

The Influence Analysis of Brand Trust and Product Quality on Wardah Customer Loyalty

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ABSTRACT

Changes in lifestyle and the rapid development of the cosmetic industry have caused consumers to become more selective in determining the brand or product to be used. However, the main thing that triggers consumer loyalty to Wardah is still dominated by halal labels. The number of new brands emerging and the decline in index value signifies that Wardah must increase customer loyalty. According to research, several factors influencing consumer loyalty are brand trust and product quality.

This study is a research with a quantitative approach, this study uses descriptive data analysis techniques and multiple linear regression analysis, with the number of samples used as many as 100 respondents, the sampling technique used is non-probability sampling.

This study indicates that based on the multiple linear regression analysis techniques, it is known that, partially, the brand trust variable (X1) does not affect the consumer loyalty variable (Y). With the same analysis technique, it is known that the product quality variable (X2) significantly influences consumer loyalty (Y). Simultaneously, the variables brand trust (X1) and product quality (X2) significantly affect consumer loyalty (Y).

Keywords: Brand Trust; Product Quality; Customer Loyalty

PRELIMINARY

The development of the cosmetic industry in Indonesia in the last few years can not be separated from lifestyle changes and the size of the target market (Koran Tempo, 2020). Reporting to IDX Channel, out of a total population of more than 250,000,000 people, it is estimated that 60% of them are consumers or users of cosmetic products (Bakti, 2021). Based on the Indonesian Digital Marketing Association data, cosmetics under the Wardah, Nature Republic, and Innisfree brands became the biggest selling brands on e-commerce platforms in 2020. Wardah is also the most popular beauty brand domestically and abroad (Salaka, 2019), wherein 2015, Wardah has controlled more than 30% of the total market share of cosmetic products in Indonesia (Prakoso, Negoro, & Persada, 2017). This is supported by Google Trend data (2021), as of the last three years, Wardah has become the most in-demand and talked-about beauty brand. However, if viewed further, based on the Google Trend (2021) graph above, it is seen that the Wardah brand experienced a significant decrease in consumer interest compared to other brands.

Consumer loyalty can be influenced by many things, including brand trust and product quality (Syarifah & Ali, 2020), in their research mentioned that brand trust (X1) and product quality (X2) consecutively affect customer satisfaction (Z) by 34% and 64%, where customer satisfaction affects each other. 89% of consumer loyalty (Y), which means brand trust (X1) and product quality (X2), also affect consumer loyalty Wardah.

Based on an open questionnaire that has been distributed at the beginning of the study, with the question why you prefer Wardah products over competitors' products, obtained by many 56% of respondents think that halal is their reason for using Wardah products, this is not surprising, because halal becomes the identity or main characteristic offered by Wardah. However, in recent years, Wardah has not focused on the Muslim or halal market, but Wardah strives to develop functional value by improving the quality of products and laymen, in addition, Wardah's position as an undisputed halal cosmetic pioneer causes Wardah to no more extended focus on it (Arie Liliyah, 2014).

The second factor that is the reason for consumers in choosing Wardah products is the price, the price of Wardah products themselves tends to vary, ranging from Rp7000 to hundreds of thousands of rupiah, This is by the exposure of Tandiawan & Simanjuntak (2020) which states that the targeting of Wardah products is women with

lower-middle social class, or with per capita expenditure of less than two U\$ to 20 U\$ or equivalent to Rp57,000 to Rp285,000 (Rusata, 2015). In addition, the suitability or product quality is also one of their reasons for using Wardah products, but reported from CNN Indonesia (2019), suitability or fit tends to be objective and different for each person, so there is no actual measurement for this factor, so this study only focuses on product quality factors and brand confidence.

Brand trust can also be understood as a consumer's response to a brand's ability, followed by a feeling of confidence and reliance on the brand (Dewi, 2017). Delgado-Ballester (2011) states that two dimensions can be used as a reference in measuring the level of trust of a brand, namely reliability and intentionality. Based on pre-questionnaire data, 36.7% of respondents answered product quality as their main reason for using products from the brand. In another study, Nyonyie, Kalangi, & Tamengkel (2019) explained that product quality contributed 72.5% to Wardah's consumer loyalty. Jr, Cannon, & McCarthy (2013) states that product quality is the ability of a product to meet the wants and needs of consumers. According to Tjiptono & Chandra (2017), product quality dimensions consist of performance, privileges or features, conformity to specifications, reliability, durability, aesthetics, perceived quality, and serviceability.

