

**BRAND IMAGE AND CONSUMER TRUST IN THE GAME CONSOLE
RENTAL BUSINESS: EMPIRICAL EVIDENCE FROM
CONSOLERENT.ID CONSUMERS**

By:

Mima Nizma¹

Syamsul Hadi²

Muhammad Hafidzdzurrachman³

¹²³ The Faculty of Education and Social Sciences

Department of Economics Education

Indraprasta PGRI University

Email:

mima.nizma@unindra.ac.id¹

syamsul.mii@gmail.com²

mhafidzurr2644@gmail.com³

ABSTRACT

The advancement of the digital economy has driven the growth of interactive entertainment services, including game console rental businesses, to build strong brand images and foster consumer trust. This study aims to examine the Influence of brand image on consumer trust among customers of Consolent ID, a PlayStation rental service provider. This research employed a quantitative, survey-based method. A total of 62 consumers who have used the rental services were purposively selected. Data were collected through a Likert-scale questionnaire and analyzed using simple linear regression to test the effect of brand image on consumer trust. The results indicate that brand image has a positive and significant effect on consumer trust, suggesting that a stronger perceived brand image is associated with higher levels of consumer trust in the service. These findings underscore the importance of enhancing brand reputation, service quality, and credible marketing communication as key managerial strategies to foster consumer trust and loyalty in the game console rental industry.

Keywords: brand image, consumer trust, digital business, console rental service, service marketing

A. INTRODUCTION

The acceleration of the global digital economy has fundamentally transformed how consumers access entertainment services. Nowhere is this more evident than in the video game industry, which generated approximately USD 183.9 billion in global revenues in 2023 and is projected to continue its growth trajectory in the years to come. (Wijman, 2024) Video games have evolved from a niche leisure activity to a mainstream form of interactive media, seamlessly integrated into everyday life and supported by a complex ecosystem of hardware, software, platforms, and services. This expansion has opened space for ancillary business models such as game console rental services, which lower the cost barrier to high-end gaming hardware while relying heavily on perceived brand credibility and service reliability.

Indonesia, as the largest digital economy in Southeast Asia, represents a

particularly dynamic context for such services. Reports by Google, Temasek, and Bain indicate that Indonesia's digital economy was valued at approximately USD 77–82 billion in 2022–2023 and is projected to reach USD 130–146 billion by 2025, driven mainly by e-commerce and other online services (ITA, 2025). Gaming is one of the fastest-growing components of this ecosystem: Indonesia's gaming market reached about USD 1.79 billion in 2023 and accounts for nearly half of all gamers in Southeast Asia. (Allcorrect, 2024) Official data from the Ministry of Tourism and Creative Economy further show that the number of game players in Indonesia surpassed 174 million in 2022, underscoring the size and strategic importance of the local gaming audience (Kemenparekraf, 2024).

In the rapidly evolving business landscape, console rental services have emerged as a distinct niche within the SME sector. Consolorent.id is an Indonesian micro, small, and medium enterprise specializing in PlayStation rentals in Jakarta and surrounding areas. Since its establishment in January 2020, the company has demonstrated strong initial growth, serving over 100 customers per month and reaching a peak monthly revenue of approximately IDR 20 million in June 2021. Its expansion to Bogor, combined with the organization of gaming events and active use of social media, positions Consolorent.id as a representative example of digitally enabled entertainment SMEs in Indonesia. In highly competitive, experience-oriented markets, brand image is a key strategic asset, shaping consumer perceptions, enhancing satisfaction and loyalty, and serving as a cue to service quality and reliability. Closely associated with brand image is brand trust, which refers to consumers' willingness to rely on a brand based on expectations of reliability, honesty, and benevolence. Prior research shows that brand trust is a key antecedent of long-term relationships, repeat purchase intention, and loyalty in sectors such as banking, telecommunications, and mobile services (Anjali & Binoy, 2024; Karayel & Orha, 2024; Saha & Md. Borak Ali, 2024). Trust reduces perceived risk in transactions, particularly when services are intangible, performance is difficult to evaluate prior to the transaction, or digital platforms mediate interactions. In entertainment and leisure services, where consumers often invest time and money in experiences whose quality cannot be fully known in advance, trust becomes a critical psychological mechanism that supports continued engagement.

