
The Influence of Brand Image, Brand Trust, and Product Quality on Cosmetic Brand Loyalty

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Abstract:

In the current era of globalization, technological advancements are rapidly evolving, compelling companies, especially in the skincare sector, to compete in introducing their products. The aim of this research is to determine the influence of brand image, brand trust, and product quality on brand loyalty. The population in this study consists of all customers of Maybelline lipstick products in the Surabaya city area. Sampling in this research was conducted using non-probability sampling method, specifically purposive sampling technique. The sample size for this study was 200 respondents. The data analysis techniques employed in this research include validation test, reliability test, normality test, multicollinearity test, heteroskedasticity test, multiple linear regression analysis, simultaneous test, partial test, and coefficient of determination test. The results of this study indicate that the variables of Brand Image, Brand Trust, and Product Quality collectively influence Brand Loyalty. The brand image variable does not have a significant influence on brand loyalty. The brand trust variable has a positive and significant influence on brand loyalty. The product quality variable also has a positive and significant influence on brand loyalty.

Keywords: *Brand Image, Brand Trust, Product Quality, Brand Loyalty, Cosmetics.*

1. Introduction

In the ongoing era of globalization, economic advancements are rapidly evolving, leading to the emergence of similar companies competing fiercely with each other to assert their presence. Therefore, to maintain their market share, a brand is needed to serve as an identity to strengthen their products and attract consumers, making the product more widely recognized by society. Brands play a crucial role in introducing a product to consumers and are vital for consumers in making purchasing decisions. (Ramadani & Rachmawati, 2022). To differentiate themselves from competitors and capture consumer attention, products or services must excel in terms of competitive advantages. This ensures that when consumers think about a product category, the name of the product or service immediately comes to mind. The cosmetics industry in Indonesia is predicted to consistently grow significantly each year. This is evidenced by the increasing consumer demand for the cosmetics market in Indonesia year after year. Global growth in the beauty and cosmetics industry increased by approximately 6.46 % in 2021, driven mainly by a 25.2 % increase in online sales. This marks a positive change after an 8 % growth decline

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in 2020, where the decrease was 13.25 % compared to the previous year, 2019, which saw a 5.25 % increase due to the impact of the Covid-19 pandemic. Indonesia experienced a 7 % growth in beauty product usage in 2021, an increase from 5.9 % in 2020, and it is predicted to continue growing in 2022, accompanied by trends and new product types (Naomi Adisty, 2022). Expanding the demand for the beauty industry is due to its products being considered a normal lifestyle consumption. This is evidenced by the increasing online sales reaching a rate of 4.75%. Other predictions also indicate that this industry will surpass \$716 billion in 2025 and \$784.6 billion in 2027. (Syahidah Hannah, 2023).

According to sales data from Maybelline products on the E-commerce platform (Compas.id, 2021), in 2021, Maybelline products have reached sales of Rp. 6,200,000,000 Billion, with more than 126 thousand transactions recorded within a year. Meanwhile, for mascara products, sales have reached a total of Rp. 1,300,000,000 Billion. In second place, with lipstick products being a favorite among women, sales reached a total of Rp. 1,500,000,000 Billion. The total sales for powder products on the marketplace platform reached Rp. 754,600,000 Million..

The cosmetic brand Maybelline is one of the international brands in the beauty products industry. The general public has recognized and there are also many users of Maybelline products. Maybelline's range of cosmetic products often ranks number one in various countries, especially in Indonesia. Maybelline is a cosmetic brand produced by PT. Loreal Indonesia. Maybelline employs various business strategies to attract consumer attention in facing competition, namely by being a leading company and meeting the needs and expectations of women. It develops high-quality cosmetic products, innovations, and competitive value, and enhances a positive brand image. (Hastono, 2019).

