



The effect of brand heritage on brand loyalty mediated by brand image and brand trust on the viva cosmetics brand in West Sumatera

Nabila Aisyah^{1*}, Susi Evanita¹

¹Departemen of Management, Faculty of Economics and Business, Universitas Negeri Padang, Padang, Indonesia

INFO ARTIKEL

Received DD Month 20XX
Accepted DD Month 20XX
Published DD Month 20XX

Keywords:

Brand loyalty, brand heritage, brand image, brand trust

ABSTRACT

The purpose of this study was to analyze The Influence of Brand Heritage on Brand Loyalty Mediated by Brand Image and Brand Trust on Viva Cosmetics Brand in West Sumatra. The population of the study were women domiciled in West Sumatra and had used Viva Cosmetics products for more than 2 years. The research sample was 250 respondents. Data were collected through online questionnaires and data analysis was carried out using Smart PLS software. The results of this study indicate that Brand Heritage and Brand Image have a significant positive effect on Brand Loyalty. Brand Trust does not have a significant effect on Brand Loyalty. Brand Heritage has a significant positive effect on Brand Image. Brand Heritage and Brand Image have a significant positive effect on Brand Trust. Brand Heritage has a significant positive effect on Brand Loyalty mediated by Brand Image. Brand Heritage has no significant effect on Brand Loyalty mediated by Brand Trust. Brand Heritage has a significant positive effect on Brand Trust mediated by Brand Image. Brand Heritage has no significant effect on Brand Loyalty mediated by Brand Image and Brand Trust. Brand Image has no significant effect on Brand Loyalty mediated by Brand Trust.

How to cite: Aisyah, Nabila., & Evanita, Susi. (2024). The Influence of Brand Heritage on Brand Loyalty Mediated by Brand Image and Brand Trust on Viva Cosmetics Brand in West Sumatra. *Marketing Management Studies*, Vol (No), xx-xx. DOI: [10.24036/jkmp.v1i1](https://doi.org/10.24036/jkmp.v1i1)



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* Corresponding author: e-mail: nabilaaisyah16okto@gmail.com

INTRODUCTION

There are many types of businesses in Indonesia, making business actors try to maximize their respective product marketing efforts in order to get the greatest sales results, get new customers, and retain existing customers. Companies that can grow rapidly and still survive in the tight competition in this industry require the right marketing strategy to win the competition and be able to compete with their competitors.

The success of a company can be seen from the customer loyalty that can be achieved. Brand loyalty produces benefits such as reducing major barriers to entry to competitors, better ability to respond to competitive threats, greater sales and revenues and lower customer sensitivity to competitors' marketing efforts (Delgado in Kataria & Sania, 2020). There are several factors in this study that discuss the influence of brand loyalty, namely brand heritage, brand image and brand trust.

Established since 1962 and located in Surabaya, the Viva Cosmetic company is the oldest cosmetic company in Indonesia. Viva Cosmetic utilizes past memories and experiences associated with the Viva Cosmetic brand as a "Made in Indonesia" brand, emphasizing its commitment to producing

quality beauty products from Indonesia. By reminding consumers of these memories, the company seeks to build an emotional connection and pride in products produced in Indonesia. Viva Cosmetics has launched around 500 product variants, with 5-10 new products each year.

The National Industrial Development Master Plan (RIPIN) 2015–2035 lists the cosmetics sector as one of the three National Priority Industries. The number of participants in the cosmetic industry has increased from 819 in 2021 to 913 in 2022 and then to 1,010 in 2023, according to data from the Food and Drug Supervisory Agency (BPOM). This represents a growth of 20.6% in 2022 and a growth of 21.9% in 2023 (Ministry of Industry of the Republic of Indonesia).

One of the factors that influences brand loyalty is brand heritage. All brands have a history in their brands but only a few have heritage or advantages with a good image in the brand that will make consumers always remember and repurchase certain brands both now and in the future (Urde et al., 2007). Another factor that influences brand heritage, the factor that influences brand loyalty is brand image. According to Kotler and Keller in Kurniawan et al., (2021), "Brand image is an impression in the minds of consumers about a brand, which is formed by consumer messages and experiences about the brand, thus creating an image in the minds of consumers". The next factor that also influences brand loyalty is brand trust. According to Khadim et al., (2018) customer trust in a brand can be explained as the customer's desire to entrust themselves to the brand, even in the face of risk, because they hope that the brand will provide positive results.

