

The Influence of Brand Experience, Brand Trust, and Perceived Value on Brand Loyalty of Maybelline Products in Surabaya

Retno Dwi Astutik¹, Sugeng Purwanto^{2*}

Universitas Pembangunan Nasional "Veteran" Jawa Timur

Corresponding Author: Sugeng Purwanto

sugengpurwanto.mnj@upnjatim.ac.id

ARTICLE INFO

Keywords: Brand Experience, Brand Trust, Brand Loyalty, Perceived Value

Received : 14, July

Revised : 28, July

Accepted: 29, August

©2024 Astutik, Purwanto : This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The current era of technological advancement has significantly changed various aspects of human life, including behavior patterns and lifestyles. Lifestyle changes that were initially cosmetic and used only on special occasions have now become daily necessities, leading to diverse demands for cosmetics and intense competition. This situation presents both opportunities and challenges for cosmetic companies. This study aims to determine how brand experience, brand trust, and perceived value affect brand loyalty of Maybelline products in Surabaya. The research method employed is quantitative research, with a sample size of 102 respondents who filled the sample criteria. Sampling was conducted using the Purposive Sampling technique, with the criteria being female, Maybelline product user, having made at least two purchases, and residing in Surabaya. Data analysis in this study utilized SEM-PLS. The results indicate that Brand Experience, Trust, and Perceived Value positively influence Brand Loyalty towards Maybelline products in Surabaya.

INTRODUCTION

Advancements in technology and the changing times have brought about substantial transformations across various facets of human life, encompassing behaviors, habits, and lifestyles. Today's lifestyle changes are changes in the use of cosmetics. In the past, cosmetics were only used for certain occasions, but now it has become a daily necessity. For many people today, cosmetics is no longer just for self-beauty but has become part of self-identity and personal expression. This aligns with a survey conducted by Nusaresearch (Top Online Research Indonesia). (Nusaresearch, 2020) stated that 34% of Indonesians use make-up to beautify themselves and increase self-confidence. This also affects the growth of the number of cosmetics industries in Indonesia. In addition, according to data from (Statista, 2024), In 2024, the revenue of the Cosmetics market in Indonesia will amount to US\$1.94 billion and can be projected to grow annually by 5.35%.

The increasing demand for cosmetics opens up opportunities for companies to produce and creates fierce competition. Cosmetics companies today face the challenges of diverse demand and intense competition.

Maybelline is a well-known cosmetic brand from New York, United States, and has been present in Indonesia since 1996. Under the auspices of L'Oreal, Maybelline has become the number 1 makeup brand in the world and has reached 120 countries. Maybelline offers a variety of complete makeup products, ranging from *eye products*, *lip products*, and powders to *base makeup* with various color options. Maybelline's popularity in Indonesia is evidenced by its position in the top 10 makeup brands. This brand has become a trusted choice for many Indonesian women who want to look beautiful and confident.

According to (Nimas Cemara, n.d.) Kompas on the shop platform, Maybelline has a market share of 72.3%; this was obtained because Maybelline could sell as much as 16,000, equivalent to revenue Rp. 1.6 billion. The Tokopedia and Watson platforms follow with 12.8% and 12.4% market shares, respectively. This data aligns with the data from the survey conducted by Frontier on the topic of the Top Brand Index (TBI).

Table 1: Top Brand Index of Maybelline Products in the last three years

Brand Name	2022			2023			2024		
	Mask	Eyeliners	Lipstik	Mask	Eyeliners	Lipstik	Mask	Eyeliners	Lipstik
Maybelline	43.80	35.20	15.80	44.80	35.00	19.50	35.30	22.40	19.50
The Tulip	10.60	13.10	-	8.50	12.80	-	14.40	9.10	-
Make Over	-	-	-	-	-	-	-	11.80	-
Wardah	12.50	-	27.20	11.60	-	26.00	13.30	-	22.40
Mirabella	5.00	-	-	3.10	-	-	5.40	-	-
LOreal	-	-	-	-	-	-	8.00	-	-

