
EXPLORING THE RELATIONSHIP BETWEEN BRAND AWARENESS, BRAND TRUST, AND BRAND CREDIBILITY TOWARDS FLORAISON CUSTOMER LOYALTY THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE



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Abstract

PT. Tejakula Lestari Jaya, the manufacturer of Floraison products, is located in Buleleng, Bali, where this study was conducted. The results show that brand awareness, brand trust, and brand credibility have a positive and significant impact on customer satisfaction and customer loyalty. Consumer satisfaction also acts as a significant mediator of brand awareness, brand trust, and brand credibility on customer loyalty. The purpose of this study was to determine how brand knowledge, brand trust, and brand credibility affect customer satisfaction, as well as customer loyalty to Floraison's skincare and body care products. With an average value of brand recognition indicators of 4.24 and company characteristics of 4.15, customers indicate that Floraison products are of high quality, which contributes to loyalty. Therefore, increasing brand awareness and brand trust is very important for companies to maintain.

Keywords: Brand Awareness, Brand Trust, Brand Credibility, Consumer Satisfaction, Customer Loyalty

INTRODUCTION

The cosmetics industry, especially in the skincare sector such as skincare and bodycare, has become one of the most growing sectors in Indonesia. In this millennial era, skincare and bodycare products are not only important needs for women, but also for men, especially for those who are often outside the home or in an office environment. Protecting the skin from pollution, such as vehicle exhaust fumes and sun exposure, is becoming increasingly important. In addition to skincare, a healthy lifestyle such as regular exercise, a good diet, and stress management also play a role in maintaining healthy skin.

Clean and well-groomed facial and body skin not only increases self-confidence but also provides a unique attraction for others. Therefore, the demand for skincare and bodycare products continues to increase along with the times. The cosmetics industry in Indonesia is very competitive, with various companies competing to create new products that suit consumer desires. Innovation in product variations, practical packaging, and affordable prices are the keys to gaining consumer attention. The many choices of products on the market require manufacturers to present high-quality products that are different from others. Quality products can create a positive experience for consumers and build loyalty.

Floraison is one of the local brands that focuses on skincare and bodycare products. Known for using the best formula with grade A ingredients, Floraison offers a variety of products that are proven to provide benefits such as moisturizing, brightening, and tightening the skin, as well as removing acne scars. Floraison products, including face serum, face cream, day cream, night cream, body butter, body lotion, and body collagen, have been registered with the Food and Drug Supervisory Agency (BPOM) and are produced by PT. Tejakula Lestari Jaya which is located in Tejakula, Buleleng-Bali.

Although Floraison has just entered the market amid the pandemic, the company remains committed to introducing high-quality products and continuing to innovate. The significant increase in cosmetics sales in Indonesia—from US\$1.8 billion in 2022 to US\$2 billion in 2023—demonstrates the huge market potential. The Indonesian government projects that the country will become the fifth largest cosmetics market in the world in the next 5-10 years.

Brand awareness is an important factor in marketing. Floraison has succeeded in creating strong brand awareness through attractive logos and packaging, which makes it easier for consumers to recognize and remember the product. Brand trust is also an important aspect, where consumers tend to buy and remain loyal to brands they trust. Floraison has built brand trust by offering high-quality products at competitive prices.

This study will explore how factors such as brand awareness and brand trust influence consumer purchasing decisions towards Floraison skincare and bodycare products, as well as how the company can continue to thrive in this competitive market.

In the cosmetics industry, especially in the skincare sector such as skincare and bodycare, brand credibility plays an important role in building consumer trust. Brand credibility is a rational reason to believe in a product, as explained by Erika et al. (2021). According to Smolnikov (2018), brand credibility is the core of a brand's social power that influences consumers' assessment of claims made by manufacturers. The higher the credibility of a brand, the more likely consumers are to remember and trust the brand.

Consumer satisfaction with a product can drive loyalty. When consumers are satisfied with the product they buy, they tend to show loyalty to that product. This satisfaction arises from a comparison between the expected product performance and the actual product performance, without any coercion, but naturally (Kotler & Keller, 2021). Customer loyalty is characterized by a willingness to continue buying and using the same product, and recommending it to others (Christopher and Lauren in Setiawan, 2021).

Brand awareness, brand trust, and brand credibility are factors that contribute to consumer satisfaction. Strong brand awareness and high trust will form a positive perception of brand credibility, which in turn can increase customer satisfaction and loyalty. Floraison, as a local brand in the cosmetics industry, faces challenges in building and maintaining brand awareness, brand trust, and brand credibility in a competitive market. This study aims to explore the relationship between brand awareness, brand trust, and brand credibility on Floraison customer loyalty, with consumer satisfaction as an intervening variable. This study is important to understand how these factors affect customer loyalty and to identify strategies that can increase consumer satisfaction and loyalty to Floraison products.

