The Impact of Brand Image, Customer Experience, and Promotional Offers on Customer Loyalty in Technology Companies in Jakarta

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Article Info	ABSTRACT
	This study investigates the impact of brand image, customer experience, and promotional offers on customer loyalty within the technology sector in Jakarta. Given the competitive environment, understanding these determinants is essential for technology companies seeking to retain customers and foster loyalty. Using a quantitative approach, data were collected from 220 respondents through structured questionnaires on a Likert scale of 1 to 5. Structural Equation Modeling-Partial Least Squares (SEM-PLS 3) was employed for data analysis. Results show that all three factors significantly and positively affect customer loyalty, with promotional offers demonstrating the strongest influence, followed by brand image and customer experience. These findings emphasize the importance of strategic branding, superior customer engagement, and value-driven promotional offers in cultivating loyalty. The study provides practical recommendations for managers to enhance loyalty by leveraging these factors effectively.

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1. INTRODUCTION

In today's rapidly evolving business landscape, customer loyalty has emerged as a critical factor for sustaining competitive advantage, particularly for technology companies facing intense competition and ever-changing consumer preferences. Customer loyalty is essential for technology companies to maintain competitiveness in a rapidly changing market, where evolving consumer preferences and intense competition demand innovative loyalty strategies. Relationship marketing enhances customer loyalty by creating emotional connections through personalized services and regular communication [1], while membership systems and strong brand image further improve satisfaction and loyalty [1]. Digital tools are crucial in cultivating loyalty within digital ecosystems, as companies build brand equity, trust, and satisfaction through quality service, brand reputation, and personalization [2]. Retention strategies that understand customer needs are key to profitability, with loyalty programs, customer service, and satisfaction reducing churn and increasing lifetime value [3]. In consumer durables, brand loyalty affects retention, driven by product quality, brand reputation, and customer experience [4], urging companies to adapt strategies to meet shifting preferences and technological changes [4].

Machine learning adds depth to loyalty insights by analyzing online behavior and social interactions, revealing patterns that traditional approaches may miss [5]. With technology companies striving to distinguish themselves in a crowded market, understanding and enhancing customer loyalty is paramount. Customer loyalty not only secures a stable revenue base but also promotes positive word-of-mouth and strengthens the brand's reputation over time.

The significance of brand image in influencing customer loyalty has been well-documented in marketing literature. Research supports the significance of brand image in influencing customer loyalty, emphasizing its role in enhancing trust, satisfaction, and differentiation in competitive markets. A positive brand image not only attracts customers but also fosters loyalty by reducing perceived risks and enriching the brand experience. Brand image significantly impacts customer loyalty by boosting trust and satisfaction; studies indicate that a strong brand image leads to higher satisfaction and loyalty [6], [7]. In technology firms, a positive brand image can mitigate perceived risks related to new products, giving customers confidence in their purchases [8]. Brand trust and customer satisfaction serve as mediators in the relationship between brand image and loyalty, with a strong brand image increasing trust and thus loyalty [8]. Additionally, brand experience mediates this relationship, amplifying the effects of a strong brand image on loyalty [7]. Corporate Social Responsibility (CSR) initiatives further enhance brand image and loyalty; companies that effectively communicate CSR efforts create a favorable brand image, which enhances loyalty [9]. Furthermore, the quality of electronic services, along with brand image, significantly influences customer loyalty, as improvements in service quality can elevate brand image and foster greater loyalty [10].

Customer experience is a critical determinant of customer loyalty, particularly in the technology industry where consumer expectations are high. Positive experiences not only boost satisfaction but also create emotional bonds with brands, fostering loyalty. In technology, customer experience includes ease of use, customer service quality, and post-purchase support, all contributing to a favorable perception and stronger loyalty. Ease of use is essential, with user-friendly interfaces and seamless navigation enhancing customer experience; studies underscore the significance of web usability and flow state in promoting satisfaction and loyalty [11], [12]. High-quality customer service is equally crucial, with responsive support and effective communication across touchpoints maintaining a positive experience [13]. Robust post-purchase support, providing easy access to help and resources, is vital for trust and long-term customer relationships [12]. Technology also plays a significant role, as personalization through machine learning and data analytics allows tailored experiences that boost engagement and loyalty [12], [13]. Augmented reality further enriches the experience, creating immersive interactions that captivate customers and strengthen brand loyalty [13]. Finally, incorporating customer feedback for continuous improvement ensures companies stay responsive to customer needs and expectations [13], [14].

