Analysis of the Effect of Satisfaction, Emotional Bonding and Brand Trust on Consumer Loyalty of Lip Serum Esenses Products in Beauty Store Petisah Market

[1]Annisa Sanny, [2]Muhammad Toyib Daulay.

[1]Faculty of Social Sciences, Universitas Pembangunan Panca Budi, Medan-Indonesia
[2]Masters in Management, Universitas Pembangunan Panca Budi, Medan-Indonesia
annisasanny26@gmail.com

Abstract. This study will examine the impact of satisfaction, emotional bonding, and brand trust on consumer loyalty for Lip Serum Esenses products, which are frequently unavailable at retail outlets. Additionally, the data obtained from the distribution of 90 questionnaires or questionnaires. Multiple Linear Regression is used as the model, which is processed using SPSS version 22.0. The analysis utilizing the coefficient of determination reveals that 59% of customer loyalty can be obtained and explained by customer satisfaction, emotional attachment, and brand trust. While the remaining 43.1% is explained by variables not accounted for in this study.

Keywords: Effect of Satisfaction, Emotional Bonding, Brand Trust

1. Introduction

Cosmetic companies continue to innovate through modern marketing, which includes not only marketing quality products at low prices and making them easily accessible to consumers, but also companies communicating by introducing their products intensively through television advertising and social media. Customer satisfaction, which is a feeling of joy or disappointment that emerges after comparing the performance of a product to its expected performance [1] is the most significant aspect in establishing customer satisfaction. Consumer satisfaction is created when the expectations or desires of consumers are communicated, but if the producer is unable to meet the expectations of each customer, then dissatisfaction arises in the products sold, which reduces the overall level of consumer satisfaction and eventually leads to a slow decline in sales. A consumer's level of satisfaction is highly relevant due to the fact that the values inherent in each brand are seen differently by different consumers. When a consumer wishes to make a repeat purchase of Lip Serum Essence, the product that is needed or requested is not available, causing them to be dissatisfied, which influences their decision to switch to other similar items. This means that satisfied customers will be more loyal, allowing them to make additional purchases in the future. [2], [3].

Due to the limited stock at the booth, consumers who wish to purchase a set of Lip Serum Esenses cosmetics shift to other similar items to make up for the absence of similar cosmetics given by other manufacturers, which has an effect on their lack of devotion to Lip Serum Esenses.

2. Method

This study is to determine the effect or relationship of an independent variable on the dependent variable, so that it can be seen the magnitude of the influence and the close relationship [4]. This research

was conducted on Jalan Kota Baru 3, Medan Petisah Subdistrict at the Petisah Market beauty store. The population and sample in this study were consumers at a beauty store, totaling 90 respondents. Survey is a form of question posed to respondents. This survey is consumers who buy products, and this study uses a Likert scale for evaluation. There are many questions about this which are clarified by the survey based on the most common use of the scale is to measure the respondent's feelings and thoughts about a particular object. This is done by defining questions and answers between the interviewer and the respondent about everything that the respondent knows.

2.1 Data Analysis Technique

Validity Test (Validity). The data validity test is used to determine the validity of the data or the validity of a questionnaire, and a questionnaire is deemed legitimate if its questions can reveal anything that will be measured by the questionnaire [5]. To evaluate the validity of items on the list of items to be presented to respondents (survey), the validity of each item more than 0.30 must be determined before the item's validity level is evaluated.

Reliability Test (Reliability). Examine the instrument's dependability when measuring the questionnaire, which serves as an indicator of a variable or configuration. The questionnaire is regarded to be credible. If a person answers questions consistently on occasion. If the indicator's response is random, it is termed "unreliable." [6]. In order to determine the stability and consistency of respondents' responses to questions, they were organized into a questionnaire. Reliability is a variable structure that is deemed good if Cronbach's alpha is greater than or equal to 0.60.

Table 1. Reliability Test

No	Variable	Cronbach's Alpha	N of Items
1	Satisfaction	,755	8
2	Emotional Bond	,743	8
3	Brand Trust	,885	8
4	Consumer Loyalty	,817	8

Source: SPSS 22 . processing results

Classic assumption test. Before testing the hypothesis in this study, the classical hypothesis test was first performed to ensure that the multiple regression test tool for hypothesis testing was feasible or not.

