

The Mediation Role of Brand Love on Brand Personality and Brand Credibility on Brand Loyalty for Cosmetic Products the Body Shop in Jember Regency

Rana Nurina Anindita¹, Ika Barokah Suryaningsih², Intan Nurul Awwaliyah³

*Master of Management, Economic and Business Faculty, Universitas Jember
Kalimantan 37, Jember 68121*

Abstract : *Indonesia is known as a developing country that becomes a potential market today. This condition causes intense competition in the business world. Brand Loyalty is the most important component for the company's sales, so the sales strategy must be implemented properly through the Brand Personality and Brand Credibility components which are mediated with brand love on The Body Shop products. However, there are some things do not show the success and strength of the product brand. The Body Shop tries to measure brand love as an intervention. Determining this strategy can increase the brand loyalty of The Body Shop's products that will be higher than other products on the market. The strength of brand love is expected to be able to be used by The Body Shop company as a tool to win the competition in the cosmetic market in Indonesia.*

Keywords: *Brand Personality, Brand Credibility, Brand Love, Brand Loyalty*

Date of Submission: 08-04-2022

Date of Acceptance: 25-04-2022

I. Introduction

Indonesia is known as a developing country that becomes a potential market today. This condition causes intense competition in the business world. The increasing intensity of competition requires every business actor to pay attention the needs and desires of consumers and take advantage of existing business opportunities. Companies are required to be able to create their own uniqueness to the products issued and get a positive image in the eyes of consumers, so the products produced are superior to be able to face competitive competition between competitors. Business people must be able to create products that are attractive to consumers, maintain market share and develop their products in order to dominate market share.

One of the companies in Indonesia that makes beauty and body care products is The Body Shop. This company started to enter the cosmetic market in Indonesia since 1992 with PT Monica Hijau Lestari. As the sole distributor, The Body Shop already has many outlets, one of them is located in Jember Regency. The Body Shop products have begun to be well received by the people of Jember. One of the best selling products from The Body Shop is body mist. This product is one of the products that often provide discounts at a certain time of purchase. Based on the percentage of The Body Shop's body mist product index in 2019, it increased by 5.3% from the previous year. That is, The Body Shop is able to create body mist products that have high competitiveness in the cosmetics market and will affect the increase the number of sales each year. This British skincare and beauty brand carries the tagline Beauty With Heart. The tagline is defined by three keys: Look Good, Feel Good, and Do Good (sustainability report, 2018).

The empirical phenomenon in this study, namely the percentage of The Body Shop's body mist product index in 2019 increased by 5.3% from the previous year. That is, The Body Shop is able to create body mist products that have high competitiveness in the cosmetics market and will certainly affect the increase in the number of sales each year. However, The Body Shop only has one type of superior product, namely body mist which has always become first rank in the Top Brand Index since 2019 and 2020, so it can influence the formation of brand love in the minds of consumers.

II. Literatur Review

Brand personality is a description of human nature that can be associated with a particular brand. According to Azoulay and Kapferer (2003) a brand must have a strong personality and characteristics to compare with other brands. A brand will be chosen by someone because the brand is considered in accordance with that person's personality. Brand personality is able to provide an emotional identity for a brand, and to encourage consumers to respond through their feelings towards a brand (Schiffman, 2010). Another opinion also states that personality is a very important component of a brand because without a brand personality, the brand will be difficult to remember by consumers (Bambang et al., 2017).

Credibility is generally defined by Carroll and Ahuvia (2006: 118) stated that brand credibility is the level of trust in brand information contained in a product, which requires confidence that a brand has the ability and desire to continue what has been promised. So it can be concluded that brand credibility is the reliability of information about the position of the product contained in a brand. Based on the above definition, it can be concluded that brand credibility is accurate information about good product specifications.

According to Carroll & Ahuvia (2006) brand love is a level of emotional arousal owned by consumers where the consumer is satisfied with a brand. Brand love is an important element in marketing, because brand love can indicate a desire to repurchase a product, a willingness to pay a higher price for a product, and resistance to negative information or things about a product (Batra et al., 2012). Brand love has also been shown to have a positive correlation with brand loyalty and word of mouth (Carroll & Ahuvia, 2006).

