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THE EFFECT OF BRAND EQUITY ON CONSUMER LOYALTY OF ESQA COSMETICS IN BANDAR LAMPUNG

By

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ABSTRACT

The purpose of this study was to determine the effect of 1) Brand Awareness, 2) Brand Association, 3) Perceived Quality, 4) Brand Loyalty on ESQA cosmetic customer loyalty in Bandar Lampung. The population in this study were female customers who used ESQA cosmetic products in Bandar Lampung. The sample in this study were 80 respondents. Test the data analysis requirements using normality, linearity, homogeneity, tests. The data analysis method used in this research is multiple linear regression. The results of the study stated that Brand Awareness (X1) Brand Association (X2), Perceived quality (X3), Brand Loyalty (X4) influence on Consumer Loyalty (Y) on ESQA Cosmetic Products in Bandar Lampung.

Keywords: Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Consumer Loyalty

INTRODUCTION

The growth of the cosmetic industry business in Indonesia, which is currently growing rapidly, encourages companies to compete in every company activity, including in the marketing sector. Companies must always be aware of the strategies of competitors who are trying to grab market share. The creation of a brand that can always be remembered by consumers is one of the things that keeps consumers from switching to other brands. A number of large cosmetic companies that are widely known in Indonesia, such as Viva, Sari Ayu, Wardah, Emina, ESQA and others. The competition in the cosmetics industry poses a challenge for cosmetic companies to produce quality, varied products and reflect that the company provides the best to customers and will create loyalty itself in a customer.

The impact of the pandemic, online shopping transactions for cosmetic products rose 80%. Small and medium industry players (IKM) are required to be able to find business opportunities in the midst of a pandemic, which has shifted shopping patterns from offline to online. This can be seen by the increase in online transactions for cosmetic products by 80%. With the government regulation that obliges to reduce activities outside

the home, causing consumers to spend more time at home, so that they take more time to care for their skin, body and hair as a result, spending on demand for home care is increasing to replace the needs of salons and spas. ESQA Cosmetics is one of the local products that developed in the midst of a pandemic. Evidence of its development in the midst of this pandemic is that ESQA cosmetics has officially collaborated with a film production company, Warner Bros., in the latest collaboration specifically for the collection of superhero characters, Wonder Woman. This achievement is a very special moment for the founder of ESQA cosmetics. The co-founder of ESQA Cosmetics, explained that the Covid19 pandemic and the enactment of the PSBB to PPKM resulted in changes in consumer behavior. Of course, business people in the beauty industry are required to continue to adapt and innovate in formulating strategies to meet consumer needs. The makeup items presented by ESQA in the Wonder Woman collection present a total of nine makeup products. It consists of an eyeshadow palette, a brow pencil, a cushion blush, and a cheek palette. During this pandemic, everyone is required to wear a mask, so ESQA Cosmetics wants to focus on the eyes. So the brand wants to highlight the eyes, eyebrows, and cheeks.

Pre-survey results show that 90% of the 30 respondents stated that they knew ESQA Cosmetics products, 10% stated that they did not know ESQA Cosmetics products. The Pre-Survey results show that 26% of the 30 responses stated that they would buy ESQA products again, and 73% said they would not buy ESQA products again or switch to other products. Some ESQA consumers give an assessment of their experience when buying ESQA products. Consumer loyalty has a very important role for the company. Companies must be able to attract and retain customers. Being able to retain customers is much more difficult than capturing new customers. Consumer loyalty is not formed in a short time but through learning and based on the results of consumer experience itself from consistent purchases over time. So the effort to get loyal customers cannot be done all at once, but through several processes, starting from finding potential customers to getting partners. products or services that meet the criteria they expect. Utilization of purchasing services through the internet, in addition to presenting many advantages for online consumers. Purchasing online offers several additional advantages. ESQA Cosmetics has positive testimonials from its consumers. An example of a review from one of the beauty bloggers, namely Livjunkie. Seen from the YouTube beauty blogger's comments, other consumers left positive comments for ESQA products, namely, ESQA is one of the best local brands, ESQA packaging is simple, elegant and luxurious.

