

THE INFLUENCE OF BRAND CHARACTERISTICS AND BRAND SATISFACTION ON BRAND LOYALTY WITH BRAND TRUST AS A MEDIATING VARIABLE ON MS GLOW PRODUCTS IN SOLORAYA

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Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh karakteristik merek dan kepuasan merek terhadap loyalitas merek dengan kepercayaan merek sebagai variabel mediasi pada produk Ms Glow di Soloraya. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian eksplanatori dengan menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah mahasiswa di Soloraya yang menggunakan MS Glow. Teknik pengambilan sampel dalam penelitian ini adalah *probability sampling* dengan pendekatan *purposive sampling*. Pengambilan sampel dengan perhitungan Malhotra. Sampel dari penelitian ini sebanyak 140 responden. Metode pengumpulan data yang digunakan dalam penelitian ini adalah penyebaran kuesioner. Teknik analisis data dalam penelitian ini menggunakan *Partial Least Square* (PLS) dengan menggunakan bantuan Software SMARTPLS. Berdasarkan hasil dan pembahasan diperoleh kesimpulan bahwa karakteristik merek, kepuasan merek dan kepercayaan merek berpengaruh positif dan signifikan terhadap loyalitas merek. Karakteristik merek, kepuasan merek berpengaruh positif dan signifikan terhadap kepercayaan merek. Kepercayaan merek dapat memediasi hubungan antara karakteristik merek dan kepuasan merek terhadap loyalitas merek secara parsial.

Kata kunci: Karakteristik Merek, Kepuasan Merek, Loyalitas Merek, Kepercayaan Merek

Abstract

The purpose of this study was to analyze the effect of brand characteristics and brand satisfaction on brand loyalty with brand trust as a mediating variable on Ms Glow products in Soloraya. The type of research used in this research is explanatory research using quantitative methods. The population in this study were students in SoloRaya who used MS Glow. The sampling technique in this study was probability sampling with a purposive sampling approach. Sampling with Malhotra's calculation. The sample of this study was 140 respondents. The data collection method used in this study was the distribution of questionnaires. The data analysis technique in this study uses Partial Least Square (PLS) using the help of SMARTPLS Software. Based on the results and discussion, it is concluded that brand characteristics, brand satisfaction and brand trust have a positive and significant effect on brand loyalty. Brand characteristics, brand satisfaction have a positive and significant effect on brand trust. Brand trust can mediate the relationship between brand characteristics and brand satisfaction on brand loyalty partially.

Keywords: Brand Characteristic, Brand Satisfaction, Brand Loyalty, Brand Trust

INTRODUCTION

The increasingly diverse lifestyle of today's society creates various needs, not only basic needs are met now, but personal needs are one of the needs whose priority is no less important than basic needs. The personal needs in question are about appearance and beauty needs as evidenced by the number of beauty clinics in circulation and the increase in skincare use every year. (Suntoro & Silintowe, 2020).

Currently, the pandemic is driving the creation of new trends in society, from beauty to fashion. People are motivated to look attractive and take care of themselves using various cosmetic products. Products that are classified as cosmetic products include personal care, make-up, fragrances including perfume and eau de cologne, hair care, and skincare. 2 The function of cosmetic products for consumers is to fulfill the desire to appear confident. Appearance, body shape, and physical control become

the center of attention for visual individual identity. Therefore, the main product commodity that is consumed is the use of skincare. The increasing number of skincare products available in the market provides consumers with a wider array of choices, allowing them to select products that align with their preferences and needs. Consequently, companies are compelled to enhance various aspects, including strengthening brand attributes, ensuring customer satisfaction, building brand trust, and fostering brand loyalty among consumers for the products they offer. These efforts are essential for achieving optimal sales outcomes (Bagus Nyoman Udayana & Wahyu Saputri, 2022).

MS Glow is one of the local beauty brands that is currently very popular and favored among the people of Indonesia. MS Glow already has a distribution permit from BPOM (Food and Drug Supervisory Agency) and is also halal-certified from the Indonesian Ulema Council (MUI). Lately MS Glow has been in great demand by the Indonesian people, especially women. One of the cosmetic products from MS Glow that is able and can compete to dominate market tastes and is in demand by consumers in Indonesia is skincare products. (Laila & Fitriyah, 2022).

In the time period February 1 - 18, 2021, marketplace applications such as Shopee and Tokopedia show that MS Glow occupies / ranks 1 (first) the best-selling local skincare brand in e-commerce with average sales of Rp. 38.5 billion. This means that skincare products from MS Glow are truly able to compete to dominate the local market and are in demand by consumers in Indonesia. With the success of sales recorded at Rp. 38.5 billion in the time period February 1 - 18, 2021 (Anissah Balqis Anggraini & Saino, 2022).

