The Influence Of Product Quality, Brand Trust, And Customer Satisfaction On Customer Loyalty Of Bening's Skincare Products In Batam

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ABSTRACT

The evolution of time and technology has ushered in a new era where societal needs have expanded beyond the basics of sustenance to include elements like appearance and beauty. This shift has catalyzed significant growth within the beauty industry, with services proliferating to meet the burgeoning demand. Understanding the dynamics that govern customer loyalty in this context is crucial for businesses operating within the sector. This study aims to explore how product quality, brand trust, and customer satisfaction impact the loyalty of customers using Bening's Skincare products in Batam. A sample size of 100 respondents was selected through purposive sampling, a method aimed at ensuring representation by deliberately selecting participants based on specific criteria. Data was collected through questionnaire distribution to gather valuable insights from the study population. The analysis utilized SPSS application version 25, involving data quality tests, classical assumption tests, influence tests, and hypothesis testing, with multiple linear regression as the analysis method. Results indicated that Product Quality, Brand Trust, and Customer Satisfaction had a positive and significant impact, either individually or collectively, on Customer Loyalty towards Bening's Skincare products in Batam.

Keywords: Product Quality, Brand Trust, Customer Satisfaction, Customer Loyalty

Introduction

The development of the times and technology has caused the level of needs of today's society to increase. Society no longer only considers basic aspects such as clothing, food, and shelter, but has begun to pay attention to other needs, such as appearance and beauty, and so on (Warganegara TL & Alviyani D, 2020). The demand for beauty care products is getting higher along with the increase in public awareness about skin care and beauty. This condition encourages the growth and development of services in the beauty industry. In the past, beauty treatments, especially those carried out by women, often relied on traditional natural ingredients, such as creating face masks from fruits. But nowadays, many companies market skin care products that can be easily found and used by consumers such as Bening's Skincare, MS Glow, Anzora, and many more.

The emergence of various companies with various skin care products that have different types and uses has created competition in an increasingly fierce market. In such situations, companies like Bening's Skincare are faced with the demand to sustainably offer high-quality products, given that modern consumers who are increasingly savvy and educated tend to have rapidly changing wants and needs. Companies need to have a strong focus on consumers to succeed in competition. By delivering quality products, companies can build customer loyalty, build strong bonds between consumers and companies., and ultimately create customer loyalty to the products they offer (Ferre et al., 2023).

The quality of the products received, trust in the brand, and also customer satisfaction with the brand, are important elements in shaping customer loyalty. Before being used by consumers, a skincare product must be ensured safe in the use of quality ingredients for consumer convenience. A good quality product can meet consumer expectations, which in turn will create a level of consumer satisfaction where they believe that the product is acceptable or even has high quality standards (Sekar Hastari et al., 2022). In this context, product quality becomes a consideration before consumers decide to make a purchase. The quality of a product will increase customer trust in a brand.

One of the abilities in a company to create customer trust is brand trust. Brand trust is where customers have a strong desire for a brand to buy products from the same brand in the present and the future as a positive attitude of that customer (Firdaus & Yamini, 2023). So it can be said, brand trust is a brand's commitment to customers to meet the expectations they have (Hasnani & Titing, 2023). Customer satisfaction is when a customer buys and tries several different products of the same brand (Sekar Hastari et al., 2022). When a consumer is satisfied with the value provided by a product or service, they are likely to retain its use in the future (Tifany & Ananda, 2023). With customer satisfaction with a brand, it will generate significant customer loyalty to the company (Diputra & Yasa, 2021).

Customer loyalty is a fixed consumer preference to choose the same brand repeatedly for a product. In addition, customer loyalty is formed based on how customers assess the suitability of the products they receive with their quality expectations (Ananda & Sukati, 2023). To achieve consumer loyalty, companies must devise effective strategies. Product success is closely related to consumer satisfaction (Leonardo & Purba, 2020). In the midst of increasingly fierce competition, skincare companies must understand the elements that affect customer loyalty in order to maintain market share and gain competitive advantage.

Table 1. Bening's Skincare Sales Data

No	Date	Total Sales
1	October 2022	Rp 309,104,000
2	November 2022	Rp 266,703,000
3	December 2022	Rp 294,590,000
4	January 2023	Rp 283,591,000
5	February 2023	Rp 260,747,000
6	March 2023	Rp 253,153,000
7	April 2023	Rp 247,415,000
8	May 2023	Rp 251,112,000
9	June 2023	Rp 249,177,000
10	July 2023	Rp 263,307,000
11	August 2023	Rp 256,135,000
12	September 2023	Rp 252,701,000

(Source : Distributor Bening's Skincare Batam city, 2023)

Based on table 1, it can be seen that sales of Bening's Skincare products have decreased sales in September 2023 compared to sales in October 2022. This shows that customer loyalty to Bening's Skincare products has decreased. The problem of customer loyalty is related to the many complaints that continue to arise from consumers due to dissatisfaction with the results of using products from Bening's Skincare. In the midst of fierce competition in the beauty industry, companies must understand consumer desires and commit to providing the best to meet their expectations and build customer loyalty.