THEORETICAL BASIS

Brand Trust

Brand trust is one of the critical can build long-term relationships with consumers. Brand trust, in general, can be interpreted as an emotional commitment felt by consumers to a brand (Kumar & Lakshimbala, 2019). Delgado-Ballester (2011) defines brand trust as a feeling of security or expectation that the brand can be responsible and reliable to the safety and interests of users as a result of consumer interaction relationships with a brand. According to Delgado-Ballester (2011), brand trust can be measured through two dimensions, namely reliability, and intentionality.

Product Quality

Kotler & Amstrong (2008) mentions that quality becomes the primary positioning strategy that can be done in marketing products. Furthermore, Kotler & Armstrong stated

that the quality of the product is a characteristic of a service or product that is based on the ability of the service or product to meet the needs and needs of consumers either hidden or declared. Tjiptono & Chandra (2017) that the dimensions of product quality consist of performance, privileges or features, conformity to specifications, reliability, durability, aesthetics, perceived quality, and serviceability

Consumer Loyalty

Solomon (2018), in his book, states that building consumer loyalty to brands is the right marketing strategy. Consumer loyalty can be interpreted as consumer behaviour in making repeated and continuous purchases (Kamal, 2020). Griffin in Firmansyah (2019) states that consumer loyalty can be measured through several dimensions, such as repeat purchases, purchases between product lines, recommending products, and showing immunity to the pull of competitors.

Brand Trust and Consumer Loyalty

Consumer confidence in a brand can impact its loyalty to the brand. Consumers who trust a brand tend to make repeated purchases of products from that brand (Novitasari & Suryani, 2018). In another study, Syarifah & Ali (2020) stated that brand trust would help consumers in making selections and reduce the time needed in determining purchasing decisions.

Product Quality and Consumer Loyalty

Atulkar (2020), in his research, stated that the quality offered by brands creates a memory in the minds of consumers this can help create a long-term relationship between customers and brands. Keller (2013), in his book, mentions that product quality is the best guarantee for consumer loyalty; quality becomes the primary weapon in the face of competition and becomes a determinant in income.

RESEARCH METHODOLOGY

Population and sample

The population used in this study is consumers or users of Wardah products in Indonesia, which make repeated purchases, at least twice. Because the size of the population is not known in detail or particular, the researchers used a statistical approach to Bernoulli's formula to determine the sample size. The sampling technique used is a nonprobability sampling technique by convenience sampling. The minimum number of respondents needed is as many as 100 samples.

Research methods

This research can be grouped into quantitative research types. Quantitative research is research based on data in the form of numbers. This study also used multiple linear regression analysis techniques through IBM SPSS version 25 software and descriptive analysis techniques. To measure It is necessary to have an appropriate calculation scale to measure a study lculation scale is used to determine how big or small the size of the variables used is (Suliyanto, 2018). This study uses an ordinal scale as the level of measurement.

RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive analysis in this study is used to explain how high the level of brand trust and the quality of Wardah's products according to users. Measurements were carried out using a questionnaire method, where for each question item, there were five answer choices. Based on the results of research obtained, descriptively, the brand trust variables of the Wardah brand as a whole can be categorised into good categories, with a final percentage value of 77% or 383 out of a total of 500 points. So it can be interpreted that consumer confidence in the Wardah brand as measured through reliability and intentionality dimensions is in good consensus.

Of the eight indicators owned by the brand trust variable, the indicator with the lowest value with a final value of 331 or 66%, indicates that according to some consumers, Wardah is not the same as they expect, be it in terms of product or service quality, thus making consumers feel disappointed because of the discrepancy. As for the highest value

obtained by the number one indicator, namely, the brand has met the demand or needs, and indicator number six, namely the brand seeks to meet the needs of consumers with a percentage of 81%, this indicates that Wardah has been able to meet most of its consumers need. These results are also supported by Delgado-Ballester 's (2011) research showing that consumers tend to trust brands that seek to please their consumers by meeting their needs.

Based on the results of descriptive analysis obtained on product quality variables, it is known that according to consumers, the quality of Wardah products can be categorized into good categories, where this variable obtains a final score of 384 or 77%. It can be interpreted that the quality of the product represented by the dimensions of performance, durability, conformity with specifications, exceptionality, reliability, aesthetics, perceived quality, and service capabilities are in a good category.

Of the total fifteen indicators owned, indicator the smell of Wardah products is quite interesting, obtaining the lowest score with a value of 344 or 69%, it can be interpreted that according to some consumers, the smell or aroma of Wardah products is less attractive. While the indicator with the highest value obtained by indicator number eleven or products can be stored for a long time with a value of 441 or 88%, this can be interpreted that Wardah products have an expiry time that is long enough from the purchase period, so it can be used for a long time. This is also reinforced by research conducted by Nyonyie, Kalangi, & Tamengkel (2019), where the durability of a product becomes a contributing factor in assessing product quality according to customer.