Ellipse	-	-	-	-	-	-	-	7.40	-
Inez	-	-	-	-	-	-	-	13.70	-
Caring	-	-	-	-	-	-	-	-	4.20
Pixy	-	-	2.80	-	-	3.60	-	-	4.10
Revlon	-	-	8.50	-	-	6.30	-	-	4.20

According to the results of data from (Top Brand Award, 2024) Although Maybelline ranks first in some of its product lines, indicating that it is most remembered, used, and likely to be repurchased, Maybelline's Top Brand Index shows declines and negative comments. This suggests that Maybelline does not always excel in all its products, with some at the bottom or not even in the Top Five category.

Maybelline also often gets negative comments about its products, as seen on several Maybelline Official Store e-commerce accounts and websites that sell make-up products, such as Sociolla and Female Daily. Based on reviews on the Maybelline Indonesia Official Store account on Shopee, several complaints exist about decreased product quality or products different from previous purchases. In addition, several comments state that Maybelline products are not by what they say or promise. This happens in the Maybelline Indonesia Official Store account review column on Shopee and Tokopedia and Sociolla.

The decline in the top brand index, sales value, negative comments on Maybelline's products, and fierce competition with local and international products encourage Maybelline to increase and maintain consumer loyalty. Brand loyalty is the key to business success and competitive advantage. (Agnesia & B.S., 2017). One strategy to increase loyalty is to maintain the quality of products and services to provide the best satisfaction for consumers. *Brand loyalty* is how likely consumers are to stick with a particular brand. (Yusuf & Purwanto, 2023). According to (Marliawati & Cahyaningdyah, 2020) States that *brand experience, image, and trust* determine *brand loyalty*. In addition, (Gunawan, 2019) states that brand loyalty will increase with perceived value, which is what consumers want.

Based on the phenomena and background described, this study aims to: 1) To determine the influence of *Brand Experience* on *Brand Loyalty* of Maybelline Products in Surabaya. 2) To determine the influence of *Brand Trust* on *Brand Loyalty* of Maybelline Products in Surabaya. 3) To determine the influence of *Perceived Value* on *Brand Loyalty* of Maybelline Products in Surabaya.

THEORETICAL REVIEW

Marketing Management

Marketing management is a process that occurs within a company by involving the entire process with consumers, starting from building relationships, creating value, and capturing that value. (Kotler, P., & Armstrong, 2021). Marketing management is an effort in planning, which

contains several things: organizing, directing, coordinating, and supervising or controlling marketing activities. (Safitri, 2023)

Customer Behavior

Consumer behavior refers to the activities consumers engage in when using a product, service, or goods. Consumer behavior studies how consumers seek, choose, and use products or services to meet their needs (Leon G. Schiffman & Joe Wisenblit, 2019). According to Kotler & Armstrong (2021), several factors affect consumer behavior: namely cultural factor, social factor, personal factor, and psychological factor.

Brand Experience

Brand Experience is a personal experience lived by consumers that states consumer engagement at different levels to create value for both the company and consumers (Ramdan et al., 2021). According to (Firmansyah, 2018) Brand Experience is the first step in receiving information or is generally interpreted as an awareness of the most superficial human senses. According to (F. A. Putra, 2019) There are several indicators of brand experience, including sensory, affective, behavioral, and intellectual.

Brand Trust

According to (Visza Adha & Utami, 2021) Brand trust refers to consumers' willingness to depend on a brand when encountering risks or when their expectations are positive and consistent with the brand's promises. It is also directly related to brand loyalty. According to Delgado (Pandiangan et al., 2021), brand trust is Also associated with viability and intention. According to (Wirasakti & Purwanto, 2023) Several indicators are used to measure brand trust: trustworthiness, reliability, honesty, and security.