Data Normality Test. The results of the normality test of the data show that the data is normally distributed, where the histogram image shows that it has a line that forms a bell and does not have a convex slope towards the right or left.
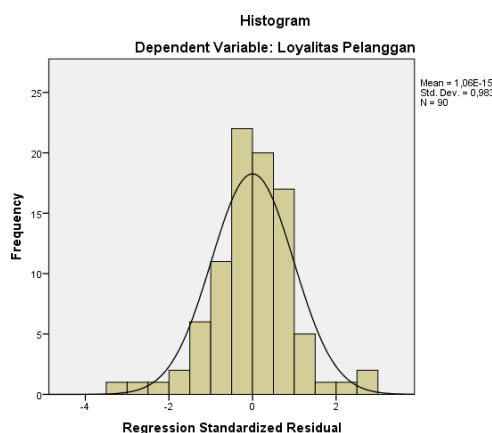
Fig. 1. Histogram of Normality Test
Source: SPSS Version 22.0 Processing Results.

From the two figures above, it can be concluded that after the data normality test was carried out, the data for the variables of satisfaction (X1), emotional attachment (X2), brand trust (X3) and consumer loyalty (Y) were normally distributed.

Table 2. Kolmogorov test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		90
Normal Parameters [a,b]	mean	32.1444444
	Std. Deviation	2.96546516
Most Extreme Differences	Absolute	,072
	Positive	,061
	negative	-,072
Test Statistics		,072
asymp. Sig. (2-tailed)		,200 [c,d]

    a. Test distribution is Normal.
    b. Calculated from data.
    c. Lilliefors Significance Correction.
    d. This is a lower bound of the true significance

Multicollinearity Test

Table. 3 Multicollinearity Test
Coefficients [a]

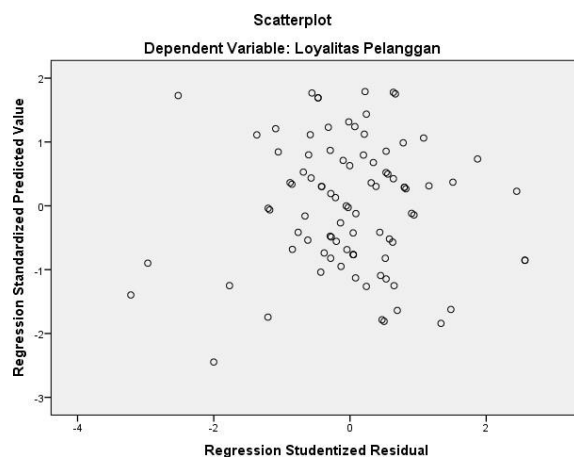| Model	Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error			Tolerance	VIF
1 (Constant)	1,683	3,077	,547	,586		
Satisfaction	,072	0.090	,804	,424	,778	1,285
Emotional Bond	,468	,086	5,427	,000	,786	1,272
Brand Trust	,429	,068	6,271	,000	,847	1.181

    a. Dependent Variable: consumer loyalty
    b. *Source: SPSS 22 . processing results*

It can be explained that the Tolerance and VIF values for the independent variables are as follows:
- The satisfaction variable has a Tolerance = 0.778 and a VIF value = 1.285.
- Emotional bonding variable has Tolerance = 0.786 and VIF value = 1.272.
- The confidence variable has a Tolerance = 0.847 and a VIF value = 1.181.

Heteroscedasticity Test. The scatterplot image shows that the resulting points spread randomly and do not form a certain pattern or trend line.

Fig 3. Heteroscedasticity Test *Scatterplot*
Source: SPSS Version 22.0 Processing Results

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Conformity Test
  a. *Linear Regression multiple*

Table 4. Multiple Linear Regression Coefficients [a]

Model	Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error			Tolerance	VIF
1 (Constant)	1,683	3,077	,547	,586		
Satisfaction	,072	0.090	,804	,424	,778	1,285
Emotional Bond	,468	,086	5,427	,000	,786	1,272
Brand Trust	,429	,068	6,271	,000	,847	1.181

a. Dependent Variable: consumer loyalty
Source: SPSS 22 . processing results

Based on Table 4, the results of the multiple linear regression test are in the regression coefficient column. The standard multiple linear regression equation can be obtained as follows:
$Y = 1.683 + .072 X1 + .468 X2 + .429 X3 + e$.
- If everything on the independent variables is considered zero then: consumer loyalty (Y) is 1,683.
- If there is an increase in satisfaction of 1 (one) unit, then consumer loyalty will increase by 0.072 or 7.2%.
- If there is an increase in emotional attachment by 1 (one) unit, then consumer loyalty will increase by 0.468 or 46.8%.
- If there is an increase in brand trust by 1 (one) unit, then consumer loyalty will increase by 0.429 or 42.9%.

