The Influence of Brand Image on Brand Trust and Its Impact on Brand Loyalty (Study of MS Glow Consumers in Malang City)

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Abstract
This study aims to examine the influence of brand image on brand loyalty through brand trust as an intervening variable. The type of research used is explanatory research using a quantitative approach and research conducted by survey using non-probability sampling techniques and purposive sampling sampling techniques as many as 120 consumer respondents from MS Glow. The Data were analyzed using Partial Least Square. From the results of the study can be concluded that 1) brand image has a positive and significant effect on brand loyalty 2) brand image has a positive and significant effect on brand trust 3) Brand Trust has a positive and significant effect on brand loyalty 4) brand image has an effect on brand loyalty mediated by Brand Trust as an intervening variable.

Keywords: Brand image, Brand trust, Brand loyalty.

Abstrak
Penelitian ini bertujuan untuk menguji pengaruh citra merek terhadap loyalitas merek melalui kepercayaan merek sebagai variabel intervening. Jenis penelitian yang digunakan adalah explanatory research dengan menggunakan pendekatan kuantitatif dan penelitian dilakukan dengan survey dengan menggunakan teknik non-probality sampling dan teknik penentuan sampel purposive sampling sebanyak 120 responden konsumen dari MS Glow. Data yang telah dikumpulkan dianalisis menggunakan Partial Least Square. Dari hasil penelitian dapat disimpulkan bahwa citra merek berpengaruh positif dan signifikan terhadap loyalitas merek. Citra merek berpengaruh positif dan signifikan terhadap kepercayaan merek. Kepercayaan merek berpengaruh positif dan signifikan terhadap loyalitas merek. Citra merek berpengaruh terhadap loyalitas merek yang dimediasi oleh kepercayaan merek sebagai variabel intervening.

Kata Kunci: Citra merek, Kepercayaan merek, Loyalitas merek.

INTRODUCTION

Competition in the business world is getting tougher every year, especially in the field of beauty, because more and more manufacturers are creating beauty products that suit consumer needs. This situation cannot be separated from the business prospects which remain positive going forward (Fauziah et al., 2019). Manufacturers are increasingly innovating to create beauty products based on consumer preferences so that businesses can survive.

Brand loyalty is an important concept in marketing strategy. Businesses need loyal consumers to continue to compete with other competitors. Brand loyalty is a consumer's decision to buy a certain brand over other brands (Giddens & Nancy, 2002). Loyalty is the key to the long-term sustainability of a company. Loyal consumers make repeat purchases and are happy to tell other consumers about the products they have used (Dipura, 2018). Brand image plays an important role in forming consumer brand loyalty because a positive brand image can be beneficial and create strong bonds with consumers. Positive brand image influences consumer purchasing decisions. Loyal consumers tend to trust more familiar products and are less likely to switch to other brands (Rodiques & Rahanatha, 2018). The brand itself must be able to meet consumer expectations by providing the best quality, so consumers are more confident about their choices so they will have trust (Issue, 2022).

Trust is a very important thing for consumers to decide on buying interest. The most important thing to build a good image is to provide maximum performance. Consumer trust in a brand will make consumers feel protected and confident in using a product. Brand trust is also inseparable from previous experience in using the brand. Higher brand trust will make consumers loyal to products and companies. Building brand trust with consumers is very important to get information about a product (Novitasari & Suryani, 2019). Trust is something that can be strengthened, if the product is by consumer expectations, the consumer's attitude towards the brand will be positive.

The phenomenon that is happening right now is that people are increasingly understanding that skin health is an important thing. By having healthy skin, a person will feel more confident. Meanwhile, with this lifestyle change, producers make beauty products that suit consumer needs.
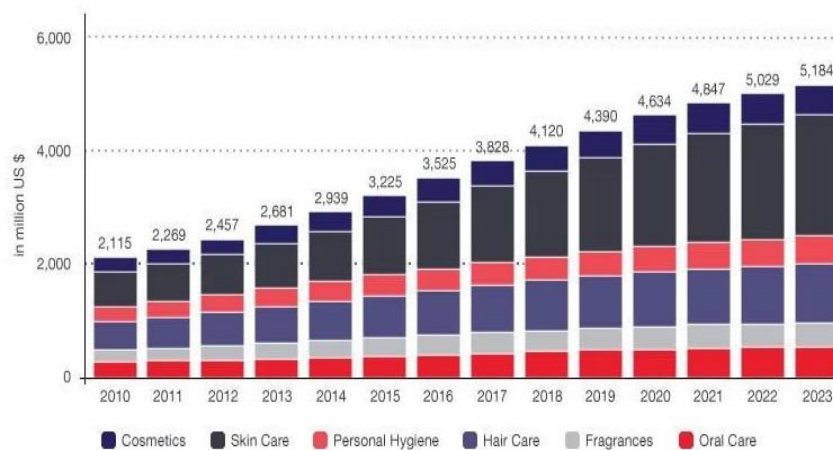

