



Brand authenticity's influence on brand loyalty: an examination of the mediating role of perceived value and brand trust in Wardah halal cosmetics

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ABSTRACT

The purpose of this study was conducted to analyze the effect of brand authenticity as seen from brand individuality, brand consistency, and brand continuity on brand loyalty which is mediated by perceived value and brand trust in the Wardah halal cosmetics brand. The structural equation modeling used is smartpls 4.0 software to analyze 200 respondents who use the Wardah halal cosmetic brand within the last three months and have made repeat purchases with data collection techniques using questionnaire distribution.

The research findings show that: (1) brand authenticity has a significant effect on perceived value (2) brand authenticity has a significant effect on brand trust, (3) brand authenticity has a significant effect on brand loyalty. Furthermore, (4) perceived value of the wardah halal cosmetic brand also have a significant effect on brand loyalty, (5) brand trust of the wardah halal cosmetic brand also have a significant effect on brand loyalty, (6) brand authenticity on the wardah cosmetic brand which is mediated by perceived value has a significant effect on brand loyalty, (7) brand authenticity on the wardah cosmetic brand which is mediated by brand trust also has a significant effect on brand loyalty. This study suggests that companies can maintain and improve brand authenticity of their brands by conducting massive promotions on every new product launched so that the price is easily accessible to various groups son that Wardah cosmetics can be recognized by its users to get brand loyalty.

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INTRODUCTION

The high business competition environment in the cosmetics industry can be seen from the data according to the Food and Drug Monitoring Agency which notes that the cosmetics industry in Indonesia has increased the number of companies by 20,6 percent in 2021 to July 2022. And according to the Central Statistics Agency in 2021 also explained that the cosmetics industry which includes the pharmaceutical, chemical and traditional medicine industries experienced growth of up to 9,61 percent. This encourages every company engaged in cosmetics to be able to build a brand with a good reputation in the eyes of consumers.

The results of a survey conducted by Populix in 2022 stated that the cosmetic brand that is of concern to Indonesians is the Wardah cosmetic brand, where 48 percent of respondents in Indonesia made this cosmetic brand their choice. One of the reasons they choose this cosmetic brand is because of the guaranteed halalness of the product. The halalness of Wardah cosmetics has been recognized by the Assessment Institute for Food, Drugs, and Cosmetics of the Indonesian Ulema Council. This can be

proven from the participation of the Wardah cosmetic brand in the Halal Award Event organized by LPPOM MUI in 2022 where the Wardah cosmetic brand became one of the Halal Top Brand nominees. Another supporting reason is also the first largest local halal cosmetic brand in Indonesia that has received a halal certificate in 1999. And also the Wardah cosmetic brand won first place in the Top Brand Index in 2022 from the index of similar products on the market.

Judging from the achievements obtained by the Wardah cosmetic brand, this cosmetic brand has become one of the brands favored by the Indonesian people in 2022. Where consumers realize that the benefits of purchasing a brand, feel satisfaction in using the product, consumers will tend to consistently buy the brand's products. This is usually called Brand Loyalty. According to Keller (2013) brand loyalty is a strong commitment to subscribe or buy a brand consistently in the future. According to Marconi (2004:281) states that the factors that influence a consumer's loyalty to a brand consist of value, image, comfort and convenience, satisfaction, service and warranty/ guarantee. Where the factors that influence brand loyalty that will be discussed in this study are brand value, brand image, and brand trust.