The attributes associated with a brand significantly influence customers' decisions to place trust in it. These characteristics play a crucial role in shaping consumer trust, as individuals tend to make judgments before making a purchase.

Brand characteristics, such as predictability, reputation, and competence, are particularly relevant when it comes to establishing trust. Additionally, the characteristics of a company itself can impact the extent to which customers place trust in a brand. Consumer familiarity with a company is likely to influence their evaluation of the brand associated with that company (Rahmawati et al., n.d.).

The attributes of a company that impact customer trust in a brand encompass trust in the company, the company's reputation, perceived motives of the company, and the perceived integrity of the company, as indicated by Lau and Lee (1999). The attributes associated with the company behind a brand can significantly influence the level of consumer confidence in that brand. Consumer awareness and understanding of the company supporting a product brand serve as the foundational elements for comprehending the brand. These characteristics encompass trust in the company, the company's reputation, the company's perceived motivations, and the integrity of the company (Soesilopranoto, 2019).

Customer and brand characteristics are mutually influential groups. Consequently, brand characteristics have the potential to impact trust in brands. These characteristics encompass the alignment between consumers' emotional concepts and brand personality, their affinity for the brand, and their experiences with the brand. Hence, the interplay of customer-brand characteristics can shape the level of trust that customers place in a brand (Shalehah et al., 2019).

Brand satisfaction is achieved when the perceived performance of a product aligns with the buyer's expectations. If a product or service meets or exceeds customer expectations, satisfaction is likely to occur, and vice versa. Successful companies strive to not only meet but exceed customer expectations, aiming to provide more than what was promised. Satisfied customers are more likely to

develop loyalty to a product or brand . To feel satisfaction with the brand, a brand has performance that matches expectations or exceeds consumer expectations and is able to generate loyalty to the brand, recommend the brand and give positive expressions about the brand. (Fernandes & Moreira, 2019).

Trust from consumers themselves is important to maintain the existence of a brand image. Brand trust is the willingness of consumers to trust a brand at all costs because of positive expectations, it will lead to loyalty to a brand due to repeated purchases, loyalty to this brand arises because consumers believe the brand is reliable. (Nan Chen, Yahui Wang, Jiaqi Li, 2020).

Brand trust is cultivated through shared experiences and interactions, forming a crucial concept for establishing a successful relationship between a company and its customers. Choi (2012) defines trust as the belief that the chosen store or brand will provide the best benefits to consumers. The presence of brand trust increases the likelihood that consumers will choose products from that brand. It serves as a metric for gauging consumer affinity for brands (Reyvi et al., 2021). Brand trust represents a sense of security that consumers derive from their interactions with a brand, grounded in the perception that the brand is reliable and prioritizes the interests and well-being of consumers. Afzal et al. (2014) assert that customer trust in brands, or brand trust, is the customer's inclination to rely on a brand despite significant risks due to the expectation that the brand will yield positive outcomes (Khalis et al., 2022).

Brand loyalty is the consistency of consumers in making repeated purchases of products with the same brand, this is also due to the trust factor in a brand. With brand loyalty, it will create longevity for a brand due to repeat purchases. That way brand trust in a product is considered important because it will increase brand loyalty which will have a positive impact, trust plays a

prerequisite for creating and maintaining long-term relationships between companies and customers. (Arsyan & Mahfudz, 2022).

Brand loyalty is defined as a very strong commitment to repurchase or subscribe to a desired product or service consistently in the future, thus causing the purchase of the same brand or item. Brand loyalty is the core of brand equity which is at the center of marketing, because brand loyalty is a measure of a customer's relationship to a brand (Baisyir, 2021). If brand loyalty increases, then competitor attacks can be reduced. This is related to future profits because brand loyalty can be directly interpreted as future sales. In this case, it shows that high brand loyalty can increase trade and can attract new customers because they have the belief that buying a minimum branded product can reduce risk. (Achmad et al., 2020).

Previous research on brand trust on brand loyalty has been done, according to (Tamindael & Ruslim, 2021) in his research conducted on 100 H&M customer respondents in Jakarta found that in testing his hypothesis brand trust has no effect on brand loyalty. Meanwhile, according to (Jung et al., 2020) The results of the study state that brand satisfaction and brand trust have a significant effect on brand loyalty. Trust is able to mediate the effect of brand satisfaction on brand loyalty.

The purpose of this study is to analyze the effect of brand characteristics and brand satisfaction on brand loyalty with brand trust as a mediating variable on Ms Glow products in Soloraya.

