

# Research Horizon

ISSN: 2808-0696 (p), 2807-9531 (e)

Research Horizon

Volume: 4

Issue: 2

Year: 2024

Page: 107-116

## The Effect of Perception of Quality, Brand Communication and Brand Awareness on Somethinc Skincare Brand Loyalty

Rahmad Riskiyansyah <sup>1\*</sup>, Audita Nuvriasari <sup>2</sup>

<sup>1,2</sup> Department of Management, Universitas Mercu Buana, Yogyakarta, Indonesia

\* Corresponding author: rizky.decho15@gmail.com

### Abstract

Skin care products (skincare) are an important need to maintain healthy skin. This research aims to analyze the influence of Perceived Quality, Brand Communication, and Brand Awareness on Somethinc Skincare Brand Loyalty. Using a sample of 100 users of Somethinc skin care products, this research used purposive sampling and questionnaires as data collection tools. Through multiple linear regression analysis and hypothesis testing, it was found that Perceived Quality and Brand Communication do not have a significant impact on brand loyalty. On the other hand, Brand Awareness has been identified as having a positive and significant influence on consumer loyalty. From the results of research and analysis regarding the Influence of Perceived Quality, Brand Communication, and Brand Awareness on Brand Loyalty of Somethinc Skincare Products, it can be concluded that Perceived Quality has no significant effect on Brand Loyalty of Somethinc Skincare Products. Brand Communication does not have a significant effect on Skincare Brand Loyalty. Brand Awareness has a positive and significant effect on Somethinc's Skincare Brand Loyalty. This shows that Somethinc skincare products have unique qualities that can differentiate them from other skincare products so that consumers can easily remember Somethinc when buying skincare products.

### Keywords

Perceived Quality, Brand Communication, Brand Awareness, Brand Loyalty

## 1. Introduction

Skin care products (skincare) are an important need to maintain healthy skin (Rani & Krishnan, 2018). Skincare has become a much-needed element, especially for women. The presence of skincare encourages the cosmetics industry to compete in creating skincare products that can excel in the market. These products are designed to provide healthy and bright skin to its users. The composition of this skincare product includes various ingredients that have been certified by the Food and Drug Supervisory Agency (*Badan Pengawas Obat dan Makanan*/BPOM), which states that all products have passed clinical testing to ensure consumer safety (Andhyka et al., 2020; Saputri & Sani, 2022). According to Konuk (2018) and Hoe & Mansori (2018), perceived quality is the evaluation made by consumers of the overall quality or superiority of a product. Usually, this view is formed through the user's experience with the product and also information received from various other sources (Mochammad et al., 2021). Substantially, perceived quality reflects consumers' views about the superiority of the product they expect. This is important because perceived quality has an impact on consumers' tendencies to purchase products and also influences their level of loyalty to certain brands (Tehuayo et al., 2022).

Products that are seen as having good quality by consumers can encourage them to make repeat purchases, which ultimately strengthens customer loyalty (Hoe & Mansori, 2018; Zhang et al., 2018; Kartikasari & Albari, 2019; Naini et al., 2022). Perceived quality plays an important role in influencing brand loyalty. This finding is strengthened by various studies, including those conducted by Kim (2018); Yulistiana et al. (2021); Lacap et al. (2021); and Akoglu & Ozbek (2022). Thus, it can be concluded that the higher the quality of a product, the greater the possibility that consumer loyalty to that brand will increase. According to Hariyanto (2018) and Widianti (2022), brand communication is the action taken by marketers to introduce a brand and strengthen its image, so that the brand identity is known and recognized by consumers. Brand communication has an important role in influencing consumer loyalty to products, especially in the context of cosmetic products. This can increase brand popularity and effectively increase consumer awareness and memory of the brand (Nuhadriel et al., 2022; Liang, 2022). Brand communication plays a crucial role in strengthening customer loyalty because without communication, consumers may have no knowledge about the product's presence on the market. Support for the influence of brand communication on brand loyalty is supported by research by Hanninen & Karjaluoto (2017); Khadim et al. (2018); Widianti (2022); and Nasution et al. (2019). The findings from this research clearly show that the more effective brand communication carried out by marketers, the stronger consumer loyalty to the product brand. However, different findings from Nuhadriel et al. (2021) Shows that brand communication does not have a significant effect on consumer loyalty to the brand.