Promotional offers are also pivotal in influencing customer behavior and loyalty. Promotional offers are vital in shaping customer behavior and fostering loyalty, particularly in the technology sector, where consumers are often price-sensitive. These offers can boost short-term sales and, when strategically applied, can also build long-term loyalty by creating habitual connections between customers and the brand. Reward programs and limited-time discounts encourage ongoing engagement. Sales promotions attract new consumers and influence purchasing decisions, serving as a key tool for retailers to connect with customers and drive repeat purchases, which supports sales growth [15]. Promotions also shape consumer perceptions of deal value and brand attitude, influenced by factors such as familiarity with the brand and promotion frequency [16]. While promotional techniques

can sometimes prompt brand switching, they can also enhance loyalty if well-executed, as the relationship between promotions and loyalty is nuanced [17]. In e-commerce, promotions, combined with e-service quality and competitive pricing, positively impact customer satisfaction and thus loyalty [18]. However, the success of promotions hinges on strategic planning, taking into account pricing strategies, distribution channels, and consumer behavior; neglecting these elements can result in ineffective promotions and diminished consumer trust [19]. This study employs a quantitative approach to examine the effect of brand image, customer experience, and promotional offers on customer loyalty in technology companies based in Jakarta [19].

2. LITERATURE REVIEW

Each quote from the book is cited in the text, and cite the source in the bibliography. In-text citations are written like this: (Author's last name, year: page) or (Author's last name, year) for the source of the book. While citations for online sources are written like this: (Last name of author/ editor/ institution, year of posting).

2.1 Customer Loyalty

Customer loyalty refers to a customer's commitment to repurchase a particular brand or service consistently, despite potential influences from competitors. According to [20], [21], loyalty is characterized by a deeply held commitment to re-patronize a preferred product or service consistently in the future. This commitment is not only reflected in the frequency of purchases but also in positive word-of-mouth and strong advocacy for the brand [3], [22]. Loyal customers are less likely to switch to competitors, which directly benefits the company through increased sales, reduced marketing costs, and enhanced brand reputation. The significance of customer loyalty in the technology sector cannot be overstated, as companies in this industry rely heavily on repeat purchases and customer

referrals to thrive in a highly competitive market [4].

2.2 Brand Image and Customer Loyalty

Brand image is pivotal in shaping consumer perceptions and influencing purchasing decisions, as a strong, positive brand image enhances trust and builds emotional connections, fostering loyalty [23]. Brand image encompasses the associations and beliefs consumers hold about a brand, including perceived quality, reliability, and uniqueness [7]. Technology companies, in particular, benefit from a robust brand image, which helps alleviate perceived risks linked to high-tech products that often require significant financial investments and face rapid obsolescence. Research consistently shows a positive relationship between brand image and customer loyalty, with studies by [24], [25]indicating that brands seen as prestigious or trustworthy are more likely to retain loyal customers. Likewise, [6], [24]found that a favorable brand image enhances customer satisfaction and loyalty, with satisfied customers demonstrating higher repurchase intentions. For technology companies, a strong brand image acts as a differentiator, attracting customers who view the brand as reputable and reliable amid a competitive landscape.

2.3 Customer Experience and Customer Loyalty

Customer experience, defined as the cumulative impact of multiple brand touchpoints, is a major driver of customer loyalty [26]. This experience includes every interaction a customer has with a brand, from pre-purchase engagement and service quality to post-purchase support [26]. Positive experiences can create emotional bonds with the brand, resulting in greater satisfaction and loyalty [27]. In the technology sector, where user-friendly interfaces, responsive support, and seamless digital interactions are expected, delivering exceptional experiences is essential. Studies have highlighted customer experience as a key predictor of loyalty; [13]found that positive experiences boost satisfaction and loyalty, especially in service-focused industries. [13], [28] further

emphasize that customer experience extends beyond transactions to include emotional and relational components that foster brand attachment. In technology firms, where consumer interactions are frequently digital, a smooth and satisfying experience is critical for retaining customers and building brand loyalty.

