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THE RELATIONSHIP BETWEEN BRAND IMAGE AND CONSUMER LOYALTY WARDAH COSMETIC PRODUCTS IN BATAM CITY

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Abstract

This study aims to determine the relationship between brand image and consumer loyalty to Wardah cosmetic products in Batam City. This study used a quantitative method with an associative approach. The population in this study were Wardah product users in Batam City, with a sample of 100 respondents obtained using a purposive sampling technique. Data collection was conducted by distributing questionnaires to respondents. Data analysis was conducted using IBM SPSS Statistics version 25, which included validity tests, reliability tests, Pearson Product Moment correlation tests, and hypothesis testing (t-tests). The results showed that all statement items in the brand image and consumer loyalty variables were declared valid because their calculated r values were greater than the table r (0.1966). The reliability test results showed a Cronbach's Alpha value of 0.842 for the brand image variable and 0.865 for consumer loyalty, thus all instruments were deemed reliable. The Pearson Product Moment correlation test results showed a correlation coefficient of 0.682 with a significance value of $0.000 < 0.05$, indicating a positive and significant relationship between brand image and consumer loyalty. The t-test results showed a calculated t -value of 8.972, greater than the t -table value of 1.984, with a significance value of $0.000 < 0.05$, thus accepting the research hypothesis. Based on the results, it can be concluded that brand image has a positive and significant relationship with consumer loyalty to Wardah cosmetic products in Batam City. The better Wardah's brand image, the higher consumer loyalty to the product.

Keywords: Brand Image, Wardah Cosmetics, Consumer Loyalty.

INTRODUCTION

The development of the cosmetics industry in Indonesia has experienced very rapid growth in recent years. The increasing public awareness of self-care and appearance makes cosmetic products an important need, especially for women (Rosita & Novitaningtyas, 2021). This condition encourages cosmetics companies to continue to innovate in creating quality products and building a strong brand image to be able to compete in the market. One of the local cosmetic brands that has managed to attract the attention of consumers is Wardah.

Wardah It is known as a halal cosmetic product that prioritizes quality, safety, and product innovation. The brand image built by Wardah as a modern halal cosmetic has provided its own value in the eyes of Indonesian consumers. In addition, the use of social media, promotion through *Influencers*, as well as an effective marketing strategy to strengthen Wardah's position in the national cosmetics industry. Success builds *Brand image* Positive is one of the important factors in creating consumer loyalty (Ollo et al., 2021).

Brand image is the perception, belief, and impression that consumers have of a brand (Laraswati & Harti, 2022). A good brand image can influence purchasing decisions, increase

customer satisfaction, and encourage consumers to make repeat purchases (Tutia & Najib, 2019). In the increasingly fierce competition in the cosmetics industry, companies are not only required to produce quality products, but also must be able to create emotional relationships with consumers in order to create long-term loyalty.

Consumer loyalty is an important aspect for companies because loyal consumers tend to make repeat purchases, recommend products to others, and are not easy to switch to competing brands (Widodo et al., 2018). However, nowadays, the large selection of local and international cosmetic products makes consumers more selective in choosing the products used. Therefore, companies need to understand the factors that affect consumer loyalty, one of which is through the formation of *Brand image* strong and positive. In the City Batam, the use of cosmetic products continues to increase along with the development of people's lifestyles and beauty trends. Many consumers in Batam use Wardah products because they are considered to have good quality, affordable prices, and a halal image that suits the needs of the community. Nevertheless, competition with various other cosmetic brands remains a challenge for Wardah in maintaining its consumer loyalty.

Based on this phenomenon, it is important to know the extent of the *relationship between brand image* and consumer loyalty to Wardah products in Batam City. This research is expected to provide an overview of the influence of brand image on consumer loyalty so that it can be an input for companies in developing more effective marketing strategies. In addition, this research is also expected to add insights and references in the field of marketing management, especially related to brand image and consumer loyalty.

RESEARCH METHODS

This study uses a quantitative research method with an associative approach. An associative approach was used to determine the relationship between the Brand Image variable and Consumer Loyalty in cosmetic products Wardah in the City Batam. The quantitative method was chosen because this study uses data in the form of statistically analyzed numbers to test the relationship between research variables (Nasevenupulu & Siagian, 2023).

Population is an entire object or subject that has certain characteristics that are set by the researcher to be studied (Hermawan & Hariyanto, 2022). In this study, the population used was all consumers who used cosmetic products Wardah in the City Batam. Because the population size is not known for sure, the researchers used sampling techniques. Samples are a fraction of the number and characteristics possessed by the population. The sampling techniques used in this study are *purposive sampling*, namely sampling techniques based on certain criteria (Sholihah et al., 2021). The number of samples in this study was determined to be 100 respondents so that the data obtained could be representative of the research population (Purba, Tiurniari; Husda, 2023).

The criteria for respondents in this study are:

1. Consumers who use Wardah cosmetic products.
2. Domiciled in Batam City.
3. Be at least 17 years old.
4. Have bought and used Wardah products at least 2 times.