RESEARCH METHOD

This research was conducted at PT. Tejakula Lestari Jaya, located at Jalan Dolphin, Dusun Tegal Sumaga, Tejakula Village, Tejakula District, Buleleng Regency, Bali. The reason for choosing this research location is because PT. Tejakula Lestari Jaya is a cosmetic factory that focuses on the production of skincare and bodycare. This company is relatively new, founded during the pandemic, but remains innovative and growing rapidly. PT. Tejakula Lestari Jaya has a class A permit as a factory and uses grade A quality ingredients in its products, so they are safe for the skin. In addition, this company prioritizes product quality so that it can compete with other similar products.

Population is a group of individuals or subjects who have certain characteristics or qualities determined by researchers for research purposes and for drawing conclusions (Ghozali, 2021:196). The population in this study were all consumers who use skincare and bodycare products from the Floraison brand. This is because skincare and bodycare products are very commonly used by various groups from young to old.

According to Ghozali (2021), a sample is a part of a population that has certain characteristics and is taken to represent the population. This study uses a purposive sampling technique, which is a sampling technique based on certain considerations. The criteria used to select samples are:

1. Respondents were at least 17 years old and above, considering that this age group usually starts to experience skin problems that require treatment.
2. Respondents have used skincare and body care products from the Floraison brand.

To determine the number of samples, the Structural Equation Modeling (SEM) method was used with the rule of thumb that the sample should be at least five to ten times the number of indicators used (Utama, 2018:44). In this study, there were 24 indicators, so the sample needed was between 120 and 240 respondents. Based on this consideration, the study selected 150 respondents from the population in Tejakula.

RESULTS AND DISCUSSION

Overview of Research Respondents

This study involved 150 respondents who were consumers of Floraison skincare and body care products. The questionnaire was distributed via Google Forms, and the characteristics of the respondents were based on gender, age, last education, and occupation.

Based on the data, the majority of respondents were female (68.6%), with a total of 103 people, while only 47 were male (31.3%). This shows that Floraison products are more in demand by women. In terms of age, most respondents were between 23-28 years old (53.3%), followed by the 29-34 age group (16.0%), and those over 35 years old (15.3%). This shows that Floraison products are most in demand by young adult consumers. In terms of education, the majority of respondents have a Bachelor's degree (44%), followed by a Diploma (29.3%), and High School/equivalent (26.6%). This data shows that Floraison has attracted the attention of consumers from various educational backgrounds, although it is more popular among those with higher education. Overall, the data shows that Floraison has succeeded in attracting consumer interest from various demographic groups in the Tejakula area.

Respondents' Answer Description

Brand Awareness variable. From the table, the highest average is on "By looking at the logo, consumers will know that the product is Floraison" with a score of 4.24. This shows that consumers have a positive perception of the Floraison logo, which helps build strong brand awareness. Description of respondents' answers to the Brand Trust variable. The highest average is on, "Floraison products have their own characteristics," with a score of 4.15. This shows that consumers appreciate the characteristics of Floraison products, especially the durability of the aroma in bodycare products. This characteristic is an important factor in building customer satisfaction and loyalty. Thus, Floraison has the potential to compete with other brands thanks to the characteristics that distinguish its products from similar products.

Overall, the data shows that Floraison has strong brand awareness and brand trust among its consumers, although there is still room to improve brand awareness and trust in product quality.

In the analysis of brand trust variables, the lowest average was found in "Floraison products are a separate choice for consumers because of the attractive characteristics of

Floraïson." This result shows that Floraïson needs to do more innovation to create characteristics that differentiate its products from competitors. One way to increase product appeal is to improve packaging to be more attractive and practical, because current trends show that consumers prefer functional and modern product packaging. Periodic packaging changes are essential to stay relevant to market needs.

In the brand credibility variable, the highest average is "I really trust Floraïson products, because they use quality ingredients." This shows that Floraïson has succeeded in building consumer trust through the use of high-quality ingredients, some of which are imported from abroad. The safe product formulation and no side effects on the skin are also the reasons consumers feel safe using Floraïson products. Thus, Floraïson has succeeded in maintaining consumer trust in brand credibility.

However, the lowest average for the brand credibility variable was found to be "I am very interested in Floraïson products, because they do not contain mercury and provide real results." This result indicates that although Floraïson has emphasized the importance of product safety and quality, some consumers are still easily influenced by product promotions that promise instant results, such as white skin in a short time. Therefore, it is important for Floraïson to be more active in educating consumers about the benefits of using products that are safe and not harmful to the skin, so that consumers are not easily carried away by unhealthy instant promotional promises.

