The Influence Of Brand Image and Brand Experience on Cosmetic Makeover Brand Loyalty in Bandar Lampung

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ABSTRACT

The Indonesian cosmetics business is expanding at an unprecedented rate. Since there are so many cosmetics manufacturers, rivalry is fierce within both the domestic and international markets. The Compas team found that Make Over's facial cosmetics sales and statistics on the market still lag behind the market leader, Maybelline. Furthermore, Make Over still needs to be included in the Top Brand Index category, as it is mentioned by the Top Brand Index for a number of cosmetic products for 2020-2022. Make Over Cosmetics' biggest challenge is the abundance of similar products on the market. Since there are so many cosmetics manufacturers, rivalry is fierce within both the domestic and international markets. The purpose of this research is to analyze the connection between consumers' perceptions of the Make Over brand and their allegiance to the company among Bandar Lampung residents. Descriptive and proof analysis methodology was used for this study. Both primary and secondary sources were used to compile the information for this research. One hundred respondents were chosen using a non-probability sampling technique called purposive sampling, and online surveys were distributed to them via Google Forms; the gathered data was analyzed using multiple linear regression. This research found that brand loyalty is positively and significantly impacted by brand image and brand experience factors. Consumers are more likely to remain dedicated to a brand if they have a favorable impression of it and have a positive interaction with it. Holding activities is one way that Make Over can boost Brand Image. Make Over should not compromise product quality in order to provide a satisfying business experience for customers.

INTRODUCTION

Current business developments in several nations, including Indonesia, indicate a rapid expansion. Many new competitors have emerged, necessitating product innovation for businesses to retain customers. According to Nasir (2009), in the marketing concept, businesses must begin to recognize or understand the wants and needs of consumers and meet those needs to foster

brand loyalty. This is done so the company can continue competing with others. Also affected by the intense business competition are companies in the cosmetics industry.According to data from the Central Statistics Agency (BPS), which includes the pharmaceutical, chemical, and traditional medicine industries, the cosmetics market in Indonesia will increase by up to 9.61 percent in 2021. In addition, BPOM reported that the number of companies in the cosmetics industry increased by up to 20,6 percent. 819 cosmetic industries increased to 913 by July 2022, up from 2021's 819 (Suara.com, 2022). The growth of cosmetics in Indonesia is depicted in the graph below.

Picture 1 displays the growth of cosmetics in Indonesia from 2010 to 2022 and growth projections for 2023. The number indicates that Indonesia's beauty product market is growing annually. The BPOM reported that there would be 913 cosmetic industries in Indonesia by 2022. This number, 819 industries, has increased from the previous year (Time Indonesia.co.id, 2022). Due to the large number of companies producing cosmetics, the domestic and international cosmetic industries are highly competitive.
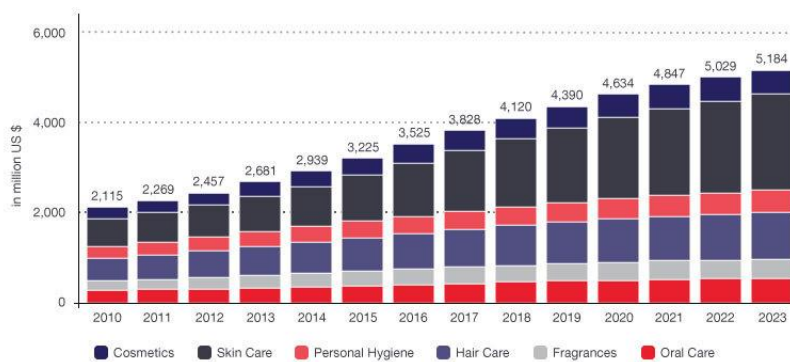
Picture 1.
Data on Cosmetic Growth in Indonesia

Make Over is one of the domestic brands of cosmetics. Created in 2010 by PT Paragon Technology and Innovation, Make Over is an original Indonesian cosmetics brand.Make Over cosmetics strive to give their users a unique impression.Consequently, the hue of the packaging is black. Make Over's product segmentation focuses on middle- and upper-class adult women. Make Over positions itself as a high-quality cosmetics brand. Make Over has won numerous awards, including the 2019 Asean Business Award, the 2019 Guardian Top Star for cosmetics as a favorite brand, the 2018 Brand of The Week award for female daily, and the Women's Health Choice Indonesia award in 2013, making it the Indonesian women's makeup brand of choice.

