

# THE INFLUENCE OF BRAND LOVE, BRAND IDENTITY, AND BRAND IMAGE ON BRAND LOYALTY TO MAKE OVER PRODUCTS

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## Abstract

*This research aims to analyze the influence of brand love, brand identity, and brand image on brand loyalty in Make Over cosmetic products. This research uses a quantitative method by collecting data from surveys distributed to Make Over product users, using primary data obtained by distributing questionnaires to 150 respondents selected using the Non Purposive Sampling method. The data analysis method used is the multiple linear regression method with the help of SPSS version 26.0. In testing the validity of the data, researchers used multiple confirmatory factor analysis. The results of this research show that brand love influences brand loyalty in make over products, brand identity influences brand loyalty in make over products and brand image influences brand loyalty in make over products.*

**Keywords :** Brand Love, Brand Identity, Brand Image, Brand Loyalty

## 1. INTRODUCTION

Currently, the development of the industry in Indonesia, especially cosmetics, is growing rapidly. The rapid development of the industry forces companies to improve and develop the quality of the company in all aspects. Improving and developing quality is done so that companies can compete in the industrial world which is increasingly crowded with new companies. The number of female residents of Indonesia based on data from the Central Statistics Agency (BSP) in 2022, the population of Indonesia reached 278.7 people. Of that number, 137.9 million of them are women. This figure certainly makes Indonesia a tempting market for beauty products, especially cosmetic products. In Indonesia, the beauty industry is increasingly in demand by business people. This can be seen from the high sales figures for beauty products on e-commerce. In addition, many local cosmetic companies have emerged to meet public demand by offering a variety of quality products. At the beginning of this year, competition in the cosmetics market, especially for facial products, has become increasingly tight. The Maybelline brand, which originates from America, managed to reach the top position with total sales reaching IDR 53.2 billion. This brand has long been known to dominate the global cosmetics market, including in Indonesia. However, local brands such as Make Over managed to compete and reach second place with total sales of IDR 27.1 billion in March 2022. The large number of make-up brands in the marketplace today encourages local brands to be more active in offering new products to show their superiority.

Cosmetics are items that are very much needed by women who want to look beautiful and confident. The need for cosmetics has now become part of a lifestyle, which then influences consumer choices in choosing various brands, both local and international, that are of high quality. By choosing the right cosmetic products, women can improve their appearance. The function of make-up can increase self-confidence, many people feel more confident when using makeup. Makeup can help cover up skin imperfections, such as acne, scars, or dark circles under the eyes, which can increase self-confidence. Makeup is an art form that allows someone to express themselves. With various colors and techniques, people can create various looks that suit their mood or occasion. Cosmetic products have a significant role in maintaining health, cleanliness, and to improve appearance and achieve beauty and perfection. Cosmetics are care products used to beautify the appearance or aroma of

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the body. Make-up functions to highlight parts that are considered attractive and disguise parts that are less attractive. Many people choose make-up because it can have a positive impact on physical attractiveness. Especially in the female category, namely female students who are starting to pay attention to their appearance in supporting their daily activities, sometimes it is difficult to choose or use cosmetic products at affordable prices but with satisfactory quality. In relation to the behavior of adolescents in the student category as consumers, they are a big target for marketers, not only because adolescents are profitable consumers, but also because their consumption patterns follow the times. Although it is undeniable that most adolescents do not have a steady income, it turns out that they have quite large expenses. Today's female students have a dynamic and active lifestyle. In the midst of their busy college life they still pay attention to their appearance and keep it attractive. Make Over products, with the quality and variety offered, are a favorite choice for many female students. With affordable prices and satisfying results, female students can buy Make Over products such as foundation, lipstick, and eyeshadow to support their daily appearance.

