

The Effect Of Brand Awareness And Trust On Customer Brand Loyalty Of Wardah Products In Banten Province

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Submitted : March 30, 2021

Revised : April 15, 2021

Published : April 30, 2021

ABSTRACT

This research aims to know the influence of brand awareness and brand trust on customer brand loyalty Wardah in the Province of Banten, the simultaneous influence of both are also tested in this study. The population in this research is the customers' Products in Banten Province. The research was carried out from June until August 2018. The method used is the sample election accidental sampling technique or the formula used hence theory Malhotra and produced 85 representative samples, a sample that is truly representative of the population. Data collection is carried out using questionnaires to spread 85 respondents. Based on the results of this research it can be concluded that variables brand awareness and confidence in the brand to brand loyalty either partial or simultaneous. The influence of brand awareness greater than trust the brand. And 76.3% of Wardah customer brand loyalty in Banten Province affected by the brand awareness and confidence in the brand, while the rest is influenced by other factors not examined.

Keyword: *Brand Awareness, Brand Loyalty, Brand Trust*

INTRODUCTION

Cosmetics or beauty tools now have very various types, there are thousands to millions, ranging from various brands to their uses. However, consumers will see a brand as the most important part of a product, and the brand can be an added value in the product.

One market industry that is currently experiencing intense competition in marketing its products to win over consumers is the cosmetics market industry. The emergence of a new business threat in the cosmetics sector causes companies to develop and seize market share. One of the cosmetic products that are currently trying to grab market share is Wardah cosmetic product.

The number of cosmetic facial cream brands that exist, causes consumers to switch from one brand to another. So those companies are required to be more creative and innovative in marketing their products so that they can compete with other products. At a low level of competition, brands only differentiate between one product and another. Meanwhile, at a high level of competition, brands contribute to creating and maintaining the competitiveness of a product Wardah cosmetic products produced by PT Paragon Technology and Innovation show the positive character image of women who are identical to the hijab and cosmetics for the first time using a halal brand. This product has obtained a halal certificate from the Majelis Ulama Indonesia (MUI) and received an "International Halal Award" from the World Halal Council as a pioneer of halal cosmetics in the world.

One of the assets that Wardah cosmetics manufacturers can use to expand their market share is a brand. The rapid market share makes the presence of a brand very important in today's business world because the presence of a brand can attract customer attention so that it gives customers a sense of curiosity about a product produced with a certain brand. Brand (brand) serves to identify goods or services from a person or group of presenters and distinguish them from similar products from other presenters (Kotler and Keller, 2009). According to Soemanagara (2006), a successful brand is a brand that has an important history of mastering information, especially about the advantages of branded products with positive experiences felt by customers on these products. A strong brand will drive strong purchasing decisions as well. Brands are believed to have great power to lure people to buy the products or services they represent. It is no secret that most women like it and even have to do body care, especially the face. They do this to make them look perfect, more beautiful and attractive, and more pleasing to the eye, especially when viewed by the opposite sex. Naturally, women want to always look beautiful and attractive at every opportunity. In contrast to men who mostly do not think about appearance problems and what they are. Cosmetics are tools to fulfill the need for beauty.

Tranggono (2019) defines cosmetics as ingredients that are used to provide a beauty and health impact on the body. In general, ordinary people define cosmetics as a tool or material used to beautify and beautify the body as desired, even to make healthy parts. outside the body. Cosmetics or beauty tools now have very various types, there are thousands to millions, ranging from various brands to their uses. However, consumers will see a brand as the most important part of a product, and the brand can be an added value in the product. Brands are believed to have great power to lure people to buy the products or services they represent.

Table 1.