Despite winning numerous awards, some customers are unhappy with Make Over products. Female Daily provides Make Over product user evaluations. Female Daily is a beauty site that offers up-to-date and comprehensive beauty information, such as skincare, makeup, product reviews, and local and international beauty brands.Brand loyalty is defined by Schiffman and Kanuk (2004) as a consumer's consistent preference to purchase the same brand for specific product or service categories.

Brand image is one of the factors that influence company loyalty. Brand image, according to Kotler (2016), is the accumulation of a brand's concepts, impressions, beliefs, and perceptions. The brand image is comprised of several components, including product superiority, durability, and originality. Consumers who have a positive perception of a brand are more apt to purchase it, according to Setiadi (2003).Brand image has a positive and statistically significant impact on brand loyalty, according to the results of Charles and Lego (2022). However, contrary to Widyanti and Nasution's findings, brand image has no significant effect on brand loyalty.

Brand experience is another element that influences brand loyalty. Sensations, feelings, cognitions, reactions, and consumer behavior in response to brand stimuli comprise subjective brand experience (Brakus et al., 2009).Brand experiences, like product experiences, vary in terms of power and intensity, as well as valence (Brakus et al., 2009).Consumers will perform an evaluation after experiencing a brand. Because learning happens through experience, consumption experience is the most important source of brand trust because it allows consumers and individuals to form more relevant associations, thoughts, and conclusions (Erna, 2008).

According to Simamora and Lim (2002), brand image is the interpretation of product knowledge by a consumer or client. According to Kotler (2016), brand image is the consumer's view of the brand as a manifestation of the consumer's prevalent mental connections. According to Ruslim and Andrew (2012), brand image is the total picture of a company produced at any given moment through the processing of information from various sources. The brand experience encompasses all consumer goods, purchases, services, and events connected with a brand. (Altaf et al., 2017). Meanwhile, Lee and Kang (2012) define brand experience as an idea that stems from all brand encounters. The feelings, emotions, cognitions, and behavioral reactions triggered by brand-related cues, such as brand design and identification, packaging, communication, and surroundings, constitute the brand experience. (Brakus et al., 2009). Brand loyalty is a connection between customers and business brands that goes beyond repeat sales or utilization. (Kotler, 2016). buyer brand loyalty

is usually an external element that neither a business nor an individual can force a buyer to make. (Pagestika & Khasanah, 2021).

According to Simamora and Lim (2002), brand image is the accumulated interpretation of various product information by a consumer or customer. Kotler (2016) defines brand image as the consumer's perception of a brand based on consumer associations. According to Ruslim and Andrew (2012), brand image is the perception of a brand as a whole that is formed by continuously processing data from multiple sources. According to Rangkuty (2011), brand image is a compilation of brand associations formed by consumers. A person's impressions, thoughts, or experiences with a brand, which ultimately influence their attitudes toward that brand, comprise brand image. (Setiadi, 2003).

All consumer goods, purchasing, and brand-related services are included in the word brand experience. (Altaf et al., 2017). Meanwhile, Lee and Kang (2012) defined brand experience as a consumer's interaction with all companies that provide information. The feelings, emotions, cognitions, and behavioral reactions elicited by brand-related cues, such as brand design and identification, packaging, communication, and surroundings, are referred to as brand experiences. (Brakus et al., 2009). According to Alloza (2008), the brand experience is the consumers' view of the brand at every point of contact, including the brand image portrayed in ads, the original human encounter, and the standard of personal care they receive. Customers make brand experiences when they use a brand, talk about it with others, look for brand information, promos, and events, and so on. (Ambler et al., 2002). Brand encounters can be positive or bad, fleeting or long-lasting. Furthermore, the company experience can favorably impact customer satisfaction, loyalty, and trust. (Zarantenello & Schmitt, 2000). Brand experience is empirically different from brand- and customer-focused notions such as attachment, involvement, and customer happiness. (Zarantenello & Schmitt, 2000).