RESEARCH METHODS

This research employs explanatory research with a quantitative approach. The quantitative method is a systematic, planned, and well-structured type of research from the initial stages to the creation of the research design. As defined by Sugiyono (2015), quantitative research methods are grounded in the positivism philosophy, utilizing samples to investigate specific populations, employing research

instruments for data collection, conducting quantitative or statistical data analysis, all with the objective of testing predetermined hypotheses.

Basically what is meant by research population is the totality of objects or all psychological items that are limited by certain criteria Supriyanto (2009). The population in this study are students in SoloRaya who use MS Glow. The sample is a part of psychological objects or members of the population taken according to certain procedures Supriyanto (2009). The sampling technique in this study was probability sampling with a purposive sampling approach. According to Sugiyono (2014) probability sampling is a sampling technique that provides equal opportunities for each element or member of the population to be selected as a sample. Meanwhile, purposive sampling is a technique used to determine research samples with certain considerations or criteria that have the aim that the data obtained is representative data Sugiyono (2010). Not all samples have criteria that match the author, so the samples that are able to become respondents are as follows:

Students in SoloRaya

- a. Aged 17-30 years old
- b. Have ever bought and used MS Glow products
- c. Have ever made a repeat purchase of MS Glow products

Samples, as defined by Sunyoto (2012), are a subset of the population characterized for study purposes and are considered to represent the entire population. Given that the population size is unknown, the calculation required to determine the minimum sample size is based on Malhotra's approach. According to Malhotra (2006: 291), the sample size should be at least five to ten times the number of questions. In this research, there are 14 indicators or questions, and by multiplying this number by 10, the minimum required sample size is determined. Through Malhotra's

calculation, the minimum sample size needed is 140 respondents.

This study relies on primary data, which is collected through the responses of participants using a closed questionnaire. Primary data pertains to information acquired directly by researchers firsthand, concerning variables of interest for the specific objectives of the study. The term "closed questionnaire" denotes a request for respondents to choose among a set of predetermined alternatives provided by the researchers (Sekaran and Bougie 2013).

The data collection method used in this study was the distribution of questionnaires. The questionnaire is made using a Likert scale format with a scale that is often used in the preparation of questionnaires is an interval scale. The Likert scale is said to be interval because the Strongly Agree statement has a "higher" level or preference than Agree, and Agree is "higher" than Neutral. According to Sugiono (2014) the Likert scale is used to measure how attitudes, perceptions and opinions of individuals or groups of people about existing social phenomena.

In this study using dependent variables, independent variables, and mediating variables. The dependent variable (dependent variable) is the variable that is affected as a result of the independent variable. The dependent variable studied in this study is brand loyalty. Independent variables are variables that affect or variables that cause changes or the emergence of dependent variables (bound). In this study, the independent variables of this study are brand characteristics and brand satisfaction. The mediating variable in this study is brand trust.

PLS-SEM analysis is used as a tool to predict and explore complex models with less stringent requirements on data Gio, et al (2019). The data analysis technique in this study uses Partial Least Square (PLS) using the help of SMARTPLS Software. The advantages of using partial least square are that the number of samples needed in

the analysis is relatively small, the SMARTPLS approach is considered more powerful because it is not based on assumptions, SMARTPLS is able to test SEM models with various forms of scales such as ratio, Likert and others Harahap (2020). PLS-SEM analysis consists of two Outer model and Inner model (Ghozali and Latan 2014).

Research Framework

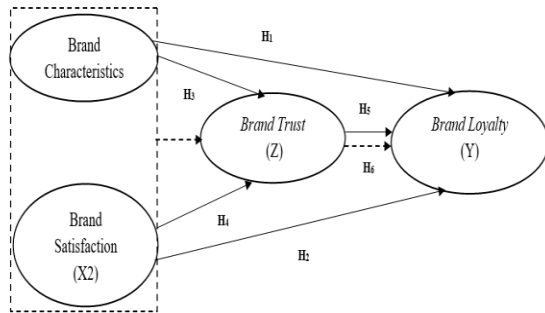


Figure 1. Research Framework

Hypothesis Development

The Effect of Brand Characteristics on Brand Loyalty

Brand characteristics have a very important role in determining consumer decision making to trust a brand. This is because consumers make an assessment before buying (Tjahyadi, 2019). Meanwhile, according to (Fiesta, 2018) brand loyalty is a measure of customer relationship to a brand. the concept of brand loyalty is very different from customer loyalty. Brand loyalty is more intangible and stays in the minds of consumers. Every consumer has a different perception of a brand, so efforts to build strong brand loyalty are not enough to carry out communication activities, advertise and change logos, but far from that, namely by creating a total experience for target consumers. Brands that have a certain character will make it easier for consumers to remember the characteristics of the brand.

his is in line with research conducted by (Fauzi, 2019) which states that Brand Characteristics have a positive and significant influence on Brand Loyalty.

