

The Effect Of Brand Image And Product Quality On Reglow Consumer Loyalty

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Abstract

The skincare industry in Indonesia is highly competitive, and consumers tend to switch brands when product performance does not meet their expectations. This study aims to analyze the effect of brand image and product quality on consumer loyalty toward Reglow skincare products at PT Sinergi Ayu Semesta. This research used a quantitative approach with a survey method. Data were collected through questionnaires distributed to 100 consumers who had purchased and used Reglow skincare products. The variables examined were brand image, product quality, and consumer loyalty. The findings show that brand image has a positive effect on consumer loyalty, meaning that a favorable consumer perception of the brand can strengthen trust and repeat purchase intention. Product quality also has a positive effect on consumer loyalty because consumers consider product safety, benefits, and suitability with their expectations. This study implies that strengthening brand image and maintaining product quality are important strategies for increasing consumer loyalty in the local skincare industry.

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Introduction

The skincare industry in Indonesia has grown rapidly along with increasing public awareness of skin health and the strong role of digital media in consumer life. Consumers can now access product information, compare brands, read reviews, and evaluate product benefits through social media and e-commerce platforms. This condition encourages skincare companies not only to offer product variety, but also to build consumer trust through a strong brand image and consistent product quality. Insania Alfi Mesita & Agus Wahyudi (2024) explain that the growth of the beauty industry is closely related to lifestyle changes, as people are becoming more concerned about skin health and appearance. Jannah & Maulan (2024) also found that young consumers tend to purchase skincare products regularly through social media because these platforms provide relevant product information and recommendations.

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Increasing competition in the skincare industry has made consumer loyalty an important issue. The large number of local and national brands gives consumers more choices, which makes them more likely to switch brands when a product does not meet their expectations. Nurjanah (2020) states that retaining loyal consumers is more efficient than attracting new ones because it requires lower marketing costs. In the skincare context, loyalty is not formed instantly. It develops through repeated product-use experiences, perceived safety, product suitability, and trust in the brand. Irawati et al. (2024) explain that loyal consumers tend to make repeat purchases, recommend products to others, and resist competitors' offers.

Brand image is one of the key factors in building consumer loyalty. It reflects the perceptions, beliefs, and associations formed in consumers' minds toward a brand. In skincare products, brand image is closely related to reputation, safety, company credibility, and consumer confidence in the product used. Putri & Utami (2024) explain that Muslim consumers tend to consider halal image and brand trust when choosing cosmetic products. In addition to brand image, product quality also plays an important role because consumers evaluate skincare products based on benefits, safety, comfort, and the consistency between product claims and actual results. High product quality can create positive user experiences and encourage repeat purchases.

Previous studies have shown that brand image and product quality affect consumer loyalty. Sari & Masreviastuti (2024) found that brand image has a significant effect on customer loyalty toward Trueve skincare products. Gina Andria & Wahyu Setiadi (2023) also found that brand image has a positive and significant effect on consumer loyalty. In terms of product quality, Tanyta Rochmadi et al. (2023) found that product quality has a significant effect on brand loyalty for MS Glow skincare products. Utami & Handrito (2023) also stated that product quality affects customer loyalty through customer satisfaction. However, research that specifically examines the effect of brand image and product quality on consumer loyalty toward Reglow skincare products remains limited. Therefore, a more specific empirical study is needed in the context of this brand.

Reglow is a skincare product developed by PT Sinergi Ayu Semesta and competes with several well-known skincare brands, such as Scarlett, Somethinc, Avoskin, Wardah, and MS Glow. In this competitive environment, Reglow needs to strengthen its brand image and maintain product quality to build sustainable consumer loyalty. Based on this research gap, this study aims to analyze the effect of brand image and product quality on consumer loyalty toward Reglow skincare products at PT Sinergi Ayu Semesta, both partially and simultaneously. This study is expected to contribute to the development of marketing management studies, especially in consumer behavior and brand loyalty in the local Indonesian skincare industry, and to provide practical insights for companies in strengthening marketing strategies and retaining consumers.

Research Method

This study used a quantitative approach with a survey method to examine the effect of brand image and product quality on consumer loyalty toward Reglow skincare products. The data consisted of primary data collected through questionnaires and secondary data obtained from company documents, books, journals, and relevant literature. The population included consumers who had purchased and used Reglow products, while the sample was selected using purposive sampling with the criteria that respondents had purchased Reglow products, used them at least once, and were willing to complete the questionnaire. Since the population size was unknown, the Lemeshow formula was used, resulting in a minimum sample of 96 respondents, rounded up to 100 respondents. Data were collected using a five-point Likert scale. Brand image was measured through brand association strength, positive brand evaluation, and brand uniqueness; product quality through performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality; and consumer loyalty through repeat purchase, recommendation, brand commitment, resistance to competitors' offers, and purchase frequency and intensity. The data were analyzed using descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination with IBM SPSS version 25.

