JURNAL ILMIAH MANAJEMEN DAN BISNIS

The Influence of Brand Image, Price Perception, and Brand Awareness on Brand Loyalty (Study on Wardah Facial Cleanser Customers)

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ABSTRACT

Rapid growth is being experienced by the cosmetics industry in Indonesia as public demand for beauty-related matters is increasing based on Statista's report. The increase in health and beauty product transactions surpasses fast-moving consumer goods (FMCG). The high transaction of health and beauty products is because people spend more time at home during covid 19 and people are increasingly conscious about health. The research aims to determine the effect of brand image, price perception, brand awareness on brand loyalty (study on wardah facial cleanser customers). This research was conducted on 185 respondents using a quantitative approach. The data analysis method used is Structural Equation Modelling (SEM). The results showed that brand image has a positive and significant effect on wardah facial cleanser brand loyalty, price perception has a positive and significant effect on wardah facial cleanser brand loyalty, brand awareness has a positive and significant effect on wardah facial cleanser brand loyalty.

INTRODUCTION

Rapid growth is being experienced by the cosmetics industry in Indonesia as public demand for beauty related matters is increasing based on statista's report, revenue in the beauty & personal care market will reach US$7.23 billion or Rp111.83 trillion (with an exchange rate of 1 dollar at Rp15,467.5) by 2022. The market is expected to grow annually by 5.81% (CAGR or growth rate per year from 2022-2027). The increase in health and beauty product transactions surpasses fast-moving consumer goods (FMCG). The high transaction of health and beauty products is because people spend more time at home during covid 19 and people are increasingly conscious about health. According to the results of a survey conducted by the ZAP Beauty Index, it explains that overall women in Indonesia spend at least 20% of their total monthly spending money to buy beauty products (ZapBeautyIndex, 2023). The total market share of the beauty industry in Indonesia in 2010 amounted to 2,115 million US dollars, increasing to 5,184 million US dollars in 2023. It can be concluded that the growth of the beauty market in Indonesia has increased. One of the companies engaged in the field of cosmetics is PT Paragon Tecnology and Innovation, which was founded in 1985 and is located at Jalan Swardama Raya

Kampung Baru IV No.1 Jakarta 12250 Indonesia. Wardah has several variants, namely skincare acne series, lightening, anti-aging, nature daily, white secret, c defense. To be able to compete with similar companies and survive, brand loyalty is needed by the company (Ilahi & Andarini, 2022). 65% pengalaman positif yang dialami pelanggan akan berdampak membuat pelanggan loyal terhadap merek tersebut (Mostafa & Kasamani, 2021).

Brand loyalty is a consistent consumer preference to purchase the same brand in a specific product or service category (Giti & Mawardi, 2020). Brand loyalty is needed by companies to build long-term relationships with consumers and will have a positive business impact (Rather et al.,2018). To find out the factors that influence brand loyalty, researchers distributed a pre-survey to 30 respondents. From the results of the pre-survey, it can be seen that the variables that are suspected of having problems with brand loyalty are brand image, price perception, and brand awareness.

Brand image is one of the factors that influence brand loyalty. Brand image is a consumer perception of a brand that reflects the associations that exist in the minds of consumers with a positive brand image perception that allows more to make purchases, this is because it is a reference for consumers in making purchases on certain brands (Hanifah & Sari, 2022). At this time consumers always rely on the image of a brand in deciding to purchase a brand of a particular product (Ngabiso et al., 2021). Based on the top brand index in 2024, wardah facial cleanser position of 6.90% is in fourth position after ponds, garnier, biore.

Price perception is used to understand consumer behavior related to product search, evaluating general product purchases, discounts, sales responses and coupons (Khare et al., 2019). If the price perceived by consumers is high, then consumers will reconsider making a purchase. However, if the price perceived by consumers is relatively affordable, then consumers will make a purchase for the product or service (Pratiwi R. B., 2022). The price of a 100 ml wardah facial cleanser is Rp 37.500. The price of wardah facial cleansers is competitive with other brands.