In the customer satisfaction variable, the highest average was found in "The quality of Floraïson products can provide a good impact on skin health." This confirms that Floraïson has succeeded in satisfying consumers by providing products that contribute positively to skin health. Safe and effective formulations are Floraïson's advantages in maintaining consumer satisfaction. However, the lowest average was found in "My skin feels bright and healthy after using Floraïson products." Although Floraïson has succeeded in maintaining product quality and safety, this brand still has to face competition from other products that may offer faster results, such as instant whitening skin. This shows that Floraïson needs to continue to improve education and promotion about the importance of sustainable and safe results for skin health.

In the customer loyalty variable, the highest average was found in "Floraison products are the best products, because they always prioritize skin health." This shows that Floraison has gained recognition from consumers as a brand that always prioritizes skin health. Consumers who feel that this product provides real benefits tend to be loyal to using Floraison products in the future. However, the lowest average was found in, "I really like Floraison products." This indicates that there is tight competition with other brands that offer products with more innovative variations. To increase consumer loyalty, Floraison needs to be more creative in developing new products and more innovative in its promotional strategies.

Convergent Validity

Convergent validity aims to assess how well the measured indicators correlate with the latent variables they represent. In this study, convergent validity is evaluated using the loading factor value of each indicator. An indicator is said to have good convergent validity if its loading factor value is more than 0.7. Based on table 4.7, all question items have a loading factor value > 0.7 , which means that all indicators in this study are convergently valid.

All question items in this table have outer loading values above 0.7, which means that all indicators of the variables used have met the requirements of convergent validity. Therefore, the data used in this study are declared valid.

Discriminant Validity

Discriminant validity assesses whether a construct can better predict the measured indicators for its constituent variables compared to other variables. In this study, discriminant validity was tested through cross loading values and the Fornell-Larcker method.

The cross loading value shows that each indicator has the highest loading value on the construct variable it represents compared to other variables, which means that all indicators in this study meet discriminant validity. In addition, discriminant validity is also tested using the Fornell-Larcker method, where the AVE root value compared to the correlation between constructs shows that the AVE root value (shown in bold) is higher than the correlation between variables, so it can be concluded that this research model has met discriminant validity.

Evaluation of Composite Reliability Model and Cronbach Alpha

The evaluation of construct reliability is done through composite reliability and Cronbach alpha values. A construct is declared reliable if its composite reliability and Cronbach alpha values are more than 0.7. Based on Table 4.10, all variables have composite reliability and Cronbach alpha values above 0.7, which means that the constructs in this study are reliable.

In addition, the AVE value of each variable is more than 0.5, which indicates that the variables in this study have good convergent validity.

Structural Model Evaluation (Inner Model)

After evaluating the measurement model, the next step is to evaluate the structural model. This evaluation is done by looking at the coefficient of determination (R-Square) and predictive relevance (Q2).

1. Coefficient of Determination (R2)

Table 1. shows the R-square value for the consumer satisfaction variable of 0.844, which means that 84.4% of the variability in consumer satisfaction can be explained by exogenous variables. The R-square value for customer loyalty is 0.897, which means that 89.7% of the variability in customer loyalty is explained by exogenous and mediating variables.

2. Predictive Relevance (Q2)

The predictive relevance (Q2) value is calculated to measure how well the model can predict. Based on the calculation, the Q2 value is 0.9998, which indicates that 99.98% of the data diversity can be explained by the structural model, while the remaining 0.02% is explained by other factors outside the model. A Q2 value close to 1 indicates that this model has very good predictions.

From these results, it can be concluded that the structural model in this study is very good at explaining and predicting the variables used.

Hypothesis Testing Results

Hypothesis testing in this study was conducted using the estimated parameter significance values, providing information on the relationship between research variables. The Partial Least Squares (PLS) method was used for statistical testing with simulations

through the bootstrap method on the sample. This aims to overcome the problem of data abnormality.

Hypothesis Testing

The results of hypothesis testing are based on the t-count value. Hypothesis testing is done by comparing the t-count value with the t-table (1.960) or using the p-value, with an error rate (α) of 5%. The results of direct and indirect hypothesis testing are presented in the following table.

Table 1.
Hypothesis Testing Results

Hypothesis	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistic	P-Value	Information
H1: Brand Awareness -> Consumer Satisfaction	0.390	0.388	0.073	5.329	0.000	Accepted
H2: Brand Trust -> Consumer Satisfaction	0.307	0.308	0.083	3,712	0.000	Accepted
H3: Brand Credibility -> Consumer Satisfaction	0.278	0.278	0.065	4.287	0.000	Accepted
H4: Brand Awareness -> Customer Loyalty	0.219	0.224	0.071	3.100	0.002	Accepted
H5: Brand Trust -> Customer Loyalty	0.144	0.143	0.065	2.196	0.028	Accepted
H6: Brand Credibility -> Customer Loyalty	0.253	0.251	0.070	3.606	0.000	Accepted
H7: Customer Satisfaction -> Customer Loyalty	0.388	0.385	0.090	4.308	0.000	Accepted

Based on the test results, all hypotheses showed p-value < 0.05 and t-statistic value > 1.96, which means all hypotheses were accepted.

