

THE EFFECT OF BRAND TRUST, PRICE, AND PRODUCT QUALITY ON CUSTOMER LOYALTY TOWARD VIVA COSMETICS PRODUCTS

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Abstract

The Indonesian cosmetics market continues to expand, which has intensified competition among cosmetic brands. Under these conditions, maintaining consumer loyalty may depend on confidence in the brand, perceived price suitability, and product quality. This research examines the influence of Brand Trust, Price, and Product Quality on Customer Loyalty toward Viva Cosmetics in Madiun City. A quantitative design was applied using 384 respondents obtained through purposive sampling. The findings demonstrate that Brand Trust, Price, and Product Quality each have a positive and significant effect on Customer Loyalty, with Product Quality emerging as the strongest of the three predictors. When considered jointly, the three variables also produce a positive and significant effect on Customer Loyalty.

Keywords: Brand Trust, Price, Product Quality, Customer Loyalty, Viva Cosmetics

A. INTRODUCTION

Competition within Indonesia's cosmetics market has become more intense as established brands face the growth of newer local and modern brands. The 2024 Top Brand Index illustrates this competitive environment. Despite these changes, Viva Cosmetics continues to maintain its position as one of the established brands in the market. Its persistence suggests that brand sustainability is shaped not only by promotional or digital activities, but also by consumer confidence and favorable experiences accumulated through product use (Top Brand Award, 2024; Chaudhuri & Holbrook, 2001).

In Madiun City, Viva Cosmetics can be found through several distribution channels, such as cosmetic retailers, traditional markets, and minimarkets. This accessibility makes repeat

purchases relatively easy and can contribute to the maintenance of customer loyalty (Kotler & Keller, 2016). Nevertheless, the preliminary survey shows that some consumers use several cosmetic brands rather than relying on a single brand. Their tendency to compare and experiment with products based on personal needs and preferences suggests that loyalty is not yet uniform, since consumers still possess alternatives and may move to competing brands (Griffin, 2005).

The initial survey revealed that a number of consumers experienced unfavorable reactions after using Viva Cosmetics, including acne and breakouts. Experiences of this kind can weaken confidence in a brand and may increase the possibility of switching to another product (Putri & Afriyeni, 2023). At the same time, other consumers remain users of Viva Cosmetics because they consider its price affordable, its products suitable for their needs, and the brand trustworthy. This contrast illustrates a difference between the factors theoretically expected to build loyalty and the behavior observed among consumers.

Findings from earlier studies do not always produce identical conclusions concerning the determinants of customer loyalty. Brand trust, price, and product quality have been associated with loyalty, although their effects may differ depending on consumer experiences and the setting of the research. Several studies have also positioned customer satisfaction as a mediating factor. In contrast, the present research directly evaluates Brand Trust, Price, and Product Quality as predictors of Customer Loyalty, specifically among consumers of the established Viva Cosmetics brand in Madiun City (Agustin et al., 2025; Tandy & Soedibyo, 2025).

1. Grand Theory

Consumer Behavior Theory is adopted as the grand theory underlying this research. The theory describes the manner in which individuals consider product and brand attributes throughout the stages of purchasing, using, and evaluating a product. In essence, consumer behavior concerns how consumers choose, acquire, use, and assess products in an effort to fulfill their needs and expectations (Mowen & Minor, 2002).

Applied to Viva Cosmetics, the theory suggests that consumers assess a number of product and brand attributes before choosing to remain with a product or move to another brand.

Brand Trust reflects confidence in the brand, Price reflects the cost perceived in relation to the benefits received, and Product Quality concerns the extent to which the product satisfies consumer needs and expectations. Favorable evaluations of these aspects may strengthen satisfaction and commitment, encourage repurchase behavior, and eventually develop customer loyalty.

The relevance of this theory lies in the close connection between loyalty and consumers' assessment of their experiences with a product and its brand. If consumers regard the brand as dependable, perceive the price as reasonable, and find the product quality consistent with expectations, the likelihood of maintaining the relationship with the brand increases. Consumer Behavior Theory therefore offers a foundation for explaining how Brand Trust, Price, and Product Quality may be associated with Customer Loyalty.

