



THE EFFECT OF BRAND TRUST AND BRAND EXPERIENCE ON BRAND LOYALTY THROUGH EMOTIONAL BRAND ATTACHMENT TO WARDAH COSMETICS

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ABSTRACT

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This study aims to determine the effect of brand trust and brand experience on brand loyalty to Wardah cosmetics customers, which is mediated through emotional brand attachment. All female consumers of Wardah Cosmetics are the population in this study. By using the purposive sampling method, 100 (one hundred) respondents were selected. The sample of this research must consist of female consumers who have used Wardah Cosmetics for a minimum of 17 years and have used Wardah Cosmetics products at least 2 (two) times. The strategy applied to collect data is to use a questionnaire with a Google form. To evaluate the data, this study applies the "Structural Equation Modeling (SEM)" technique based on variance, especially "Partial Least Square (PLS)", which is calculated with the SmartPLS 3.0 application. The equation models tested include the outer model, inner model, and hypothesis testing. The results showed that "brand trust affects brand loyalty, brand experience has not affected brand loyalty; emotional brand attachment affects brand loyalty, brand trust has not affected emotional brand attachment; brand experience affects emotional brand attachment; brand trust has not affected brand loyalty through emotional brand attachment; brand experience affects brand loyalty through emotional brand attachment."

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1. Introduction

Wardah Cosmetics is a locally produced cosmetic brand that is more extensively used in Indonesia than other cosmetic brands. Research conducted by Nusa Research in August 2020 showed that out of a total of 2830 respondents who took part in the survey, 57.3% of respondents used Wardah brand cosmetic products (Research, 2020). However, based on data from the Top Brand Awards Indonesia (www.topbrandawards.com) from 2020 to 2022, several categories of Wardah Cosmetics products have not yet occupied the TOP position, such as the category of facial cleansing soap, body butter or body cream, sun care, facial cleanser (not soap), face masks, and whitening creams. In fact, the Wardah cosmetic eyebrow pencil category in 2022 experienced a decrease in the percentage of the Top Brand Index and did not occupy the TOP position anymore. The selection of the Top Brand Awards is based on consumer choices through a survey conducted by Frontier Consulting Group. So it can be concluded that if some Wardah Cosmetics products have not been in the TOP position, then in some of these product categories consumers are still not loyal to Wardah Cosmetics products.

Brand loyalty is one of the goals that must be achieved by Wardah Cosmetics because currently, various kinds of cosmetic product brands have been circulating in the market, making Wardah Cosmetics'



competition with other cosmetic brands more intense. Companies must be able to create quality products so that consumers will be loyal to Wardah Cosmetics and they will not turn to other cosmetic product brands. Brand loyalty is formed when a brand can offer quality products that match consumer expectations so that the brand sticks in the minds of consumers. Brand loyalty refers to the level of customer preference for a particular brand, which is determined by the level of repurchase, the level of consumer understanding of information and events related to a particular brand, and the level of understanding of other loyal consumers of that brand (Keller, 2013, p. 120). Bottom line, brand loyalty is the process of connecting consumers with a brand to reach and maintain customers at this moment (Putri et al., 2021, p. 104).

The formation of brand loyalty is influenced by brand trust and brand experience. Another factor that influences brand loyalty is the customer's emotional commitment to the brand. The greater a customer's interest in a brand, the more loyal they will be to that brand (Andika, 2021). Emotional attachment to the brand is formed because it is influenced by brand trust and brand experience. People are more likely to commit to a brand if they trust that the company can deliver on its promises (Aliyah, 2020).

Consumer trust in a brand is a major factor in brand loyalty (Mabkhot et al., 2017). Consumers need to believe that a brand will fulfill its promise in every interaction or else they will switch to looking for other brands that meet their brand expectations (Putri et al., 2021). Consumers who already trust and believe in a brand will be willing to pay a higher price for the product and are willing to buy product extensions from the brand. Consumer trust in a brand is created and developed from experience. The experience that consumers get from a brand, will give consumers a learning process. This is because consumers will get a lot of information from personal experience. As a result, if a consumer has a positive experience with a brand, they are more likely to repurchase or choose products that they have previously consumed over competing products.

