

THE ROLE OF BRAND TRUST IN MEDIATING PRODUCT IMAGE AND CORPORATE IMAGE TOWARDS BRAND LOYALTY OF MS GLOW BEAUTY PRODUCTS

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Abstract

The purpose of this study is to determine the direct and indirect effects of Corporate Image, Product Image on Brand Loyalty through Brand Trust. This study took a total sample of 220 respondents who were selected using the accidental sampling technique in January 2023. The data analysis used was SEM-PLS. The results of the study show that direct Corporate Image and Product Image have a significant effect on Brand Loyalty for MS GLOW Beauty Products in Medan City. This study concludes that indirectly Brand Trust can mediate Corporate Image and Product Image towards Brand Loyalty for MS GLOW beauty products in Medan City.

Keywords: Brand Trust, Mediasi Product Image, Corporate Image, Brand Loyalty

INTRODUCTION

The development of the beauty industry at this time has become a necessity for female and male consumers (Adet Galih., 2018). According to the Ministry of Industry in 2017 as many as 760 beauty industries developed from small to large scale. This phenomenon opens opportunities for the beauty industry to produce quality and safe products that comply with applicable regulations in Indonesia. Cosmetic companies in Indonesia compete in getting customers, not only on product benefits but already in contact with brands that can provide satisfaction for the wearer. A list of top cosmetic and skincare brands can be seen in Figure 1 and Figure 2 below:



Figure 1: The 10 best-selling Local Skincare Brands on the Online Marketplace

Source: <https://compas.co.id/article/brand-skincare-lokal-terlaris/>



Figure 2: 10 Best-selling Local Skincare Brands in the Online Marketplace

Source: <https://compas.co.id/article/brand-skincare-lokal-terlaris/>

Based on sales data, according to compass.co.id, the MS Glow brand has decreased. In 2021 MS Glow's sales are ranked 1st (first) with sales of Rp. 38.5 billion, while in 2022 sales of Brand MS Glow were in 3rd (three) position with sales of Rp.29.48 billion, while sales of Brand Scarlett were able to stay in 2nd (two) position from 2021 to 2022 with sales in 2021 of Rp.17.7 billion and in 2022 Rp. 40.98 billion (experiencing an increase). Meanwhile, sales of Brand Something have increased in 2021, Somethink is in 3rd position with sales of Rp. 8.1 billion in 2022 sales of Rp. 52.28 billion, so that it succeeded in being in the first position in sales of the best-selling skincare brands in E-commerce. Loyalty is a good attitude when applied in social life. Loyalty is an important component of within organizations, groups, or relationships between individuals. The essence of loyalty is loyalty and dedication (Amin et al., 2021; Purba et al., 2019). Loyal people express themselves in their thoughts and actions. They seek to identify the interests of the person loyal to the interests of the object. Loyalty is a condition of mental attitude to maintain loyalty to the company, superiors, and co-workers (Lubis & Syaifuddin, 2022). In marketing, brand loyalty describes consumers' positive feelings towards a brand, this is their dedication to buying the brand's products or services repeatedly, regardless of deficiencies, competitors' actions, or environmental changes. Brand loyalty can also be demonstrated by other behaviours such as advocating positive word of mouth. Loyalty implies dedication and should not be confused with a habit of less emotional involvement and commitment. The brand is the most important factor of a product. This "promise" is what makes the public more familiar with the brand than other brands (Aaker, 1991; Syaifuddin, 2014). Kotler and Armstrong (1995), stated that the brand will be developed by consumers who believe in the brand. Brand image is consumer trust in the brand. The variation in consumer trust in brand image is the desire of consumers so that they reach alternative brands through certain evaluation procedures including brand trust or brand image. Brand image is defined as the overall impression of consumers of a brand. Creating, cultivating and maintaining a certain brand image is very important for the long-term success of a brand (Park et al., 1986; Lubis et al., 2019). In addition, marketers spend millions of dollars to create and strengthen brand images (Briggs, 1998). Thus, an established brand image provides a competitive advantage for companies because of its critical impact on marketing and financial performance. In maintaining buyer and seller relationships, it is very important to build trust (Morgan and Hunt, 1994). Agustin and Singh, (2005) stated "Brand Trust can be defined as the consumer's belief that he can rely on the seller to provide the promised service."