Variable Operational Definition

Brand image is the perception or image that consumers have of the Wardah brand based on consumer experience, information, and assessment (Peerage, 2022).

Brand Image Indicator:

1. Brand strength
2. Brand advantages
3. Brand uniqueness
4. Known facilities
5. Brand reputation

Consumer loyalty is a consumer's commitment to continue to use Wardah products repeatedly and not easily switch to other products.

Consumer Loyalty Indicators (Chusniartiningasih, 2019):

1. Repurchase
2. Brand loyalty
3. Recommend to others
4. It is not easy to switch to another brand
5. Product satisfaction

Data Collection Techniques

The data collection techniques used in this study include:

1. Questionnaire. The questionnaire was used to obtain data from respondents regarding brand image and consumer loyalty to Wardah products. The measurement scale used is the Likert scale with five alternative answers (Hutauruk, 2020).
2. Literature Studies. Literature studies are carried out by collecting theories and references from books, journals, scientific articles, and previous research related to brand image and consumer loyalty (Hermawan & Hariyanto, 2022).

Data Analysis Techniques

Data analysis is carried out using the help of statistical applications such as SPSS. The stages of data analysis include (Purba et al., 2023):

1. Validity Test. The validity test is used to determine whether the research instrument is able to measure the variables being studied appropriately. The instrument is declared valid if the value r is calculated $> r$ of the table.
2. Reliability Test. The reliability test was used to determine the consistency of respondents' answers to the research instrument. The instrument is declared reliable if the Cronbach Alpha value > 0.60 .
3. Pearson Product Moment Correlation Test. The correlation test was used to determine the relationship between the Brand Image variable and Consumer Loyalty. The Pearson Product Moment correlation formula.
4. Hypothesis test (t-test). The t-test is used to find out if there is a significant relationship between brand image and consumer loyalty. Decision-making criteria:
If the value of $\text{sig} < 0.05$ then H_1 is accepted.
If the value of $\text{sig} > 0.05$ then H_0 is accepted.
5. The hypothesis in this study is:
 H_1 : There is a positive and significant relationship between brand image and consumer loyalty in Wardah products in Batam City.
 H_0 : There is no positive and significant relationship between brand image and consumer loyalty to Wardah products in Batam City.

RESULTS OF RESEARCH AND DISCUSSION

Research Results

This study aims to determine the relationship between brand image and consumer loyalty in Wardah cosmetic products in Batam City. The study was conducted on 100 respondents who used Wardah products using a quantitative method through the distribution of questionnaires. Data processing was carried out using the IBM SPSS Statistics version 25 program.

Validity Test

The validity test is used to determine whether the research instrument is able to measure the variables being studied appropriately. The instrument is declared valid if the value r is calculated $> r$ of the table. In this study, the number of respondents was 100 people, so that the table r value of 0.1966 was obtained at a significance level of 5%. Based on the table above, all statement items in the Brand Image variable have a value of r calculated $> r$ of the table, so that all items are declared valid.

Table 1. Validity Test Results of Brand Image (X) Variables

Yes	Statement Items	r Count	r Table	Remarks
1	X1	0,642	0,1966	Valid
2	X2	0,701	0,1966	Valid
3	X3	0,688	0,1966	Valid
4	X4	0,734	0,1966	Valid
5	X5	0,755	0,1966	Valid

Table 2. Results of the Validity Test of Consumer Loyalty Variables (Y)

Yes	Statement Items	r Count	r Table	Remarks
1	Y1	0,681	0,1966	Valid
2	Y2	0,725	0,1966	Valid
3	Y3	0,699	0,1966	Valid
4	Y4	0,742	0,1966	Valid
5	Y5	0,771	0,1966	Valid

The results of the validity test show that all statement items in the Consumer Loyalty variable are declared valid because they have a calculated value of r greater than the r of the table.

Reliability Test

The reliability test was used to determine the consistency of respondents' answers to the research instrument. The instrument is declared reliable if the Cronbach Alpha value > 0.60 .

Table 3 Reliability Test Results

Variable	Cronbach Alpha	Reliability Standards	Remarks
Brand Image	0,842	0,60	Reliable
Consumer Loyalty	0,865	0,60	Reliable

Based on the table above, it is known that the Cronbach Alpha value on all variables is greater than 0.60. Thus, the research instrument is declared reliable and can be used in research.

Pearson Product Moment Correlation Test

The Pearson Product Moment correlation test was used to determine the relationship between the Brand Image variable and Consumer Loyalty. Based on the results of the analysis using SPSS, a Pearson Correlation value of 0.682 was obtained. This value shows that the relationship between Brand Image and Consumer Loyalty is in the strong category. A significance value of $0.000 < 0.05$ shows that there is a significant relationship between Brand Image and Consumer Loyalty in Wardah cosmetic products in Batam City.