1.1 Literature Review and Submission of Hypotheses

Brand Loyalty according to Chaudhuri & Holbrook (2001) is defined as a strong commitment to purchasing the product chosen again in the future, even though environmental factors can produce behavioral change. Thus, brand loyalty is the dedication of consumers to a particular brand to make repeat purchases and promote the brand to others. According to Chaudhuri & Holbrook (2001) in Zebuah (2018) there are two indicators of brand loyalty, namely Attitudinal loyalty and Behavioral loyalty.

Brand loyalty is formed because of brand trust. According to Chaudhuri and Holbrook (2001) brand trust is defined as the readiness of a customer to own belief in the ability of a brand to carry out tasks. Agreeing with this definition, customer trust helps reduce consumer risk and time commitment to a brand (Kapferer, 2008 in Ramadhani et al. 2019). Thus, brand trust is a representation of customer expectations that will be given by a brand that can offer products and services under the promises made by the company. According to Lau & Lee (1999) brand trust indicators are divided into three elements, including Brand characteristics, Company characteristics, and Consumer brand characteristics.

According to previous research, brand loyalty is influenced by brand trust, as Anjani (2017); Awal & Astuti (2021); Dewi (2019); Dharmayana & Rahanatha (2017); Ramadhani et al. (2019); Ratnawati et al. (2018) state that brand trust has a significant effect on brand loyalty. In their study, Alfiyatun et al. (2019), showed that there was no significant effect of brand trust on brand loyalty. Based on an explanation of the obtained formula hypothesis first, namely: Brand Trust influential to Brand Loyalty

According to Brakus et al. (2009), subjective internal consumer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of brand design and identity, packaging, communication, and environment are called brand experiences. Therefore, the brand experience can be described as a consumer's previous experience with a brand that is associated with the consumer's activities while using the brand. According to Brakus et al. (2009), there are four indicators of brand experience: Sensory, Affective, Behavioral, and Intellectual.

Brand experience could be influential to brand loyalty, supported by research carried out Awal & Astuti (2021); Furrahmi & Chan (2018); Ramadhani et al. (2019); Ratnawati et al. (2018) stated that the brand



experience has a significant influence on brand loyalty. Different from [Huang \(2017\)](#) own opinion, brand experience has no significant effect on brand loyalty. Based on an explanation of the obtained formula hypothesis second, namely: Brand Experience influential to Brand Loyalty

According to [Kapferer \(2008\)](#) in [Ramadhani et al. \(2019\)](#), brand attachment is defined as evidence of a consumer's desire to have a long-term relationship with a brand. Another definition was put forward by [Thomson et al. \(2005\)](#) in [Aviani et al. \(2020\)](#) who defined emotional brand attachment or customer emotional attachment to a brand as a deep sense of affection, connection, and passion for the particular brand they consume. The emotional aspect in question is how a brand expresses customer feelings and emotions, and how a brand engages the community and fosters deep bonds over the long term. Thus, it can be concluded that emotional brand attachment is a relationship between customers and brands based on involvement feelings towards a brand. According to [Thomson et al. \(2005\)](#) there are three indicators of emotional brand attachment, namely: Affection, Connection, Passion.

According to the findings of [Ramadhani et al. \(2019\)](#), brand attachment has a significant effect on brand loyalty. Compared with research conducted by [Ghorbanzadeh \(2020\)](#) which argues that emotional attachment to brands does not have a direct and positive effect on brand loyalty. Based on an explanation of the obtained formula hypothesis third, namely: Emotional Brand attachment influential to Brand Loyalty

When a company regularly fulfills customer demands, consumers are less likely to feel the vulnerability of the brand, so they are cognitively and emotionally committed to the brand. When customers have confidence in a brand, they tend to build a long-term relationship with that brand. Therefore, consumers' emotional attachment to brands can be formed if a brand is able to give a good impression on consumers by meeting consumer needs and respecting consumer interests.