Brand awareness of a product has important value for a company because it can influence consumer preferences when making a purchase. Brands also reflect six aspects of meaning, namely attributes, uses, values, culture, personality and user experience (Kladou et al., 2017; Bazi et al., 2020). Brand awareness raises consumer confidence in certain products, encouraging them to become loyal and choose to purchase the product or brand repeatedly from the company in question. Previous studies, as described by Bernardo et al. (2020), revealed that brand awareness has a positive and important impact on the level of consumer loyalty to the brand. The findings of this research verify that the greater consumer awareness of a product's brand, the stronger consumer loyalty to that brand. However, different research results by Chinomona & Maziriri (2017) and Verinita (2019) state that brand awareness does not influence brand loyalty. Based on an understanding of the

context and phenomena that have been explained as well as deficiencies in existing research.

Ha1: Perceived quality does not have a significant effect on Somethinc skincare brand loyalty.

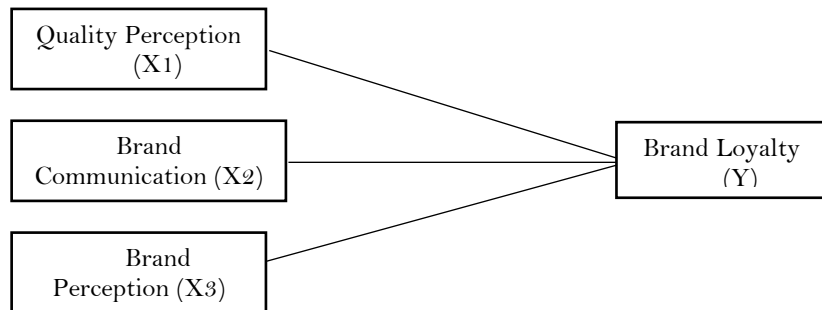
Ho1: Perceived quality has a significant effect on loyalty to the Somethinc skincare brand.

Ha2: Brand communication does not have a significant effect on loyalty to the Somethinc skincare brand.

Ho2: Brand communication has a significant effect on loyalty to the Somethinc skincare brand.

Ha3: Brand awareness does not have a significant effect on Somethinc skincare brand loyalty.

Ho3: Brand awareness has a significant effect on Somethinc skincare brand loyalty.



**Figure 1.** Framework

## 2. Method

This research took place in the Special Region of Yogyakarta over a one-month period from September to November 2023. This area is known as a province that has many universities and a significant student population, making it an ideal research object. This research is a quantitative study that applies a survey approach, by distributing questionnaires as a data collection method. This research targets the population of Somethinc brand skincare users in the Special Region of Yogyakarta. In this context, the population can be classified as infinite, considering the difficulty of establishing the exact number of consumers of Somethinc skincare products in the region. Therefore, in the sample selection process, this study applied a non-probability sampling method and applied a purposive sampling technique. This technique allows researchers to select respondents according to certain predetermined criteria or characteristics. In this case, the sample was selected based on the criteria of being a Somethinc skincare user in the Special Region of Yogyakarta. Determination of sample size was carried out using the Cochran formula, which shows that the required sample size is 100 respondents.

## 3. Result

The constant value ( $\beta$ ) is 0.445, meaning that if there is no variable value for Quality Perception (X1), Brand Communication (X2), and Brand Awareness (X3) = 0, then the Brand Loyalty variable (Y) still has a constant value of 0.445. The regression coefficient value of the Quality Perception variable (X1) is 0.90, meaning that if the Quality Perception variable assessment score (X1) increases by 1 unit, the Quality Perception variable assessment score (X1) will decrease by 0.90. The regression coefficient value of the Brand Communication variable (X2) is 0.043,

meaning that if the risk perception variable assessment score increases by 1 unit, then the Brand Communication variable assessment score will increase by 0.043. The regression coefficient value of the Brand Loyalty variable (X3) is 0.802, meaning that if the Brand Loyalty variable assessment score increases by 1 unit, then the online brand interest variable assessment score will increase by 0.802 which can be seen in Table 1.