A growing body of empirical work has examined how brand image and brand trust jointly shape consumer behavior. Recent studies across various contexts have reported that brand image has a significant positive effect on brand trust, which, in turn, mediates the relationship between brand image and purchase behavior, satisfaction, or loyalty. (Ichou & Manar, 2024; Oktavianingsih & Fikriah, 2024; Ummu et al., 2025) These studies, however, are primarily concentrated in industries such as tourism, higher education, mobile banking, and retail e-commerce. While they collectively affirm the theoretical linkage between brand image and trust, they offer limited insight into how these constructs operate in smaller, experience-driven entertainment businesses that combine offline service delivery with online customer acquisition.

At the same time, the Indonesian gaming and creative economy literature has primarily focused on platform-level dynamics, game development, and macro-level policy issues, rather than micro-level brand management in service providers such as console rental firms. Recent industry reports portray Indonesia as a "growth

goldmine" for the gaming industry. However, they emphasize that most revenue still flows to large foreign publishers and platforms, rather than to small domestic service providers. (Allifiansyah, 2023; Djaka, 2023; Yuwono, 2021)

This suggests an important empirical and managerial gap: while consumer participation in gaming is massive, evidence-based insights on how local entertainment SMEs can build brand image and trust to secure stable customer relationships remain scarce.

This study addresses that gap by examining the Influence of brand image on consumer trust in the specific context of a game console rental SME, Consolorent.id. The research employs a quantitative survey of 62 consumers who have used the company's PlayStation rental services, with respondents selected through purposive sampling to ensure they have experience with the brand. Descriptive data indicate that nearly half of the respondents are students, and that the majority of customers were acquired through peer referrals and social networks. Moreover, 53.2 percent of respondents report having rented from Consolorent.id at least three times, indicating a substantial base of repeat customers whose perceptions of the brand image and trust are shaped by their accumulated service encounters.(Arief & Subaida, 2022; Fadhillah & Nainggolan, 2024; Permatasari & Handoyo, 2023)

By focusing on this empirical setting, the study offers two main contributions. Theoretically, it extends the literature on brand image and brand trust into the under-explored domain of console rental services within an emerging-market digital economy. It tests whether well-established relationships between brand image and trust also hold in a small-scale, experience-based entertainment business that relies heavily on social media-driven customer acquisition and word of mouth. Managerially, the study provides evidence-based insights for owners and managers of console rental and similar entertainment SMEs regarding which dimensions of brand image are most salient in fostering consumer trust, and how these insights can inform strategic decisions on service quality, communication, and community engagement. Taken together, these contributions aim to support the sustainability and competitiveness of local creative economy actors amid the rapid expansion of Indonesia's digital and gaming markets.

B. LITERATURE STUDY

1. Brand Image

Brand image refers to consumers' perceptions and associations with a brand (Marini et al., 2023; Vo, 2023), shaped by experience, marketing communication, and social interaction. In service-based industries characterized by intangibility and uncertainty, brand image functions as a cognitive cue that helps consumers evaluate service quality and reliability before consumption (Malancea, 2022; Shilpa, 2022). Theoretically, it symbolizes a firm's value proposition and reduces perceived risk by conveying professionalism and credibility. Empirical studies across various service sectors consistently show that a strong brand image positively influences perceived quality, customer satisfaction, and behavioral intentions (Ardhana et al., 2024; Lacap et al., 2025; Nadjwa et al., 2024). In digitally promoted services, brand image becomes increasingly dynamic, as social media, online reviews, and peer interactions continuously co-create and intensify its impact on consumer decision-making.

2. Dimension of Brand Image

Brand image is a multidimensional construct composed of brand associations that vary in strength, uniqueness, and favorability (Choudhary & Sahu, 2023; du Plessis et al., 2024), which together shape brand positioning and differentiation. Strong associations develop through repeated exposure and consistent service experiences, while uniqueness arises from distinctive features, personalization, or niche positioning, particularly among service-oriented SMEs. Favorable associations reflect positive evaluations and perceived benefits, influencing consumer attitudes (Clarissa & Bernarto, 2022; Lee, 2026; Tian, 2023) and repeat behavior. Collectively, these dimensions provide a framework for understanding how brand image is formed and assessed in service contexts, where direct experience and interpersonal interaction are central.

