

## Analysis of Brand Reputation and Brand Trust in Increasing Customer Loyalty of Local Cosmetic Brand (Survey of Emina Cosmetics Users in Sukabumi City)

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### Abstract

*The purpose of this research is to measure how much influence brand reputation and brand trust have in increasing customer loyalty of local cosmetic brand Emina Cosmetics in Sukabumi City. The method used in this research is descriptive quantitative method and associative method with a quantitative approach. The sampling technique in this study used a non-probability sampling technique using purposive sampling involving 397 female respondents using Emina Cosmetics in Sukabumi City. The data analysis technique used is multiple linear regression analysis which includes multiple correlation coefficient test, coefficient of determination test, simultaneous test (F test) and partial test (T test). Research result by using the F. test shows that the calculated F value of 256.896 > F<sub>table</sub> 3.01 with sig level. 0.00 0 < 0.05 which means that Brand Reputation (X1) and Brand Trust (X2) simultaneously have a positive and significant effect on Customer Loyalty (Y). Furthermore, using the T-test shows that each t - value Brand Reputation (X1) and Brand Trust (X2) equal to 10.878, 11.330 > t<sub>table</sub> 1.97 with sig level. 0.00 0 < 0.05 which means that Brand Reputation (X1) and Brand Trust (X2) partially have a positive and significant effect on Customer Loyalty (Y).*

### Keywords

brand reputation; brand trust; customer loyalty



## I. Introduction

In Indonesia, the cosmetic industry is currently growing rapidly. Indonesia's population of around 272 million people makes Indonesia a promising market share for cosmetic companies. This is marked by the emergence of various types of cosmetic products, both domestic and foreign production. The large variety of cosmetic products, makes the purchase rate high. This opens up great opportunities in the cosmetic industry due to the wide market share in Indonesia. The high potential for market share creates competition in the cosmetic industry, this competition arises because of the presence of new competitors. Amount brands and high interest of cosmetic users have caused competition in the cosmetic industry to become increasingly fierce. In order to survive in the intense competition, companies are required to create a competitive advantage in the face of competitors. This is so that cosmetic users have loyalty to their products.

Brand trust, brand reputation is also related to customer loyalty. According to Tahuman (2016) the factors that influence loyalty to a product, one of which is brand reputation, further explained that brand reputation is an issue of an attitude and belief in respect, *image*, satisfaction, and customer loyalty. *Brand reputation has an important role in brand loyalty from the consumer's point of view, because a good reputation of a brand will make consumers to make repeat purchases and in the long run* (Sutanza , 2013).

The development of the cosmetic industry in Indonesia, which continues to increase, encourages companies to compete in creating superior and innovative products so that cosmetic users are more loyal to their products. Currently, the main target of the cosmetic industry is not only intended for adult women but also for adolescent women along with the increasing number of young people or what is now referred to as the millennial generation (Agustin, 2020). This matter encourage entrepreneurs to innovate to create various cosmetic products including targeting the market of teenagers. The following are the most popular local cosmetic *brands* among teenagers.

**Table 1.** Most Popular *Make Up Brands* Among Teenagers

No.	Brand Name
1.	Emina
2.	Wardah
3.	Make Over
4.	Moko-moko
5.	Purbasari

Source: Besttangsels, 2021

Based on table 1 shows that Emina's *brand* is in first place as one of the most popular *make-up brands* among teenagers. Furthermore, the second position is occupied by the cosmetic *brand* Wardah. In the third position is occupied by the cosmetic *brand* Make Over. In the fourth position is occupied by the cosmetic *brand* Moko-Moko. Finally, in fifth position is occupied by *brand* Purbasari cosmetics.

Emina is a one of the *brands* local cosmetics launched by PT Paragon *Technology and Innovation* in 2015. Previously, PT Paragon has launched several well-known cosmetic brands including Wardah, Make Over and Innovative Xalon (IX). PT Paragon *Technology and Innovation* is a company engaged in the production of cosmetics and has received a CPKB certificate from the Food and Drug Supervisory Agency (BPOM). PT Paragon was founded in 1985, with a wide range of business units, including *manufacturing* or production, distribution and marketing. Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). In addition, PT Paragon has also obtained *Good Manufacturing Practice* (GMP) and *Halal Assurance System* (HAS) with a production capacity of 80 million pcs/year. Since 2008 until now PT Paragon has experienced very good growth, reaching 75% per year, *month to month annually*. Thus, placing the company into the ranks of the major cosmetic companies in Indonesia.