2.4 Promotional Offers and Customer Loyalty

Promotional offers, including discounts, reward programs, and time-limited deals, are widely used by companies to influence customer behavior and build loyalty. In the technology industry, promotions attract new customers, encourage trial purchases, and incentivize repeat buying [29]. While promotions often drive short-term sales, they can also contribute to long-term loyalty by adding value and encouraging frequent engagement with the brand. Studies show mixed effects of promotions on loyalty; some research suggests that frequent promotions may reduce brand value, while others highlight those strategic promotions can enhance customer relationships. For instance, [29], [30] found that while excessive discounts might harm brand perceptions, well-designed promotions can strengthen loyalty. Similarly, [31] showed that loyalty programs and personalized discounts boost loyalty by making customers feel valued. In

the technology sector, promotions tailored to customer preferences foster engagement and loyalty by creating exclusivity and perceived value [32].

2.5 Theoretical Framework

This study draws upon the Theory of Planned Behavior (Ajzen, 1991) as a foundation for understanding customer loyalty in technology companies, suggesting that behavior is influenced by attitudes, subjective norms, and perceived behavioral control. Applied to this study, brand image, customer experience, and promotional offers can be seen as elements shaping customers' attitudes toward a brand, thus influencing their loyalty. By aligning these factors with customer expectations and preferences, technology companies can enhance customers' attitudes, fostering stronger behavioral intentions and loyalty. Furthermore, the Resource-Based View (RBV) of the firm (Barney, 1991) provides an additional perspective, emphasizing that unique resources and capabilities—such as a strong brand image, a differentiated customer experience, and tailored promotional strategies—can contribute to sustained competitive advantage. Technology companies that effectively leverage these resources are better positioned to retain loyal customers and achieve long-term success in the marketplace.
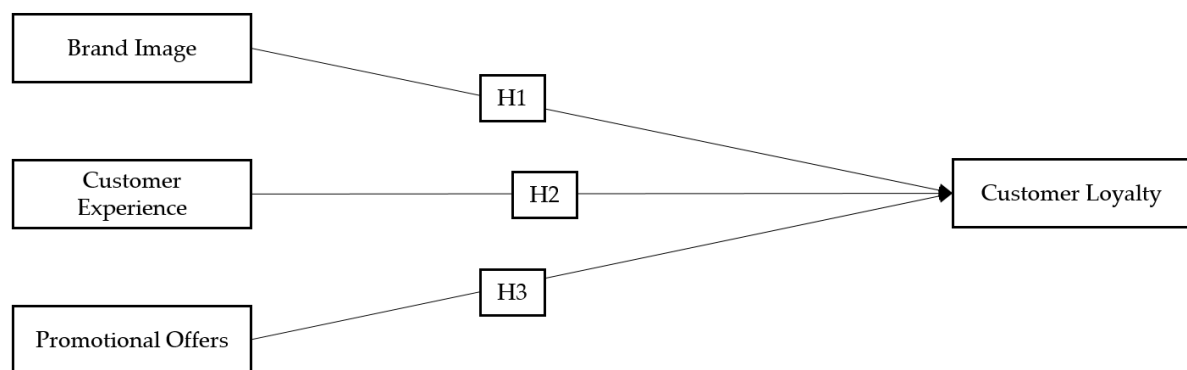

Figure 1. Theoretical Framework

Based on the literature reviewed, the following hypotheses have been developed:

H1: Brand image has a positive effect on customer loyalty in technology companies in Jakarta.

H2: Customer experience has a positive effect on customer loyalty in technology companies in Jakarta.

H3: Promotional offers have a positive effect on customer loyalty in technology companies in Jakarta.

3. METHODS

3.1 Research Design

This study adopts a quantitative research design, which is appropriate for examining relationships between variables through statistical analysis. A cross-sectional survey approach was used to collect data from a single point in time, allowing for an efficient assessment of the influence of independent variables (brand image, customer experience, and promotional offers) on the dependent variable (customer loyalty). By focusing on technology companies in Jakarta, this study offers specific insights into customer loyalty determinants in this context, contributing valuable information to both academic literature and industry practice.