LITERATURE REVIEW

Brand loyalty

According to Kotler and Keller (cited in Pandiangan et al., 2021), loyalty is "a deeply held commitment to re-purchase or re-support a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause customers to switch" It is stated that "Brand loyalty is a statement of commitment regarding customer loyalty to a product or service that will be consistent and present in the future so that ongoing purchases will occur" (Broadbent et al., cited in Bernarto et al., 2020).

Brand heritage

As stated by Wiedmann (2011), "Brand heritage is a dimension of brand identity found in its track record, longevity, core values, use of symbols and especially the organization's belief that its history is important" . As defined by Schmidt (2015), "Brand heritage is a brand that has elements of history or heritage in it such as authenticity, credibility, and trust, which can influence consumers for that brand, especially in the global market" . A heritage brand, according to Cooper (2021), is one that has endured throughout multiple generations of consumers and is still relevant in the current market.

Brand image

According to Susanto et al. (2022), "Brand image is an impression that arises and is felt by consumers towards a brand that is stored in consumer memory and can influence consumer behavior" . According to Roslina in Pandiangan et al., (2021), a product's brand image serves as a guide for consumers to utilize when they lack sufficient understanding about it to evaluate it. Dichter states that "Brand image refers to the overall impression produced when consumers interact with a brand through observation and consumption" in Song et al., (2019).

Brand trust

According to Ika et al., in Bernarto et al., (2020), "Brand Trust is the ability of a brand to be trusted or relied on, this is obtained from consumer confidence that the product is able to fulfill the promised value". According to Chaudhuri and Holbrook in Althuwaini (2022), "Brand trust refers to a state where consumers are willing to rely on a brand because of its reliability and integrity to carry out the stated functions".

The influence of brand heritage on brand loyalty

According to the study conducted in 2021 by Nurjanah and Salim, "Brand Heritage has a significant positive effect on Brand Loyalty in the use of iPhone smartphones". This implies that consumer loyalty is impacted by the iPhone brand's past. "Brand Heritage has a positive effect on Brand Loyalty" is the conclusion drawn by researchers Klaus Peter et al. (2011) from their study. Every brand has a history, but only a select few have benefits or a strong brand heritage that will cause customers to remember and keep buying particular brands in the present and the future (Urde et al., 2007).

H1: Brand Heritage has a positive effect on Brand Loyalty of the Viva Cosmetics brand in West Sumatra.

The influence of brand image on brand loyalty

The results of Fitriani et al's (2021) study showed that the influence of brand image on brand loyalty has a positive and significant effect. This means that respondents considered the brand image of consumers using iPhone smartphones in Samarinda to be good. This is in accordance with research by Cassia et al., (2017) where brand image is a strong predictor of loyalty, because it can increase the potential for repeat visits from customers based on customer associations of goods/services provided by the brand. A positive brand image association in the minds of customers makes it easier for customers to feel the interaction of the brand owner with themselves, so that the tendency to make repeat purchases can be more predictable (Ferdiawan et al., 2018).

H2: Brand Image has a positive effect on Brand Loyalty of the Viva Cosmetics brand in West Sumatra.

The Influence of Brand Trust on brand loyalty

Brand trust has been shown to positively impact brand loyalty, according to research by Faradisa (2018) on the impact of brand communication, brand image, and brand trust through online media on brand loyalty in e-commerce. Research by Fatikhyaid et al. (2019) revealed that brand loyalty is significantly positively impacted by brand trust. This implies that brand loyalty increases with a product's level of brand trust. Chinomona (2016) asserts in his research that a higher level of customer trust in a brand is associated with a larger expectation of customer loyalty to that brand, which strengthens the association between these two variables. Furthermore, according to Veloutsou's (2015) research, trust is a significant factor in building consumer commitment, which in turn leads to loyalty.

H3: Brand Trust has a positive effect on Brand Loyalty of the Viva Cosmetics brand in West Sumatra.

