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THE EFFECT *OF CONSUMER TRUST* AND *EASE OF USE* ON *CONSUMER LOYALTY* MEDIATED BY *BRAND IMAGE* ON TIX.ID APPLICATION USERS (*STUDY ON FACULTY ECONOMIC OF BUSSINES-UNIVERSITY OF BANDAR LAMPUNG STUDENTS*)

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Abstract

The purpose of this study is to analyze the influence of consumer trust variables and ease of use variables on consumer loyalty variables mediated by brand image on TIX.ID application users. This type of research is quantitative using primary data, obtained from respondents through questionnaires distributed online. The research participants were several students from the Faculties and Universities mentioned in the title, with a total of 280 respondents taken using random sampling techniques. Data were analyzed using PLS-SEM with the SmartPLS 4 application using validity tests, reliability tests, and hypothesis tests. The results of the study indicate that there is a significant relationship between consumer trust, ease of use, brand image, and consumer loyalty. Looking at the brand image variable that has a major role in mediating the relationship between the two variables X to variable Y. Overall, this study emphasizes that trust, ease of use, and brand image are interrelated and contribute to consumer loyalty.

Keywords: *Consumer Trust, Ease of Use, Brand Image, Consumer Loyality*

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INTRODUCTION

Loyal consumers tend to make repeat purchases and become brand advocates, promoting the company to others through word-of-mouth recommendations. This can increase the company's revenue and profitability, as well as a positive reputation in the market (Kurhayadi et al., 2022). Building consumer loyalty requires providing a high level of customer satisfaction and consistently providing high-quality products or services. Companies can also use loyalty programs, personalized marketing strategies, and excellent customer service to build strong relationships with their customers and keep them coming back for more (Azizan et al., 2019).

Brand image encompasses everything related to the brand and is stored in the consumer's memory. Brand image is one of the main elements that Business people must be careful in maintaining consumer loyalty so that the business can further increase consumer loyalty (Lestari, 2021). According to brand image is a perception created in consumer perception of a brand, based on their experience, knowledge, interactions, and information about the brand. Brand image reflects how consumers perceive quality, reputation, value, as well as emotional associations associated with brands.(Frenredy et al., 2020).

Ease of usr refers to the extent to which a product, service, or system is designed to allow users to use it easily, efficiently, and without hindrance (Siagian et al., 2022). Ease of use means that a person will not experience any difficulties when using a system,

which refers to a person's belief that a system can facilitate their activities without a great deal of effort at the time of operation.(Rahmawati et al., 2024).

He belief that one will get what one wants from an exchange partner is known as trust. When a person has trust, they are willing to act with confidence that their partner will meet their expectations in a certain way, usually based on the other person's words, promises, or comments are trustworthy and all the knowledge that the customer has and all the conclusions that the customer has about its (Sudirman et al., 2020) object, attributes and benefits According to Consumer trust is the belief or confidence that consumers have in a product, service, or brand, based on the brand's experience, reputation, and ability to meet their expectations and needs consistently (Rajavi et al., 2019)

The development of digital technology today has changed the role of humans in various aspects of life, including in the world of entertainment. Entertainment technology now has an increasingly significant role in the entertainment and information delivery process. The entertainment world needs innovation to continue to develop in order to compete with advances in other fields. The use of technology has an impact that can be both positive and negative (Putra et al., 2023). The use of technology is applied in various fields, including in the entertainment world, one example is in cinemas/theaters. Cinema is a place where people can enjoy movies with bigger and clearer sound effects, optimal lighting, and comfortable seats. In addition, food and drinks are available to complement the viewing experience (Sala, 2019). Cinema service providers need to pay serious attention to the quality of service, because this is directly related to the competitiveness and profitability of the company (Hadida et al., 2021). Good service is essential to create customer loyalty and win competition, as well as play a big role in generating profits. The higher the quality of service provided, the greater the level of loyalty felt by consumers (Ar-Rayhan et al., 2024). With the development of information technology, cinema services are now adapting to meet the needs of today's society. Along with the development of technology, the presence of the internet has brought great changes in various aspects of human life (Prasetyo et al., 2022). TIX ID is an example of one application that takes advantage of technological advances in the entertainment industry. This application provides a service to make it easier for people to buy cinema tickets online. TIX ID is directly connected to various cinemas in the user's nearest area, with the support of the internet network, users can get the movie tickets they want, (Foeh et al., 2022).

