The influence of brand image, brand trust, and brand experience on brand loyalty

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ARTICLE INFO	ABSTRACT
	This study aims to evaluate the impact of brand image, brand trust, and brand experience on brand loyalty among consumers in Padang City. The research employs a quantitative approach. The study population includes residents of Padang City aged 18 to 35 years who have used Avoskin products. A sample of 200 respondents was selected through a survey distributed via Google Forms. The data analysis technique used is Structural Equation Modeling (SEM) with Partial Least Squares (PLS), utilizing Smart PLS software. The findings indicate that: (1) brand image has a positive and significant effect on brand loyalty in Padang City; (2) brand trust exerts a positive and significant influence on brand loyalty in Padang City; (3) brand experience also has a positive and significant impact on Avoskin's brand loyalty in Padang City.

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INTRODUCTION

In recent years, there has been a notable increase in interest among Indonesians in the cosmetics industry, evidenced by the rise of numerous local cosmetic brands. Among these, ten popular local brands include Ms Glow, Scarlett, Somethingnc, Wardah, Bio Beauty Lab, Emina, Elshe Skin, and Everwhite (Compas, 2024). Avoskin ranks fourth in terms of sales among local cosmetic brands, following Ms Glow, Scarlett, and Somethinc. This ranking indicates that Avoskin has not fully succeeded in establishing strong customer loyalty, as evidenced by the preference for other brands like Ms Glow, Scarlett, and Somethinc. Additionally, Avoskin's sales have significantly declined, and it is no longer listed among the top-selling skincare brands for 2022 and 2023 (Compas, 2024). Sales figures for Avoskin dropped from IDR 5.9 billion in 2021 to IDR 3.5 billion in 2022, and further to IDR 2.1 billion in 2023 (compass.com). The company faces challenges such as a negative brand image, low consumer trust, and unsatisfactory customer experiences. Research indicates that brand loyalty is influenced by brand image, brand trust, and brand experience. Kwon et al. (2020) define brand loyalty as a commitment to a brand and an intention to repurchase in the future. Loyal customers typically continue to favor the brand despite numerous alternatives (Ahn et al., 2019). Brand image plays a crucial role in fostering customer loyalty (Bastian, 2014). It represents how customers perceive and evaluate a brand, with companies striving to create a favorable image (Mabkhot et al., 2017). If consumers view a brand

as reliable and high-quality, they are more likely to trust it, which enhances brand loyalty (Bilgin, 2018). Brand trust involves consumers' willingness to rely on and commit to a brand and is essential for developing brand loyalty (Atulkar, 2020). Trust is achieved when a company meets its promises, delivers positive experiences, and prioritizes customer satisfaction (Kwon et al., 2020).

Brand experience also impacts brand loyalty (Ong et al., 2018). It encompasses the comprehensive experience consumers have with a brand, which leaves a lasting impression and fosters a desire to repeat the experience. Consumers are inclined to choose brands that provide memorable and unique experiences (Kasmani, 2021). Avoskin can improve its brand image by offering high-quality and relevant experiences. Brand experience involves subjective responses to a brand, including sensations, emotions, and thoughts, and is influenced by brand identity, design, packaging, product quality, and the overall environment (Brakus et al., 2009).

Data from the Cosmetics Supervisory Directorate for 2023 indicates substantial growth in the cosmetics sector over the past five years, reflecting a booming skincare market in Indonesia. This suggests that Indonesians are very engaged with skincare products. Avoskin's target market spans teenagers to adults. The company has introduced approximately 80 cosmetic products, primarily skincare, which have been widely distributed (Avoskin.com). Padang City, a key distribution location for Avoskin, is known for its large consumer base for beauty products, offering a promising market opportunity.

LITERATURE REVIEW

Brand Loyalty

According to Mabkhot et al. (2017), brand loyalty refers to the long-term relationship between a brand and its customers, or the degree of customer allegiance to the brand. It is an indicator of how attached and committed customers are to a brand, which drives them to consistently purchase from their preferred brand (Atulkar, 2020). Strong commitment results in repeated purchases and continued engagement with the same brand.

Brand Image

A distinctive, appealing, and relevant brand image can provide a significant competitive edge, enhancing the brand's recognition and memorability among consumers (Mabkhot et al., 2017). Brand image reflects the identity of products or services and is a key factor in attracting consumer interest (Chang, 2021). Essentially, brand image is the perception that consumers hold when they think of a brand.

Brand Trust

Kwon et al. (2020) define brand trust as the brand's reliability and the consumer's belief that the brand's products will meet promised values. Brand trust develops as consumers assess the company's offerings (Kabadayi et al., 2012). Haudi et al. (2022) highlight that brand trust is the perception of reliability from a consumer perspective, shaped by their experiences and interactions with the brand that meet expectations regarding product performance and satisfaction. In marketing, trust is crucial for fostering relationships between consumers and companies.