Results of Respondents' Responses Regarding Wardah Customer Brand Awareness

| No | Indicator | Brand Awareness | | % |
|----|---|-----------------|-----------------|-----|
| | | Standard Value | Perceived Value | |
| 1 | Consumers remember when they first heard | 35 | 38 | 76% |
| 2 | Consumers remember when they mention the brand name | 35 | 37 | 74% |
| 3 | The brand is familiar in the minds of consumers | 35 | 43 | 86% |
| 4 | Popular brand | 35 | 30 | 60% |
| 5 | Consumers know the brand after being notified | 35 | 37 | 74% |
| 6 | Consumers remember brands after being reminded | 35 | 44 | 88% |

Source: Primary data that has been processed

Information $n = 10$ respondents, scale 1 to 5, the highest score ($5 \times 10 = 50$), and the lowest score ($1 \times 10 = 10$), so that the standard score ($50/2 + 10 = 35$), Zikmund et.al, 2010. The perception value is obtained from the total number of respondents' answers to the indicator, if the perceived value is less than the standard value then the indicator indicates a problem.

Based on table 1.1, it can be seen that the problems that arise in variable X1 are on indicator No. 4 of popular brands, respondents' responses indicate that customers feel there are still more popular ones compared to Wardah. For variable X1 there is an indication of a problem with the score for indicator No. 4 the perceived value is 30, the percentage is only 60%. So it can be seen that the problematic indicator is in No.4.

Table 2.
Results of Respondents' Responses Regarding Wardah Customer Brand Trust

| No | Indicator | Brand Trust | | % |
|----|---------------------------|----------------|-----------------|-----|
| | | Standard Value | Perceived Value | |
| 1 | Trust | 35 | 38 | 76% |
| 2 | Reliable | 35 | 33 | 66% |
| 3 | Honesty | 35 | 38 | 76% |
| 4 | According to expectations | 35 | 34 | 68% |
| 5 | Security | 35 | 37 | 74% |

Source: Primary data that has been processed

Information $n = 10$ respondents, scale 1 to 5, the highest score ($5 \times 10 = 50$), and the lowest score ($1 \times 10 = 10$), so that the standard score ($50/2 + 10 = 35$), Zikmund et.al, 2010. The perception value is obtained from the total number of respondents' answers to the indicator, if the perceived value is less than the standard value then the indicator indicates a problem.

Based on table 1.2, it can be seen that the problems that arise in the X2 variable are reliable indicator No. 2, the responses of the respondents indicate that the customer feels that there is something better than the Wardah brand. No. 4 as expected, the respondent's response indicates that the customer feels less satisfied after use. For variable X2, there are indications of problems with the score for indicator No.2, the perceived value is 33, the percentage is only 66%, and No. 4 the perceived value is 34, the percentage is only 68%. So it can be seen that the problematic indicators are in No.2 and 4

Table 3.
Results of Respondents' Responses Regarding Wardah Customer Brand Loyalty

| No | Indicator | Brand Loyalty | | % |
|----|----------------------------|----------------|-----------------|-----|
| | | Standard Value | Perceived Value | |
| 1 | First choice | 35 | 33 | 66% |
| 2 | Loyalty | 35 | 35 | 70% |
| 3 | Don't buy any other brands | 35 | 32 | 64% |
| 4 | Recommend | 35 | 43 | 86% |
| 5 | Dare to pay more | 35 | 33 | 66% |
| 6 | Brand truth | 35 | 42 | 84% |

Source: Primary data that has been processed

Information $n = 10$ respondents, scale 1 to 5, the highest score ($5 \times 10 = 50$), and the lowest score ($1 \times 10 = 10$), so that the standard score ($50/2 + 10 = 35$), Zikmund et.al, 2010. The perception value is obtained from the total number of respondents' answers to the indicator, if the perceived value is less than the standard value then the indicator indicates a problem.

Based on table 1.3, it can be seen that the problems that arise in the Y variable are in the first choice No.1 indicator, the responses of the respondents indicate that not all consumers make Wardah the first choice. No. 3 does not buy other brands, the respondents' responses indicate that there are still consumers who prefer to buy other brands. No. 5 dares to pay more, the respondent's response indicates that consumers do not dare to spend more money just to buy one product. For variable Y there is an indication of a problem with the score for indicator

No. 1, the perceived value is 33, the percentage is only 66%, No.3, the perceived value is 32, the percentage is only 64% and No. 5, the perceived value is 33, the percentage is only 66%. So it can be seen that the problematic indicators are in Nos. 1, 3, and 5.