First, the positive value felt by consumers towards a brand will make consumers loyal to the brand. According to (Hanaysha, 2018) the value perceived by consumers can be studied from 4 different perspectives, namely: value is price, value is the benefit that will be received, value is the trade-off between quality and price, finally, value is the overall evaluation of subjective assessment targets with respect to evaluation criteria. Second, according to Keller (2013) brand image can be created and meaningful based on three important dimensions, one of which is Uniqueness. Uniqueness is the level of uniqueness or authenticity of a brand that has competitive and sustainable benefits that can cause consumers to be interested in using the brand. One of the things that makes a brand recognizable to consumers is the authenticity of the brand compared to other cosmetic brands. Finally, the existence of brand trust will lead to brand loyalty, where according to (Oliver, 1999) brand loyalty means strong customer trust in a particular product or company brand, which leads to a reduction in the likelihood of consumer brand switching. According to (Schallehn et al., 2014) explains in the causal concept model that individuality, consistency and continuity of a brand represent antecedents of brand authenticity. Where individuality can be explained as the way a brand creates their brand uniqueness in fulfilling their promises to consumers. Furthermore, brand consistency is defined as the way a brand can consistently create their brand image in the idea that consumers seek the same value from the brand both from the past and the present.

LITERATURE REVIEW

Brand Loyalty

According to (Altukar, 2020) brand loyalty is the commitment of a consumer to buy a product or service that they like repeatedly in the future even though it is influenced by situational and marketing efforts that have the potential to cause behavioral switching. The factors that influence brand loyalty according to (Maroni, 1993) are value (price and quality), image (both in personality and brand reputation), convenience, consumer satisfaction, service and warranty/ guarantee.

Perceived Value

Perceived Value is defined as the overall assessment made by consumers of the usefulness of a product, based on perceptions of what is received and what the brand provides (Atulkar, 2020). According to (Park & Kim, 2016) argues that value is the main of consumers' choice either at the product level or at the level which serves as a significant predictor of a consumer's behavioral intention to remain loyal to a company brand.

Brand Trust

Brand trust is defined as a feeling of security that consumers have in interactions or experiences that the brand itself, based on the perception that the brand they use is reliable in meeting consumer needs. According to (Kauv & A. Blotnicky, 2020) brand trust includes fell from using the product or brand. Where functional value is a promise by the company to consumers including product quality, consistency, reliability, innovation, and product alignment.

Brand Authenticity

According to (Fernandez & Lewis, 2019) states that authenticity is used by a product to show that their products are genuine and authentic by a product to show that the product they have is original and not a copy. Where authenticity is something that comes purely from the results of its own creation, not from the imitation of other companies. Dimensions of brand authenticity according to (Schallehn et al., 2014) can be measured through 3 items. First, brand individuality is the extent to which a brand can have a clear philosophy that does not contradict the brand's character a clear philosophy that does not contradict the brand's character in order to can fulfill the promises they make. Second, brand consistency where brands consistently create their brand mind the same every time according to with their promise. Lastly, brand continuity where this reflects how a brand's history matches the brand promise and the brand's ability to keep up with existing trends.

Hypothesis

The effect of brand authenticity on perceived value

Perceived value is considered as the construction of the difference in sacrifice benefits in the same result between expectations and perceptions of brand performance (Kassim et al., 2014). This is based on the elements in brand authenticity which is the result that consumers expect as an exchange rate that leads to perceived value with brand capabilities. This is also supported by the results of research conducted by (Phung et al., 2019) which shows significant results between brand authenticity and perceived value. And also the results studied by (Su et al., 2021) also found that brand authenticity has a positive and significant effect on the perceived value of tourists because brand authenticity is considered a motivation by tourists to choose a brand.

H₁: Brand authenticity has a significant effect on consumer perceived value.

The effect of brand authenticity on brand trust

Brand authenticity has a positive effect in two components components of brand authenticity, namely consistency and continuity, which in a broad sense are evidence of a brand's ability to increase the level of brand trust. Supported by research conducted by (Eggers et al., 2013) found that the dimension of brand authenticity, namely a customer- oriented to customers has a positive influence on brand trust, this can be seen from if the individual benefits promised by the brand are delivered, customers and stakeholders will trust the brand, assume the brand is genuine so that it will build brand trust. As well as research by (Portal et al., 2018) showing significant results between brand authenticity and brand trust. This shows brand authenticity has an influence on brand trust.