Figure 1. The phenomenon of skincare growth in Indonesia
Source: cekindo.com/ Accessed October (2022)

Based on the data, it shows that every year there will be an increase in the growth of beauty products in Indonesia. The increasing number of skin problems experienced by consumers will make manufacturers increasingly create beauty products according to consumer skin problems. This effort is made to introduce products so that they are increasingly known by the public and are expected to maintain their existence in the business world and can become market leaders in the future.

Indonesia is a major exporter of cosmetic products, with a focus on local products to boost the country's economy. One of these local products is MS Glow, which was established in 2013. The brand is distributed in four major cities in Indonesia, including Malang, Jakarta, Surabaya, and Bali. MS Glow offers a variety of cosmetic products, including facial wash, toner, day cream, night cream, and others. In 2022, the company reached Rp. Sales of 600 million, with 2 MS Glow sold each month.

LITERATUR REVIEW

Brand loyalty is the desire to make and repeat purchase behavior (Petter & Olson, 2000). Companies need consumers who are loyal to the brand. Brand loyalty is a very important concept for business continuity. Maintaining brand loyalty is a more effective strategic endeavor than acquiring new customers. Giddens (2002) states that brand loyalty is a decision that consumers have to buy a brand compared to other brands. According to consumers, the brand also has its personality. The closer the consumer is emotionally connected to the brand personality, the greater the consumer's trust in the product.

Brand image is the consumer's perception of the brand (Kotler & Keller, 2016). Brand image is very important for a company because it affects consumer buying interest. The problem of brand image is one thing that must also be considered by the company carefully. Brand image is a seller's promise to continue to provide certain features, benefits, and services to buyers (Rangkuti, 2002). It is very difficult to attract new customers and retain existing customers in the market without a strong brand image. Brand image can be interpreted as a belief that is inherent in the minds of consumers as a reflection of the associations left in the memories of consumers.

The more positive the brand image in the minds of customers, the more confident customers will be in purchasing decisions regarding the products they buy, enabling the company to continue to grow and benefit from time to time. Brand image is an image that is formed in the minds of consumers based on past knowledge and experience of the brand. More and more good brands guarantee their customers high quality and added value, which in turn has far-reaching effects on companies.

Brand trust is consumer trust based on experience (Chaudhuri & Holbrook, 2001). Brand trust is an assumption or expectation of trust in the reliability and purpose of a brand in situations that present risks to consumers (Delgado et al., 2003). Brand trust means there is a high expectation or opportunity for the brand to produce positive results for consumers. Trust plays an important role in the marketing industry. Because trust is the most important way to build and maintain long-term customer relationships.

Brand trust drives consumer purchases of a brand and creates valued relationships. This shows that the higher consumer brand trust in a product, the higher the purchase decision for the product. If the consumer's first experiences generate trust and positive attitudes, the company needs to reinforce the beliefs and attitudes that are acquired. Brand trust is also influenced by good communication with the brand. Brand communication is an effort made by manufacturers to introduce the brand and create a good brand reputation so that customers can identify and recognize the brand. Brand trust is also closely related to experience with the brand. When consumers feel the benefits they get from the product, customers trust the product more.

Research conducted by Marliawati & Cahyaningdyah, (2020) shows that brand image has a positive and significant effect on brand loyalty through brand trust. Therefore, the hypothesis proposed from this research is as follows:

H1: Brand image has a positive effect on brand loyalty.
H2: Brand image has a positive effect on brand trust.
H3: Brand trust has a positive effect on brand loyalty.