Emina is one of the favorite local cosmetic *brands* for *Indonesian women*, present as a *brand that presents a range of care and beauty products with safe and mild formulas*. Emina is a cosmetic product designed for teenagers to young women so it is safe to use as daily *make-up*. In addition, Emina issues cosmetic products at affordable prices and also has an attractive concept of a *fun and playful image* with a unique and brightly colored *packaging design*. Emina has a wide selection of cosmetic products, such as *beauty bliss bb cream, cc cream, bare with me mineral loose powder, pop rouge pressed eye shadow, lip shine liquid, blush on*. Emina has the tagline "*born to be loved*" where Emina reminds that every woman has her own uniqueness and beauty. Currently, Emina *Cosmetics products* have spread and can be found in *stores* in Indonesia, one of which is in Sukabumi City.

Kawaidollshop is one of the *stores* that market various kinds of *Emina Cosmetics products* in Sukabumi City since March 2021 until now. The high number of cosmetic users' interest makes it an opportunity for the Kawaidollshop *store* in reaching market share and in developing its business. Based on data from the Kawaidollshop *store*, purchases made by users of *Emina Cosmetics products* from July to December 2021 were quite good, but still fluctuating and tended to decrease. Based on the survey results, researchers found problems with customer loyalty, namely: *purchasing across product and service lines*, which means that users lack interest in making purchases on other products offered by the Emina brand, as well as *demonstrating an immunity to the full competition* which means that *Emina Cosmetics* users in Sukabumi City tend to be attracted to the attractiveness offered by competing brands.

Seeing the phenomenon that has occurred makes researchers interested in conducting further research with the title "Analysis of Brand Reputation and Brand Trust in Increasing Customer Loyalty of Local Cosmetic *Brand*" (Survey of *Emina Cosmetics* Users in Sukabumi City).

## II. Review of Literature

### 2.1 Brand Reputation

According to Lau and Lee in May (2021), brand reputation is the opinion of others that the brand is good and trustworthy, brand *reputation* can be developed through media, advertising and *public relations*. In addition, brand reputation can also be influenced by the quality and performance of the brand. Furthermore, according to Dick et al., in (Siswanto, 2015) brand reputation is a general assessment of the brand issued by a company, where the brand carries the company name.

Based on this explanation, this brand reputation indicator refers to the theory according to Selness in Makalew et al., (2016), there are several indicators of brand reputation, namely good name, reputation compared to competitors, widely known, and easy to remember.

### 2.2 Brand Trust

Brand trust is defined as the customer's desire to rely on a brand by considering the expectations that the brand will satisfy consumer wants and needs. According to Lau & Lee in Pertiwi & Djawahir (2012) brand trust is a belief in the expectations that are formed in the minds of consumers from the reliability and ability of the brand in convincing consumers. Furthermore, according to Delgano et al., in Perdana (2020) defines *brand trust* as a feeling of security that consumers have as a result of their interaction with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers consumer.

Based on this explanation, this indicator of brand trust refers to the theory according to Kustini (2011), brand trust can be measured through the dimensions of viability and dimensions of intentionality.

### 2.3 Customer Loyalty

The sustainability of a company depends on the company's ability to maintain its customers so that their customers can be loyal to the company and do not move with other companies. Customer loyalty in general can be interpreted as customer loyalty to make regular purchases of a particular product or service. According to Olson in Handayani & Martini (2015) argues that customer loyalty is a behavioral impulse to make purchases

repeatedly and to build customer loyalty to a product or service produced by the business entity takes a long time through a process of repeated purchases.

Based on this explanation, this loyalty indicator refers to the theory according to Griffin in Darwin & Kunto (2014) that there are four attributes to build customer loyalty, namely making *regular repeat purchases*, *purchasing across products and service lines*, *referencing other* and *demonstrates an immunity to the full of competitions*.

### III. Research Method

This research uses a marketing management approach. As for the problems studied, namely regarding the analysis of brand reputation and brand trust in increasing customer loyalty. In this study, there are three variables that are used as research, namely brand reputation (X1), brand trust (X2) as the independent variable (*independent variable*) and customer loyalty (Y) as the dependent variable (*dependent variable*).