H₂: Brand authenticity has a significant effect on brand trust

The effect of brand authenticity on brand loyalty

In order for companies to survive in fierce business competition, brand loyalty is one of the efforts that can support this. Authenticity brand by consumers strengthens the emotional bond between consumers and brands, which in turn increases consumer loyalty to the brand. These results emphasize the importance of brand authenticity for marketers according to research by (Fritz and Bruhn, 2017) who examined the effect of brand authenticity on brand loyalty.

brand loyalty. Other researchers have also found that the relationship aspects are expressed through subjective involvement and preference over time, for one or more brands that are loyal to the brand.

Over time, for one or more brands selected from a set of brands that are rated the same, then brand authenticity has a strong and positive influence on brand loyalty (James et al., 2018).

H₃: Brand authenticity has a significant effect on brand loyalty

The effect of perceived value on brand loyalty

Brand loyalty can be influenced by perceived value, where the case is when consumers feel the positive value of a particular brand and are beneficial to them, they will tend to continue to buy the brand. This is supported by research (Atulkar, 2020) which found that the principle of utility the value perceived by consumers for strong brand identification tends to increase brand loyalty in consumers, so that the perceived value of consumers has a significant relationship to brand loyalty. As well as other supporting research (Ayu Savitri DeWi, 2020) shows that perceived by consumers has a significant influence on brand loyalty in the context of premium spotify users who have high quality without ads will make consumers more comfortable.

H₄: Consumer perceived value has a significant effect on brand loyalty

The effect of brand trust on brand loyalty

If consumers feel that the brand is reliable and have integration, it will be able to increase brand loyalty And the higher the consumer's trust in a particular brand, the the more loyal consumers are to that brand. According to (Shin et al., 2019) found that high trust in the brand allows consumers to minimize the perceived risk that makes consumers loyal to the brand. This argument explains that brand trust has a positive and significant effect on brand loyalty. (Atulkar, 2020) found that brand trust is positively related to perceived quality, value, satisfaction and brand loyalty.

H₅: Brand trust has a significant effect on brand loyalty

The effect of brand authenticity on brand loyalty mediated by perceived value

One way the brand improves the quality that will be perceived is by having a different authenticity such as the service provided and the guarantee of comfort using the product. In a study conducted by (Kayaman and Arasli, 2007), it was suggested that to build and maintain brand loyalty, consumer contributions are needed in creating and maintaining a brand image through perceived value and good attitudes from consumers towards a brand. Perceived value according to (Zeithami, 1998) in (Phung et al., 2019) defines as a consumer's subjective assessment of the overall superiority of a product. Where the higher the perceived value or quality of a brand, the more likely the brand will be chosen over competing brands.

H₆: Brand authenticity has a significant influence on brand loyalty through perceived value

The effect of brand authenticity on brand loyalty mediated by brand trust

Authentic brands have core values that are oriented towards business practices and actions. This core value and orientation can significantly increase trust and directly affect brand value or image (Eggers et al., 2013). According to (Kabadayi & Alan, 2012) brand trust is related to long-term procedures that can occur by considering consumer experience with brands consisting of impulsive feelings that can form spontaneously, so brand trust can generate brand loyalty. This is because brand trust is formed from brand influence in increasing brand authenticity. Brand influence has been considered an important driver of brand loyalty that creates brand relationships and brand sustainability (Huang et al., 2014).