Results and Discussion

Results

Table 1 Multiple Linear Regression Analyst

		Coefficients ^a			
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	6.268	5.218		1.201
	<i>Brand Image</i>	.579	.095	.393	6.073
	Kualitas Produk	.397	.045	.569	8.808

a. Dependent Variable: Loyalitas Konsumen

Source: Processed by the Researcher (SPSS 25)

Based on Table 1, the multiple linear regression equation is:

$$Y = 6.268 + 0.579X_1 + 0.397X_2 + e$$

The constant value of 6.268 indicates that if brand image and product quality are assumed to be constant, consumer loyalty has a value of 6.268. The regression coefficient of brand image is 0.579 with a significance value of 0.000, which is lower than 0.05. This means that brand image has a positive and significant effect on consumer loyalty. Therefore, the better the brand image of Reglow, the higher the consumer loyalty.

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The regression coefficient of product quality is 0.397 with a significance value of 0.000, which is also lower than 0.05. This means that product quality has a positive and significant effect on consumer loyalty. Therefore, the better the quality of Reglow products, the higher the consumer loyalty. Based on the standardized beta value, product quality has a stronger effect on consumer loyalty than brand image, because its beta value is 0.569, higher than brand image at 0.393. Overall, these results show that brand image and product quality are important factors in increasing consumer loyalty toward Reglow skincare products.

Table 2 Determination Coefficients

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.717 ^a	.514	.506	4.49376
a. Predictors: (Constant), Kualitas Produk, Brand Image				

Source: Processed by the Researcher (SPSS 25)

Based on Table 2, the coefficient of determination can be seen from the Adjusted R Square value of 0.506. This value indicates that brand image and product quality are able to explain consumer loyalty by 50.6%. Meanwhile, the remaining 49.4% is influenced by other variables outside this research model, such as customer satisfaction, price, promotion, service quality, brand trust, or consumer experience. This result shows that brand image and product quality have a substantial contribution in explaining consumer loyalty toward Reglow skincare products.

Table 3 Determination Coefficient of Brand Image Variable

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.192	.186	5.77060
a. Predictors: (Constant), X1				

Source: Processed by the Researcher (SPSS 25)

Based on Table 3, the Adjusted R Square value is 0.186. This means that brand image is able to explain consumer loyalty by 18.6%, while the remaining 81.4% is influenced by other variables outside this model. This finding indicates that brand image contributes to consumer loyalty, although its individual contribution is relatively limited. Therefore, brand image needs to be supported by other factors, such as product quality, customer satisfaction, brand trust, and consumer experience, to strengthen consumer loyalty more effectively.

Table 4 Determination Coefficient of Product Quality Variable

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601 ^a	.361	.356	5.13160
a. Predictors: (Constant), X2				

Source: Processed by the Researcher (SPSS 25)

Based on Table 4, the Adjusted R Square value is 0.356. This means that product quality is able to explain consumer loyalty by 35.6%, while the remaining 64.4% is influenced by other variables outside this model. This result shows that product quality has a stronger individual contribution to consumer loyalty than brand image. In the skincare industry, this finding is relevant because consumers tend to evaluate products based on safety, benefits, comfort, and the consistency of results after use. Therefore, maintaining product quality is an important strategy for increasing consumer loyalty toward Reglow skincare products.

Table 5 Hypothesis Test T

Coefficients ^a						
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	6.268	5.218		1.201	.232
	Brand Image	.579	.095	.393	6.073	.000
	Kualitas Produk	.397	.045	.569	8.808	.000

a. Dependent Variable: Loyalitas Kosnumen

Source: Processed by the Researcher (SPSS 25)

Based on Table 5, the t-test result shows that brand image has a t-value of 6.073 with a significance value of 0.000. Since the significance value is lower than 0.05, brand image has a positive and significant effect on consumer loyalty. Therefore, the first hypothesis, which states that brand image affects consumer loyalty, is accepted.

Product quality has a t-value of 8.808 with a significance value of 0.000. Since the significance value is also lower than 0.05, product quality has a positive and significant effect on consumer loyalty. Therefore, the second hypothesis, which states that product quality affects consumer loyalty, is accepted.

These results indicate that both brand image and product quality partially influence consumer loyalty toward Reglow skincare products. Product quality has a stronger effect than brand image because its t-value and standardized beta value are higher.