Perceived Value

According to (Kotler & Armstrong, 2021) Perceived value refers to the value that customers perceive to receive from a company's value proposition. This perception is based on what the company promises to deliver and how customers interpret and evaluate those promises. Perceived Value results from evaluating the benefits and costs associated with an offer. (Paulose & Shakeel, 2022). According to Sweeney and Soutar, in (Shije & Fitriyah, 2023) The measurement indicators of perceived value consist of emotional value, social value, functional value (the value of money), and functional value (quality).

Brand Loyalty

According to (Leon G. Schiffman & Joe Wisenblit, 2019) Brand Loyalty is a measure of how often consumers make purchases on a particular brand. This is associated with whether the consumer switches to another brand, how usually they purchase, and the extent of their commitment to the brand. According to (Leon G. Schiffman & Joe Wisenblit, 2019) The highest levels of brand loyalty result from a study of desired consumers, and it can be said that the consumer buys the brand consistently. Brand loyalty has two components,

namely behavior and attitude. According to (Pangestika & Khasanah, 2021) States that brand loyalty is Measurable through Behavior measures, Switching costs, satisfaction, liking the brand, and commitment.

Relationship Between Variables

The Influence of Brand Experience on Brand Loyalty

Brand experience is the initial stage in receiving information. Brand *experience* is one-factor influencing consumers to make a repeat purchase. (Firmansyah, 2018) Positive experiences will lead to increased loyalty, retention, and revenue. Brand experience has a significant effect on brand loyalty. Therefore, it can be asserted that brand experience has the potential to enhance brand loyalty. This comes from consumers who carry out activities such as looking for products, buying products, receiving services, and using products, which an increase can directly or indirectly follow in *brand loyalty*. (Marliawati & Cahyaningdyah, 2020).

H1: Brand experience is suspected to have a positive effect on Maybelline's brand loyalty products in Surabaya

The Influence of Brand Trust on Brand Loyalty

Brand trust is the confidence or trust that consumers have in a brand's ability to consistently meet their expectations and remain reliable over time. According to (Philip Kotler, 2016) in (Juniwati et al., 2023). *Brand Trust* is about the brand's ability to deliver on promises and maintain consistency in the performance of products and services, which will affect the brand loyalty to the product (Alwi et. al in (Pangestika & Khasanah, 2021). *The amount of trust also influences brand loyalty* in a brand Because, with *brand trust*, good ones will make customers loyal. (Pangestika & Khasanah, 2021).

H2: Brand trust is suspected to have a positive effect on Maybelline's brand loyalty products in Surabaya

The Influence of Perceived Value on Brand Loyalty

According to (Rahmatullah et al., 2019) *Perceived value* can have a positive influence on *brand loyalty*. The better it gets *perceived value*, the more the existing ones can improve *brand loyalty* to the customer. (Dewi, 2021) Perceived value is a significant factor in brand loyalty; the larger the perceived value, the more likely they are to express their willingness to repurchase the product or, in other words, be willing to be loyal. (Paulose & Shakeel, 2022).

H3: Perceived Value is suspected to have a positive effect on Maybelline's brand loyalty products in Surabaya