H₇: Brand authenticity has a significant influence on brand loyalty through brand trust

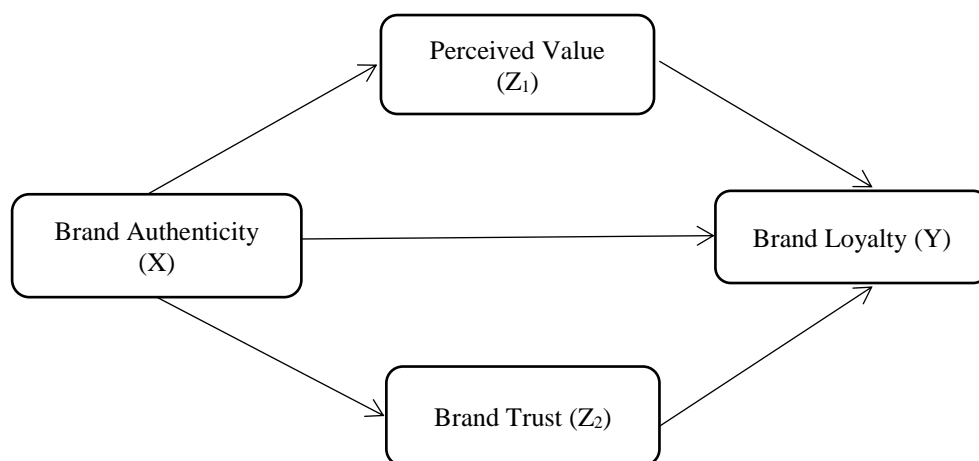


Figure 1. Conceptual Framework

METHOD

The type of research used in this study is causal research with quantitative techniques. This study uses primary data, namely data collected directly by researchers through the distribution of Google forms (Questionnaire), which is disseminated online to collect research data. The sampling method was carried out using purposive sampling technique based on the criteria, namely as a user of wardah cosmetics in Bukittinggi city in the last 3 months. With a sample of 200 respondents. There are 4 variables in this study, namely Brand Loyalty (Y), Brand Authenticity (X), Perceived Value (Z₁), and Brand Trust (Z₂). Statistical models are used in data calculation. To classify research conducted with measurement model and measurement structure on measurement data using help of PLS (Partial Least Square) software. Validation in the measurement model using validity measurement tools measured by convergent validity and discriminant validity. Reliability will be evaluated and carried out based on structural model that evaluates r squared after the validation check. The strength and direction of the relationship between variables can be known using the p-value findings before hypothesis testing.

Operational Variable

The operational definition is the elaboration of the variable and indicator definitions in this study. The operational definition in this study can be seen in Table 1:

Table 1. Operational Variable

Variable	Defenition	Indicators
Brand Loyalty (Y) (Soon-Ho Kim., et al, 2019)	A consumer's relationship with a product so that consumers continue to use the brand that feels right and are not influenced by other offers.	<ol style="list-style-type: none"> 1. Believe and Choice 2. Repeat purchase intention 3. Self-stated retention 4. Price insensitivity 5. Recommend the brand to others 6. Likelihood of spreading positive word of mouth
Brand Authenticity (X) (Schallehn et al., 2014)	Authenticity is used to let you know that your brand is genuine and not a copy.	<ol style="list-style-type: none"> 1. Brand possesses a clear philosophy which guides the brand promise 2. Brand knows exactly what it stands for and does not promise anything which contradicts its essence and character

		3. Considering its brand promise, the brand does not pretend to be someone else
		4. Considering its brand promise, brand does not curry favor with its target group; moreover, it shows self-esteem
		5. Brand distorts itself, to match contemporary trends
		6. The saying "you trim your sails to every wind that blows" describes brand adequately
Perceived Value (Z₁) (Tri Cuong DAM, 2020)	An overall evaluation of the utility obtained from a consumer after using it	1. The appears to be a good value for the price
		2. The price is given that this brand is very acceptable
		3. This brand is supposed to be a good financial deal.
		4. The price of this brand is competitive
Brand Trust (Z₂) (Tri Cuong DAM, 2020)	As a feeling of security that consumers have in interactions or experiences with the brand itself, based on the perception that the brand they use can be relied on in meeting consumer needs	1. I trust this brand
		2. I feel that I can trust this brand completely
		3. I can rely on this brand
		4. This brand is secure when I buy this brand