The Top Brand Index data for Maybelline lipstick products from 2021 to 2023 showed an increase in the Top Brand Index. In 2021, the TBI was 11.60%, in 2022, the Maybelline lipstick product experienced a significant increase compared to the previous year, with a TBI of 15.8%, and in 2023, there was a further increase in the Top Brand Index by 19.30% (topbrand-award.com, 2023). From this data, it can be concluded that Maybelline, as a Top Brand, indicates that its products are highly popular and perceived to be of good quality by the public, making Maybelline a Top Brand. Therefore, it can be inferred that while the sales of the products do not always increase, there may be fluctuations. Hence, Maybelline products are considered strong competitors in the cosmetics industry.

In Indonesia, many people use Maybelline cosmetic products, including in the city of Surabaya. The reason the researcher chose Surabaya as the research object is because Surabaya is the second largest city in Indonesia with a total population of 2,997,547 people (BPS Surabaya, 2023). Surabaya is known for its numerous trade, commercial, and educational industries. The city of Surabaya is famous for its high temperatures, ranging from 25 to 32 degrees Celsius, thus necessitating cosmetics and skincare products to protect the face from the sun's rays.

Brand loyalty is a form of consumer loyalty to a brand that has been purchased and

consumed (Arief & Sunarti, 2017). Meanwhile, trust is the belief that emerges in the minds of consumers that they can trust the seller to provide the promised services (Wahyu Laksono Nanang Suryadi, 2020). A brand name that can make customers feel proud to purchase it is a brand name that contributes greatly to loyalty (Pamungkas, 2019). Therefore, customers will remain loyal to the brand, and the company will have consumer loyalty.

One factor that influences customer loyalty is Brand image. A positive brand image will create a favorable impression in the minds of consumers to consume a brand (Septiani et al., 2022). Every purchase of a well-known product by consumers becomes a symbol of the desired product. However, if the product does not have good quality, consumers will not be interested in buying it.

The research conducted by (Armanto et al., 2022) he Influence of Brand Image and Brand Trust on Instant Noodle Brand Loyalty, which states that both brand image and brand trust variables have a significant influence, both partially and simultaneously, on brand loyalty. The study conducted by (Hantika et al., 2023) suggests that brand awareness variable does not affect repeat purchase and has no impact on consumer loyalty. However, the brand trust variable has a positive and significant impact on repeat purchase and also has a positive and significant influence on consumer loyalty. Research conducted by (Ramadhani1 & Rachmawati2, 2022) states that brand awareness, brand association, and brand image do not have a positive impact on purchase decisions, while financial experience influences purchase decisions..

Based on the research findings, there is inconsistency among researchers. This study aims to build upon previous research on Brand Loyalty influenced by Brand Image, Brand Trust, and Product Quality. The development in this study lies in the addition of the product quality variable. What sets this research apart from previous studies is the subjects and several variables. The subjects in the previous study were consumers of Wardah Brand Products in Semarang City, while the subjects in this study are customers of Maybelline Lipstick products in the Surabaya City area.

2. Theoretical Background

Marketing

Marketing is an activity conducted by a company with the aim of promoting the products, services, or offers owned by the company. Marketing is the way or path taken in a social process where individuals and groups seek to obtain what they need and want by creating, offering, and freely exchanging valuable products with others (Fadilah, 2020).

Brand Image

According to Kotler (2012) cited in the journal by (Suryani S, Rosalina, 2019) *brand image is the overall conceptual understanding of a brand, consumer trust in a brand, and consumer perceptions of the brand. When consumers have not had direct*

experience with a particular product, they often tend to trust brands that are already known or liked. This encourages companies to enhance their brand reputation to create a positive and enduring brand image in consumers' minds.

Brand Trust

Trust is a key variable for developing and maintaining long-term relationships with a brand, thus fostering loyal customers. Brand trust is built in the minds of customers after they have had positive experiences with a particular product. (Baisyir, 2021).

Product Quality

According to Kotler (2017), in (Saribu & Maranatha, 2020), product quality is the overall characteristics of a product that influence its ability to satisfy stated or implied needs. In relation to purchasing decisions, quality has several indicators that can be used to analyze the characteristics of a product.