Conceptual Concerns

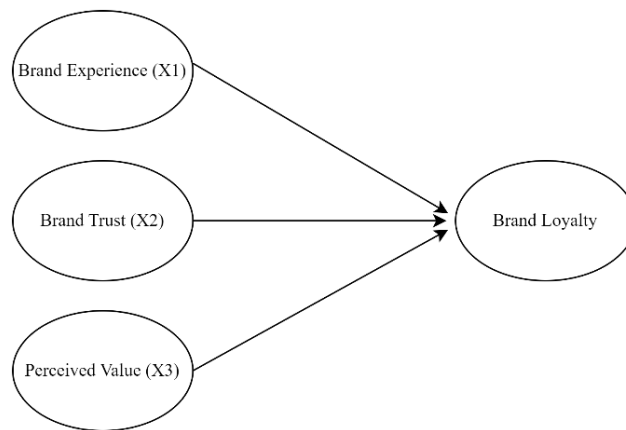


Figure 1. Conceptual Framework

METHODOLOGY

In this study, the independent variables consist of brand experience (X1), brand trust (X2), and perceived value (X3), while the independent variables are brand loyalty (Y). This study uses a quantitative method using the Partial Least Square (PLS) data analysis technique to analyze the data. The population of this study is users and buyers of Maybelline products in the Surabaya City area. The sample used was 102 respondents, sampling using the purposive sampling approach. The sample criteria needed include women, users of Maybelline products, those who have purchased Maybelline products at least two times, and those domiciled in Surabaya—data collection by distributing questionnaires online through Google Forms that contain statements to respondents and must be answered. The data obtained was measured using a Likert scale.

RESULTS

Respondent's identity

Respondents by gender were by the sample criteria, namely 102 respondents with a 100% female percentage. Characteristics by age are dominated by 21-25-year-olds, as many as 83, with a rate of 81.4%. Meanwhile, 79 respondents, with a percentage of 77.5%, dominated the characteristics of respondents by occupation.

Cross Loading Factors

Table 2: Cross-loading factors

	Brand Experience (X1)	Brand Loyalty (Y)	Brand Trust (X2)	Perceived Value (X3)
X1.1	0,866	0,671	0,542	0,485
X1.2	0,725	0,399	0,186	0,553
X1.3	0,914	0,635	0,529	0,441
X1.4	0,886	0,597	0,418	0,508
X2.1	0,507	0,589	0,843	0,435
X2.2	0,408	0,450	0,880	0,394

X2.3	0,433	0,541	0,904	0,464
X2.4	0,462	0,564	0,901	0,616
X3.1	0,460	0,626	0,722	0,772
X3.2	0,462	0,546	0,269	0,851
X3.3	0,429	0,613	0,316	0,897
X3.4	0,550	0,749	0,496	0,843
Y.1	0,494	0,739	0,449	0,849
Y.2	0,635	0,888	0,583	0,614
Y.3	0,616	0,873	0,497	0,553
Y.4	0,627	0,885	0,614	0,552
Y.5	0,532	0,817	0,430	0,604

The results of the cross-loading data analysis provided loading factor values for each indicator within the variables Brand Experience (X1), Brand Trust (X2), Perceived Value (X3), and Brand Loyalty (Y). The loading factor value was above 0.6 and more significant than the loading factor of other variables, so it can be stated that all indicators in this research have fulfilled their validity or are perfect.

Validity Test

Table 3: Average Variance Extracted

	Average Variance Extracted (AVE)
Brand Experience (X1)	0,724
Brand Loyalty (Y)	0,710
Brand Trust (X2)	0,779
Perceived Value (X3)	0,709

The results of the AVE test of the four variables showed values bigger than 0.5, so all variables can be said to have good validity in this particular study.

Reliability Test

Table 4: Composite Reliability

	Composite Reliability
Brand Experience (X1)	0,912
Brand Loyalty (Y)	0,924
Brand Trust (X2)	0,934
Perceived Value (X3)	0,907

The Composite Reliability test indicates that all four variables exhibit a Composite Reliability value above 0.70, suggesting the reliability of all variables in this particular study.

Latent Variabel Corelation

Table 5: Latent Variable Correlation

	Brand Experience (X1)	Brand Loyalty (Y)	Brand Trust (X2)	Perceived Value (X3)
Brand Experience (X1)	1,000	0,691	0,517	0,571
Brand Loyalty (Y)	0,691	1,000	0,614	0,764

Brand Trust (X2)	0,517	0,614	1,000	0,546
Perceived Value (X3)	0,571	0,764	0,546	1,000

Based on the correlation table of latent variables provided earlier, each variable's average correlation values demonstrate high and diverse correlations. The strongest correlation was between the Perceived Value (X3) variable and Brand Loyalty (Y), which stood at 0.764.

