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Factors that Influence Brand Loyalty in Skintific Consumers

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A R T I C L E I N F O

A B S T R A C T

Currently, the development of the beauty industry has a very rapid growth with very high competition. Proven by the emergence of various brands of beauty products on offer, ranging from products for facial skin, lips to whole body care. the purpose of the study was to determine the brand image, brand trust, and perceived quality simultaneously significant effect on brand loyalty in skintific products. This study uses descriptive and associative approach methods as the basis for the form of research. The data analysis technique uses multiple linear regression.. The population in this study were female teenagers in Surabaya City, namely 117,814 people. The sampling technique in this study used purposive sampling with calculations using the slovin formula, with a sample size of 100 female teenagers in Surabaya City who used Skintific products. The results of this study are that the Brand Image variable has no partial effect on Brand Loyalty, the Brand Trust variable has a partial effect on Brand Loyalty, the Perceived Quality variable has a partial effect on Brand Loyalty.

1. INTRODUCTION

Brand loyalty is a satisfying positive consumer behavior related to consumers who have a strong desire to make repeated purchases of a product while still buying the same brand. Brand loyalty is an attitude that can be accepted by consumers towards a brand where they can repurchase the same brand now or in the future (Utami and Saputri 2020). Brand loyalty creates long-term relationships between consumers and brands, the more satisfied consumers are with a brand, the more loyal consumers are to that brand. Another statement was also put forward by Ronny Sanjaya and Hidayat (2018) which stated that brand loyalty is a process carried out by consumers in studying purchases of certain brands without paying attention to other alternatives to the same type of product. According to Kotler and Keller (in Khasanah, Ariani, and Argo 2021), Brand loyalty is a deep commitment from consumers in buying or re-supporting preferred products or services in the future even though there are situational influences and marketing efforts that have the potential to cause customers to switch.

Factors that influence brand loyalty, namely brand image. Brand Image is a person's perception of a brand. A good image of a brand can benefit the company because indirectly consumers will recommend a brand to others. Conversely, a bad image of a brand will make consumers give bad reviews to other people. The factor that influences brand loyalty is brand trust. Brand trust is a situation where consumers are positive by having a sense of trust in a particular brand, it comes from the consumer that the product will deliver results as promised so that loyalty to a brand appears. According to Zhang (in Prawira and Setiawan, 2021) Brand image acts as the main driver that has a large influence on brand equity, which refers to general feelings and consumer perceptions about a brand and has implications for consumer behavior. According to Nadhiroh and Astuti (2022), perceived quality is an assessment from customers regarding the advantages or advantages of a product compared to alternative brands, which in turn can provide motivation for customers to purchase products.

Brand trust can be explained as the ability of the brand to be trusted (brand reliability), which originates from consumer confidence that the product is able to fulfill the promised value and good brand intentions (brand intention) which is based on consumer belief that the brand is able to prioritize the interests of the brand. consumers (Suhardi and Irmayanti 2019). The factor that influences brand loyalty is perceived quality. Perceived quality is the consumer's impression of the advantages of a product, this perceived quality is very influential in consumer purchasing decisions, the positive feelings that consumers have towards a product brand allow consumers to repurchase the product brand.

In this study, researchers took the object of research from Skintific products, namely a product for facial skin care. Skintific is a brand from Canada and has managed to rank second in the top line of facial moisturizer brands with a market share of 9.7% for the period 16-30 June 2022 (Source: Dashboard Compas.co.id).

Skintific products which are classified as new products are able to compete with other brands, so that sales are almost on par with other products which are classified as these products which have been circulating in the market for a long time with the virality of one of the prod-

ucts which is categorized as a facial moisturizer, namely Skintific 5x Ceramide Barrier Repair Moisturizer measuring 30 grams.