The Influence of Brand Image on Brand Loyalty

Brand image or brand image is the response that consumers typically recall when thinking about a particular brand, so companies need to create awareness about their brand's products or services to attract consumer attention by producing high-quality products. (Sinaga & Hutapea, 2022). The research conducted by (Alfia & Dwiridotjahjono, 2023) stated that the brand image variable has a positive and significant influence on brand loyalty. The hypothesis proposed in this study is:

H1: Brand Image berpengaruh positif terhadap Loyalitas Merek pada produk Lipstik Maybelline.

The Influence of Brand Trust on Brand Loyalty

Trust is the belief that emerges in the consumer's mind that the seller can be relied upon to provide services as promised.

Brand trust is a form of commitment that becomes apparent when consumers believe that a sustained relationship with the brand is crucial, leading them to strive to maintain it diligently. (Satrio et al., 2023). The research conducted by (Satrio et al., 2023) stated that brand trust significantly influences customer loyalty. The hypothesis proposed in this study is:

H2: Brand Trust has a positive influence on Brand Loyalty for Maybelline Lipstick products.

The Influence of Product Quality on Brand Loyalty

Product quality is an advantage viewed from the consumer's perspective, having its own scope, and often differs from the perception of quality from the producer's standpoint when introducing the product. According to (Satrio et al., 2023) Product quality is the primary focus in a company and is a crucial policy for enhancing product competitiveness. The aim is to provide satisfaction to consumers that is at least equivalent to or exceeds the quality of competitors' products. Research conducted by (Satrio et al., 2023) indicates that product quality has a positive and significant impact on brand loyalty. The hypothesis proposed in this study is:

H3: Product Quality has a positive effect on Brand Loyalty for Maybelline Lipstick products.

3. Methodology

This research adopts a quantitative approach. The population of this study comprises all customers of Maybelline Lipstick products in the Surabaya City area. The study utilizes a sample size of 200 respondents selected through non-probability sampling method, specifically purposive sampling technique. This involved distributing several statements or questions via Google Form to users of Maybelline Lipstick products in Surabaya City. Data analysis is conducted using multiple linear regression analysis with SPSS version 25. The questionnaire is distributed to users of Maybelline Lipstick products in Surabaya City. The objective of this research is to determine and prove the influence of brand image on brand loyalty, to assess the impact of brand trust on brand loyalty, and to examine the influence of product quality on brand loyalty.

4. Empirical Findings/Result

Validity test

In the validity test, it is conducted to assess the extent to which the instrument produces valid or invalid data regarding the variables under study, with a total of 200 respondents. The test results for each factor indicator indicate that the r table (r) is greater than the t table value (t) at a significance level of 5% based on the test. The following is the table of validity test results for each variable:

Table 1. Uji Validit Test

Variable	Item Number	Correlation coefficient	r_{table}	quantification
Brand Image (X1)	X1.1	0,792	0,1388	Valid
	X1.2	0,798	0,1388	Valid
	X1.3	0,842	0,1388	Valid
Brand Trust (X2)	X2.1	0,862	0,1388	Valid
	X2.2	0,820	0,1388	Valid
	X2.3	0,853	0,1388	Valid
Product Quality (X3)	X3.1	0,737	0,1388	Valid
	X3.2	0,766	0,1388	Valid
	X3.3	0,829	0,1388	Valid
	X3.4	0,841	0,1388	Valid
brand loyalty (Y)	X3.5	0,794	0,1388	Valid
	Y.1	0,864	0,1388	Valid
	Y.2	0,903	0,1388	Valid
	Y.3	0,850	0,1388	Valid
	Y.4	0,804	0,1388	Valid

Souce:SPSS Processed Data, 2024

Reliability Test

In Table 2 of this research, reliability testing measurements utilized Cronbach's Alpha (α) calculation technique. This technique determines if the Cronbach's alpha value of the variable is greater than 0,60. Therefore, it can be stated that the variable is reliable which is with the following result :

