



REBRANDING IN THE DIGITAL ERA: REBUILDING THE PERCEPTION AND LOYALTY OF EMINA SKINCARE CONSUMERS

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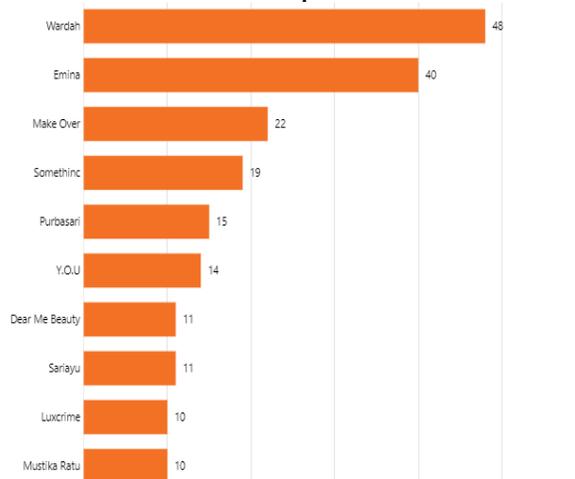
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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Devi Fitri Arianti devifitriaranti123@gmail.com Département of Management University of Muhammadiyah Bengkulu</p>	<p>This research seeks to assess (1) how Brand Trust effects customer loyalty of Emina Cosmetics products to the Emina Girl Gang Ambassador, (2) how Brand Image influences customer loyalty of Emina Cosmetics products to the Emina Girl Gang Ambassador, (3) how Product Quality influences customer loyalty Emina Cosmetics products to the Emina Girl Gang Ambassador. A quantitative descriptive design was used for this research. The population was taken from Emina Girl Gang Ambassador batch 6, with a Sampel size of 75 respondents. A questionnaire is used in this study, with statistical methods for data analysis such as Coefficient of Determination, multiple linear regression, t test, and F test. The results indicate that Brand Trust exerts a positive and significant impact on customer Loyalty to Emina Girl Gang Ambassador. Product quality has a positive and significant effect on customer loyalty to Emina Girl Gang Ambassador.</p> <p>Keywords: <i>Customer Loyalty, Brand Trust, Brand Image, Product Quality.</i></p>
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INTRODUCTION

The development of cosmetics is experiencing a rapid level in Indonesia, this can be seen because many local and foreign brands have begun to emerge and are busy becoming competition. Various brands of beauty products or cosmetics are popular among teenagers or adults. Cosmetic brands that are well known among teenagers are: Emina, Clean and Clear, Pigeon Teens, Biore, Garnier, Citra, Pond's, and many others (Umum et al., 2023). The beauty industry has experienced significant growth in recent years, driven by various factors including changes in consumer behavior and advances in digital technology. One of the latest trends that has influenced marketing strategies for beauty products is the use of influencers or brand ambassadors. Social media has become a dominant platform in the beauty industry, where brand ambassadors play an important role in influencing consumer perceptions, customer decisions, and customer loyalty to become regular customers of beauty products. The use of Brand Ambassadors is increasingly common in many cosmetic brands, one of which is Emina Cosmetics.

Being a well-known beauty product in Indonesia, Emina Cosmetics comes from PT Paragon Technology and Innovation. The company is included in the ranks of leading cosmetics manufacturers in Indonesia, established since 1985, and produces various well-known brands such as Emina, Wardah, Make Over, Putri, Instaperfect, Tavi, Kahf, Crystallure, Labore, Biodef, Wonderly, Beyondly, and Earth Love Life. The Emina brand was launched in 2015 with the tagline “Authentic Beauty” which carries the message that women are unique and beautiful in their own way. Emina managed to bring the impression of make up with a fun and girly look. The following is data on the most dominant local cosmetic brands used in Indonesia around the period 2022 to 2023:



Source: <https://databoks.katadata.co.id>

Figure 1

Local Brand Data Based on the data in the graph presented, the use of local cosmetic brands is quite high in Indonesia in the range of 2022 to 2023, Emina products occupy the 2nd most used position. Consumers will buy beauty products that they already trust and have used before.

Based on the data in the graph presented, the use of local cosmetic brands is quite high in Indonesia in the range of 2022 to 2023, Emina products occupy the 2nd most used position. Consumers will buy beauty products that they already trust and have used before.