The influence of brand heritage on brand image

The findings of the study "Brand heritage has a significant positive effect on brand image" conducted by Nurjanah and Salim in 2021. This implies that as a result of their experiences throughout time, customers will feel, see, and hear everything associated with the brand thanks to the marriage of brand legacy and brand image. According to Schmidt et al., (2015), "Brands that have a value dimension of heritage that emerged in the past and have a better perception from consumers compared to those that do not have a history in the brand, it would be suggested that the historical approach that emerges from brand heritage can provide a "brand image" and theme for that brand".. According to Rindell's (2013) research, brand image benefits from brand legacy. Heritage-inspired brands can establish a favorable brand perception (Hudson & Balmer, 2013).

H4: Brand Heritage has a positive effect on Brand Image of the Viva Cosmetics brand in West Sumatra.

The influence of brand heritage on brand trust

The findings of the study conducted in 2021 by Zeren & Kara, which found that "brand trust and heritage have a positive and significant relationship on the intention to purchase airline flight services," Prior research has demonstrated that customers are influenced by brand heritage both cognitively and emotionally, and that consumers who perceive a service provider to have a well-established brand history tend to be more trustworthy (Chebat et al., 2005). Furthermore, it has been said that establishing trust is the first step towards developing a faithful partnership.

H5: Brand Heritage has a positive effect on Brand Trust of the Viva Cosmetics brand in West Sumatra.

The influence of brand image on brand trust

The findings of a study conducted in 2022 by Issalillah, "Brand image can be an urgent matter as a substitute for product attribute information, which ultimately fosters customer trust in a brand, demonstrating the critical role that brand image plays in fostering customer trust." "Brand image is a competitive advantage possessed by a product or service that helps in building customer trust," claim Kala and Chaubey (2018).

H6: Brand Image has a positive effect on Brand Trust of the Viva Cosmetics brand in West Sumatra.

The influence of brand heritage on brand loyalty mediated by brand image

According to the findings of Nurjanah and Salim's study from 2021, brand image has the ability to moderate the impact of brand heritage on brand loyalty. Partial mediation is the type of mediation that brand image offers. Martenson (2007), who found that brand image had a major impact on brand loyalty, supports this earlier study. The study's findings confirm that, while having a minor impact, brand image can serve as a bridge between brand heritage and brand loyalty. It is important to note that brand image is not the only factor that can influence brand loyalty; rather, it is a concept that can influence consumers' perceptions and positively affect their experiences with iPhone smartphones.

H7: Brand Heritage has a positive effect on Brand Loyalty of the Viva Cosmetics brand in West Sumatra mediated by Brand Image.

The influence of brand heritage on brand loyalty mediated by brand trust

It is believed that a company's brand history communicates information about its products and services and fosters a sense of commitment, loyalty, and trust (Melewat et al., 2017). Prior research has highlighted how customers are impacted by brand heritage on an emotional and cognitive level. Researchers claim that the cognitive result of brand legacy typically manifests as client trust in the service provider (Pecot et al., 2020), using signaling theory (Erdem et al., 2001). Stated differently, considering dedication, trust, and loyalty to be outcomes of brand legacy. Because they associate the brand with different ideals, loyal customers are unlikely to be interested in what competitors have to offer or to consider switching (Reichheld, F. F. 2001).

H8: Brand Heritage has a positive effect on Brand Loyalty of the Viva Cosmetics brand in West Sumatra mediated by Brand Trust.

The influence of brand heritage on brand trust in the viva cosmetics brand in west sumatra mediated by brand image.

The findings of the study conducted in 2021 by Zeren and Kara indicate that "brand trust and heritage have a positive and significant relationship on the intention to purchase airline flight services." The findings of the study "Brand heritage has a significant positive effect on brand image" conducted by Nurjanah and Salim in 2021. This implies that as a result of their experiences throughout time, customers will feel, see, and hear everything associated with the brand thanks to the marriage of brand legacy and brand image. Laptop users in Jakarta benefit from a favorable relationship between brand image and brand trust when there is a strong brand image fit perspective present because it increases brand credibility and consumer motivation to trust the brand (Sutrisno & Slamet, 2023).