2. Customer Loyalty

Customer Loyalty describes the tendency of consumers to repurchase and remain users of a particular product or brand over time. Indicators of loyalty may include repeated purchases, continued use, recommendations to other people, and a reluctance to move to competing offers (Griffin, 2005). In the cosmetics market, loyalty becomes especially relevant because consumers are exposed to many alternative brands and can readily compare them in terms of price, quality, benefits, and reputation.

The behavior observed among Viva Cosmetics consumers suggests that the level of loyalty differs from one consumer to another. Using more than one cosmetic brand indicates that certain consumers continue to evaluate alternatives and therefore remain open to switching. On the other hand, consumers who stay with Viva Cosmetics may be influenced by favorable perceptions of product quality, affordability, product suitability, and confidence in the brand.

Several factors can shape customer loyalty. According to Chaudhuri and Holbrook (2001), confidence in a brand can strengthen consumers' willingness to repurchase and continue using it. Consumers also assess price by comparing the expenditure with the benefits they obtain (Kotler & Armstrong, 2008). Product quality is another consideration, particularly when

consumers believe that the product performs as expected and that its price corresponds with the benefits provided (Putri & Ridhaningsih, 2025).

3. Brand Trust

Brand Trust plays a central role in establishing a lasting relationship between consumers and a brand. Chaudhuri and Holbrook (2001) describe it as the consumer's readiness to depend on a brand because of the belief that it can perform as expected and deliver its promised benefits. Such confidence can emerge from repeated positive experiences and perceptions of the brand's dependability.

In cosmetics, Brand Trust has particular importance because the products are used directly on the skin. Before repurchasing, consumers may pay close attention to safety, suitability, quality, and the benefits obtained from use. An experience that falls below expectations can weaken confidence in the brand and increase the tendency to consider alternative products (Chaudhuri & Holbrook, 2001).

Empirical evidence also points to a connection between Brand Trust and Customer Loyalty. Djamaludin and Fahira (2022) reported a positive influence of Brand Trust on loyalty among consumers of local cosmetic products. Comparable results were presented by Nanda et al. (2023), Putri and Afriyeni (2023), Rahmawati and Hasan (2023), and Sidharta (2024), whose findings generally indicate that stronger confidence in a brand is accompanied by higher customer loyalty.

4. Price

Price constitutes one of the considerations consumers make when deciding whether to purchase and continue using a product. Rather than judging a product solely as cheap or expensive, consumers may compare its price with the quality and benefits they receive. Kotler and Armstrong (2008) view price as one expression of perceived value. When the amount paid is considered reasonable in relation to the benefits obtained, consumers may be more inclined to maintain their use of the product.

Viva Cosmetics occupies the local cosmetics segment with products that are relatively affordable, which can broaden access for different consumer groups. Nevertheless, the availability of competing products at comparable price levels gives consumers more alternatives, particularly when those products offer different innovations. Consumers may consequently compare the benefits of competing products before purchasing. If another brand is perceived to provide greater benefits at a similar cost, switching may become more attractive. Price alignment with the benefits received is therefore relevant to sustaining loyalty.

Earlier research provides support for the role of Price in customer loyalty. Murti and Ngatno (2020), Damayanti et al. (2021), Chinna et al. (2022), Ottay et al. (2024), and Reza and Indahwati (2024) reported that consumers' favorable perceptions of price—particularly when the price is viewed as fair, compatible with product quality, and balanced with the benefits obtained—can strengthen loyalty toward cosmetic products.

5. Product Quality

Product Quality concerns the extent to which a product is able to satisfy consumer needs, preferences, and expectations. For cosmetics, this aspect is closely connected with the comfort, safety, benefits, and outcomes perceived during use. Products that consistently deliver satisfactory experiences have greater potential to encourage continued use. In contrast, dissatisfaction with perceived quality may lead consumers to seek another brand that they consider more appropriate.

Perceptions of cosmetic quality can vary because consumers have different skin conditions, preferences, and experiences with products. The preliminary survey showed that some users regarded Viva Cosmetics as suitable for their skin, whereas others reported breakouts or unfavorable reactions. This suggests that quality is evaluated not merely against general product standards, but also according to how well a product fits an individual's needs and experience (Nofiana & Abdullah, 2024; Damayanti et al., 2021).