In addition, Emina also has its own Ambassador community, namely EGGA (Emina Girl Gang Ambassador), which is a community engaged in beauty under the auspices of Emina Cosmetics. EGGA or Emina Girl Gang Ambassador has been established since 2018 and until 2024 it has reached batch 6 which every year reaches an increase in the number of registrants. The presence of EGGA is one of the many marketing strategies carried out by Emina Cosmetics to achieve consumer loyalty.

When consumers reach a very high level of satisfaction, this results in a relationship between satisfaction and loyalty which creates a strong emotional connection and long-term commitment to the company's brand. As (Nafiah & Trihudyatmanto, 2021) say that, loyalty is the determination or strong attachment of customers to continue to use or buy certain products and services consistently in the future. As mentioned by (Dachi, 2020) Brand image is an explanation of a group of consumers who have certain beliefs or perceptions of a brand (Ristanti & Iriani, 2020). Brand image is a crucial element in

products because it acts as a company asset that can attract consumers and form customer loyalty. As stated by (Sani et al., 2022), trust in brands, or Brand Trust, is an important factor influencing purchasing decisions because consumers have confidence in the product, brand and quality. This trust can encourage the creation of consumer loyalty, which in turn influences continuous purchasing decisions. Brand Trust refers to the tendency of customers to place trust in a brand under risky conditions, hoping that the brand will provide favorable results. These results are reinforced by previous research which indicates that Brand Trust has a positive and significant effect on Customer Loyalty. This confirms the important role of Brand Trust in Customer Loyalty.

As mentioned by (Anindya & Yuyetta, 2020) Product quality refers to efforts to meet or exceed customer expectations, as well as ensuring that the product complies with established quality standards or even exceeds customer or consumer expectations. From the explanation above, the authors decided to conduct a study entitled “Customer loyalty from purchasing Emina Cosmetics in terms of Brand Trust, Brand Image, and Product Quality (Study on Emina Girl Gang Ambassador members)”.

METHOD

This analysis uses a quantitative approach. The target population of the research conducted was Emina Girl Gang Ambassador batch 6 of 300 people. The sample of this study was Emina Girl Gang Ambassador who had more than 2 times bought Emina cosmetics products online or offline, totaling 75 respondents. This analysis applies a non-probability sampling technique implementing purposive sampling method. With the sampling criteria in this study are EGGA (Emina Girl Gang Ambassador) Members 2023-2024, Carrying out EGGA Journey activities until EGGA Champion, more than 2 times buying Emina Cosmetics products online or offline during this study, namely January to June 2024.

RESULT AND DISCUSSION

Classical Assumption Test Results

Normality Test Results

This study applies the Kolmogorov-Smirnov test, where the data obtained will follow a normal distribution if the significance level exceeds 0.05.

Table 1 Normality Test Results

Variabel	P-value	Keterangan
<i>Unstandardized Residual</i>	0,350	Sebar data normal

Sumber data : Data Primer, diolah tahun 2024

The test results show that the significance value of 0.350 is higher than 0.05. This concludes that the research data has a normal distribution.

Multicollinearity Test Results

Table 2 Multicollinearity Test Results

No.	Variabel	Tolerance	VIF	Keterangan
1.	<i>Brand Trust</i>	0,431	2,323	Bebas <u>multikolinearitas</u>
2.	<i>Brand Image</i>	0,443	2,258	Bebas <u>multikolinearitas</u>
3.	Kualitas Produk	0,374	2,676	Bebas <u>multikolinearitas</u>

Sumber data : Data Primer, diolah tahun 2024

Based on table 2, it states that if the Brand Trust, Brand Image, Product Quality variables have a tolerance value of more than 0.1 and a VIF value below 10, thus, this research does not show any multicollinearity problems.

Heteroscedasticity Test Results

Table 3 Heteroscedasticity Test Results

No.	Variabel	P-Value	Keterangan
1.	<i>Brand Trust</i>	0,140	Tidak terjadi heteroskedastisitas
2.	<i>Brand Image</i>	0,746	Tidak terjadi heteroskedastisitas
3.	Kualitas Produk	0,079	Tidak terjadi heteroskedastisitas

Sumber data : Data Primer, diolah tahun 2024

The data obtained reveals that the Heteroscedasticity Test does not show a p-value of more than 0.05. This indicates that the model estimation process is not affected by heteroscedasticity. Thus, this research does not show any heteroscedasticity problems.