Based on the description above, the researcher formulates the following hypothesis:

H1 : Brand characteristics have a positive and significant effect on brand loyalty

The Effect of Brand Satisfaction on Brand Loyalty

The definition of brand satisfaction is an actual response from consumers who have consumed a product to its quality (Kotler & Keller, 2016). While brand loyalty according to (Mahyuzar, 2022) is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand, and intends to continue buying it in the future. satisfaction greatly affects consumer loyalty to brands. The more satisfied consumers are, the more their loyalty or loyalty to certain brands will increase. This is in line with research conducted by (Khasanah et al., 2021) which states that brand satisfaction has a positive and significant effect on brand loyalty.

Based on the description above, the researcher formulates the following hypothesis:

H2 : Brand satisfaction has a positive and significant effect on brand loyalty.

The Effect of Brand Characteristics on Brand Trust

According to (Fandiyanto & Endriyasaki, 2019), Customer trust in the brand (brand trust) is defined as the customer's desire to rely on a brand at the risks faced because of the expectation that the brand will cause positive results. While brand characteristics are something related to brand trust including brand predictability, brand reputation, and brand competence. Brand characteristics play a vital role in determining whether customers decide to trust a brand. This is in line with research conducted by (Tjahyadi, 2019) which states that brand characteristics have a positive and significant effect on brand trust.

Based on the description above, the researcher formulates the following hypothesis:

H3 : Brand characteristics have a positive and significant effect on brand trust.

The Effect of Brand Satisfaction on Brand Trust

Brand satisfaction is a customer response to the actual quality of a product and the expectations that customers want beforehand after customers consume it. Meanwhile, consumer trust is their belief to make a promise offered by a seller who is reliable and trustworthy that the party will fulfill their needs in accordance with what they need now and future needs. (Keller & Paul, 2017). If consumers are satisfied with the brand when they first use it, it will make them believe that the brand will always be able to satisfy them. This is in line with research conducted by (Widianti, 2022) which states that brand satisfaction has a positive and significant effect on brand trust.

Based on the description above, the researcher formulates the following hypothesis:

H4 : Brand satisfaction has a positive and significant effect on brand trust.

The Effect of Brand Trust on Brand Loyalty

Brand trust itself is the willingness of consumers to rely on the brand's ability in accordance with the functions that have been shown by the brand. Brand trust is to be trusted and comes from consumer confidence that the product is able to fulfill the promised value and good intentions of the brand. Meanwhile, brand loyalty addresses consistent purchasing patterns for certain brands over time and also a favorable attitude towards a brand. Brand loyalty has two elements, namely attitude and behavior. The existence of high consumer confidence in a brand will make consumer loyalty to the product increase and the number of consumers who are loyal to the company will also increase. This is in

is: line with research conducted by (Laksono & Suryadi, 2020) which states that brand trust has a positive and significant effect on brand loyalty.

Based on the description above, the researcher formulates the following hypothesis:

H5 : Brand trust has a positive and significant effect on brand loyalty.

Brand Trust Can Mediate the Relationship Between Brand Characteristics and Brand Satisfaction with Brand Loyalty

Brand characteristics have a very important role in determining consumer decision making to trust a brand. This is because consumers make an assessment before buying (Tjahyadi, 2019). Brands that have their own characteristics will easily make consumers remember them and if the product is good, consumer confidence will also increase. Loyalty to the brand will form by itself with one of them being the trust of consumers.

Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought of against the expected performance (or results). Smart companies aim to satisfy customers by delivering more than they promise. Customers who are satisfied with a product can cause loyalty. (Khasanah et al., 2021). Satisfaction with the brand makes trust in a brand formed. This is what makes consumers more loyal to a brand because of high trust and also with satisfaction that exceeds expectations.

This is in line with research conducted by (Purnomo & Oktaria, 2018) which states that brand trust mediates the relationship between brand characteristics and brand loyalty. And research conducted by (Widianti, 2022) which states that brand trust mediates the relationship between brand satisfaction and brand loyalty. Based on the description above, the researcher formulates the following hypothesis:

H6 : Brand trust mediates the relationship between brand characteristics and brand satisfaction on brand loyalty.

