Factors influencing Brand Loyalty for Scarlett Whitening products in Jakarta

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Abstract: This study intends to investigate the effects of three important variables on brand loyalty for Scarlett Whitening products among Jakarta consumers: brand image, brand experience, and brand trust. The study used a quantitative methodology and a survey method to examine data from 100 customers who had at least three purchases of the product. Structural Equation Modeling (SEM) was used to process the data, and the results made it abundantly evident that all three variables greatly affect brand loyalty. The research is helpful for both corporations and academic scholars. For academics, it offers a well-organized overview of the factors influencing brand loyalty, acting as a valuable starting point for further study. Additionally, it implies that future study should think about varying the research factors and increasing the sample size to obtain more diverse results. The findings provide critical consumer behavior insights for businesses, particularly Scarlett Whitening, and emphasize the necessity to concentrate on enhancing brand image, experience, and trust to increase customer loyalty. The study paves the way for future research that will be more thorough and serves as a roadmap for efficient brand management tactics.

Introduction

In this era of globalization, competition in the business world is increasing day by day. Companies will do various ways to develop and maintain loyal customers for the products being marketed, because there are many brands of products in the same field, sometimes it

also makes customers confused in making decisions to use and buy products repeatedly from these products. (Firdaus & Hermawan, 2022) say loyalty is a process, at the end of the process, satisfaction has an effect on perceived quality, which can have an impact on loyalty and intentions for certain behaviors from a customer. If the customer already believes and is loyal to the product, the customer's view of the brand image is also good. Brand image reflects the feelings consumers and businesses have about the entire organization as well as individual products or product lines as (Akbar et al., 2023) have stated. Certainly customers also have brand experience of products that are used repeatedly, whether the experience is good or not, if the customer experience of the product is good the customer will definitely buy, be satisfied with the sale of the product but vice versa if the customer does not have a good experience then the customer will be disappointed.

According to (Koo et al., 2023) brand experience is the result of customer emotions from brand images, such as logos, names, websites. The importance of understanding brand experience as a marketing tool is determined through understanding its role and strategic importance in brand management in the contemporary era. When a customer is loyal to a product, the customer also has confidence in the product he uses, so it is usually called brand trust or customer trust. The higher the value of trust in a brand, the more confident we are to make purchases of these products without hesitation as stated by (Park et al., 2023). The skin care and body care business is currently growing rapidly, and beauty is something that women really desire and dream of. Skin care has become a very important need for some people, especially for women, but nowadays we find that many men also buy skin care. There are many factors that influence consumers to use this service, such as in terms of product, price, customer service, reference groups, lifestyle and promotions. Scarlett Whitening products are very popular, especially among social media users because of product reviews from various influencers and reviews from Scarlett Whitening's own customers. Products from Scarlett Whitening can be said to be products that are able to compete in the midst of many other skin care companies. What's more, Scarlett Whitening belongs to an Indonesian artist, Felycia Angelista. In addition, there are still differences in the results of previous studies making it interesting to study. Products from Scarlett Whitening can be said to be products that are able to compete in the midst of many other skin care companies. What's more, Scarlett Whitening belongs to an Indonesian artist, Felycia Angelista. In addition, there are still differences in the results of previous studies making it interesting to study.

Products from Scarlett Whitening can be said to be products that are able to compete in the midst of many other skin care companies. What's more, Scarlett Whitening belongs to an Indonesian artist, Felycia Angelista. In addition, there are still differences in the results of previous studies making it interesting to study. Brand Image has a positive impact on brand

loyalty as stated (Tang et al., 2023), stated that Brand Image has a positive and significant impact on Brand Loyalty (Meyer-Waarden et al., 2023), argued that Brand Image moderates the effect of brand satisfaction on Brand Loyalty, which means Brand Image has a positive influence on Brand Loyalty. So, it can be concluded that Brand Image has a positive and significant influence on Brand Loyalty, so there is no difference in the results of the research that has been done. Next, another important factor to consider in repeat purchases is Brand Experience. Brand Experience has a positive impact on brand loyalty as stated by (Torres-Moraga & Barra, 2023), stated that Brand Experience has a positive and significant impact on Brand Loyalty, stated that Brand Experience has a positive effect on Brand Loyalty. So, it can be concluded that Brand Experience has a positive and significant influence on Brand Loyalty, so the results of this study are consistent with previous research, this study shows that brand experience is effective in creating and expanding loyalty through satisfaction, and most of the research focuses on personality, trust, and commitment (Hafez, 2022). The next factor is Brand Trust. Brand Trust has a positive and significant impact on Brand Loyalty, stated that Brand Trust has a positive and significant impact on Brand Loyalty, (Barhorst et al., 2023), stated that Brand Trust has a positive influence on Brand Loyalty. However, there is a research gap in the results of other previous studies which indicate that there is a research gap between the previous research and this research. Therefore, it is necessary to fill the research gap. We suspect this is because most researchers view brand trust as a direct factor for brand loyalty. In addition, there are still differences in the results of previous studies making it interesting to study. This study aims to determine the effect of Brand Image on Brand Loyalty, Brand Experience on Brand Loyalty and Brand Trust on Brand Loyalty on Scarlett Whitening products in Jakarta.