According to Oliver (2010: 432) loyalty is a commitment that is held deeply by consumers to buy a certain product or service in the future despite the influence of a situation that has the potential to cause a shift in the behavior of a consumer. Meanwhile, according to Schiffman and Kanuk (2009) brand loyalty (brand loyalty) is the preference of a consumer who consistently makes a purchase of the same brand with a particular product. Griffin (in Hurriyati, 2015:129) Loyalty is defined as non random purchase expressed over time by some decision making unit. This definition explains that loyalty refers more to the behavioral form of the decision-making units to make continuous purchases of the goods or services of a selected company.

III. Conceptual Model

The conceptual framework of this study aims to determine the relationship between the independent variable Brand personality and Brand credibility, the intervening variable Brand love, and the dependent variable Brand loyalty. So, based on the background description above which explains the influence of Brand personality and Brand credibility on brand loyalty through brand love, the conceptual framework of this research can be described as follows:

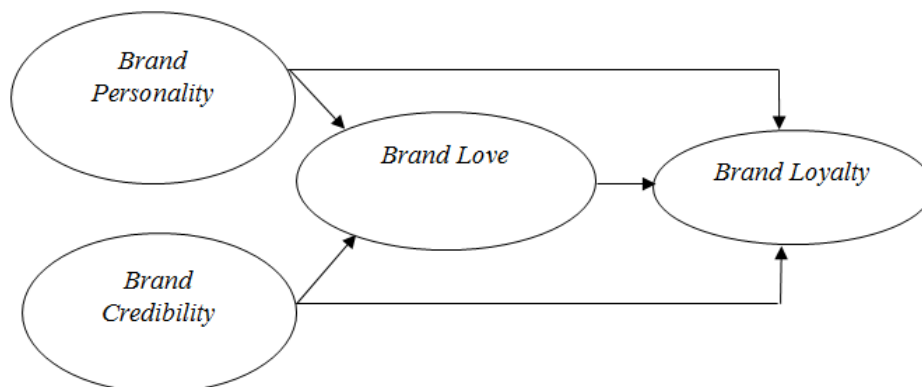


Figure 1. Conceptual Framework

HYPOTHESIS

The effect of brand personality on brand love Brands that have a strong and unique personality will indicate a positive brand love from consumers. The higher the brand personality that is owned by consumers, it will have an influence on brand love. Based on the research results of Adnyaswari (2014), Ong (2015), Colognesi (2015), Sari and Sudarti (2016), Kurniawan (2017), Choi (2017), Bambang (2017), Kazmi (2019), Murtiningsih (2019), Angelique (2019), Nawaz (2020), Aulianda (2020), Putra (2020), Kristiyono (2020), and Suhaemi (2021) show that brand personality has a positive and significant effect on brand love. Therefore, the hypothesis taken by the researcher is :

H1: Brand personality affects brand love.

The effect of brand credibility on brand love This credibility is formed by the way the information conveyed can be trusted by consumers and the brand is able to provide what consumers want. So that when brand credibility is formed, it will cause the effect of buying interest in consumers. Research by Adnyaswari (2014), Ong (2015), Colognesi (2015), Sari and Sudarti (2016), Kurniawan (2017), Choi (2017), Bambang (2017), Kazmi (2019), Murtiningsih (2019), Angelique (2019), Nawaz (2020), Aulianda (2020), Putra (2020), Kristiyono (2020), and Suhaemi (2021) show that brand credibility is significantly related to consumer emotions and reasons in forming brand love in the minds of customers. Brand credibility also has a positive influence in shaping brand love in the minds of customers, so the hypothesis taken by the researcher is:

H2: Brand credibility has an effect on brand love.

The effect of brand personality on brand loyalty Brands that succeed in building a personality that is different from other brands will enable consumers to see the personality of the brand and will form a strong relationship with it. In other words, the higher the personality of a brand, it will have a significant influence on brand loyalty. Research by Adnyaswari (2014), Ong (2015), Colognesi (2015), Sari and Sudarti (2016), Kurniawan (2017), Choi (2017), Bambang (2017), Kazmi (2019), Murtiningsih (2019), Angelique (2019), Nawaz (2020), Aulianda (2020), Putra (2020), Kristiyono (2020), and Suhaemi (2021) show that brand personality affects brand loyalty. Then the hypothesis taken by the researcher is:

H3 : Brand personality has an effect on brand loyalty.