The research method used in this research is descriptive method and associative method with a quantitative approach. The sampling technique in this study used a *non-probability sampling technique* using *purposive sampling* involving 397 female respondents using Emina Cosmetics in Sukabumi City. The data collection techniques used by the authors include primary data and secondary data. Data analysis techniques used in this study include, multiple correlation test, coefficient of determination test, multiple linear regression, F test and T test.

### IV. Results and Discussion

#### 4.1 Results

##### a. Overview of Brand Reputation, Brand Trust and Customer Loyalty of Local Cosmetics Brands on Emina Cosmetics Users in Sukabumi City

Based on the results of the measurement model, descriptive analysis can be performed for each variable, namely brand reputation (X1), brand trust (X2) and customer loyalty (Y). This descriptive analysis refers to the achievement of the mean value, standard deviation, and category. The ideal mean value is 10 while the minimum value is 1. Furthermore, the categories are divided into five, namely very low, low, medium, high, and very high (Ferdinand, 2014).

##### b. Brand Reputation Description

Brand reputation is a concept related to perceptions or opinions related to a person's image and assessment of a brand, it can be good or bad formed from past experiences, someone's recommendations, media coverage, and *public relations* for the brand itself. Brand reputation consists of four dimensions, namely good name (X11), reputation compared to competitors (X12), widely known (X13) and easy to remember (X14). Judging from the achievement of the average value, standard deviation (SD) and its category, brand reputation (X1) can be described as follows.

**Table 2.** Description of Brand Reputation (X1)

No.	Dimension	Average	SD	Category
1.	Good name	8.29	1.119	Very high
2.	Reputation Compared to Competitors	8.14	1.130	High
3.	Widely Known	7.96	1.169	High
4.	Easy to Remember	8.22	1.128	Very high
	<b>Brand Reputation</b>	<b>8.15</b>	<b>1.13</b>	<b>High</b>

Source: Questionnaire Data Processing Results, 2022

Based on the information from table 2, it can be seen that the reputation of the Emina *Cosmetics brand* in Sukabumi City is in the high category (with an average of 8.15 from the ideal 10.000). This achievement indicates that the reputation of the Emina *Cosmetics brand* in Sukabumi City good. The reputation of the brand is reflected in the high achievements of each of its dimensions. The dimension that has the highest *mean value*, namely good name is 8.29 and the dimension that has the lowest *mean value*, which is widely known is 7.96.

### c. Brand Trust Description

Trust in a brand is a sense of security that a person has in their interaction with a brand which is based on the perception that the brand can be trusted and pays attention to the interests and welfare of consumers. Brand trust consists of two dimensions, namely the *dimension of viability* (X21) and *dimension of intentionality* (X22) from the achievement of the average value, standard deviation (SD) and its category, brand trust (X2) can be described as follows.

**Table 3.** Description of Brand Trust (X2)

No.	Dimension	Average	SD	Category
1.	<i>Dimension of viability</i>	8.20	1.113	High
2.	<i>Dimension of intentionality</i>	8.27	1.1	Very high
	<b>Brand Trust</b>	<b>8.23</b>	<b>1.106</b>	<b>Very high</b>

Source: Questionnaire Data Processing Results, 2022

Based on the information from table 3, it can be seen that brand trust in Emina *Cosmetics users* in Sukabumi City is in the very high category (with an average of 8.23 from the ideal 10.000). This achievement indicates that Emina's brand trust *Cosmetics* in Sukabumi City very good. Brand trust is reflected in the high achievement of each dimension. The dimension that obtained the highest *mean value*, namely the *dimension of intentionality of security and trust* (X22) of 8.27 and the dimension that obtained the lowest *mean value*, namely the *dimension of satisfaction viability* (X21) of 8.20.

### d. Description of Customer Loyalty

Customer loyalty is a behavioral impetus to perform purchase repeatedly and to build customer loyalty to a product or service produced by the business entity requires a long time through a process of repeated purchases. Customer loyalty consists of four dimensions, namely *repeat purchasing* (Y1), *purchase across product and service lines* (Y2), *referring other* (Y3) and *demonstrates an immunity to the full of competition* (Y4) from the average value achievement, standard deviation (SD) and its category, customer loyalty (Y) can be described as follows.