METHODS

The type of research used is quantitative research. This research method is causal associative. Primary data in this study were obtained from questionnaires. The measurement scale of the questionnaire research used is the Likert scale. The population in this study were female customers who used ESQA cosmetic products. Sampling in this study used a non-probability sampling method with purposive sampling technique. The number of respondents determined in this study were 80 respondents to be able to represent consumers of ESQA cosmetic products. Test the research instrument requirements using validity and reliability tests. Test the data analysis requirements using normality, linearity, homogeneity, tests. The data analysis method used in this research is multiple linear regression.

RESULT AND DISCUSSION

Data Description

Based on the results of questionnaire data to respondents, it can be seen that 37.5% are at most 17-25 years old as many as 37 people or 46.3%. Based on occupation, it can be seen that ESQA customers have 31 employees who work dominated by workers with a percentage of 38.8%. Based on the length of product usage, it can be seen that ESQA customers have customers with long usage of the product which is dominated by the use of 1-2 years as many as 46 people with a percentage of 57.5%. Based on how many types of ESQA cosmetic products are owned, it can be seen that ESQA customers have consumers with How many types of ESQA cosmetic products, which are dominated by product types of 2-3 products as many as 41 people with a percentage of 51.2%.

Validity test

The results of the data validity test related to the Brand Awareness variable (X1), the results of the tests carried out by the researchers obtained the results of all significance values smaller than alpha (0.05), and the rcount value greater than the rtable value (0.361), where the rcount value the highest is 0.702, the statement item Consumer trusts ESQA products, and the lowest statement is 0.414, the ESQA statement item is always in the minds of consumers when they want to buy beauty products. all statements related to brand awareness as many as 6 items are said to be valid and feasible to be used for data collection in this study.

The results of the validity test of data related to the Brand Association variable (X2), the results of the tests carried out by researchers obtained the results of all significance values smaller than alpha (0.05), and the rcount value greater than the rtable value (0.361), where the rcount value the highest is 0.776, on the statement item I know various variations of ESQA Cosmetics products, and the lowest statement is 0.677, on the statement item I know ESQA as cosmetic product brand. It can be concluded that the data obtained from the respondent's answer questionnaire related to the factors regarding the Brand Association variable (X2), that of all the 6 statement items said to be valid and feasible to be used for data collection in this study.

The results of the data validity test related to the perceived Quality (X3) variable, the results of the tests carried out by the researchers obtained the results of all significance values smaller than alpha (0.05), and the rcount value greater than the rtable value (0.361), where the rcount value the highest is 0.640, on the statement item LPPOM MUI halal label information on the packaging reinforces that the ESQA product is safe to use, and the lowest statement is 0.398, on the statement item the ingredients used in making ESQA products have the best quality ingredients. It can be concluded that the data obtained from the respondent's answer questionnaire related to factors regarding the perceived Quality (X3) variable,

The results of the data validity test related to the Brand Loyalty variable (X4), the results of the tests carried out by the researchers obtained the results of all significance values smaller than alpha (0.05), and the rcount value greater than the rtable value (0.361), where the rcount value the highest is 0.846, in the statement item the quality of the product produced by the ESQA brand is very, and the lowest statement is 0.617, on the statement item I always restock ESQA products every month. It can be concluded that the data

obtained from the respondent's answer questionnaire relating to the factors regarding the Brand Loyalty variable (X4), that of all 6 statement items are said to be valid and feasible to be used for data collection in this study.

The results of the data validity test related to the Consumer Loyalty variable (Y), the results of the tests carried out by the researchers obtained the results of all significance values smaller than alpha (0.05), and the rcount value greater than the rtable value (0.361), where the rcount value the highest is 0.805, on the statement item I will be interested in participating in events held by the brand, such as beauty class, and the lowest statement is 0.548, on the statement item I have purchased ESQA brand products at least 2 times a month. It can be concluded that the data obtained from the respondent's answer questionnaire relating to factors regarding the Consumer Loyalty variable (Y), that of all statement items are said to be valid and feasible to be used for data collection in this study.