Brand Experience

"Brand experience" encompasses the behavioral, emotional, cognitive, and sensory responses triggered by brand-related stimuli (Brakus et al., 2009). Simmons et al. (2003) describe it as the overall interaction and perception consumers have with a brand. Schmitt (2009) elaborates that brand experience includes consumers' reactions to various brand stimuli such as corporate identity, design, packaging, communication, and the surrounding environment, involving their internal sensations, thoughts, and emotions. Chandra and Keni (2021) define brand experience as the deep and memorable interaction consumers have with a company's products or services, which shapes their perception and memory of the brand.

The Influence of Brand Image on Brand Loyalty
Research by Greve (2014) indicates that brand image positively affects brand loyalty, with consumers who understand a brand well being more likely to remain loyal. Bilgin (2018) also asserts that brand image significantly impacts brand loyalty. Mabkhot et al. (2017) further support this, showing a notable relationship between brand image and brand loyalty. When consumers view a brand positively, they are more likely to choose and stay loyal to it.

H1: Brand image has a positive and significant influence on brand loyalty.

The Influence of Brand Trust on Brand Loyalty
Brand trust is pivotal in developing brand loyalty (Mabkhot et al., 2017). Kwon et al. (2020) emphasize that brand trust is a critical determinant of brand loyalty. It involves consumers' readiness to trust and commit to a brand, which is fundamental in forming brand loyalty (Atulkar, 2020). Brand trust is built when a company consistently fulfills its promises, ensures consumer satisfaction, and prioritizes customer welfare (Kwon et al., 2020). Trusting consumers are generally more loyal, tend to buy more from the brand, and are willing to pay premium prices, often sharing their preferences with others (Mabkhot et al., 2017). Therefore, establishing brand trust is essential for developing long-term consumer-brand relationships, with higher trust correlating with greater brand loyalty (Baser et al., 2016).

H2: Brand trust has a positive and significant influence on brand loyalty.

The Influence of Brand Experience on Brand Loyalty
Tungcab et al. (2020) suggest that consumer experiences with a brand can enhance their loyalty. The experience a brand offers plays a crucial role in cultivating customer loyalty. Positive brand experiences evoke enthusiasm and satisfaction, encouraging customers to repeatedly engage with the brand (Ong et al., 2018). Ong et al. (2018) highlight the importance of brand experience in building brand loyalty and ensuring business continuity, demonstrating a positive and significant impact on brand loyalty.

H3: Brand experience has a positive and significant impact on brand loyalty.
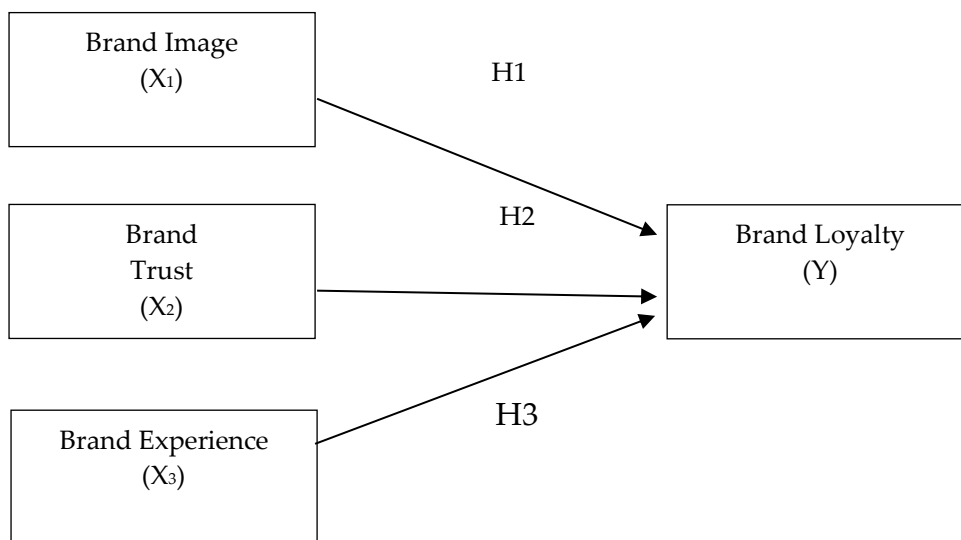

Figure 1. Conceptual Model

METHOD

This study employs a survey approach to examine how brand image, brand trust, and brand experience affect Avoskin brand loyalty in Padang City. The methodology is quantitative, incorporating statistical analysis to determine the significance of the variables and hypothesis testing to assess the impact of variable X on variable Y. The research is scheduled to be completed by April 2024 in Padang City, located in West Sumatra province. The primary focus is on Avoskin brand loyalty. Participants in the study are residents of Padang City, aged 18 to 35 years, who have purchased Avoskin products at least twice. The sample comprises 200 respondents, with data collected through a survey distributed via Google Forms. The analysis will be conducted using SmartPLS software.