The effect of brand credibility on brand loyalty Credibility is generally defined by Marciniak (2014) which states that brand credibility is the level of trust in brand information contained in a product, which requires confidence that a brand has the ability and desire to continue what has been promised. It can be concluded that brand credibility is the reliability of information about the position of the product contained in a brand. According to Adnyaswari (2014), Ong (2015), Colognesi (2015), Sari and Sudarti (2016), Kurniawan (2017), Choi (2017), Bambang (2017), Kazmi (2019), Murtiningsih (2019), Angelique (2019), Nawaz (2020), Aulianda (2020), Putra (2020), Kristiyono (2020), and Suhaemi (2021) who examined the relationship between credibility showed that credibility had a positive influence on brand loyalty. Then the hypothesis taken by the researcher is:

H4: Brand credibility has an effect on brand loyalty.

The effect of brand love on brand loyalty Consumers who feel they already have feelings of love for a brand will have the opportunity to form a strong relationship with that brand. The higher the consumer's love for a brand, it will have a direct influence on brand loyalty. The results of research by Adnyaswari (2014), Ong (2015), Colognesi (2015), Sari and Sudarti (2016), Kurniawan (2017), Choi (2017), Bambang (2017), Kazmi (2019), Murtiningsih (2019), Angelique (2019), Nawaz (2020), Aulianda (2020), Putra (2020), Kristiyono (2020), and Suhaemi (2021) who stated that brand love was proven to have an effect on brand loyalty. Thus, the following hypothesis:

H5: Brand love affects brand loyalty

IV. Conclusion

The tight competition in the cosmetic industry in Indonesia makes the companies have to be more competitive in presenting products that is expected by consumer. One of the changes that occur in the era of increasingly fierce competition is the decline in consumer brand loyalty. The superiority of the brand has the impact of such a big change. The development of the brand also affects the brand loyalty of The Body Shop cosmetic products, this shows that the concept of brand love has become a necessity to show the work of the company or organization entity. Strategic planning and complex utilization within the company are needed as a solution to face the uncertain changes that occur in the fierce competition era.

In the fierce competition era, The Body Shop Company requires the concept of an effective and efficient product sales strategy. With increasingly fierce competition, the concept of product sales strategy becomes the main subject in overcoming threats and opportunities. For this reason, further research is needed to determine the role of brand personality and brand credibility in increasing brand loyalty through brand love.

References

- [1] Aaker, David A. 2011. Brand Relevance : Making Competitors Irrelevant. The Jossey-Bass Business And Management Series. United States Of America.
- [2] Adnyaswari. 2014. Pengaruh Kredibilitas Merek Terhadap Tingkat Kepuasan Dan Tingkat Loyalitas Pelanggan (Studi eksplanatif Mengenai Pengaruh Tingkat Kredibilitas Smartfren Terhadap Tingkat Kepuasan dan Tingkat Loyalitas Pelanggan Smartfren. Jurnal Emba Vol 2 no 11. Hal 1 – 14.
- [3] Albert, N., & Merunka, D. 2013. The Role of Brand love in Consumer-Brand Relationships. Journal of Consumer Marketing, 30,(3), 258-266.
- [4] Angelique. 2019. Pengaruh Brand Awareness, Brand Credibility, Brand Commitment Terhadap Loyalty Intentions Dalam Produk Deodorant Merek Rexona Pada Mahasiswa Di Surabaya. Jurnal Ilmiah Mahasiswa Universitas Surabaya Vol.8 No.1 (2019) hal 1253-1263.
- [5] Arikunto, Suharsimi. 2002. Metodologi Penelitian. Penerbit PT. Rineka Cipta. Jakarta.
- [6] Aulianda. 2020. Pengaruh Brand Experience Dan Brand Image Terhadap Willingness To Pay A Price Premium Dengan Brand Love Sebagai Variabel Intervening (Studi Pada Pemilik Mobil Merek Honda HRV di Samarinda). Jurnal Riset Entrepreneurship 2020, 71-79.
- [7] Azoulay, A. and Kapferer, J-N. 2003. Do Brand personality Scales Really Measure Brand personality?. Journal of Brand Management. 11:(2) pp.143-55.
- [8] Bambang, Lubis A. R., dan Darsono N. 2017. Pengaruh Brand Image, Brand personality, Brand Experience Terhadap Brand love Dampaknya Pada Brand loyalty Gayo Aceh Coffee PT. Oro Kopi Gayo Kabupaten Aceh Tengah. Jurnal Perspektif Manajemen dan Perbankan. 8(3):158-184.