RESULTS AND DISCUSSION

Results

In this study, hypothesis testing used Partial Least Square (PLS) data analysis techniques with the Smart PLS 3.2 program. The following is the PLS program model scheme tested:

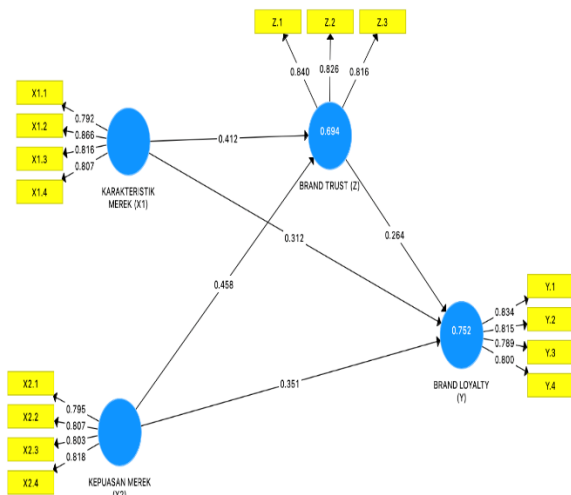


Figure 2. Outer Model

Outer model testing is used and carried out to determine the specification of the relationship between latent variables and their indicators, this test includes validity, reliability and multicollinearity.

Outer Model Analysis

Convergent Validity

An indicator is declared to meet convergent validity in a good category if the outer loading value is > 0.7 . The following is the outer loading value of each indicator on the research variables.

Table 1. Outer Loading Value

Variable	Indicator	Outer Loading
Brand Characteristics (X1)	X1.1	0,792
	X1.2	0,866
	X1.3	0,816
	X1.4	0,807
Brand Satisfaction (X2)	X2.1	0,795
	X2.2	0,807
	X2.3	0,803

Brand Trust (Z)	Z.1	0,840
	Z.2	0,826
	Z.3	0,816
Brand Loyalty (Y)	Y.1	0,834
	Y.2	0,815
	Y.3	0,789
	Y.4	0,800

Source: Processed primary data, 2023

Based on table 1, it is known that each indicator of the research variable has many outer loading values > 0.7 . The data above shows that there are no variable indicators whose outer loading value is below 0.5, so all indicators are declared feasible or valid for research use and can be used for further analysis.

Discriminant Validity

Discriminant validity can be known through the AVE (Average Variance Extracted) method > 0.5 so that it can be said to be valid in convergent validity (Fornell and Larcker, 1981). The following is the AVE value of each variable in this study:

Table 2. Values Average Variance Extracted

Variable	AVE	Description
Brand Characteristics (X1)	0,673	Valid
Brand Satisfaction (X2)	0,649	Valid
Brand Trust (Z)	0,685	Valid
Brand Loyalty (Y)	0,656	Valid

Source: Processed primary data, 2023

Based on table 2, each variable in this study shows an AVE (Average Variance Extracted) value of > 0.5 . Each variable in this study has a respective value for brand characteristics of 0.673, brand satisfaction of 0.649, brand trust of 0.685, and brand loyalty of 0.656. This shows that each variable in this study can be said to be valid in terms of discriminant validity.

Composite Reliability

Composite reliability is the reliability of construct measurement is the part used

to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.7 . Below is the composite reliability value of each variable in this study:

Table 3. Composite Reliability

Variable	Composite Reliability	Description
Brand Characteristics (X1)	0,892	Reliable
Brand Satisfaction (X2)	0,881	Reliable
Brand Trust (Z)	0,867	Reliable
Brand Loyalty (Y)	0,884	Reliable

Source: Processed primary data, 2023

From table 3, it can be shown that the composite reliability value of all research variables is > 0.7 . For the value of brand characteristics of 0.892, brand satisfaction of 0.881, brand trust of 0.867, and brand loyalty of 0.884. This shows that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

Cronbachs Alpha

The second reliability test is Cronbachs Alpha. Cronbachs Alpha is a statistical technique used to measure the internal consistency of psychometric variable indicators.

Table 4. Cronbachs Alpha

Variable	Cronbachs Alpha	Description
Brand Characteristics (X1)	0,838	Reliable
Brand Satisfaction (X2)	0,820	Reliable
Brand Trust (Z)	0,770	Reliable
Brand Loyalty (Y)	0,825	Reliable

Source: Processed primary data, 2023

Based on table 4. shows that the Cronbach alpha value of all variables in this study is above > 0.6 , which means that the

is: Cronbach alpha value has met the requirements so that all constructs can be said to be reliable.

Multicollinearity Test

Multicollinearity can be detected with a cut off value that shows a tolerance value > 0.1 or the same as a VIF value < 5 , which means that there is no strong correlation between the independent variables. Below is the VIF value in this study:

Table 5. Collinearity Statistic (VIF)

	Brand Loyalty	Brand Trust
Brand Characteristics (X1)		3,280
Brand Satisfaction (X2)		3,280
Brand Trust (Z)	3,266	
Brand Loyalty (Y)		

Source: Processed primary data, 2023

From table 5, the results of Collinierity Statistics (VIF) to see the multicollinearity test with the results of the brand characteristics variable on brand trust amounted to 3.280. The value of the brand satisfaction variable on brand trust is 3.280. And the value of the brand trust variable on brand loyalty is 3.266. Each variable has a cut off value > 0.1 or the same as the VIF value < 5 , so it does not violate the multicollinearity test.