H9: Brand Heritage has a positive effect on Brand Loyalty of the Viva Cosmetics brand in West Sumatra mediated by Brand Trust.

The influence of brand heritage on brand loyalty in the viva cosmetics brand in west sumatra mediated by brand image and brand trust.

According to the study conducted in 2021 by Nurjanah and Salim, "Brand Heritage has a significant positive effect on Brand Loyalty in the use of iPhone smartphones". It is suggested that the historical approach that emerges from brand heritage can provide a "brand image" and theme for the brand;

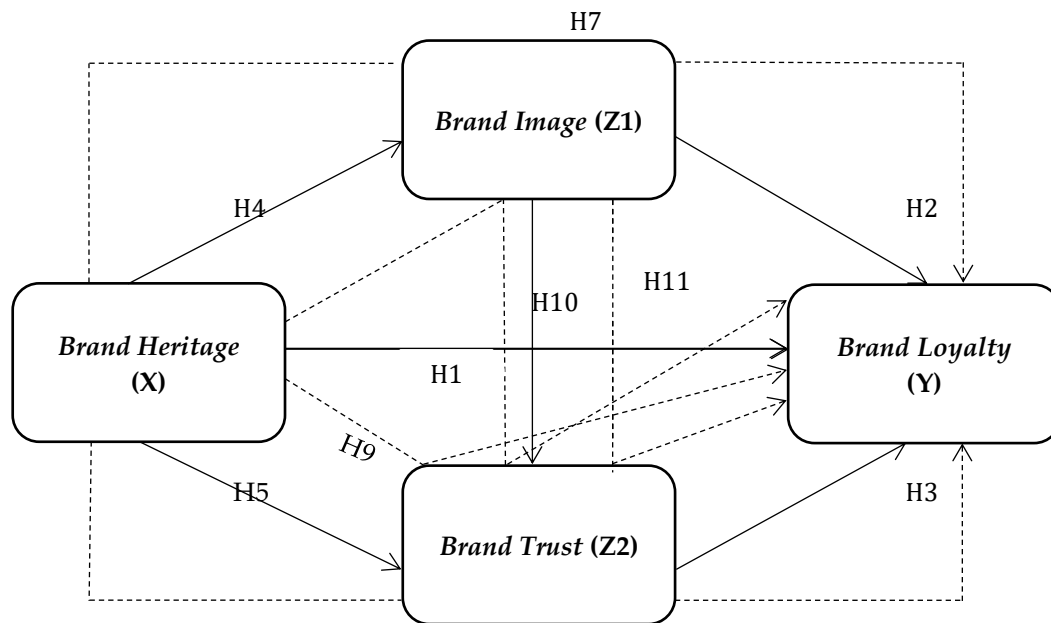
brands with a value dimension of heritage that emerged in the past and have a better perception from consumers compared to those that do not have a history in the brand (Schmidt et al., 2015). Customers are better able to perceive the brand owner's connection with themselves when they have a favorable brand image association in their brains, which increases the likelihood that they will make repeat purchases (Ferdiawan et al., 2018).

H10: Brand Heritage has a positive effect on Brand Loyalty of the Viva Cosmetics brand in West Sumatra mediated by Brand Image and Brand Trust.

The influence of brand image on brand loyalty in the viva cosmetics brand in west sumatra mediated by brand trust.

According to the findings of a study by Rahmatulloh et al. (2018), there is a mediator role played by brand trust in the indirect relationship between the brand image variable and brand loyalty. The findings of the Hardianto et al. study (2023) Through brand trust acting as a mediating variable on Conch cement at PT Konsindo Bangun Perkasa, the brand image variable indirectly has a positive and negligible impact on brand loyalty. According to Pramesti et al. (2024), a positive brand image can boost MS Glow customers' brand trust, which in turn affects brand loyalty.

H11: Brand Image has a positive effect on Brand Loyalty on the Viva Cosmetics brand in West Sumatra which is mediated by Brand Trust.