Table 2. Reliability Test

Variable	Calculate Cronbach's Alpha	Standart Cronbach's Alpha	quantification
Brand Image (X1)	0,739	0,60	Reliabel
Brand Trust (X2)	0,796	0,60	Reliabel
Product Quality (X3)	0,849	0,60	Reliabel
Brand Loyalty (Y)	0,876	0,60	Reliabel

Source: SPSS Processed Data, 2024

Normality Test

The purpose of normality testing is to evaluate whether the variables in the regression model have a normal distribution. P-Plot is employed to test normality, where if the data points align with the diagonal line, it is assumed that the data distribution is normal.

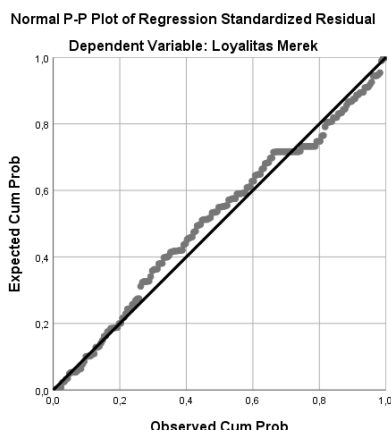


Figure 1. Results of Normality Test P-Plot

Source: SPSS Processed Data, 2024

As seen in the above Normal Probability Plot, the distribution of data points on the plot is not widely scattered and still follows the diagonal line. Therefore, it can be said that the regression model in this study meets the normality requirement and the data is normally distributed.

Multicollinearity Test

To test for multicollinearity, the Variance Inflation Factor (VIF) values are used. If the tolerance value is <100% and the VIF value is <10, it can be said that multicollinearity is not present for each of the three independent variables. The tolerance value for Brand Image (X1) is 0,301 and the VIF value is 3.321. Brand Trust (X2) has a tolerance value of 0,281 and a VIF value of 3,553. Meanwhile, Product Quality (X3) has a tolerance value of 0,291 and a VIF value of 3,432. Therefore, it

can be concluded that there is no multicollinearity in the regression model variables, allowing the model to be used in hypothesis testing.

Table 3. Multicollinearity Test

	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	-1,670	1,101		-1,517	,131		
Brand Image	,201	,153	,111	1,318	,189	,301	3,321
Brand Trust	,490	,139	,306	3,516	,001	,281	3,553
Product Quality	,405	,088	,395	4,619	,000	,291	3,432

Source: SPSS Processed Data, 2024

Heteroscedasticity Test

Heteroskedasticity testing aims to evaluate whether the variation of residuals in regression differs among different observations. In linear regression analysis, it is important to ensure that there is no relationship between residuals and independent variables. Heteroskedasticity is typically identified through visualization of the predicted values against residuals. Specific patterns in the plot, such as wave-like patterns or systematic spreading, may indicate the presence of heteroskedasticity. If data points are randomly scattered above and below zero on the Y-axis, this indicates the absence of heteroskedasticity. Below are the results of the heteroskedasticity test.

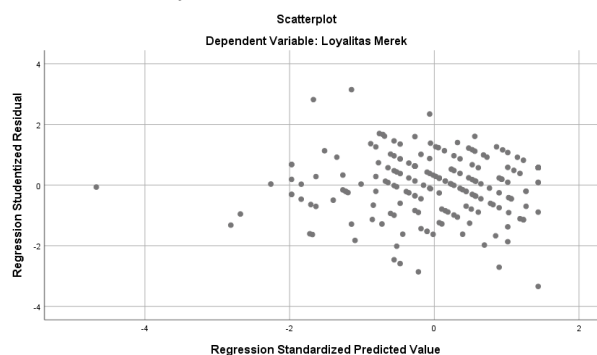


Figure 2. Heteroscedasticity Test Results

Source: SPSS Processed Data, 2024

Based on the test results above, it is observed that the points are scattered randomly or do not form any regular pattern and are distributed above or below zero on the Y-axis. This means that there is no heteroskedasticity, allowing the model to be used in hypothesis testing.

