

## The Effect of Brand Image, Product Quality, and Brand Trust on Maybelline Lipstick Customer Loyalty in Denpasar City

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**ABSTRACT:** The purpose of this study is to explain the effect of brand image, product quality, and brand trust on customer loyalty. This research was conducted on Maybelline lipstick customers in Denpasar City. The number of samples in this study were 112 respondents. The sampling technique is purposive sampling. Data collection was obtained from the results of distributing questionnaires online to Maybelline lipstick customers in Denpasar City. Analysis of the data in this study uses multiple linear regression analysis. The results of this study show that brand image has a positive and significant effect on customer loyalty, product quality has a positive and significant effect on customer loyalty, brand trust has a positive and significant effect on customer loyalty. Maybelline's lipstick company management should pay attention to brand image, product quality, and brand trust felt by customers in order to maintain and increase customer loyalty.

**Keywords:** brand image, product quality, brand trust, customer loyalty

### INTRODUCTION

Every woman is identical with beauty, women always want to look beautiful and become the center of attention for their surroundings. Cosmetic products are used by women to beautify and take care of themselves by using skin care and make up, this is the reason why women like to use various kinds of cosmetics (kemenperin.go.id, 2019).

Lipstick is the most popular beauty product for women in 2018. Lipstick is an affordable luxury, not surprisingly the beauty product most preferred by Indonesian people is lipstick (Maharrani, 2019). The brand of lipstick that used in this study is Maybelline which is an international cosmetic brand from United States that has been owned by the L'Oreal group since 1996. Maybelline was founded in 1915 by TL Williams in New York, United States (maybelline.co.id, 2019).

**Table 1: Top Brand Index Survey of Lipstick Category for 2016-2018**

2016		2017		2018		Ket.
Merek	TBI (%)	Merek	TBI (%)	Merek	TBI (%)	
Wardah	17,6	Wardah	21,3	Wardah	29,35	TOP
Maybelline	15,1	Maybelline	14,2	Pixy	14,87	TOP
Pixy	12,5	Pixy	9,8	Red-A	10,12	TOP
Revlon	10,1	Red-A	9,5	Maybelline	8,91	
Red-A	8,9	Revlon	4,9	Puteri	3,51	
Lainnya	35,8	Lainnya	40,3	Lainnya	33,24	
<b>Total</b>	100	<b>Total</b>	100	<b>Total</b>	100	

Source: *topbrand-award.com, 2019*

Table 1.1 shows the results of a survey of the top brand index of the lipstick category in 2016 to 2018, it can be seen that the Maybelline lipstick decreased in 2016 to 2018, where the percentage of the top brand index of the Maybelline brand lipstick category in 2016 was 15.1 percent and continued to experience decrease until 2018 to 8.91 percent.

People in Indonesia are getting smarter in choosing cosmetic products to buy, especially lipstick products. The large choice of lipstick products offered makes the community more selective in choosing, this causes companies to be demanded to continue to innovate to issue lipstick products that are in accordance with their wants and needs so that customer loyalty can be created (Amaranggana and Rahanatha, 2018).

Customer loyalty is a positive attitude towards a brand, commitment to a brand has the intention to continue purchases in the future. Brand image is one factor to increase customer loyalty to a particular brand of

products offered, in a very competitive business competition, the survival of the company depends on loyal customers (Harnoto, 2014).

The influence of customer loyalty to the company, requires the company to be able to provide quality products to satisfy its customers. Customer loyalty can be formed with the impression of quality and experience when consuming goods or services. (Parthady and Rahyuda, 2019). Product quality is customer's match to product that can be expected and meets their needs (Andreas, 2016).

Loyalty can also be strengthened by brand trust. Brand trust is an important contributor to the emotional commitment of customers that leads to long-term loyalty. A person is motivated to look for a trusted brand as a criterion for determining purchasing decisions if individuals face uncertainty in their expectations or satisfaction of consumption (Husain and Madjid, 2017).

## II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to Dharma and Sukaatmadja (2015) brand image is an impression of a brand that appears in the minds of customers. Placement of a brand in the customer's mind must be done so that the brand image created becomes increasingly positive for the customer. Research conducted by Dananjaya and Rastini (2018) concluded that brand image had a positive and significant effect on customer loyalty. Chao et al. (2015) in his research stated that brand image has a positive and significant effect on customer loyalty. Sulibhavi (2017) in his research concluded that brand image had a positive and significant effect on customer loyalty. This is reinforced by the research conducted by Anggraini (2015) suggesting the results of research that brand image has a positive effect on customer loyalty. Based on the description, the hypothesis can be formulated as follows:

H1 :Brand image has a positive and significant effect on customer loyalty.

Ehsani (2015) states that product quality is the belief that customers have of a product that is considered to meet customer expectations. In a previous study conducted by Familiar and Muftukhah (2015) concluded that product quality directly affected customer loyalty. Parthady and Rahyuda (2019) stated in their research that product quality had a positive and significant effect on customer loyalty. Amaranggana and Rahanatha (2018) stated that product quality has a positive influence on customer loyalty. Lamidi and Rahadhini (2013) concluded that product quality had a positive and significant effect on customer loyalty. Based on the description, the hypothesis can be formulated as follows:

H2 :Product quality has a positive and significant effect on customer loyalty.