According to [Ernawati \(2021\)](#) argues that Brand Trust is perceived to be able to form Brand Attachment. Brand trust could be influential to emotional brand attachment supported research conducted by [Furrahmi & Chan, \(2018\)](#); [Hastuti \(2017\)](#); [Ramadhani et al. \(2019\)](#) stated that brand trust has a significant effect on emotional brand attachment. Based on an explanation of the obtained formula hypothesis fourth, namely: Brand Trust influential to Emotional Brand attachment

If consumers get a positive experience when using a brand, then they will feel emotionally attached to the brand, so that it will form an emotional brand attachment. Thus, the better the user experience when using a product, the stronger the bond between the consumer and the brand. Brand experience could influence emotional brand attachment, an opinion strengthened by existing research carried out by [Furrahmi & Chan \(2018\)](#) and [Ramadhani et al. \(2019\)](#) stated that brand experience has a significant effect on emotional brand attachment. Based on an explanation of the obtained formula hypothesis fifth, namely: Brand Experience influential to Emotional Brand attachment

The greater the consumer's trust in a brand, the stronger the consumer's emotional bond with the brand, which results in the emergence of brand loyalty. Brand trust is capable of influencing brand loyalty through emotional brand attachment. This opinion is backed by research carried out by [Widikusyanto \(2014\)](#) which shows that brand attachment can fully mediate the influence of brand trust on brand loyalty. Based on an explanation of the obtained formula hypothesis six, namely: Brand Trust influential to Brand Loyalty through Emotional Brand Attachment

The more pleasurable experiences a person has while using a brand, the stronger their emotional bond with the brand, resulting in brand loyalty. Brand experience capable influence brand loyalty through emotional brand attachment, an opinion supported by existing research conducted by [Mostafa & Kasamani \(2021\)](#) argues that emotional brand attachment is able to support the relationship between brand experience with brand loyalty. Based on an explanation of the obtained formula hypothesis seven, namely: Brand Experience influential Brand to Loyalty through Emotional Brand Attachment

Based on the phenomenon and the existence of a research gap, in this case, the researcher wishes to conduct a study with the title "The Effect of Brand Trust and Brand Experience on Brand Loyalty through Emotional Brand Attachment to Wardah Cosmetics". The purpose of this research is to know how brand trust and brand experience, as mediated by emotional brand attachment, can affect brand loyalty to Wardah Cosmetics.



2. Research Method

The methodology of research used in the study studies is quantitative with the use of study descriptive. The population in the study is made up of whole consumers who use Wardah Cosmetics with manifold sex females. Study this using an approach to sample non-probability with a purposive sampling technique. The criteria for becoming a sample study are girls who are at least 17 years old as well as have used the product Wardah Cosmetics at least twice. Because no confirmed total population was found, the total sample in the study was calculated with the use of formula according to Rea & Parker (2014) which resulted in a sample calculation of 96.04 samples or rounded up Becomes 100 respondents.