The following table shows the results of indirect hypothesis testing:

Table 2.
Indirect Hypothesis Testing

Hypothesis	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistic	P-Value	Information
H ₈ : Brand Awareness -> Consumer Satisfaction -> Customer Loyalty	0.151	0.149	0.042	3,607	0.000	Intervening
H ₉ : Brand Trust -> Consumer Satisfaction -> Customer Loyalty	0.119	0.118	0.042	2,830	0.005	Intervening
H ₁₀ : Brand Credibility -> Consumer Satisfaction -> Customer Loyalty	0.108	0.108	0.039	2,772	0.006	Intervening

The significance value shows a p-value < 0.05, which means that the consumer satisfaction variable is able to significantly mediate the relationship between the main variables.

CONCLUSION

Summary of research results on the relationship between brand awareness, brand trust, and brand credibility to Floraison customer loyalty, with customer satisfaction as an intervening variable. The empirical model was tested using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) method, and the results are consistent with previous theories and research.

The Relationship Between Brand Awareness and Consumer Satisfaction

Brand awareness shows a significant positive relationship with consumer satisfaction. Increased brand awareness contributes to increased consumer satisfaction. The results of the descriptive analysis show that the brand recognition indicator has an average value of 4.24, which indicates that consumers easily remember Floraison products just by looking at their logo. Strong brand recognition can encourage consumers to buy Floraison products and feel the benefits.

The Relationship Between Brand Trust and Consumer Satisfaction

Brand trust is also positively related to consumer satisfaction. Increased brand trust contributes to increased consumer satisfaction. The company characteristic indicator has an average value of 4.15, indicating that consumers feel confident and comfortable recommending Floraison products because of their unique characteristics, such as fresh and long-lasting fragrances in body care products. Consumer trust in the characteristics of Floraison products affects their satisfaction.

The Relationship Between Brand Credibility and Consumer Satisfaction

Brand credibility has a significant positive relationship with consumer satisfaction. The better the brand credibility, the greater the satisfaction felt by consumers. The results of the descriptive analysis show that the trust indicator has an average value of 4.17, indicating that consumers feel more confident and interested in buying Floraison products. Good credibility helps Floraison compete with other brands.

The Relationship Between Brand Awareness and Customer Loyalty

Brand awareness has a positive effect on customer loyalty. Increasing brand awareness contributes to increasing customer loyalty. Consumers tend to choose products with attractive and memorable brand awareness. The average value of the brand recognition indicator is 4.24, indicating that consumers are motivated to buy Floraison products because of the easily recognizable brand and the benefits they have experienced previously.

The Relationship Between Brand Trust and Customer Loyalty

Brand trust has a positive influence on customer loyalty. Increased brand trust contributes to increased customer loyalty. The average value of the company characteristic indicator is 4.15, indicating that consumers feel confident with the characteristics of Floraison products and recommend them to others. High trust in the brand affects customer loyalty.

The Relationship Between Brand Credibility and Customer Loyalty

Brand credibility is positively related to customer loyalty. Increasing brand credibility contributes to increasing customer loyalty. The average value of the trust indicator is 4.17, indicating that consumers feel confident in credible brands and choose Floraison as the best product compared to other brands.

The Relationship Between Consumer Satisfaction and Customer Loyalty

Consumer satisfaction shows a positive relationship with customer loyalty. Increased consumer satisfaction contributes to increased customer loyalty. The average value of the product quality indicator is 4.19, indicating that consumers are satisfied with the high quality of Floraison products and tend to be loyal to the brand.

The Relationship between Brand Awareness and Customer Loyalty Through Consumer Satisfaction

Consumer satisfaction acts as a significant mediator in the influence of brand awareness on customer loyalty. The results of the indirect effect test show a P-value of less than 0.05 ($0.000 < 0.05$), indicating that consumer satisfaction significantly influences the relationship between brand awareness and customer loyalty.

The Relationship between Brand Trust and Customer Loyalty Through Consumer Satisfaction

Consumer satisfaction acts as a significant mediator in the influence of brand trust on customer loyalty. The results of the indirect effect test show a P-value of less than 0.05 ($0.005 < 0.05$), indicating that consumer satisfaction affects the relationship between brand trust and customer loyalty.

The Relationship Between Brand Credibility and Customer Loyalty Through Consumer Satisfaction

Consumer satisfaction plays an important role as a mediator in the influence of brand credibility on customer loyalty. The results of the indirect effect test show a P-value of less than 0.05 ($0.006 < 0.05$), which indicates that consumer satisfaction significantly affects the relationship between brand credibility and customer loyalty.

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