

**JIM UPB**

Journal of Management Studies Program  
Universitas Putera Batam Vol.10 No.2

**THE INFLUENCE OF BRAND IMAGE, BRAND AWARENESS AND  
BRAND TRUST ON BRAND LOYALTY (STUDY ON STUDENTS  
USING WARDAH COSMETICS)**

By

**Melli Aprillia Subastiyanti <sup>1)</sup>, Bambang Sutedjo <sup>2)</sup>**

1) 2) Faculty of Economics and Business, Stikubank University Semarang

Email: [melliaprilliasubastiyanti@gmail.com](mailto:melliaprilliasubastiyanti@gmail.com)

***Abstract***

*The study aims to know and analyze the influence of brand image, brand awareness dan brand trust to brand loyalty. The object of this research is wardah cosmetics. Sources of data used in this study are primary data and secondary data. The population is stikubank semarang university students who have purchased wardah cosmetic products, with the number of samples of 98 respondents. The data testing techniques used in this study used validity tests with loading factors, realibility tests with alpha cronbach and multiple regression analysis tests. The results shiwed the brand image did not have a significant effect to brand loyalty, the brand awareness had a positive and significant effect on the brand loyalty, the brand trust had a positive and significant effect on the brand loyalty.*

**Keywords:** Brand image, brand awareness, brand trust to brand loyalty

**INTRODUCTION**

The business development of the trade sector so far is very fast according to research from the Central Statistics Agency in 2021, the performance of the chemical, pharmaceutical and traditional medicine industries (including the cosmetic sector) has experienced a brilliant growth of 5.59% (<http://www.bps.go>. Indonesian). People, especially women, are increasingly aware of the importance of cosmetics from using them for certain events and even becoming daily necessities. The growing use of cosmetics with the emergence of someone to look attractive in public is the reason the cosmetic industry is growing in Indonesia.

Fabricant & Gould (1993) believe that cosmetics are unique products, because in addition to products, cosmetics can also meet the beauty needs of women, and are also a means for consumers to clarify their social identity in society. One of the cosmetic industries that creates a good brand image and whose name is able to stick firmly in the minds of consumers is wardah produced by PT Paragon Technology and Invation which was founded in 1995. Some official quotes for wardah cosmetics. Wardah stated that Wardah products are pure and safe products that contain safe and halal raw materials, made to create a sense of security for users. Wardah unites the latest technology concepts by prioritizing safe and natural quality raw materials. Careful and continuous supervision

tests by experts in the field of cosmetics in the production process. Before a Wardah product is sold in the market, an experiment called a blind test is carried out which aims to ensure that the product being sold is safe ([www.wardahkosmetik.com](http://www.wardahkosmetik.com)).

PT Paragon Technology and Invation also claims that the company is a beauty expert. With decades of experience, Wardah knows the skin character of Indonesian women where the products produced are always in accordance with the conditions of Indonesian women. Inspiring beauty is a question which means the products produced by Wardah can give confidence that she is beautiful and this beauty comes from the Wardah cosmetics she uses. Wardah feels that she will always be a companion for Indonesian women, which is one of the philosophies that flows during the wardah cosmetic production process ([www.wardahkosmetik.com](http://www.wardahkosmetik.com)).

Every wardah cosmetic product includes a halal label or good product quality and is embedded in the minds of consumers and creates a good and positive image, so that when Indonesian women hear something about wardah, they will see the wardah logo. Considering the majority of Muslims in Indonesia, the introduction of halal-certified beauty products by PT Paragon Technology And Innovation Company in Indonesia is a separate source of information. The halal label is certified by the Institute for the Study of Food, Drugs and Cosmetics of the Indonesian Ulema Council (LP POM MUI) based on Islamic law in collaboration with the Ministry of Health (MOH) and the Ministry of Religion (Depag). Thus, consumers do not need to worry about the effects of Wardah cosmetics, because these products have been confirmed to be safe to use (Wardah, 2021).

Based on the results of a pre-survey via google forms conducted by researchers with 16 stikubank university students, Semarang 2017-2018 using Wardah cosmetic products there are Wardah products that are less durable, some students are not easy to recognize Wardah cosmetics by only looking at the model variant or type and some female students not loyal to Wardah cosmetics. Responding to the above conditions, one of the ways Wardah continues to appear in its market amid the assumption that consumers are starting to compare products with other cosmetic products, companies must be able to improve their brands by creating attractive logos, being active on social media, creating attractive and informative websites so that consumers are more familiar with the brand. wardah. Therefore, companies need to be more active in paying attention to consumer desires, so consumers will become loyal to the Wardah cosmetic brand.