Based on the background described above, it is necessary to know clearly by conducting research, so that the researcher took a research title, namely: "*The Effect Of Brand Awareness And Trust Toward Brand Loyalty Of Wardah Products Customers In Banten Province*".

According to the Trademark Law no. 15 of 2001 Article 1 paragraph 1, a mark is a "sign in the form of a picture, name, word, letters, numbers, color arrangement or a combination thereof which has distinctive power and is used in trading activities of goods or services". According to Aaker (1997), a brand is a distinguishing name and or symbol (such as a logo, stamp, or packaging) to identify goods or services from a seller or a particular product, thereby differentiating it from goods and services produced by competitors. . So the brand identifying the seller or brand maker can be a name, trademark, logo or another symbol.

According to Aaker in Tjiptono (2011: 97), brand awareness is the ability of consumers to be able to recognize or remember that a brand is a member of a certain product category. In general, consumers tend to buy products with familiar brands based on convenience, safety, and other considerations. Brand Trust According to Idrees (2015: 35), trust is a person's desire to face risks that depend on other parties. Meanwhile, according to Kim (2003: 160) is the consumer's subjective belief in the selling party in fulfilling their transaction obligations.

According to Lau and Lee (1999: 344), trust in a brand is the willingness of consumers to believe in a brand with all the risks that occur because of the expectation that it will provide positive and beneficial results for consumers who buy the brand. Brand trust guides consumers in making purchasing decisions. Therefore, trust in brands can reduce all risks and uncertainties, so that there is trust in the brand, consumers will feel that what they choose is the best brand and meets expectations (Tanojohardjo., et al. 2014: 2).

From the opinion of experts, it can be concluded that brand trust is the willingness of consumers to trust and feel safe in a brand at all costs because there is an expectation that the brand can provide positive and reliable results for them. According to Lau and Lee (1999: 5), three factors can influence trust in a brand, namely brand characteristics, company characteristics, and customer brand characteristics.

Loyalty is a choice made by consumers to buy a certain brand compared to other brands in the product category. (Giddens in Farid Yuniar Nugroho, 2011: 16). According to Schiffman and Kanuk in Rizan (2012: 6), brand loyalty is the preference of consumers consistently to make purchases on the same brand on specific products or certain service categories. Brand loyalty is a strong commitment to subscribing or buying a brand consistently in the future.

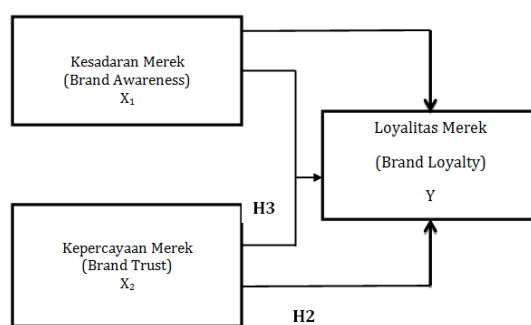


Figure 1. Framework

From this research model, the researcher will build a hypothesis that will be proposed, namely:

H1: brand awareness affects brand loyalty

H2: brand trust affects brand loyalty

H3: brand awareness and brand trust affect brand loyalty

METHOD

This study using quantitative methods because the research data is in the form of numbers and the analysis uses statistics. Quantitative research methods can be interpreted as a research method for researching specific populations or samples, data collection using research instruments, quantitative/statistical data analysis, to test the established hypotheses (Sugiyono, 2016: 7-8)

The research entitled "The Influence of Brand Awareness and Brand Trust on Brand Loyalty of Wardah Customers in Banten Province" uses a quantitative approach. The quantitative approach is a research process that uses a research point of view that sees directly between the researcher and the independent facts, so the researcher can objectively test the reality of the facts on a limited, value-free, and unbiased dimension. In this study, there were 17 statement items. So the number of samples taken in this study was 85 samples (17 statement items x 5).