LITERATURE REVIEW

Brand Loyalty

Brand loyalty is customer loyalty to the brand they use so that they make repeated use and purchases, so they have a commitment to the brand. Aaker (2015) brand loyalty is a relationship between a customer and a brand. Meanwhile, Schiffman and Kanuk (2009) brand loyalty is also a preference for consumers who consistently make purchases at the same brand for specific products with certain service categories. Jacoby & Kyner's (1973) brand loyalty, is a behavioural response bias expressed over time through individual decision-making with respect to one or more alternative brands to exit from a set of said brands and is a function of evaluative psychological processes. Brand loyalty is a choice made by consumers to buy certain brands over other brands in one product category (Giddens et al., 2002). Khan and Mahmood (2012) define brand loyalty can be defined as the customer's unconditional commitment and a strong relationship with the brand, which is not likely to be affected under normal circumstances, while Oliver (1997) defines loyalty as a "firmly held commitment to buy re-patronizing or re-patronizing the preferred product/service consistently in the future, thereby causing repeated same-brand or brand-purchases, despite situational influences and marketing efforts having the potential to cause switching behavior."

Brand loyalty according to Mowen and Minor (2002) is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand and intends to continue to buy it in the future. "Brand loyalty is a result of non-random long existence behaviour response, and it was a mental purchase process formed by some certain decision units who are considered more than one brand (Jacoby and Olson in Yi Lin, 2010). From various opinions of experts above the authors can conclude that Brand loyalty is the loyalty of a consumer to the product he uses who feels suitable and satisfied with the product, the consumer makes repeated purchases of the product so that he will promote it to everyone such as family, co-workers and close friends.

Brand Trust

Brand trust is customer trust in a brand. According to Delgado (2004), brand trust is the ability of a brand to be trusted (brand reliability) which originates from consumer confidence that the brand is able to fulfil the promised value and intense good brand (brand intention) which is based on consumer belief that the brand can prioritize the interests of consumers. Meanwhile, Chaudhuri and Holbrook (2001) say brand trust is the willingness of the average consumer to depend on the ability of a brand to carry out all its uses or functions. Customers' desire to rely on a brand with the risks faced because of expectations of the brand will lead to positive results, (Lau and Lee, 1999). Besides that, consumers' willingness to trust or rely on a brand in a risk situation is due to the expectation that the brand in question will provide positive results (Tjiptono, 2014). According to Ferrinadewi (2008), brand trust is the perception of reliability from a consumer's point of view based on experience or more on sequences of transactions or interactions that are characterized by the fulfilment of expectations for product performance and satisfaction. Brand trust is a perception of reliability from a consumer's point of view based on experience or more on sequences of transactions or interactions characterized by fulfilled expectations of product performance and satisfaction (Costabile et al., 2012). Barnes (2003)

stated that trust involves a person's willingness to behave in a certain way because of the belief that his partner will give him what he expects and a hope that is generally owned by someone that the words, promises or statements of other people can be trusted. "Trust has become one of the key variables in Macintosh & Lockshin's discussion of relationship marketing (1997) Relationship marketing is defined as the process of creating, maintaining and enhancing strong, value-laden relationships with customers and other stakeholders (Kotabe & Helsen, 2001; Kismoyogi et al., 2019). Likewise, Morgan and Hunt (1994) describe relationship marketing as "all marketing activities directed toward establishing, developing and maintaining successful relational exchanges." In general, commitment is trust. Important theories in relationship marketing research, which are applied in business-to-business relationships and business-to-customer relationships, focus on the term the length of the relational exchange between the seller and the buyer. According to this theory, three important constructs including trust, relationship and cooperation commitment are identified. In their study of commitment-trust theory, trust has a positive impact and is a major determinant of relationship commitment and cooperation. In addition, trust and relationship commitment is necessary antecedents of successful cooperative relationship marketing behaviour. Therefore, trust and commitment are major factors in the establishment, maintenance, development and interpersonal and marketing relationships. This is a major factor in maintaining and improving relationships with customers/consumers. If the consumer already believes in the product, then he will automatically use it repeatedly and will promote word of mouth to his environment. From the various opinions of the experts above, the authors can conclude that Brand Trust is consumer trust in a brand so that consumers feel comfortable and do not switch to other brands.

Image Maker (Corporate Image)

Image is the main goal of an organization or company. The definition of the image itself is abstract or intangible, but its form can be felt from an assessment, whether it is a sign of respect from the surrounding public or the wider community for the organization or company seen as a business entity that is trusted, professional and reliable in the establishment of good services. Good (Ingtyas et al., 2021). Corporate image is the consumer's response to the total offerings offered and is defined as the sum of the beliefs, ideas and services provided by the organization. This relates to the name of the business, building, product or service, tradition, ideology and quality that is communicated by everyone who has interacted with the organization. Corporate image is an association related to the organization with the attributes of a company. The better the image of a company, the more products from that company will be accepted by consumers (Biels, 1993; Manalu et al., 2022; Amal et al., 2019).