This application was launched by PT. Nusantara Elang Sejahtera in 2018 by partnering with Cinema 21 which is the largest cinema chain in Indonesia that has been operating in the entertainment industry since 1987.Through the name of the application, users can choose a movie along with its release schedule, determine the location of the desired cinema and seats, and make payments easily using financial technology (Fauxzan et al., 2022). In the context of economics and finance, funds can be defined as a sum of money allocated for a specific purpose, one of which is the application of funds (Wahid et al., 2023). Dana is a digital payment service that can be used for various electronic transactions. This service is available in the Bukalapak application, Tickets, and can be used for various purposes such as online shopping in e-commerce, credit purchases, electricity payments to other services contained in the application. Digital marketing is also present as an innovation in the world of marketing (Haudi et al., 2022). Digital marketing is the process of marketing a product or service through digital or the internet. Social media marketing involves utilizing social media platforms to promote companies and their products. This strategy is part of online marketing activities that complement traditional web-based promotional approaches, such as email newsletters and digital advertising campaign (Barusman, 2020).

One important aspect that is often a concern is ease of use, which refers to the level of comfort and simplicity with which it operates something . Ease of use refers to the extent to which a person believes that a particular system can reduce the effort required, either in terms of time or effort, to understand or learn that system or technology, as it is considered easy for the user to understand. (Wijiastuti et al., 2024).

TIX ID itself is still not equipped with a direct transaction feature, to make the payment, TIX ID uses a second party as its transaction method, namely the Dana digital wallet. When potential consumers want to book movie tickets through this app, they must have a Dana account and a sufficient balance (Fauzan et al., 2022). The TIX ID has received downloads from more than 18 million users in Indonesia in 2024 through the Marketplace.

Table 1. Data (as of October 2024)

INFORMATION	DATA OBTAINED
PRICE	Free to download
NUMBER OF DOWNLOADS	18 million
LATEST DOWNLOADS	210K
PERINGKAT	4.40 based on 500k ratings
PERINGKAT	High Boost
VERSION	3.12.0
APK SIZE	38.0 MB
NUMBER OF LIBRARIES	58
DESIGNED FOR ANDROID	5.0+
SUITABLE FOR	Everyone
ADVERTISEMENT	No Ads

Source : Data Processed App Annie.co.id, 2024

The advanced features offered provide convenience for users in carrying out daily activities. Not only that, but the service is also designed to improve efficiency and productivity (Iryani et al., 2023). With the phenomenon of many competitors on the cinema e-ticketing online booking application such as the CGV cinemas application, m-tickets, etc. This Tix id app also brands their technology which aims to differentiate the product or service from competitors and build a strong relationship and use it repeatedly on this app (Fadhilah et al., 2022).

The phenomenon of TIX.ID application as a cinema e-ticketing platform is interesting to study because it is able to change the way people order tickets, offering convenience, time efficiency, and a practical user experience, thus reflecting the trend of digitalization in the entertainment industry. In the research process, the use of credible sources is very important to strengthen the arguments and validity of the data. For example, in the previous study in other articles Prasetyo et al., 2022, (Foeh et al., 2022) and reference articles in this study, from several of these reference articles discussed the same product. However, some of them still use samples from the student population, but some of the articles suggest researching different variables. So this research aims and focuses on the variables of trust, ease of using the application, and also knowing the factors that affect these variables, whether some of them can affect consumer loyalty and or both can affect consumer loyalty mediated by brand image. According to the object of this research, the main attention is directed to the use of application technology TIX.ID e-ticketing online cinema as well as a survey of on a number of students who have experience watching at the cinema.

Literature Review

Consumer Loyality

Literally, loyalty means solidarity, which can be understood as a form of commitment that arises voluntarily, without any pressure, but based on awareness formed from past experiences. Efforts made to increase consumer satisfaction tend to have an impact on their attitudes, according to (Mustofa et al., 2022),(Mshuri, 2020) the statement that consumer loyalty has 4 dimensions, namely: a) Making regular repurchases. b) Purchasing products in various product and service lines. c) Give recommendations to others. d) Showing immunity to competitor attractiveness: However, according to research journals, the dimensions of consumer loyalty are: a). Customers show repeated purchasing behavior from a service provider, b). Customers have a positive attitude disposition towards service providers, c). Customers consider using this service provider only when they need the service.(Barusman et al., 2020). From several dimensions of the research indicators, it can be concluded that this study uses indicators: 1) Making repeated purchases 2) Liking the brand continuously, 3) Continuing to choose the brand among other choices, 4) Giving recommendations to others.