Path Analysis

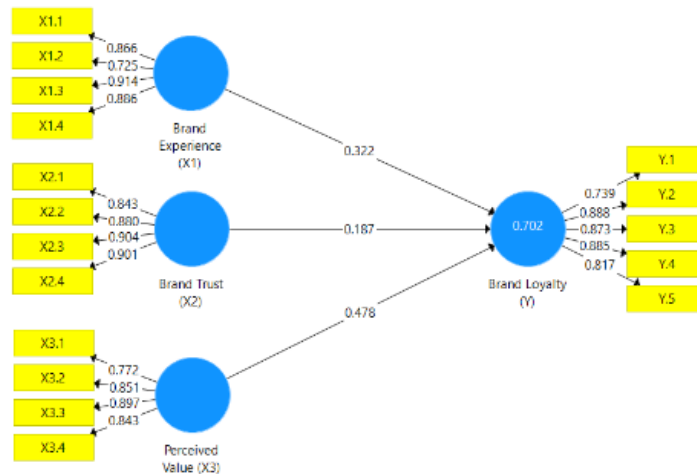


Figure 2: path analysis

As presented in the earlier diagram, the factor loading values for each indicator are positioned above the arrows connecting the variable (construct) and the corresponding indicator. The path coefficients are located above the arrow lines linking the exogenous variable to the endogenous variable. Additionally, the R-Square values are displayed within the circles representing the endogenous variables, specifically for brand loyalty.

Hypotheses Test

Table 6: Path Coefficients (Mean, STDEV, T-Values)

	Path Coefficients (O)	T Statistics (O/STDEV)	P Values	Information
Brand Experience (X1) -> Brand Loyalty (Y)	0,322	4,850	0,000	Accepted
Brand Trust (X2) -> Brand Loyalty (Y)	0,187	2,560	0,011	Accepted
Perceived Value (X3) -> Brand Loyalty (Y)	0,478	5,369	0,000	Accepted

DISCUSSION

The Influence of Brand Experience on Brand Loyalty

Based on the analysis results, it was determined that the variable brand experience has a significant positive impact on brand loyalty to Maybelline products in Surabaya, indicating that hypothesis 1 is accepted. This means that the better the brand experience is felt, the better brand loyalty will be for users of Maybelline products. Based on the results of the descriptive analysis of

variables of brand experience, it is known that the most significant value of factor loading is found in the indicator Behavioral Experience (Behavior); this indicator means Experience obtained from behavior, lifestyle, and physical patterns. This shows that behavioral experience (behavior) has the most decisive influence on brand experience and can affect brand loyalty. This means that the experience of consumers with the product plays a vital role in building loyalty; this condition indicates that brands need to focus on creating positive boosters for consumers in all aspects, from pre-purchase purchases to post-purchase. The findings of this study are consistent with prior research conducted by (Pangestika & Khasanah, 2021) and (Putri & Utami, 2023) That brand experience has a positive and significant effect on brand loyalty.

The Influence of Brand Trust on Brand Loyalty

Based on the analysis results, it was determined that the variable brand trust has a significant positive impact on brand loyalty to Maybelline products in Surabaya, indicating that hypothesis 2 is accepted This means that the more brand trust, the higher brand loyalty. Based on descriptive analysis of variables of brand trust, value factor loading is found in the Honest indicator (Honest); the indicator has the meaning of a form of consumer trust in a brand that the product or service provided by the brand is honest as it is This shows that the indicator is honest (honest) has the most decisive influence on the variables brand trust that can affect brand loyalty. It shows that brand openness or transparency in all its communications and actions is essential in building consumer trust and loyalty. Thus, Maybelline must make a reputation as an honest and trustworthy brand. The findings of this study are consistent with prior research conducted by (Dewi, 2021), (Pangestika & Khasanah, 2021) and (Putri & Utami, 2023) Brand trust has a positive and significant effect on brand loyalty.