H4: Brand image influences brand loyalty which is mediated by brand trust as an intervening variable.
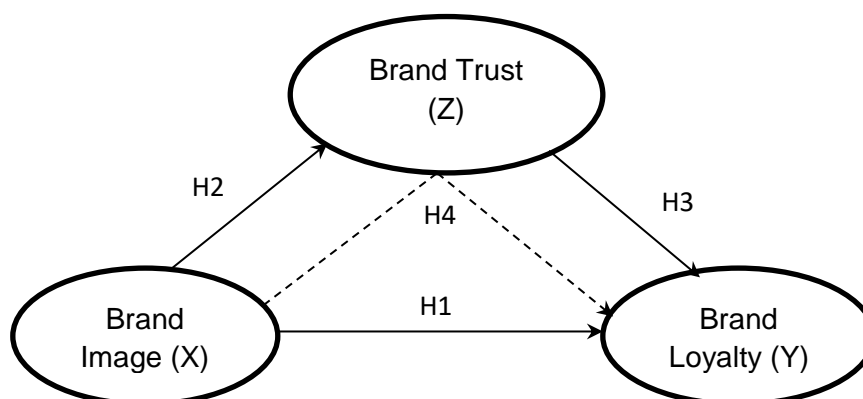

Figure 2. Research Framework

RESEARCH METHODS

This study uses explanatory research and a quantitative approach. The data used in this study are primary data obtained by distributing research questionnaires to consumers who are loyal to the company. The location of this research is Malang City. All MS Glow consumers who make purchases at least 3 times a year are used as the population. Sampling by non-probability sampling technique was used in this study and the method used was purposive sampling. There are 120 respondents in this study. The measurement of this research variable uses a Likert scale with an assessment of 1-5 ranging from strongly disagree to strongly agree. The analysis technique used in this study is Partial Least Square, which is carried out with several measurement steps or the outer model and inner model as well as testing the hypothesis by bootstrapping.

RESULT AND DISCUSSION

The characteristics of the 120 respondents in this study in terms of Age and Identity of Respondents Based on Social Status are described in the table below:

Table 1. Identity of Respondents by Age

Age	Number of Respondents	Presentase (%)
17-22	105	65,9%
23-28	40	24,8%
>29	15	9,3%
Total	160	100%

Source: Data processed (2023)

It can be seen in Table 1 with the provisions of respondents with an age range of 120 respondents who purchased MS Glow products in Malang City, as many as 105 or 65.9% for ages 17-22 years, 40 or 24.8% for ages 23-28 years. and 15 or 9.3% for ages >29 years. From this data, it can be concluded that the majority of MS Glow consumers are teenagers aged 17-22 years because at this age teenagers pay more attention to their appearance and skin care. After all, they always want to appear attractive in public, and several MS Glow products also contain active ingredients so can only be used for 17 years

and over. Maintaining healthy skin is a form of investment in old age, therefore it is better to start taking care of it from a young age.

Table 2. Identity of Respondents Based on Social Status

Social Status	Number of Respondens	Presentase (%)
SMA/SMK	7	4,4%
Student	117	73,1%
Work	36	22,5%
Total	160	100%

Source: Data processed (2023)

Based on Table 2 it can be concluded that the status of the answers of 120 respondents can be known, as many as 7 or 4.4% of respondents are high school/vocational school students, as many as 117 or 73.1% of respondents are students and as many as 36 or 22.5% of respondents are workers. From the total sample in this study, it can be concluded that most of the MS Glow consumers on average are students who usually at that age students pay more attention to their appearance and enjoy doing facial treatments.

Table 3. Convergent Validity Value Results

Indicator	Outer Loadings	Description
X1	0,838	Valid
X2	0,794	Valid
X3	0,762	Valid
X4	0,860	Valid
X5	0,741	Valid
Y1	0,812	Valid
Y2	0,801	Valid
Y3	0,767	Valid
Y4	0,837	Valid
Z1	0,846	Valid
Z2	0,824	Valid
Z3	0,871	Valid

Source: Data processed (2023)

The validity test can be said to be valid if the value is > 0.06 which can be said to be sufficient. The magnitude of AVE can be said to be valid if the average variance extracted is > 0.05 (Ghozali & Latan, 2015). Based on Table 3 listed above, it can be concluded that all variable indicators used in this study can be declared valid because they have fulfilled the convergent validity test with outer loadings values > 0.06 based on explanatory research.

Table 4. Results of the Average Variance Extracted Value

	Average variance extracted (AVE)
BI	0,640
BT	0,718
BL	0,647

Source: Data processed (2023)

Based on Table 4 it can be concluded that the variable brand image, brand trust, and brand loyalty can be said to be valid because it has an average variance extracted (AVE) value of >0.05.