Reliability Test

The results of the reliability test on each variable, because the value of Cronbach's Alpha on the Brand Awareness variable (X1) is 0.714, the Brand Association variable (X2) is 0.781, the Perceived Quality variable (X3) is 0.715, the Brand Loyalty variable (X4) is 0.790, and the variable Consumer Loyalty (Y) of 0.767. It can be concluded that the data obtained from the entire instrument questionnaire statements on each variable have met the requirements of instrument reliability.

Data Analysis Requirements Test Results

The results of the normality test show that the Brand Awareness variable (X1) is 0.162, which is greater than 0.05, which means H0 is accepted, the Brand Association variable (X2) is 0.170, which is greater than 0.05, which means H0 is accepted and the Perceived Quality variable (X3) is 0.187 is greater than 0.05 which means H0 is accepted, and the Brand Loyalty variable is 0.200 which is greater than 0.05 which means H0 is accepted. The results of the significance value for all variables are greater than the Alpha value (0.05), which means the data is normally distributed.

The homogeneity test in this study used ANOVA with a sig value of 0.311 so that this study was homogeneous.

The results of the linearity test show that the ANOVA calculation produces a Sig value. in the line Deviantion from linearity for the Brand Awareness variable (X1), the Sig value is $0.763 > 0.05$ (Alpha), and the Brand Association variable (X2) is the Sig value is $0.138 > 0.05$ (Alpha), Perceived Quality (X3) obtained a Sig value of $0.670 > 0.05$ (Alpha), and the Brand Loyalty variable (X4) obtained a Sig value of $0.319 > 0.05$ (Alpha). It can be concluded that the data obtained from the questionnaire respondents who became the sample in this study stated that of all the independent variables namely Brand Awareness (X1), Brand Association (X2), Perceived Quality (X3), and Brand Loyalty (X4) showed that the data obtained a linear regression model on the dependent variable, namely Purchase Decision (Y).

Multiple Linear Regression Test Results

Table 1. Multiple Linear Regression Coefficient Test Results

Variable	Unstandardized Coefficients	
	B	Std. Error
(Constant)	9,916	5.586
<i>Brand Awareness</i> (X1)	0.334	0.164
<i>Brand Association</i> (X2)	-0.68	0.115
<i>Preceived Quality</i> (X3)	0.150	0.154
<i>Brand Loyalty</i> (x4)	0.480	0.129

The test was carried out by researchers using the help of the Statistical Program and Service Solutions series 21.0 program. In this study the regression equation is as follows

$$Y = 9.916 + 0.334 (X1) - 0.68 (X2) + 0.150 (X3) + 0.480 (X4)$$

Based on the results of the study, it was explained that Brand Awareness (X1) had an effect on Consumer Loyalty (Y) in purchasing ESQA Cosmetic products. Judging from the results seen from the sig value of 0.010 or smaller than the alpha value of 0.05, which means that Brand Awareness has an impact on Consumer Loyalty. Where Brand Awareness according to Aaker (in Aydin and Ulengin, 2015) is the ability of a potential buyer to recognize or recall that a brand is a member of a particular category. Brand awareness affects consumer loyalty Where consumers who want to buy products, consumers must have been aware of the existence of the ESQA brand, and also consumers trust ESQA products as stated in statement 4. With the highest percentage value of the 6 statements.on the journal(Hera Quantrianto, Hutomo, & Pujiarti, 2013).