3. Consumer Trust

Consumer trust is widely recognized as a foundational element in long-term exchange relationships. In marketing literature, trust is commonly defined as a consumer's willingness to rely on a brand based on expectations of reliability, integrity, and benevolence (Khamitov et al., 2024; Selvakumar et al., 2025; Yusuf et al., 2024). Trust reduces uncertainty and perceived risk, enabling consumers to engage in transactions despite incomplete information or limited control over service outcomes.

Theoretically, trust plays a pivotal role in relational marketing frameworks. Morgan and Hunt's commitment–trust theory posits that trust serves as a key mediator sustaining long-term relationships between firms and consumers (Kigen & De Villiers, 2024; Tjizumaue, 2023). In service contexts, where outcomes are often experienced after purchase, trust becomes a psychological mechanism that bridges expectations and actual performance. Empirical evidence confirms the importance of trust across various service industries. Studies in banking, telecommunications, and e-commerce consistently show that higher levels of consumer trust are associated with greater satisfaction, loyalty, and positive word of mouth. Trust is particularly crucial in digitally mediated services, where physical cues are limited, and interactions often occur without face-to-face contact.

For experience-based services, such as entertainment and leisure activities, trust also relates to emotional comfort and enjoyment. Consumers are more likely to engage repeatedly with service providers they trust, as trust minimizes anxiety and enhances perceived value. Thus, consumer trust is not only an outcome of service quality but a strategic asset that influences behavioral continuity.

4. Determinants of Consumer Trust in Service Businesses

Consumer trust in service businesses arises from cognitive and affective evaluations in contexts marked by intangibility and uncertainty (Marinao-Artigas et al., 2023; Tunkevichus & Rebiazina, 2024). Trust is formed through signals such as brand reputation, consistent communication, and professional presentation (Boateng, 2020; Pebrianti et al., 2021; Sharma &

Klein, 2025), which help consumers assess service reliability in the absence of tangible evidence. Brand image functions as a key trust-building signal by integrating past experiences, marketing messages, and social feedback into perceptions of credibility and ethical conduct. Empirical studies across service sectors consistently show that a positive brand image is a primary antecedent of consumer trust and shapes how service encounters are interpreted. For SMEs and digitally mediated services, trust is increasingly constructed through strong brand image, repeated interactions, and online cues such as social media engagement and peer reviews.

5. Brand Image and Consumer Trust Relationship

The relationship between brand image and consumer trust is central to marketing theory, with brand image functioning as a cognitive antecedent that shapes consumers' willingness to rely on a brand. A positive brand image generates favorable expectations regarding service performance and integrity, which, when confirmed through experience, reinforces trust (Huang & Grizzard, 2022; Jayadi et al., 2023). Empirical studies across service sectors consistently show that brand image positively influences trust, both directly and indirectly through perceived quality, satisfaction, and emotional attachment. However, existing research has largely focused on large firms, leaving a limited understanding of this relationship in smaller, experience-based services. In such contexts, brand image is shaped primarily by direct experience and interpersonal interaction, making it a critical mechanism for building trust in localized and digitally promoted service businesses.

C. RESEARCH METHOD

1. Research Design

This study employed a quantitative research design with a cross-sectional survey approach to examine the Influence of brand image on consumer trust in a game console rental business. A quantitative approach was selected because the research aims to test a theoretically grounded relationship between variables using empirical data and statistical analysis. This design is appropriate for identifying patterns of association and estimating the magnitude of effects between constructs in marketing and service research. The study focused on a single independent variable, brand image, and one dependent variable, consumer trust. The relationship between these variables was analyzed using simple linear regression, enabling a clear, focused examination of causal influence consistent with the proposed conceptual framework.

2. Research Object and Context

The research was conducted at Consolorent.id, a small- and medium-sized enterprise (SME) operating in Indonesia's game console rental industry. Consolorent.id offers PlayStation 4 and PlayStation 5 rental services and actively uses social media platforms such as Instagram, TikTok, and

WhatsApp for customer communication and promotion.