- [9] Bambang. 2017. Pengaruh Brand Image, Brand Personality, Brand Experience Terhadap Brand Love Dampaknya Pada Brand Loyalty Gayo Aceh Coffee Pt. Oro Kopi Gayo Kabupaten Aceh Tengah. *Jurnal Perspektif Manajemen dan Perbankan Vol. 8, No. 3, November 2017*: hal 158- 184.
- [10] Batra, R., Ahuvia, A. & Bagozzi, R.P. 2012. Brand love. *Journal of Marketing. American Marketing Association. 76*:1-16
- [11] Bergkvist, L., & Bech-Larsen, T. 2010. Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management, 17*(November 2009), 504–518.
- [12] Briliani, R.A., D. Safitri., Sudarno. 2016. Analisis Kecenderungan Pemilihan Kosmetik Wanita Di Kalangan Mahasiswi Jurusan Statistika Universitas Diponegoro Menggunakan Bilpot Komponen Utama. *Jurnal Gaussian 5*(3):545-551.
- [13] Carroll, B. A., & Ahuvia, A. C. 2006. Some antecedents and outcomes of brand love. *Marketing Letters, 17*(2), 79–89.
- [14] Choi. 2017. Evaluating Relationships among Brand Experience, Brand Personality, Brand Prestige, Brand Relationship Quality, and Brand Loyalty: An Empirical Study of Coffeehouse Brands. *Journal of Management Internasional Vol 13* pp 21.
- [15] Colognesi. 2015. Peran Mediasi Kepuasan Konsumen Dalam Pengaruh Kredibilitas Merek Terhadap Loyalitas Konsumen IM3. *E-Jurnal Manajemen Unud, Vol. 4, No. 8, 2015* : 2210-2227.
- [16] Ghozali, Imam. 2011. “Aplikasi Analisis Multivariate Dengan Program SPSS”. Semarang: Badan Penerbit Universitas Diponegoro.
- [17] Gobe, Marc. 2005. *Emotional Branding*. Jakarta: Erlangga
- [18] Hair, Jr. J. F., Black W. C., Babin B. J., Anderson R. E. 2010. *Multivariate Data Analysis, Seventh Edition*. Pearson Prentice Hall.
- [19] Hartono, Jogiyanto. 2004. *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-pengalaman*. Yogyakarta: BPFE.
- [20] Hendrasto, F. 2017. Peran Identifikasi Merek dan Citra Merek dalam Mempengaruhi Cinta kepada Merek. *Jurnal Ekonomi Modernisasi, 13*(2):94-104
- [21] Kazmi. 2019. Brand Experience and Mediating Roles of Brand Love, Brand Prestige and Brand Trust. *Market Forces College of Management Sciences. Vol 14 Issue 2 Pp 78 – 98*.
- [22] Keller, K. L. 2012. *Strategic Brand Management (4th edition)*. England: Pearson Prentice Hall.
- [23] Keller, K.L. 2013. *Strategic Brand Management*. United States: Pearson Education
- [24] Kline, R. B. 2011. *Principal an Practice of Structural Equation Modeling (3d ed.)*. New York: Guilford Press.
- [25] Kotler, Philip dan Gary Armstrong. 2008. *Prinsip-Prinsip Pemasaran. Jilid 1. Edisi kedua belas. Dialihbahasakan oleh Bob Sabran*. Jakarta : Erlangga.
- [26] Kotler, Philip, Keller dan Kevin Lane. 2006. *Marketing Management. Pearson International Edition. New Jersey: Pearson Prentice Hall*.
- [27] Kristiyono. 2020. Analisis Faktor-Faktor Yang Mempengaruhi Loyalitas Konsumen Pada Merek Starbucks Di Wilayah Jakarta Dan Sekitarnya. *ULTIMA Management pp 235-247*
- [28] Kurniawan. 2017. Pengaruh Perceived Quality Terhadap Brand Loyalty Melalui Mediasi Brand Image Dan Brand Trust. (Studi pada Brand Restoran McDonald’s di Kota Malang. *Jurnal Bisnis dan Manajemen Vol. 4 No.2, Juni 2017, p 228-239*.