Brand trust is the willingness of customers to trust a brand with all the risks because there is hope in their minds that the brand will give positive results to customers so that it will cause loyalty to a brand (Rizan et al., 2012). In a study conducted by Faranisa et al. (2018) concluded that there was a significant influence between brand trust on customer loyalty. Husain and Madjid (2017) in their research showed that brand trust significantly influenced customer loyalty. Ayu and Sulistyawati (2018) suggested that brand trust has a positive and significant effect on customer loyalty. Januar and Karneli (2016) in their research concluded that brand trust had a significant and positive influence on customer loyalty. Based on the description, the hypothesis can be formulated as follows:

H3 :Brand trust has a positive and significant effect on customer loyalty.

## III. METHODS

This research is an associative research that is to find out the relationship between two or more variables. In this study discusses the influence of brand image on customer loyalty, the effect of product quality on customer loyalty, and the influence of brand image on customer loyalty. The location of this research is in Denpasar city. The object of this research is growing customer loyalty which is influenced by brand image, product quality, and brand trust in Maybelline lipstick products in Denpasar City. The independent variables in this study are brand image, product quality, and brand trust and the dependent variable used in this study is customer loyalty. The type of data based on its nature used in this study are: 1) Quantitative data in this study are respondents' opinions on statements that include brand image variables, product quality, brand trust, and customer loyalty 2) Qualitative data in this study are qualitative data that is compiled with scoring method. Data sources of this study are: 1) Primary sources in this study are respondents who provide an assessment of the statements contained in the questionnaire regarding the variables in the study, 2) Secondary sources in this study are institutions or related parties that publish data cited related research topic.

In this study the researchers used a questionnaire as a data collection technique with a Likert scale including questionnaire answer score data that is based on indicators of each variable with five (5) points "Strongly Disagree", "Disagree", "Fairly Agree", "Agree", and "Strongly Agree" to the respondent. The population used is female customers who have bought Maybelline lipstick products domiciled in Denpasar City. The number of samples used in this study were 112 respondents. The sampling technique in this study is to use non probability sampling, namely by purposive sampling. Research data were collected using an instrument in

the form of an online questionnaire. The data analysis technique used in this study uses descriptive statistical analysis, inferential statistical analysis in the form of multiple linear regression analysis preceded by testing the research instruments namely; validity test and reliability test. Continued testing of classic assumptions includes; normality test, multicollinearity test and heteroscedasticity test.

#### IV.RESULT AND DISCUSSION

Respondents Based on the age characteristics of the respondents, it can be seen that the majority of respondents are in the age classification of 18-24 years totaling 65 people (58%), vulnerable aged 25-30 years totaling 30 people (26.8%), age range > 30 years totaling 17 people (15.2%). This means that the majority of respondents who use Maybelline lipstick products are respondents with a young age ranging from 18-24 years which are included in the productive age. Based on the characteristics of the latest education it can be seen that the majority of the last educated high school / equivalent is 64 people (57.1%). The level of bachelor is 22 (19.6%). The level of diploma education is 20 people (17.9%). The level of postgraduate education is 6 people (5.4%). This means that the respondents in this study were dominated by respondents with the last high school / equivalent education level.

Validity test is done with the help of the SPSS program by calculating the correlation. The validity test results show that all instruments used to measure the research variables have Pearson Correlation above the value of 0.30 so that the overall indicators used are valid. The reliability test results showed that each variable had a Cronbach Alpha coefficient of more than 0.60. This shows that all variables in this study were stated to be reliable.

Multiple linear regression analysis was used to determine the effect of brand image (X1), product quality (X2), and brand trust (X3) on customer loyalty (Y). The results of the multiple linear regression analysis are shown in Table 2.

**Table 2: Multiple Linear Regression Analysis Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,037	,290		-,126	,900
Brand image	,429	,093	,376	4,616	,000
Trust	,228	,093	,228	2,466	,015
Perceived enjoyment	,337	,096	,307	3,525	0,000

Source: (Primary Data Processed), 2019

Based on the results in Table 2, the regression equation is as follows.

$$Y = -0,037 + 0,429 X1 + 0,228 X2 + 0,337 X3 + e$$

The multiple linear regression equation can be interpreted as follows.

1. The brand image regression coefficient (X1) of 0.429 indicates that each increase in the brand image variable (X1) with the assumption that other independent variables are constant, customer loyalty will increase by 0.429.
2. Product quality regression coefficient (X2) of 0.228 indicates that every increase in product quality variable (X2) with the assumption that other independent variables are constant, customer loyalty will increase by 0.228.
3. Brand trust regression coefficient (X3) of 0.337 shows that every increase in brand trust variable (X3) with the assumption that other independent variables are constant, customer loyalty will increase by 0.337.

The normality test aims to test whether in the residuals of the regression model that are made are normally distributed or not. This study uses the Kolmogorov-Smirnov non-parametric statistical test.