The Effect of Perceived Value on Brand Loyalty

Based on the analysis results, it was determined that the variable perceived value has a significant positive impact on brand loyalty to Maybelline products in Surabaya, indicating that hypothesis 3 is accepted. Based on a descriptive analysis of the variables' perceived value and value factor loading, the largest is found in the Functional Value (Value of Money) indicator. This indicator means the benefits obtained from the product due to the reduction in short-term and long-term costs that are felt. This shows that functional value (Value of money) has the most decisive influence on the variable's perceived value, which can affect brand loyalty. This indicates that consumers' perception of the value they get for their money is vital in building loyalty. Thus, Maybelline needs to focus on offering a solid value proposition to consumers by showing that Maybelline products provide benefits that are worth the money. The study results align with the research conducted by (T. W. Putra, 2020) That perceived value has a positive and significant effect on brand loyalty

CONCLUSIONS AND RECOMMENDATIONS

The PLS test results indicate that brand experience, trust, and perceived value significantly influence brand loyalty towards Maybelline products in Surabaya. 1) brand experience influences the brand loyalty of Maybelline products in Surabaya. This suggests that the better the brand experience is felt, the better the brand loyalty. 2) Brand trust influences the brand loyalty of Maybelline products in Surabaya. This indicates that the better the brand trust is felt, the better the brand loyalty. 3) Perceived value influences the brand loyalty of Maybelline products in Surabaya. This suggests that the better the perceived value is felt, the better brand loyalty.

Based on the analysis of the discussion and conclusions in this study, there are several suggestions, including 1) It is hoped that Maybelline can improve the brand experience by paying more attention to the interaction between consumers and its products. 2) It is hoped that Maybelline can increase brand trust by consistently providing products according to what is promised and said. 3) Maybelline can take advantage of the perceived value because these variables have a more significant influence. 4) It is hoped that further research will use other variables related to or influential brand loyalty.

FUTURE STUDY

Future research could expand the scope of the study to include other geographic areas, enabling comparisons between different regions or cultures. It would also be beneficial to examine the role of digital marketing and social media interactions, as these factors have become increasingly important in shaping consumer perceptions and brand loyalty in the cosmetics industry.

REFERENCES

- Agnesia, R., & B.S., D. K. (2017). Pengaruh Brand Experience dan Brand Image Terhadap Brand Loyalty Dengan Brand Trust Sebagai Variabel Mediasi Pada Konsumen Smartphone Merek Iphone Di Kota Padang. *BMC Public Health*, 5(1), 1-8.
- Dewi, A. S. (2021). Pengaruh Perceived Value, Brand Experience, dan Brand Trust Terhadap Brand Loyalty (Studi pada Pengguna Spotify Premium). *Jurnal Imiah Mahasiswa Universitas FEB Brawijaya*, February 2021, 1-18. <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/7193>
- Firmansyah, D. M. A. (2018). Perilaku Konsumen (Perilaku konsumen). *Jurnal Agora*, 5 No.(september), 5-299. https://www.academia.edu/37610166/PERILAKU_KONSUMEN_PERILAKU_KONSUMEN_MAKALAH_PERILAKU_KONSUMEN
- Juniwati, Esmeralda, & Malini, H. (2023). Analisis Customer Loyalty Pada Pengguna Aplikasi Zoom Meeting Di Kota Pontianak. *Management Business Innovation Conference*, June, 206-223.
- Kotler, P., & Armstrong, G. (2021). *Principles of marketing*. Pearson Education.