  b. *Test Hypothesis*
    From the results of the partial test found the following data:

Table 5. Test Partial
Coefficients ^a

Model		Unstandardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error			Tolerance	VIF
1	(Constant)	1,683	3,077	,547	,586		
	Satisfaction	,072	0.090	,804	,424	,778	1,285
	Emotional Bond	,468	,086	5,427	,000	,786	1,272
	Brand Trust	,429	,068	6,271	,000	,847	1.181

a. Dependent Variable: consumer loyalty
Source: SPSS 22 . processing results

The satisfaction variable has a positive but not statistically significant effect on consumer loyalty (coefficient tcount ttable, 0.804 1.67 0.424 > 0.05). Therefore, the prior hypothesis (H1) was refuted. The emotional link variable has a favorable and statistically significant effect on customer loyalty (coefficient tcount > ttable 5.427 > 1.670, p 0.001 and p 0.05). Consequently, the prior hypothesis (H2) was accepted. The variable brand trust has a positive and statistically significant influence on consumer loyalty (coefficient value tcount > ttable 6.271 > 1.670 at 0.000 significant 0.05). Therefore, the preceding hypothesis (H3) is supported.

Table 6. Simultaneous Test
ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	782,665	3	260,888	40,176	,000 b
	Residual	558,458	86	6,494		
	Total	1341.122	89			

a. Dependent Variable: Consumer Loyalty
b. Predictors: (Constant), Brand Trust, Satisfaction, Engagement Emotion

According to our findings, the three factors of customer pleasure, emotional connection, and brand trust all work in concert to increase customer loyalty (coefficient value Fcount Ftable 40,176 > 2.48 at significance level 0.00 0.05). As a result, hypothesis (H)4 was shown to be correct.

Table 7. Coefficient of Model Determination
Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

a. Predictors: (Constant), Brand Trust, Satisfaction, Engagement Emotion
b. Dependent Variable: Consumer Loyalty

The Adjusted R Square number is 0.569, which may be called the coefficient of determination, which in this case suggests 56.9% of customer loyalty can be derived and explained by contentment, emotional attachment, and brand trust, as can be observed While other elements or variables outside the model, such as price factors, advertising, product quality, etc., account for the remaining 100% - 56.9% = 43.1%.

3. Discussion

a. Relationship of Satisfaction to Consumer Loyalty

According to the findings of this study, contentment has a positive but insignificant effect on consumer loyalty. With the coefficient value (tcount ttable, 0.804 1.67 if 0.424 > 0.05 is significant): Whereas there are still a great number of users who are dissatisfied with Lip Serum Esenses's products, and where the items are frequently unavailable.

b. Relationship of Emotional Bonds to Consumer Loyalty

This study indicates that emotional bonding has a positive and marginally significant effect on consumer loyalty. With a coefficient value of (tcount > ttable 5.427 > 1.67 if 0.001 0.05 is significant). Where the link between consumers and consumer manufacturers is experienced and lived, many recommend Lip Serum Esenses to their friends and leave a favorable impact on their family and coworkers.

c. Brand Trust Relationship to Consumer Loyalty

The results of this study reveal that brand trust has a positive and statistically significant effect on the coefficient value of consumer loyalty (tcount > t table 6.271 > 1.670 at 0.000 significant 0.05). When a consumer has faith in Lip Serum Esenses, he or she wears and uses the product consistently.

d. Relationship of Satisfaction, Emotional Bond, and Brand Trust to Consumer Loyalty

The findings of this study demonstrate that contentment, emotional attachment, and brand trust have a beneficial effect on consumer loyalty when present simultaneously. Using the coefficient value (Fcount > Ftable 40,176 > 2.48 at 0.00 0.05 significance) Conclusion: the effects of contentment, emotional attachment, and brand trust have a favorable and significant effect on consumer loyalty to Lip Serum Esense.

4. Conclusion

That satisfaction has a positive but not significant effect on consumer loyalty to Lip Serum Esense. That emotional bonds positively and significantly affect consumer loyalty to Lip Serum Esense. That brand trust has a positive and significant impact on consumer loyalty to Lip Serum Esense. That the influence of satisfaction, emotional attachment, and brand trust simultaneously have a positive and significant effect on consumer loyalty to Lip Serum Esense.

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