H8
Figure 1. Conceptual Model

METHOD

A quantitative approach is taken in this investigation. In this quantitative study, hypotheses—that is, provisional solutions to research problems—are used by the researchers to identify new problems. Purposive sampling is the method of sampling that was employed in this investigation. Calculations indicated that there were 250 samples in this investigation. Smart PLS software was used to analyze the data after it was gathered using online questionnaires. Sugiyono (2019) states that "Purposive sampling is a sampling determination technique with certain considerations". This purposive sampling strategy is being used because it works well with quantitative or non-generalizable research. The following responder criteria were established for this study:

- a. Women domiciled in West Sumatra.
 b. Have used Viva Cosmetics products for more than 2 years.

Table 1. Operational Definition of Variables

Variabel	Definisi Operasional	Item Kuesioner	Skala	Sumber
Brand Loyalty (Y)	A deep commitment to repurchase Viva Cosmetics products consistently in the future, despite situational influences and marketing efforts to change behavior.	1. The cost of switching brands 2. Satisfaction 3. Brand liking 4. Commitment	Likert	Tjiptoni (2022)
Brand Heritage (X)	The historical elements or heritage that the Viva Cosmetics brand has, such as authenticity, credibility, and trust, can influence consumers, especially in the global market.	1. Continuity 2. Success images 3. Bonding 4. Orientation 5. Cultural Value 6. Cultural Meaning 7. Imagination 8. Familiarity 9. Myth 10. Credibility 11. Knowledge 12. Identity Value 13. Identity Meaning 14. Differentiation 15. Prestige	Likert	Wuestefeld et al (2011)
Brand Image (Z1)	The impression that arises and is felt by consumers towards the Viva Cosmetics brand is stored in consumers' memories and can influence consumer behavior.	1. Corporate Image 2. Product Image 3. User Image	Likert	Aaker & Biel (2009)
Brand Trust (Z2)	The state in which consumers are willing to rely on the Viva Cosmetics brand for its reliability and integrity to perform its stated functions.	1. Achieving result 2. Acting with integrity 3. Demonstrate concern	Likert	Sabunwala (2013)

RESULT AND DISCUSSION

Characteristic of Respondents

The data in this study were collected through a questionnaire distributed via Google Forms with 250 respondents who were Viva Cosmetics users in West Sumatra.

Table 2. Respondent Characteristics

Characteristic	Category	Amount	Percentage
Age	18-24 years	182	72,8%
	25- 30 years	49	19,6%
	31-35 years	10	4%
	36-40 years	7	2,8%
	> 40 years	2	0,8%
Job	Employee	49	19,6%
	Student	150	60%
	Civil Servant	19	7,6%
	Entrepreneur	18	7,2%
	Other	14	5,6%
Income in Thousand Rupiah	500–1.500	124	49,6%
	1.500– 2.500	47	18,8%
	2.500 – 3.500	29	11,6%
	> 3.500	50	20%
Length of Use of Product	3 – 8 years	227	90,8%
	9 - 14 years	13	5,2%
	15-20 years	9	3,6%
	21-26 years	1	0,4%
Product Purchase Frequency	3-5 times	216	86,4%
	> 5 times	34	13,6%
Type of Viva Cosmetics products purchased	Facial care	128	51,2%
	Body care	48	19,2%
	Hair care	15	6%
	Make up	47	18,8%
	Parfume	12	4,8%

Sourch : Processed primary data (2024)

Validity Test

This validity test is carried out to prove that all variables are different each other. Opinion from Hair et al., (2017) a measurement can be declared valid if it meets the criteria , namely the AVE value is

Table 3. Average Variance Extracted

Variabel	Average variance extracted (AVE)
Brand Heritage (X)	0.594
Brand Image (Z1)	0.639
Brand Loyalty (Y)	0.611
Brand Trust (Z2)	0.705

Sourch : Processed primary data (2024)

Based on Table 3, the results show that the AVE value of all variables is > 0.5, so the convergent validity is said to be valid.

Reliability Test

Reliability measurement is done by looking at the output value of composite reliability and Cronbach alpha. With reliable requirements when Cronbach Alpha > 0.6 and Composite Reliability > 0.7.