According to Frank Jefkins in Munandar (1995), corporate image is the image of an organization or company as a whole. A combination of what consumers feel about retail brands, producer brands, and store brands. The image presented is able to create consumer interest in the store. In the research he conducted, image and reputation were used as substitutes in previous research, where these two components were able to replace one another. Martenson (2007) and Amini et al (2012) state that an effective corporate image must also stimulate interest among customers, generate brand equity, and ultimately drive sales so that company actions are as well as by factors that have a direct or indirect impact on the public. Opinions, such as the media, trade unions, social organizations, industry associations, and other entities

(Blishak, 2007; Wahidah et al., 2022; Syaifuddin et al., 2017). Meanwhile, according to Tang Weiwei (2007), Corporate Image is the impression that is owned by the public towards the company. Corporate Image is a function of organizational signals that determine stakeholder perceptions regarding the activities carried out by the company (Riordan et al., 1997; Syaifuddin, & Rizal, 2018). Corporate image is abstract in nature but its form can be felt from evaluation, both as a sign of appreciation and respect from the public for a company that is seen as a good, trusted, professional and reliable business entity in providing good service (Ruslan, 1994). Companies can operate on the signals they provide because they convey information about characteristics that the organization cannot observe. Various stakeholders selectively process various signals or information signals received from the organization's company to assess the effectiveness of the organization. From the various opinions of the experts above, the authors can conclude that corporate image is the reputation/image of a good company that is able to make consumers interested in the products being sold.

Product Image

Product image is a set of organizations that consumers perceive of a product which includes product attributes, benefits for consumers, use and guarantees (Machmud ET AL., 2020; Ampera et al., 2020). Product image is the consumer's response to all offers that are given, defined as several beliefs, ideas and impressions of the community on an image of a product. That is, the image of the product is an impression that is formed in the minds of the public about the product to be marketed or sold. The image is always related to the business name, architecture, variety of products, traditions, ideology and the impression of the quality of communication and services provided. According to experts on Product Image: Schiffman and Kanuk (2008) product images that are perceived as pleasant have a much better chance of being purchased than products that have an unpleasant or neutral image. Meanwhile, according to Smith quoted from Roslina (2010) states product image is a combination of various attributes such as price, store name, and country of manufacture of a product. Product image is the impression or belief that a person has towards an object, the better the image of a product, the consumer will be interested and have an interest in buying the product. Product image needs to be considered by producers, where when consumers already have a good product image perception, consumers will not hesitate to buy the product.

Sutisna (2011) states Product Image is a set of associations that consumers perceive of a product. According to Buchari Alma (2007), the product image is a person's perception of a set of both tangible and intangible attributes. Meanwhile, according to Simamora (2004), the product image is a set of associations that consumers perceive of a product. From the various opinions of the experts above, the writer can conclude that a product image is a product that has a strong image/impression in the consumer's long-term memory and is preferred when buying a product when the product is needed.

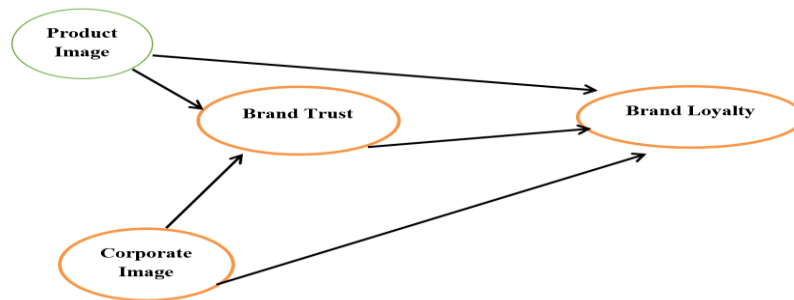


Figure 3: Product image

From figure 3 shows:

1. Product Image has a positive and significant effect on Brand Loyalty for MS GLOW beauty in Medan City
2. Corporate Image has a positive and significant effect on Brand Loyalty for MS GLOW beauty in Medan City
3. Brand Trust has a positive and significant effect on Brand Loyalty for MS GLOW beauty in Medan City
4. Product Image has a positive and significant effect on the MS GLOW beauty Brand Trust in Medan City
5. Corporate Image has a positive and significant effect on the MS GLOW beauty Brand Trust in Medan City
6. Product Image has a positive and significant effect on Brand Loyalty through the MS GLOW Beauty Brand Trust in Medan City
7. Corporate Image has a positive and significant effect on Brand Loyalty through the MS GLOW Beauty Brand Trust in Medan City

RESEARCH METHOD

This study uses a quantitative approach. The data were obtained from distributing questionnaires with a Likert scale with a total sample of 220 respondents. The research data were analyzed using a structural equation model (SEM) based on partial least squares (PLS) which aims to examine the direct and indirect effects of the research variables used.

