2,734
X1.3	1,000	5,000	-,717	-3,815	-,239	-,637
X1.4	2,000	5,000	-,937	-4,985	-,192	-,510
X1.5	2,000	5,000	-,618	-3,289	-,586	-1,559
X1.6	2,000	5,000	-,596	-3,175	-,799	-2,127
X1.7	2,000	5,000	-,147	-,781	-1,473	-3,921
X1.8	2,000	5,000	-,218	-1,162	-1,187	-3,160
Multivariate					40.927	6.992

Source: Data processed

Based on Table 5, a c.r value of 6.992 > 2.58 was obtained, so it can be concluded that the data is not normally distributed multivariately. Because the data used in this study is data presented as is from primary data based on very diverse respondent answers, therefore it is difficult to obtain data that is perfectly distributed in multivariate (Ghozali & Fuad, 2005). However, because the number of data is already more than 100, the data can still be used for the next test because the assumption of normality is not something important for data that is already more than 100 and the data is still assumed to be normal (Gujarati & Dawn, 2004).

Outliers Tests

Outlier tests are used to see the extreme values of the obervation data. To detect the presence or absence of outliers, the value of the distance is used based on the value of chi square at the free degree of 26 (number of indicators) with a probability of 0.001 or $\chi 2$ (26; 0.001) of 54.052. If the distance is greater than that value then the data is a multivariate outlier and needs to be eliminated. The following are the results of the data outliers test.

Table 6. Test Outliers

Observation number	Mahalanobis d-squared	p1	p2
169	53,017	,001	,205
160	48,832	,004	,168
163	48,527	,005	,047
159	46,351	,008	,055
59	44,327	,014	,091
119	43,945	,015	,048
144	43,064	,019	,045
153	42,121	,024	,052
155	41,322	,029	,059
133	40,798	,033	,052

Source: Data processed

Based on the table above, there is no data with an anobic distance of more than 54,052, so it can be concluded that there are no extralier multvariate in the research data.

Goodness of Fit

Table 7. SEM Model Feasibility Testing

Index	*Cut-off Value*	Result	Model Evaluation
Chi-Square	≤ 316,82	586,088	*Poor Fit*
Probability	≥ 0,50	0,000	*Poor Fit*
RMSEA	≤ 0,08	0,078	*Good Fit*
GFI	≥ 0,90	0,800	*Marginal Fit*
TLI	≥ 0,90	0,881	*Marginal Fit*
CFI	≥ 0,90	0,895	*Marginal Fit*
RFI	≥ 0,90	0,790	*Poor Fit*
NFI	≥ 0,90	0,814	*Marginal Fit*
AGFI	≥ 0,90	0,757	*Poor Fit*
CMIN/DF	≤ 2,00	2,035	*Marginal Fit*

Source: Data processed

The results of the model feasibility test showed that the RMSEA index gave good fit results, the GFI, TLI, CFI, NFI and CMIN/DF indices gave marginal fit results because they were close to the cut-off limit, while Chi-Square, probability, RFI and AGFI still gave poor fit results. The model can be corrected by correlating errors that have high modification indices values with the following results.

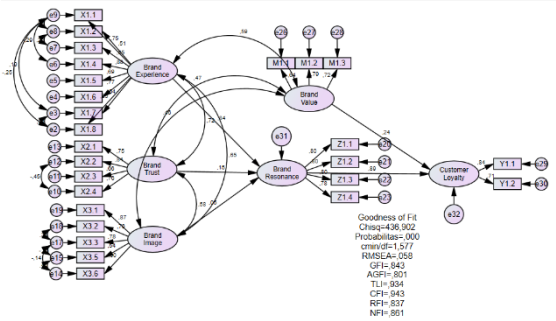


Figure 3. Structural Equation Model (SEM) Improvements

Table 8. SEM Model Feasibility Fixes

Index	Cut-off Value	Result	Model Evaluation
Chi-Square	≤ 316,82	436,902	Poor Fit
Probability	≥ 0,50	0,000	Poor Fit
RMSEA	≤ 0,08	0,058	Good Fit
GFI	≥ 0,90	0,843	Marginal Fit
TLI	≥ 0,90	0,934	Good Fit
CFI	≥ 0,90	0,943	Good Fit
RFI	≥ 0,90	0,837	Marginal Fit
NFI	≥ 0,90	0,861	Marginal Fit
AGFI	≥ 0,90	0,801	Marginal Fit