Brand loyalty refers to a consumer's connection with a company's brand that goes beyond simple sales or repetitive use. (Kotler, 2016). Consumer brand loyalty is typically defined as a dedication to a brand without pressure from a business or an individual. This, however, is the result of a brand loyalty-inducing impact on these customers. (Pangestika & Khasanah, 2021). Customers will react less to competitive movements and actions as brand loyalty grows. Customers who are dedicated to a company will always support for it and are ready to pay a premium for it. Companies with strong brand devotion will see greater sales, lower marketing and advertising expenses, and lower prices. This is because brand-loyal customers are less resistant to moving companies, as

well as less sensitive to price adjustments and self-promotion. They think their brand has a major advantage over competitors.

Customers are devoted when they believe in the company's helpful products/producers. (service providers). (Tjiptono, 2013). Increasing customer trust is extremely lucrative because it lowers the company's susceptibility and rivalry. Finally, the business benefits tremendously from loyal customers. (Griffin, 2013). Loyalty is a customer's commitment to re-subscribe to or re-purchase chosen goods or services in the future, even if situational variables and marketing efforts cause behavior changes. (Oliver, 2010).

External product characteristics such as price, packaging, and product appearance details all add to company image. (Kotler, 2016). This can have an impact on customer attitudes and behaviors, such as the buying process. Marketers can use brand image to determine their companies' strengths and weaknesses, as well as customers' perceptions of their goods or services. (Aaker, 2009). A strong brand picture is critical for instilling confidence in the company. A relationship with a company will be strengthened if it is built on experience and gets a lot of information. Images or connections may or may not be accurate representations of external reality. The picture produced by the association (perception) affects the consumer's buying choice and brand loyalty. Superiority of goods, such as quality (model and ease), and product features, will entice consumers. (Kotler, 2016). Consumer loyalty to a brand can be based on product features, price, usability, and other qualities provided by the brand. (Tony, 2001). The results of Charles and Lego (2022) emphasize the importance of brand image and brand devotion. These findings suggest that brand devotion rises in direct relation to the quality of the brand's image.

Brand loyalty can be defined as a customer's willingness to pay a higher price than rival brands due to the lengthy time needed for product adjustment due to product experience and marketing efforts. (Kotler, 2016). Customers who are devoted to a brand will not move to another brand quickly, no matter what occurs to that brand. This interest is usually driven by the product's features, price, and convenience rather than the name. (Tony, 2001). The results of Margaretha and Rodhia's study lend support to the impact of brand experience on brand loyalty. (2021). According to the study's results, brand loyalty is favorably correlated with the content of the brand experience. A customer develops brand loyalty when he or she has a good encounter with a company.

This research framework aims to determine whether there is an influence of brand image and brand experience on Make Over cosmetic brand loyalty in Bandar Lampung. The research framework is derived from the development of hypotheses.
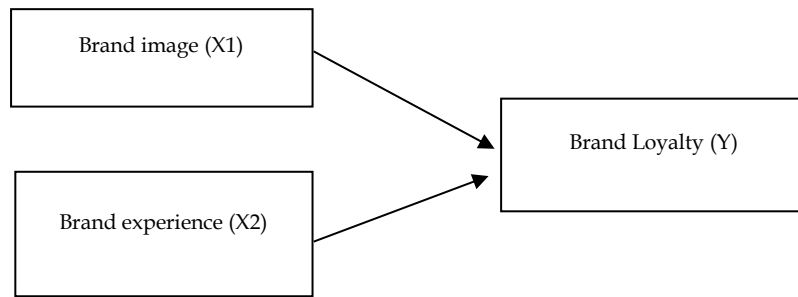
Picture 2.
Research concept

RESEARCH METHODS

Quantitative analysis is utilized in this study. Quantitative analysis is a method of research that involves the calculation of systematic analysis to determine the data processing method. Customers residing in Bandar Lampung who are at least 17 years old and are regular users of Make Over cosmetics make up the sample population for this study. This study employs a method of sampling that is not based on probability. This particular sampling method chooses only a subset of the population members as samples. The participants in this study are consumers who have reported using cosmetics from the Make Over brand. Following applying the Lemeshow formula to the problem of determining the number of samples, the results obtained were 96 respondents, which were rounded up to 100.