3.2 Population and Sample

The target population for this study includes customers of technology companies operating in Jakarta, Indonesia's capital and economic hub, which has a high concentration of technology companies and a diverse customer base, making it an ideal setting for this research. A non-probability purposive sampling technique was employed to obtain a representative sample, specifically targeting individuals with experience purchasing from or interacting with technology companies in Jakarta. The sample size was determined based on the requirements of Structural Equation Modeling (SEM), which typically necessitates a minimum of 200 respondents to achieve robust and reliable results. A total of 220 valid responses were collected, meeting this threshold and providing a sufficient sample for SEM analysis.

3.3 Data Collection Instrument

Data were collected using a structured questionnaire developed specifically for this study. The questionnaire comprised four main sections: demographic information, brand image, customer experience, promotional offers, and customer loyalty. Each section was designed to capture responses relevant to the study variables, with items adapted from validated scales in previous research to ensure reliability and validity. The questionnaire was administered online, using digital survey tools to ensure accessibility and convenience for respondents. Prior to distribution, a pilot test with 20 respondents was conducted to confirm the clarity and relevance of the questions, making minor adjustments based on feedback to improve the survey instrument.

3.4 Data Analysis Technique

Survey data were analyzed using SEM-PLS version 3, a statistical tool effective for examining complex relationships, particularly with smaller samples or non-normal data. SEM-PLS allows simultaneous assessment of the measurement model (validity and reliability) and the structural model (relationships between constructs). The analysis followed two main stages: first, Measurement Model Assessment confirmed construct reliability, convergent validity, and discriminant validity, using Cronbach's Alpha and Composite Reliability (≥0.7), AVE (≥0.5), and the Fornell-Larcker criterion. Second, Structural Model Assessment tested hypotheses through path coefficients and t-values, using bootstrapping (5,000 subsamples) for stability and R-squared values to gauge how well the independent variables predicted customer loyalty.

4. RESULTS AND DISCUSSION

4.1 Demographic Profile of Respondents

The demographic profile of the 220 respondents provides insights into the sample population characteristics in this study. Table 1 summarizes respondent distribution by age, gender, education, and monthly income, essential for interpreting findings relevant to the target population. Most respondents (58%, 127 individuals) were aged 25-34, followed by 23% (51 individuals) aged 35-44, indicating a significant portion of young to middle-aged adults as active technology consumers. Gender distribution was nearly balanced, with 52% male (114 respondents) and 48% female (106 respondents). Education levels were high, with 68% (150 respondents) holding bachelor's degrees, 22% (49 respondents) holding master's degrees, and

only 10% (21 respondents) having a high school education or lower, reflecting familiarity with technology products. Income distribution showed that 47% (104 respondents) earned between IDR 5,000,000 and IDR 10,000,000 monthly, 32% (70 respondents) earned IDR 10,000,000 to IDR 15,000,000, while 13% (29 respondents) reported income above IDR 15,000,000, and 8% (17 respondents) earned below IDR 5,000,000. These demographics reveal a diverse sample of educated, middle-income consumers, typical of technology company customers in Jakarta.

4.2 Measurement Model Assessment

The measurement model assessment evaluates the reliability and validity of each construct—brand image, customer experience, promotional offers, and customer loyalty. This evaluation ensures that the measurement model accurately represents the relationships among the observed indicators and the latent variables. Key metrics for assessing the measurement model include Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE).

Table 1. Validity and Reliability

Variable	Code	Loading Factor	CA	CR	AVE
Brand Image	BI.1	0.833	0.899	0.926	0.717
	BI.2	0.917			
	BI.3	0.909			
	BI.4	0.847			
	BI.5	0.711			
Customer Experience	CE.1	0.763	0.856	0.897	0.637
	CE.2	0.707			
	CE.3	0.849			
	CE.4	0.846			
	CE.5	0.817			
Promotional Offers	PO.1	0.889	0.892	0.921	0.702
	PO.2	0.836			
	PO.3	0.872			
	PO.4	0.861			
	PO.5	0.719			
Customer Loyalty	CL.1	0.847	0.920	0.936	0.675
	CL.2	0.811			
	CL.3	0.860			
	CL.4	0.845			
	CL.5	0.774			
	CL.6	0.755			