Brand Image

Brand image is the perception or image that consumers have of a brand, based on their experience, knowledge, and interaction with the products or services offered as well as the beliefs and perceptions that consumers have, which are reflected through the associations formed in the consumer's memory (Ngabiso et al., 2021). What will become the Z variable or mediation will later be a description of the external features of a product or service, which includes how the brand seeks to meet the psychological or social needs of consumers. Building a brand image is basically an effort to create effective and constructive communication in conveying messages that support the brand's goals, so that it is able to influence consumer perception in accordance with the company's expectations so that the communication can run well as for the dimensions according to the article, namely: brand identity must be designed to be attractive, easy to remember, have a clear focus, and be able to provide motivation, Meanwhile, the research (Lestari, 2021), (Afif et al., 2019),(Frenredy et al., 2020). States that the brand image is three-dimensional, namely: mystery, sensuality, and intimacy. From several dimensions of research indicators, it can be concluded that this study uses indicators: 1) Brand identity, 2) Brand personality, 3) Brand association, 4) Brand attitude and behavior, and 5) Brand benefits and competencies

Ease of Use

Ease of use is the extent to which a product, service, or system can be operated simply, efficiently, and without difficulty by users and also the perception of ease of use refers to a person's belief that a system can be used without difficulty, where the system is believed to be able to help their activities without requiring great effort during its (Fadillah et al., 2023) operation. However, the research states the dimensions of the brand image, namely: 1). More flexible information technology, 2). remember to understand, 3). Easy to operate and for user convenience, 4). Ensuring the user understands a technology, 5). In operating it, it does not require much effort.(Taan et al., 2021). From several

dimensions of research indicators, it can be concluded that this study uses indicators: 1). Ease of learning, 2). Ability to control, 3). Clarity and ease of understanding, and 4). Comfort during use.

Consumer Trust

Consumer trust is a belief that is based on the knowledge that consumers have, as well as all the conclusions they draw about products that have certain characteristics, attributes, and benefits according to (Ngabiso et al., 2021) , but according to research it is stated that trust is the expectation of society that is maintained by individuals, greetings from one part to another can be trusted. The dimension in a consumer trust according to can be assessed through three points, namely: 1). The honesty of the owner in transactions, 2). The owner's responsibility to consumers, 3). Believing that the company has a reliable reputation. The research states: 1). Security in transactions, 2). Quality service or product, 3). Transparent information, 4). Positive previous experience, 5). Responsive customer service (Sumadi et al., 2021), [30].From several dimensions of research indicators, it can be concluded that this study uses indicators: 1) Honesty of the owner in making transactions, 2) Owner's responsibility to users, 3) Belief that the company has a trusted reputation.

HYPOTHESIS DEVELOPMENT

The Effect of *Consumer Trust* on *Consumer Loyalty*

Support for things you like usually shows a sense of togetherness and close relationships. This kind of loyalty is already part of a growing social phenomenon around the world. In everyday life, trust in loyalty is often a strong foundation for building relationships. The belief in loyalty is seen in the close relationships that are formed, where people show dedication and full support for something they stand for. It has become a social phenomenon that is developing in many places. In various social relationships, interactions between individuals play an important role in strengthening emotional bonds and increasing mutual support. Individuals will typically interact with other members through a variety of platforms (Aslam et al., 2020) ,(Pramita, 2019) , (Boonletrvanich, 2019)**.** This interaction can build a stronger emotional attachment, due to the mutual sharing of information, experiences, and support for something of interest. This shows that the stronger the relationship with something that is believed, the greater the level of trust and loyalty to it. Trust built through interactions and shared experiences strengthens loyalty, so individuals will continue to support and commit to what they believe in (Nelson et al., 2021), (Sumadi et al., 2021)

H1: *Consumer trust* affects *consumer loyalty*

The Influence of Consumer*Trust* on *Brand Image*

The main factor that can increase consumer trust in a brand is the ability to deliver something that is not only effective but also safe, thus meeting their expectations and strengthening trust in the brand (Rajavi et al., 2019). Additionally, other research suggests that positive reviews from other consumers can be an additional benchmark that strengthens perceptions and increases trust in brands (Atulkar, 2020). This is in line with research that shows that trust in brands

can encourage consumers to be more actively engaged, especially when accompanied by additional incentives that appeal to them (Rajavi et al., 2019)