Hypothesis Test Results

Multiple Linear Regression Test Results

Table 1 Multiple Linear Regression Test Results

Variabel	B	t _{hitung}	Sig.
<i>(Constant)</i>	6,416	3,970	0,000
<i>Brand Trust</i>	0,094	3,987	0,007
<i>Brand Image</i>	0,067	4,688	0,004
Kualitas Produk	0,554	5,218	0,000

Sumber data : Data Primer, diolah tahun 2024

With the above results, the following equation is obtained:

$$Y = 6.416 + 0.094X_1 + 0.067X_2 + 0.554X_3 + e$$

Based on the above equation, the interpretation of the coefficients is as below :

- 1) The magnitude of the constant (α) is 6.416 in other words, if the independent variables including Brand Trust, Brand Image, and Product Quality are considered unchanged or remain constant, then the number of Customer Loyalty decisions is 6.416.
- 2) b_1 : 0.094, In other words, if the Brand Trust variable increases by one unit, it will cause an increase in Customer Loyalty of 0.094. Therefore, the Brand Trust variable makes a positive contribution to Customer Loyalty at Emina Girl Gang Ambassador, with the calculation of Brand Image Variables (X_2) and Product Quality (X_3) fixed.
- 3) b_2 : 0.067 means that if the Brand Image variable (X_2) increases by one unit, it results in an increase in Customer Loyalty of 0.067. Then the Brand Trust variable contributes positively to Customer Loyalty at Emina Girl Gang Ambassador, assuming the Brand Trust Variable (X_1) and Product Quality (X_3) are fixed.
- 4) b_3 : 0.554 means that if the Product Quality variable (X_3) increases by one unit, it results in an increase in Customer Loyalty of 0.554. Then the Product Quality variable contributes positively to Customer Loyalty at Emina Girl Gang Ambassador, assuming the Brand Trust (X_1) and Brand Image (X_2) variables remain.

The variable that has a more dominant influence on Customer Loyalty is the Product Quality variable (X_3) by showing a coefficient value of 0.554 which is greater than the Brand Trust regression coefficient of 0.095 and the Brand Image coefficient of 0.067.

F Test (Simultaneous)

Table 2 F Test Results (Simultaneous)

F	Sig.	Keterangan
36,519	0,000	Signifikan

Sumber data : Data Primer, diolah tahun 2024

Referring to the basis of the analysis that occurred, it was concluded that the Fcount value was 36.519. Because Fcount (36.519) is greater than Ftable (2.73) and the significance of 0.0000 is lower than the value of 0.05, H0 is rejected. In other words, the conclusion is that Ha is accepted, which means that there is an effect of Brand Trust, Brand Image, and Product Quality on Customer Loyalty.

Test t (Partial Test)

Table 3 T Test Results (Partial Test)

Variabel	t _{hitung}	t _{tabel}	Sig.	Keterangan
Brand Trust (X ₁)	3,987	1,995	0,007	H ₀ ditolak
Brand Image (X ₂)	4,688	1,995	0,004	H ₀ ditolak
Kualitas Produk (X ₃)	5,218	1,995	0,000	H ₀ ditolak

Sumber data : Data Primer, diolah tahun 2024

Based on the table above, it can be concluded as listed below :

- From the test results of the Brand Trust Variable (X₁), it is found that the tcount result is 3.987 and the tsig result is 0.007 which is smaller than α (0.05). Thus, it can be concluded that the Brand Trust Variable has a positive and significant effect on Customer Loyalty.
- From the test results of the Brand Image Variable (X₂), it is found that the tcount value is 4.688 and the tsig value is 0.004 which is smaller than α (0.05). Therefore, it can be concluded that the Brand Image Variable has a positive and significant effect on Customer Loyalty.
- From the test results of the Product Quality Variable (X₃), it is known that the tcount value is 5.218 and the tsig value is 0.000 which is smaller than α (0.05). So, it can be concluded that the Product Quality Variable has a positive and significant effect on Customer Loyalty.

Coefficient of Determination (R²)

Table 4 Test Results of the Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square
1	0,779	0,607	0,590

Sumber data : Data Primer, diolah tahun 2024

Referring to Table 4, showing R Square of 0.607 indicates that the ability of Brand Trust, Brand Image, and Product Quality to explain the Customer Loyalty Variable is 60.7% and 39.3% is explained by other variables not considered in this analysis.

Discussion

The influence of the Brand Trust variable (X1) on Customer Loyalty (Y) Emina Cosmetics

The analysis results indicate that Brand Trust affects Emina Cosmetics Customer Loyalty in the tcount test 5.218 is smaller than the ttable 1.995 and a significant value of 0.000 from a significant value smaller than 0.05, this indicates that the Brand Trust Variable has a significant effect on Customer Loyalty of Emina Cosmetics products.