- Kotler, P., & Armstrong, G. (2021). Principles of Marketing. In *Pearson Education Limited* (Eighteen E).
- Leon G. Schiffman & Joe Wisenblit. (2019). Customer Behavior. In *Mayo Clinic Proceedings* (Twelfth Ed, Vol. 73, Issue 7). Pearson Education. [https://doi.org/10.1016/S0025-6196\(11\)64898-2](https://doi.org/10.1016/S0025-6196(11)64898-2)
- Marliawati, A., & Cahyaningdyah, D. (2020). Management Analysis Journal Impacts the Brand of Experience and Brand Image on Brand Loyalty: Mediators Brand of Trust Article Information. *Management Analysis Journal*, 9(2), 140–151. <http://maj.unnes.ac.id>
- Nimas Cemara. (n.d.). *Compas Data Market Insight: Dominasi Penjualan Top Seller Maybelline di Shopee & Tokopedia*. Kompas. <https://compas.co.id/article/seller-maybelline/#:~:text=Maybelline Indonesia Official Store,-Toko resmi dari&text=Maybelline Indonesia Official Store yang,market share 72%2C3%25!>
- Nusaresearch. (2020). *Laporan Tentang Makeup Routine*. Nusaresearch. https://nusaresearch.net/public/news/996-Laporan_Tentang_Makeup_Routine.nrsr
- Pangestika, T. K., & Khasanah, I. (2021). Analisis Pengaruh Brand Image, Brand Experience, Brand Trust dan Brand Satisfaction terhadap Brand Loyalty Financial Technology: E-Wallet (Studi pada Pengguna DANA di Kota Semarang). In *Diponegoro Journal of Management* (Vol. 10, Issue 4).
- Paulose, D., & Shakeel, A. (2022). Perceived Experience, Perceived Value and Customer Satisfaction as Antecedents to Loyalty among Hotel Guests. *Journal of Quality Assurance in Hospitality and Tourism*, 23(2), 447–481. <https://doi.org/10.1080/1528008X.2021.1884930>
- Putra, F. A. (2019). Pengaruh Brand Experience Terhadap Loyalitas Yang Dimediasi Oleh Kepuasan Pelanggan Pada Pengguna Layanan Jasa Gofood Didalam Aplikasi Go-Jek. *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 6(1), 51–66.
- Putra, T. W. (2020). *Brand Experience, Perceived Value, Brand Trust Untuk Memprediksi Brand Loyalty: Brand Love Sebagai Variabel Mediasi*. 4(1), 184–193.
- Putri, A. S., & Utami, W. (2023). *PENGARUH BRAND EXPERIENCE, BRAND LOVE DAN BRAND TRUST TERHADAP BRAND LOYALTY PADA PRODUK KOSMETIK MEREK MAYBELLINE (Studi Kasus Pada Mahasiswa Universitas Bung Hatta)*.

- Rahmatullah, Yasri, & Abror. (2019). *The Influence of Brand Image and Perceived Quality on Brand Loyalty with Brand Trust as Mediator in PT Bank Syariah Mandiri*. 64, 569–578.
- Safitri, N. A. (2023). *Manajemen Pemasaran* (1st ed.). K-Media.
- Shije, P. R., & Fitriyah, Z. (2023). The Influence Of Electronic Word Of Mouth And Perceived Value On Purchase Intention On Uniqlo Products In Surabaya. *Management Studies and Entrepreneurship Journal*, 4(6), 6095–6101. <http://journal.yrpioku.com/index.php/msej>
- Statista. (2024). *Cosmetics - Indonesia*. <https://www.statista.com/outlook/cmo/beauty-personal-care/cosmetics/indonesia>
- Top Brand Award. (2024). *Top Brand Index Maybelline*. https://www.topbrand-award.com/top-brand-index/?tbi_year=2024&type=brand&tbi_find=maybelline
- Visza Adha, H., & Utami, W. (2021). The Effect of Brand Experience, Brand Personality and Brand Trust on Brand Loyalty. *Journal of Business and Management Review*, 2(12), 861–871. <https://doi.org/10.47153/jbmr212.2962021>
- Wirasakti, M. R., & Purwanto, S. (2023). the Effect of Brand Image and Brand Trust on Hotel Booking Purchase Decisions in the Agoda Application. *International Journal of Multidisciplinary Research and Literature*, 2(6), 765–775. <https://doi.org/10.53067/ijomral.v2i6.162>
- Yusuf, I. M., & Purwanto, S. (2023). The Influence of Brand Trust and Brand Image on Brand Loyalty of Sunlight Soap in Sidoarjo Regency. *Journal of Social Research*, 2(7), 2326–2347. <https://doi.org/10.55324/josr.v2i7.1140>