Operational Definition

Variables are measures of constructs that can be measured with various types of values. In this research, only dependent variables and independent variables are used, including 1 dependent variable and 3 independent variables, including:

Table 1. Operational Definition

Variable	Operational Definition	Indicator	Source
Brand Loyalty (Y)	Brand loyalty is defined as a high level of commitment to continuously purchasing or subscribing to a brand within a certain period of time.	1. I will continue to use my favorite brand . 2. I will recommend my favorite brand to others.	Kwon et al., (2020)
Brand image (X1)	*Brand image* is built as a positive view of consumers towards the brand.	In my opinion, a [brand] is... 1. Have a good impression of the brand. 2. The brand has a good image in my mind. 3. This brand is superior to other brands. 4. Will always remember the brand	Jung et al., (2020)
Trust (X2)	Brand trust represents the degree to which consumers view a brand as dependable and credible. This is indicated by the level of consumer confidence that the brand will deliver on its promises and uphold its commitments.	1. Always trust the brand 2. The brand never disappoints. 3. The brand provides peace of mind.	Kwon et al., (2020)
Brand experience (X3)	Brands generate experiences that encompass a range	1. The brand gives a positive impression to my sense of sight.	Ramirez et al., (2019)

Variable	Operational Definition	Indicator	Source
	of elements, including emotional, sensory, behavioral, cognitive, and social aspects.	2. The sensation given by the brand is very attractive and calming. 3. I feel happy when I use the brand. 4. The interactions I have had with the brand have given me a positive and satisfying impression. 5. Consider the brand seriously before deciding to buy its product. 6. The brand has good potential. 7. Brands are action-oriented 8. The brand provides a pleasant experience. 9. Feel a positive emotional connection with the brand 10. The experience with the brand was very positive and satisfying.	

RESULTS AND DISCUSSION

Data obtained from administering the survey via Google Forms shows that the total number of respondents was 2 00 people. Based on data analysis, it can be determined that a total of 2 00 individuals who have used Avoskin products can be identified. Table 2 presents the types of respondents.

Table 2. Respondent Characteristics

Characteristics	Category	Amount	Percentage
Gender	Man	3 4	17 %
	Woman	166	8 3 %
Age	18-20 years old	27	13 %
	21-25 years old	105	53 %
	26-30 years old	58	29 %
	>30 years	10	5%
Work	Pupil/Student	72	36 %
	Housewife	32	16%
	PNS/Private/BUMN	44	
	Self-employed	52	22%
			26%
Average monthly expenses	<1,000,000	43	2 2 %
	1,000,000 – 3,000,000	75	37 %
	3,000,000 - 5,000,000	61	30 %
	>5,000,000	21	11 %
Have purchased Avoskin products at least twice	Yes	200	100 %

Outer Model

Table 3. *Reliability* **and** *Validity* **(Cronbach's Alpha, AVE, CR) and Factor Loadings**

Constructs	Cronbach's alpha	Composite reliability	AVE	FL Range
Brand Experience	0.935	0.945	0.632	0.772-0.830
Brand Image	0.872	0.913	0.725	0.753-0.902
Brand Loyalty	0.729	0.880	0.786	0.869-0.903
Brand Trust	0.739	0.849	0.652	0.796-0.816

Source: Processed Primary Data, 2024

Convergent validity

The load factor value between a latent variable (construct) and its indicators is used to evaluate convergent validity. Ideally, this value should exceed 0.7 to confirm convergent validity. However, at the preliminary analysis stage, indicators with load factor values ranging from 0.5 to 0.6 are still considered acceptable. The data analysis, as presented in Table 3, shows that the outer loading values for each indicator surpass 0.5, thereby affirming the convergent validity of these indicators. The constructs of brand image, brand trust, and brand experience have satisfied the validity criteria necessary for research model development, as detailed in Table 3. This conclusion is supported by the fact that the average variance extracted (AVE) for each variable exceeds 0.5.

Composite Reliability and Cronbach's Alpha

This assessment aims to evaluate the reliability of the data. Data reliability is confirmed if Cronbach's alpha and composite reliability values are above 0.6 and 0.7, respectively. According to Table 10, both the Composite Reliability and Cronbach's Alpha values in this study are above 0.70. Consequently, it can be concluded that the constructs exhibit the required level of measurement precision and reliability.