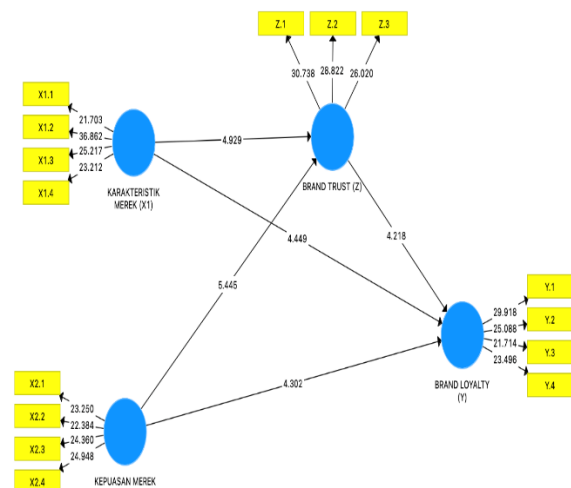


Figure 3. Inner model

Inner Model Analysis

Model Goodness Test (Goodness of fit)

R-Square Value

The R² or R-Square value shows the determination of exogenous variables on endogenous variables. The greater the R² value indicates a better level of determination. R² values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak (Ghozali, 2015). The following is the value of the coefficient of determination in this study.

Table 6. Values R-Square

	R-Square	R-square Adjusted
Brand Trust (Z)	0,694	0,691
Brand Loyalty (Y)	0,752	0,748

Source: Processed primary data, 2023

Based on table 6, R-Square is used to see the magnitude of the influence of the brand characteristics variable and brand satisfaction on brand trust, namely with a value of 0.694 or 69.4%, this relationship is a moderate relationship. Then to see the magnitude of the influence of the brand characteristics and brand satisfaction variables on brand loyalty, namely with a value of 0.752 or 75.2%, this relationship is a strong relationship.

The next test is the Q-Square test. The Q² value in structural model testing is done by looking at the Q² (Predictive relevance) value. The Q² value can be used to measure how well the observation value produced by the model is also its parameter. A value of Q² > 0 indicates that the model has predictive relevance, while a value of Q² < 0 indicates that the model lacks predictive relevance.

Based on the research results, the Q-Square value is 0.924112. This value explains the diversity of the research data can be explained by the research model by 92.41%, while the remaining 7.59% is explained by other factors that are outside this research model. Thus, from the results

of these calculations, this research model can be stated to have good goodness of fit.

F-Square Value (F²)

In testing the structural model, it is done by looking at Q² (Predictive relevance). This test is carried out to determine the predictive capability of how well the resulting value is, if the resulting value of 0.002 (small), 0.15 (medium), 0.35 (large) affects the structural level. Based on data processing carried out using smart PLS 3.0 obtained F-Square (F²):

Table 7. F-Square (F²)

	Brand Loyalty	Brand Trust
Brand Characteristics (X1)		0,169
Brand Satisfaction (X2)		0,209
Brand Trust (Z)	0,086	
Brand Loyalty (Y)		

Source: Processed primary data, 2023

Based on table 7, it shows that the predictive capability of the value of brand characteristics on brand trust of 0.169 is classified as moderate or moderate. The value of brand satisfaction on brand trust of 0.209 is classified as moderate or moderate. And the value of brand trust on brand loyalty of 0.086 is classified as weak.

Hypothesis Test

Path Coefficient

Testing the path coefficient by using the bootstrapping process to see the t statistics or p values (critical ratio) and the original sample value obtained from the process. The p value < 0.05 indicates that there is a direct influence between variables, while the p value > 0.05 indicates that there is no direct influence between variables. In this study, the significance value used is t-statistic 1.96 (significant level = 5%). If the t-statistic value > 1.96 then there is a significant influence.