**Table 1.** Multiple Linear Regression

Model	Unst. Coef. B	Std. Error	Std. Coef. Beta	t	Sig.	Tolerance	VIF
(Constant)	445	1.629		273	785		
X1	-085	124	090	688	493	255	3.926
X2	036	092	043	394	695	357	2.799
X3	801	099	802	8.077	000	443	2.258
Heteroscedasticity Test							
(Constant)	-44.952	100.823		-446	657		
X1	-106	7.653	-003	-014	989		
X2	3.353	5.719	100	586	559		
X3	-522	6.140	-013	-085	932		

The VIF value for the Quality Perception variable (X1) is 3.926 with a tolerance value of 0.5255. The Brand Communication variable (X2) has a VIF of 2.799 with a tolerance of 0.357, while the Brand Quality variable (X3) has a VIF of 2.258 with a tolerance of 0.443. None of the VIF values for the independent variables exceeds 10, and the tolerance values are all greater than 0.10. Thus, it can be concluded that there is no significant correlation between the independent variables, indicating that there is no tendency for multicollinearity in this study. From the data listed in the table, the conclusion is that the significance value obtained exceeds 0.05. The principle used to determine the presence of heteroscedasticity is that if the significance level exceeds 0.05, this indicates the absence of heteroscedasticity. Conversely, if the significance level is below 0.05, it indicates that heteroscedasticity has occurred in the data. Therefore, based on the analyzed data, there is no evidence indicating heteroscedasticity, which means that the residual variance between observations remains.

The information contained in the table, it is revealed that the Quality Perception variable (X1) has a VIF value of 3.926 and a tolerance value of 0.5255. The VIF value for the Brand Communication variable (X2) is 2.799 with a tolerance value of 0.357, while the Brand Quality variable (X3) has a VIF of 2.258 with a tolerance value of 0.443. Because all independent variables have a VIF value below 10 and a tolerance value above 0.10, it is concluded that there is no correlation between the independent variables, indicating that there is no multicollinearity problem in this research.

Ha1: Perceived quality does not have a significant effect on Somethinc skincare brand loyalty.

Ho1: Perceived quality has a significant effect on loyalty to the Somethinc skincare brand.

Ha2: Brand communication does not have a significant effect on loyalty to the Somethinc skincare brand.

Ho2: Brand communication has a significant effect on loyalty to the Somethinc skincare brand.

Ha3: Brand awareness does not have a significant effect on Somethinc skincare brand loyalty.

Ho3: Brand awareness has a significant effect on Somethinc skincare brand loyalty.

**Table 2.** Validity Test

Statement	r count	r table	Information
X1.1	0.641	0.198	Valid
X1.2	0.593	0.198	Valid
X1.3	0.585	0.198	Valid
X1.4	0.603	0.198	Valid
X1.5	0.654	0.198	Valid
X1.6	0.612	0.198	Valid
X2.1	0.664	0.198	Valid
X2.2	0.568	0.198	Valid
X2.3	0.660	0.198	Valid
X2.4	0.616	0.198	Valid
X2.5	0.672	0.198	Valid
X2.6	0.739	0.198	Valid
X3.1	0.619	0.198	Valid
X3.2	0.646	0.198	Valid
X3.3	0.560	0.198	Valid
X3.4	0.670	0.198	Valid
X3.5	0.719	0.198	Valid
Y.1	0.744	0.198	Valid
Y.2	0.750	0.198	Valid
Y.3	0.706	0.198	Valid
Y.4	0.697	0.198	Valid

From the information contained in the Table 2, it can be concluded that overall, the questionnaire items the variables involved in this study include: Perception of Quality (X1), Brand Communication (X2), Brand Quality (X3), and Brand Loyalty (Y) has a calculated r value greater than the table r value of 0.198. Thus, it can be concluded that the measurement tool or instrument in the form of a questionnaire is considered valid and suitable for use in this research.