Source: Primery data processed, 2023

RESULT AND DISCUSSION

The data that researchers obtained from the questionnaire was sent via google form with a research sample of 200 respondents. From the number of surveys, distributed, all respondents answered that they met the criteria. The characteristic respondents in this study can be seen in Table 2:

Table 2. Characteristic Respondents

Characteristics	Category	Amount	Percentage
Are Wardah Cosmetics Users	Yes	200	100%
	No	0	0%
Gender	Male	6	3%
	Famale	194	97%
District of Residence	Aur Birugo Tigo Baleh	116	58%
	Guguak Panjang	47	23,5%
	Mandiingin Koto Salayan	37	18,5%
Age	17 – 21 years old	46	23%
	22 - 26 years old	118	59%
	27 – 31 years old	31	15,5%
	>32 years old	5	2,5%
Monthly Expenses	<Rp 1.000.000	139	69,5%
	Rp 1.000.000 - Rp 3.000.000	59	29,5%
	Rp 3.000.000 - Rp 5.000.000	2	1%

	> Rp 5.000.000	0	0%
Wardah products used	Lipstik	112	56%
	Bedak	27	13,5%
	Serum Wajah	1	0,5%
	Sunscreen	34	17%
	Facewash	24	12%
	Lainnya	2	1%
Usage Period of Wardah Cosmetics in the Last 3 Months	< 2 times	30	15%
	≥ 2 times	121	60,5%
	> 2 times	49	24,5%

Source: Primery data processed, 2023

Validity Test

The accuracy and reliability of the equipment are checked by measurement in the measurement model test (outer model). An indicator can be declared to meet convergent validity and have a high level of validity when the outer loadings value is > 0.70, while the Average Variance Extracted (AVE) value is > 0.50 (Chin & Todd, 19995). The Average Variance Extracted in this study can be seen in Table 3:

Tabel 3. Average Variance Extracted (AVE)

	Average variance extracted (AVE)
Brand Authenticity (X)	0,605
Brand Trust (Z₂)	0,670
Brand Loyalty (Y)	0,647
Perceived Value (Z₁)	0,735

Source: Primery data processed from smartPLS, 2023

Based on the average variance extracted results that all values on each indicator has a value above 0.50 does not require further estimation, these results indicate that convergent validity is declared valid.

Reliability Test

Reliability test is a construct with reflexive indicators which can be done in two ways, namely Cronbach's Alpha and Composite Reliability. The composite reliability results will show a satisfactory value if it is above 0.7 (Ghozali & Latan,2015). The Reliability in this study can be seen in Table 4:

Table 4. Reliability

	Cronbach's alpha	Composite reliability
Brand Authenticity	0,864	0,868
Brand Trust	0,836	0,842
Brand Loyalty	0,889	0,896
Perceived Value	0,878	0,881

Source: Primery data processed from smartPLS, 2023

Based on the table above, it can be seen that the final results of the reliability test obtained the Cronbach's Alpha and Composite Reliability values have met the requirements, where the value is more than 0.7. Therefore, all variables declared reliable and can be tested at the next stage.

R-Square

The R-square value can be used as a measure of how far certain independent variables affect the dependent variable. R- square value of 0.75, 0.50 and 0.25 can be concluded that the model strong, moderate and weak (Ghozali & Latan, 2015). The R-square estimation value can be seen in Table 5 below:

Table 5. R-Square

	R-square
Brand Trust (Z₂)	0,311
Brand Loyalty (Y)	0,667
Perceived Value (Z₁)	0,425

Source: Primery data processed from smartPLS, 2023

It can be seen in table 5 above that brand loyalty shows a number of 0.667, meaning that the variable model is moderate, the perceived value of the brand shows a number of 0.425, meaning that the variable model is moderate and brand trust shows a number of 0.311, meaning that the variable model is moderate. So it can be concluded that the brand loyalty variable has a larger R-Square value than the other variables.