Prior studies further emphasize the contribution of Product Quality to Customer Loyalty. Septiawan et al. (2024) identified a significant effect of Product Quality on loyalty among

cosmetic consumers, while Putri and Ridhaningsih (2025) reported a positive relationship between the two variables. Collectively, these findings suggest that when consumers believe a product can satisfy their needs and perform according to expectations, their intention to continue using and repurchasing it tends to increase.

Based on the reviewed literature, Brand Trust, Price, and Product Quality have both theoretical and empirical relevance as potential determinants of Customer Loyalty. Together, these factors may shape consumers' decisions to repurchase, remain users of Viva Cosmetics, and recommend the products to others. Accordingly, this study examines the effects of Brand Trust, Price, and Product Quality on Customer Loyalty toward Viva Cosmetics in Madiun City, both individually and collectively.

B. METHOD

The research took place in Madiun City and targeted consumers with experience purchasing and using Viva Cosmetics products. A quantitative design was adopted. Sugiyono (2019) explains that quantitative research is grounded in positivism and uses instruments and statistical procedures to investigate a defined population or sample and evaluate proposed hypotheses. In this study, questionnaire responses served as the primary data and were processed through quantitative statistical analysis.

The population comprised Viva Cosmetics users residing in Madiun City. Since the exact population size could not be established, the required sample was calculated using the Lemeshow formula (1997). Assuming a 50% proportion and a 5% margin of error resulted in a sample of 384 respondents. Data collection was conducted online through Google Forms. Respondents were obtained through non-probability purposive sampling, using criteria established before the survey. Participants were residents of Madiun City, male or female, between 17 and 45 years old, and had purchased Viva Cosmetics at least three times (Sugiyono, 2023).

The model contains three explanatory variables—Brand Trust (X1), Price (X2), and Product Quality (X3)—and Customer Loyalty (Y) as the outcome variable. A questionnaire was

prepared from the indicators representing each construct. Responses were recorded on a four-category Likert scale, from 1 for Strongly Disagree to 4 for Strongly Agree, in accordance with the instrument used to collect the research data.

SPSS was used to process and analyze the collected data. The instrument evaluation included validity and reliability procedures. Validity was assessed from the association between individual item scores and the overall instrument score, whereas reliability was examined to determine the consistency of the measurement instrument (Ghozali, 2018). The analysis then proceeded with classical assumption testing and multiple linear regression to evaluate the effects of Brand Trust, Price, and Product Quality on Customer Loyalty. Partial effects were evaluated using the t-test, the combined effect was examined through the F-test, and R^2 was used to assess how much variation in Customer Loyalty could be explained by the independent variables (Ghozali, 2018).

C. RESULTS AND DISCUSSIONS

1. Validity Test

The validity test results from this study show the correlation between each item's score and its corresponding variable as follows:

Table 1. Validity Test

Variable	Jumlah Item	Keterangan
Brand Trust (X1)	8	VALID
Harga (X2)	8	VALID
Kualitas Produk (X3)	14	VALID
Loyalitas Pelanggan (Y)	8	VALID
Total	38	VALID

Source: Data processed by the researcher (2026)

2. Relianility Test

The following presents outcomes of the reliability assessment for each item of the variables:

Table 2. Reliability Test

Variable	<i>N of Items</i>	<i>Cronbach's Alpha</i>	Conclusion
Brand Trust (X1)	8	.740	Reliable

Harga (X2)	8	.728	Reliable
Kualitas Produk (X3)	14	.834	Reliable
Loyalitas Pelanggan (Y)	8	.725	Reliable

Source: Data processed by the researcher (2026)

3. Normality Test

The outcomes of the normality assessment conducted in this study are as follows:

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.02787258
Most Extreme Differences	Absolute	.037
	Positive	.031
	Negative	-.037
Test Statistic		.037
Asymp. Sig. (2-tailed)		.200 ^{c,d}
1. a. Test distribution is Normal.		
2. b. Calculated from data.		
3. Lilliefors Significance Correction.		
4. This is a lower bound of the true significance		

Source: Data processed by the researcher (2026)

4. Multicollinearity Test

The aim of multicollinearity testing is to identify whether any relationship exists among the independent variables within the regression model. Presented below are the results of the multicollinearity analysis performed in this study:

Table 4. Multicollinearity Test

<i>Coefficients^a</i>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Trust	.537	1.862
	Harga	.598	1.673
	Kualitas Produk	.566	1.765
a. Dependent Variable: Loyalitas Pelanggan			