H3 : *Consumer trust* affects *brand image*

Pengaruh *Ease of Use* Terhadap *Consumer Loyalty*

Culture has an important role in shaping people's interest and attention to various aspects of life. Culture that includes movies, culinary, music, lifestyle, and other entertainment is now attracting the attention of many people around the world, (Siagian et al., 2022). This is also reflected in the entertainment world such as cinemas or theaters, where the ease of using online ticketing applications makes consumers more loyal because the experience becomes more practical and easy, (Rahmawati et al., 2024). If consumers feel comfortable and easy to use the application, usually their view of the service becomes more positive. Over time, this can make them more loyal because the experience they feel has met expectations. This phenomenon also encourages consumers to become more loyal, which is characterized by their intention to repeat use, as has been proven in research. Furthermore, it shows a significant positive impact on customer loyalty, (Pratama et al., 2019). Research from (Siagian et al., 2022) can also show states that user friendliness has a positive and significant influence on customer loyalty.

H2: *Ese of use* affects *consumer loyalty*

The Effect *of Ease of Use* on *Brand Image*

Ease of use not only supports consumer satisfaction but also increases say a brand in the market, brands that are able to provide a smooth user experience tend to be more remembered and recommended, this is interesting to research because it is in line with the trend of consumers who increasingly prioritize convenience in interacting with brands, both through digital applications and offline services. In the digital era, more and more consumers are prioritizing services or products that are easy to access and use, a simple and efficient experience not only increases convenience but also helps build a sense of positivity a brand in the eyes of consumers, this shows that the perception of ease of use plays a big role in shaping loyalty and trust in the brand. This case can also be proven in research from, the cited reference, device convenience has a positive impact.(Sukeri et al., 2022) ,(Pratama et al., 2019)

H4 : *Ease of use* affects *brand image*

The Influence of *Brand Image* on Consumer Loyalty

Brand image plays an important role in shaping consumer loyalty, as the way a brand is perceived can have an impact on consumers decision to continue supporting the product or service, a brand that has a positive image often builds a deep sense of trust and satisfaction in the hearts of consumers, which in turn increases the likelihood of repurchases and recommendations to others, in addition, this variable is interesting to raise because brand image is not just influenced by the quality of the product or service, but also by the emotional interaction and experience of the consumer with the brand, so it can provide deeper insights into several factors that indicate a higher level of loyalty. Throughout this research, It can be concluded that customer loyalty has a positive

impact on aspects of brand image variables. This can be proven.(Sadek et al., 2020), (Ngabiso et al., 2021)

H5: *Brand image* affects *consumer loyalty*

Conceptual Framework

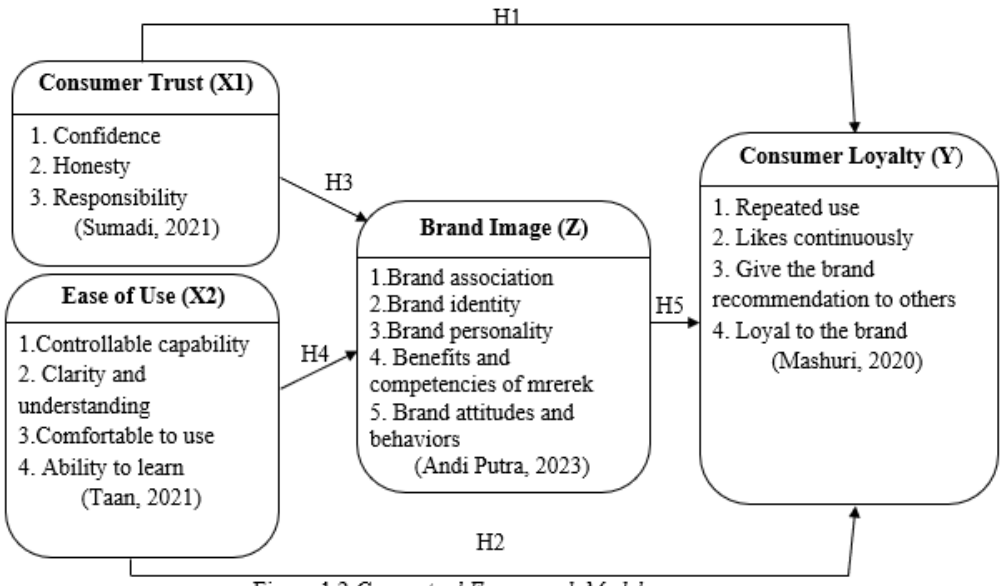


Figure 1.2 *Conceptual Framework Model*

METHODS

Population and Sample

In order to achieve the research objectives, an appropriate method is needed to obtain data and analyze the relationship between variables. Therefore, this research method uses a quantitative approach (Prasetyo et al., 2023), as well as using In the study, the existence of populations and samples is the basis for identifying the groups to be studied. This Enables researchers to obtain relevant data and compile conclusions that can be generalized, so that the validity of the research results can be guaranteed (Chen et al., 2022) while the participants and respondents of this study are student consumers who will be surveyed in the title above. Who have experience watching in cinemas and use *e-ticketing* application technology cinema (TIX ID), from as many as 936 active students of FEB UBL in 2024 starting from the Management and Accounting Study Program.