Research Method

The population in this study are consumers of Scarlett Whitening products in Jakarta. In this study used non-probability sampling method with purposive sampling technique (Indaryani & Wulandari, 2023). The sample selection technique that the researcher uses is non-probability sampling using a purposive sampling technique in which only those selected are based on certain considerations whose purpose is to obtain a sampling unit that has the appropriate characteristics, because the researcher has criteria for respondents. The criteria selected as respondents were customers who had purchased and used at least 3 times with an age range of 12 years - over 30 years (Tutz, 2023; Varriale et al., 2023).

The sample size of this study was 100. Sampling in this study was carried out by distributing questionnaires from Google Forms to respondents via social media. In addition,

questionnaires were also distributed to respondents who always buy scarlett whitening products repeatedly. This questionnaire contains four variables consisting of brand image which is measured using an interval scale and a Likert scale previously adapted from previous researchers (Indrawati et al., 2023; Tutz, 2023) . The brand experience variable is measured using a Likert scale and an interval scale. adapted from previous researchers (Masyhuri, 2023; Prasetya Agung Nugraha & Syafaruddin, 2023). The brand trust variable was measured using the Cronbach Alpha scale and a four-item scale adapted from previous researchers (Doddy & Wulandari, 2023).The brand loyalty variable was measured using an interval scale adapted from previous researchers (Sohaib & Han, 2023). This questionnaire contains four variables consisting of brand image which is measured using an interval scale and a Likert scale previously adapted from previous researchers .The brand experience variable is measured using a Likert scale and an interval scale. adapted from previous. The brand trust variable was measured using the Cronbach Alpha scale and a four-item scale adapted from previous researchers. The brand loyalty variable was measured using an interval scale adapted from previous researchers. This questionnaire contains four variables consisting of brand image which is measured using an interval scale and a Likert scale previously adapted from previous researchers. The brand experience variable is measured using a Likert scale and an interval scale. adapted from previous researchers (Lv et al., 2023). The brand trust variable was measured using the Cronbach Alpha scale and a four-item scale adapted from previous researchers.The brand loyalty variable was measured using an interval scale adapted from previous researchers The data analysis technique used is SEM using SmartPLS software. Structural equation modeling (SEM) is divided into two parts, namely the inner model and the outer model. Data analysis is part of the inner model (Robertson et al., 2022). The inner model is a structural model that is used to predict causal relationships (causation relationships) between latent variables or variables that cannot be measured directly. Thus, the conceptual framework in this study can be made as follows:
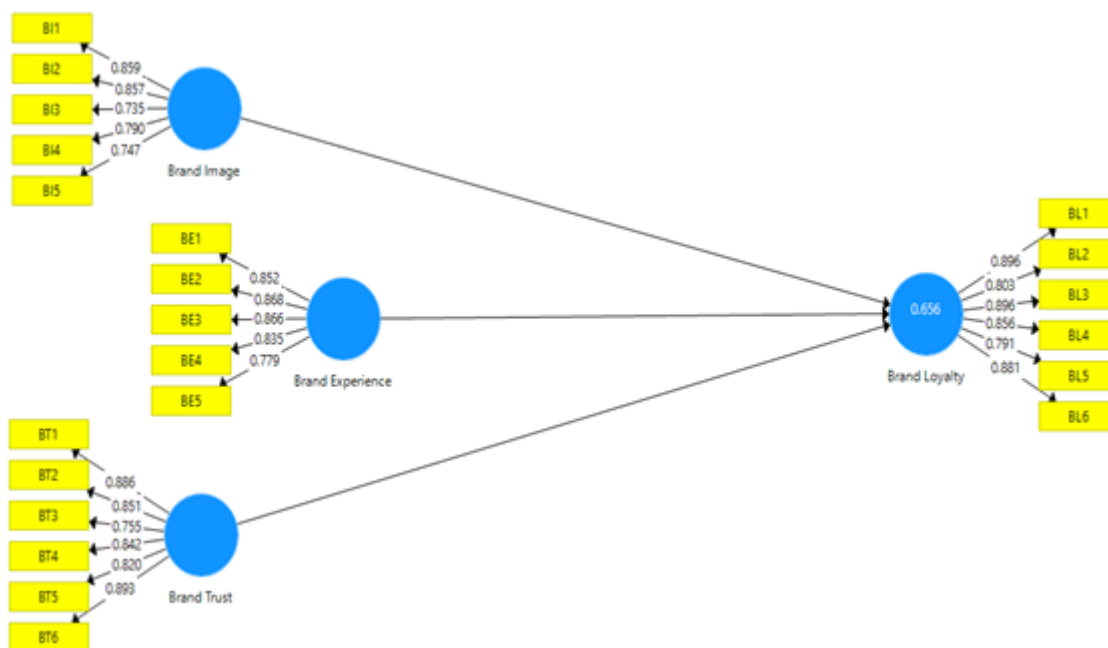
Figure 1 Figure loading factor for each variable

