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The Influence of Brand Image, Brand Trust, and Brand Love on Brand Loyalty Hos of Shopaholic

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Abstract

This research aims to analyze the influence of brand image, brand trust, and brand love on brand loyalty. The subjects of this research were users of House of Shopaholic products in the Special Region of Yogyakarta. The sample in this study consisted of 150 respondents selected using purposive sampling. Data collection was carried out using a questionnaire. The analysis used in this research is multiple linear regression, and the data analysis technique employed IBM SPSS 22 software. Based on the research results, it was found that: brand image has a positive and significant effect on brand loyalty, brand trust has no effect on brand loyalty, and brand love has a positive and significant effect on brand loyalty. These findings indicate that to increase brand loyalty, companies need to pay attention to and enhance brand image and cultivate brand love among consumers.

Keywords

Brand Image, Brand Trust, Brand Love, Brand Loyalty.

1. Introduction

The term fashion refers to style or mode. Women and fashion are mutually interested, every woman wants to look attractive and stylish. Because of this, fashion accessories such as clothes, bags and accessories can attract the attention of people who claim to be fashionistas which is a term for someone involved in the world of fashion or a description of someone who has an extraordinary personal style. In order to fulfill a lifestyle, one of the reasons people buy goods is to fulfill their needs. Every consumer has their own traits or characteristics in liking fashion to show their self-confidence. Given that self-perception is closely related to personality, customers often seek to maintain, improve, change, or expand the way they view themselves when purchasing goods from companies with a strong reputation and avoid companies with a low reputation. As reported by CNBC, the passion for the fashion economy is currently able to contribute to influencing the development of the industry, in 2019 the influence of fashion was able to contribute around 18.01% or 116 trillion. This value increased drastically from the previous one in 2017, women's fashion contributed a percentage of 3.76% or 13.29 billion US dollars. The increase in the percentage value of the influence of the fashion industry for 2 years (2017-2019) is due to the many fashion developments in Indonesia which greatly influence consumers. Starting from trendy styles that continue to develop and also marketing that is very easy to reach. This clearly influences consumer buying interest. Especially the type of top clothing fashion has a more dominant influence.

For products to truly meet market demands and needs, producers must gain a better understanding of various consumer characteristics and consumer actions. Manufacturers can take advantage of customer relationships with the various brands they offer in terms of brand and product personality (Mulyanegara et al., 2009). Brands often have personalities, some of which are even human-like. Therefore, manufacturers must create brand personification by trying to change customers' views of product features by equating them with characters that match customer desires. A company's brand loyalty can influence customer responses, preferences and loyalty to products made by a company, influenced by a company's brand personality. One of the local women's fashion brands that has characteristics in each product is Hos of Shopaholic, where the manufacturer focuses on women's fashion products, not only that, but there are various products offered with various variations such as clothing, bags, belts and accessories. other women. Hos of Shopaholic is a local fashion brand that describes itself as a women's clothing brand that is sought after and liked by fashionistas with trendy fashion styles. Hos of Shopaholic continues to strive to guarantee the brand image so that it continues to gain the trust of its customers, so that customers will become loyal customers who make Hos of Shopaholic the first goal in fulfilling fashion needs.

The factor that can support consumers to make repeat purchases in the future is the Brand Image factor because brand image is the first assessment in the minds of customers. According to Zhang, (2015) one of the main factors influencing customer brand equity is Brand Image, which refers to customers' perceptions and feelings about a brand and has an impact on customer behavior. Brand image can influence consumers' decisions to buy certain goods repeatedly. This stands to reason that if a brand has a good reputation in the eyes of customers, then customers will be interested and make repeat purchases. Compared to other brands that have a bad reputation, customers will consider it before making a repeat purchase and even decide not to buy it again. Another factor that can support loyalty to a brand is brand trust. According to Prawira & Setiawan (2021), product trust is a brand of goods that can meet customer expectations, which can influence consumers to buy these goods so that they have developed a sense of trust in the product brand, the reason is of course because it can fulfill their desires and needs and exceed their expectations.

Customers who have shown trust in a product brand will be less likely to be attracted to other brands offering similar products, and customers will be more loyal to brands they trust.