Primary and secondary data make up the source of information. The survey results used Google Forms to distribute questionnaires are the primary data. Data obtained from secondary sources include surveys and analyses conducted by several related institutions. A Likert scale is being used for the variable measurement scale. The Likert scale has criteria ranging from one strongly disagreeing to five strongly agreeing (Sugiyono, 2016). Quantitative analysis is utilized in this study. Quantitative analysis is a method of research that involves the calculation of systematic analysis to determine the data processing method. This study used descriptive and inferential statistical analysis and multiple linear regression tests. Data can be analyzed with descriptive statistics by describing or describing the data collected as it is and using multiple linear regression tests. This type of analysis is also known as "descriptive reporting."

Multiple linear regression is used to determine the extent to which the independent variables influence the dependent variable. Version 25 of IBM

SPSS statistics was utilized for regression analysis calculations. Validity and reliability tests must be conducted on the questionnaire to ascertain its validity and reliability. The questionnaire must be subjected to these examinations. Based on the results of the validity test, all variable items are valid, specifically if the KMO and Anti-image values are greater than 0.5 and the factor loading value is greater than 0.600. If the alpha value is 0.70, it is possible to conclude that all of the variable items are reliable based on the results of the reliability test (Sekaran, 2006). Using both the coefficient of determination and partial hypothesis testing, one can test a hypothesis. Testing the partial hypothesis enables one to determine whether the independent variables in the regression model have a significant influence on the dependent variable (Y) at a confidence level of 95% or 5%. This is accomplished by determining the statistical significance of the component effect. The quality of the resulting model is directly proportional to the corrected value of the coefficient of determination.

RESULTS AND DISCUSSION
Results
Characteristics of respondents

The results of distributing the questionnaire obtained demographic data from several respondents. The following presents the characteristics of the research respondents.

Table 1.
Characteristics of the respodents

Information	Amount	Persentase (%)
Gender:		
a. man	2	2.00
b. woman	98	98.00
Age:		
a. 17-25		
b. 26-34	93	93.00
c. 35-43	2	2.00
d. > 43	1	1.00
Occupation:	4	4.00
a. Student / student		
b. PNS/TNI/POLRI	65	65.00
c. Private/BUMN workers	3	3.00
d. Entrepreneur/Entrepreneur	14	14.00
e. Others	5	5.00
Income:	13	13.00

a. Rp1.000.000-Rp1.999.000		
b. Rp2.000.000-Rp2.999.000	62	62.00
c. Rp3.000.000-Rp3.999.000	15	15.00
d. Rp4.000.000-Rp4.999.000	5	5.00
e. ≥ Rp5000.000		
Buying frequency:	8	8.00
a. 3 times	10	10.00
b. > 3 times		
Product used:	61	61.00
a. Powder	39	39.00
b. Lipstick		
c. Blush On	37	37.00
d. Others	36	36.00
	6	6.00
	21	21.00

Based on the table above, the dominant characteristics of respondents are women who are still students aged between 17-25 years with an income of Rp1,000,000-Rp1,999,000. The frequency of purchases is three times, and the product used is powder.

Validity and reliability test

From the table below, it can be understood that all indicators for each variable have a value of KMO and Anti Image> 0.5 and Factor Loading> 0.6, meaning that all indicator items are valid.