- [29] Lumba, Maria Gracella. 2019. Peran Brand love Terhadap Brand loyalty Dan Willingness To Pay Premium Price Pada Pembeli Iphone Di Surabaya. *AGORA. 7*:(1)
- [30] Murtiningsih. 2019. Influences Of Brand Experience, Brand Trust, And Brand Love Toward Purchase Intention By Word Of Mouth And Brand Loyalty As Intervening Variables In Fashion Branded In East Surabaya. *Archives of Business Research – Vol.7, No.9 hal 107-120*.
- [31] Nawaz. 2020. Role of Brand Love and Consumers’ Demographics in Building Consumer–Brand Relationship. *Journal Sagepu. Vol 1 no 1. Pp 1 – 9*.
- [32] Ocktaria R., S. Hidayat K. 2015. Pengaruh Brand personality Dan Sales Promotion Terhadap Brand Equity Dan Keputusan Pebelian. *Jurnal Administrasi Bisnis. 23*(1): 1-8
- [33] Oliver, Richard L. 2010. *Satisfaction : A Behavioral Perspective on The Consumer*, Mc Graw – Hill : New York.
- [34] Ong. 2015. Influence Of Brand Experience And Personality On Loyalty Dimensions: Evidence From Successful Malaysian Sme Brands. *International Journal of Business and Commerce Vol. 4, No.07, 2015 pp. 51-75*.
- [35] Pithaloka, R. A. 2017. Mediasi Identitas Sosial Konsumen di Komunitas Online Brand dalam Membangun Brand love. *Jurnal Komunikasi Indonesia. 5*(1): 68-74
- [36] Putra. 2020. Brand Experience, Perceived Value, Brand Trust Untuk Memprediksi Brand Loyalty: Brand Love Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi dan Bisnis. Vol. 4, No. 1, April 2020* : hlm 184-193
- [37] Reinartz, W., & Kumar, V. 2002. The mismanagement of customer loyalty. *Harvard Business Review, 80*(7):86-94.
- [38] Riduwan dan Kuncoro, E. A. 2014. Cara Menggunakan dan Memaknai Analisis Jalur (Path Analysis). Cetakan ke enam. Bandung: Alfabeta.
- [39] Sabrina, Y. A., & Khoiriyah S. 2011. Pengaruh Brand personality pada Brand Trust, Brand Attachment, Brand Commitment, dan Brand loyalty. *Jurnal Bisnis dan Ekonomi 18*(2): 114-12
- [40] Sallam, M. A. 2014. The Effects Of Brand Image And Brand Identification On Brand love And Purchase Decision Making: The Role Of WOM. *International Business Research, 7*:(10) 187-193
- [41] Sari dan Sudarti. 2016. Peningkatan Brand Loyalty Melalui Brand Image, Brand Love, dan Customer Satisfaction (Brand loyalty through improved brand image, brand love, and customer satisfaction). *Fokus Ekonomi Vol. 11 No. 1 Juni 2016*: 1 – 22.
- [42] Schiffman, L.G dan L.L. Kanuk. 2009. *Customer Behavior*, New Jersey : Prentice – Hall International, Inc.
- [43] Schiffman, L.G. & Kanuk, L.L. 2010. *Consumer behavior*. New Jersey : Person Education Inc
- [44] Singarimbun, M., & Efend, S. 2006. *Metode Penelitian Survei (Editor)*. Jakarta : LP3ES.
- [45] Sugiyono. 2018. *Metode Penelitian Manajemen, Cetakan ke-6*. Bandung: Alfabeta
- [46] Suhaemi. 2021. The Effect Brand Love And Brand Personality On Brand Loyalty (Study On Member Fans Club Football Manchester United In Indonesia). *International Journal of Economis, Management, Business and Social Science (IJEMBIS) pp 2774 – 5376*.

Rana Nurina Anindita, et. al. “The Mediation Role of Brand Love on Brand Personality and Brand Credibility on Brand Loyalty for Cosmetic Products the Body Shop in Jember Regency.” *IOSR Journal of Business and Management (IOSR-JBM)*, 24(04), 2022, pp. 15-18.