Another factor that influences brand loyalty is the influence of brand love. According to Vania & Putri (2020) brand love is a form of framework that influences consumers' social and psychological emotions which leads to satisfaction with a particular product brand. According to Clara (2019), brand love is an expression of feelings of love and liking for a product brand, which influences consumers to own that product. According to Tumpal & Hasugian (2015), brand loyalty is an attitude of commitment from consumers to a brand, and a sense of commitment to that brand, and tends to continue to try to buy that product in the future. This consumer commitment is seen from the awareness of consumers who like the product or service, regardless of competitors' actions, or perhaps environmental changes. The purpose of this research is to analyze and explain the influence of brand image on brand loyalty in Hos of Shopaholic consumers, analyze and explain the influence of brand trust on brand loyalty in Hos of Shopaholic consumers, and analyze and explain the influence of brand love on brand loyalty in Hos of Shopaholic consumers.

2. Literature Review

The brand image must be strong in the minds of customers, which will make customers more confident in using the goods (Pusparani & Rastini, 2014). A strong brand image can influence customer loyalty to the company and strengthen product preferences. The brand image also influences how much customers trust the product brand and how loyal they are (Carolin, 2019; Alić et al., 2020). In the Brand image variable, this research uses research put forward by Oliver (1977) Song et al. (2019) using the Customer Value Theory which states that customers before buying a product will consider the physical features and function of the product.

H1: Brand image has a positive and significant effect on brand loyalty.

The strong influence of brand trust can influence customers' feelings in using the product. Brand trust is also an effective way to minimize uncertainty or minimize sources of uncertainty (Ansary & Nik Hashim, 2018; Song et al., 2019). In this research, brand trust uses the Commitment Trust Theory proposed by Morgan & Hunt (1994); Cham et al. (2022) Commitment Trust Theory states that brand trust is related to marketing and brand trust commitment so that its influence can create long-term relationships between companies and customers. Trust relationships are also effective in minimizing uncertainty or reducing sources of uncertainty.

H2: Brand trust has a positive and significant effect on brand loyalty.

Brand love is a form of strong emotional bond between a product and a customer, where customers will feel desire, love, a sense of belonging, and desire to maintain a product (Song et al., 2019; Zia et al., 2021). Brand love uses the Attachment Theory proposed (Thompson et al., 2006; Shen & Yahya, 2021). Attachment Theory states that Brand love is formed from love for the brand which is formed from respect for the brand.

H3: Brand love has a positive and significant effect on brand loyalty.

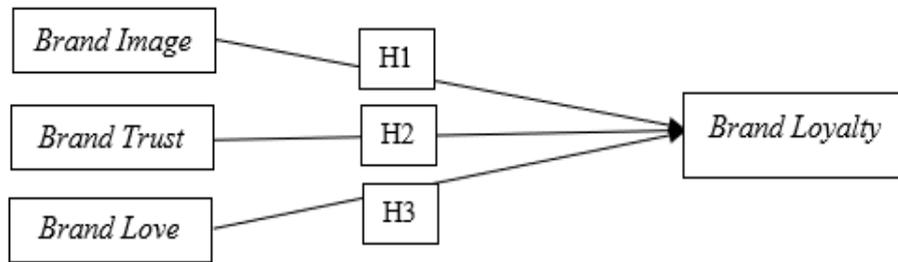


Figure 1. Research Framework

3. Method

This research uses a population of consumers who are Hos of Shopaholics in the Special Region of Yogyakarta. According to Sugiyono (2013), population is a generalization area consisting of subjects or objects that have qualities and/or characteristics that are used by researchers to study them and then produce conclusions. Sampling in this research was through distributing questionnaires conducted online and offline. The data obtained from the population are truly representative, the sample must be selected carefully because the sample is part of the population and characteristics. Data collection in this study used questionnaires to collect data processing and used a Likert scale with five choices aimed at respondents. A questionnaire is a data collection technique that uses several questions or statements for respondents to answer. This research uses a non-probability sampling technique, or purposive sampling, where respondents are selected based on the researcher's personal criteria and considerations as a representative of the population.

The operational definition in research consists of two variables, the independent variable, namely Brand image (X1), Brand trust (X2), and Brand love (X3), and the dependent variable, namely Brand loyalty (Y). Brand image has six indicators according to (Song et al., 2019), namely; image, clean, nuanced, dynamic, elegant, and first class. Brand trust has five indicators according to Song et al. (2019), namely; trust, keeping promises, service, quality, and hope. Then Brand love has five indicators, namely; feelings of liking, happiness, extraordinary, comfort, and feeling alive. Lastly, brand loyalty has nine indicators according to Song et al. (2019), namely; excellent quality, service, usefulness, loyalty, interest, best, consistent, recommend, and regular. This research was carried out using instrument tests, namely validity tests and reliability tests. The classic assumption test consists of the normality test, multicollinearity test, and heteroscedasticity test. Then use data analysis techniques in the form of multiple linear regression and t-tests. Data processing was carried out using IBM SPSS 22 software.

