The Strategic Influence of Brand Image on Brand Loyalty: The Mediating Role of Brand Trust

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Abstract. This study addresses the issue of low brand loyalty in the cosmetic industry despite strong brand positioning. The research aims to examine the influence of brand image on brand loyalty through brand trust among members of the Vivamuda community in Indonesia. A descriptive and verification approach with a quantitative method was used in this research. The unit of analysis includes individual members of the Vivamuda community, with a total population of 26,400 and a sample of 200 respondents selected using purposive sampling. Data were analyzed using the Structural Equation Modeling. The results show that brand image, brand trust, and brand loyalty are all perceived to be in the high category. Additionally, brand image has a positive and significant influence on brand trust and brand loyalty, while brand trust also positively influences brand loyalty. These findings suggest that a strong brand image supported by consumer trust can effectively increase customer loyalty toward Viva Cosmetics products. In conclusion, brand image and brand trust play a significant role in enhancing brand loyalty among Vivamuda community members.

Keywords: *Brand Image, Brand Trust, Brand Loyalty, Skincare.*

1 Introduction

The topic “The Influence of Brand Image on Brand Loyalty through Brand Trust” is increasingly relevant, especially in the context of Indonesia’s dynamic and growing beauty industry. Brand image, as a consumer perception formed through experiences and associations with a brand, plays a crucial role in shaping loyalty [1]. A strong brand image can foster positive emotional connections, leading to trust and, eventually, loyalty [2]. In highly competitive sectors such as cosmetics, brand loyalty is not only a strategic objective but also a critical indicator of long-term brand sustainability [3][4].

Previous studies have shown mixed results regarding the direct impact of brand image and brand trust on loyalty. Brand image and trust significantly influence brand loyalty [5]. Moreover, recent literature suggests that brand trust may act as a

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mediating variable between image and loyalty, offering a more nuanced understanding of the loyalty-building process [6][7].

This study aims to examine the influence of brand image on brand loyalty through brand trust, focusing on members of the Vivamuda community an official consumer group of Viva Cosmetics. Unlike previous studies that focus on broader or different industries, this research narrows down to a local cosmetic brand with declining market share, aiming to offer insights into how brand perception and trust mechanisms affect loyalty formation in emerging markets. The findings are expected to help brand managers develop more targeted strategies for enhancing consumer loyalty.

2 Methods

The study employed a descriptive and verification research design using a cross-sectional explanatory survey approach, aimed at testing hypotheses on causal relationships (descriptive verification research; explanatory survey).

The unit of analysis consisted of individual members of the Vivamuda community, specifically customers of Viva Cosmetics. The population totaled approximately 26,400 members (Instagram Vivamuda followers). A purposive sampling technique was applied to recruit 200 respondents, following SEM requirements for sample size and ensuring participants had purchased Viva products at least twice.

Primary data were collected using a structured questionnaire distributed online. The variables and their measurement dimensions were as follows: Brand Image (X_1) measured in three sub-dimensions: uniqueness, favorability, reputation [8][9]. Brand Trust (X_2) with dimensions viability and intentionality [10]. Brand Loyalty (Y) with sub-dimensions attitudinal loyalty, conative loyalty, and behavioral loyalty [8][11]. Validity and reliability of all instrument items were tested using SPSS.

For data analysis, Structural Equation Modeling (SEM) was conducted using AMOS for Windows to evaluate direct and mediating effects of brand image on loyalty via trust. Analysis included model estimation, path coefficient testing, and overall model fit assessment per standard SEM procedures.

3 Result and Discussion

3.1 Descriptive Results

3.1.1 Brand Image

The descriptive analysis shows that the brand image variable obtained a score of 8,294 out of an ideal score of 9,800, achieving a percentage of 84.6%, which falls into the "good" category based on the continuum line (range: 7,400–8,600). Brand image consists of three dimensions: uniqueness, favorable, and reputation, measured through seven indicators.

Table 1. Scores and Contribution of Brand Image Dimensions

Dimension	Score	Achievement (%)	Contribution (%)
Uniqueness	2,354	84.1%	27.89%
Favorable	3,643	86.7%	43.70%

Reputation	2,297	82.0%	28.41%
Total	8,294	84.6%	100%

3.1.2 Brand Trust

The brand trust variable reached a score of 4,755 out of a possible 5,600, with an achievement rate of 84.9%, classified as high (continuum interval: 4,230–4,916). It is formed by two dimensions: viability and intentionality.

Table 2. Scores and Contribution of Brand Trust Dimensions

Dimension	Score	Achievement (%)	Contribution (%)
Viability	2,367	84.5%	49.78%
Intentionality	2,388	84.5%	50.22%
Total	4,755	84.9%	100%

3.1.3 Brand Loyalty

The brand loyalty variable scored 10,665 out of an ideal 12,600, or 84.6%, which places it in the high category (interval: 9,515–11,058). It is composed of three dimensions: attitudinal loyalty, conative loyalty, and behavioral loyalty.