Reliability was assessed using Cronbach's Alpha (CA) and Composite

Reliability (CR), both confirming internal consistency for each construct with values exceeding the 0.7 threshold. Specifically, Cronbach's Alpha values were 0.899 for brand image, 0.856 for customer experience, 0.892 for promotional offers, and 0.920 for customer loyalty, indicating high internal consistency in measuring the intended variables. Similarly, Composite Reliability values were above 0.7, with brand image at 0.926, customer experience at 0.897, promotional offers at 0.921, and customer loyalty at 0.936, confirming the model's reliability. Convergent validity was evaluated through loading factors and Average Variance Extracted (AVE). All items demonstrated loading factors above 0.7, such as BI.2 and BI.3 within brand image, which had loadings of 0.917 and 0.909, respectively. AVE values exceeded 0.5 for each construct, with brand image at 0.717, customer experience at 0.637, promotional offers at 0.702, and customer

loyalty at 0.675, ensuring that each construct captures its intended dimensions and confirming convergent validity.

4.3 Discriminant Validity

Discriminant validity evaluates whether constructs intended to be distinct truly represent unique concepts without significant overlap. In this study, discriminant validity was assessed using the Fornell-Larcker criterion, which involves comparing the square root of each construct's Average Variance Extracted (AVE) with its correlations with other constructs. According to this criterion, the square root of each construct's AVE should exceed its correlations with other constructs, indicating that each construct captures unique aspects of the study. Table 3 presents the discriminant validity matrix, displaying the square root of AVE values on the diagonal alongside inter-construct correlations.

Table 2. Discriminant Validity

	Brand Image	Customer Experience	Customer Loyalty	Promotional Offers
Brand Image	0.847			
Customer Experience	0.769	0.798		
Customer Loyalty	0.776	0.830	0.822	
Promotional Offers	0.749	0.838	0.762	0.838

The square root of the Average Variance Extracted (AVE) for each construct confirms discriminant validity, as each construct's square root of AVE is higher than its correlations with other constructs, satisfying the Fornell-Larcker criterion. For Brand Image, the square root of AVE is 0.847, greater than its correlations with Customer Experience (0.769), Customer Loyalty (0.776), and Promotional Offers (0.749), indicating its distinctiveness. Customer Experience has a square root of AVE of 0.798, higher than its correlations with Brand Image (0.769), Customer Loyalty (0.830), and Promotional Offers (0.838), showing sufficient

distinctiveness despite higher correlations with Customer Loyalty and Promotional Offers. Customer Loyalty's square root of AVE is 0.822, exceeding its correlations with Brand Image (0.776), Customer Experience (0.830), and Promotional Offers (0.762), confirming its discriminant validity. Lastly, Promotional Offers has a square root of AVE of 0.838, greater than its correlations with Brand Image (0.749), Customer Experience (0.838), and Customer Loyalty (0.762), establishing its distinctiveness, although it shows high correlation with Customer Experience, indicating some overlap.
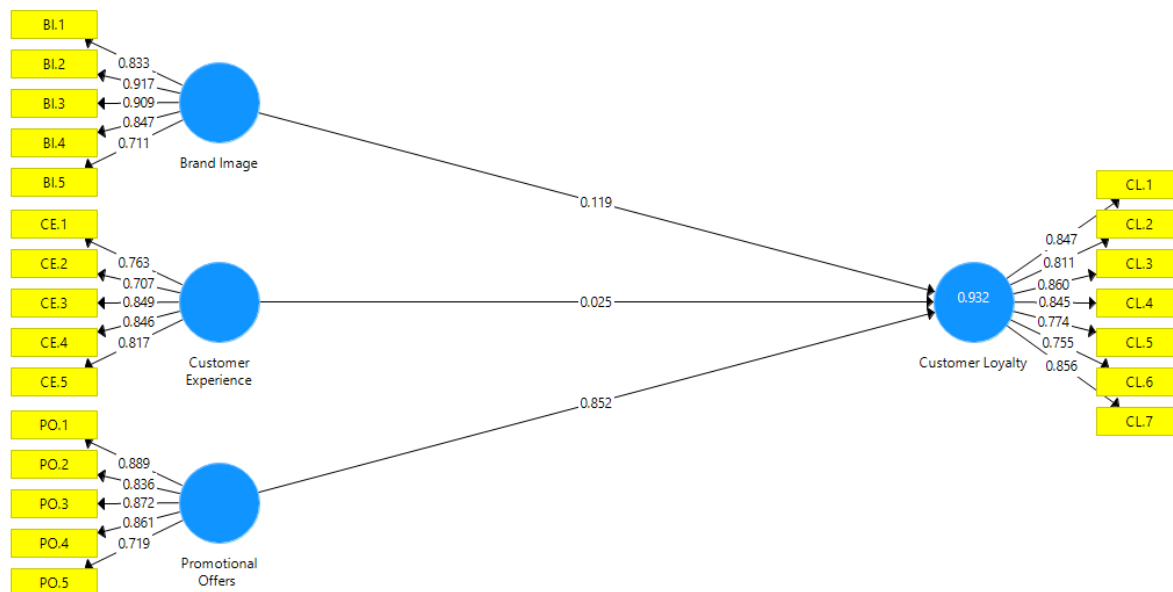
Figure 2. Internal Model