Figure 1. Framework Thinking
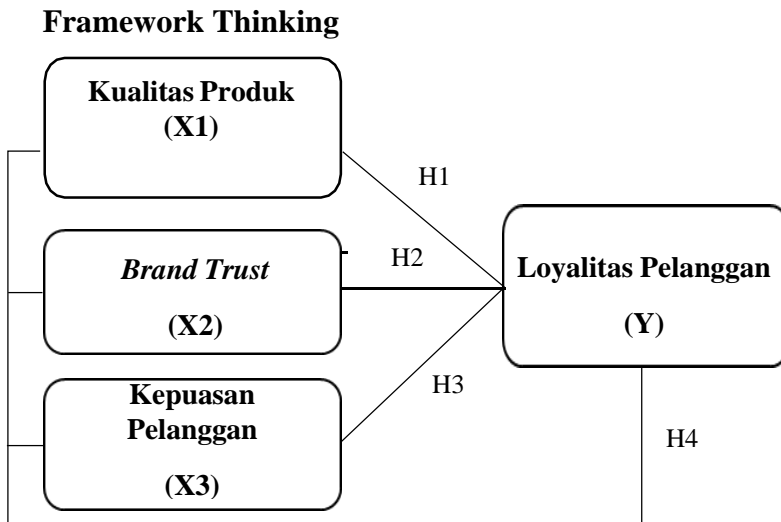
(Source: Research Data, 2024)

Hypothesis

Based on the background of the problem, problem, and frame of mind, hypotheses can be formulated as follows:

H1:Posits that there exists a positive and significant correlation between product quality and customer loyalty towards Bening's Skincare products in Batam.

H2:Suggests a positive and significant association between brand trust and customer loyalty towards Bening's Skincare products in Batam.

H3:Proposes that customer satisfaction has a positive and significant impact on customer loyalty towards Bening's Skincare products in Batam.

H4:States that collectively, product quality, brand trust, and customer satisfaction have a positive and significant influence on customer loyalty towards Bening's Skincare products in Batam.

Research methods

The type of research used by researchers is using quantitative research methods. The nature of this study is based on repetitions of previous studies, where similar conclusions were found regarding the use of similar methodologies and similarities in the context of the study. Although this study followed the same pattern as previous studies, the difference lies in the selection of different objects, variables, and time periods.

The population that is the focus of this study is the users of Bening's Skincare products in Batam City, with an uncertain or unlimited population. The sampling technique can use the Lemeshow formula because the number of population users of Bening's Skincare products in Batam City is not known with certainty.

$$n = \frac{z^2 . p\,(1-p)}{d^2}$$

Source: (Setiawan et al., 2022)

Information:

n = Number of samples

z = Standard value = 1.96

p = Maximum estimate = 50% = 0.5

d = alpha (0.1) or sampling error = 10%

From the above formulation, the determination of the number of samples using the Lemeshow formula with a maximum estimate of 50% and an error rate of 10% is as follows:

$$n = \frac{1,96^2 . 0,5(1-0,5)}{0,1^2}$$

$$n = \frac{3,8416 . 0,5 . 0,5}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2}$$

$$n = 96,04$$

Based on the results of the calculation above, the number of samples obtained was 96.04, to facilitate the research rounded by researchers to 100 respondents.

The study involved 100 participants chosen through purposive sampling, a method that

selects individuals based on specific criteria required for the sample (Fauzy, 2019). Data collection was conducted through questionnaire distribution. Questionnaires were distributed to Bening's Skincare product users in Batam City. The data analysis utilized SPSS version 25, encompassing tests for data quality, classical assumptions, influential factors, and hypotheses. Multiple linear regression served as the analysis method.

RESULTS
Validity Test Results
A validity examination is undertaken to evaluate the accuracy of each statement within the survey. A statement is deemed valid if its calculated correlation coefficient surpasses the critical value from the table, or if the significance value (two-tailed) is below 5%. In this study, the critical correlation coefficient from the table, with degrees of freedom (df) equal to $n - 2$ (100 $- 2 = 98$), is 0.1966.