The virality of skintific products, many consumers have tried a series of products formulated with Ceramide from this brand. Not only that, the virality of this product has also brought in many beauty influencers who also provide reviews on usage. Like Tasya Farasya and Ranie Dwi Karlina who highly recommend the Skintific 5X Ceramide Barrier Repair Moisturizer product for beauty enthusiasts who want to improve skin barrier conditions.
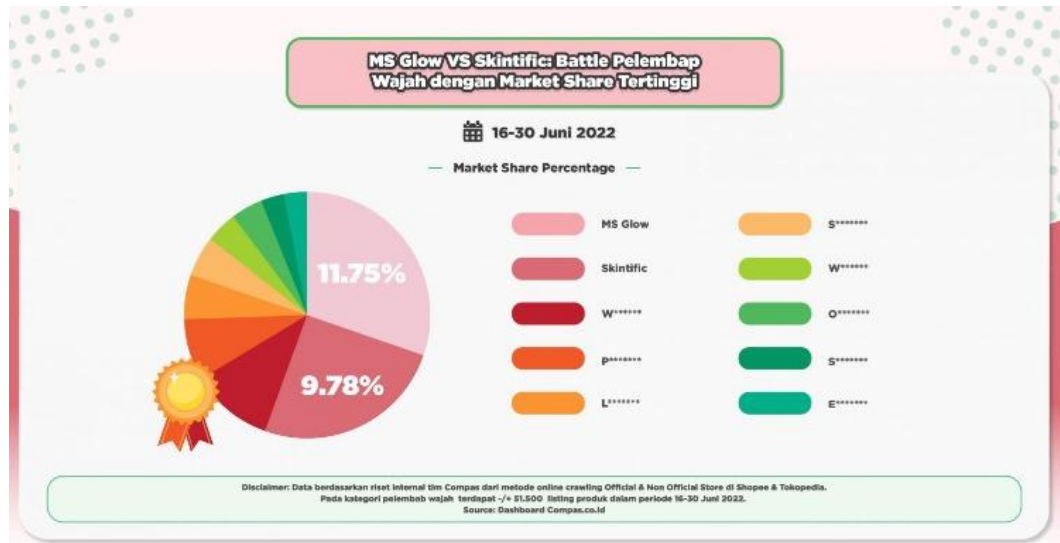
Figure 1. MS Glow VS Skintific
*Source : Dashboard Compas.co.id, 2022*

The data above shows the highest market share in the period June 16-30 2022. The data shows that the MS Glow brand is at the first level with a percentage of 11.75% while the Skintific brand is ranked second with a percentage of 9.78%. This shows that there are still problems with consumer loyalty to the Skintific brand which has not become a top priority for consumers in making purchases. This is because MS Glow products are cheaper than Skintific products. In addition, MS Glow's virality on social media has made MS Glow the number 1 product with the highest market share.

Bailey and Milligan (2022) states that brands can be a way of establishing self-labels and establishing an attachment to the idea that we are what we buy by adding colors, interests and preferences can help consumers make decisions because brands can be anywhere. According to Kotler and Armstrong (2018), brand image can be seen from three indicators namely, the superiority of brand associations, the strength of brand associations, and the uniqueness of brand associations, which are the uniqueness of the product.

Delgado (in Nurhasanah et al. 2021) explains brand trust is the hope for the reliability and good intentions of the brand. According to Chaudhuri and Holbrook (in Khasanah, Ariani, and Argo, 2021), using four indicators to measure brand trust variables, namely trust, reliability, honesty, and safety.

Ariadi, Yusniar, and Rifani (2020) explained that perceived quality concerns consumers' evaluation of brand images or advertisements. Products with well-known brands are usually perceived to be of higher quality than brands that are not heard of. Meanwhile, Garvin in Tifany and Moningka (2017), the dimensions of perceived quality are divided into 7 namely performance, service, durability, reliability, product characteristics, compliance with specifications, and results.