RESULT AND DISCUSSION

Measurement Model Analysis (Outer Model)

Based on Figure 4 shows that all variables have met the validity requirements with a loading factor value of all indicators worth > 0.7 . Then the next test can be carried out.

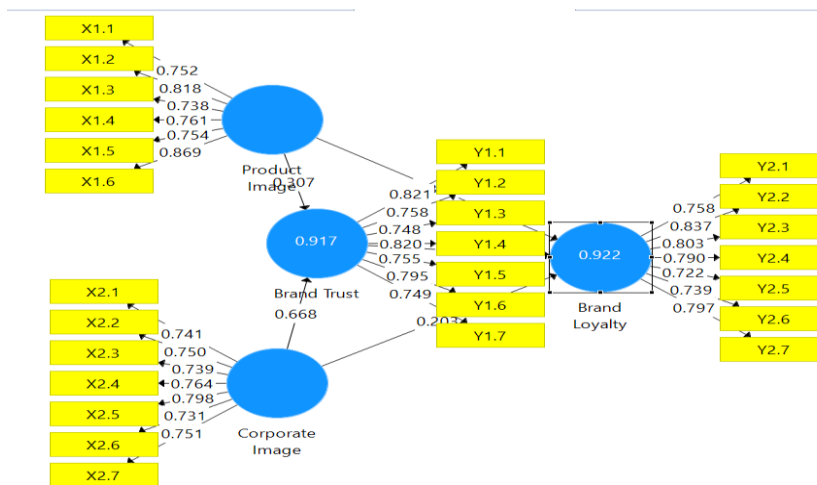


Figure 4: Outer Model

Construct Reliability Test

Table 1: Construct Reliability and Validity

Construct Reliability and Validity				
Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Loyalty	0.891	0.892	0.915	0.607
Brand Trust	0.891	0.893	0.915	0.606
Corporate Image	0.873	0.875	0.902	0.568
Product Image	0.873	0.875	0.905	0.613

The results of the analysis shown in Table 1 above show that the AVE value of each latent variable has a value of > 0.5 and the composite reliability value and Cronbach's alpha value for each latent variable is more than 0.7, so it can be concluded that the variable indicators are able to measure well.

Measurement Model Analysis (Inner Model)

Coefficient of Determination (R²)

Table 2: R Square

R Square		
Matrix	R Square	R Square Adjusted
Brand Loyalty	0.922	0.921
Brand Trust	0.917	0.917

Based on table 2 above, it is known that the adjusted R-Square value for the Brand Loyalty performance variable is 0.921 or 92.10% and the remaining 7.9% is influenced by other variables not examined in this study. The R-Square adjusted Brand Trust variable is 0.917 or 91.70% and the remaining 8.3% is influenced by other variables not examined in this study.

Predictive Relevance (Q2)

The Q2 value has the same meaning as the R-Square coefficient of determination. Q- large square value (Q2) 0 indicates the model has predictive relevance otherwise if a value (Q2) is less than 0 this indicates the model has less predictive relevance in other words where all Q2 values are higher, the model is considered to be more suitable with the data considerations Q2 value can be done as follows.

$$Q2 = 1 - (1-R^2_1) (1-R^2_2) \dots (R_n^2)$$

$$Q2 = 1 - (1-0.921) (1-0.917)$$

$$Q2 = 1 - (0.079) (0.089)$$

$$Q2 = 0.99$$

Based on these results the Q2 value is 0.99 so it can be concluded that the variables in this study are Corporate Image, Product Image, Brand Trust, Brand Loyalty, contributing, contributing original data in the existing structural model of 99%, then the remaining 0.1% needs to be developed other than of the variables of this study.

Effect Size (F2)

Effect size (F2) determines the goodness of the model. Also to find out whether the predictor variable has a weak influence, sufficient or strong influence at the structural level.