The following is an explanation of each of these hypothesis testing. First Hypothesis Testing

The first hypothesis (H1) in this study is as follows:

H1: Brand Experience can positively predict Brand Loyalty for Scarlett Whitening brand products in Jakarta. Based on figure 1, the first hypothesis is not rejected because, testing the first hypothesis has a t-statistics value of 4.490 and a p-value of 0.000. So it can be concluded that it meets the minimum requirements, namely the t-statistics value is more than 0.96 and the p-value is less than 0.05. Thus, it can be said that Brand Experience can positively predict Brand Loyalty for Scarlett Whitening brand products in Jakarta.

Second Hypothesis Testing

The second hypothesis (H2) in this study is as follows:

H2: Brand Image can positively predict Brand Loyalty for Scarlett Whitening brand products in Jakarta. Based on figure 1, the second hypothesis is not rejected because the t-statistics and p-values already meet the criteria of 4.251 and 0.000. Thus, brand image can positively predict brand loyalty for Scarlett Whitening products in Jakarta.

Third Hypothesis Testing

The third hypothesis (H3) in this study is as follows:

H3: Brand Trust can positively predict Brand Loyalty for Scarlett Whitening brand products in Jakarta. Based on table 4.15, the third hypothesis is not rejected because the t-statistics and p-values already meet the criteria of 6.212 and 0.000. Thus, brand trust can positively predict brand loyalty for Scarlett Whitening products in Jakarta.

Convergent validity

The definition of validity according to (Schaug et al., 2023) is the degree of certainty between the data that actually occurs on the object and the data collected by the researcher. A test can be said to have high validity, if the test has been carried out and provides precise and accurate measurement results, in accordance with the intent of the test. Validity test is used to test whether a questionnaire is valid or not. A questionnaire can be said to be valid if the questions on the questionnaire represent a problem that is measured by the questionnaire as stated by (Indaryani & Wulandari, 2023). Discriminant validity aims to ensure that each concept from each latent model is different from other variables. Discriminant validity can be seen using cross loadings, HTMT and Fornell-larcker criteria. The purpose of doing discriminant validity is to ensure that each concept from each latent model is different from other variables. Validity testing is carried out to find out how precisely a measuring instrument performs its measurement function as stated by (Oktavian & Handoyo, 2023; Vavensy & Handoyo, 2023). Validity analysis can use the Structural Equation Modeling (SEM) technique consisting of convergent validity and discriminant validity.Convergent validity can be assessed by comparing the factor loading values of each indicator with their respective constructs. The test results in Figure 1 above show that each of the indicators produces an outer loading value that is greater than 0.6. So it can be concluded that these indicators have met the convergent validity criteria.
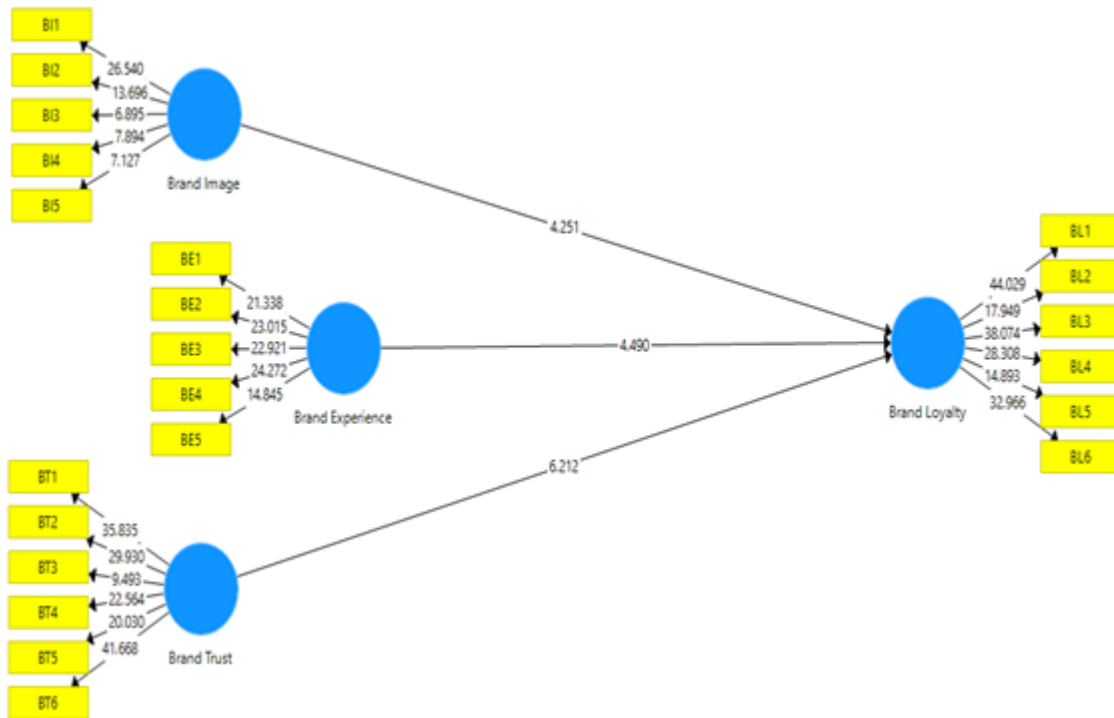
Figure 2 the results of the bootstrapping trial