Table 2. Validity Test Results

Variable	Items	r Count	r Table	Information
Product Quality (X1)	X1.1	0,693	0,1966	Valid
	X1.2	0,783		
	X1.3	0,703		
	X1.4	0,660		
	X1.5	0,721		
	X1.6	0,723		
	X1.7	0,786		
	X1.8	0,779		
	X1.9	0,698		
	X1.10	0,614		
	X1.11	0,586		
	X1.12	0,519		
	X1.13	0,616		
	X1.14	0,660		
Brand Trust (X2)	X2.1	0,501	0,1966	Valid
	X2.2	0,604		
	X2.3	0,505		
	X2.4	0,601		
Customer Satisfaction (X3)	X3.1	0,772	0,1966	Valid
	X3.2	0,817		
	X3.3	0,807		
	X3.4	0,810		
	X3.5	0,812		
	X3.6	0,788		
Customer Loyalty (Y)	Y.1	0,690	0,1966	Valid
	Y.2	0,772		
	Y.3	0,561		

Y.4	0,692	
Y.5	0,775	
Y.6	0,701	
Y.7	0,757	
Y.8	0,811	

(Source: SPSS 25, 2024)

From Table 2. Upon examining the validity of each statement for every variable, it was observed that the calculated correlation coefficient (r value) for each statement surpasses the critical correlation coefficient from the table. Consequently, it can be inferred that all statements are valid.

Reliability Test Results

Table 3. Reliability Test Results

Variable	*Cronbach's Alpha*	Information
Product Quality (X1)	0,912	Reliable
Brand Trust (X2)	0,896	Reliable
Customer Satisfaction (X3)	0,888	Reliable
Customer Loyalty (Y)	0,864	Reliable

(Source: SPSS 25, 2024)

Based on Table 3, The reliability test outcomes for the variables including product quality, brand trust, customer satisfaction, and customer loyalty indicate Cronbach's Alpha values exceeding 0.06. Hence, it can be concluded that all variables are deemed reliable and fulfill the necessary criteria.

Normality Test Results

Tabel 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.52496669
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.045
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

(Source: SPSS 25, 2024)

Based on Table 4 The Kolmogorov-Smirnov One-Sample test outcomes reveal a significance level of 0.200, exceeding the threshold of 0.05, thus fulfilling the normality assumption for data distribution. Consequently, it can be inferred that the data follows a normal distribution.

Multicollinearity Test Results

Table 5. Multicollinearity Test Results

| *Coefficient*[a]		
	Collinearity Statistics	
Model	*Tolerance*	VIF
(Constanta)		
Kualitas Produk	0.251	3.992
Brand Trust	0.636	1.573
Kepuasan Pelanggan	0.256	3.910
a. Dependent Variable: Loyalitas Pelanggan		

(Source: SPSS 25, 2024)

From the information listed in Table 4.12, It can be inferred that the Variance Inflation Factor (VIF) values for each independent variable are below 10, and the Tolerance values for each independent variable surpass 0.1. Therefore, there is no evidence of multicollinearity issues among the variables under investigation.

Heteroscedasticity Test Results

Figure 2. Heteroscedasticity Test Results
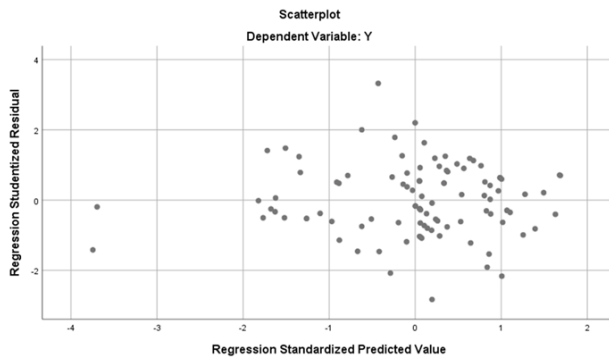
(Source: SPSS 25, 2024)

From Figure 2, It can be deduced that the data points are uniformly dispersed around the value of 0 and do not exhibit any distinct pattern, suggesting the absence of heteroscedasticity.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(*Constant*)	.283	2.299		.123	.902
	Kualitas Produk	.208	.069	.323	2.998	.003
	Brand Trust	.196	.083	.160	2.360	.020
	Kepuasan Pelanggan	.552	.132	.446	4.180	.000
a. Dependent Variable: Loyalitas_Pelanggan						

(Source: SPSS 25, 2024)

So, from the analysis of the regression equation:

1. The intercept value obtained is 0.283. This implies that when the Product Quality (X1), Brand Trust (X2), and Customer Satisfaction (X3) variables are all 0, the Customer Loyalty (Y) variable will be 0.283.