This study examines the relationship between the variables Brand Image, Brand Awareness and Brand Trust on Brand Loyalty because there are still some research gaps from various previous studies. As for the research conducted by Fatikhyaid, Rachma and Hufron (2018), brand image has a significant effect on brand loyalty, while in research conducted by Marliawati and Cahyanindyah (2020) brand image has no effect on brand loyalty. In research conducted by Putra (2018) brand trust has a significant effect on brand loyalty, while in research conducted by Murtiningsih, Moeljadi, Noermijati and Rofiaty (2016) brand trust has no effect on brand loyalty.

## **METHODS**

The object of this research is wardah cosmetics. Sources of data used in this study are primary data and secondary data. Primary data is data obtained directly from the source (Ferdinand) while secondary data is data in the form of information that can be obtained from companies, the internet, magazines, newspapers, and books related to research (Ferdinand 2006). The population in this study were female students who used Wardah cosmetics, Stikubank University, Semarang, which could not be known with certainty. The sample selection in this study used purposive sampling method. Purposive sampling

is purposive sampling with the selection of samples that are not done randomly to obtain information obtained by using certain considerations. The criteria used in the selection of the sample are as follows:

1. Consumers are at least 18 years old.
2. Consumers have purchased Wardah cosmetic products once.

Roesco (1975) provides guidelines in determining the sample size in research as follows:

1. The appropriate sample size in this study is between 30 to 500.
2. If the sample is divided into several categories (for example: male-female, public-private employees and others) then the number of sample members in each category is at least 30.
3. If the research is to conduct multivariate analysis (correlation analysis or multiple linear regression), then the number of sample members is at least 10 times.
4. For a simple experimental study using an experimental group and a control group, the number of samples is between 10 and 20, respectively.

Therefore, the sampling technique used in this study was purposive sampling. For this reason, based on Roscoe's (1975) theory, researchers set a minimum sample size of 80 respondents.

## RESULT AND DISCUSSION

### Validity test

The validity test in this study used the Kaiser Meyer-Olkin Measure of Sampling Adequacy (KMO) factor analysis. If the indicator has a loading of factor value of more than 0.4 then the question is declared valid. The results of calculations with the help of SPSS (Statistical Package of Social Science) version 24 are shown in Table 1 below:

**Table 1 Indicator Validity Test Results**

Variable	KMO	Item	Loading Factor	Information
<i>Brand Image</i>	0,642	X1.1	0,876	Valid
		X1.2	0,729	Valid
		X1.3	0,840	Valid
<i>Brand Awereness</i>	0,739	X2.1	0,878	Valid
		X2.2	0,640	Valid
		X2.3	0,735	Valid
		X2.4	0,824	Valid
<i>Brand Trust</i>	0,659	X3.1	0,864	Valid
		X3.2	0,789	Valid
		X3.3	0,785	Valid
<i>Brand Loyalty</i>	0,857	Y1.1	0,810	Valid
		Y1.2	0,719	Valid
		Y1.3	0,747	Valid
		Y1.4	0,804	Valid
		Y1.5	0,801	Valid
		Y1.6	0,745	Valid

Source: data processed 2021

Based on Table 1 above, it can be seen that all the indicators of the question variable brand image, brand awareness, brand trust, and brand loyalty are declared valid.

From the output display of the validity test above, it can be seen that all variables show KMO values > 0.5, which means that the entire sample is sufficient. In addition, the loading factor value > 0.4 which indicates the variable indicator is declared valid. Thus the answers to the questionnaires can be used for research and the number of samples specified is sufficient.

**Reliability Test**

In this study, the reliability test used Cronbach Alpha. If Cronbach Alpha > 0.7 then the questionnaire is declared consistent or reliable.

**Table 2 Reliability Test Results**

No	Variabel	Cronbach Alpha	Standard Value	Information
1	<i>Brand Image</i>	0,750	0,7	Reliabel
2	<i>Brand awereness</i>	0,767	0,7	Reliabel
3	<i>Brand trust</i>	0,741	0,7	Reliabel
4	<i>Brand loyalty</i>	0,862	0,7	Reliabel

Source: data processed 2021

Based on the results of the calculations in Table 4.13 using SPSS Version 24, the value of each variable shows more than 0.7, which means that the four variables are reliable.