The number of samples in this study was determined by the slovin formula

$$n = \frac{N}{1 + (N\ x\ e^2)}$$

- Total Population (N) = 936
- Margin of error (e) = 5% (0,05)

Entering the Values into the formula:

$$n = \frac{936}{1 + (936\ x\ 0{,}05^2)}$$

$$n = \frac{936}{1 + (936\ x\ 0{,}0025)}$$

$$n = \frac{936}{1 + 2{,}34}$$

$$n = \frac{936}{3{,}34} = 280 \text{ (Respond)}$$

Validity Test

Validity testing is the process of assessing the extent to which a research instrument is able to measure what should be measured precisely and accurately. Not only that, validity also aims to ensure that the data generated from the instrument is relevant to the research objectives and can be relied upon to answer research questions. By conducting validity tests, researchers can understand the instrument, identify shortcomings, and improve the quality and credibility of research results.(Umar, 2020),(Bintari et al., 2022)

Reliability Test

Reliability tests are a way to ensure that the measuring instruments in the study provide consistent results each time they are used. This methodology is used because it helps researchers find out how reliable the data obtained is (Dunkhri, 2020)**.**

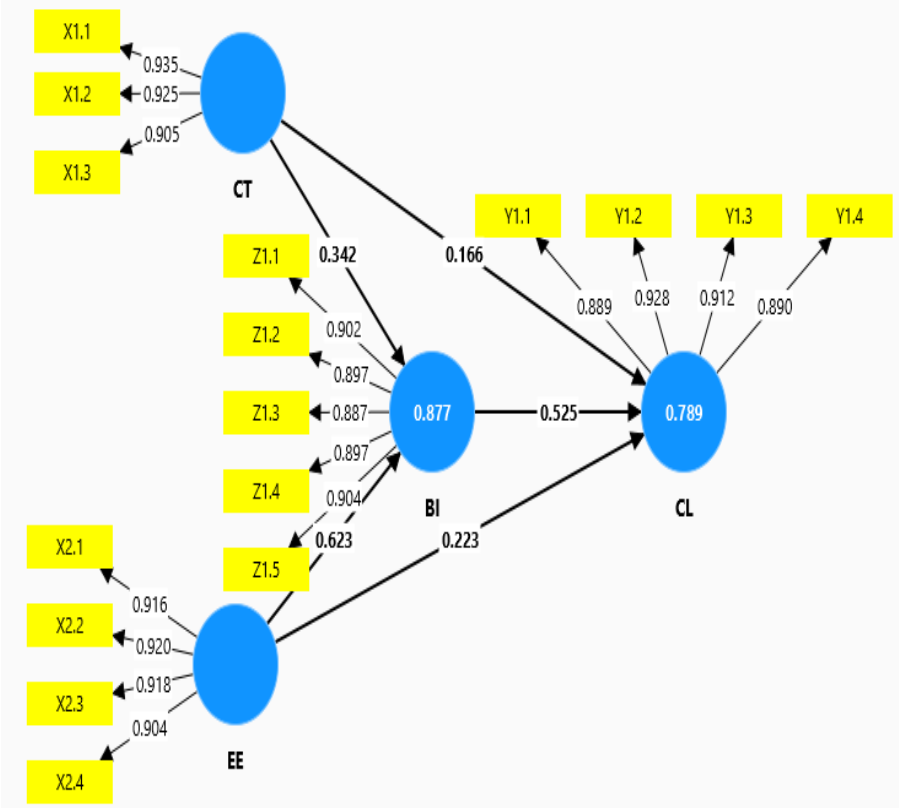
Analisis SEM (*Structural Equation Modeling)*