CMIN/DF	≤ 2,00	1,577	Good Fit

Source: Data processed

The results of the model feasibility test showed that the RMSEA, TLI, CFI and CMIN/DF indices gave good fit results, the GFI, RFI, NFI and AGFI indices gave marginal fit results because they had values close to the cut off value, while the chi-square and probability indices still gave poor fit results, this is because the two indices are sensitive to the number of data samples used. However, some of the indices gave good fit results so that it can be concluded that the overall model is suitable for use for future tests (Hair et al., 1995).

Direct Effects Hypothesis Testing

There are four direct influence hypotheses proposed in this study. Exogenous variables are said to have a significant effect on endogenous variables if the p-value is < α (0.05). The following table presents the results of hypothesis testing in this study,

Table 9. Model's Direct Influence Hypothesis

	Hypothesis	*Estimate*	*C.R*	*p-value*	Results
H1 :	*Brand Experience* significantly increases *Brand Resonance*	1,022	8,894	0,000	H1 accepted
H2 :	*Brand Trust* significantly increases *Brand Resonance*	0,184	2,517	0,012	H2 accepted
H3 :	*Brand Image* significantly increases *Brand Resonance*	0,075	0,998	0,318	H3 rejected
H4 :	*Brand Resonance* significantly increases *Customer Loyalty*	0,909	11,622	0,000	H4 accepted

Source: Data processed

a. Hypothesis 1: Brand Experience significantly increases Brand Resonance
   The results of hypothesis 1 test on the effect of brand experience on brand resonance gave a coefficient value of 1.022 with a significance value of 0.000 < 0.05. It can be concluded that brand experience has a significant effect on increasing the brand resonance of BMW car users or the first hypothesis is accepted.
b. Hypothesis 2: Brand Trust significantly increases Brand Resonance
   The results of hypothesis 2 testing the effect of brand trust on brand resonance gave a coefficient value of 0.184 with a significance value of 0.012 < 0.05. It can be concluded that brand trust has a significant effect on increasing the brand resonance of BMW car users or the second hypothesis is accepted.
c. Hypothesis 3: Brand Image does not significantly increase Brand Resonance
   The results of hypothesis 3 testing the effect of brand image on brand resonance gave a coefficient value of 0.075 with a significance value of 0.318 > 0.05. It can be concluded

that the brand image does not have a significant effect on the brand resonance of BMW car users or the third hypothesis is rejected.

d. Hypothesis 4: Brand Resonance significantly increases Customer Loyalty
   The results of hypothesis 4 testing the effect of brand resonance on customer loyalty gave a coefficient value of 0.909 with a significance value of 0.000 < 0.05. It can be concluded that brand resonance has a significant effect on increasing customer loyalty of BMW car users or the fourth hypothesis is accepted.

Full Model SEM Analysis with Moderating

Existing models can be developed by using the brand value variable as a moderating variable for the relationship between brand resonance and customer loyalty of BMW car users. The moderation variable will be analyzed using the cross product of the interacting variable, namely the brand value variable which has 3 indicators with the brand resonance variable which has 4 indicators, it will produce 3 x 4 = 12 indicators.

Therefore, if you interact with the interaction variables with the initial model as many as 26 indicators and 12 additional indicators, the total model will have 38 indicators. Therefore, the model requires a large sample count, and the number of samples used in this study does not meet. Therefore, the variable of interaction between brand value and brand resonance (BV*BR) can be used as a composite indicator (single) with the following CFA analysis results.