This research context is particularly relevant because the game console rental business is an experience-based service characterized by repeat use, digital promotion, and reliance on consumer trust. The firm's customer base includes students, private-sector employees, and entrepreneurs, making it a representative case for examining brand-related perceptions in entertainment service SMEs.

3. Population and Sample

The study population comprised consumers who had previously rented game consoles from Consolorent.id. As the exact population size was unknown, purposive non-probability sampling was employed to select respondents with direct rental experience. A total of 62 valid responses were collected, exceeding the minimum sample size commonly recommended for simple regression analysis and supporting the reliability of the results. Sample adequacy was justified based on regression requirements rather than the Lemeshow formula, thereby ensuring methodological consistency.

4. Data Collection Technique

Primary data were collected using a structured questionnaire distributed directly to consumers of Consolorent.id. The questionnaire employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), which is widely accepted in marketing and consumer behavior research for measuring perceptions and attitudes.

Data collection was conducted over a defined period, and respondents completed the questionnaire voluntarily. To minimize response bias, participants were assured of confidentiality and informed that their data would be used solely for academic research.

5. Validity and Reliability Testing

Instrument validity was assessed using item-total correlation analysis. Each questionnaire item was considered valid if the correlation coefficient exceeded the minimum critical value, indicating that the item effectively measured the intended construct.

Reliability was evaluated using Cronbach's Alpha coefficient. A Cronbach's Alpha value greater than 0.70 was used as the threshold for acceptable internal consistency. The results showed that both brand image and consumer trust constructs met this criterion, indicating that the measurement instruments were reliable and suitable for further analysis.

6. Data

Data analysis was conducted using simple linear regression to test the hypothesized relationship between brand image and consumer trust. The regression model is expressed as follows:

$$Y = \alpha + \beta X + \varepsilon$$

Where:

Y = Consumer Trust

α = Constant

β = Regression coefficient of Brand Image

X = Brand Image

ε = Error term

The statistical significance of the regression coefficient was evaluated using a t-test at a 5% significance level ($\alpha = 0.05$). A positive and significant β coefficient indicates that brand image has a significant Influence on consumer trust.

The coefficient of determination (R^2) was used to assess the proportion of variance in consumer trust explained by brand image. This measure provides insight into the model's explanatory power while acknowledging the Influence of other unobserved factors.

D. RESULTS AND DISCUSSION

Results

Respondent Characteristics

The study analyzed data from 62 respondents who had previously rented PlayStation units from Consolorent.id. Based on descriptive analysis, the majority of respondents were students, followed by private-sector employees and entrepreneurs. In terms of rental frequency, 53.2% of respondents reported renting consoles more than three times, indicating that most respondents had repeated and direct experience with the service.

This respondent composition supports the credibility of perceptual evaluations related to brand image and consumer trust, as respondents were familiar with the service through repeated interactions.

Instrument Validity Test

Instrument validity was assessed using item–total correlations, which measure the correlation between each item score and the total score of the construct.

The validity coefficient was calculated using the Pearson product–moment correlation formula:

$$r_{xy} = \frac{n\sum XY - (\sum X)(\sum Y)}{\sqrt{[n\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

Where:

r_{xy} = correlation coefficient between item and total score

X = item score

Y = total construct score

n = number of respondents (62)

An item is considered **valid** if:

$$r_{calculated} > r_{table}$$

With $n = 62$ and significance level $\alpha = 0.05$, the critical value is approximately:

$$r_{table} \approx 0.250$$

All items measuring brand image and consumer trust showed correlation coefficients greater than the critical value. Therefore, all questionnaire items were declared valid and retained for further analysis.

Instrument Reliability Test

Reliability was assessed using Cronbach's Alpha, which measures the internal consistency of items within a construct.

The formula for Cronbach's Alpha is:

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum \sigma_i^2}{\sigma_t^2} \right)$$

Where:

α = Cronbach's Alpha

k = number of items

σ_i^2 = variance of each item

σ_t^2 = total variance of the construct

A construct is considered **reliable** if:

$$\alpha > 0.70$$

Based on the results reported in the original dataset, both brand image and consumer trust achieved Cronbach's Alpha values above the threshold, indicating high internal consistency. This confirms that the instruments consistently measure the intended constructs.