The research instrument used in this study was a questionnaire or questionnaire that the researcher made himself. A research instrument is a tool used to measure observed natural and social phenomena (Sugiyono, 2016: 102).

The scale of measurement in this study, the author uses a Likert scale. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. With this Likert scale, the variables to be measured are translated into indicator variables. Then these indicators are used as a starting point for compiling instrument items which can be in the form of questions or statements (Sugiyono, 2016: 93)

RESULTS AND DISCUSSION

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire (Ghozali, 2016: 52).

A reliability test is a tool for measuring a questionnaire which is an indicator of the variables of a questionnaire. It is declared reliable if someone's answer to a statement is consistent or stable over time (Ghozali, 2016: 47). A reliability test was carried out with the help of SPSS 23, which provides facilities for measuring reliability with the Cronbach Alpha (α) Statistical Test. A variable is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Ghozali, 2016: 47).

The normality test aims to test whether, in the regression model, confounding or residual variables have a normal distribution (Ghozali, 2012). In this study, the method used is to look at the probability plot that compares the cumulative distribution of the normal distribution. The normal distribution will determine the straight diagonal line, and the residual data plot will be compared with the diagonal line. If the distribution of residual data is normal, the line describing the actual data will follow the diagonal line (Ghozali, 2012).

Aiming to test whether the dependent and independent variable models both have a normal distribution or not, the normalized test is carried out either manually or using the SPSS version 23 computer program. normal.

A multicollinearity test needs to be done to test whether the regression model finds a correlation between the independent variables (Ghozali, 2016: 103). If there is a correlation, it is said that there is a multicollinearity problem. To find out the multicollinearity between the independent variables, it can be seen through the VIF (Variance Inflation Factor) value of each independent variable on the dependent variable. The regression model is said to be free from multicollinearity if $VIF < 10$, and the tolerance value > 0.1 (10%).

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the residual variance from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is homoscedastic or if is heteroscedastic (Ghozali, 2016: 134).

The definition of multiple linear regression analysis according to Sugiyono (2010: 277), is as follows: "The analysis used by researchers, if it intends to predict how the state (rise and fall) of the dependent variable (criteria), if two or more independent variables as predictor factors are manipulated (increase decrease the value) ". Multiple linear regression analysis aims to explain the magnitude of the influence of Brand Awareness and Brand Trust on Customer Loyalty. Linear regression analysis equations, in general, are used to test the hypotheses in this study.

The coefficient of determination test aims to measure how far the model's ability to explain dependent variations. The coefficient of determination is zero and one (Ghozali, 2016: 95). If the value of the correlation coefficient is known, the coefficient of determination can be obtained by squaring it.

The t-test is a partial test carried out to determine the effect of one independent variable individually in explaining the variation of the dependent variable (Ghozali, 2016: 97). Partially the independent variable (brand awareness and brand trust) on the dependent variable (brand loyalty). Testing through the t-test is to compare t_{count} with t_{table} at the real level $\alpha = 0.05$. The t-test has a significant effect if the result of the t count is greater than t table ($t_{\text{count}} > t_{\text{table}}$) or the probability of error is less than 5% ($\text{sig} < 0.05$). As for the hypotheses in this study are:

Ho: $\beta = 0$: there is no significant effect

Ha: $\beta \neq 0$: there is a significant effect.

The F test is a simultaneous test to determine whether the variables of brand awareness and brand trust simultaneously have a significant effect on brand loyalty (Ghozali, 2016: 96). In general, the hypothesis statement is written as follows:

Ho: This means that there is no significant effect of the independent variables on the dependent variable together

Ha: This means that there is a significant effect of the independent variables on the dependent variable together.

Table. 4
Result of the Coefficient of Determination
Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,874 ^a | ,763 | ,758 | 2,33172 |

a. Predictors: (Constant), KEP, KES

Based on the table above, the R Square value is 0.763 (76.3%), this shows that using the regression model obtained where the independent variables, namely brand awareness and brand trust, influence the brand loyalty variable by 76.3%. While the remaining 23.7% is explained by other unknown factors or variables and is not included in this regression analysis.