Source: Data processed by the researcher (2026)

5. Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine if a regression model exhibits unequal variance in residuals across various observations. The results of the heteroscedasticity test analysis conducted in this study are presented below:

Table 5. Heteroscedasticity Test

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.303	.732		4.510	.000
<i>Brand Trust</i>	-.040	.030	-.091	-1.315	.189
Harga	.016	.030	.036	.552	.582
Kualitas Produk	-.023	.018	-.087	-1.291	.197

Source: Data processed by the researcher (2026)

6. Multiple Linear Regression Test

Studies involving multiple independent variables utilize multiple linear regression. The results of the data analysis from the multiple linear regression test carried out in this study are presented below:

Table 6. Multiple Linear Regression Test

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.161	1.182		2.675	.008
<i>Brand Trust</i>	.213	.049	.210	4.348	.000
Harga	.148	.048	.141	3.083	.002
Kualitas Produk	.299	.029	.479	10.188	.000

Source: Data processed by the researcher (2026)

7. Partial Significance Test (T-Test)

The t-test is a statistical method used to assess the specific impact of each independent variable on the dependent variable. The results of the data analysis from the partial significance test are presented below:

Table 7. Partial Significance Test (T-Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.161	1.182		2.675	.008
<i>Brand Trust</i>	.213	.049	.210	4.348	.000
Harga	.148	.048	.141	3.083	.002
Kualitas Produk	.299	.029	.479	10.188	.000

Source: Data processed by the researcher (2026)

8. F-Test

The F-test is a statistical method used to assess the simultaneous effect of all independent variables on the dependent variable. The results of the data analysis from the simultaneous significance test are presented below:

Table 8. F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1741.627	3	580.542	140.067	.000 ^b
	Residual	1574.998	380	4.145		
	Total	3316.625	383			
a. Dependent Variable: Loyalitas Pelanggan						
b. Predictors: (Constant), <i>Brand Trust</i> , Harga, Kualitas Produk						

Source: Data processed by the researcher (2026)

9. Coefficient of Determination (R² Test)

The coefficient of determination indicates the extent to which the model accounts for the variation in the dependent variable. The results of the data analysis based on the coefficient of determination the tests conducted in this study include the following:

Table 9. Coefficient of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.725	.525	.521	2.036	1.824
a. Predictors: (Constant), <i>Brand Trust</i> , Harga, Kualitas Produk					
b. Dependent Variable: Loyalitas pelanggan					

Source: Data processed by the researcher (2025)

D. CONCLUSIONS

The results of the analysis indicate that Brand Trust, Price, and Product Quality positively and significantly influence Customer Loyalty toward Viva Cosmetics products in Madiun City. Brand Trust encourages consumers to maintain confidence in Viva Cosmetics and continue using its products. Appropriate and affordable prices that are considered consistent with the benefits received also encourage consumers to make repeat purchases and remain loyal to the brand. In addition, good Product Quality that meets consumers' needs and expectations strengthens their willingness to continue using Viva Cosmetics products. Simultaneously, Brand Trust, Price, and Product Quality contribute to strengthening Customer Loyalty toward Viva Cosmetics products. This study is limited to consumers of Viva Cosmetics products in Madiun City and focuses only on Brand Trust, Price, and Product Quality as factors influencing Customer Loyalty. Further research is therefore recommended to involve a broader geographical area and consider other

factors that may influence Customer Loyalty, such as Customer Satisfaction, Brand Image, Product Innovation, or Promotion.

E. SUGGESTIONS

Future research is encouraged to consider incorporating additional variables beyond Brand Trust, Price, and Product Quality to identify other factors that may have a more dominant influence on Customer Loyalty toward Viva Cosmetics products. Further studies are also recommended to expand the number of respondents, broaden the geographical scope beyond Madiun City, and examine different consumer groups to obtain more comprehensive findings. In addition, future researchers may apply other theoretical perspectives and examine different cosmetic brands or objects to provide broader insights into consumer loyalty in the cosmetics industry. The findings of this study may serve as an academic reference for students and researchers conducting studies on customer loyalty, consumer behavior, and marketing strategies in the cosmetics industry, while also supporting the development of future research on brand trust, pricing strategies, product quality, and customer loyalty.

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