**Multiple Regression Analysis**

The results of the regression analysis between brand image, brand awareness and brand trust on brand loyalty can be seen in table 3:

**Table 3 Regression Test Results**

Variable	Standardized Koefisien Beta	Sig	Information
<i>Brand Image</i>	0,052	0,589	Rejected
<i>Brand awereness</i>	0,252	0,000	Accepted
<i>Brand trust</i>	0,622	0,000	Accepted
Variable Dependen : <i>Brand loyalty</i> Adjusted R Square ( $R^2$ ) = 0,566 F = 43,121 Sig = .000			

Source: data processed 2021

After processing the data using SPSS version 24, the following regression equation was obtained:

$$Y = 0.052X_1 + 0.252X_2 + 0.622X_3 + e$$

Information :

Y = Brand loyalty

X1 = Brand Image

X2 = Brand Awareness

X3 = Brand Trust

e = Error

From the results of the multiple linear regression analysis above, there is an explanation as follows:

1. The brand image regression coefficient is positive at 0.052. This is the better the brand image of Wardah cosmetics, it will increase Brand loyalty to the use of Wardah cosmetics.
2. Brand Awareness regression coefficient is positive at 0.252. This means that the better the Brand Awareness of Wardah cosmetics, it will increase Brand loyalty to the use of Wardah cosmetics.
3. The Brand Trust regression coefficient is positive at 0.202. This means that the better the Brand Trust of Wardah cosmetics, it will increase Brand loyalty to the use of Wardah cosmetics.

From the three multiple linear regression test results, it is shown that the independent variable that has the biggest influence on the dependent variable is the Brand Awareness variable with a value of 0.252, while the independent variable that has the least effect on the dependent variable is the brand image variable, which is indicated by the beta coefficient with a value of 0.052. This shows that the most dominant variable affecting the Brand Loyalty of Wardah cosmetics is the Brand Awareness variable.

#### **F . Statistical Test**

The F test is used to show whether the independent variables included in the model have the same effect on the dependent variable. The F test is a test of the importance of the equation used to determine the magnitude of the simultaneous effect of all independent variables on brand image, brand awareness, brand trust on the dependent variable in brand loyalty.

Model testing is done by testing the regression coefficient of all variables to find out how the influence of an independent variable on the dependent variable. Based on Table 4.14 the calculation of the F regression results is 43,121 with a significant probability of 0.000 less than 0.05 (5%) which means that together the independent variables affect the dependent variable.

#### **Coefficient of Determination Test (R<sup>2</sup>)**

The coefficient of determination is used to determine the extent of the ability of the independent variables (brand image, brand awareness, brand trust) in explaining the dependent variable (brand loyalty). Based on Table 4.14 the value of AdjustedR<sup>2</sup> is 0.566. This shows that the results of this study 56.6 percent of the Brand Loyalty variable can be explained by the variable brand image, brand awareness, brand trust, while the remaining 43.4 percent is explained by other variables not examined in this study.

#### **Hypothesis Test Results**

The t-test is basically used to show how far the influence of one independent variable individually in explaining the variation of the dependent variable is. If the value of Sig. t test <0.05, the independent variables (brand image, brand awareness, brand trust) have a significant effect on the dependent variable (brand loyalty). Based on table 4.14, the following are the results of the t-test in this study:

1. Test the hypothesis of the influence of Brand image on Brand Loyalty (H1)  
In this study, hypothesis 1 proposed is as follows:

H1: Brand image has a positive effect on brand loyalty.

Based on the results of calculations using the SPSS version 24 program, it is known that a significant number of the influence of Brand image on Brand Loyalty is  $0.589 > 0.05$ , the first hypothesis is accepted, meaning that Brand image has a positive but not significant effect on Wardah Cosmetics Brand Loyalty.

2. Test the hypothesis of the influence of Brand Awareness on Brand Loyalty (H2)

In this study, hypothesis 2 proposed is as follows:

H2: Brand Awareness has a Positive Effect on Brand Loyalty.

Based on the results of calculations using the SPSS version 24 program, it is known that a significant number of the influence of Brand Awareness on Brand Loyalty is  $0.000 < 0.05$ , then the hypothesis is accepted, meaning that Brand Awareness has a positive and significant effect on Brand Loyalty of Wardah cosmetics.