Table 5. Reliability Test Value Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0,858	0,860	0,899	0,640
BT	0,804	0,805	0,884	0,718
BL	0,818	0,823	0,880	0,647

Source: Data processed (2023)

In the reliability test, it can be said to be reliable or the measurement results can be trusted if Cronbach's alpha and composite reliability have a value of > 0.6 (Ghozali & Latan, 2015). Based on Table 5 by looking at Cronbach's alpha value for each variable, it can be concluded that the statement items in the questionnaire can be declared reliable because they have a value of ≥ 0.6 so this research can be trusted.
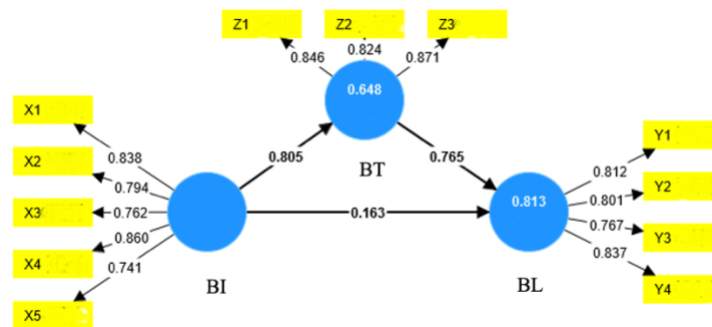

Figure 3. Inner Structural Model

Table 6. *Goodness of Fit (GoF)*

	R-square	R-square adjusted
BT	0,648	0,645
BL	0,813	0,810

Source: Data processed (2023)

From the R-Square data in table 6 above it can be calculated in the following way:

$GoF = 1 - \{(1 - R1^2)x (1 - R2^2)\}$

$GoF = 1 - \{(1 - 0,648)x (1 - 0,813)\}$

$GoF = 1 - \{(0,352)x (0,187\}$

$GoF = 1 - 0,065$

$GoF = 0,935$

The GoF assessment criteria are 0.10 (GoF small), 0.25 (GoF medium), and 0.36 (GoF large) (Ghozali and Latan, 2015). Based on the calculation above, the GoF value obtained is 0.935 or 93.5% so this figure includes a large GoF which means 6.5% is influenced by other variables. So it can be

concluded that if MS Glow has a good brand image in the eyes of consumers so that it will indirectly foster brand trust which can result in consumers becoming more loyal to the MS Glow brand.

Table 7. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation	T statistics	P values	Ket
Brand Image → Brand Trust	0,805	0,807	0,030	26,429	0,000	Positive and significant
Brand Image → Brand Loyalty	0,163	0,165	0,060	2,736	0,000	Positive and significant
Brand Trust → Brand Loyalty	0,765	0,765	0,056	13,764	0,000	Positive and significant
Brand Image → Brand Trust → Brand Loyalty	0,616	0,617	0,055	11,120	0,000	Positive and significant

Source: Data processed (2023)

Based on table 7, the results of the analysis of the direct influence of brand image on brand loyalty with a t-statistic value of $2.736 \geq 1.96$ and a significance value (p values) of $0.000 \leq 0.05$. Thus it can be seen that the first hypothesis is accepted, from this hypothesis it can be concluded that a good brand image of MS Glow products can influence brand loyalty. Accepted means that the p-values of brand image have an influence on brand loyalty. Table 7 shows the results of the direct influence of brand image on brand trust with the results obtained by a t-statistic value of $26.429 \geq 1.96$ and a significance value (p-value) of $0.000 \leq 0.05$. Thus it can be seen that the second hypothesis is accepted, it is concluded that if the MS Glow product has a good brand image then it can influence consumers in brand trust. Accepted means that the p-values of brand image have an influence on brand trust.

The results of the direct influence of brand trust on brand loyalty with the results obtained by a t-statistic value of $13.764 \geq 1.96$ and a significance value (p-value) of $0.000 \leq 0.05$. So it can be seen that the third hypothesis is accepted, from this hypothesis it can be concluded that good brand trust by consumers towards MS Glow products can affect brand loyalty. Accepted means that the p-values of brand trust have an influence on brand loyalty. Based on table 7, it shows the results of the indirect influence of brand image on brand loyalty through brand trust as an intervening variable with a t-statistic value of $11.120 \geq 1.96$ and a significance value (p-value) of $0.000 \leq 0.05$. So it can be seen that the fourth hypothesis is accepted, from this hypothesis it can be concluded that brand image has a positive and significant effect on brand loyalty among MS Glow consumers, which is supported by the existence of a variable brand trust as an intervening variable. Accepted means that the p-values of brand image on brand loyalty have an effect through brand trust as an intervening variable.