Table 2.
Validity Test

Variable	Indicator	Kaiser-Meyer-Olkin	Anti-Image	Factor Loading
Brand image (X_1)	1	0.802	0.808	0.737
	2		0.812	0.727
Brand experience (X_2)	3		0.765	0.817
	4		0.821	0.650
	5		0.828	0.678
	1	0.838	0.833	0.751
	2		0.901	0.672
Brand loyalty (Y)	3		0.789	0.748
	4		0.918	0.804
	5		0.757	0.772
	6		0.796	0.832

			0.923	0.778
7				
1	0.882		0.919	0.803
2			0.825	0.821
3			0.851	0.885
4			0.917	0.774
5			0.870	0.844
6			0.891	0.815
7			0.905	0.809
8			0.909	0.740

Table 3.
Reliability

Conclusion	Variable	Indicator	Cronbach's Alpha	Conclusion
Valid	Brand	1	0.763	Reliable
Valid	image (X_1)	2		Reliable
Valid		3		Reliable
Valid		4		Reliable
Valid	Brand	5	0.882	Reliable
Valid	experience	1		Reliable
Valid	(X_2)	2		Reliable
Valid		3		Reliable
Valid		4		Reliable
Valid		5		Reliable
Valid	Brand loyalty	6		Reliable
Valid	(Y)	7	0.923	Reliable
Valid		1		Reliable
Valid		2		Reliable
Valid		3		Reliable
Valid		4		Reliable
Valid		5		Reliable
Valid		6		Reliable
Valid		7		Reliable
Valid		8		Reliable

In addition, based on table 2 above, all indicators for each variable have a Cronbach's alpha value> 0.7, meaning that all indicators are reliable.

Multiple linear regression test

A multiple linear regression test is used to examine the strength of the influence between the independent variables and the dependent variable. The following table is the result of multiple linear regression tests.

Table 4.
Multiple Linear Regression Tests

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.889	3.393		0.852	0.396
	Brand image	0.653	0.201	0.300	3.253	0.002
	Brand experience	0.499	0.099	0.464	7.328	0.000
a. Dependent Variable: Brand loyalty						

Table above shows that the constant value is 2.889, the Brand Image variable (X1) value is 0.300, and the Brand Experience (X2) is 0.464. Based on these values, the regression equation is as follows:

$$Y=2.889 + 0.300X\_1 + 0.464X\_2$$

The regression test results of the Brand Image and Brand Experience variables on Brand Loyalty show positive results. This states that the better the Brand Image and Brand Experience, the better the Brand Loyalty.

T-test

Hypothesis testing to determine the significant effect of each independent variable using the t-test at a significance level of 5%.

Table 5.
T-test Result

Hypothesis	t_{hitung}	t_{value}	Significant (0.05)	Conclusion ($t_{hitung>}t_{tabel}$)
H_1: Brand Image has a positive and significant influence on Make Over cosmetic brand loyalty in Bandar Lampung	3.253	1.96	0.002	H1 supported
H_2: Brand experience has a positive and significant influence on Make Over cosmetic brand loyalty in Bandar Lampung	5.024	1.96	0.000	H2 supported

From the table above, the model's coefficient of determination is 0.474. The coefficient of a determination here is the variable contribution to the formation of the value of the dependent variable. From these values, it can be concluded that X1 and X2 contribute 47.4% in forming variation (Y), while other factors outside the model explain the remaining 52.6%.

Discussion

The Effect of Brand Image on Brand Loyalty

The investigation into the level of impact that a company's brand image and brand experience have on customer loyalty was carried out with the assistance of SPSS version 25, which was used for multiple linear regression analysis hypothesis testing. In particular, the researcher was interested in determining the degree to which each variable exerts its influence. The findings of the hypothesis testing that was carried out with the assistance of the t-test revealed that the initially proposed hypothesis was the one that had the most merit. The first hypothesis is validated and accepted because the t-value for the first test is higher than the t-value for the second test (3.25 is more significant than 1.96), and the significance is higher than 0.05 (0.002 is more significant than 0.05). This leads one to believe there is at least some influence between the Make Over Cosmetic Brand Loyalty variables in Bandar Lampung and the Brand Image of Make Over Cosmetics (X1). This study's findings align with those discovered in research carried out by Charles and Lego (2022) and by Salsabila and Nurhadi (2022), both of which show that a positive brand image has a positive effect on brand loyalty. In direct proportion to their estimation of a brand's overall quality, customers will exhibit a greater propensity to remain faithful to that brand. Make Over must fulfill to uphold a positive public perception of the brands it serves for its customers. According to the findings of the research, the majority of participants have the perception that the Make Over brand is well-known. As a consequence of this, the reputation of the Make Over cosmetics brand in Bandar Lampung is powerful and favorable. To maintain a favorable image of their brands and a solid reputation in the eyes of their clientele, companies must always present a cheerful public face.