This product not only helps them appear confident during lectures or campus events, but also in other social activities. Good quality and easy to get make Make Over a mainstay cosmetic brand that is able to meet the beauty needs of female students. The dynamic lifestyle and activities of female students who were once supported by better financial capabilities, thanks to the support of their parents, or the part-time jobs they did. With wise financial management, they were able to set aside some funds to buy high-quality products, including expensive cosmetics such as Make Over. Awareness of the importance of a neat and attractive appearance in various academic and social activities encouraged them to invest in products that provide maximum results. Female students believe that Make Over products can help them appear more confident and professional, thus supporting their success both on campus and outside.

The high level of desire for Make Over products, because the products have succeeded in meeting their expectations for quality and innovation. With a variety of choices that are suitable for various skin types and styles, this product has become an important part of their beauty routine. The satisfaction obtained from the results of using the product, such as a long-lasting appearance and professional results, encourage female students to continue to choose and trust this brand. Every cosmetic company needs to have advantages that can be highlighted to the public and seen by competitors. The growth of the cosmetic industry has produced many choices of beauty products. The presence of imported products in Indonesia increasingly meets the needs of women to beautify themselves. Local consumer demand for global brands is also a driving factor in the high sales of international cosmetics in Indonesia.

**2. IMPLEMENTATION METHOD**

Operational definition is an explanation of a variable that provides a specific meaning related to the activity or method of measuring the variable (Sekaran & Bougie, 2010:127). In this study, the tool used is a questionnaire, where the answers from respondents will be measured using an interval scale. Therefore, the variables being measured will be broken down into indicators. These indicators will then become the basis for compiling instrument items that can be in the form of questions or statements.

**Table 1 Operational Defition of Variabels**

it	Variabels	Operational Defition	indicators	Scale
1	Brand Loyalty (Y)	Brand loyalty is a measure of customer loyalty to a brand, and a promise to continue to buy a particular product and remain loyal to the brand under any circumstances. Thus, brand loyalty refers to the level of customer interest in a brand, so that customers will continue to use the product, even though they will always be faced with many offers from competing products	<ol style="list-style-type: none"> <li>1. Repurchase the brand</li> <li>2. Continue to purchase the brand</li> <li>3. Give gifts with this brand (Oliver, 1999)</li> </ol>	Likert Scale 1-5
2	Brand Love (X1)	Brand love is an emotional feeling that arises in customers accompanied by customer comfort and satisfaction with the brand loved. Hedonic satisfaction has a positive impact on brand love.	<ol style="list-style-type: none"> <li>1. Interested in the brand</li> <li>2. Admires the brand</li> <li>3. Enjoys the brand</li> <li>4. Praises the brand</li> <li>5. Attached to the brand</li> <li>6. Excellent brand (Carrol and Ahuvia 2006)</li> </ol>	Likert Scale 1-5
3	Brand Identity (X2)	It is a unique brand association that conveys a promise to consumers. To be effective, a brand identity needs to resonate with consumers, differentiate the brand from competitors, and represent what the organization can and does over time.	<ol style="list-style-type: none"> <li>1. Criticizing the brand</li> <li>2. Interested in other people's opinions about the brand</li> <li>3. Always talking about the brand</li> <li>4. Brand success</li> <li>5. Praising the brand (Cronin, <i>et.al</i> 2000)</li> </ol>	Likert Scale 1-5
4	Brand Image (X3)	Brand image is a perception, image, or impression held by consumers towards a brand. It encompasses all aspects related to how the brand is viewed, understood, and assessed by the market or consumers, including the attributes, reputation, quality, values, and emotions associated with the brand. Brand image can be influenced by a variety of factors, including direct consumer experience, promotions, advertising, product or service quality, and interactions with the brand through various communication channels. A positive perception of brand image can help a brand differentiate itself from competitors, build consumer trust, and	<ol style="list-style-type: none"> <li>1. Quality of all products</li> <li>2. Product Display</li> <li>3. Product prices compared to other e-commerce</li> <li>4. Have different facilities from other e-commerce</li> <li>5. Easy to remember (Ramziya <i>et.al.</i>, 2020)</li> </ol>	Likert Scale 1-5

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**RESULTS AND DISCUSSION**

**Result**

This study uses the Confirmatory Factor Analysis (CFA) method, which functions to measure validity. Statements that have a loading factor above 0.50 indicate that these indicators form a consistent measuring instrument in measuring the same construct and can make predictions. Conversely, items that measure different concepts will tend to have low values (Ghozali, 2021).