Table 4. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Keterangan
Brand Heritage	0.975	0.976	0.976	Reliable
Brand Image	0.937	0.942	0.946	Reliable
Brand Loyalty	0.929	0.934	0.940	Reliable
Brand Trust	0.948	0.948	0.956	Reliable

Sourch : Processed primary data (2024)

Based on Table 4, it shows that the variables have good reliability to measure their constructs.

Hypothesis Test

To test the hypothesis of direct and indirect effects, bootstrapping assistance is needed on Smart PLS software. Where, the T Statistics value must be > 1.96, and the P Value must be < 0.05, then the hypothesis can be accepted and significant.

Table 5. Path Coefficient

	Original sample (O)	T statistics (O/STDEV)	P values	Hypotesis
Brand Heritage -> Brand Image	0.875	58.604	0.000	Accepted
Brand Heritage -> Brand Loyalty	0.638	8.943	0.000	Accepted
Brand Heritage -> Brand Trust	0.725	13.149	0.000	Accepted
Brand Image -> Brand Loyalty	0.422	8.931	0.000	Accepted
Brand Image -> Brand Trust	0.236	4.145	0.000	Accepted
Brand Trust -> Brand Loyalty	-0.098	1.432	0.152	Rejected

Sourch : Processed primary data (2024)

Tabel 6. Indirect Effects

	Original sample (O)	Sample mean (M)	T statistics (O/STDEV)	P values	Hypotesis
Brand Heritage -> Brand Image -> Brand Loyalty	0,369	0,371	8,984	0,000	Accepted
Brand Heritage -> Brand Image -> Brand Trust	0,207	0,204	4,149	0,000	Accepted
Brand Heritage -> Brand Trust -> Brand Loyalty	-0,071	-0,077	1,380	0,168	Rejected
Brand Heritage -> Brand Image -> Brand Trust -> Brand Loyalty	-0,020	-0,021	1,422	0,155	Rejected
Brand Image -> Brand Trust -> Brand Loyalty	-0,023	-0,024	1,421	0,155	Rejected

Sourch : Processed primary data (2024)

DISCUSSION

The Influence of brand heritage on brand loyalty

Based on the results of the path analysis carried out, it shows that Brand Heritage has a positive and significant influence on Brand Loyalty on the Viva Cosmetics brand in West Sumatra. The positive meaning means that the more important the history of Viva Cosmetics, the higher the consumer loyalty to the Viva Cosmetics brand. Then this significant influence means that there is an important role and can be clearly measured that the level of Brand Heritage has a significant influence on the level of Brand Loyalty on the Viva Cosmetics brand in West Sumatra. These results are supported by research conducted by Nurjannah and Salim (2021) which states that consumers provide a sense of loyalty and show a positive attitude towards the iPhone smartphone because the iPhone smartphone has its own value and advantages that will help consumer needs in using smartphones. All brands have a history in their brands but only a few have heritage or advantages with a good image in the brand that will make consumers always remember and repurchase certain brands both in the present and in the future (Urde et al., 2007). This study is also supported by statements from previous studies conducted by Wicaksono and Kurniawati (2024) which state that there is a positive influence between Brand Heritage and Brand Loyalty.

The Influence of brand heritage on brand image

Based on the results of the path analysis carried out, it shows that Brand Heritage has a positive and significant influence on Brand Image. Positive meaning means that the more important the history of Viva Cosmetics, the higher the Image of the Viva Cosmetics brand. Then this significant influence means that there is an important role and can be clearly measured that the level of Brand Heritage has a significant influence on the level of Brand Image on the Viva Cosmetics brand in West Sumatra. These results are supported by previous research conducted by Nurjannah and Salim (2021) which states that with the historical and historical values contained in the iPhone smartphone, consumers will be able to know the brand identity to convince and assume that the iPhone smartphone has a positive image in the consumer's memory. According to Schmidt et al., (2015), "Brands that have a value dimension of heritage that emerged in the past and have a better perception from consumers compared to those that do not have a history in the brand, it would be suggested that the historical approach that emerges from the brand heritage can provide a "brand image" and theme for the brand". This study is also supported by previous research conducted by Rindell (2013) which states that brand heritage has a positive effect on brand image.