Table 8. Path Coefficient (Direct Effect)

	Hipotesis	Original Sample	t-Statistics	P Values	Description
Brand Characteristics (X1) -> Brand Loyalty (Y)	H1	0,312	4,449	0,000	Positively Significant
	H2	0,351	4,302	0,000	Positively Significant
Brand Satisfaction (X2) -> Brand Loyalty (Y)	H3	0,412	4,929	0,000	Positively Significant
	H4	0,458	5,445	0,000	
Brand Trust -> Brand Loyalty (Y)	H5	0,264	4,218	0,000	Positively Significant

Source: Primary data processed, 2023

1. The first hypothesis tests whether brand characteristics have a positive and significant effect on brand loyalty. The table above shows a t-statistic value of 4.449 with an effect of 0.312 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value < 0.05, it can be concluded that hypothesis one is accepted.
2. The second hypothesis tests whether brand satisfaction has a positive and significant effect on brand loyalty. The table above shows a t-statistic value of 4.302 with an effect of 0.351 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value < 0.05, it can be concluded that hypothesis two is accepted.
3. The third hypothesis tests whether brand satisfaction has a positive and significant effect on brand trust. The table above shows a t-statistic value of 4.929 with an effect of 0.412 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value < 0.05, it can be concluded that the third hypothesis is accepted.
4. The fourth hypothesis tests whether brand satisfaction has a positive and significant effect on brand loyalty. The table above shows a t-statistic value of 5.445 with an effect of 0.458 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value < 0.05, it can be concluded that the fourth hypothesis is accepted.
5. The fifth hypothesis tests whether brand trust has a positive and significant effect on brand loyalty. The table above shows a t-statistic value of 4.218 with an effect of 0.264 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value < 0.05, it can be concluded that the fifth hypothesis is accepted.

Specific Indirect Model

If the P-Values value < 0.05 then it is significant. This means that the mediator variable mediates the effect of an exogenous variable on an endogenous variable, in other words, the effect is indirect. If the P-Value > 0.05 then it is not significant.

Table 9. Indirect Test (Indirect Effect)

Indirect Effect	Original Sample	t-Statistics	P Values	Description
Brand Characteristics (X1)	0,109	3,299	0,001	Positively Significant

-> Brand Trust (Z) -
> Brand Loyalty (Y)

Brand Satisfaction (X2) -> Brand Trust (Z) -> Brand Loyalty (Y)	0,121	3,143	0,002	Positively Significant
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Source: Primary data processed, 2023

- The sixth hypothesis tests whether brand trust mediates the relationship between brand characteristics and brand satisfaction on brand loyalty. Based on the table above, the brand characteristics variable shows that the t-statistic value is 3.299, which means > 1.96 with a p value of 0.001, which means <0.05. So it can be concluded that brand characteristics on brand loyalty can be mediated by brand trust partially. And the relationship between brand satisfaction variables shows that the t-statistic value is 3.143 which means > 1.96 with a p value of 0.002 which means <0.05. So it can be concluded that brand satisfaction on brand loyalty can be mediated by brand trust partially.

Discussion

This study aims to explain the effect of brand characteristics and brand satisfaction on brand loyalty mediated by brand trust. This research was conducted on students in SoloRaya, the number of respondents used in this study were 200 respondents. This analysis process was carried out using the Smart PLS 3.2 application.

Based on the characteristics of the respondents, the characteristics of the respondents based on their age show the results that the age of 21-30 years dominates the respondents, which is 71.5%. Characteristics of respondents based on female gender dominate respondents, namely 85%. Characteristics of respondents based on university show that respondents from UMS dominate respondents, namely 49%. The characteristics of respondents based on the intensity of purchasing MS Glow products

show that respondents with an intensity of <1 month dominate the respondents, namely 62%.

Next is hypothesis testing. In this study, the data was tested with Smart PLS 3.2 software. The hypothesis test results are as follows:

The influence of brand characteristics on brand loyalty

Brand characteristics have a very important role in determining consumer decision making to trust a brand. This is because consumers make judgments before buying (Tjahyadi, 2019). Meanwhile, according to (Fiesta, 2018) brand loyalty is a measure of customer relationship to a brand. the concept of brand loyalty is very different from customer loyalty. Every consumer has a different perception of a brand, so efforts to build strong brand loyalty are not enough to carry out communication activities, advertise and change logos, but far from that, namely by creating a total experience for target consumers. Brands that have certain characters will make it easier for consumers to remember the characteristics of the brand.

The analysis results show that brand characteristics have a positive and significant influence on brand loyalty. This is evidenced by the t-statistic value of 4.272 or > 1.96 with an original sample value of 0.375 and a p-value of 0.000 or <0.05.

The results of this study are in line with research conducted by (Fauzi, 2019) which states that Brand Characteristics have a positive and significant influence on Brand Loyalty.

The effect of brand satisfaction on brand loyalty

Brand satisfaction is an actual response from consumers who have consumed a product to its quality (Kotler & Keller, 2016). While brand loyalty according to (Mahyuzar, 2022) is seen as the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand, and intends to continue buying it in the future. satisfaction greatly affects consumer loyalty to brands. The more satisfied consumers are, the more their loyalty or loyalty to certain brands increases.