**Table 4.** Description of Customer Loyalty (Y)

No.	Dimension	Average	SD	Category
1.	<i>Repeat purchasing</i>	8.46	0.927	Very high
2.	<i>Purchase across product and service lines</i>	8.42	0.975	Very high
3.	<i>Other references</i>	8.47	1.006	Very high
4.	<i>Demonstrates an immunity to the full of competition</i>	8.51	1.048	Very high
	<b>Customer Loyalty</b>	<b>8.47</b>	<b>0.989</b>	<b>Very high</b>

Source: Questionnaire Data Processing Results, 2022

Based on the information from table 4, it can be seen that the customer loyalty of *Emina Cosmetics users* in Sukabumi City is in the very high category (with an average of 8.47 from the ideal 10.000). This achievement indicates that the customer loyalty of *Emina Cosmetics users* in Sukabumi City very good. Customer loyalty is reflected in the high achievement of each dimension. The dimension that has the highest *mean value is demonstrates an immunity to the full of competition* (Y4) of 8.51 and the dimension that has the lowest *mean value is purchase across product and service lines* (Y2) of 8.42.

#### e. Brand Reputation Variable Validity Test Results

The following are the results of the validity test for the brand reputation variable using the SPSS 26 *software* tool.

**Table 5.** Test Results of Brand Reputation Variable Validity (X1)

Items	Rcount	critical	Information
1.	0.792	0.3	Valid
2.	0.848	0.3	Valid
3.	0.831	0.3	Valid
4.	0.830	0.3	Valid

The item that has the highest validity value is item number two with a correlation coefficient value of 0.848 and the lowest is item number one with a correlation coefficient value of 0.792. This means that research items can be used in subsequent data analysis.

#### f. Brand Trust Variable Validity Test Results

The following are the results of the validity test for the brand trust variable using SPSS 26 *software* tool.

**Table 6.** Validity Test Results of Brand Trust Variable (X2)

Items	Rcount	critical	Information
1.	0.861	0.3	Valid
2.	0.875	0.3	Valid
3.	0.889	0.3	Valid

Source: SPSS Data Processing Results 26, 2022

The item that has the highest validity value is item number three with a correlation coefficient value of 0.889 and the lowest is item number one with a correlation coefficient value of 0.861. This means that research items can be used in subsequent data analysis.

#### g. Customer Loyalty Variable Validity Test Results

The following are the results of the validity test for the customer loyalty variable using the SPSS 26 *software* tool.

**Table 7.** Validity Test Results of Customer Loyalty Variable (Y)

Items	Rcount	critical	Information
1.	0.752	0.3	Valid
2.	0.805	0.3	Valid
3.	0.813	0.3	Valid
4.	0.765	0.3	Valid

Source: SPSS Data Processing Results 26, 2022

The item that has the highest validity value is item number three with a correlation coefficient value of 0.813 and the lowest is item number one with a correlation coefficient value of 0.752. This means that research items can be used in subsequent data analysis.

#### **h. Brand Reputation Variable Reliability Test Results**

The following are the results of the reliability test for the brand reputation variable using the SPSS 26 *software* tool.

**Table 8.** Reliability Test Results of Brand Reputation Variable (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.844	4

Source: SPSS Data Processing Results 26, 2022

Based on the table above, the results of the reliability test of the brand reputation variable (X1) obtained a value of 0.844, so it can be said to be very reliable. This means that it can be used in subsequent data analysis.

#### **i. Brand Trust Variable Reliability Test Results**

The following are the results of the reliability test for the brand trust variable using the SPSS 26 *software* tool.

**Table 9.** Reliability Test Results of Brand Trust Variable (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.847	3

Source: SPSS Data Processing Results 26, 2022

Based on the table above, the results of the reliability test of the brand trust variable (X2) obtained a value of 0.847, so it can be said to be very reliable. This means that it can be used in subsequent data analysis.

#### **j. Customer Loyalty Variable Reliability Test Results**

The following are the results of the reliability test for the customer loyalty variable using the SPSS 26 *software* tool.