Brand Trust owned by Emina Cosmetics through 3 indicators that have been researched, namely Trust His Brand, This Brand is Safe, This Brand is Honest Brand is recognized by EGGA (Emina Girl Gang Ambassador) and almost all EGGA have high loyalty to Emina Cosmetics because of the trust built by Emina Cosmetics. Based on the question indicator which states that Emina Girl Gang Ambassador is interested in buying Emina Cosmetics products because she trusts products for facial skin, the average value is 5 (Strongly Agree). This means that Emina Girl Gang Ambassadors believe with full awareness that Emina Cosmetics is of good quality and safe for their facial skin. Likewise with the second indicator which states that Emina Cosmetics is safe to use by Emina Girl Gang Ambassadors as their facial skin needs. Because of this, the third question indicator which states that the Emina Girl Gang Ambassador will be interested in buying again because she trusts Emina Cosmetics gets an average score of 5 (Strongly Agree). In the indicators of questions 4 and 5, namely Emina Cosmetics conveys about its products, convinces to make purchases and always prioritizes customers (Emina Girl Gang Ambassador) is correct because it has an average value of 5 (Strongly Agree). This research is in accordance with previous research conducted by (Meliana et al., 2024) that Brand Trust has an influence on customer satisfaction.

The influence of the Brand Image variable (X2) on Customer Loyalty (Y) Emina Cosmetics

From the results of the analysis, it can be concluded that Brand Image has an effect on Emina Cosmetics Customer Loyalty with the test results of tcount 4.688 > t table 1.995 and a significance of 0.000 which is smaller than the value of 0.05, indicating that the Brand Trust Variable significantly affects the Customer Loyalty of Emina Cosmetics products.

The Brand Image that has been built by Emina Cosmetics is very good because based on the indicators of this study which states that there are 3 markers, namely Produce's Image, Consumer's Image, and Product Image and produces several questions getting an average score of 5 (Very Good).

Based on these indicators, it results in research that Emina Cosmetics is well known among the public, especially in (EGGA) Emina Girl Gang Ambassador, where they choose Emina Cosmetics as a product that is purchased because it is in accordance with the benefits it produces, Emina Cosmetics also has a reputation in the skincare field, and there are also those who want to subscribe to Emina Cosmetics because of its quality. Emina Cosmetics has succeeded in creating an image that encourages Emina Girl Gang Ambassadors to make repeat purchases and be loyal to the brand. This theory can be concluded that the existence of Emina Cosmetics Brand Image will be able to respond to success and improve its skills in achieving a competitive advantage that will affect its marketing performance. Omo's study is similar to research conducted by (Nafiah &

Trihudyatmanto, 2021), showing that Brand Image has a positive and significant effect on Mc Donald's Customer Loyalty in East Jakarta.

The influence of the Product Quality variable (X3) on Customer Loyalty (Y) Emina Cosmetics

The analysis shows that Product Quality affects Emina Cosmetics Customer Loyalty with a tcount of 5.218 > t table 1.995 and a significant value of 0.000 from a significant value of less than 0.05, thus, the Product Quality Variable shows a significant contribution to Customer Loyalty for Emina Cosmetics products.

Product Quality has several indicators of the success of Product Quality that affect customer loyalty, namely Performance, Uniqueness, Reliability, Specifications, and Durability. Product performance refers to how well the product fulfills its function and provides the expected results of EGGA (Emina Girl Gang Ambassador, so that when Emina Cosmetics presents satisfactory results, such as long-lasting lipstick, oil-resistant powder, or effective skincare, Emina Girl Gang Ambassadors will feel satisfied and encourage them to buy Emina products, thereby increasing their loyalty to Emina Cosmetics. Likewise with Uniqueness, reliability, specifications and durability. The more satisfied Emina Girl Gang Ambassador is with Emina products, the more they become loyal to Emina Cosmetics products. Research conducted by (Nur Rahmawati & Irmayanti Hasan, 2023) which resulted in Product Quality having a positive and significant effect on Customer Loyalty for Azarine Products.

CONCLUSION

Based on the results of the research and discussion, several conclusions can be drawn as follows:

1. Brand Trust has positive and significant effect on Emina Cosmetics Customer Loyalty.
2. Brand Image has positive and significant effect on Emina Cosmetics Customer Loyalty.
3. Product Quality has significant positive impact on Emina Cosmetics Customer Loyalty.

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