Brand awareness is the ability and ability of a potential consumer to be able to recognize part of a brand or recall a brand is part of a certain category (Kumontoy et al., 2023). It is important for companies so that consumers can recognize and remember the company's brand easily. The company must be able to communicate the company products or brands well to the target market that best suits the product or brand to be sold. The better consumers recognize or are aware of a product or brand, the more loyal they will be to the brand (Sutrisno & Nurrahmat, 2020). Based on the phenomena that occur, the results of pre-surveys and previous research, researchers are interested in conducting research by taking the title "The Effect of Brand Image, Price Perception, Brand Awareness on Brand Loyalty (Study on Wardah Facial Cleanser Customers)".

METHOD

This research time starts from March 2023-March 2024. The research location was carried out to wardah facial cleanser customers. The research design uses quantitative. Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of describing and testing predetermined hypotheses (Sugiyono, 2022). The measurement scale used in this study is the Likert scale. Likert scale which specifically uses five anchors strongly disagree, disagree, less agree, agree and strongly agree (Sekaran & Bougie, 2016). The population in this study were customers of the wardah facial cleanser lightening facial foam variant, the exact number of which is unknown. Data collection using non-probability methods. The sampling technique in this study was purposive sampling. Purposive sampling is a sampling technique with certain criteria, namely people who buy the wardah facial cleanser brand at least twice. The sample size in this study used the approach (Hair et al., 2022), which is the number of indicators x 5 = 37 x 5 = 185 respondents. The data collection method uses a questionnaire. The data analysis method uses descriptive analysis and uses Structural Equation Modeling (SEM).

RESULTS AND DISCUSSION

Result

The respondents in this study were people who bought the wardah facial cleanser brand at least twice with 185 respondents. The majority of respondents are female and aged 17-23 years with the respondents' jobs being students. Structural Equation Modeling (SEM) is a set of statistical methods used to estimate the relationship between constructs and indicators by taking into account measurement error. Measurement Model Evaluation (Outer Model) (1) validity test, this test aims to determine which latent variables are considered valid (Hair et al., 2022). Therefore, the criteria that must be met for the validity test with PLS-SEM are as follows:

a) Convergent validity is the extent to which a measure has a positive correlation with alternative stages consisting of similar constructs. A variable is considered to have good convergent validity if the outer loading of each variable is 0.70 and AVE> 0.50 (Hair et al., 2022). The results of testing outerloading show that the variables of brand image, price perception, brand awareness and brand loyalty have outerloading> 0.70, so all statements are said to be valid. For AVE (Average Variance Extracted) testing, it shows that the variables of brand image, price perception, brand awareness and brand loyalty> 0.50 are declared valid.

b) Discriminant validity is the extent to which the construct is actually different from others. Therefore. establishing discriminant validity means capturing unique phenomena on the construct and not represented by other constructs in the model. The method for assessing discriminant validity is to test the cross loading indicator, Fornell-Larcker criterion. One variable is considered to have good discriminant validity if the cross loading value of the outer loading is greater than the value of the other outer loading and has a better value than other constructs (Hair et al., 2022). (2) Reliability test, this test

aims to measure the consistency of the indicators. Cronbach's alpha> 0.70 and composite reliability> 0.70 are reliable. The test results of the reliability test show that the variables of brand image, price perception, brand awareness and brand loyalty have Cronbach's alpha> 0.70 and composite reliability> 0.70, so it is said to be reliable. Furthermore, the Structural Model Evaluation (Inner Model) According to (Hair et al., 2022) explains that the structural model represents constructs that show the relationship between constructs. The coefficient of determination determines the size of the predictive power of the model of the influence of the independent variable on the dependent variable.

Table 1. Coefficient of Determination

Brand Loyalty	0.704	Moderate

Source: data processed, 2024

Based on table 1, the effect of brand image, price perception, brand awareness on brand loyalty is 0.704 x100% = 70.4% and the remaining 29.6% is influenced by other variables not explained in this study. The r-square value of 0.704 is in the moderate category. The measurement used next is F-square. F-square is a measurement used to see how much influence or effect the predicator construct has on endogenous constructs (Hair et al., 2022). F-square criteria of 0.02, 0.15 and 0.35 are small, moderate and large.