SEM (Structural Equation Modeling) analysis is a statistical method used to analyze complex relationships between variables, both measured and unmeasured. This methodology was chosen because of its ability to test the model theoretically simultaneously, linking direct and indirect relationships between variables. With SEM, researchers can identify the strength and direction of the relationship between variables, as well as gain deeper insights into data structures. In addition, SEM also allows researchers to evaluate the reliability and validity of the conception, so that the results obtained from the conception the study become stronger and more reliable (Pratondo et al., 2024), (Kurniawan, 2019), (Mandagi et al., 2023)

RESULTS & DISCUSSION

The analysis method used is quantitative analysis, with hypothesis testing carried out using the PLS-SEM research model and data analysis is carried out through the SmartPLS 4 application. Of the total 280 respondents involved, there were 112 men and 168 women. Participants in this study were a number of students in the title of this article, with 156 students from the Management study program and 124 from the Accounting study program. Where the data collection uses a form device from Google or an online device so that the sample ensures

that the collected is appropriate, so that the results of this study can be trusted to draw valid conclusions about the student population of the Faculty of Economics and Business- Bandar Lampung University



Source: Path Analysis Smart-pls4 Data Processing (2024)

Information:
CT : *Consumer Trust* (X1)
EE: *Ease of Use* (X2)
BI : *Brand Image* (Z)
CL: *Consumer Loyalty* (Y)

Convergen Validity

Validity testing aims to show the extent to which the instrument functions as a measuring tool that is in accordance with the theory that defines the construct. The correlation between the construct and the instrument reflects this suitability (Chen et al., 2022). There are two testing parameters that need to be considered to ensure the validity of a construct, one of which is convergent validity. Convergent validity shows the extent to which the instrument used can measure a specific construct. This convergence is evidenced by the presence of a high correlation. According to Wahid et al., 2023), the steps to assess the validity of the instrument include testing the loading factor and analyzing the Average Variance Extracted (AVE) value. Valid items must have an AVE value equal to or greater than 0.5 and a loading factor above 0.70. This value indicates adequate convergent validity, which means that more than half of the indicator variance can be

explained by the construct, providing confidence that an item can explain a particular variable (Bintari et al., 2022). The results of the outer model test show that all items have a loading factor of more than 0.70, and the AVE value for each variable also meets the criteria above 0.5. Thus, it can be concluded that the construct has convergent validity.

Reliability Test

The measurement model of this test is a dimensional measuring tool that can provide constant or stable results, if the measuring tool is reliable or reliable. The dimensional reliability in this study was tested using *composite realibility*. A construct is said to be reliable if the *composite reability* value and *Cronbach's alpha value* > 0.7. The following are (Barusman, 2019) *the composite reability* values and *Cronbach's alpha values* in the table below.

Table 2. AVE *Output Result*

Variable	*Composite Reability* (rho_a)	*Composite Reability* (rho_c)	*Cronbach's Alpha*	AVE	Information
Consumer Trust	0.940	0.954	0.940	0.805	Reliable
Ease of Use	0.926	0.948	0.926	0.819	Reliable
Brand Image	0.912	0.944	0.912	0.850	Reliable
Consumer Loyalty	0.935	0.953	0.935	0.836	Reliable

Source: Data Processed, 2024

Based on the table above, it can be concluded that all variables are said to be reliable because the composite *reability* and *conbrach's alpha* values are higher than 0.7, the questionnaire has good reliability in this study and can produce a good, stable or constant reliability measure.

Structural Model Analysis (*Inner Model*)

A. Table 3 Coefficient of Determination (R-square/R2)

	R-2	*R-2 Adjusted*	Information
Brand Image	0.877	0.876	*Moderate*
Consumer Loyalty	0.789	0.786	*Moderate*

Processed Information, 2024

The table above shows that the simultaneous influence of X1 and X2 on Z has an R-Square value of 0.877 and an adjusted R-2 value of 0.876. Therefore, it can be said that (X1 and X2) have a simultaneous influence of 0.876 or 87.6% on Z. Thus, the corrected R-Square is greater than 0.75, indicating that X1 and X2 have a significant impact on Z. With an adjusted R-Square value of 0.786, the simultaneous influence of X1, X2, and Z on Y has an R-Square value of 0.789, so it can be said that Y is influenced by (X1, X2, and Z) simultaneously by 0.786 or

78.6%. Given the more precise R-Square, set by 0.75, X1, X2, and Z have a significant influence on Y.