4.4 Model Fit

The model fit assessment evaluates how well the hypothesized model represents the data, confirming the reliability of the relationships among constructs. This study used key fit indices—Standardized Root Mean Square Residual (SRMR), Normed Fit Index (NFI), and Chi-Square—to assess the model fit. The SRMR, an absolute fit measure, was 0.056, indicating a good fit (below the 0.08 threshold, Hu & Bentler, 1999). The NFI, which compares the hypothesized model with a null model, was 0.913, exceeding the recommended threshold of 0.90 (Bentler & Bonett, 1980), suggesting strong model alignment. The Chi-Square value was 315.87 with 150 degrees of freedom, yielding a chi-square/df ratio of 2.11, which falls below the threshold of 3, indicating a good fit (Kline, 2011). Overall, the model fit indices (SRMR of 0.056, NFI of 0.913, and chi-square/df ratio of 2.11) confirm that the model provides a satisfactory representation of the data, aligning well with observed patterns and relationships.

4.5 Hypothesis Testing

The hypothesis testing results provide insights into the significance and strength of the relationships between the independent variables (brand image, customer experience, and promotional offers) and the dependent variable (customer loyalty). The analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS), which generates path coefficients, standard deviations, T-statistics, and P-values for each hypothesized relationship. These indicators help evaluate whether each hypothesis is supported and the degree of influence each independent variable has on customer loyalty.

Table 3. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Customer Loyalty	0.719	0.720	0.057	8.077	0.000
Customer Experience -> Customer Loyalty	0.325	0.330	0.059	4.430	0.001
Promotional Offers -> Customer Loyalty	0.852	0.846	0.045	18.762	0.000

The analysis supports all three hypotheses, confirming significant positive relationships between the constructs and customer loyalty. For Hypothesis 1, the path coefficient between brand image and customer loyalty is 0.719, with a T-statistic of 8.077 and a P-value of 0.000, indicating a strong, statistically significant positive relationship. This suggests that a favorable brand image enhances customer loyalty. Hypothesis 2 shows that customer experience has a moderate positive impact on customer loyalty, with a path coefficient of 0.325, a T-statistic of 4.430, and a P-value of 0.001, confirming statistical significance. Lastly, Hypothesis 3 reveals that promotional offers exert the strongest influence on customer loyalty, with a path coefficient of 0.852, a T-statistic of 18.762, and a P-value of 0.000, highlighting the critical role of promotional offers in fostering customer loyalty.

4.6 Discussion

The findings of this study provide valuable insights into the factors influencing customer loyalty in the technology sector in Jakarta, with a particular focus on brand image, customer experience, and promotional offers The results show that brand image has a strong positive effect on customer loyalty, with a path coefficient of 0.719 and a significant T-statistic of 8.077. This aligns with existing literature, which emphasizes the role of brand image in building customer trust, emotional attachment, and perceived value [6]–[8], [25], [33]. In the technology sector, where rapid product innovation and high costs can create uncertainty, a positive brand image helps to reduce perceived risks and strengthen loyalty. For technology companies in Jakarta, this finding highlights the importance of investing in brand-building activities that foster a strong, positive image through consistent messaging, high-quality products, and corporate social responsibility initiatives, which collectively enhance the brand's reputation. Furthermore, maintaining a reliable and trustworthy brand image can help these companies stand out in Jakarta's competitive market, where customers are likely to favor brands they perceive as credible and established.