**Table 3.** Reliability Test

Variables	Cronbach Alpha	Critical Value	Information
Perception of quality	0.661	0.60	Reliable
Brand communication	0.727	0.60	Reliable
Brand quality	0.647	0.60	Reliable
Brand loyalty	0.694	0.60	Reliable

From the information available in the Table 3, it can be concluded that all variables used in the research, such as perceived quality (X1), Brand Communication (X2), brand quality (X3), and brand loyalty (Y), have Cronbach's Alpha values that are exceeds 0.60. Therefore, all questionnaire instruments are considered reliable and suitable for use in further research. This indicates a sufficient level of confidence in the measuring instruments used, so that the results of further research can be considered valid.

**Table 4. Normality Test**

Model	Unst. Residual
N	69
Mean	0,0000000
Std. Deviation	1.91892727
Absolute	083
Positive	052
Negative	-083
Test Statistic	083
Asymp. Sig. (2-tailed)	200
Normality Test	
N	92
Mean	0000000
Std. Deviation	1.38312633
Absolute	129
Positive	129
Negative	-095
Test Statistic	129
Asymp. Sig. (2-tailed)	001
Monte Carlo Sig. (2-Sig tailed)	084
99% Confidence Interval Lower Bound	077
Upper Bound	091

From the Table 4, it can be observed that the Monte Carlo significance value for the Kolmogorov-Smirnov test is 0.084, exceeding the threshold value of 0.05. This indicates that the distribution of the research data is considered appropriate and normally distributed. The results of the One Sample Kolmogorov-Smirnow test can be said to be normal if the significance is above 0.05. It can be referred to above that in this study a significance value of 0.200 was obtained, so it can be stated that all variables in this study are normal.

**Table 5. Simultaneous Test (F Test)**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	326.228	3	108.743	44.435	000
Residual	234.932	96	2.447		
Total	561.160	99			

The criteria applied in the simultaneous test are if the significance value is below 0.05, and if the calculated F value is higher than the table F value, then the null hypothesis (H0) will be rejected and the alternative hypothesis (H1) will be accepted. The F table value is calculated based on the number of independent variables (k) and the total number of samples minus the number of independent variables (n-k), namely  $(3; 100-3) = (3; 97)$ . Thus, the degrees of freedom values  $df_1 = 3$  and  $df_2 = 97$  are obtained, so the F table value is 2.70.

#### 4. Discussion

This research shows that users of Somethinc skincare products do not refer to the quality of the skincare product in the purchasing process. This can be caused because when making purchases, consumers who use Somethinc skincare pay more attention to prices, descriptions, promotions, product ratings. The findings of this study are consistent with the results of previous research by Muthmainnah et al. (2023), which shows that perceptions of quality do not have a significant and positive impact on brand loyalty.

The results of this research indicate that the Brand Communication of Somehinc skincare products is unable to attract consumer loyalty to use their products. This can be caused by the communication being carried out not effectively persuading consumers to believe that a particular brand is the desired choice in the context of skin care or skincare products. The findings of this research verify the results of

previous research conducted by Wibowo & Hartono (2023) and Zafira & Hartono (2023). Based on these findings, Brand Communication does not have a positive and significant impact on brand loyalty.

Based on the results of descriptive analysis, it is revealed that, on average brand awareness is in the high category. The highest brand awareness indicator is shown by the ease with which consumers find Somethinc skincare products. This shows that Somethinc skincare products have unique qualities that differentiate them from other skincare products so that consumers easily remember Somethinc when buying skincare products. This uniqueness is demonstrated by uniqueness in product naming. The inspiration for naming the ingredients in the product is because each skin is considered to have different problems, and naming the product using the raw ingredients is expected to make it easier for consumers to use the product according to each consumer's needs (Maharani & Hidayat, 2023).