Table 2. F-Square

Variable	*F-Square*	Description
Brand Image (X_1)	0.057	Small
Price Perception (X_2)	0.220	Moderate
Brand Awareness (X_3)	0.147	Small

Source: data processed, 2024

Based on table 2, brand image has an F-square of 0.057 in the small category, price perception has an F-Square of 0.220 in the moderate category, brand awareness has an F-Square of 0.147 in the small category.

Table 3. Q-Square

Brand Loyalty	0.704	Strong

Source: data processed, 2024

Based on table 3, brand loyalty has a Q-Square value of 0.704> 0, so it has predictive relevance with a strong category. A good fit model is not enough to support the proposed theoretical model. Research must also examine each parameter that represents a particular hypothesis (Hair et al., 2022).

Table 4. Hypothesis Test

Path	Original Sampel	Tstat	pvalue	Description
Brand Image → Brand Loyalty	0.221	2.379	0.017	H_1 accepted
Price Perception → Brand Loyalty	0.301	3.874	0.000	H_2 accepted
Brand Awareness → Brand Loyalty	0.413	3.686	0.000	H_3 accepted

Source: data processed, 2024

Based on table 4, we can conclude as follows:

1) Brand image has original sample 0,221, tstat 2,379 ≥ 1,96, pvalue 0,017 < 0,05 then H_1 is accepted, which means that brand image has a positive and significant effect on brand loyalty.

2) Price perception has original sample 0,301, tstat 3,874 ≥ 1,96, *pvalue* 0,000 < 0,05 then H_2 is accepted, which means that price perception has a positive and significant effect on brand loyalty.

3) Brand awareness has original sample 0,413, tstat 3,686 ≥ 1,96, pvalue 0,000 < 0,05 then H_3 is accepted, which means that brand awareness has a positive and significant effect on brand loyalty.

Discussion

The Effect of Brand Image on Brand Loyalty

Brand image has an original sampel 0,221, tstat 2,379 ≥ 1,96, pvalue 0,017 < 0,05 maka H_1 is accepted, which means that brand image has a positive and significant effect on brand loyalty. This research is also in line with the journal (Kim et al., 2018) that brand image has a positive and significant effect on brand loyalty. Brand perception reflects consumer associations in the minds of consumers. Brand loyalty refers to strong communication to commit to buying a brand's products or services. This research is also supported by (Wiranata & Benarto, 2021) brand image is a picture that exists in the minds of consumers and the better the customer's view of a brand, the more loyal and loyal the customer will be to that brand.

The Effect of Price Perception on Brand Loyalty

Price perception has an original sampel 0,301, tstat 3,874 ≥ 1,96, pvalue 0,000 < 0,05 maka H_2 accepted, which means that price perception has a positive and significant effect on brand loyalty. This research is also supported by (Pratiwi R. B., 2022) price is a marketing component that is sensitive to change if it decreases it will increase loyalty. One of the reasons price perceptions affect brand loyalty is because the price offered is very affordable, the amount is continuously evaluated following market prices and the prices of its competitors, the price is able to compete with others.

The Effect of Brand Awareness on Brand Loyalty

Brand awareness has an original sampel 0,413, tstat 3,686 ≥ 1,96, pvalue 0,000 < 0,05 then H_3 is accepted, which means that brand awareness has a positive and significant effect on brand loyalty. This research is supported (Yola & Utama, 2021) brand awareness has a positive and significant effect on brand trust. In the highly competitive business environment that occurs in today's environment, the first step is to concentrate on brand management and look for strategies to increase consumer awareness that strengthen the brand. When consumers do not trust or are unsure of a product, the brand can be used to inform them of the product's position and ensure that the product can be trusted. This research is also supported by (Rompas et al., 2018) brand awareness has an important position on brand loyalty, because higher customer awareness of the product makes it easier for customers to choose the product they want. This means that if brand awareness is high, brand loyalty will increase, which is why brand awareness affects brand loyalty.

CONCLUSION

The results showed that brand image has a positive and significant effect on wardah facial cleanser brand loyalty, price perception has a positive and significant effect on wardah facial cleanser brand loyalty, brand awareness has a positive and significant effect on wardah facial cleanser brand loyalty.

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