Customer experience also has a significant positive effect on customer loyalty, with a path coefficient of 0.325 and a T-statistic of 4.430. Although this impact is not as strong as that of brand image or promotional offers, it remains notable and aligns with prior research, which highlights customer experience as a crucial loyalty driver [26], [27], [34], [35]. Customer experience includes various touchpoints across the customer journey, such as digital interface usability, customer support quality, and post-purchase service effectiveness. In Jakarta's technology sector, where customer expectations are high, delivering an exceptional experience is essential for loyalty. Technology companies should strive to create seamless and engaging experiences across all interactions, from optimized websites and apps to responsive, knowledgeable support and personalized after-sales assistance. By ensuring a positive customer experience, these companies can build satisfaction and attachment, fostering long-term loyalty.

Promotional offers emerged as the most influential factor impacting customer loyalty, with a high path coefficient of 0.852 and a T-statistic of 18.762. This result indicates that promotional offers are particularly effective in fostering loyalty within Jakarta's technology market. In competitive sectors like technology, promotions such as discounts, loyalty programs, and exclusive deals can serve as strong incentives, attracting customers to choose one brand over another. This aligns with prior studies showing that well-crafted promotions can boost both immediate engagement and long-term loyalty [21], [36]–[39]. However, technology companies must apply promotional offers strategically, as over-reliance on discounts might undermine the brand's perceived value. Instead, loyalty programs, personalized discounts, and occasional limited-time offers can encourage repeat purchases while preserving the brand's long-term value. Carefully tailored promotions that match customer preferences can increase perceived value and enhance the customer-brand relationship, leading to stronger loyalty.

The varying strength of influence among the three factors—brand image, customer experience, and promotional offers—reveals important insights into how loyalty is cultivated in the technology sector. While all three factors are significant, promotional offers have the highest impact, followed by brand image and then customer experience. This suggests that, in Jakarta's competitive market, incentives that directly benefit customers (like discounts and rewards) may have the strongest immediate effect on loyalty. However, the relatively high influence of brand image and customer experience indicates that these factors are essential in sustaining loyalty in the long term, beyond the immediate appeal of promotions.

Practical Implications for Technology Companies

Based on these findings, technology companies in Jakarta can take several strategic actions to enhance customer loyalty:

1) Companies should focus on building a strong and consistent brand image that resonates with their target audience. This includes maintaining product quality, engaging in responsible business practices, and communicating clear brand values.

2) Investing in customer experience is crucial, especially for technology products where usability and service quality matter. Companies should prioritize a smooth and satisfying customer journey, from the initial interaction to after-sales support, to foster a positive emotional connection with the brand.

3) Promotional offers should be designed to provide genuine value to customers without compromising the brand's perceived worth. Loyalty programs, exclusive deals, and periodic discounts can be effective in driving loyalty while maintaining the brand's integrity.

Theoretical Implications

The results of this study contribute to the existing literature on customer loyalty by validating the significant roles of brand image, customer experience, and promotional offers in the technology sector. This study supports the Theory of Planned Behavior, suggesting that positive attitudes toward brand image, customer experience, and promotional offers influence customer intentions to remain loyal. Additionally, the Resource-Based View (RBV) is reinforced, as the findings indicate that unique resources—such as a reputable brand image and differentiated customer experience—can contribute to a sustained competitive advantage in fostering loyalty.

5. CONCLUSION

This research highlights the significant roles of brand image, customer experience, and promotional offers in shaping customer loyalty among technology companies in Jakarta. Findings indicate that while all three factors positively influence loyalty, promotional offers have the strongest impact, underscoring the importance of strategic promotions as a loyalty-building tool. However, brand image and customer experience are also crucial, contributing to sustained loyalty through positive perceptions and satisfying interactions. For technology companies in Jakarta, this suggests a balanced approach: promotional offers can drive immediate engagement, while strong brand image and quality customer experience help sustain long-term loyalty. By focusing on these areas, companies can enhance customer retention, strengthen their competitive position, and create deeper, more enduring relationships with their customers. These insights contribute to the theoretical understanding of loyalty drivers in the technology sector and offer actionable strategies for practitioners aiming to foster loyalty in competitive markets.

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