## **5. Conclusion**

From the results of research and analysis regarding the Impact of Quality Perceptions, Brand Communication, and Brand Awareness on Somethinc Skincare Product Brand Loyalty, it can be concluded that Quality Perceptions do not have a significant effect on Somethinc Skincare Brand Loyalty. This shows that perception of quality is not a factor that influences consumer loyalty in using Somethinc skincare products. Brand Communication does not have a significant effect on Brand Loyalty of Skincare Something. This indicates that Brand Communication is not a factor that influences consumer loyalty in using Somethinc skincare products. Brand Awareness has a positive and significant effect on Brand Loyalty of Skincare Something. This shows that Somethinc skincare products have unique qualities that can differentiate them from other skincare products so that consumers easily remember Somethinc when buying skincare products.

## **References**

- Akoglu, H. E., & Ozbek, O. (2022). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2130-2148.
- Andhyka, B., Yustisiana, R., Widyaningsih, M., & Hilmiyah, N. H. (2020). Predicting Millennial Consumers' Purchase Decisions from Promotion, Price and Design. *International Journal of Business and Technology Management*, 2(3), 49-57.
- Bazi, S., Filieri, R., & Gorton, M. (2020). Customers' motivation to engage with luxury brands on social media. *Journal of Business Research*, 112, 223-235.
- Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The influence of brand awareness, brand image, and brand trust on brand loyalty. *Jurnal Manajemen*, 24(3), 412-426.
- Chinomona, R., & Maziriri, E. T. (2017). The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: a case of male consumers for cosmetic brands in South Africa. *Journal of Business and Retail Management Research*, 12(1).
- Hanninen, N., & Karjaluoto, H. (2017). The effect of marketing communication on business relationship loyalty. *Marketing Intelligence & Planning*, 35(4), 458-472.
- Hariyanto, E. (2018). The influence of brand experience through brand trust and brand satisfaction toward brand loyalty consumer at Carl's Jr Surabaya. *Petra Business and Management Review*, 4(2).
- Hoe, L. C., & Mansori, S. (2018). The effects of product quality on customer satisfaction and loyalty: Evidence from Malaysian engineering industry. *International Journal of Industrial Marketing*, 3(1), 20.
- Kartikasari, A., & Albari, A. (2019). The influence of product quality, service quality and price on customer satisfaction and loyalty. *Asian Journal of Entrepreneurship and Family Business*, 3(1), 49-64.