**Table 3: Normality Test Result**

	Unstandardized Residual
N	112
Kolmogorov-Smirnov Z	0,905
Asymp. Sig. (2-tailed).	0,386

Source: (Primary Data Processed), 2019

Based on the analysis results, the Asymp value. Sig. (2-tailed) of 0.386, which is greater than 0.05 (0.386 > 0.05) which means that the data has met the normality requirements and the data is declared to be normally distributed.

Multicollinearity Test aims to test whether the regression model found a correlation between independent variables by looking at the correlation between fellow independent variables seen from the value of tolerance and the value of inflation factor (VIF)

**Table 4: Test Result Multicollinearity**

Model	Colinearity Statistic	
	Tolerance	VIF
image	0,470	2,127
quality	0,364	2,745
trust	0,413	2,423

Source: (Primary Data Processed), 2019

Based on the analysis results, it can be seen that the tolerance coefficient of all variables is greater than 0.10 and the VIF value is smaller than 10, which means the regression equation model is free from multicollinearity. To find out the presence or absence of heteroscedasticity, that is by doing Glejser Test by regressing the absolute value of the independent variable.

**Table 5: Test Result Heteroskidastity**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,364	,187		1,949	,054
	Brand image	,027	,060	,064	,460	,647
	Kualitasproduk	-,050	,060	-,133	-,838	,404
	Kepercayaanmerek	,003	,061	,008	,053	,958

Source: (Primary Data Processed), 2019

Based on the analysis results presented in Table 5, it can be seen that the significance value of the brand image variable is 0.647, the product quality variable is 0.404, and the brand trust variable is 0.958. This value is greater than 0.05 which means there is no influence between the independent variables on absolute residuals. Thus, the model created does not contain symptoms of heteroscedasticity.

Based on the results of the analysis presented, the F test significance value of 0,000 is less than 0.05 (0,000 < 0.05). This means that the brand image, product quality, and brand trust variables have a simultaneous effect on customer loyalty and the regression model is feasible to use in this study.

Based on the analysis results that have been presented, it is obtained the significance value of the t test of the three independent variables is smaller than 0.05. This means that the brand image variable, product quality, and brand trust partially have a positive and significant effect on customer loyalty.

The coefficient of determination is used to find out how much the variation of the dependent variable will be able to be explained by the variation of the independent variable while the rest is explained by other variables outside the model used. The value of R Square in this study amounted to 0.663, which means 66.3 percent of customer loyalty variables are influenced by variables of brand image, product quality, and brand trust. The remaining 33.7 percent is explained by other variables outside the regression model used.

## V. HYPOTHESIS AND RESULT

### The effect of brand image on customer loyalty

Hypothesis testing on the influence of brand image on Maybelline lipstick customer loyalty in Denpasar City shows that brand image has a positive and significant effect on Maybelline lipstick customer loyalty in Denpasar City. This means that if the brand image is getting higher, the customer loyalty of Maybelline lipstick in Denpasar will increase and conversely the lower the brand image, the customer loyalty of Maybelline lipstick in Denpasar will decrease. The results of this study are in accordance with previous studies conducted by Dananjaya and Rastini (2018), Chao et al. (2015), Sulibhavi (2017), and Anggaraini (2015) who found that brand image had a positive and significant influence on customer loyalty.

### The effect of product quality on customer loyalty

Hypothesis testing on the influence of product quality on Maybelline lipstick customer loyalty in Denpasar City shows that product quality has a positive and significant effect on Maybelline lipstick customer loyalty in Denpasar City which means that if the product quality is higher the customer loyalty of Maybelline

lipstick in Denpasar City will increase and vice versa low product quality, customer loyalty Maybelline lipstick in the city of Denpasar has declined. The results of this study are consistent with previous studies conducted by Familiar and Muftukhah (2015), Parthady and Rahyuda (2019), Amaranggana and Rahanatha (2018), and Lamidi and Rahadhini (2013) who stated that product quality has a positive and significant effect on loyalty customer.

### The effect of brand trust on customer loyalty

Hypothesis testing on the influence of brand trust on Maybelline lipstick customer loyalty in Denpasar City shows that brand trust has a positive and significant effect on Maybelline lipstick customer loyalty in Denpasar City which means that if brand trust is higher the Maybelline lipstick customer loyalty in Denpasar is increasing and vice versa is getting low brand trust, Maybelline lipstick customer loyalty in the city of Denpasar is decreasing. The results of this study are in accordance with previous studies conducted by Faranisa et al. (2018), Husain and Mudjid (2017), Ayu and Sulistyawati (2018), and Janur and Karneli (2016) who stated that brand trust had a positive and significant influence on customer loyalty.

## VI. CONCLUSION

Based on the results of data analysis and discussion presented in the previous chapter, the conclusions of the results of this study are as follows: 1) brand image has a positive and significant effect on customer loyalty, 2) product quality has a positive and significant effect on customer loyalty, and 3) brand trust has a positive and significant effect on customer loyalty. This shows that the higher brand image, product quality, and brand trust will increase customer loyalty.

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