According to the findings of the investigation into the effect of brand image on brand loyalty, it shows that brand image has a positive and significant effect on brand loyalty of MS Glow products. This means that the better the brand image of the MS Glow product, the more loyal consumers to the brand will be. Brand image in this study is measured based on 5 indicators. Based on the results, it shows that the highest value lies in the brand identity indicator which is located on the MS Glow product packaging which is easily recognized by consumers. So that the easier it is for consumers to recognize MS Glow product packaging, the better the brand image of MS Glow products will be.

The lowest average value is located on the brand personality indicator (product authenticity). Although in this study the brand personality indicator (product authenticity) received the lowest score, it did not reduce the value of authenticity or original MS Glow products because all MS Glow products

have passed BPOM certification and have received the HALAL label. It can be concluded that brand identity is a very important thing in a product, especially in packaging, the better the product packaging, the better the brand image generated. MS Glow products also have a good brand personality because they are able to provide a sense of security to consumers with products that have guaranteed authenticity so as to make consumers more loyal to MS Glow. The results of this study are reinforced by the results of research by Rodiques & Rahanatha (2018), Alfia & Dwiridotjahjono (2022) and Ramadhan (2020) that brand image has a positive and significant effect on brand loyalty.

In accordance with the findings of this research concerning the effect of brand image on brand trust, it shows that brand image has a positive and significant effect on brand trust for MS Glow products. This means that the better the brand image of the MS Glow product, the brand trust will increase. In the results of the scale range test, the highest value was found on the consumer-brand characteristic indicator with the statement that the MS Glow product is a product that can solve consumer skin problems. The indicator that has the lowest value is found in brand characteristics with the statement that the MS Glow product can compete with other competitors. Based on the results of this analysis, it can be concluded that brand trust is able to give a distinct impression in the eyes of consumers, namely being able to compete with other competitors and provide products that are safe and guaranteed to be authentic because they have passed the HALAL and BPOM certification tests so as to give consumers a sense of trust. The results of this study are in accordance with research conducted by Chusniartiningsih and Andjarwati (2018), Ramadhan (2020) and Rodiques & Rahanatha (2018) brand image has a positive and significant effect on brand trust.

The results of this study indicate that there is a positive and significant influence between the variables of brand trust and brand loyalty, which means that with good brand trust by consumers, brand loyalty can also increase. Brand loyalty is a consumer attitude that uses or purchases repeatedly. The results of the analysis that has been carried out show that brand loyalty has 4 indicators. Based on the results, it shows that the highest score is found in buying the same brand continuously, which means that consumers will buy MS Glow products repeatedly whenever they need them. The lowest score is found in satisfaction with the benefits provided. However, the results of existing research indicate that consumers. MS Glow is classified as satisfied with the benefits provided. This is also reinforced by the results stated by Yohana et al (2018), Widodo & Tresna (2018) and Rodiques and Rahanatha (2018) brand trust has a positive and significant effect on loyalty.

According to the results of this research concerning the Specific Indirect Effect of the relationship between brand image and brand loyalty through brand trust, it shows that the results of brand trust are able to mediate the effect of brand image on brand loyalty. That is, a good brand image can increase consumer brand trust in MS Glow which has an impact on increasing brand loyalty. Brand trust in this study was measured based on 3 indicators namely, brand characteristics, company characteristics, and consumer-brand characteristics. Brand image is measured based on 5 indicators. These results indicate that brand trust can be influenced by the five indicators of brand image.

The researcher concludes that the better a brand image is in the eyes of consumers in the form of memorable packaging, products that are safe to use, a good impression of a brand, good brand actions taken to communicate with consumers, and good value given by the brand to consumers. then it can increase the brand trust of MS Glow products. Good brand trust is formed from brand characteristics, company characteristics and consumer-brand characteristics that can increase brand loyalty. This research is also in line with the research of Susilawati & Wufron (2018) and Marliawati & Cahyaningdyah (2020) showing that brand image and brand loyalty have a significant effect through brand trust.

CONCLUSION

Based on research, the conclusion in the research is the MS Glow brand image has a significant positive influence on consumer trust and loyalty. A good brand image increases consumer trust in the brand, which in turn increases consumer loyalty to the product. Consumer trust in brands also has a positive impact on brand loyalty, indicating that a high level of trust will increase consumer loyalty. Brand image also acts as an intervening variable that mediates the relationship between brand image, brand trust and consumer loyalty, emphasizing the importance of strengthening brand image and consumer trust in marketing strategies to increase consumer loyalty to the MS Glow brand.

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