Based on the test results, it can be concluded that Brand Association (X2) has no effect on Consumer Loyalty (Y) on the Purchase of ESQA Cosmetics products. seen from the sig value of 0.390 or greater than the alpha value of 0.05 which means that the Brand Association does not have an impact on Consumer Loyalty in Purchasing ESQA Cosmetic products because consumers do not pay attention to the brand associations contained in ESQA Cosmetics as contained in statement 6 with the smallest results compared to that other (The brand ambassador used is well known to the public.), which according to Tjiptono 2011 brand association is everything related to the memory of a brand. Or all the impressions that exist on a brand. In brand associations, consumers' memories of a brand are not only limited to symbols, but more than that, namely product characteristics, product characteristics, and other characteristics that can lead to a particular product class. With this, the Brand Association / brand association has no effect on Consumer Loyalty. This is proven in the journal(Hera Quantrianto, Hutomo, & Pujiarti, 2013)

Based on the results of the study, it was explained that the Preceived Quality (X3) had an effect on Consumer Loyalty (Y) in the purchase of ESQA Cosmetics products. Judging from the results seen from the sig value of 0.024 or smaller than the alpha value

of 0.05, which means that perceived quality has an impact on consumer loyalty. Consumers pay more attention to the quality of ESQA products, and directly assess the quality of these ESQA cosmetic products. Where the perception of quality according to Tjiptono (2011) is a consumer's assessment of the superiority of the product as a whole. Therefore, the perception of quality is based on consumers' subjective assessment of product quality. The thing that consumers have noticed about the product is according to the statement in number 6, namely the product from the ESQA brand has efficacy for beauty care. With the highest percentage value of the other 6 statements . So that the results of this study are in line with the results of the test which states that the perceived quality affects consumer loyalty on the journal (Ardian & Wijaya, 2018)

Based on the results of the study, it was explained that Brand Loyalty (X3) had an effect on Consumer Loyalty (Y) in purchasing ESQA Cosmetic products. Judging from the results seen from the sig value of 0.000 or smaller than the alpha value of 0.05, which means that Brand Loyalty has an impact on Consumer Loyalty. Consumers have formed an attachment to the ESQA brand by directly assessing the results of the ESQA cosmetic product. Where Brand loyalty is a measure of consumer loyalty to a brand (Rangkuti, 2004). Brand loyalty is the essence of brand equity, because it is a measure of a customer's attachment to a brand. The thing that consumers have noticed about the product according to the statement in number 6 is that the quality of the product produced by the ESQA brand is very satisfying. With the highest percentage value of the other 6 statements . So that the results of this study are in line with the results of testing which states that Brand Loyalty Affects Consumer Loyalty on the journal (Rofiq, Suryadi, & Faidah)

The test results state that Brand Awareness (X1), Brand Association (X2), Perceived Quality (X3), and Brand Loyalty (X4) have a simultaneous effect on consumer quality (Y) ESQA Cosmetics products. It means that together the better Brand Awareness (X1), Brand Association (X2), Perceived Quality (X3), and Brand Loyalty (X4) in ESQA cosmetic products, consumers will be more loyal to a brand. Consumer Loyalty is the loyalty and trust of consumers in a product to buy products that they use for their daily needs. According to Griffin (2005) loyal customers are those who show non-random buying behavior that is expressed from time to time by several decision-making units.

CONCLUSION

Based on the results of data analysis and hypothesis testing that has been done, the conclusions in this study include:

1. *Brand Awareness*(X1) influence on Consumer Loyalty (Y) on ESQA Cosmetic Products in Bandar Lampung.
2. *Brand Association*(X2) the effect on Consumer Loyalty (Y) on ESQA Cosmetic Products in Bandar Lampung.
3. *perceived quality*(X3) influence on Consumer Loyalty (Y) on ESQA Cosmetic Products in Bandar Lampung.
4. *Brand Loyalty*(X4) the effect on Consumer Loyalty (Y) on ESQA Cosmetic Products in Bandar Lampung.

The role submitted by researchers for the management or manager of ESQA Cosmetic Products must maintain Brand Equity contained in ESQA Products that have been embedded in consumers such as brand awareness, brand perception, and brand loyalty to

consumers (consumer loyalty) and increase brand associations contained in the Brand ESQA as in the results of this study which states that brand associations have no effect. Suggestions submitted by researchers for future researchers who measure consumer loyalty to ESQA Cosmetic Products is expected to be able to deepen the analysis by adding variables or using other variables that have an impact on increasing consumer loyalty to ESQA cosmetic products.

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