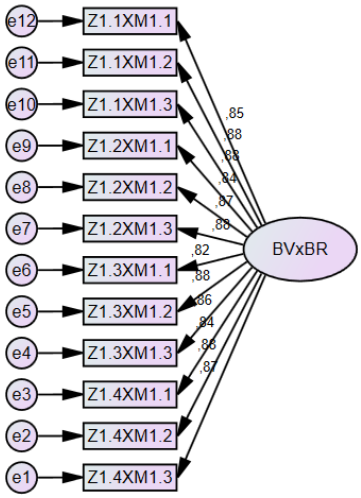


Figure 4. CFA Brand Value Moderation Variable*Brand Resonance

Based on the CFA test that has been carried out, the loading factor and factor score values of each indicator are obtained as follows:

Table 10. Load Factor Value and Factor Score of Moderation Variable (Brand Value*Brand Resonance)

	Loading Factor	*Factor Score*
Z1.1XM1.1	0,849	0,083
Z1.1XM1.2	0,877	0,092
Z1.1XM1.3	0,885	0,103

	Loading Factor	***Factor Score***
Z1.2XM1.1	0,837	0,079
Z1.2XM1.2	0,871	0,089
Z1.2XM1.3	0,879	0,100
Z1.3XM1.1	0,816	0,067
Z1.3XM1.2	0,879	0,097
Z1.3XM1.3	0,860	0,084
Z1.4XM1.1	0,844	0,077
Z1.4XM1.2	0,876	0,087
Z1.4XM1.3	0,867	0,083

Source: Data processed

Factor score is the score weight of each indicator which is then used to calculate the composite score of 12 indicators of brand value moderation*brand resonance variables by calculating each multiplication of the indicator in the brand value variable with the indicator in the brand resonance variable. The total score from the sum of the multiplication score of each brand resonance variable indicator with the corresponding factor score is then used as the composite score of brand value*brand resonance. The loading factor and score factor values are used to obtain the values of the λc and θc parameters from the brand resonance composite indicator.

Table 11. Calculation of Brand Value Composite Parameters*Brand Resonance

	L	***factor score***	**I**
Z1.1XM1.1	0,849	0,083	6.570
Z1.1XM1.2	0,877	0,092	6.974
Z1.1XM1.3	0,885	0,103	5.967
Z1.2XM1.1	0,837	0,079	6.615
Z1.2XM1.2	0,871	0,089	6.918
Z1.2XM1.3	0,879	0,100	6.017
Z1.3XM1.1	0,816	0,067	7.781
Z1.3XM1.2	0,879	0,097	6.386
Z1.3XM1.3	0,860	0,084	7.063
Z1.4XM1.1	0,844	0,077	7.378
Z1.4XM1.2	0,876	0,087	7.651
Z1.4XM1.3	0,867	0,083	7.745
∑	10,340	1,041	83,065
σ	4,570		
S2C	20,883		
ρc	0,563		
LC	3,428		
θc	9,131		

Information:
σ : standard deviation
S2C : variant
ρc : composite reliability
LC : loading factor composite

θc : error composite

Based on the calculation of the composite index above, a λc value of 3.428 and a θc value of 9.131 were obtained. The variable model of a single indicator composite is as follows:

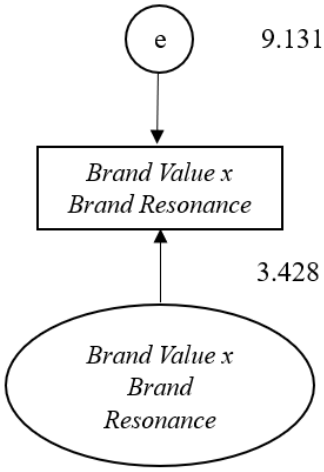
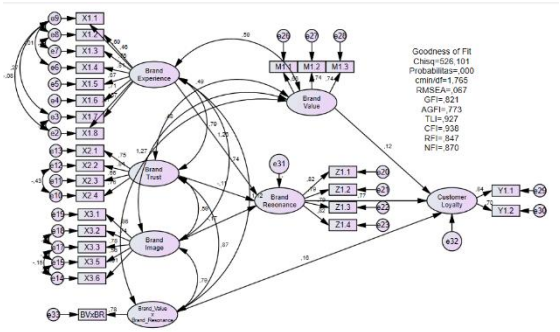