3. Test the hypothesis of the influence of Brand Trust on Brand Loyalty (H3)

In this study, the proposed 3rd hypothesis is as follows:

H3: Brand Trust has a Positive Effect on Brand Loyalty.

Based on the results of calculations using the SPSS version 24 program, it is known that a significant number of the influence of Brand Trust on Brand Loyalty is  $0.000 < 0.05$ , then the hypothesis is accepted, meaning that Brand Trust has a positive and significant effect on Wardah Cosmetics Brand Loyalty.

The first hypothesis is accepted, namely that brand image has a positive but not significant effect on Wardah cosmetic brand loyalty. This shows that brand image remains a consumer consideration in buying Wardah cosmetics. This means that management needs to pay attention to brand image as something that can affect brand loyalty. Wardah's efforts in providing cosmetic products that are suitable for consumers have been quite successful in increasing Wardah's cosmetic brand loyalty. The results of the study are in line with research conducted by Rizal, Telagathi and Yulianthini (2017) which concluded that brand image has a positive but not significant effect on brand loyalty.

The second hypothesis is accepted, namely brand awareness has a positive and significant effect on brand loyalty. This means, the better the brand awareness of Wardah cosmetics, the better brand loyalty. This means that the brand awareness of Wardah cosmetics among female students is good so that female students prefer Wardah cosmetics over other brands. The results of this study are in line with research conducted by Bernarto, Berlianto, Meilani, Masman and Suryawan (2020), Fatikhyaid, Rachma and Hufon (2018) and Putra (2018) which conclude that brand awareness has a positive and significant effect on brand loyalty.

The third hypothesis is accepted, namely Brand Trust has a positive and significant effect on Wardah Cosmetics Brand Loyalty. This means that the students' trust in Wardah cosmetics has succeeded in creating good brand loyalty. The results of this study are in line with research conducted by Fatikhyaid, Rachma and Hufon (2018), Dewi (2018) and Putra (2018) which conclude that brand trust has a positive and significant effect on brand loyalty.

## CONCLUSIONS

Based on the results of the previous analysis and discussion, it can be seen that of the four variables used, conclusions can be drawn as follows:

1. Brand image has a positive but not significant effect on brand loyalty among female students who use Wardah cosmetics. This shows that if there is an increase in brand image it will not affect brand loyalty.
2. Brand awareness has a positive and significant effect on brand loyalty among female students who use Wardah cosmetics. This shows that the better the brand awareness, it can increase brand loyalty.
3. Brand trust has a positive and significant effect on brand loyalty among female students who use Wardah cosmetics. This shows that the better the brand trust, the better the brand loyalty.

## REFERENCE

- Aaker, David, (1991), *Managing Brand Equity; Capitalizing on the Value of Brand Name*, Free Press, New York.
- Algifari. 2013. *Statistika Induktif Untuk Ekonomi dan Bisnis*. Edisi 13. Yogyakarta: Sekolah Tinggi Ilmu Manajemen YKPN
- Anjani, A. R. I. N. (2017). *Pengaruh brand image dan brand trust terhadap brand loyalty lipstik Revlon. Skripsi tidak diterbitkan*. Yogyakarta (ID): Jurusan Ekonomi Universitas Negeri Yogyakarta.
- Bernarto, I., Berlianto, M. P., Palupi, Y. F. C., Meilani, M., Masman, R. R., & Suryawan, I. N. (2020). *The influence of brand awareness, brand image, and brand trust on brand loyalty*. *Jurnal Manajemen*.
- DEWI, A. R. *Pengaruh Brand Image dan Brand Trust Serta Kualitas Produk Terhadap Brand Loyalty Melalui Kepuasan Konsumen Pada Maybelline Kosmetik di Kota Jember* (Doctoral dissertation, Fakultas Ekonomi dan Bisnis Universitas Jember).
- Fatihudin, D., & Firmansyah, A. (2019). *Pemasaran Jasa: (Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan)*. Deepublish
- Fauziyah, S., & Karneli, O. (2016). *Pengaruh brand trust dan brand equity terhadap loyalitas konsumen pada produk kosmetik Wardah (Survey konsumen pada PT. Paragon Technology and Innovation Cabang Pekanbaru)* (Doctoral dissertation, Riau University).
- Ferrinadewi, Erna. (2008). *Merek dan Psikologi Konsumen. Implikasi pada Strategi Pemasaran*. Graha Ilmu. Yogyakarta
- Firmansyah, M. A. (2019). *Pemasaran: Dasar dan Konsep*. Penerbit Qiara Media.
- Firmansyah, M. A. (2019). *Pemasaran: Dasar dan Konsep*. Penerbit Qiara Media.
- Firmansyah, M. A., & SE, M. (2019). *Perilaku Konsumen (Sikap dan Pemasaran)*. Penerbit Qia Ferrinadewi, Erna. (2008). *Merek dan Psikologi Konsumen. Implikasi pada Strategi Pemasaran*. Graha Ilmu. Yogyakarta
- Firmansyah, M. A., & SE, M. (2019). *Perilaku Konsumen (Sikap dan Pemasaran)*. Penerbit Qiara Media.
- Ghozali, Imam. 2009. "Aplikasi Analisis Multivariate Dengan Program SPSS". Cetakan Keempat. Badan Penerbit Universitas Diponegoro Semarang.
- Ghozali, Imam. 2011. "Aplikasi Analisis Multivariate Dengan Program SPSS".Semarang: Badan Penerbit Universitas Diponegoro.
- <https://cnbindonesia.com> diakses pada 3 Agustus 2020