The influence of brand heritage on brand trust

The path analysis's findings indicate that Brand Trust is positively and significantly impacted by Brand Heritage. The positive interpretation indicates that consumer trust in the Viva Cosmetics brand increases with the significance of the company's past. Thus, this substantial influence indicates that the degree of Brand Heritage plays a crucial role and can be quantified in determining the degree of Brand Trust associated with the Viva Cosmetics brand in West Sumatra. Research by Kurniawan and Kustiawan (2024) corroborates these findings, indicating that respondents feel the Panadol/Sanmol/Biogesic brand has a high historical value, leading them to believe the brand can ensure their pleasure. The findings of a prior study by Zeren & Kara (2021) that "There is a positive and significant relationship between brand heritage and brand trust on the intention to purchase airline flight services" also lend credence to this investigation. Customers' perceptions of established brand legacy typically result in a higher level of trust in the service provider, as brand heritage influences consumers' emotions and cognition (Chebat et al., 2005).

The influence of brand image on brand loyalty

Based on the results of the path analysis carried out, it shows that Brand Image has a positive and significant influence on Brand Loyalty. Positive meaning means that the higher the Brand Image owned by Viva Cosmetics, the higher the level of consumer loyalty to the Viva Cosmetics brand. Then this significant influence means that there is an important role and can be clearly measured that the level of Brand Image has a significant influence on the level of Brand Loyalty on the Viva Cosmetics brand in West Sumatra. These results are supported by research conducted by Pangestika and Khasanah (2021) which states that with a good brand image, it can improve the company's reputation image, give a classy impression, and good image information to customers, so this can be a consideration for customers to be loyal to the brand, one of which is the DANA e-wallet brand. This research is also supported by previous research conducted by Yusuf and Purwanto (2023) which states that when the brand image is good for customers, good brand loyalty will be formed, and vice versa if the brand image is bad for customers, it will form bad brand loyalty. A positive brand image association in the minds of customers makes it easier for customers to feel the interaction of the brand owner with themselves, so that the tendency to make repeat purchases can be more predictable (Ferdiawan et al., 2018).

The influence of brand image on brand trust

It is evident from the path analysis's findings that brand image significantly and favorably influences brand trust. Positive connotation indicates that consumers are more likely to trust the Viva Cosmetics brand at higher levels of brand image ownership. Thus, this substantial influence indicates that the degree of Brand Image plays a major role and can be quantified in determining the degree of Brand Trust in the Sumatra Viva Cosmetics brand. This study is corroborated by earlier research by Rachmad et al. (2023), which found that consumers are more likely to trust a brand when they perceive it to have a positive reputation and vice versa. The study by Wijaya et al. (2020), which claims that public trust will rise in proportion to the Malang Branch of BPJS Kesehatan's stronger brand image, supports these findings. A product or service's brand image is a competitive advantage that contributes to client trust (Kala and Chaubey, 2018).

The influence of brand trust on brand loyalty

The path analysis's findings indicate that there is no discernible relationship between brand trust and brand loyalty. Customer devotion to the Viva Cosmetics brand is unaffected by the Brand Trust that Viva Cosmetics owns. This strong influence indicates that there is no relationship between the degree of brand loyalty and the level of brand trust for the Viva Cosmetics brand in West Sumatra. Research by Kurniawan and Kustiawan (2024), which claims that brand trust (BT) does not positively affect brand loyalty (BL), lends credence to this conclusion. The Panadol/Sanmol/Biogesic brand was thought by survey participants to be able to ensure their contentment. But the respondents' level of satisfaction did not influence how loyal they were to the product. This result implies that other variables might have a greater influence on brand loyalty..

The influence of brand heritage on brand loyalty is mediated by brand image

The path analysis's findings indicate that, through the medium of brand image, brand heritage has a major and favorable impact on brand loyalty. Positive connotation indicates that Viva Cosmetics' longer history will have a greater influence on the company's growing brand image, which in turn will increase consumer loyalty to the Viva Cosmetics brand. Therefore, this substantial influence indicates that the degree of Brand Heritage and Brand Image, acting as a mediator, has a major impact on the degree of

Brand Loyalty of Viva Cosmetics in West Sumatra and may be quantified. These findings are corroborated by earlier research by Nurjannah and Salim (2021), which found that the hypothesis that Brand Heritage influences Brand Loyalty through Brand Image is accepted and has a positive effect; this indicates that Brand Image has the ability to mediate the effect of Brand Heritage on Brand Loyalty. Partial mediation is the type of mediation that Brand Image offers..