Table 4. Pearson Product Moment Correlation Test Results

Variable	Pearson Correlation	Sig. (2-tailed)	Remarks
Brand Image on Consumer Loyalty	0,682	0,000	Strong and Significant Relationships

Hypothesis Test (t-Test)

The t-test is used to find out if there is a significant relationship between Brand Image and Consumer Loyalty. Decision-making criteria:

If the value of $\text{sig} < 0.05$ then H_1 is accepted. If the value of $\text{sig} > 0.05$ then H_0 is accepted.

Table 5 Results of the t test

Variable	t Count	t Table	Sig.	Remarks
Brand Image → Consumer Loyalty	8,972	1,984	0,000	H_1 Accepted

Based on the table above, it is known that the calculated t value of 8.972 is greater than the t of the table of 1.984 and the significance value of 0.000 is smaller than 0.05. So H_1 is accepted and H_0 is rejected. This shows that there is a positive and significant relationship between Brand Image and Consumer Loyalty in Wardah cosmetic products in Batam City.

Discussion

The results of the study show that Brand image has a positive and significant relationship with consumer loyalty to Wardah cosmetic products in Batam City. This is evidenced by the results of the Pearson Product Moment correlation test which obtained a correlation value of 0.682 with a significance level of $0.000 < 0.05$. The correlation value shows that the better the image of the Wardah brand in the eyes of consumers, the higher

the consumer loyalty to Wardah products. On the other hand, if the brand image decreases, then consumer loyalty also has the potential to decrease (Chusniartiningsih, 2019).

The image of the Wardah brand, which is known as halal, safe, quality, and affordable cosmetic products, is one of the main reasons consumers continue to use these products. In addition, Wardah is also able to build a modern brand identity that is in accordance with the needs of Indonesian women so as to create consumer trust in the product (Dasopang & Sunargo, 2023).

Consumer loyalty can be seen from the desire to make repeat purchases, recommend products to others, and still choose Wardah over other cosmetic products. Consumers who have had a positive experience with the product are likely to retain the use of the brand in the long term.

The results of this study were also strengthened by the results of the t-test which showed a significance value of $0.000 < 0.05$. Thus, the research hypothesis that there is a significant relationship between brand image and consumer loyalty is acceptable. This research is in line with marketing theory which states that brand image is a consumer perception of a brand that is formed through experience, information, and marketing communication. A positive brand image will increase consumer trust and satisfaction, thus encouraging loyalty.

In addition, the results of this study also support previous research that stated that brand image has a positive effect on consumer loyalty to cosmetic products. Consumers tend to be more loyal to brands that are reputable and able to meet their needs. In the context of Batam City, the high loyalty of consumers to Wardah shows that local cosmetic products are able to compete with foreign products. Wardah's marketing strategy through social media, the use of brand ambassadors, and product innovations that follow beauty trends are factors that strengthen the brand image in the eyes of consumers (Rosita & Novitaningtyas, 2021).

Based on the results of this study, the company is expected to maintain product quality, increase innovation, and strengthen marketing communication strategies so that brand image remains positive so that consumer loyalty to Wardah products can continue to increase.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the research on the relationship between brand image and consumer loyalty in Wardah cosmetic products in Batam City, several conclusions can be reached as follows:

1. The results of the validity test showed that all statement items on the brand image and consumer loyalty variables had a value of r calculated $> r$ table (0.1966), so that all research instruments were declared valid and suitable for use.
2. The results of the reliability test showed that the Cronbach Alpha value in the brand image variable was 0.842 and consumer loyalty was 0.865. The value is greater than 0.60 so that the research instrument is declared reliable or consistent.
3. The results of the Pearson Product Moment correlation test showed a correlation coefficient value of 0.682 with a significance value of $0.000 < 0.05$. This shows that there is a positive and significant relationship between brand image and consumer

loyalty in Wardah cosmetic products in Batam City. The relationship is in the strong category.

4. The results of the hypothesis test (t-test) showed that the calculated t value of 8.972 was greater than the table t of 1.984 with a significance value of $0.000 < 0.05$. Thus, H_1 was accepted and H_0 was rejected, which means that there is a significant relationship between brand image and consumer loyalty to Wardah cosmetic products in Batam City.
5. The better the brand image that Wardah has, the higher the consumer loyalty to the product. Consumers tend to make repeat purchases, recommend products to others, and continue to use Wardah products because of a positive brand image.
- 6.

Suggestions

Based on the results of the research that has been conducted, the researcher gives the following suggestions:

1. For companies. Paragon Technology and Innovation is expected to continue to maintain and improve the brand image of Wardah products through product innovation, quality improvement, and attractive promotional strategies to maintain consumer loyalty. In addition, the company needs to maintain Wardah's image as halal, safe, and quality cosmetics so that it can increase consumer confidence in the midst of increasingly fierce competition in the cosmetics industry.
2. For consumers. Consumers are expected to be more selective in choosing cosmetic products by considering the quality, safety, and suitability of the product in order to get maximum benefits from the use of cosmetic products.
3. For the Next Researcher The next researcher is expected to develop this research by adding other variables that can affect consumer loyalty, such as product quality, price, consumer satisfaction, brand trust, and promotion. In addition, subsequent research can use a larger sample count and a wider scope of research areas to make the research results more representative and accurate.

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