The results of the analysis show that brand satisfaction has a positive and significant influence on brand loyalty. This is evidenced by the t-statistic value of 3.477 or > 1.96 with an original sample value of 0.292 and a p-value of 0.001 or < 0.05. The results of this study are in line with research conducted by (Khasanah et al., 2021) which states that brand satisfaction has a positive and significant effect on brand loyalty.

The effect of brand characteristics on brand trust

Customer trust in the brand (brand trust) is the customer's desire to rely on a brand at the risks faced because of the expectation that the brand will cause positive results. While brand characteristics are something related to brand trust including brand predictability, brand reputation, and brand competence. Brand characteristics play a vital role in determining whether customers decide to trust a brand.

The results of the analysis show that brand characteristics have a positive and significant influence on brand trust. This is evidenced by the t-statistic value of 4,500 or > 1.96 with an original sample value of 0.405 and a p-value of 0.000 or < 0.05. The results of this study are in line with research conducted by (Tjahyadi, 2019) which states that brand characteristics have a positive and significant effect on brand trust.

The effect of brand satisfaction on brand trust

Brand satisfaction is a customer response to the actual quality of a product and the expectations that customers want beforehand after customers consume it. Meanwhile, consumer trust is their belief to make a promise offered by a reliable and trustworthy seller that the party will fulfill their needs in accordance with what they need now and future needs. (Keller & Paul, 2017). If consumers are satisfied with the brand when they first use it, it will make them believe that the brand will always be able to satisfy them.

The results of the analysis show that brand satisfaction has a positive and significant effect on brand trust. This is evidenced by the t-statistic value of 4.656 or > 1.96 with an original sample value of 0.454 and a p-value of 0.000 or < 0.05.

The results of this study are in line with research conducted by (Widianti, 2022) which states that brand satisfaction has a positive and significant effect on brand trust.

The effect of brand trust on brand loyalty

Brand trust is the willingness of consumers to rely on the brand's ability in accordance with the functions that have been demonstrated by the brand. Brand trust is to be trusted and comes from consumer confidence that the product is able to fulfill the promised value and good intentions of the brand. Meanwhile, brand loyalty addresses consistent purchasing patterns for certain brands over time and also a favorable attitude towards a brand. Brand loyalty has two elements, namely attitude and behavior. The existence of high consumer confidence in a brand will make consumer loyalty to the product increase and the number of consumers who are loyal to the company will also increase.

The results of the analysis show that brand trust has a positive and significant effect on brand loyalty. This is evidenced by the t-statistic value of 2.667 or > 1.96

with an original sample value of 0.271 and a p-value of 0.008 or <0.05.

The results of this study are in line with research conducted by (Laksono & Suryadi, 2020) which states that brand trust has a positive and significant effect on brand loyalty.

The effect of brand characteristics and brand satisfaction on brand loyalty mediated by brand trust

Brand characteristics have a very important role in determining consumer decision making to trust a brand. This is because consumers make an assessment before buying (Tjahyadi, 2019). Brands that have their own characteristics will easily make consumers remember them and if the product is good, consumer confidence will also increase. Loyalty to the brand will form by itself with one of them being the trust of consumers.

Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought against the expected performance (or results). Smart companies aim to satisfy customers by delivering more than they promise. Customers who are satisfied with a product can cause loyalty. (Khasanah et al., 2021). Satisfaction with the brand makes trust in a brand formed. This is what makes consumers more loyal to a brand because of high trust and also with satisfaction that exceeds expectations.

The results of the analysis show that brand trust partially mediates the influence between brand characteristics on brand loyalty. This is evidenced by the t-statistic value of 2.227 or > 1.96 with an original sample value of 0.110 and a p-value of 0.026 or <0.05. Then the results of the analysis show that brand trust partially mediates the influence between brand satisfaction on brand loyalty. This is evidenced by the t-statistic value of 2.359 or > 1.96 with an original sample value of 0.123 and a p-value of 0.019 or <0.05.

The results of this study are in line with research conducted by (Purnomo &

Oktaria, 2018) which states that brand trust mediates the relationship between brand characteristics and brand loyalty. And the results of this study are in line with research conducted by (Widianti, 2022) which states that brand trust mediates the relationship between brand satisfaction and brand loyalty.

CONCLUSION

Based on the results and discussion, it is concluded that brand characteristics, brand satisfaction and brand trust have a positive and significant effect on brand loyalty. Brand characteristics, brand satisfaction have a positive and significant effect on brand trust. Brand trust can mediate the relationship between brand characteristics and brand satisfaction on brand loyalty partially.

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