Hypothesis Test

In PLS, the statistical testing of each hypothesized variable relationship is done with the bootstrap method, which is intended to minimize the problem of research data abnormalities. The bootstrapping test results of the PLS analysis are as follows:

Table 6. Path Coefficients (Direct Effect)

	Original sample (O)	T statistics (O/STDEV)	P values	Hypothesis
Brand Authenticity-> Perceived Value	0,652	14,324	0,000	Accepted
Brand Authenticity -> Brand Trust	0,557	11,920	0,000	Accepted
Brand Authenticity -> Brand Loyalty	0,134	2,359	0,018	Accepted
Perceived Value-> Brand Loyalty	0,214	2,897	0,004	Accepted
Brand Trust -> Brand Loyalty	0,557	8,653	0,000	Accepted

Source: Primery data processed from smartPLS, 2023

Table 7. Indirect Effect

	Original sample (O)	T statistics (O/STDEV)	P values	Hypothesis
Brand Authenticity-> Perceived Value->Brand Loyalty	0,139	2,728	0,006	Accepted
Brand Authenticity -> Brand Trust-> Brand Loyalty	0,310	6,606	0,000	Accepted

Source: Primery data processed from smartPLS, 2023

So that the criteria for acceptance and rejection of the hypothesis are H1 accepted and H0 rejected if the t-statistic value is greater than 1.96. Meanwhile, to determine the level of significance using probability, H1 is significant if $p > 0.05$ (Ghozali, 2016). It can be seen in the table above that all hypotheses in accordance with the criteria are accepted.

DISCUSSION

Brand Authenticity has a significant effect on perceived value.

Based on the results obtained from this study, it is found that Brand Authenticity owned by Wardah cosmetics has a significant effect on the perceived value of consumers. Where is the brand authenticity that owned by Wardah is able to increase the value felt by consumers on Wardah cosmetics. So as to be able to meet consumer expectations or perceptions against this wardah cosmetic. This is in line with research conducted by (Su et al., 2021) also found that brand authenticity has a positive and significant

effect on perceived value to consumers because authenticity or perceived value to consumers. brand authenticity is considered a motivation by consumers to choose an object or product.

Brand Authenticity has a significant effect on Brand Trust.

Based on the results obtained from this study, it is found that Brand Authenticity owned by Wardah cosmetics has a significant effect on Brand Trust. Where the brand authenticity that wardah has able to fulfill their promises and the things promised by the brand are delivered to wardah cosmetic consumers. This is in line with research conducted by (Fernandez et al., 2019) shows positive results relationship between brand authenticity and brand trust. According to these results, brand authenticity is a strong driver of brand trust among consumers.

Brand Authenticity has a significant effect on Brand Loyalty.

Based on the results obtained from this study, it was found that Brand Authenticity owned by Wardah cosmetics has a positive impact and significant effect on Brand Loyalty. bWhere brand authenticity owned by Wardah is able to increase the positive perception of consumers about Wardah cosmetics so as to build brand loyalty. to this wardah cosmetics brand which is expressed through constant involvement constantly related to the brand chosen from a brand that has the same value as wardah cosmetics. This is in line with research conducted by (James et al., 2018), aspects of the brand loyalty relationship can be seen through subjective involvement and preferences over time, for one or more brands chosen from a series of brands that are rated the same.

Perceived value has a significant effect on Brand Loyalty.

Based on the results obtained from this study, it is found that the value perceived by Wardah consumers has a positive impact on brand loyalty. Where the value felt by consumers towards Wardah cosmetics are able to build brand loyalty to these Wardah cosmetics. With wardah cosmetics that are able to compete with cosmetics with the same value, so that consumers build more interest in wardah cosmetics. This is in line with research conducted by (Altukar, 2020) found that the principle of value utility that is perceived perceived by consumers for strong brand identification tends to increase brand loyalty to consumers, so that consumers are more likely to build increase brand loyalty in consumers, so the value perceived by consumers has a significant relationship to brand loyalty.

Brand Trust has a significant effect on Brand Loyalty.