Hypothesis Test

Table 3: Direct Influence

Path Coefficients					
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
Brand Trust -> Brand Loyalty	0.416	0.413	0.070	5.969	0.000
Corporate Image -> Brand Loyalty	0.203	0.199	0.062	3.261	0.001
Corporate Image -> Brand Trust	0.668	0.664	0.054	12.465	0.000
Product Image -> Brand Loyalty	0.364	0.370	0.050	7.253	0.000
Product Image -> Brand Trust	0.307	0.311	0.056	5.507	0.000

1. The Effect of Brand Trust on Brand Loyalty

Directly Brand Trust has a positive and significant effect on Brand Loyalty. This result can be seen from the significance value of 0.000 which is less than 0.05. This means that the increasing Brand Trust will increase significantly the Brand Loyalty of MS GLOW beauty in Medan City. exchange partners have reliability and integrity. This means that Brand Trust is very closely related to brand loyalty because loyal consumers, these consumers must feel comfortable, and safe and trust the products used. In line with the results of research by Kim & Chao (2019) entitled Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers and Abdurrachman's research (2018) entitled Effects of Brand Experience, Trust and Satisfaction on Brand loyalty (Study on the Toyota Avanza brand in Jakarta). Based on the description above, Brand Trust influences the brand loyalty of MS GLOW beauty in Medan City.

2. Effect of Corporate Image on Brand Loyalty

Directly Corporate Image has a positive and significant effect on Brand Loyalty. This result can be seen from the significance value of 0.001 which is smaller than 0.05. This means that the more the Corporate Image increases, the more significant the Brand Loyalty for MS GLOW beauty in Medan City. This research is in line with the research results. Faullant, et al, (2008) state that companies that have a positive image and customers with high satisfaction can influence high levels of customer loyalty. In creating customer loyalty, companies are expected to be able to form a positive image so that consumers have good thoughts and are sure to buy. return products or services from the company (Mardalis, 2006). In line with research by Jasfar (2005) In addition, it is also very important to foster and maintain a strong image for a service company if you want to get consumers and maintain their loyalty. Likewise with Widiastuti and Trianasari's research (2020) entitled Effects of Corporate Image and Customer Satisfaction on Customer Loyalty at The Lovina Bali Hotel. Same with research by Hamdani, & Zulfikar (2017). entitled The influence of corporate image, user image, and product image on customer loyalty for britama savings products at PT. People's Bank of Indonesia, Lhokseumawe city.

3. Effect of Corporate Image on Brand Trust

Brand Corporate Image directly has a positive and significant effect on Brand Trust. This result can be seen from the significance value of 0.000 which is less than 0.05. This means that with the increasing Corporate Image, the MS GLOW beauty Brand Trust in Medan City will increase significantly. In Energen Cereal Beverage Products In Tangerang City Indonesia, the hypothesis states that Brand Image has a positive effect on Brand Trust. In line with research from Anjani (2017) entitled The Influence of Brand Image and Brand Trust on Revlon Lipstick Brand Loyalty (a case study of Revlon lipstick consumers in Yogyakarta), in line with research from Rodiques & Rahanatha (2018) entitled The Role of Brand Trust Mediating Brand Image Relationships With Brand Loyalty (Study on Iphone Consumers in Denpasar City. This is also in line with Hak Songa et al.'s research, (2019) entitled Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops, Mabkhot and Shaari (2017) entitled The Influence of Brand Image and Brand Personality on Brand Loyalty, Mediating by Brand Trust: An Empirical Study (The Influence of Brand Image and Brand Personality on Brand Loyalty, Impression of Brand Trust Intermediaries: Empirical Studies), Susilawati and Wufron (2017) entitled The Influence of Brand Image on Brand Trust and Its Implications for Brand Loyalty (Dodol Products PT. He rlinah Cipta Pratama), Hokky and Bernarto (2021) entitled The Role of Brand Trust and Brand Image on Brand Loyalty on Apple iPhone Smartphone Users in DKI Jakarta, Chinomona (2016) entitled Brand Communication, Brand Image and Brand Trust as antecedents of Brand Loyalty in Gauteng Province of South Africa and I Bernarto et al., (2020) entitled The Influence of Brand Awareness, Brand Image and Brand Trust on Brand Loyalty Corporate image will manifest how the appearance of employees or employees, facilities and infrastructure of the company . Based on the description above, corporate image influences the MS GLOW beauty brand trust in Medan City.