Simple Linear Regression Analysis

To investigate the impact of brand image (X) on consumer trust (Y), a simple linear regression analysis was performed.

The regression model is specified as:

$$Y = \alpha + \beta X + \varepsilon$$

Where:

Y = Consumer Trust

X = Brand Image

α = constant

β = regression coefficient

ε = error term

The regression coefficient (β) was estimated using the least squares method, which minimizes the sum of squared residuals:

$$\beta = \frac{n\sum XY - (\sum X)(\sum Y)}{n\sum X^2 - (\sum X)^2}$$

The analysis yielded a positive value of β , indicating that higher brand image scores are associated with higher consumer trust scores.

Hypothesis Testing (t-test)

To examine whether the regression coefficient is statistically significant, a t-test was conducted using the following formula:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Where:

t = calculated t-value

r = correlation coefficient

n = number of observations (62)

Decision rule:

- If $t_{calculated} > t_{table}$, the hypothesis is accepted
- If $t_{calculated} \leq t_{table}$, the hypothesis is rejected

With degrees of freedom $df = n - 2 = 60$ and significance level $\alpha = 0.05$, the critical value is:

$$table \approx 2.000$$

The calculated t-value exceeded the critical value, indicating that the regression coefficient is statistically significant. Therefore, the hypothesis stating that brand image has a significant effect on consumer trust is accepted.

Coefficient of Determination (R^2)

The explanatory power of the regression model was assessed using the coefficient of determination:

$$R^2 = r^2 \times 100\%$$

Where:

R^2 = proportion of variance explained

r = correlation coefficient

The R^2 value indicates that a meaningful proportion of the variance in consumer trust is explained by brand image. In contrast, the remaining variance is attributed to other factors not included in the model, such as service quality, price perception, or customer satisfaction.

In behavioral research, such R^2 values are considered acceptable, as multiple determinants inherently influence consumer attitudes and trust.

Discussion

Brand Image of Consolerent id as Perceived by Consumers

The findings show that consumers perceive Consolerent. id's brand image positively, as evidenced by a high proportion of repeat customers and stable brand

evaluations. Repeated service interactions have strengthened brand associations related to reliability, accessibility, and service consistency, supporting the view that brand image develops cumulatively through lived consumer experiences, particularly in experience-based services.

Brand image formation is further reinforced through peer referrals and social media, highlighting the role of interpersonal communication and digital platforms in shaping brand perceptions. Supported by valid and reliable measurement results, the brand image of Consolorent.id encompasses both functional and experiential dimensions, demonstrating that consistent service delivery and social endorsement have enabled the brand to resonate strongly with its target market.

Consumer Trust in the Game Console Rental Service

The findings indicate that consumer trust in Consolorent.id is relatively high, as reflected in repeated rental behavior and positive trust-related evaluations. This trust is grounded in consumers' expectations of reliability, competence, and consistency, particularly regarding equipment functionality, service procedures, and adherence to agreed terms. The results suggest that Consolorent.id has successfully met these expectations for a substantial portion of its customers.

Methodologically, the trust construct demonstrates acceptable reliability and validity, strengthening confidence in the empirical results. The high frequency of repeat rentals indicates that trust has been reinforced through consistent service performance over time. In the context of experience-based services, this trust encompasses both cognitive assessments of reliability and emotional assurance, supporting customer retention and the long-term sustainability of the business.

The Effect of Brand Image on Consumer Trust

The regression analysis demonstrates that brand image has a positive and statistically significant effect on consumer trust, confirming its role as a key predictor in the context of game console rental services. This finding aligns with signaling theory, which explains that consumers rely on brand image to infer service reliability and reduce perceived risk when service quality cannot be fully assessed prior to consumption. The significance of the regression coefficient indicates a robust and systematic relationship between variations in brand image and levels of consumer trust.

Although brand image explains a meaningful portion of trust variance, it does not account for all influencing factors, as service quality, price perceptions, and individual characteristics also shape trust. Importantly, the strength of this relationship within a small, experience-based service business highlights the strategic relevance of brand image for SMEs. In this context, brand image conveys both functional and experiential signals that, when consistently positive, foster trust and support sustained consumer engagement.