**Table 10.** Customer Loyalty Variable Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.790	3

Source: SPSS Data Processing Results 26, 2022

Based on the table above, the results of the reliability test of the customer loyalty variable (Y) obtained a value of 0.790, so it can be said to be very reliable. This means that it can be used in subsequent data analysis.

#### k. Normality Test

Normality testing in this study was carried out with *one sample kolmogrov-smirnov* using SPSS 26 *software*. The following are the results of the normality test in this study, as follows:

**Table 11.** Test Results for Brand Reputation Normality (X1) and Brand Trust (X2) on Customer Loyalty (Y)

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
Normal Parameters <sup>a,b</sup>	N	397
	mean	.0000000
	Std. Deviation	2.04391400
Most Extreme Differences	Absolute	.027
	Positive	.024
	negative	-.027
Test Statistics		.027
asympt. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS Data Processing Results 26, 2022

Based on table 11, it can be seen that the significance result is  $0.200 > 0.05$  so it can be said that the data is normally distributed.

#### l. Multiple Correlation Analysis

The following are the results of the multiple correlation test for the variable brand reputation and brand trust on local cosmetic *brand customer loyalty* to Emina Cosmetics users using the SPSS 26 *software* tool.

**Table 12.** Results of Double Correlation Test of Brand Reputation (X1) and Brand Trust (X2) Against Customer Loyalty (Y)

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 <sup>a</sup>	.566	.564	2.04910

a. Predictors: (Constant), Brand Trust (X2), Brand Reputation (X1)

b. Dependent Variable: Customer Loyalty (Y)

Source: SPSS Data Processing Results 26, 2022

Based on the correlation coefficient table above, the results of the correlation calculation obtain an R value of 0.752 with a degree of confidence of 95% and a significant level of  $= 0.05$ , the value is in the 0.60 - 0.799 category. This shows that there is a strong correlation (correlation) between the variable brand reputation (X1) and brand trust (X2) on customer loyalty (Y).



### m. Coefficient of Determination Analysis

To determine the contribution of the influence of variables between brand reputation and brand trust on customer loyalty. In this case, it refers to the value of R square, which is in the *following general model table*:

**Table 13.** Test Results for the Coefficient of Brand Reputation (X1) and Brand Trust (X2) on Customer Loyalty (Y)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 <sup>a</sup>	.566	.564	2.04910

a. Predictors: (Constant), Brand Trust (X2), Brand Reputation (X1)

b. Dependent Variable: Customer Loyalty (Y)

Source: SPSS Data Processing Results 26, 2022

Based on the results of these calculations, it can be seen that the value of the coefficient of determination obtains the value of  $r^2$  of 0.566, the value is close to one, so it can be concluded that the two independent variables, namely brand reputation (X1) and brand trust (X2) have a strong enough contribution to the dependent variable of customer loyalty (Y).

### n. Multiple Linear Regression Analysis

**Table 14.** Results of Multiple Linear Regression Analysis  
Coefficients <sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.791	1.023		10.551	.000
	Brand Reputation (X1)	.349	.032	.423	10.878	.000
	Brand Trust (X2)	.471	.042	.440	11.330	.000

a. Dependent Variable: Customer Loyalty (Y)

Source: SPSS Data Processing Results 26, 2022

Based on the table above, the results of data processing have been obtained , then the results are formulated according to the multiple linear regression equation model , namely as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 10.791 + 0.349 + 0.471$$

Y = Customer Loyalty

X1 = Brand Reputation

X2 = Brand Trust

1. Constant (a) has a value of 10.791 which means that it shows customer loyalty (Y) of 10.791.
2. The brand reputation variable (X1) has a positive regression coefficient of 0.349, this result shows that every 1% increase in the brand reputation variable will increase the value of customer loyalty by 0.349. This shows that brand reputation (X1) has a positive influence on customer loyalty (Y).

3. The brand trust variable (X2) has a positive regression coefficient of 0.471, this result shows that every 1% increase in the brand trust variable will increase the value of customer loyalty by 0.471. This shows that brand trust (X2) has a positive influence on customer loyalty (Y).