B. Table 4 Coefficient of Determination (*F-Square* /F2)

	Brand Image	***Consumer Loyalty***
Consumer Trust	0.225	0.025
Ease of Use	0.747	0.032
Brand Image		0.160
Consumer Loyalty		

Source: Data Processed, 2024

Based on the table above, it can be concluded that the influence of large size with f-square criteria > 0.35 is the influence of X1 on Z, the effect of X2 on Z and the influence of Z on Y. And the moderate influence is with f-square between 0.15 to 0.35 is the influence of Z on Y. Both X1 and X2 have a small influence on the influence of Y, which is indicated by the f-square range is between 0.02 - 0.15. Because none of them have a value <0.02, then the influence can be ignored.

***Colinearity Statistic* (VIF)**

This model of measurement of collinearity means that there is a perfect linear relationship between some or all of the variables that explain the model. The existence or absence of multicollinearity is known from the correlation coefficient of each variable. To find out whether or not there is a collinearity problem, it can be known from the VIF ((Hair et al., 2019) Inflation variance value factor. as such a thing, do not have problems with data collinearity if the VIF score is less than 10 (Zeng et al., 2021)

Table 5. *Colinearity Statistic* (VIF)

	Brand Image	***Consumer Loyalty***
Consumer Trust	4.234	5.187
Ease of Use	4.234	7.399
Brand Image		8.155
Consumer Loyalty		

Source: Data Processed, 2024

The data mentioned earlier shows stating collinearity is not a problem because it shows the VIF of the relationship between variable X1 (CT) and variable Z (BI) is 4.234 <10. comparison between brand image and ease of use has a VIF of 4.234 <10 which shows there is no collinearity problem. There is no collinearity problem as evidenced by the VIF of 5.187 <10 for between the two

influences loyalty and trust. There is a collinearity problem, as seen from the VIF value of 7.399 <10 for the relationship between customer loyalty and ease of use. There is a collinearity problem, as evidenced by the VIF value of variable Z (BI) with variable Y (CL) of 8.155 <10.

Test Hypothesis

a) *Direct Effect* (*Path Coefficient*/Coefficient track)

In the hypothesis test in measuring the significance of the path coefficient, it will be analyzed by looking at the significance of the relationship between variables indicated by *the P-Value* value with the provision that indicators that have a *P-Value* value ≥ 0.05 are said to be valid.

Table 6. *Direct Effect* (*Path Coefficient*/Koefisien Jalur)

Hypothesis	*Path Coefficient*	Information
H1. *Consumer Trust -> Consumer Loyalty*	0.166	Signifikan
H2. *Ease of Use -> Consumer Loyalty*	0.223	Signifikan
H3. *Consumer Trust -> Brand Image*	0.342	Signifikan
H4. *Ease of Use -> Brand Image*	0.623	Signifikan
H5. *Brand Image -> Consumer Loyalty*	0.525	Signifikan

Source: Data Processed, 2024

Based on the table above, it can be concluded that:

HI: Consumer trust (X1) has a positive effect on consumer loyalty (Y). The results of the P-Value are 0.166 ≥ 0.05, so it can be concluded that there is a significant influence of consumer trust on consumer loyalty. (Hypothesis accepted)

H2: Ease of use (X2) has a positive effect on consumer loyalty (Y). The results of the P-Value value are 0.223 ≥ 0.05, so it can be concluded that there is a significant influence of ease of use on consumer loyalty. (Hypothesis accepted)

H3: Consumer trust (X1) has a positive effect on Brand Image (Z) with a P-Value of 0.342 ≥ 0.05, so it can be concluded that there is a significant influence of consumer trust on brand image. (Hypothesis accepted)

H4: Ease of use (X2) has a positive effect on Brand Image (Z) with a P-Value of 0.623 ≥ 0.05, so it can be concluded that there is a significant influence of ease of use on brand image. (Hypothesis accepted)

H5: *Brand image* (Z) has a positive effect on *consumer loyalty* (Y). The results of with P Value of 0.525 ≥ 0.05, it can be concluded that there is a significant relationship between customer loyalty and brand image. (Hypothesis Accepted)

Indirect Effect

Table 7. *Indirect Effect*

Test	*Original sample* (O)	P *values*	Information
Consumer Trust->Brand Image->Consumer Loyalty	0.180	0.005	Signifikan
Ease of Use->Brand Image->Consumer Loyalty	0.327	0.005	Signifikan

Source: Data Processed, 2024

Based on the table above, it is known that the value of p-values for the influence *of Consumer Trust* (CT) on *Consumer Loyalty* (CL) through *Brand Image* (BI) is 0.180 > 0.05 (significant). This indicates that *Brand Image* plays an effective role as an intermediary *Consumer Trust* and *Consumer Loyalty* on e-commerce *e-ticketing cinema platforms*. For the p-values of the variable Y (CL) is influenced by variable X2 (EE) which is 0.327 > 0.05 (significant). This means that Brand Image can function as an effective intermediary in an influence on the loyalty variable (Y) and variable (X2).