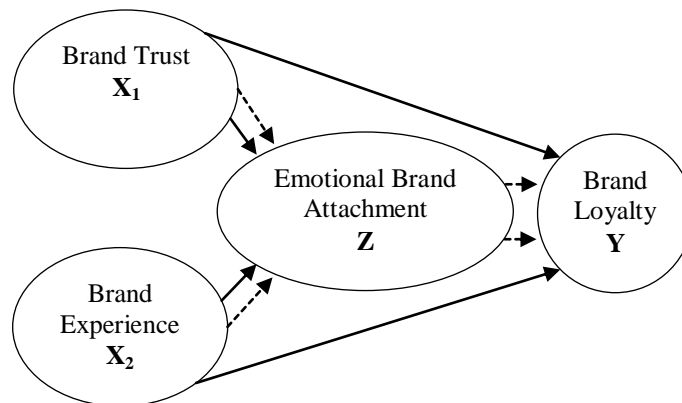


Figure 1. Design Study
Source : Data processed researcher, 2022

Primary and secondary data are used as sources of information in this study. The primary data used is the data from the questionnaire, which researchers collected from a survey of Wardah Cosmetics consumers. In this research, a questionnaire used as a data collection technique was created with Google Forms and then distributed to consumers of Wardah Cosmetics. Secondary data for this study includes relevant journals, papers, and books. Method measurement scale variable used is scale Likert with 5 choice answers among others: (1) Very No Agree (STS), (2) No Agree (TS), (3) Neutral (N), (4) Agree (S), and (5) Strongly Agree (SS). Study this using the SPSS 26 program to conduct validity and reliability tests on instrument research. The result validity test shows that r-count is greater than r-table ie 0.195 or more. Therefore, based on the 24 question items, the instrument can be considered valid or valid and possibly done next study. Cronbach's alpha reliability results in instrument brand trust of 0.827, instrument brand experience of 0.896, instrument emotional brand attachment of 0.912, and instrument brand loyalty of 0.897. So that could conclude that from fourth instrument the could be considered Reliable (can be trusted) or fit, and everything could use in next study. Study this use SEM-PLS method for data analysis, with testing outer model and inner model with help tool analysis SmartPLS 3.0.

3. Results and Discussion

3.1 Testing Outer Model

Validity converge, which is done with test item reliability (indicator validity) indicated with the loading factor value, is one of the results from a number of tests carried out to validate the outer model. The maximum loading factor used in research is 0.7. The cross loading value from the measurement construct is used to determine the validity discriminant. Next test namely composite reliability, is used for know mark

reliability constructs or variable latents. Construct declared reliable: if the value of composite reliability is greater than 0.70, then the construct is considered reliable.

3.2 Convergent Validity

TABLE 1
FIRST ITERATION LOADING FACTOR NILAI

Variable	Indicator	Outer Loading
Brand Trust	X1 . 1	0.737
	X1 . 2	0.723
	X1 . 3	0.855
	X1 . 4	0.809
	X1 . 5	0.770
	X1 . 6	0.620
Brand Experience	X2 . 1	0.856
	X2 . 2	0.676
	X2 . 3	0.858
	X2 . 4	0.855
	X2 . 5	0.861
	X2 . 6	0.758
Emotional Brand Attachment	Z1	0.850
	Z2	0.847
	Z3	0.816
	Z4	0.802
	Z5	0.874
	Z6	0.853
Brand Loyalty	Y1	0.812
	Y2	0.836
	Y3	0.907
	Y4	0.775
	Y5	0.762
	Y6	0.789

Source : Data processed researcher, 2022

Table 1 shows that most of the indicators for each variable in this study have a loading factor value of more than 0.70, which indicates the validity of the variable. Furthermore, there are two indicators with a loading factor value of less than 0.70, one of which is X1.6, with an outer loading value of 0.620 on the brand trust variable. The second is in the brand experience variable, where there is 1 indicator, namely X2.2, that shows the outer loading value of 0.676. This shows that the indicator variable with a loading factor of more than 0.70 has a high degree of validity, so that it meets the criteria of convergent validity. Due to the low level of validity, variable indicators with a loading factor value of less than 0.70 must be checked for elimination from the model. The loading factor values after eliminating the X1.6 and X2.2 indicators are presented in table 4 by looking at the numbers that have bold lines. Based on table 2, after indicators X1.6 and X2.2 is eliminated and recalculated an increase in the value of the loading factor on the indicator other.

3.3 Discriminant Validity

TABLE 2
CROSS LOADING RESULTS

	Brand Trust	Emotional Brand Attachment	Brand Loyalty	Brand Experience
X1 . 1	0.755	0.490	0.526	0.544
X1 . 2	0.732	0.433	0.450	0.543
X1 . 3	0.868	0.580	0.635	0.699
X1 . 4	0.815	0.465	0.588	0.636
X1 . 5	0.772	0.600	0.605	0.675
X2 . 1	0.721	0.636	0.632	0.855
X2 . 3	0.732	0.644	0.679	0.849
X2 . 4	0.636	0.676	0.662	0.857