**Table 2 Validity Test of Confirmatory Factor Analysis (CFA)**

Coefficients	Indicators	Factors				Coefficient
		1	2	3	4	
	BL.1		0,795			0,901 <sup>a</sup>
	BL.2		0,845			0,877 <sup>a</sup>
	BL.3		0,682			0,949 <sup>a</sup>
	BL.4		0,698			0,928 <sup>a</sup>
	BL.5		0,726			0,916 <sup>a</sup>
	BL.6		0,761			0,828 <sup>a</sup>
	B1.1			0,707		0,888 <sup>a</sup>
	BI.2			0,838		0,064 <sup>a</sup>
	BI.3			0,796		0,891 <sup>a</sup>
	B1.4			0,822		0,881 <sup>a</sup>
	BI.5			0,718		0,898 <sup>a</sup>
	BIM.1	0,786				0,881 <sup>a</sup>
	BIM.2	0,824				0,906 <sup>a</sup>
	BIM.3	0,849				0,877 <sup>a</sup>
	BIM.4	0,795				0,905 <sup>a</sup>
	BIM.5	0,869				0,873 <sup>a</sup>
	BLY.1				0,865	0,741 <sup>a</sup>
	BLY.2				0,725	0,843 <sup>a</sup>
	BLY.3				0,628	0,843 <sup>a</sup>

Based on the results of the factor analysis at the initial stage, it shows a high KMO value, reaching 0.882, exceeding 0.05. The data is in accordance with the principle indicating that other KMO values higher than 0.50 are considered good. According to MSA research, all indicators show good values, and the indicators have been grouped into one factor.

**Tabel 2 Collinearity Statistic**

Model	Collinerity Statistic		Ket
	Tolerance	VIF	
Brand Love	0,689	1,451	<b>Multicollinearity Free</b>
Brand Identity	0,663	1,508	
Brand Image	0,706	1,416	

VIF values for each study are as follows:

1. The VIF value for the brand love variable is 1.451 <10 and the tolerance value is 0.689 > 0.10 so that brand love is stated to have no symptoms of multicollinearity
2. The VIF value for the brand identity variable is 1.508 <10 and the tolerance value is 0.663 > 0.10 so that brand identity is stated to have no symptoms of multicollinearity.

3. The VIF value for the brand image variable is 1.416 <10 and the tolerance value is 0.706> 0.10 so that brand identity is stated to have no symptoms of multicollinearity.

**Tabel 3 Multiple Linear Regression Analysis**

	Unstandardized	Standardized	Beta	t	Sig
	Coefficient	Coefficients			
	B	Std Error			
1 (constant)	17,544	3,285		5,340	0
Brand Love	0,178	0,081	0,191	2,190	0,03
Brand Identity	0,268	0,077	0,308	3,458	0,001
Brand Image	0,145	0,064	0,196	2,275	0,025

Coefficients for each variable and constant in this study are: brand love coefficient (X1) of 0.178, brand identity coefficient (X2) of 0.268, and brand image coefficient (X3) of 0.145. This shows that the independent variables have an effect on brand loyalty (Y). Mathematically, the equation can be written as follows:

$$Y = 17.544 + 0.178X_1 + 0.268X_2 + 0.145X_3 + e$$

From this equation it can be explained that the influence of Brand love, brand identity and brand image on brand loyalty on Make Over products. The results of the analysis show that:

- The constant value (a) is 17.544, this shows that if there is an influence (Increase/decrease) in the value of variables X1, X2, and X3 considered constant, then the brand loyalty value on Make Over products is 17.544.
- The first coefficient is brand love (X1) of 0.178, it is known that the brand love variable has a positive influence, meaning that every 1 unit increase in the brand love variable will affect brand loyalty by 17.8 percent.
- The second coefficient is brand identity (X2) of 0.268, it is known that the brand identity variable has a positive influence, meaning that every 1 unit increase in the brand love variable will affect brand loyalty by 26.8 percent.
- The third coefficient is brand image (X3) of 0.145, it is known that the brand image variable has a positive influence, meaning that every 1 unit increase in the brand image variable will affect brand loyalty by 14.5 percent.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.567 <sup>a</sup>	0,322	0,306	4,473