E. CONCLUSIONS

This study examined the role of brand image in shaping consumer trust in a game console rental service, using Consolorent.id as a case study. The findings indicate that Consolorent.id is perceived positively by consumers, as reflected in

repeat rental behavior and brand awareness driven largely by peer referrals and social media, suggesting that brand image in experience-based services is formed through cumulative interactions and social validation.

The study also finds that consumer trust in Consolent.id is relatively high and reinforced through consistent service performance over time. Most importantly, the analysis confirms that brand image has a positive and statistically significant effect on consumer trust, supporting service marketing and signaling theory. Although multiple factors influence trust, brand image emerges as a critical foundation for building trust in small, experience-driven, and digitally promoted service businesses, highlighting its strategic importance for long-term sustainability.

REFERENCES

- Allcorrect. (2024, May 31). *The Gaming Market in Indonesia*. https://allcorrectgames.com/insights/the-gaming-market-in-indonesia/?utm_source=chatgpt.com
- Allifiansyah, S. (2023). The Genesis and Self-Reliance of Indonesian Local Game Developers as the National Creative Workers in Contemporary Indonesia. *Communication & Society*, 36(4), 67–81. <https://doi.org/10.15581/003.36.4.67-81>
- Anjali, & Binoy, T. (2024). Exploring the Impact of Brand Experience and Brand Trust on Brand Loyalty. *Journal of Informatics Education and Research*, 3(2). <https://doi.org/10.52783/jier.v3i2.519>
- Ardhana, N. A., Mariam, S., & Ramli, A. H. (2024). The Role of Corporate Image, Quality Service, and Customer Satisfaction in Intention Behavior and Customer Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 12(5), 1715–1730. <https://doi.org/10.37641/jimkes.v12i5.2825>
- Arief, M. Y., & Subaida, I. (2022). Pengaruh Kualitas Pelayanan, Brand Image (Citra Merek) Dan Trust (Kepercayaan) Terhadap Loyalitas Pelanggan Pt. Pos Indonesia (Persero) Kecamatan Kapongan Kabupaten Situbondo. *Growth*, 19(1), 48. <https://doi.org/10.36841/growth-journal.v19i1.1597>
- Boateng, S. L. (2020). *Enhancing Calculative Commitment and Customer Loyalty Through Online Relationship Marketing* (pp. 50–76). <https://doi.org/10.4018/978-1-5225-9550-2.ch003>
- Choudhary, P. K., & Sahu, Dr. K. K. (2023). Managing and shaping brand associations to ensure positive alignment with “Brand Image”: Narrative synthesis. *International Journal of Physical Education, Sports and Health*, 10(3), 112–117. <https://doi.org/10.22271/kheljournal.2023.v10.i3b.2935>
- Clarissa, C., & Bernarto, I. (2022). The Influence of Brand Ambassador, Brand Awareness, Brand Image, and Prices on Purchase Decisions on an Online Marketplace. *Business and Entrepreneurial Review*, 22(2), 273–288. <https://doi.org/10.25105/ber.v22i2.14966>
- Djaka, M. (2023). Tinjauan Asas Demokrasi Ekonomi Atas Penyalahgunaan Posisi Dominan Dalam Membatasi Pengembang Teknologi Di Era Industri Kreatif : Studi Atas Tarif Layanan Google Play Store. *Jurnal Hukum & Pembangunan*, 53(2). <https://doi.org/10.21143/jhp.vol53.no2.1572>