Partially the independent variable (brand awareness and brand trust) on the dependent variable (brand loyalty). Simultaneously, brand awareness and brand trust have a positive effect on the brand loyalty of Wardah cosmetic customers. So it can be concluded that Ho is rejected and Ha is accepted.

The Influence of Brand Awareness on Brand Loyalty of Wardah Customers in Banten Province

This study succeeded in obtaining evidence of brand awareness of brand loyalty. This influence is positive, meaning that if brand awareness is increased, brand loyalty will also increase, conversely, if brand awareness is lowered, brand loyalty will also decrease. These results are consistent with the results of the context of Nokia mobile phone sales (Anita Dwi Kurniati 2013), namely brand awareness has a positive and significant effect on brand loyalty. Meanwhile, Diah Tri Utami (2016) found conflicting results with this study, namely that brand awareness did not affect brand loyalty.

The Influence of Brand Trust on Wardah Customer Brand Loyalty in Banten Province

This study succeeded in obtaining evidence of brand awareness of brand loyalty. This influence is positive, meaning that if brand awareness is increased, brand loyalty will also increase, conversely, if brand awareness is lowered, brand loyalty will also decrease. These results are consistent with the results of the sales context of Nokia mobile phones (Anita Dwi Kurniati 2013), namely brand trust has a positive and significant effect on brand loyalty. Wahyu (2010) brand trust has a positive and significant effect on brand loyalty in the Nokia mobile phone industry sector. Mirza Arief (2017) results from the sales context of Aqua, namely brand trust has a positive and significant effect on brand loyalty.

The Influence of Brand Awareness and Brand Trust on Brand Loyalty of Wardah Customers in Banten Province

This study succeeded in obtaining evidence of brand awareness of brand loyalty. This influence is positive, meaning that if brand awareness is increased, brand loyalty will also increase, conversely, if brand awareness is lowered, brand loyalty will also decrease. These results are consistent with the results of research by Insani Ilmiati (2012) that simultaneously brand awareness and brand trust have a positive and significant effect on brand loyalty.

CONCLUSION

There is an effect of Brand Awareness on Brand Loyalty of Wardah customers in Banten Province with the results of $t_{\text{count}} (6.212) > t_{\text{table}} (1.986)$ so that Ho rejects and accepts

Ha with a significant level of 0.000 ($0.000 < 0.05$) so it can be concluded Wardah customer brand awareness in Banten Province is said to be in the "GOOD" category.

There is an effect of Brand Trust on Brand Loyalty of Wardah customers in Banten Province with the results of $t_{\text{count}} (4.456) > t_{\text{table}} (1.986)$ so that H_0 rejects and accepts H_a with a significant level of 0.000 ($0.000 < 0.05$) so it can be concluded Wardah customer brand trust in Banten Province is said to be in the "GOOD" category.

There is an effect of Brand Awareness and Brand Trust on Brand Loyalty of Wardah customers in Banten Province with the results $F_{\text{count}} (143,650) > F_{\text{table}} (3,10)$ so that H_0 rejects and accepts H_a with a significant level of 0,000 ($0,000 < 0, 05$) so it can be concluded that Brand Awareness and Brand Trust on Brand Loyalty of Wardah customers in Banten Province are said to be in the "GOOD" category.

Based on the Partial Determination Coefficient Test, the independent variables, namely brand awareness and brand trust, jointly affect the dependent variable, namely brand loyalty of 76.3% and the rest is influenced by other variables not included in this study.

The influence of brand awareness is greater than brand trust. Therefore Wardah management needs to increase the brand awareness of Wardah consumers by doing promotions so that Wardah consumers can know Wardah directly, not through other people. Wardah companies must improve product quality so that customers dare to pay more.

Further Researchers, It is suggested to further researchers to expand the object of research, add other variables, and collect data not only to emphasize the questionnaire but to conduct in-depth interviews with respondents, so that the information obtained can be more varied on the questionnaire whose answers are already available.

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