#### o. Results of Simultaneous Hypothesis Testing (Test F)

**Table 15.** Simultaneous Test Hypothesis Testing Results (F Test)

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2157.304	2	1078.652	256.896	.000 <sup>b</sup>
	Residual	1654.323	394	4.199		
	Total	3811.627	396			

a. Dependent Variable: Customer Loyalty (Y)

b. Predictors: (Constant), Brand Trust (X2), Brand Reputation (X1)

Source: SPSS Data Processing Results 26, 2022

Based on the results from the table above, it can be seen that the  $F_{\text{count}}$  value is greater than  $F_{\text{table}}$  where is the  $F_{\text{count}}$  value of  $256.896 > F_{\text{table}} 3.01$ , so it can be concluded that this hypothesis can be accepted and declared feasible to explain the dependent variable analyzed because  $F_{\text{count}} > F_{\text{table}}$ .

#### p. Results of Partial Hypothesis Testing (T Test)

**Table 16.** Results of Hypothesis Testing Partial Test (T Test)

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.791	1.023		10.551	.000
	Brand Reputation (X1)	.349	.032	.423	10.878	.000
	Brand Trust (X2)	.471	.042	.440	11.330	.000

a. Dependent Variable: Customer Loyalty (Y)

Source: SPSS Data Processing Results 26, 2022

Based on the table above, it can be seen that the value of  $t_{\text{count}}$  brand reputation variable (X1), which is  $10.878 > t_{\text{table}} 1.97$  with a significance level of  $0.000 < 0.05$ , so it can be concluded that  $H_0$  rejected and  $H_1$  accepted which means that there is a positive and significant influence between the brand reputation variable (X1) on the customer loyalty variable (Y). Next, the value of  $t_{\text{count}}$  brand trust variable (X2), which is  $11.330 > t_{\text{table}} 1.97$  with a significance level of  $0.000 < 0.05$ , so it can be concluded that  $H_0$  rejected and  $H_1$  accepted which means that there is a positive and significant effect between the brand trust variable (X2) on the customer loyalty variable (Y).

## 4.2 Discussion

### a. Analysis of Brand Reputation on Customer Loyalty of Local Cosmetic Brands on Emina Cosmetics Users in Sukabumi City

Based on the results of multiple linear regression testing, the constant (a) has a value of 10.791 which means that it shows customer loyalty (Y) of 10.791. The brand reputation variable (X1) has a positive regression coefficient of 0.349, this result shows that every 1% increase in the brand reputation variable will increase the value of customer loyalty by 0.349. This shows that brand reputation (X1) has a positive influence on customer loyalty (Y). Furthermore, the partial test results show that the value of  $t_{\text{count}}$  greater than  $t_{\text{table}}$  where the value of  $t_{\text{count}}$  10.878 >  $t_{\text{table}}$  1.97 then  $H_0$  rejected and  $H_1$  accepted. Based on this, it can be seen that the brand reputation variable has a positive and significant influence on customer loyalty of local cosmetic brands to Emina Cosmetics users in Sukabumi City. The test results are in line with the research conducted by Ferdiansyah (2017), namely that there is a positive and significant influence of *brand reputation* on customer loyalty. Therefore, in an effort to increase customer loyalty of local cosmetic brands to Emina Cosmetics users in Sukabumi City, it is necessary to build a good brand reputation that can be assisted by supporting dimensions such as good name, reputation compared to competitors, widely known, and easy to remember. The dimension of the brand reputation variable that gets the highest *mean value is good name*. The test results are in line with research conducted by May (2021) where brand reputation is the opinion of others that the brand is widely known and has a good name, so that when the Emina Cosmetics brand If they are able to build a good brand reputation in the eyes of consumers, they will tend to make purchases and even repeat purchases which will result in customer loyalty.