According to Kevin (2022) Loyalty is an ancient term that has traditionally been used to describe loyalty and enthusiastic devotion to the country, ideals, or individuals. This shows that brand loyalty to certain products or services makes a positive contribution to the company's success in the future (Suntoro and Silintowe 2020). The indicators of brand loyalty according to Jacoby and Olson (in Haryanti and Baqi, 2019) are that consumers do not buy random products, consumers buy as a response to product marketing activities, consumers buy products consistently, consumers carry out a process in determining which one to buy. consumed, consumers are not easily influenced by other brands, and consumers evaluate the brand consumed. To make it easier to understand this research, the researcher created a framework which is presented in the figure below.
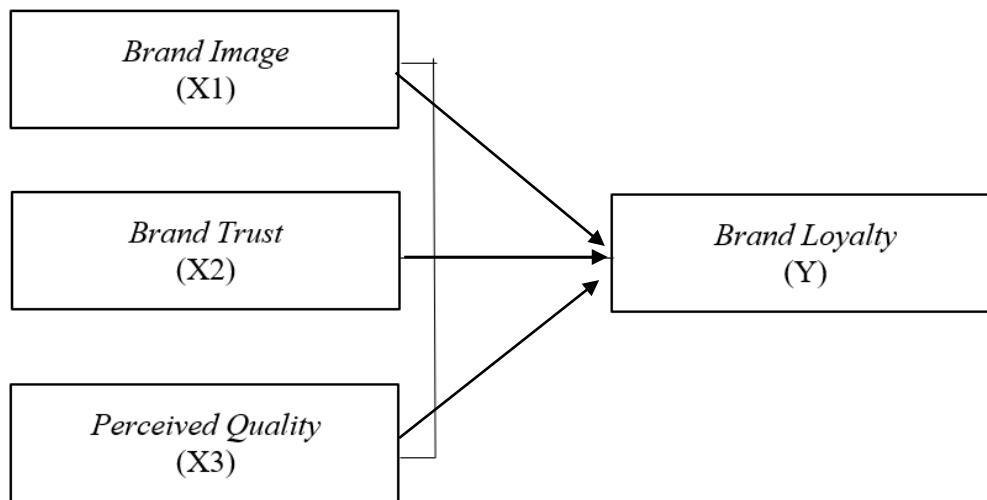
Figure 2. Research Framework

Source: Researchers, 2023

2. RESEARCH METHODS

Researchers use descriptive and associative approach methods as the basis for the form of research, because there are variables that will be examined for their influence or relationship between one variable and another in this study. the population in this study were female teenagers in Surabaya City, namely 117.814 people.

The sampling technique in this study used purposive sampling, that's female teenagers in Surabaya City who used Skintific products. To determine the sample from the population, the researcher used the sample formulated by Slovin with the formula:

$$n = 117,814 /(1+117,814 \times 0.12)\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots(1)$$

$$n = 117,814 /(1+1,178,14)$$

$$n = 117,814 / 1,179.14$$

$$n = 99.91$$

Based on the information above, the sample that will be taken by the researchers is 99.91 and then rounded up to 100 female teenagers in the city of Surabaya who use Skintific products.

The data analysis techniques used in this study are validity, reliability, correlation coefficient, coefficient of determination, multiple linear regression, F test, and partial testing (t test).

3. RESULTS & DISCUSSION

The validity test is carried out by correlating the answer score obtained on each item with the total score of all items. Sugiyono (2017:133) states "items that have a positive correlation with the criterion (total score) and a high correlation, indicate that the item has high validity as well. Usually the minimum requirement to be considered qualified is if r = 0.3 ".

Table 1. Brand Image Validity Test Results (X_1)

No	r count	r critical	Decision
1.	0,916	0,3	Valid
2.	0,831	0,3	Valid
3.	0,741	0,3	Valid
4.	0,870	0,3	Valid
5.	0,786	0,3	Valid

Source: Data Processed by Researchers, (2023)

It is known that all test result items have scores above 0.3 so that all items on each variable are declared valid. This means that research items can be used in subsequent data analysis.

Table 2. Brand Trust Validity Test Results (X_2)

No	r count	r critical	Decision
1.	0,791	0,3	Valid
2.	0,791	0,3	Valid
3.	0,918	0,3	Valid
4.	0,871	0,3	Valid

Source: Data Processed by Researchers, (2023)

It is known that all test result items have scores above 0.3 so that all items on each variable are declared valid. This means that research items can be used in subsequent data analysis.

Table 3. Preceived Quality Validity Testing Results (X_3)

No	r count	r critical	Decision
1.	0,811	0,3	Valid
2.	0,774	0,3	Valid
3.	0,890	0,3	Valid
4.	0,712	0,3	Valid
5.	0,820	0,3	Valid
6.	0,741	0,3	Valid
7.	0,842	0,3	Valid

Source: Data Processed by Researchers, (2023)

Table 4. Brand Loyalty (Y) Validity Testing Results

No	r count	r critical	Decision
1.	0,895	0,3	Valid
2.	0,920	0,3	Valid
3.	0,733	0,3	Valid
4.	0,730	0,3	Valid

Source: Data Processed by Researchers, (2023)

It is known that all test items have scores above 0.3 so that all items on each variable are declared valid. This means that research items can be used in the next data analysis.