Effect of Brand Experience on Brand Loyalty

The findings of the t-test, which was used to test the hypothesis, indicate that the second hypothesis, which was proposed, should be accepted. The test of Hypothesis 2 has a t_value that is greater than t_value (5.024>1.96) and a sign that is less than or equal to 0.05, which indicates that H2 is accepted. This suggests at least some influence between Brand Experience (X2) variables and Make Over Cosmetic Brand Loyalty in Bandar Lampung. The findings of this study are consistent with those found in the studies conducted by Margaretha

and Rodhiah (2021) and Pangestika and Khasanah (2021), which indicate that a positive brand experience has a positive influence on the level of Make Over Cosmetic Brand Loyalty in Bandar Lampung. When it comes to loyalty to a brand, a consumer's perception of the quality of their overall experience with the brand is directly correlated to how satisfied they are. According to the findings of the adjusted determination coefficient test (Adjusted R2), the value of the determination coefficient for the Brand Image variable (X1) and the Brand Experience variable (X2) is 47.4%. This value is based on the assumption that the perfect influence is worth 100%, which means that the remaining 52.6% is explained by the variable others that were not examined in the study. As a result, the findings of this research suggest a significant influence on the Brand Loyalty of Make Over Cosmetics in Bandar Lampung of both the Brand Image and the Brand Experience. Make Over is responsible for ensuring that the customer experience they provide is positive.

According to the study's findings, most respondents believed that Make Over led to feelings of liking. Because of this, customers of the cosmetics brand Make Over in Bandar Lampung have reported a positive experience. To ensure that customers will continue to enjoy using Make Over products, businesses must ensure the quality of their offerings. According to the study, most respondents will likely suggest the Make Over brand to their close friends. Because of this, Bandar Lampung has a significant amount of brand loyalty toward the cosmetics brand Make Over. Make Over is recommended by respondents because it has been demonstrated to have high product quality. The empirical findings of this study contribute to a deeper understanding of the relationship between the image of a brand and the experiences consumers have with that brand and their subsequent loyalty to that brand. Both the experience with the brand and the image of the brand are essential factors in determining brand loyalty. Therefore, it is the responsibility of marketers to ensure that both the brand's image and the brand's experience that customers are positive.

CONCLUSION

The purpose of this study is to determine the impact that brand image and experience have on a person's loyalty to a particular makeover cosmetic brand in Bandar Lampung. Image of the brand and the experience of the brand are independent variables, and loyalty to the brand is the dependent variable. According to the findings of this study, there is a substantial influence of Brand Image and Brand Experience on Brand Loyalty of Make Over Cosmetics in Bandar Lampung. In this context, brand loyalty is formed by the consumers' brand image and brand experiences, so these are important factors to

investigate. Make Over has an obligation to guarantee that both the brand picture and the brand experience that customers have are positive.

The theoretical implication of this research is to add to the existing literature, and Make Over can make it a consideration for the progress of the Make Over cosmetic party in the future. Make Over should be able further to optimize aspects of the Brand Image and Brand Experience. Make Over can improve brand image by holding events. Make Over should maintain product quality to give consumers a good brand experience. Limitations and directions for further research, this research only examines variables influencing brand loyalty other than brand image and brand experience. This research only examines a small number of samples which can make the research less accurate in representing consumers of Make Over products. Future research can overcome this limitation by examining other variables not studied in this study and increasing the number of samples studied.

ACKNOWLEDGEMENTS

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