Table 3. Scores and Contribution of Brand Loyalty Dimensions

Dimension	Score	Achievement (%)	Contribution (%)
Attitudinal Loyalty	3,544	84.4%	33.23%
Conative Loyalty	3,564	84.8%	33.40%
Behavioral Loyalty	3,557	84.5%	33.37%
Total	10,665	84.6%	100%

3.2 Discussion

3.2.1 Brand Image

The results indicate that Viva Cosmetics has built a strong and positive brand image, with the favorable dimension contributing the most (43.7%). This suggests that most consumers in the Vivamuda community perceive the brand as memorable, easy to pronounce, and likable. This aligns with Keller's (2015) theory that brand image reflects associations stored in consumer memory, which shape preferences.

Moreover, despite being the lowest, the uniqueness dimension still achieved a high percentage (84.1%). This dimension reflects the brand's ability to be distinctive and difficult to imitate. Uniqueness in brand characteristics plays a critical role in consumer recall and differentiation from competitors [9]. A unique brand image reinforces long-term consumer engagement [12].

3.2.2 Brand Trust

Brand trust achieved a high score across both dimensions, showing that Viva Cosmetics is perceived as trustworthy and capable of delivering value. Brand trust as the willingness of consumers to rely on a brand in the face of risk and uncertainty [13].

Viability (satisfaction and value) and intentionality (security and confidence) were rated nearly equally by consumers. Previous studies found that brand trust encourages emotional and psychological bonds, leading to repeat purchases and long-term loyalty [14][15].

3.2.3 Brand Loyalty

Brand loyalty was also high, with the conative loyalty dimension contributing the most. This shows that consumers have a strong desire to repurchase Viva Cosmetics products and maintain brand commitment. This result aligns with Oliver's loyalty framework, where conative loyalty reflects the intention to act in favor of a brand [11].

Brand loyalty is influenced not only by satisfaction but also by emotional attachment and consistent brand experience [16][6]. It becomes a critical asset in maintaining competitive advantage.

3.3 Hypothesis Testing

The mediating role of brand trust was confirmed with a C.R. value of 7.976 and a p-value < 0.05. The total effect of brand image on brand loyalty through brand trust is 0.623 (62.3%), showing a significant mediation.

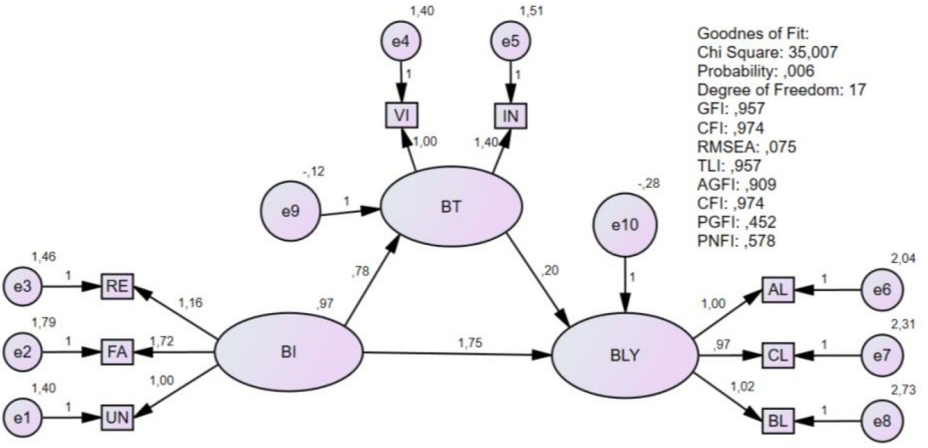

Figure 1. Structural Model and Goodness of Fit Test Results

This finding supports the conclusion [5] [17], who argued that trust enhances the impact of brand image on customer loyalty. The synergy between brand image and trust helps companies build lasting consumer relationships and defend against competitor marketing.

Furthermore, research conducted [18] also explains that brand image and brand trust have a positive influence on brand loyalty. This is because the better the brand

image a brand creates for consumers, the higher the level of consumer loyalty. Higher brand trust in a brand can create a positive image, which in turn fosters consumer loyalty.

Brand loyalty is a deep-rooted relationship between consumers [19]. Loyalty is a form of consumer devotion, closeness, and attachment to a brand [20]. Brand loyalty is a strong commitment to consistently repurchase products from a brand repeatedly in the future [21][22]. Consumers with high levels of loyalty tend to be less easily influenced by product characteristics, price, or convenience offered by competing brands. Brand loyalty is crucial for brands and companies. Companies must maintain good relationships with consumers to maintain brand loyalty, a challenge in today's digital age with its rapid technological advancements. Therefore, brand image and brand trust play a crucial role in influencing repurchase intention and consumer loyalty [23].

4 Conclusion

Based on the analysis and findings, this study concludes that both brand image and brand trust significantly and positively influence brand loyalty among members of the Vivamuda community. Viva Cosmetics has successfully built a strong brand image particularly through favorable impressions which enhances trust and, in turn, leads to high customer loyalty. Trust acts as a meaningful mediator, strengthening the impact of brand image on loyalty. The highest contributions stem from favorable and intentional brand perceptions, which closely align with attitudinal and conative loyalty dimensions. Overall, consistent positive brand perception and trustworthiness have proven essential in fostering long-term customer loyalty to Viva Cosmetics.

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