Multiple Linear Regression Analysis

The technique used in this study is multiple linear regression analysis, which can be employed to determine the influence between two or more independent variables on a dependent variable.

Table 4. Multiple Linear Regression Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,670	1,101		-1,517	,131
	Brand Image	,201	,1531	,111	1,318	,189
	Brand Trust	,490	,139	,306	3,516	,001
	Product Quality	,405	,088	,395	4,619	,000

Source: SPSS Processed Data, 2024

Based on the test results above, the regression equation is explained as follows:

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + \beta_3.X_3$$

$$Y = -1,670 + 0,201 X_1 + 0,490 X_2 + 0,405 X_3 + e$$

Description :

1. The constant value for Brand Loyalty (Y) is -1.670, which means that if there are no changes in the independent variables (X1, X2, X3), the dependent variable (Y) will remain at -1.670.
2. The regression coefficient value of 0.201 for Brand Image depicts that Brand Image has a positive effect on Brand Loyalty. If Brand Image increases, Brand Loyalty will also increase.
3. The regression coefficient value of 0.490 for Brand Trust indicates that Brand Trust has a positive effect on Brand Loyalty. If Brand Trust increases, Brand Loyalty will also increase.
4. The regression coefficient value of 0.405 for Product Quality means that Product Quality has a positive effect on Brand Loyalty. If Product Quality increases, Brand Loyalty will also increase.
5. The standard error of 1.101 indicates that the obtained data has a deviation of 1.101. The results of the multiple linear regression test in this study show that the coefficients for Brand Image, Brand Trust, and Product Quality are 0.201, 0.490, and 0.405, respectively. Therefore, it can be concluded that Brand Trust is the variable that has a greater influence on brand loyalty compared to Brand Image and Product Quality.

Hypothesis Testing

F Test (Simultaneous)

If the obtained probability is < 0.05 , it indicates a significant influence between the independent variables and the dependent variable. Conversely, if the probability is > 0.05 , it is considered not to have a significant influence.

Table 5. Results the Simultaneous F Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1151,458	3	383,819	90,728	,000 ^b
	Residual	829,162	196	4,230		
	Total	1980,620	199			

Source: SPSS Processed Data, 2024

Based on Table 5, the results of the F-test lead to the conclusion that the significant value for the simultaneous effect of Brand Image (X1), Brand Trust (X2), and Product Quality (X3) on Brand Loyalty (Y) is $0.000 < 0.05$ with $F_{\text{value}} > F_{\text{table}} 90,728 > 2,65$ herefore, it can be concluded that H_0 is rejected and H_1 is accepted. This means that simultaneously, Brand Image, Brand Trust, and Product Quality have a positive and significant effect on Brand Loyalty (Y) among Maybelline lipstick customers.

Partial Test (t Test)

Table 6. Results of t-Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,670	1,101		-1,517	,131
Brand Image	,201	,153	,111	1,318	,189
Brand Trust	,490	,139	,306	3,516	,001
Product Quality	,405	,088	,395	4,619	,000

a. Dependent Variable: Brand loyalty

Source: SPSS Processed Data, 2024

Based on the t-test results for the Brand Image variable on Brand Loyalty among users of Maybelline lipstick products. Based on the calculations in the table above, the value $t_{\text{count}} < t_{\text{table}} 1,318 < 1,972$ with a significance value of $0.189 > 0.05$. Therefore, it can be concluded that the Brand Image variable (X1) does not have a significant partial effect on Brand Loyalty (Y).