Reliability Test

This test is carried out on statements that have been considered valid. According to Sugiyono (2017:272) "Reliability testing for alternative answers that are more than two will use the

Cronbach's Alpha test". The method used to see the data is reliable is the Cronbach's alpha (α) method. Cronbach's alpha (α) used in this study is α 0.60. To test reliability, researchers used the help of SPSS software.

Table 5. Reliability Test Results

No	Variabel	r alpha	r critical	Decision
1.	Brand Image (X_1)	0,877	0,6	Reliabel
2.	Brand Trust (X_2)	0,860	0,6	Reliabel
3.	Preceived Quality (X_3)	0,898	0,6	Reliabel
4.	Brand Loyalty (Y)	0,832	0,6	Reliabel

Source: Data Processed by Researchers, (2023)

Based on the table above, the results of testing the reliability of the Brand Image (X_1) variable obtained a score of 0.877, Brand Trust (X_2) obtained a score of 0.860, Preceived Quality (X_3) obtained a score of 0.898, and Brand Loyalty (Y) obtained a score of 0.832. The score is above r critical 0.6 so that it can be said to be reliable, so this research can be used in the next analysis.

Colleration Coefficient Analysis

In analyzing the correlation coefficient, researchers use the help of SPSS software.

Table 6. Colleration Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.987[a]	.975	.974	.55350

a. Predictors: (Constant), Perceived Quality , Brand Trust , Brand Image

Source: Data Processed by Researchers, (2023)

The results of the table above show that the results obtained by the R number are 0.987. The calculation results that have been obtained can then be given an interpretation of the strength of the relationship using the guidelines as listed in the following table:

Table 7. Guidelines for Providing Interpretation of the Correlation Coefficient

Coefficient Intervals	Relationship Level
0,00 – 0,199	Very low
0,20 – 0.399	Low
0,40 – 0,599	Currently
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Source: Sugiyono, (2017)

Based on the correlation coefficient table above, the correlation calculation results in a value of 0.987, this value is in the 0.80 - 1.000 category. This shows that there is a very strong relationship between brand image, brand trust and perceived quality on Brand Loyalty.

Coefficient of Determination Analysis

To determine the percentage (%) of brand image, brand trust, and perceived quality variables (variable X) affect brand loyalty (variable Y). In this case, it refers to the R square value contained in the results of multiple linear regression analysis, namely in the following Model Summary table:

Table 8. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.987ᵃ	.975	.974	.55350
a. Predictors: (Constant), Perceived Quality , Brand Trust , Brand Image				

Source: Results of Questionnaire Data Processing, (2023)

Based on the SPSS Model Summary output table above, it is known that the coefficient of determination or R square is equal to = 0.975. The value of R square comes from squaring the value of the correlation coefficient or R, which is 0.987 x 0.987 = 0.975. The magnitude of the determi-nation coefficient number (R square) is 0.975 or equal to 97.5%. So it can be seen that the brand image, brand trust and perceived quality variables are 97.5%. While the rest (100% - 97.5% = 2.5%) is influenced by other variables outside this regression equation or variables not examined.

Multiple Linear Regression Analysis

In this study, researchers used multiple linear regression equations because the independent variables in the study were more than one.

Table 9. Multiple Linear Regression Calculation Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		Coefficients[a]				
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.525	.340		-1.546	.125
	Brand Image	-.091	.063	-.121	-1.458	.148
	Brand Trust	.872	.058	.877	15.115	.000
	Perceived Quality	.148	.050	.236	2.986	.004

 a. Dependent Variable: Brand Loyalty

Source: Results of questionnaire data processing, (2023)

Based on the table above, it can be seen that the value of the multiple linear regression equation is as follows:

$$Y = -0{,}525 + -0{,}091\ X_1 + 0{,}872\ X_2 + 0{,}148\ X_3 \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots.(2)$$

The above equation means that it can be interpreted as follows:

1. A constant value of -0.525 indicates that if other variables are 0, then Brand Loyalty will increase by -0.525 percent.
2. The regression result of the independent variable Brand Image is -0.091, so every one percent increase in Brand Image will be followed by an increase in Brand Loyalty of -0.091 percent assuming other variables are constant.
3. The regression result of the independent variable Brand Trust is 0.872, so every one percent increase in Brand Trust will be followed by an increase in Brand Loyalty of 0.872 percent, assuming other variables are constant.
4. The regression result of the independent variable Preceived Quality is 0.148, so that every one percent increase in Preceived Quality will be followed by an increase in Brand Loyalty of 0.148 percent, assuming other variables are constant.