DISCUSSION

The Effect of *Consumer Trust* on *Consumer Loyalty*

Based on the findings conducted in this study, the P value is ≥0.05 which indicates that H1 or consumer trust affects consumer loyalty. The test conducted in this study, the P value is ≥0.05, this indicates that H1 or consumer trust affects consumer loyalty. The study shows how consumer loyalty is affected by consumer trust in FEB students, Bandar Lampung University. The findings complete research studies previously showed that loyalty is influenced by consumer trust. This study supports previous studies which show that consumer loyalty is influenced by trust (Aslam et al., 2020).

The Effect *Ease of Use* Terhadap *Consumer Loyalty*

The test conducted in this study, the P value is ≥0.05, this indicates that H2 is accepted or Ease of Use has an effect on Customer Loyalty. This case explains the impact of loyalty influenced by the presence ease of use variables by FEB students at Bandar Lampung University. Studi the findings are in line with other studies showing that consumer loyalty is influenced by ease of use.in line with other studies showing that consumer loyalty is influenced by ease of use (Siagian et al., 2022).

The Influence of *Consumer Trust* on *Brand Image*

The test throughout the study, obtained the result that P-Value ≥ 0.05, which indicates that H3 is accepted or Consumer Trust has an effect on Brand Image. By using the test conducted in this study, obtained the result The P value is above 0.05, then which indicates that H3 is accepted or Consumer Trust has an effect on Brand Image. This study shows how brand image is influenced by consumer trust in FEB students, Bandar Lampung University. This study shows how brand image is influenced by consumer trust in FEB students, Bandar

Lampung University. The findings of this study are in line with previous studies showing that brand image is influenced by consumer trust (Rajavi et al., 2019)

The Effect *of Ease of Use* on *Brand Image*

The test results conducted for this study indicate that P-Value> 0.05, This illustrates that the brand image is influenced by ease of use or H4 is accepted. From the tests conducted in this study, it shows that P-Value> 0.05, these results indicate that brand image has an impact by ease of use or H4 is accepted. This study examines how to show how brand image is influenced by ease of use by FEB students at Bandar Lampung University. This finding is consistent with previous studies. showing that brand image is influenced by ease of use (Putra et al., 2023).

The Influence of *Brand Image* on *Consumer Loyalty*

Based on the findings conducted in this study, the P value is ≥0.05 which indicates that H5 is accepted or Brand Image affects Customer Loyalty. from the tests conducted This study indicates that, the P value ≥0.05, indicates that H5 is accepted or Brand Image affects Customer Loyalty. this study shows how consumer loyalty is affected by the brand image of FEB students at Bandar Lampung University. The findings of this study are in line with previous studies which show that consumer brand image impacts loyalty (Sadek et al., 2020)

CONCLUSION

The conclusion of this study shows that there is a significant relationship between consumer trust, ease of use, brand image, and consumer loyalty. Consumer trust has been shown to influence loyalty, where consumers who feel trust in a brand tend to be more loyal. In addition, ease of use of the application also plays an important role in increasing loyalty, because a comfortable and easy experience makes consumers prefer to use the service again.

A positive brand image also has a major impact on consumer loyalty. When consumers have a good perception of a brand, they are more likely to recommend and choose the brand among other options. Therefore, it is important for companies to maintain and build a good brand image, as well as ensure that the products or services offered are easy to use.

Overall, this study emphasizes that trust, ease of use, and brand image are interrelated and contribute to consumer loyalty. Companies that want to increase customer loyalty should focus on creating a positive experience that includes all of these aspects.

SUGGESTION

Based on the results of the research that has been described and concluded, there are several suggestions proposed as follows**:**

1. It is hoped that users of the TIX.ID Application (*online e-ticketing cinema*) use and choose spectacles according to their age and must be able to maintain that in ordering online tickets wisely according to the entertainment they like.

2. It is hoped that film distributors must market decent and quality spectacles, so that consumers give a good assessment for movie ratings on e-commerce users of the application.
3. Estimated to anticipate that TIX.ID Application must better understand the service orientation for consumers to match what consumers need so that their desires can be fulfilled and TIX.ID Application can also increase consumer loyalty by providing good quality of service features that are easy for consumers to understand.

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