	Brand Trust	Emotional Brand Attachment	Brand Loyalty	Brand Experience
X2 . 5	0.628	0.711	0.718	0.872
X2 . 6	0.615	0.696	0.662	0.773
Y1	0.580	0.612	0.813	0.623
Y2	0.570	0.781	0.836	0.642
Y3	0.641	0.778	0.908	0.760
Y4	0.553	0.638	0.776	0.592
Y5	0.536	0.715	0.761	0.616
Y6	0.621	0.704	0.788	0.655
Z1	0.601	0.849	0.758	0.691
Z2	0.535	0.847	0.811	0.630
Z3	0.504	0.816	0.661	0.650
Z4	0.439	0.803	0.634	0.543
Z5	0.618	0.874	0.761	0.756
Z6	0.593	0.853	0.739	0.744

Source : Data processed researcher, 2022

Result of cross-loading, as shown in Table 2 above, the correlation value of constructs with indicators is higher than the correlation values with other constructs. As a result, all constructs and latent variables have strong discriminant validity, with the construct indicator block outperforming the others.

The next evaluation is to compare the AVE root value with the correlation between the constructs. The recommended result is that the AVE root value should be higher than the correlation between constructs. If the square root of the AVE for each construct is greater than the correlation between the two constructs in the model, the model has a higher level of discriminant validity. A satisfactory AVE value is required to have a value higher than 0.50. Table 3 shows the AVE value and the square root of the AVE for each component in this research.

TABLE 3
AVE VALUE AND SQUARE ROOT AVE

Variable	AVE	AVE . Square Root
Brand Trust (X ₁)	0.624	0.790
Brand Experience (X ₂)	0.709	0.841
Emotional Brand Attachment (Z)	0.707	0.815
Brand Loyalty (Y)	0.664	0.842

Source : Data processed researcher, 2022

Based on table 3, all constructs showed an AVE value greater than 0.50, with the smallest value of 0.624 for the Brand Trust variable and the largest, 0.709 for the Brand Experience variable. This value has met the requirements in accordance with the specified minimum AVE value limit of 0.50. After knowing the value of the square root of the AVE for each construct, the next step is to compare the square root of the AVE with the correlation between the constructs in the model. In this study, the results of the correlation between constructs with the square root value of AVE can be shown in Table 4 as follows.

TABLE 4
CORRELATION VALUE BETWEEN CONSTRUCTS WITH THE SQUARE ROOT VALUE OF AVE

	BT	EBA	BT	BE
BT	0.790			
EBA	0.657	0.841		
BT	0.717	0.869	0.815	
BE	0.791	0.801	0.798	0.842

Source : Data processed researcher, 2022

Table 4 shows that the square root of each construct of AVE is greater than the correlation, indicating high discriminant validity.

3.4 Composite Reliability

TABLE 5
RELIABILITY VALUE COMPOSITE

	Composite Reliability
Brand Trust	0.892
Emotional Brand Attachment	0.935
Brand Loyalty	0.922
Brand Experience	0.924

Source : Data processed researcher, 2022

Table 5 shows the composite dependency ratings above 0.70 for all constructs. By the specified minimum value, all research constructs this already reliable.

3.5 Inner Model Test

In the inner model test, the result of t-statistics used for test hypothesis with the use of mark statistics is 1.96 for the 5% alpha. As a result, when t-statistic > 1.96, then Ha is accepted and H0 is rejected. Used probability for refuse or accept hypothesis, Ha accepted if p-value more small of 0.05. Security check and terminal facilities could explain 64.3% of the variability construct emotional brand attachment, while the remaining 35.7% is explained by constructs that do not explored in a study. Temporary construct brand loyalty explains 79.8% and the remaining 20.2% is explained by constructs other than those investigated in the study.

3.6 Test Hypothesis

TABLE 6
PATH COEFFICIENTS RESULTS

Hypothesis	Beta Coefficient	T Statistics	P Values
BT-BL	0,189	2,706	0,007
BE-BL	0,147	1,389	0,165
EBA-BL	0,628	8,786	0,000
BT - EBA	0,065	0,793	0,428
BE-EBA	0,750	9,401	0,000
BT - EBA- BL	0,041	0,776	0,438
BE - EBA- BL	0,470	6,214	0,000