Table 4. Composite Reliability and Croncbach Alpha

	R-square	R-square adjusted	GoF
Brand Loyalty	0.739	0.735	
SRMR			0.094

Source: Processed Primary Data, 2024

Hypothesis Testing

Table 5Hypothesis Test Results

Influence	T-Statistics	P-value	Results
BI (X_1) > BL (Y)	2006	0.0 45	Accepted
BT (X_2) > BL (Y)	3433	0.00 1	Accepted
BE (X_3) > BL (Y)	4468	0.00 0	Accepted

BI = Brand Image ; BT= Brand Trust; BE= Brand Experience ; BL = Brand Loyalty

Source: Processed Primary Data, 2024

Immediate effect

If the t-statistic is greater than 1.96, the alternative hypothesis (H1) is accepted and the null hypothesis (H0) is rejected. The threshold for significance in hypothesis testing is set at 0.05. When the p-value exceeds 0.05, the null hypothesis (H0) is deemed insignificant according to probability analysis. Conversely, if the p-value is less than 0.05, the significance is associated with the alternative hypothesis (H1). For further details, refer to Table 5. Research hypotheses with a t-statistic above 1.96 and a p-value below 0.05 suggest a significant and positive effect.

DISCUSSION

This study investigates how brand image, brand trust, and brand experience affect Avoskin's brand loyalty in Padang City. To evaluate the hypotheses, the research employed PLS-SEM analysis, which provided statistical results.

Impact of Brand Image on Brand Loyalty:

Brand image significantly and strongly affects Avoskin's brand loyalty in Padang City. The first hypothesis (H1) is accepted if the t-statistic exceeds 1.96 and the p-value is less than 0.05. The study reveals a t-statistic of 2.006 and a p-value of 0.045, indicating that brand image positively and significantly impacts Avoskin's brand loyalty. To enhance brand loyalty, Avoskin should continue to improve its brand image. A better brand image correlates with higher consumer loyalty. This finding aligns with theories suggesting a positive and significant relationship between brand image and brand loyalty. Research by Hashed et al. (2017) shows that a favorable brand image boosts consumer loyalty. Saeed et al. (2013) also found that a strong brand image enhances loyalty, and Ghafoor et al. (2012) confirm that brand image positively influences brand loyalty. Thus, an improved brand image for Avoskin should lead to increased customer loyalty.

Impact of Brand Trust on Brand Loyalty:

The second hypothesis (H1) is accepted if the t-statistic is greater than 1.96 and the p-value is below 0.05. The findings show a t-statistic of 3.433 and a p-value of 0.001, indicating a significant positive relationship between brand trust and brand loyalty for Avoskin in Padang City. This implies that higher brand trust leads to greater customer loyalty. Avoskin should focus on increasing consumer trust to enhance brand loyalty. Consistently fulfilling product promises will build consumer trust and boost loyalty. These results are supported by Kabadayi et al. (2012), who found a positive impact of brand trust on brand loyalty, and Cuong (2020), who also observed a significant relationship. Iglesias et al. (2011) emphasize the importance of brand trust in fostering loyalty. Thus, greater brand trust should result in higher customer loyalty.

Impact of Brand Experience on Brand Loyalty:

The third hypothesis (H1) is accepted if the t-statistic is above the t-table value of 1.96 and the p-value is less than 0.05. The research shows a t-statistic of 4.468 and a p-value of 0.000, demonstrating a positive and significant effect of brand experience on brand loyalty for Avoskin in Padang City. To boost brand loyalty, Avoskin should enhance the brand experience offered to consumers. The more satisfying the experience, the more likely consumers are to remain loyal. This finding is consistent with theories indicating that brand experience positively affects brand loyalty. Ong et al. (2018) found that brand experience has a significant positive impact, involving various dimensions such as sensory and emotional responses. Iacap et al. (2020) also support this view, confirming that a positive brand experience boosts brand loyalty. Thus, improving the brand experience for Avoskin should enhance customer loyalty.

CONCLUSION

Based on the analysis of brand image, brand trust, and brand experience concerning Avoskin in Padang City, the following conclusions can be drawn: (1) The analysis indicates that consumers view the Avoskin brand as less impactful. To address this, Avoskin should focus on consistently improving product quality to meet or surpass consumer expectations. Additionally, aligning product innovation with current beauty trends could enhance brand relevance. (2) The analysis also shows that consumers have weak trust in the Avoskin brand. Avoskin should work to demonstrate its reliability and deliver high-quality products to build consumer confidence and loyalty. (3) The findings further suggest that consumer satisfaction with Avoskin's products is low. Avoskin should enhance service and product quality across all aspects to provide a better consumer experience, which will contribute to increased brand loyalty.

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