Multiple Linear Regression Analysis

Regression analysis is a data analysis technique used to obtain an equation that can be used as a reference to make an estimate or prediction (Suliyanto, 2018). Multiple linear analysis is used when there is more than one independent variable to be studied. Multiple linear analysis is a step that is carried out to find out how much influence each independent variable has on the dependent variable. The equations of multiple linear regression analysis are as follows:

$$Y' = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

Description:

Y' = dependent variable / consumer loyalty

X1 = Independent Variable / Brand trust (brand trust)

X2 = Independent Variable / Product quality

a = Constant (value Y' if X = 0)

b = Regression coefficient (increase or decrease value)

Table 1: Regression Equation

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
(Constant)	4.343	1.586		2.739	.007			
1 Total_X1	.190	.127	.215	1.494	.138	.211	4.739	
Total_X2	.281	.072	.562	3.903	.000	.211	4.739	

a. Dependent Variable: Total_Y

Data Source Processed 2021

Based on table above, known that regression equation for this study is:

$$Y' = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

$$Y' = 4.343 + 0.190X_1 + 0.281X_2$$

Based on the regression equation, it can be interpreted that:

1. The constant value obtained is 4.343, which means that if Wardah's consumer loyalty is not influenced by brand trust (X1) and product quality (X2), then Wardah's consumer loyalty will be worth 4.343.
2. Brand trust variable (X1) has a constant value of 0.190 or 19%, this can be interpreted, if there is an addition of one unit to brand trust (X1), then Wardah consumer loyalty will increase by 0.190 or 19%.
3. The product quality variable (X2) has a constant value of 0.281 or 28.1%, this can be interpreted, if there is an addition of one unit in product quality (X2), then Wardah consumer loyalty will increase by 0.281 or 28.1 %.

Based on the regression equation, it is known that the brand trust variable (X1) and product quality (X2), positively affect Wardah's consumer loyalty (Y), in other words, if there is an increase in the brand trust variable (X1) and product quality (X2) then Wardah's consumer loyalty will also increase.

T-Test

Table 2: T-Test

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
(Constant)	4.343	1.586		2.739	.007			
1 Total_X1	.190	.127	.215	1.494	.138	.211	4.739	
Total_X2	.281	.072	.562	3.903	.000	.211	4.739	

a. Dependent Variable: Total_Y

Data Source Processed 2021

The result of the test shows that:

1. t count obtained by variable X1 is smaller than the t table, (t count 1,494 < t table 1.984), which means, partially, the brand trust variable or X1 had no significant effect on Wardah's consumer loyalty.
2. t count obtained by variable X2 is greater than t table, (t count 3,903 > t table 1,984), which means, partially or partially, the product quality variable or X2 significantly affects Wardah's consumer loyalty.

Coefficient Determination

The coefficient of determination aims to determine the magnitude of the value of the effect of Independent variables on dependent variables.

Table 3: Coefficient Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759^a	.576	.567	3.17147

a. Predictors: (Constant), Total_X2, Total_X1

b. Dependent Variable: Total_Y

Data Source Processed 2021

$$KD = R^2 \times 100\%$$

Descriptions:

KD = Coefficient Determination

R2 = Value of Coefficient Correlation

$$.KD = (0,759)^2 \times 100\%$$

$$KD = 0,576 \times 100\%$$

$$KD = 57,6\%$$

Based on the formula known that the magnitude of the value of brand trust influence and product quality on Wardah consumer loyalty is 57.6%, which shows that consumer confidence and product quality of a brand is one of the factors that reference to consumer loyalty.

CONCLUSION

Based on the discussions outlined in the previous section on the influence of Brand Trust and Product Quality on Consumer Loyalty Wardah. Some conclusions were reached, that consumer confidence in the Wardah brand as measured through reliability and intentionality dimensions is in good consensus. The quality of the products offered by Wardah, measured through the dimensions of performance, durability, conformity with specifications, exceptionalness, reliability, aesthetics, perceived quality, and service capabilities are in a good category. Brand trust (brand trust) does not have a significant effect on consumer loyalty Wardah. changes in consumer behaviour, where the level of loyalty can be caused by other things such as word of mouth, celebrity endorsement, or the use of brand ambassador (BA), where consumers tend to trust influencers or those closest to them. Product quality or product quality has a significant impact on Wardah's customer loyalty. Brand trust (X1) and product quality (X2) simultaneously have an influence or impact on Wardah's customer loyalty, consumer trust in the brand and product quality is one of the indicators that become a reference in consumer loyalty.

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