- Khadim, R. A., Hanan, M. A., Arshad, A., Saleem, N., & Khadim, N. A. (2018). Revisiting antecedents of brand loyalty: Impact of perceived social media communication with brand trust and brand equity as mediators. *Academy of Strategic Management Journal*, 17(1), 1-13.
- Kim, S. S., Choe, J. Y. J., & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of destination marketing & management*, 9, 320-329.
- Kladou, S., Kavaratzis, M., Rigopoulou, I., & Salonika, E. (2017). The role of brand elements in destination branding. *Journal of Destination Marketing & Management*, 6(4), 426-435.
- Konuk, F. A. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of retailing and consumer services*, 43, 304-310.
- Lacap, J. P. G., CHAM, T. H., & LIM, X. J. (2021). The Influence of Corporate Social Responsibility on Brand Loyalty and The Mediating Effects of Brand Satisfaction and Perceived Quality. *International Journal of Economics & Management*, 15(1).
- Liang, B. (2022). How brand experience, satisfaction, trust, and commitment affect loyalty: A reexamination and reconciliation. *Italian Journal of Marketing*, 2022(2), 203-231.
- Maharani, A. S., & Hidayat, A. (2023). The influence of brand innovativeness and quality affect consumer perceived value: the role of symbolic brand qualities as mediating. *International Journal of Research in Business and Social Science (2147-4478)*, 12(4), 15-32.
- Mochammad Aldi Kushendriawan, M. A. K., Harry Budi Santoso, H. B. S., Putra, P. O. H., Putra, P. O. H., & Martin Schrepp, M. S. (2021). Evaluating User Experience of a Mobile Health Application Halodoc using User Experience Questionnaire and Usability Testing. *Jurnal Sistem Informasi (Journal of Information System)*, 17(1), 58-71.
- Muthmainnah, A., Heriyadi, H., Pebrianti, W., Ramadania, R., & Syahbandi, S. (2023). The Influence of Price and Product Quality on Customer Satisfaction with Purchase Decision As Mediation Variable In Somethinc Serum Skincare Products In Indonesia. *Jurnal Ekonomi*, 12(04), 1925-1938.
- Naini, N. F., Santoso, S., Andriani, T. S., & Claudia, U. G. (2022). The effect of product quality, service quality, customer satisfaction on customer loyalty. *Journal of consumer sciences*, 7(1), 34-50.
- Nasution, A. E., Putri, L. P., & Lesmana, M. T. (2019). Analisis pengaruh harga, promosi, kepercayaan dan karakteristik konsumen terhadap keputusan pembelian konsumen pada 212 mart di kota medan. In *Prosiding Seminar Nasional Kewirausahaan 1 (1)*; 165-173.
- Nuhadriel, Y., Japiana, M., & Keni, K. (2021). Pentingnya Brand Communication, Brand Experience, dan Brand Image dalam Meningkatkan Brand Loyalty pada Ritel Furnitur: Brand Trust Sebagai Variabel Mediasi. *Jurnal Ilmiah Ekonomi Bisnis*, 26(3), 264-277.
- Rani, N. S. A., & Krishnan, K. S. D. (2018). Factors that influence Malay students in purchasing skincare products in Malaysia. *Journal of Business and Retail Management Research*, 13(1).
- Saputri, A. D., & Sani, E. P. (2022). Pengaruh Variasi Produk Dan Strategi Promosi Melalui Instagram Terhadap Keputusan Pembelian Pada Produk Somethinc: The Effect of Product Variations and Promotional Strategies Through Instagram on Purchase Decisions on Somethinc Products. *Jurnal Riset Manajemen dan Akuntansi*, 2(1), 7-28.
- Tehuayo, E., Tabelessy, W., Pelupessy, M. M., & Huwae, V. E. (2022). Penguatan Kapabilitas Kelompok UMKM DI Desa Tulehu Melalui Sosialisasi Bauran Pemasaran. *Jurnal Pengabdian Masyarakat Akademisi*, 1(4), 1-6.
- Verinita, V. (2019). Keterkaitan Variabel Brand Awareness, Brand Image, Brand Quality dan Brand Value terhadap Brand Loyalty. *BISMA: Jurnal Bisnis dan Manajemen*, 13(3), 158-165.
- Wibowo, N., & Hartono, A. (2023). Effect of Social Media Marketing Activity, Relationship Equity, and Customer Loyalty: Studies on Consumers Using Indonesian Beauty Products, Somethinc. *Journal of Economics, Management and Trade*, 29(5), 52-64.
- Widianti, W. (2022). Pengaruh Citra Merek, Komunikasi Merek, Kepuasan Dan Pengalaman Merek Terhadap Loyalitas Merek Yang Dimediasi Oleh Kepercayaan Merek. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(1), 803-828.
- Yulistiana, I., Dewi, R. V., Mas' adi, M., Sunarsi, D., & Erlangga, H. (2021). Did brand perceived quality, image product and place convenience influence customer loyalty

- through unique value proposition. *The journal of contemporary issues in business and government*, 27(1), 2845-2867.
- Zafira, Y. N., & Hartono, A. (2023). The Effect of Somethinc's Instagram Social Media Marketing Activities on Brand Awareness and Customer Loyalty. *Asian Journal of Economics, Business and Accounting*, 23(15), 121-136.
- Zhang, H., Zhao, L., & Gupta, S. (2018). The role of online product recommendations on customer decision making and loyalty in social shopping communities. *International Journal of Information Management*, 38(1), 150-166.



Copyright: © 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-ShareAlike 4.0 International License (<https://creativecommons.org/licenses/by-sa/4.0/>).