Summary of Hypothesis Testing

Hypothesis testing is a process for evaluating the strength of evidence from a sample, as well as providing a basis for making decisions regarding the population, usually the goal is to decide whether the hypothesis being tested will be rejected or accepted. (Ton et al., 2023) said that testing the research hypothesis using PLS-SEM was carried out by paying attention to the t-statistic value in the path analysis between variables (path analysis) through the bootstrapping method. Hypothesis testing in this study was carried out by comparing the t-statistic value with the minimum limit value of t being 1.96 with a significance level/p-value of 5% (α = 5%) and by paying attention to the original sample value to find out the direction of the model, whether the relationship is positive or not.

Table 1 Hypothesis Testing Results

Variable	T-statistics	P-values	Information
Brand Experience -> Brand Loyalty	4,490	0.000	Not Rejected
Brand Image -> Brand Loyalty	4,251	0.000	Not Rejected
Brand Trust -> Brand Loyalty	6,212	0.000	Not Rejected

The table above shows the hypothesis testing of this study. The hypothesis is said not to be rejected if the t-statistics value is greater than 1.96 and the p-value is less than 0.05 (The following is an explanation of each of these hypothesis tests. $\alpha = 5\%$).

First Hypothesis Testing

H1: Brand Experience can positively predict Brand Loyalty for Scarlett Whitening brand products in Jakarta. Based on table 4.15, the first hypothesis is not rejected because, testing the first hypothesis has a t-statistics value of 4.490 and a p-value of 0.000. So it can be concluded that it meets the minimum requirements, namely the t-statistics value is more than 0.96 and the p-value is less than 0.05. Thus, it can be said that Brand Experience can positively predict Brand Loyalty for Scarlett Whitening brand products in Jakarta.

Second Hypothesis Testing

H2: Brand Image can positively predict Brand Loyalty for Scarlett Whitening brand products in Jakarta. Based on table 4.15, the second hypothesis is not rejected because the t-statistics and p-values already meet the criteria of 4.251 and 0.000. Thus, brand image can positively predict brand loyalty for Scarlett Whitening products in Jakarta.

Testing the Third Hypothesis

H3: Brand Trust can positively predict Brand Loyalty for Scarlett Whitening brand products in Jakarta. Based on table 4.15, the third hypothesis is not rejected because the t-statistics and p-values already meet the criteria of 6.212 and 0.000. Thus, brand trust can positively predict brand loyalty for Scarlett Whitening products in Jakarta.

Result and Discussion

The results of the outer loading value on the brand image variable, it can be seen that the brand image indicator produces a larger outer loading value of 0.6. So it can be concluded that the brand image indicator meets the convergent validity criteria. The results of the outer loading value on the Brand Experience variable show that the Brand Experience indicator produces a larger outer loading value of 0.6. So it can be concluded that the brand experience indicator meets the convergent validity criteria. Finally, the results of the outer loading value on the Brand Trust variable, it can be seen that the Brand Trust indicator produces a larger outer loading value of 0.6. So it can be concluded that the brand trust indicator meets the convergent validity criteria.