Based on the t-test results for the Brand Trust variable on Brand Loyalty. Based on the calculation results in the table above, the value $t_{\text{count}} > t_{\text{table}}$ which $3,516 > 1,972$ and the significance value is $0,001 < 0,05$. Therefore, it can be concluded that the Brand Trust variable (X2) has a significant effect on Brand Loyalty (Y).

Based on the t-test results for the Product Quality variable on Brand Loyalty, the calculation results in the table above show a value $t_{\text{count}} > t_{\text{table}}$ which $4,619 > 1,972$ and the significance value is $0,000 < 0,05$. Therefore, it can be concluded that the Product Quality variable (X3) has a significant effect on Brand Loyalty (Y).

Determination Coefficient Test

The coefficient of determination (R^2) ranges from 0 to 1. Independent variables can explain the dependent variable if the obtained coefficient of determination (R^2) is small. Conversely, all information is provided to predict the dependent variable by the independent variables when the coefficient of determination (R^2) is large and approaches 1.

Table 7. Results of R Square Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,762 ^a	,581	,575	2,05680

Source: SPSS Processed Data, 2024

Referring to Table 7, the coefficient of determination is used to calculate the influence or contribution of an independent variable to the dependent variable. Based on the analysis in Table 7, the value of Adj R Square is 0.581 or 58.1%. This coefficient of determination indicates that the variables Brand Image (X1), Brand Trust (X2), and Product Quality (X3) are able to explain 58.1% of the variance in Brand Loyalty (Y), while the remaining 41.9% is explained by other variables not examined in this study.

5. Discussion

Based on the analysis conducted, the value *t* count is 1,318 and the significance value is 0,189 indicates the value *t* count (1,318) < *t* table (1,972) and the significance value (0,189) > 0,05. Therefore, the testing of Hypothesis I is rejected. Based on these results, it is stated that brand image does not have a significant effect on Brand Loyalty. This statement is also supported by the average values obtained from questionnaires distributed to 200 respondents who have used Maybelline lipstick products, evaluated based on three indicators: strength with an average value of 48.5 with Agree criteria, uniqueness with an average value of 52.5 with Agree criteria, and favorite with an average value of 48.5 with Very Agree criteria. This indicates that a good Brand Image does not guarantee customer loyalty to a brand. Therefore, Brand Image has a weak influence on Brand Loyalty for Maybelline lipstick products.

The findings of this study are relevant to previous research published by (Hertiwi Khasanah et al., n.d.) (2021) with the title "Analysis of Brand Image, Brand Trust, and Brand Satisfaction on Brand Loyalty", which states that brand image has no significant effect on brand loyalty. It can be concluded that H1 is rejected. Thus, it can be concluded that H1 is rejected. This finding aligns with the research conducted, indicating that brand image does not have an influence on brand loyalty.

Based on the analysis conducted, the value *t* count is 3,516 318 and the significance value is 0,001 indicates that the *t* count (3,516) > *t* table (1,972) and the significance value 0,001 < 0,05. Testing on Hypothesis II is accepted. The research results show that the Brand Trust variable has a positive and significant effect on Brand Loyalty. Brand. Therefore, it means that Brand Trust, which includes indicators (brand can be trusted, brand is considered safe, brand is considered honest) in the business world, brand trust is an important aspect to be considered, in order to convert visitors into buyers through trust. Brand trust can be influenced by several factors such as the seller's description related to the services and products provided and offered. This research is relevant to the findings of previous research conducted by (Cardoso et al., 2022) The study titled "Trust and Loyalty in a Retail Chain in Northern Brazil" states that the brand trust variable has a positive and significant effect on brand loyalty.

Based on the hypothesis testing using the t-test, the obtained t count is 4,619 and the significance of 0,000 indicates that the t count (4,619) > t table (1,972) and the significance value of $0.000 < 0.05$. The testing of Hypothesis III is accepted. The research results indicate that the Product Quality variable has a positive and significant effect on Brand Loyalty. Therefore, if the quality of Maybelline lipstick products improves, the resulting brand loyalty will be high for Maybelline cosmetics in the City Area Surabaya. From the questionnaire results, it can be seen that the product quality variable in Maybelline lipstick products is highly favored by consumers because it has good quality products, namely products that are safe.