Results of Hypothesis Testing Persially (Test f)

The f test aims to determine how much influence brand image, brand trust, and perceived quality have on brand loyalty with the formula Fcount then compared to Ftable.

The data used for the calculation of the F test is then entered and calculated through the SPSS

software. The results of these calculations are as follows:

Table 10. Uji F

		Sum of Squares	df	Mean Square	F	Sig.
Model						
1	Regression	1125.029	3	375.010	1224.070	.000ᵇ
	Residual	29.411	96	.306		
	Total	1154.440	99			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Perceived Quality , Brand Trust , Brand Image

Source: Results of questionnaire data processing, (2023)

Based on the calculation table data above, the Fhitung result is 1224.070. With an error rate of 5% or 0.05 and at db numerator = k and db denominator = (n - k - 1) = 100-3-1 = 96. The Fcount value is compared with the Ftable which is obtained at 2.70. Based on the results of the table above, it can be seen that the Fcount value is greater than the Ftable where the Fcount value is 1224.070> Ftable 2.70, it can be seen that this hypothesis can be accepted because Fcount> Ftable. This means that there is a positive and significant influence between the independent variable and the dependent variable.

Partial Hypothesis Testing Results (t Test)

Aims to determine the strength of each independent variable on the dependent variable. In this study to determine the effect of brand image, brand trust, and perceived quality partially on Brand Loyalty in skintific products.

To test the significant effect of variable X on variable Y, the t test formula is used according to Sugiyono (2017:133) as follows:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots (3)$$

r = correlation coefficient value

n = number of samples

t = t count which will then be compared with the t table

The data used for partial testing is then entered and calculated using SPSS 26 software. The results of these calculations are:

Table 11. Partial Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.525	.340		-1.546	.125
	Brand Image	-.091	.063	-.121	-1.458	.148
	Brand Trust	.872	.058	.877	15.115	.000
	Perceived Quality	.148	.050	.236	2.986	.004

a. Dependent Variable: Brand Loyalty

Source: Results of questionnaire data processing, (2023)

1. Testing the Effect of Brand Image (X$_1$) on Brand Loyalty (Y)

Based on the results of the above calculations with a significant level of 0.05 (5%), it shows that the Brand Image (X$_1$) variable on Brand Loyalty (Y) is -1.458. The value of Thitung is compared to the Ttable value. Ttabel is sought in the table listed in the attachment based on dk = (n-1) and the error rate set at 5%, so dk = 100-1 = 99 so that Ttabel = 1.98 is obtained.

t count is then compared with the price of T table with dk = 99 then the provisions:

1. If t count ≥ t table then H$_0$ is rejected and H$_1$ is accepted.

2. If t count < t table then H$_0$ is accepted and H$_1$ is rejected.

Based on the results of the table above, it can be seen that the value of Thitung is smaller than Ttabel where the value of Thitung -1.458 < Ttabel 1.98, then H$_0$ is accepted and H$_1$ is rejected. This shows that the Brand Image (X$_1$) variable has no partial effect on Brand Loyalty (Y). Brand image is another important factor that can significantly influence brand loyalty among Skintific consumers. Brand image refers to the overall perception that consumers have of a brand, including its reputation, visual identity, and messaging. Skintific consumers are likely to place a high value on brands that have a positive and reputable image in the market. If a skincare brand has a strong and compelling brand image that resonates with Skintific consumers, they are more likely to develop brand loyalty. On the other hand, if a brand's image is negative or lacks appeal to Skintific consumers, they may be less likely to develop brand loyalty. Consumers may be hesitant to purchase products from a brand that does not align with their values or aesthetic preferences. According to research results from (Xu, Prayag, and Song, 2022) & (Rahmatulloh, Yasri, and Abror 2019) brand image have a significant effect on customer loyalty. while research from (Wardhana 2021) brand image has no impact on brand loyalty.