<https://databox.katadata.co.id> diakses pada 5 Oktober 2021

- Khasanah, S. H., Ariani, N., & Argo, J. G. (2021). Analisis Citra Merek, Kepercayaan Merek, dan Kepuasan Merek terhadap Loyalitas Merek. *Konferensi Riset Nasional Ekonomi Manajemen dan Akuntansi*, 2(1), 394-411.
- Kotler, P. & Armstrong, G. 2018. Principles Of Marketing (17th ed). New Jersey: Perason Prentice Hall.
- Kotler, Philip & Keller, Kevin Lane. 2012. Marketing Management. Edisi 14. England: Person Education.
- Kotler, Philip and Kevin Lane Keller. 2016 Marketing Management. 15th Edition. Perason Education, Inc.
- Kotler, Philip dan Gari Armstrong. 2008. Prinsip-prinsip Pemasaran. Edisi Kedua Belas Jilid 1. Jakarta: Erlangga.
- Marliawati, A., & Cahyaningdyah, D. (2020). Impacts the brand of experience and brand image on brand loyalty: Mediators brand of trust. *Management Analysis Journal*, 9(2), 140-151.
- Murtiningsih, D., Moeljadi, M., Noermijati, N., & Rofiaty, R. (2016). The Effect Of Brand Trust And Brand Loyalty (Studies In The University Of Budi Luhur Jakarta). *International Journal of Business, Economics and Law*, 11(2), 57-61.
- Ni'mah, A., Robustin, T. P., & Hidayat, Z. (2019, July). Pengaruh Brand Image dan Brand Trust Terhadap Brand Loyalty Wardah Kosmetik Studi Kasus Pada Mahasiswi STIE Widya Gama Lumajang. In *Proceedings Progress Conference* (Vol. 2, No. 1, pp. 549-556).
- Novalina, D. (2018). *Pengaruh Brand Image dan Brand Trust terhadap Brand Loyalty Vaseline hand & body lotion Pada Mahasiswa UNP* (Doctoral dissertation, Universitas Negeri Padang).
- Novitasari, A., & Suryani, T. (2018). Peran kepercayaan merek, citra merek, dan celebrity endorsement terhadap loyalitas merek bedak tabur Wardah. *Journal of Business and Banking*, 7(2), 251-262.
- Nurdianasari, R., & Indriani, F. (2017). Studi Mengenai Brand Communication, Brand Image dan Brand Trust Serta Pengaruhnya Terhadap Brand Loyalty Pada Produk Hand and Body Lotion Merek Citra. *Diponegoro Journal of Management*, 6(4), 846-859.
- Putra, F. I. F. S. (2018). *Analisis Pengaruh Brand Awareness Dan Brand Image Terhadap Pembentukan Brand Loyalty (Studi Empiris Pada Wardah Cosmetics)* (Doctoral dissertation, Universitas Muhammadiyah Surakarta).
- Roscoe, J.T. 1975. Fundamental Research Statistic For the Behavioural Sciencs:2nd ed. New York, NY: Holt Rinehart & Winstron.
- Solimun. 2001. Structural Equation Modelling. LISREL. Malang: FMIPA Universitas Brawijaya.
- Tjiptono, Fandy, (2007). Strategi Pemasaran, , Yogyakarta: Andi Offset.