According to (Kartika Sari et al., 2022) product quality is the totality of the characteristics of a product, which includes various aspects such as performance, functionality, reliability, and so on, that serve to fulfill the desired needs of consumers. Loyalty will arise when consumers are satisfied with the quality of the products offered by the company.

Based on the hypothesis testing results using the F-test, it is evident that there is a simultaneous influence among the independent variables, namely Brand Image, Brand Trust, and Product Quality, on Brand Loyalty. This is supported by the calculated F count ($90.728 > F\text{-table } (2.65)$), and the significant Fcount is less than the significance level ($0.000 < 0.05$). Simultaneously, the coefficient of determination, denoted by R Square, is 0.581, indicating that the independent variables, Brand Image, Brand Trust, and Product Quality, collectively explain 58.1% of the variance in the dependent variable, Brand Loyalty. The remaining 41.9% is influenced by other independent variables not included in this study. These hypothesis testing results suggest that Maybelline Lipstick products are able to maintain their marketing strategies such as Brand Image, Brand Trust, and Product Quality, thereby significantly impacting the sales of Maybelline Lipstick products. This research outcome is consistent with previous studies, such as the study by (Wahyu Laksono Nanang Suryadi, 2020), which stated that Brand Image, Brand Trust, and Product Quality collectively have a significant influence on Brand Loyalty.

6. Conclusions

Based on the data processing, description, and discussion, the following conclusions can be drawn After conducting statistical tests to determine the simultaneous influence of the Brand Image, Brand Trust, and Product Quality variables on the dependent variable Brand Loyalty, the obtained F count lebih besar dari F table That is $90.728 > 2.65$ and its significance value is $0.000 < 0.05$. Therefore, it can be concluded that all variables Brand Image (X1), Brand Trust (X2), and Product Quality (X3) have a significant and positive effect on the dependent variable, Brand Loyalty (Y) The partial testing results indicate that Partial testing of the Brand Image variable (X1) on Brand Loyalty (Y). Based on the t-test analysis results, the value t count < t table yaitu sebesar $1,318 < 1,972$ and the significance value is 0.189, it is known that partially the Brand Image variable (X1) has no significant effect on Brand Loyalty (Y). Partial testing of the Brand Trust (X2) variable on Brand Loyalty

(Y). Based on the t-test analysis results, the value, $t_{\text{count}} > t_{\text{table}}$ yaitu sebesar The value is $3.516 > 1.972$ and the significance value is $0.001 < 0.05$, indicating that partially, the Brand Trust variable (X2) has a positive and significant effect on Brand Loyalty (Y). Partial testing of the Product Quality variable (X3) on Brand Loyalty (Y). Based on the results of the t-test analysis, the value $t_{\text{count}} > t_{\text{table}}$ that is $4.619 > 1.972$ and the significance value is $0.000 < 0.05$, it is known that partially the Product Quality variable (X3) has a positive and significant effect on Brand Loyalty (Y).

Based on the overall research findings and conclusions, several recommendations can be developed for stakeholders involved in this study. The research results indicate a high brand loyalty towards Maybelline Lipstick products, especially in the Surabaya City area, due to the presence of Brand Image, Brand Trust, and Product Quality. Therefore, it is hoped that Maybelline products can maintain and continuously improve product quality to ensure that consumers remain satisfied with Maybelline Lipstick products. Additionally, this research is expected to serve as a valuable reference for future studies. Future research should aim to address the limitations and shortcomings of the current study. The results of this study only examine the influence of brand image, brand trust, and product quality on brand loyalty. Future research should explore several determinants that shape brand trust, such as gaining a more comprehensive understanding of brand characteristics, company characteristics, and the relationship between customers and brands. Furthermore, it is advisable to include additional variables in future research.

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