2. Testing the Effect of Brand Trust (X_2) on Brand Loyalty (Y)

Based on the results of the above calculations with a significant level of 0.05 (5%), it shows that the Brand Trust (X_2) variable on Brand Loyalty (Y) is 15.115. The value of Thitung is compared to the Ttable value. Ttabel is sought in the table listed in the attachment based on dk = (n-1) and the error rate set at 5%, so dk = 100-1 = 99 so that Ttabel = 1.98 is obtained.

t count is then compared with the price of T table with dk = 99 then the provisions:

1. If t count ≥ t table then H_0 is rejected and H_1 is accepted.

2. If t count < t table then H_0 is accepted and H_1 is rejected.

Based on the results of the table above, it can be seen that the value of Thitung is greater than Ttabel where the value of Thitung is 15.115> Ttabel 1.98, so H0 is rejected and H1 is accepted. This shows that the Brand Trust (X_2) variable partially affects Brand Loyalty (Y). Brand trust is another crucial factor that influences brand loyalty among Skintific consumers. Skintific consumers are interested in skincare products that are backed by science and research, which means they are likely to be more discerning when it comes to choosing a brand that they trust. Brand trust refers to the level of confidence and reliance that consumers have in a brand's products and services. If a Skintific consumer trusts a brand, they are more likely to develop brand loyalty. They will be more willing to purchase the brand's products, even if they are more expensive than competitors, and they will be less likely to switch to another brand. On the other hand, if a Skintific consumer does not trust a brand, they are less likely to develop brand loyalty. They may be skeptical of the brand's claims and promises, and they may be more inclined to switch to another brand that they perceive to be more trustworthy. According to research results from (Cuong 2020); (Kwon et al. 2020) & (Kwan Soo Shin et al. 2019) brand trust had a substantial positive influence on brand loyalty.

3. Testing the Effect of Perceived Quality (X_3) on Brand Loyalty (Y)

Based on the results of the above calculations with a significant level of 0.05 (5%), it shows that the Perceived Quality (X_3) variable on Brand Loyalty (Y) is 2.986. The value of Thitung is compared with the Ttabel value. Ttabel is sought in the table listed in the attachment based on dk = (n-1) and the error rate set at 5%, so dk = 100-1 = 99 so that Ttabel = 1.98 is obtained.

t count is then compared with the price of T table with dk = 99 then the provisions:

1. If t count ≥ t table then H_0 is rejected and H_1 is accepted.

2. If t count < t table then H_0 is accepted and H_1 is rejected.

Based on the results of the table above, it can be seen that the value of Thitung is greater than Ttabel where the value of Thitung is 2.986> Ttabel 1.98, so H_0 is rejected and H_1 is accepted. This shows that the Perceived Quality (X_3) variable partially affects Brand Loyalty (Y). Brand loyalty is a crucial factor in the success of any business. Consumers tend to stay loyal to a brand that they perceive to be of high quality. In the case of Skintific consumers,

who are interested in skincare products that are scientifically backed, the effect of perceived quality on brand loyalty is even more significant. Perceived quality refers to the consumer's subjective evaluation of a product or service's overall excellence. Skintific consumers are likely to place a high value on products that are scientifically tested and proven to be effective in improving the appearance and health of their skin. According to research results from (Ledikwe, Roberts-Lombard, and Klopper 2019); (Khan, Memon, and Kumar 2019) & (Wijaksono and Ali 2019) that perceived quality has a positive effect on brand loyalty.

4. CONCLUSION & SUGGESTION

The findings of this study indicate that the Brand Image variable does not have a significant partial effect on Brand Loyalty. However, the results suggest that the Brand Trust variable has a partial effect on Brand Loyalty, indicating that consumers are more likely to exhibit loyalty to a brand that they trust. Additionally, the study found that the Perceived Quality variable also has a partial effect on Brand Loyalty, suggesting that consumers are more likely to remain loyal to brands that they perceive as high-quality. Overall, the results of this study suggest that factors such as brand trust and perceived quality are important determinants of brand loyalty.

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