4. Result and Discussion

The validity test is used to test that all the variables in the research are worthy of being used as instruments in the research, namely by conducting a small sample test. From a total of 150 respondents, a sample test of 100 respondents was carried out. The purpose of the validity test is to find that the data value is a valid value so that it can be used to measure data variables correctly.

Table 1. Validity Test Results

Statement	r count	Information
X1.1	0.586	Valid
X1.2	0.708	Valid
X1.3	0.595	Valid
X1.4	0.684	Valid
X1.5	0.630	Valid
X1.6	0.655	Valid
X2.1	0.800	Valid
X2.2	0.797	Valid
X2.3	0.858	Valid
X2.4	0.684	Valid
X2.5	0.641	Valid
X3.1	0.665	Valid
X3.2	0.784	Valid
X3.3	0.823	Valid
X3.4	0.799	Valid
X3.5	0.804	Valid
Y1.1	0.354	Valid
Y1.2	0.767	Valid
Y1.3	0.738	Valid
Y1.4	0.847	Valid
Y1.5	0.700	Valid
Y1.6	0.845	Valid
Y1.7	0.867	Valid
Y1.8	0.459	Valid
Y1.9	0.711	Valid

Table 1. Shows that the independent variables Brand image (X1), Brand trust (X2), and Brand Love (X3) and the dependent variable Brand loyalty (Y) have a calculated r value that is greater than the r table, namely 0.196, and the calculated r value is significant shows smaller than $\alpha=0.05$, then the conclusion of the value of the research instruments used in the research is declared valid. The reliability test in this research can be said to be reliable if the Cronbach's Alpha value is more than $\alpha=0.6$.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Information
Brand image	0.752	Reliable
Brand trust	0.849	Reliable
Brand love	0.864	Reliable
Brand loyalty	0.883	Reliable

Table 2, the results of the reliability test in this study showing that the variable data has a value greater than $\alpha=0.6$, which means that the statements in the questionnaire are reliable. The conclusion is that the instrument used in the statement in this study is said to be reliable and consistently trustworthy for research measurement. The normality test is measured using histogram graphs and P Plot graphs.

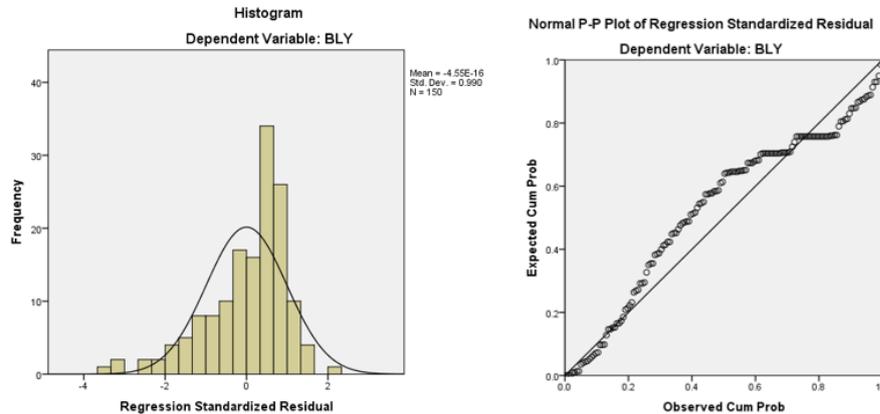


Figure 2. Normality Test

Figure 2, The histogram graph shows that the line forms a balanced curve from point 0 to the right and left and the P-P Plot graph shows that the data is spread around the diagonal line and follows the direction of the diagonal line, so that the two results of the normality test above can be said to be data is normally distributed. The multicollinearity test is carried out to find out whether the regression model finds a correlation or not, if the results show that a good regression model has no correlation between the independent variables.

Table 3. Multicollinearity Test

Model	Unst. Coef. Beta	Std. Error	Std. Coef. Beta	t	Sig	Tolerance	VIF
Constant)	7.289	3.408		2.139	0.034		
Brand image	0.487	0.150	0.273	3.255	0.001	0.637	1.570
Brand trust	-.022	0.188	-0.011	-0.117	0.907	0.523	1.910
Brand love	0.768	0.183	0.397	4.188	0.000	0.497	2.011

Table 3, the results of the multicollinearity test show that the VIF (Variance Inflation Factor) value for each independent variable is less than 10, which shows that there is no relationship between the independent variables, so it can be concluded that there is no multicollinearity in this research data. The heteroscedasticity test is determined using the variance from the residuals of one observation to another constant, it is called homoscedasticity, while if the variance from the residuals of one observation to another observation is different, it is called heteroscedasticity. In this study, a scatterplot pattern model was used to test heteroscedasticity.