### b. Analysis of Brand Trust on Customer Loyalty of Local Cosmetic Brands on Emina Cosmetics Users in Sukabumi City

Based on the results of multiple linear regression testing, the constant (a) has a value of 10.791 which means that it shows customer loyalty (Y) of 10.791. The brand trust variable (X2) has a positive regression coefficient value of 0.471, this result shows that every 1% increase in the brand trust variable will increase the value of customer loyalty by 0.471. This shows that brand trust (X2) has a positive influence on customer loyalty (Y). Furthermore, the partial test results show that the value of  $t_{\text{count}}$  greater than  $t_{\text{table}}$  where the value of  $t_{\text{count}}$  11.330 >  $t_{\text{table}}$  1.97 then  $H_0$  rejected and  $H_1$  accepted. Based on this, it can be seen that brand trust has a positive and significant influence on customer loyalty of local cosmetic brands to Emina Cosmetics users in Sukabumi City. The test results are in line with research conducted by Suhardi & Carolin (2019), namely that there is a positive and significant effect of *brand trust* on customer loyalty. Therefore, in an effort to increase customer loyalty of local cosmetic brands to Emina Cosmetics users in Sukabumi City, it is necessary to build brand trust which can be assisted by supporting dimensions such as *dimensions of viability*, satisfaction and *dimensions of intentionality*, security and trust. The dimension of the brand trust variable that gets the highest *mean value is the dimension of intentionality* (security). The test results are in line with research conducted by Ghofur (2021), where brand trust will be formed when consumers feel safe when buying or using the product and will show loyalty to the product, so that it will have an impact on repeat purchases and has the potential to form loyalty customer.

## V. Conclusion

Based on the results of research reviewed by researchers regarding the influence of brand reputation and brand trust on customer loyalty of local cosmetic *brands* to Emina *Cosmetics users* in Sukabumi City, the researchers can draw the following conclusions:

- a. An overview of brand reputation, brand trust and customer loyalty of local cosmetic *brands* to Emina *Cosmetics users* in Sukabumi City

The reputation of the Emina *Cosmetics brand* in Sukabumi City is in the high category. This achievement indicates that the reputation of the Emina *Cosmetics brand* in Sukabumi City good. The reputation of the brand is reflected in the high achievements of each of its dimensions. This is because the Emina *Cosmetics brand* has succeeded in building a good name, and has a better reputation compared to competing brands. In addition, the Emina *Cosmetics brand* makes it easier for consumers to remember the brand. As for the drawbacks, namely the lack of ability of the Emina *Cosmetics brand* in building a brand image, so that the Emina *Cosmetics brand* in Sukabumi City is not yet widely known among the public. Furthermore, brand trust in Emina *Cosmetics users* in Sukabumi City is in the very high category. This achievement indicates that Emina's brand trust *Cosmetics* in Sukabumi Kota very good. This arises because consumers feel safe and trust when buying or using Emina *Cosmetics products*. As for the drawbacks, the Emina *Cosmetics brand* has not been able to fully meet the needs and provide value and satisfaction for its users.

- b. The effect of brand reputation on local cosmetic *brand* customer loyalty on Emina *Cosmetics users* in Sukabumi City

Based on the analysis of the data contained in the partial hypothesis test, it shows the results that the  $t_{\text{value}}$  greater than  $t_{\text{table}}$  which means that brand reputation has a positive and significant effect on customer loyalty of local cosmetic *brands* to Emina *Cosmetics users* in Sukabumi City. This means that the stronger the brand reputation built by the Emina *Cosmetics brand*, the more loyal local cosmetic *brand customers* are to Emina *Cosmetics users* in Sukabumi City.

- c. The effect of brand trust on local cosmetic *brand* customer loyalty on Emina *Cosmetics users* in Sukabumi City

Based on the analysis of the data contained in the partial hypothesis test, it shows the results that the  $t_{\text{value}}$  greater than  $t_{\text{table}}$  which means that brand trust has a positive and significant effect on customer loyalty of local cosmetic *brands* to Emina *Cosmetics users* in Sukabumi City. This means that the stronger the brand trust built by the Emina *Cosmetics brand*, the more loyal local cosmetic *brand customers* are to Emina *Cosmetics users* in Sukabumi City.

## Suggestion

Based on the results of research conducted by researchers, the researchers put forward some suggestions that can be input, namely as follows:

- a. Theoretical Suggestions

1. As a contribution in broadening the horizons that can help in the field of education, especially for the study of marketing management science so that it can be used as a reference for the development of the business sector.
2. Contribution and broaden the study of consumer behavior science related to customer loyalty.
3. The results of this study are expected to be used as a reference for further research and strengthen the theory of customer loyalty.

b. Practical Advice

1. The results of this study can be used as a source of information for companies in an effort to maintain and increase customer loyalty by improving their brand reputation and brand trust.
2. The results of this study are expected to be a consideration for companies to determine the policies that must be taken, in order to increase brand reputation and brand trust so that customer loyalty increases.
3. The results of this study are able to add knowledge and references for further research.

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