Source : Data processed researcher, 2022

The first hypothesis testing was conducted to test whether brand trust had a positive effect on brand loyalty. The beta coefficient of brand trust on brand loyalty is 0.189, and the t-statistic is 2.706. Based on these findings, the t-statistic is significant because it is greater than 1.96 with a p-value of 0.007 (0.05), implying that the first hypothesis is accepted. This proves that brand trust has a positive effect on brand loyalty. The results of this study agree with previous research conducted by [Anjani \(2017\)](#); [Awal and Astuti \(2021\)](#); [Dewi \(2019\)](#); [Dharmayana & Rahanatha \(2017\)](#); [Ramadhani et al. \(2019\)](#); [Ratnawati et al. \(2018\)](#) which states that brand trust has a significant effect on brand loyalty.

When people have belief in a brand, they will continue to buy and use goods from that brand. Then consumers will share their experiences while using the brand and recommend it to others. Consumers will not be willing to use the brand on an ongoing basis if they do not have a sense of trust in the brand. Based on research that has been done, proves that Wardah Cosmetics is capable of making consumers have confidence in Wardah Cosmetics during their use of products by Wardah Cosmetics.



The second hypothesis was tested to see if brand experience has a positive effect on brand loyalty. The beta coefficient of brand experience on brand loyalty is 0.147, and the t-statistic is 1.389. The t-statistical value is not significant because it is 1.96 with a p-value of 0.165 (>0.05), indicating that the second hypothesis is rejected. This proves that brand experience is not proven to have a positive effect on brand loyalty. Agree with research conducted by Huang (2017) and Nuddin (2017) which states that brand experience has no significant effect on brand loyalty.

He more a lot of brand product cosmetics others who become competitors product Wardah Cosmetics make consumers before deciding for buy return something product, consumer considers some factors and choices product Wardah Cosmetics although previously consumer has use product Wardah Cosmetics. Consumers more put forward their wish to try products other brands use multiply experience they compared with putting forward consumer loyalty have (Nuddin, 2017). Thus, even though consumers have positive experiences with a brand, they do not necessarily have a sense of loyalty to the brand.

The third hypothesis test was conducted to test whether emotional attachment to the brand had a positive effect on brand loyalty. Beta coefficient of the emotional relationship with a brand on brand loyalty is 0.628, and t-statistic is 8.786. Because the t-statistic has a value > 1.96 and the p-value is 0.000 not enough for 0.05, the third hypothesis can be accepted based on this finding. This proves that emotional attachment to a brand is proven to have a positive effect on brand loyalty. The results of this study agree with previous research conducted by Ramadhani et al. (2019) states that brand attachment has a significant effect on brand loyalty.

When customers develop an emotional connection with a brand, they will not switch to another brand, because these consumers already perceive the brand as part of the consumer's image. Consumers who have a bond with the brand will remain loyal to the brand even though they receive negative information about the brand because consumers think that staying loyal is a way for consumers to protect themselves (Japutra, 2018). Therefore, consumers who are already attached to a brand will become more loyal to the brand. Study this prove that very consumer like product Wardah Cosmetics and have an attachment with Wardah Cosmetics choose to stay loyal to Wardah Cosmetics.

The fourth hypothesis testing was conducted to test whether brand trust had a positive effect on emotional attachment to the brand. Beta coefficient of the brand trust on emotional brand attachment is 0.065, and t-statistic is 0.793. The t-statistical value is not significant because it is 1.96 with a p-value of 0.428 (>0.05), indicating that the fourth hypothesis is rejected. This proves that brand trust is not proven to have a positive effect on emotional attachment to the brand.

Based on interviews conducted with respondents, the information obtained shows that consumers who have trust in a brand are not yet, of course, bound by emotional attachment to that brand. This is because consumers do not only use the whole suite of products for cosmetics with one brand, that is, Wardah Cosmetics, but also like and use other products from other cosmetics brands. Consumers will try to reduce boredom by trying to find a new brand with which to buy products from a new brand. Displacement of brand products occurs because of low consumer involvement and low consumer awareness there will be a difference between brand products used with brand products from other brands (Tamamah & Muhid, 2019). The fifth hypothesis testing was conducted to test whether brand experience had a positive effect on emotional attachment to brands. The beta coefficient of brand experience on the emotional brand attachment is 0.750, and the t-statistic is 9.401. Because the t-statistic has a value > 1.96 and the p-value is 0.000 more than (0.05), the fifth hypothesis can be accepted based on these findings. This proves that brand experience is proven to have a positive influence on emotional attachment to brands. Agree with research conducted by Furrhmi & Chan (2018) and Ramadhani et al. (2019) which state that brand experience has a significant effect on emotional brand attachment.