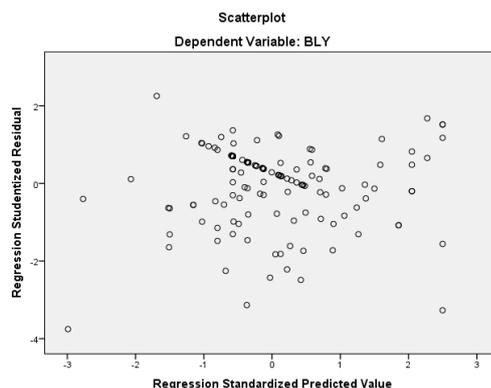


Figure 3. Heteroscedasticity Test Scatterplot Graph

Figure 3, an image of the data points spread from top to bottom and around the number zero is obtained. The distribution of points is spread out and does not form a particular pattern, so it is concluded that in Figure 3 there is no heteroscedasticity. In this research, multiple linear regression analysis was carried out to determine the results of the influence of the independent variables Brand image (X1), Brand image (X2), and Brand love (X3) with the dependent variable Brand loyalty (Y).

Table 4. Multiple Linear Regression Test

Model	Unst. Coef. Beta	Std. Error	Std. Coef. Beta	t	Sig.
Constant	7.289	3.408		2.139	0.034
Brand image	0.487	0.150	0.273	3.255	0.001
Brand trust	-0.022	0.188	-0.011	-0.117	0.907
Brand love	0.768	0.183	0.397	4.188	0.000

Table 4. Multiple linear regression calculations show that the variable has a significant value of less than $\alpha=0.005$, so brand image and brand love have a positive and significant influence on brand loyalty, while the results of the significant variable value are greater than $\alpha=0.005$, so brand trust has no influence on Brand loyalty. The partial hypothesis results must be accepted which include the independent variables Brand image (X1), Brand trust (X2), and Brand love (X3) to the dependent variable Brand loyalty (Y). Partial tests are carried out to determine the partial influence between the independent variable and the dependent variable. Table 4 shows the results of significance testing which shows that the probability value of 0.001 is less than $\alpha=0.005$. This value proves that Ha1 is accepted, which means Brand image has a positive and significant effect on brand loyalty. The results of the significance test show that the probability value of 0.907 is greater than $\alpha=0.005$. This value proves that Ho2 is rejected, which means Brand trust has no effect on brand loyalty. The results of the significance test show that the probability value of 0.000 is less than $\alpha=0.005$. This value proves that Ha3 is accepted, which means Brand love has a positive and significant effect on brand loyalty.

Based on the results of the Ha1 hypothesis test, it proves that brand image has a positive and significant effect on brand loyalty. These results prove that brand image is a variable that influences brand loyalty. In line with (Bastian, 2014) his previous research concluded that brand image has a significant effect on brand loyalty. Hypothesis Ha2 proves that brand trust does not affect brand loyalty. This proves that brand image is not a variable that influences brand loyalty. This is the same as research conducted Prawira & Setiawan (2021) which in their research concluded that brand trust does not have a significant effect on brand loyalty. Hypothesis Ha3 proves that brand love has a positive and significant effect on brand loyalty. These results prove that Brand love is a variable that influences Brand loyalty. In line with Qomariyah & Haryadi (2022) who in their research concluded that brand love has a significant effect on brand loyalty.

5. Conclusion

The results of significance data testing show that the probability value of 0.001 is less than $\alpha=0.05$. This means that this value can prove that Ha1 is accepted, which means that brand image has a positive effect on brand loyalty. The results of significance data testing show that the probability value of 0.907 is greater than $\alpha=0.05$. This means that this value can prove that Ha2 is rejected, which means that brand trust has no effect on brand loyalty. The results of significance data testing show that the probability value of 0.000 is less than $\alpha=0.05$. This means that this value can prove that Ha3 is accepted, which means that brand trust has a positive

effect on brand loyalty. From the research that has been carried out, brand trust has no effect on brand loyalty, so this can be used as advice and input for business actors to improve quality in terms of services and products so that customers feel more confident in Hos of Shopaholic products, and can become Hos of Shopaholics. Shopaholic is the first choice of women's fashion for customers. For future similar research, we should add and examine other variables that are not yet in this research and have an influence on the brand loyalty variable.

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