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Table 6 Hypothesis Test F

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2502.643	2	1251.322	61.965	.000 ^b
	Residual	2362.682	117	20.194		
	Total	4865.325	119			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Processed by the Researcher (SPSS 25)

Based on Table 6, the F-test result shows an F-value of 61.965 with a significance value of 0.000. Since the significance value is lower than 0.05, brand image and product quality simultaneously have a significant effect on consumer loyalty. This means that the two independent variables jointly contribute to explaining changes in consumer loyalty toward Reglow skincare products. Therefore, the third hypothesis, which states that brand image and product quality simultaneously affect consumer loyalty, is accepted.

Discussion

The results show that brand image has a positive and significant effect on consumer loyalty toward Reglow skincare products. This finding means that consumers who have a positive perception of Reglow are more likely to remain loyal to the brand. Brand image can shape trust, strengthen consumer confidence, and create a favorable impression of the product. In the skincare industry, this factor is important because consumers tend to choose brands that they perceive as safe, credible, and suitable for their skin needs. This result supports Sari & Masreviastuti (2024), who found that brand image significantly affects customer loyalty in skincare products. It is also in line with Gina Andria & Wahyu Setiadi (2023), who stated that a positive brand image can strengthen consumer loyalty. Therefore, the first hypothesis, which states that brand image affects consumer loyalty, is accepted.

Product quality also has a positive and significant effect on consumer loyalty. This finding indicates that consumers become more loyal when Reglow products are considered useful, safe, comfortable, and consistent with their expectations. In skincare products, quality is a crucial factor because consumers directly experience the product's effect on their skin. When the product provides benefits and does not create negative experiences, consumers tend to make repeat purchases and recommend the product to others. This finding supports Tantya Rochmadi et al. (2023), who found that product quality significantly affects brand loyalty in MS Glow skincare products. It also supports Utami & Handrito (2023), who stated that product quality influences customer loyalty through customer satisfaction. Therefore, the

second hypothesis, which states that product quality affects consumer loyalty, is accepted.

The results also show that product quality has a stronger influence on consumer loyalty than brand image. This can be seen from the standardized beta value of product quality, which is higher than the beta value of brand image. This finding suggests that although brand perception is important, consumers of skincare products place greater emphasis on the actual experience of using the product. Consumers may be attracted by a good brand image, but long-term loyalty is more strongly formed when the product gives real benefits, maintains safety, and meets user expectations.

Simultaneously, brand image and product quality have a significant effect on consumer loyalty. This means that consumer loyalty toward Reglow is formed through a combination of positive brand perception and product-use experience. Brand image helps build initial trust and interest, while product quality strengthens loyalty through satisfaction and repeated positive experiences. This result supports Lestari & Nurhadi (2021), who found that brand image and product quality influence brand loyalty. The finding also confirms that loyalty in the skincare industry is not only created by promotional activities, but also by the company's ability to maintain product credibility and quality consistency.

The novelty of this study lies in its specific empirical focus on Reglow skincare products at PT Sinergi Ayu Semesta. Previous studies mostly examined more established skincare brands, while research on Reglow remains limited. Therefore, this study contributes to marketing literature by showing that local skincare brand loyalty can be strengthened when a positive brand image is supported by consistent product quality. Practically, these findings suggest that PT Sinergi Ayu Semesta should continue improving Reglow's brand communication while maintaining product quality to increase repeat purchases, consumer trust, and long-term loyalty.

Conclusions and Suggestions

Conclusion

1. Brand image has a positive and significant effect on consumer loyalty toward Reglow skincare products. A stronger brand image can increase consumer trust, create a positive perception, and encourage consumers to remain loyal to the brand.
2. Product quality has a positive and significant effect on consumer loyalty. Consumers are more likely to stay loyal when Reglow products are considered safe, useful, comfortable, and suitable for their expectations. Product quality also shows a stronger influence than brand image.
3. Brand image and product quality jointly contribute to consumer loyalty. Theoretically, this study strengthens marketing studies on brand loyalty in local skincare products. Practically, the findings suggest that PT Sinergi Ayu Semesta should improve Reglow's brand image and maintain consistent product quality to build long-term consumer loyalty.

Suggestion

PT Sinergi Ayu Semesta is advised to strengthen Reglow's brand image through consistent digital marketing, clear product communication, consumer testimonials, and stronger brand credibility. The company also needs to maintain and improve product quality, especially in terms of safety, benefits, comfort, and consistency between product claims and consumer experience, because product quality plays an important role in encouraging repeat purchases. Future researchers are advised to expand the number of respondents and research area, as well as add other variables such as customer satisfaction, brand trust, price, promotion, service quality, or electronic word of mouth to provide a broader understanding of consumer loyalty.

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