Consumers who have good experience with Wardah Cosmetics will develop an emotional connection with the company. Consumers will push for their own emotional attachment to the brand if the brand is capable of creating an experience that is positive (Ramadhani et al., 2019). This study demonstrates that Wardah Cosmetics is capable of providing positive experiences to its customers through the use of various types of cosmetics.

The sixth hypothesis was tested to test whether brand trust has a positive effect on brand loyalty through emotional attachment to the brand. The beta coefficient of brand trust on brand loyalty through emotional brand attachment is 0.041, and the t-statistic is 0.776. T-statistic is not significant because 1.96 with p-value 0.438 more than (0.05), indicating that the sixth hypothesis is rejected. This proves that brand trust is not proven to have a positive influence on brand loyalty through emotional brand attachment.

Based on information obtained from follow-up interviews with respondents, consumers who trust Wardah Cosmetics have a low emotional attachment to the brand, so consumers' loyalty to Wardah Cosmetics is also low. Consumers have a minimal emotional attachment to Wardah Cosmetics since they still shop for a range of brands while purchasing cosmetics. The large diversity of product brands circulating in the market causes consumer behavior to look for brand diversity, commonly referred to as variety seeking (Septiani et al., 2020). This is due to low consumer loyalty to Wardah Cosmetics.

The seventh hypothesis was tested to test whether brand experience has a positive effect on brand loyalty through emotional attachment to the brand. The beta coefficient of brand experience on brand loyalty through emotional brand attachment is 0.470, and the t-statistic is 6.214. Because the t-statistic has more value of 1.96 and p-value 0.000 not enough for (0.05), based on these findings the seventh hypothesis can be accepted. This proves that brand experience is proven to have a positive influence on brand loyalty through emotional brand attachment. The results of this study agree with research conducted by Mostafa & Kasamani (2021) which states that emotional brand attachment can support the relationship between brand experience to brand loyalty.

Consumers who have a positive experience with a brand will form an emotional bond with that brand, leading to brand loyalty. According to research, Wardah Cosmetics is capable of creating a positive experience with the consumer such that the consumer pushes for their emotional attachment to Wardah Cosmetics and a sense of loyalty to Wardah Cosmetics.

4. Conclusion

The following are conclusions that can be formed based on the findings of the research analysis:

1. Brand trust has a significant effect on brand loyalty. This is because the more people trust a brand, the more loyal they will be to it.
2. Brand experience has no significant effect on brand loyalty. This is due to the fact that customers who have had a good experience with a brand are not always loyal to it.
3. Emotional brand attachment has a significant effect on brand loyalty. This is due to the fact that customers who are already loyal to a brand will become more loyal.
4. Brand trust has no significant effect on emotional brand attachment. This is caused by the fact that people who have their own belief in a brand have not yet committed to emotional against it.
5. Brand experience has a significant effect on emotional brand attachment. This is because customers who have beneficial interactions with a brand will develop an emotional connection with them.
6. Brand trust does not affect brand loyalty, which is mediated by emotional brand attachment. This caused existing customers to believe in a brand but lack an emotional connection, causing them to be disloyal to the brand.
7. Brand experience has a significant effect on brand loyalty, which is mediated by emotional brand attachment. This is because previous customers' own experiences with a brand will develop an emotional attachment to the brand, which will produce loyalty to the brand.

Based on results study this, which has a number of limitations, then for study next recommended as following:

1. Research that will come should add the total sample. This thing aims for results research that will come capable covers characteristics more respondents vary and provide more contribution good.
5. Research that will come should add variables other independent outside from variables used in a study, for example, variable brand switching and brand affect.



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