Figure 5. Composite index model



Gambar 6. Model Moderasi Structural Equation Model (SEM)

Table 12. Hypothesis of the Moderation Model

	Hypothesis	Estimate	p-value	Results
H5:	*Brand Value* strengthens *Brand Resonance* 's influence on *Customer Loyalty*	0,095	0,000	H5 Accepted

Source: Data processed

Hypothesis 5: Brand Value strengthens the influence of Brand Resonance on Customer Loyalty

The results of hypothesis 5 test of the influence of brand resonance on customer loyalty moderated by the brand value variable gave a coefficient value of 0.095 with a significance value of 0.000 < 0.05. So it can be concluded that brand value strengthens the influence of brand resonance on customer loyalty of BMW car users.

Discussion

The Influence of Brand Experience on Brand Resonance

Brand experience had a significant positive effect on brand resonance (β = 1.022; p = 0.000). The more positive the consumer experiences, the stronger the emotional attachment to the brand. This is reinforced by attachment theory and previous findings that sensory to community dimensions form emotional closeness. BMW is advised to maintain the customer experience holistically to strengthen loyalty.

The Influence of Brand Trust on Brand Resonance

Brand trust also had a significant positive effect on brand resonance (β = 0.184; p = 0.012). Trust in BMW's integrity and quality builds emotional connection and loyalty. The consistency of quality and transparent service need to be maintained to maintain brand resonance.

The Influence of Brand Image on Brand Resonance

Brand image had no significant effect on brand resonance (β = 0.075; p = 0.318). While BMW's image is strong, it's not enough to build emotional attachment without real experience and deep trust. The focus should be directed at strengthening experience and trust, not just shaping brand perception.

The Influence of Brand Resonance on Customer Loyalty

Brand resonance had a significant positive effect on customer loyalty (β = 0.909; p = 0.000). The stronger the emotional attachment and consumer engagement with the brand, the higher the loyalty to BMW. These findings are consistent with the CBBE model, where resonance is the pinnacle of brand equity and a determinant of long-term loyalty. Loyalty is reflected in community participation, repeat use, and active recommendations. BMW needs to maintain emotional and community connections to maintain customer loyalty.

The Role of Brand Value as a Moderator

Brand value positively moderates the influence of brand resonance on customer loyalty (β = 0.095; p = 0.000). The higher the brand value that consumers feel (emotional, rational, and operational), the stronger the resonance effect on loyalty. Consumers who feel BMW provides value are more likely to be loyal. Therefore, BMW is advised to continue to strengthen the perception of value through premium services, innovation, and the strengthening of lifestyle symbolism.

CONCLUSION

This study comprehensively examined the relationships between brand experience, brand trust, and brand image on brand resonance, and their subsequent effects on customer loyalty among BMW users in Indonesia, with brand value as a moderating variable. Using Structural Equation Modeling (SEM) with AMOS, the findings revealed that both brand experience and brand trust significantly enhance brand resonance, emphasizing the importance of meaningful interactions and consumer confidence in fostering emotional attachment to the brand. In contrast, brand image alone did not significantly influence brand resonance, suggesting that perception without direct experience and trust is insufficient to build strong emotional bonds. Furthermore, brand resonance was found to have a significant positive effect on customer loyalty, which is reflected in users' emotional attachment, community

participation, and commitment to maintaining their vehicles despite challenges. Brand value was shown to strengthen the relationship between brand resonance and loyalty, indicating that higher perceived value amplifies the impact of emotional connections on loyal behavior. These results highlight the need for holistic brand management that goes beyond image-building to include positive experiences and trust-building efforts. For future research, it is suggested to explore these relationships in other luxury automotive brands or across different cultural contexts to determine the generalizability of these findings and to identify additional factors that may influence loyalty in the luxury market.

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