2. the Product Quality variable (X1), the regression coefficient is 0.208, indicating a positive effect on Customer Loyalty (Y). If Product Quality (X1) increases by 1 point, Customer Loyalty (Y) will increase by 0.208.

3. the Brand Trust variable (X2) has a regression coefficient of 0.196, indicating a positive influence on Customer Loyalty (Y). An increase of 1 point in Brand Trust (X2) will lead to a 0.196 increase in Customer Loyalty (Y).

4. the Customer Satisfaction variable (X3) has a regression coefficient of 0.552, signifying a positive impact on Customer Loyalty (Y). A 1-point increase in Customer Satisfaction (X3) will result in a 0.552 increase in Customer Loyalty (Y).

Coefficient Test Determination (R2)

Table 7. Coefficient Test Determination Results

Model Summary				
Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error Of The Estimate*
1	.849[a]	.720	.711	2.564
a. Predictors: (Constant), Kualitas Produk, *Brand Trust*, dan Kepuasan Pelanggan				

(Source: SPSS 25, 2024)

As indicated by the findings presented in Table 7, the Adjusted R-squared value is 0.711, translating to a regression model explaining 71.1% of the variance (Adjusted R-squared value multiplied by 100%). This suggests that Product Quality (X1), Brand Trust (X2), and Customer Satisfaction (X3) collectively influence Customer Loyalty (Y) by 71.1%, leaving the remaining 28.9% influenced by unexplored factors in this study.

T Test Results

Table 8. Coefficient of Determination Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.283	2.299		.123	.902
	X1	.208	.069	.323	2.998	.003
	X2	.196	.083	.160	2.360	.020
	X3	.552	.132	.446	4.180	.000
a. Dependent Variable: Y						

(Source: SPSS 25, 2024)

1. The computed value derived from Product Quality (X1) is 2.998, exceeding the critical t-value. Moreover, the significance value obtained is below 0.05, leading to the acceptance of H1. This signifies that the Product Quality variable (X1) has a positive and statistically significant impact on the Customer Loyalty (Y) of Bening's Skincare products in Batam.
2. The computed value for Brand Trust (X2) is 2.360, surpassing the tabulated value. Furthermore, the obtained significance value is below 0.05, leading to the acceptance of H2. This indicates that the Brand Trust variable (X2) exerts a positive and statistically significant influence on the Customer Loyalty (Y) of Bening's Skincare products in Batam.
3. The computed value for Customer Satisfaction (X3) is 4.180, exceeding the table value. Moreover, the obtained significance value is below 0.05, leading to the acceptance of H3. This indicates that the Customer Satisfaction variable (X3) exerts a positive and statistically significant influence on the Customer Loyalty (Y) of Bening's Skincare products in Batam.

F Test Results

Table 9. T Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1623.190	3	541.063	82.295	.000[b]
	Residual	631.170	96	6.575		
	Total	2254.360	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X2, X1						

(Source: SPSS 25, 2024)

In the results depicted in Table 9 above, it is evident that the calculated F-value surpasses the tabulated F-value, accompanied by a significance level below 0.05. Consequently, H4 is

accepted, indicating that the variables Product Quality (X1), Brand Trust (X2), and Customer Satisfaction (X3) collectively exert a positive and statistically significant influence on the Customer Loyalty (Y) of Bening's Skincare products in Batam.

DISCUSSION

1. Product Quality (X1) exhibits a positive and significant impact on the Customer Loyalty (Y) of Bening's Skincare products in Batam, as indicated by a t-value of 2.998 surpassing the t-table value of 1.984, alongside a significance level below 0.05.
2. Similarly, Brand Trust (X2) also demonstrates a positive and significant influence on Customer Loyalty (Y) of Bening's Skincare products in Batam, with a t-value of 2.360 exceeding the t-table value of 1.984, and a significance level below 0.05.
3. Moreover, Customer Satisfaction (X3) displays a positive and significant effect on Customer Loyalty (Y) of Bening's Skincare products in Batam, supported by a t-value of 4.180 exceeding the t-table value of 1.984, along with a significance level below 0.05.
4. Lastly, the combined influence of Product Quality (X1), Brand Trust (X2), and Customer Satisfaction (X3) collectively manifests a positive and significant effect on the Customer Loyalty (Y) of Bening's Skincare products in Batam.

CONCLUSION

The research examines the impact of product quality, brand trust, and customer satisfaction on customer loyalty towards Bening's Skincare products in Batam, a homegrown beauty brand established in Indonesia in 2017. Results indicate that both individually and collectively, these factors significantly influence customer loyalty toward Bening's Skincare products in Batam. Furthermore, product quality, brand trust, and customer satisfaction collectively demonstrate a positive and significant effect on customer loyalty for Bening's Skincare products in Batam.

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