The influence of brand heritage on brand loyalty is mediated by brand trust

The path analysis's findings indicate that Brand Trust, which mediates Brand Loyalty, is not significantly impacted by Brand Heritage. Negative meaning: Viva Cosmetics' longer history has a greater influence on growing brand image, but this effect does not translate into a rise in customer loyalty to the Viva Cosmetics brand. The degree of Brand Loyalty of Viva Cosmetics in West Sumatra is not impacted by the level of Brand Heritage and Brand Trust as a mediator, indicating that the latter two play a crucial role and are quantifiable.

The influence of brand heritage on brand trust is mediated by brand image

The path analysis's findings indicate that, through the medium of brand image, brand heritage has a major and favorable impact on brand trust. Positive meaning: Viva Cosmetics' longer history has a greater effect on the company's growing brand image, which in turn raises brand trust in the Viva Cosmetics name. Thus, this substantial relationship indicates that the degree of Brand Heritage and Brand Image as a mediator has a major impact on the degree of Brand Trust of Viva Cosmetics in West Sumatra and may be quantified.

The influence of brand heritage on brand loyalty is mediated by brand image and brand trust

The path analysis's findings indicate that, through the mediation of brand image and brand trust, brand heritage has no discernible impact on brand loyalty. The definition of "no effect" is "the longer Viva Cosmetics' history, the less of an influence it has on building brand image and trust; also, a rise in these metrics does not translate into a rise in customer loyalty. In light of this, the substantial influence indicates that brand loyalty to Viva Cosmetics in West Sumatra is unaffected by the degree of brand heritage, brand image, and brand trust acting as a mediator.

The influence of brand image on brand loyalty is mediated by brand trust

The path analysis's findings indicate that, through the mediation of brand trust, brand loyalty is not much impacted by brand image. The definition of no effect is that brand trust does not lead to a rise in customer loyalty to the Viva Cosmetics brand; rather, the higher the brand image of Viva Cosmetics, the less of an impact it has on brand trust. Thus, this strong correlation indicates that there is no discernible relationship between Viva Cosmetics' brand loyalty in West Sumatra and its brand image and brand trust as mediators.

CONCLUSION

Based on the results of the research testing the hypothesis of the Influence of Brand Heritage on Brand Loyalty Mediated by Brand Image and Brand Trust on the Viva Cosmetics brand, it can be concluded as follows: (1) Brand Heritage has a significant positive effect on Brand Loyalty. This means that the higher the Brand Heritage, the higher the Brand Loyalty. (2) Image has a significant positive effect on Brand Loyalty. This means that the higher the Brand Image, the higher the Brand Loyalty. (3) Brand Trust does not have a significant effect on Brand Loyalty. This means that Brand Trust does not affect Brand Loyalty. (4) Brand Heritage has a significant positive effect on Brand Image. This means that the higher the Brand Image, the higher the Brand Loyalty. (5) Brand Heritage has a significant positive

effect on Brand Trust. This means that the higher the Brand Heritage, the higher the Brand Trust. (6) Brand Image has a significant positive effect on Brand Trust. This means that the higher the Brand Image, the higher the Brand Trust. (7) Brand Heritage has a significant positive effect on Brand Loyalty mediated by Brand Image. This means that the higher the Brand Heritage, the higher the Brand Image, the higher the Brand Image which ultimately leads to higher Brand Loyalty. (8) Brand Heritage does not have a significant effect on Brand Loyalty mediated by Brand Trust. This means that the higher the Brand Heritage, the higher the Brand Trust, the higher the Brand Trust which ultimately leads to higher Brand Loyalty. (9) Brand Heritage has a significant positive effect on Brand Trust which is mediated by Brand Image. (10) Brand Heritage does not have a significant effect on Brand Loyalty which is mediated by Brand Image and Brand Trust. (11) Brand Image does not have a significant effect on Brand Loyalty which is mediated by Brand Trust.

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