- du Plessis, C., D'Hooge, S., & Sweldens, S. (2024). The Science of Creating Brand Associations: A Continuous Trinity Model Linking Brand Associations to Learning Processes. *Journal of Consumer Research*, 51(1), 29–41. <https://doi.org/10.1093/jcr/ucad046>
- Fadhilah, R. E., & Nainggolan, B. M. (2024). Peran Kualitas Pelayanan, Kepercayaan dan Pengalaman Pelanggan terhadap Kepuasan Pelanggan. *INOVASI*, 11(1), 150–163. <https://doi.org/10.32493/Inovasi.v11i1.p150-163.40256>
- Huang, J., & Grizzard, M. (2022). Beyond Content. *Journal of Media Psychology*, 34(6), 348–360. <https://doi.org/10.1027/1864-1105/a000331>
- Ichou, M., & Manar, O. (2024). The Impact of Brand Image and Brand trust on Consumer Buying Behavior—*Global Journal of Economic and Finance Research*, 01(07). <https://doi.org/10.55677/GJEFR/11-2024-Vol01E7>
- ITA. (2025, November 17). *Indonesia Digital Economy*. https://www.trade.gov/country-commercial-guides/indonesia-digital-economy?utm_source=chatgpt.com
- Jayadi, J., Supriyadi, Y., & Triastuti, Y. (2023). Kualitas Layanan Dan Citra Merek Dalam Mempengaruhi Kepuasan Serta Dampaknya Terhadap Loyalitas. *Jurnal Manajemen Kewirausahaan*, 20(1), 13. <https://doi.org/10.33370/jmk.v20i1.985>
- Karayel, B. E., & Orha, H. S. (2024). Kurumsal İtibar, Marka Güveni ve Marka Sadakati Kavramlarına Yönelik Bir Araştırma. *Selçuk İletişim*, 17(1), 100–131. <https://doi.org/10.18094/josc.1389535>
- Kemenparekraf. (2024, March 24). *The Importance of Presidential Regulation Number 19/2024 for the Local Games Industry*. https://www.kemenpar.go.id/en/articles/the-importance-of-presidential-regulation-number-192024-for-the-local-games-industry?utm_source=chatgpt.com
- Khamitov, M., Rajavi, K., Huang, D.-W., & Hong, Y. (2024). Consumer trust: Meta-Analysis of 50 Years of Empirical Research. *Journal of Consumer Research*, 51(1), 7–18. <https://doi.org/10.1093/jcr/ucad065>
- Kigen, F., & De Villiers, M. V. (2024). Decoding the Symphony of Satisfaction, Commitment, and trust as Predictors of Customer Loyalty in Demarketing Situations. *International Review of Management and Marketing*, 14(5), 235–249. <https://doi.org/10.32479/irmm.16780>
- Lacap, J. P. G., Balatbat, S. K., Malonzo, J. M. M. C., Alfaro, M. S., & Mungcal, H. R. (2025). The Intervening Role of Customer Satisfaction on the Relationship between Brand Prestige and Behavioral Intentions. *Journal The Messenger*, 15(3), 195–209. <https://doi.org/10.26623/themessenger.v15i3.4991>
- Lee, J. W. (2026). Brand Recognition. In *International Encyclopedia of Business Management* (pp. 835–837). Elsevier. <https://doi.org/10.1016/B978-0-443-13701-3.00275-9>
- Malancea, I. (2022). Competitive Strategies For Creating The Company's Image. *Economica*, 3(121), 62–73. <https://doi.org/10.53486/econ.2022.121.062>
- Marinao-Artigas, E., Valenzuela-Fernández, L., Chasco, C., & Laroze-Prehn, D. (2023). Antecedents and consequences of trust as a multidimensional construct. Cross-country analysis in the luxury retail sector. *Cuadernos de Gestión*, 23(2), 51–68. <https://doi.org/10.5295/cdg.211490em>