Furthermore, to find out whether there is a relationship between the independent variable and the dependent variable, it can be seen from the correlation coefficient (R) in Table 4.14, it is known that the R value is 0.567. This shows that the correlation between brand love, brand identity and brand image on brand loyalty on Make Over products is 56.7 percent. Meanwhile, to find out the overall influence of the independent variable on the dependent variable, it can be seen from the determination coefficient (R<sup>2</sup>) in Table 4.14, it is known that the adjusted R<sup>2</sup> is 0.306. This shows that brand love, brand identity and brand image can influence brand loyalty on Make Over products by 30.6 percent.

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Based on the multiple linear regression analysis conducted by the researcher, it was found that the t-value for the brand love variable (X1) was  $2.190 > 1.656$  and a significance value of  $0.030 > 0.05$ , thus indicating that the brand love variable (X1) has a significant effect on brand loyalty (X2). The results of this study are in line with the research of Bignee et al (2019) which causes consumers to always have the intention to buy Make Over brand cosmetic products which results in becoming loyal customers. Carroll and Ahuvia (2006) define brand love as the level of attachment that customers have because they are satisfied with the brand name. an emotional concept that describes a deep and affective relationship between consumers and a particular brand. Consumers who experience brand love usually have strong positive feelings, joy, and satisfaction with the brand. They are not only satisfied with the product or service, but also feel emotionally attached. This means that respondents feel satisfied with Make Over brand cosmetic products and develop a love for the brand.

**The Influence of Brand Identity on Brand Loyalty**

From the analysis results, the brand identity variable (X2) shows a t-value of 3.458 with a significance value of 0.001. This t-value is greater than 1.656, and a significance value smaller than 0.05 indicates that the second hypothesis (H2) is accepted. This means that there is a significant influence between brand identity (X2) and brand loyalty (Y). The results of this study are in line with research conducted by Tingkir (2014), which describes how consumers determine attributes associated with a brand. Brand identity includes various aspects such as logos, colors, slogans, and values carried by the brand. A strong and consistent identity helps brands differentiate themselves from competitors and build emotional relationships with consumers. When consumers have a clear and positive understanding of brand identity, they tend to feel trust and emotional attachment, which in turn can increase their loyalty to Make Over brand products.

**The Influence of Brand Image on Brand Loyalty**

The results of the analysis show that the brand image variable (X3) has a t-value of 2.275 and a significance value of 0.025. Because this t-value is greater than 1.656 and the significance value is less than 0.05, the third hypothesis (H3) is accepted. This indicates a significant influence between brand image (X3) and brand loyalty (Y). The results of this study are in line with research conducted by Tjiptono (2015), which explains that brand image is an important consideration for consumers when purchasing products that are already on the market. Consumer perceptions of a brand are formed from their various interactions and experiences. Brand image includes aspects such as product quality, values carried, reputation, and brand visual identity. A strong and positive brand image can influence consumer behavior and build brand loyalty. Overall, brand image has a significant influence on brand loyalty. Brands that succeed in building and maintaining a positive image tend to have a more loyal and dedicated customer base.

**CONCLUSION**

This study has provided a modest contribution to the analysis of consumer experience through brand loyalty by proposing a research model that can influence brand loyalty. Among the limitations of this study mentioned are, the focus of respondents is only on female students of the Faculty of Economics and Business, Malikussaleh University. Another limitation of this study is that it was only conducted at one university and did not use mediation or modification. Potential researchers in the future can expand this study to more significant antecedents and include variables that influence brand loyalty with mediation or modification. From the research that the author did, basically it has gone well, but there are still some things that need to be improved.

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