Based on the results obtained from this study, it was found that Wardah cosmetics brand trust has a positive impact and a significant effect on Brand Loyalty. Where trust in a brand can grow from the loyalty of consumers to this Wardah cosmetic brand. The higher the trust in the brand, the more loyal consumers will be to the Wardah cosmetic brand. This is in line with research conducted by (Shin et al., 2019) found that high trust in the brand allows consumers to reduce brand loyalty. This argument explains that brand trust has a positive and significant effect on brand loyalty. And according to research by (Altukar, 2020) found that brand trust is positively associated with perceived quality, value, satisfaction and differentiation which will create loyalty in brand customers.

Brand Authenticity has a significant effect on Brand Loyalty mediated by Perceived Value

Based on the results obtained from this study, it is found that brand authenticity has a significant effect on brand loyalty mediated by perceived value. Where through the authenticity of the brand owned by Wardah cosmetics, it will increase consumer perceptions of the value that can be felt in the product, so that consumers will be loyal. This is in line with research conducted by (Kayaman and Arasli, 2007), suggesting that to build and maintain brand loyalty, consumer contributions are needed in creating and maintaining a brand image through perceived value and good attitudes from consumers towards a brand.

Brand Authenticity has a significant effect on Brand Loyalty mediated by Brand Trust.

Based on the results obtained from this study, it is found that brand authenticity has a significant effect on brand loyalty mediated by brand trust. Where brand authenticity that has core values and is oriented towards a brand will be able to increase trust in the brand significantly affects the value and image of the brand. This is in line with research conducted by (Kabadayi & Alan, 2012) this brand trust is related to long-term procedures that can occur by considering consumer experiences with brands which consist of impulsive feelings that can form spontaneously, so that brand trust can generate brand loyalty. This is because brand trust is formed from brand influence in increasing brand authenticity. Brand influence has been considered an important driver of brand loyalty that creates brand relationships and brand sustainability (Huang et al., 2014).

CONCLUSION

Based on the results of research and discussion conducted regarding the analysis of the effect of brand authenticity on brand loyalty mediated by consumer perceived value and brand trust with 200 respondents who are domiciled in Bukittinggi City and are users of Wardah brand cosmetics, the following conclusions are obtained :

1. Brand authenticity has a significant effect on consumer perceived value. This means that the brand authenticity built by Wardah cosmetics is able to build positive values about its products in the eyes of consumers. It can be seen from the wardah cosmetic brand being able to fulfill every desire and expectation of consumers regarding this wardah cosmetic product.
2. Brand authenticity has a positive effect on brand trust. This means that brand authenticity can have a positive effect as evidenced by the brand's ability to increase the level of consumer confidence in users of this wardah cosmetic brand.
3. Brand Authenticity has a significant influence and has a positive impact on Brand Loyalty. This means that the brand authenticity owned by the wardah cosmetic brand can increase brand loyalty which is expressed through the involvement of the wardah brand from time to time to be able to compete with other cosmetic brands that have similar brand values.
4. Perceived value has a significant influence and has a positive impact on Brand Loyalty. This means that the value felt by Wardah consumers is one of the supporting tools for companies to increase brand loyalty in terms of updating product quality and quantity.
5. Brand Trust has a significant influence and has a positive impact on Brand Loyalty. This means that brand trust that is formed from consumers' self towards wardah cosmetics which makes wardah products reliable and has integrity will automatically increase consumer loyalty.
6. Brand authenticity has a significant influence on brand loyalty through perceived value. This means that brand authenticity that can be felt by consumers on wardah products such as halalness and safety in using products makes wardah brand consumers loyal so that they can increase the loyalty of the brand.
7. Brand authenticity has a significant effect on brand loyalty through brand trust. This means that brand authenticity on wardah products, namely using halal ingredients in the manufacturing process, makes consumers believe in using the product and rely on wardah cosmetics as a cosmetic product that can be used daily. So this will also build brand loyalty.

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