- Marini, S., Sugiarto, Y., & Iskandar, N. H. (2023). Customer Perceptions of Bakery and Restaurant Brand Image. *The Journal Gastronomy Tourism*, 10(2), 128–139. <https://doi.org/10.17509/gastur.v10i2.61522>
- Nadjwa, A., Srivania, D., & Mardhiana, H. R. (2024). Investigating Brand Awareness, Brand Image, and Perceived Quality on Customer Loyalty. *Jurnal Vokasi Indonesia*, 12(2), 148. <https://doi.org/10.7454/jvi.v12i2.1226>
- Oktavianingsih, P. D., & Fikriah, N. L. (2024). Consumer Loyalty: The Effect of Consumer Satisfaction in Mediating E-Trust and Brand Image. *Jurnal Ekonomi, Bisnis & Entrepreneurship*, 18(2), 364–381. <https://doi.org/10.55208/mkavnp71>
- Pebrianti, W., Tanwira, W., & Ahmadi, A. (2021). Online Relationship Marketing and Customer Loyalty Based on Signalling Theory. *GATR Journal of Management and Marketing Review*, 6(1), 86–93. [https://doi.org/10.35609/jmmr.2021.6.1\(9\)](https://doi.org/10.35609/jmmr.2021.6.1(9))
- Permatasari, T. V., & Handoyo, S. E. (2023). Pengaruh kualitas layanan, kepercayaan, dan citra merek terhadap kepuasan pelanggan serta dampaknya terhadap loyalitas pelanggan PT Tiki Jalur Nugraha Ekakurir di Jakarta. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 7(3), 582–595. <https://doi.org/10.24912/jmbk.v7i3.23871>
- Saha, R. K., & Md. Borak Ali. (2024). Does Brand Image Matter in Developing Long-Term Relationships in the Mobile Financial Service Industry? *Studies in Economics and Business Relations*, 5(1), 24–39. <https://doi.org/10.48185/sebr.v5i1.1069>
- Selvakumar, V., G D., & K L. (2025). A Study on the Relationship between Brand trust and Consumer Loyalty. *International Journal of Multidisciplinary Research in Science, Engineering and Technology*, 08(07). <https://doi.org/10.15680/IJMRSET.2025.0807038>
- Sharma, V. M., & Klein, A. (2025). A signaling theory-based analysis of website features, investment perception, and trust propensity in initial trust formation on unfamiliar small online retailers. *Journal of Marketing Theory and Practice*, 33(2), 232–253. <https://doi.org/10.1080/10696679.2024.2305454>
- Shilpa. (2022). Impact Of Brand Image In Purchasing Decisions: A Perspective. *Towards Excellence*, 1254–1261. <https://doi.org/10.37867/TE1403114>
- Tian, H. (2023). Study on Customer-based Brand Equity in the Luxury Hospitality Industry. *Frontiers in Business, Economics and Management*, 8(1), 111–114. <https://doi.org/10.54097/fbem.v8i1.6009>
- Tjizumaue, B. (2023). Buyer / Seller Relationship in the Services Sector at the Bottom of the Pyramid: A Commitment-Trust Theory Perspective. *International Journal of Innovation and Economic Development*, 9(5), 16–27. <https://doi.org/10.18775/ijied.1849-7551-7020.2015.95.2002>
- Tunkevichus, E. O., & Rebiazina, V. A. (2024). Multidimensional Model for Digital trust of Digital Services Users: Results of Empirical Research. *Lomonosov Economics Journal, №4_2023*, 165–200. <https://doi.org/10.55959/MSU0130-0105-6-58-4-8>
- Ummu, S., Maulida, A., & Sutirman. (2025). The Effects of Brand Ambassador and Brand Image on Purchasing Decisions, with Brand trust as a Mediating Variable among Innisfree Indonesia Consumers. *Formosa Journal of Sustainable Research*, 4(6), 1029–1042. <https://doi.org/10.55927/fjsr.v4i6.331>

- Vo, N. D. (2023). Brand management through image and culture. *Journal of Development and Integration*, 72, 89–97. <https://doi.org/10.61602/jdi.2023.72.11>
- Wijman, T. (2024, May 16). *Last looks: Our final 2023 games market estimates and forecasts*. NewZoo. https://newzoo.com/resources/blog/last-looks-the-global-games-market-in-2023?utm_source=chatgpt.com
- Yusuf, R., Istiharini, I., & Hendrayati, H. (2024). Brand Trust Dalam Perspektif Konsumen: Sebuah Systematic Literature Review Terhadap Faktor Dan Implikasinya. *JURNAL EKONOMI BISNIS DAN MANAJEMEN (EKO-BISMA)*, 3(2), 328–339. <https://doi.org/10.58268/eb.v3i2.132>
- Yuwono, A. I. (2021). Eksistensi Developer Game Independen Indonesia (Studi Kasus Eksistensi Developer Game Independen Agate Studio, Creacle Studio, Dan Digital Happiness Dalam Perspektif Ekonomi Politik Komunikasi). *Jurnal Media Dan Komunikasi Indonesia*, 2(1), 22. <https://doi.org/10.22146/jmki.63054>