4. Effect of Product Image on Brand Loyalty

Directly, Product Image has a positive and significant effect on Brand Loyalty. This result can be seen from the significance value of 0.000 which is less than 0.05. This means that the more

Product Image increases, the MS GLOW beauty Brand Loyalty in Medan City will increase significantly. , partly by its functional qualities and partly by its psychological attributes.” In line with research by Lang et al (2020) entitled The role of advertising, distribution intensity and store image in achieving global brand loyalty in an emerging market, The Effect of Product Image on Customer Satisfaction Impact Customer Loyalty on Traditional Food at Jiban Restaurants Surabaya, and Wati's research (2017) entitled The Influence of Corporate Image, User Image and Product Image on Consumer Loyalty in Brilliant English Course Pare. Based on the description above, product image affects brand loyalty beauty MS GLOW in Medan City.

5. Effect of Product Image on Brand Trust

Product Image directly has a positive and significant effect on Brand Trust. This result can be seen from the significance value of 0.000 which is less than 0.05. This means that the more Product Image increases, the MS GLOW beauty brand trust in Medan City will increase significantly. In line with research by Irfandani et al (2021) entitled The Influence of Country of Origin, Brand Image, and Brand Trust on Brand Loyalty in Oppo Smartphone Users, the hypothesis states that brand image has a positive effect on brand loyalty. in line with research by Marliawati and Cahyaningdyah (2020) entitled Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust. Likewise, Hendrajati (2016), entitled The Influence of Brand Identity on Brand Loyalty Through Yamaha's Brand Image and Brand Trust, and Semadi and Ariyanti (2018), entitled The Influence Of Brand Experience, Brand Image, And Brand Trust On Brand Loyalty Of Abc-Cash. Based on the description above, it can be assumed that product image has an effect on brand trust. Products used by consumers will cause positive and negative things depending on what consumers feel when using them.

Table 4: Indirect Influence

Mean, STDEV, T-Values, P-...	Confidence Intervals		Confidence Intervals Bias ...	Samples	Copy to Clip
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
Corporate Image -> Brand Trust -> Brand Loyalty	0.278	0.274	0.050	5.536	0.000
Product Image -> Brand Trust -> Brand Loyalty	0.128	0.128	0.033	3.897	0.000

6. The influence of Corporate Image on Brand Loyalty through Brand Trust

Indirectly Brand Trust has a significant influence in mediating Corporate Image on Brand Loyalty for MS GLOW beauty in Medan City. This can be shown by the significance value of 0.000 which is less than 0.05. The results of this study are in accordance with research conducted by Susilawati and Wufon (2017) entitled The Influence of Brand Image on Brand Trust and Its Implications for Brand Loyalty (Dodol Products PT. Herlinah Cipta Pratama). To be able to create strong brand value in the minds of consumers, the company does is create a customer concept. If a strong brand concept can be well communicated to the right target, then the brand will create a brand image that can reflect a clear brand identity. If the company can maintain the company's image and the image of other customers, then it can influence the customer to show sincerity in consuming the product, the customer will show honesty or openly in consuming the product and when the better the product image, the customer will decide to

always consume the brand. the product. If this goes well, the customer will show repeated purchases, not only that product brand that is purchased but other company product brands, and will recommend the product brand information to other consumers. Based on the description above, corporate image influences brand loyalty through the MS GLOW beauty brand trust in Medan City.

7. Effect of Product Image on Brand Loyalty through Brand Trust

Indirectly Brand Trust has a significant effect in mediating Product Image on Brand Loyalty for MS GLOW beauty in Medan City. This can be shown by the significance value of 0.000 which is less than 0.05. The results of this study are in accordance with research conducted by Susilawati and Wufron (2017) entitled the effect of brand image on brand trust and its implications for brand loyalty (PT. Herlinah Cipta Pratama's dodol product). When a company applies a good image to a product, customers will really trust a particular product, if this is applied consistently it will affect their loyalty to the products produced by the company. Research Based on the description above, it can be assumed that product image influences brand loyalty through brand trust. If the products used by consumers are maintained in quality and quantity and consumers are satisfied with the results of the product, consumers will automatically make repeated purchases.

CONCLUSION

The conclusion of the study was that it was found that there were three variables directly, namely emotional intelligence, work life balance and work stress which had a significant effect on employee performance except for leadership which did not affect employee performance in the sub-district office of Central Tapanuli Regency and the emotional intelligence variable, work-life balance, leadership had an effect on Work stress. Then indirectly work stress is able to mediate the three variables namely emotional intelligence, work-life balance, leadership on employee performance in the sub-district office of Central Tapanuli Regency.

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