Based on the results of hypothesis testing it is stated that the H1 hypothesis is accepted. The results of testing the results of data analysis on hypothesis 1 or H1, it is found that brand image has a positive and significant effect on brand loyalty, so that hypothesis 1 can be concluded not rejected, argues that brand image as a collection of a set of brand associations associated with the memory of a brand, usually a meaningful memory. A strong brand image is a driving force to increase brand loyalty. This research is in line with the findings in research by (Kwon et al., 2023) which states that Brand Image has a positive impact on brand loyalty, stated that Brand Image has a positive and significant impact on Brand Loyalty, suggests that Brand Image moderates the effect of brand satisfaction on Brand Loyalty, which means Brand Image has a positive influence on Brand Loyalty. The implication for the company is to have a good brand image, of course this has formed a perception about the Scarlett Whitening brand so that from this perception it will reflected by the scarlett whitening brand association that is in the memory of customers besides that when you have a good brand image it will bring up many benefits such as making it easier to introduce new innovative products with the same brand, it will also increase the trust of existing customers.

Based on the results of the data analysis test on hypothesis 2 or H2, it was found that brand experience has a positive and significant effect on brand loyalty so that hypothesis 2 can be concluded not to be rejected. The relationship between brand experience and brand loyalty, which has been tested with mediating variables in various sectors by various researchers, was evaluated through brand trust and perceived quality. This research is in line with the findings in research which suggest that brand experience has a positive impact on brand loyalty. Next, according to (Prastio & Rodhiah, 2021) stated that Brand Experience has a positive and significant impact on Brand Loyalty. Finally according to (Refaldy & Rodhiah, 2023), suggests that Brand Experience has a positive effect on Brand Loyalty. The implication for the company is that by having a positive brand experience, the results will definitely be good, such as giving a positive experience to scarlett whitening products to customers. When you have a good brand experience, according to expectations, the response from customers will not hesitate to invite other consumers to buy scarlett whitening products.

Based on the results of the data analysis test on hypothesis 3 or H3, it was found that brand trust has a positive and significant effect on brand loyalty, so that hypothesis 3 can be concluded not to be rejected, customers are becoming more expensive to acquire and the importance of brand consumer relations is growing, leading brands are currently concentrating their efforts and resources on customer retention and brand loyalty. This research is in line with the findings in research (Margaretha & Rodhiah, 2021), which argues that Brand Trust has a positive and significant impact on Brand Loyalty, argues that Brand Trust has a positive influence on Brand Loyalty. The implication for the company is that by

having positive brand trust, the results will also be good, such as forming a competitive advantage, which means that with more brand trust in Scarlett Whitening, the brand will certainly increase, be known and even develop and compete with similar competitors from other brands. When you have good brand trust, of course, the Scarlett Whitening company becomes easier to promote its products and is involved in product purchasing decisions by customers which makes them not think twice but buy immediately. known to even develop and compete with similar competitors from other brands. When you have good brand trust, of course, the Scarlett Whitening company becomes easier to promote its products and is involved in product purchasing decisions by customers which makes them not think twice but buy immediately. known to even develop and compete with similar competitors from other brands. When you have good brand trust, of course, the Scarlett Whitening company becomes easier to promote its products and is involved in product purchasing decisions by customers which makes them not think twice but buy immediately.

Conclusions

This study rigorously investigates how brand image, brand experience, and brand trust contribute to customer loyalty towards Scarlett Whitening products in Jakarta. The research furnishes compelling evidence that all three dimensions significantly influence brand loyalty. Practical recommendations for Scarlett Whitening are also highlighted, with the study suggesting strategic ways to enhance customer experience, fortify brand image, and bolster brand trust through active social media engagement and collaborations. The robustness of the methodology, including comprehensive validity and reliability tests such as Average Variance Extracted (AVE) and Cronbach's Alpha, lends further credibility to these findings. While making substantial contributions, the study acknowledges its limitations, such as its local focus on Jakarta and a relatively small sample size of 100 frequent users. Importantly, the research paves the way for future studies by leaving 34.4% of the variance in brand loyalty unexplained. Subsequent research could aim to expand the geographical scope, incorporate more diverse variables, and increase the sample size for more nuanced insights. Thus, this study serves not only as a valuable resource for Scarlett Whitening's branding strategy but also sets the stage for further academic exploration in the realm of brand loyalty.

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