

## The Influence of Brand Awareness, Brand Image, and Word of Mouth on Brand Loyalty Through Brand Trust as an Intervening Variable in Vaseline Body Lotion Consumers in Mojokerto City

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### ABSTRACT

The right strategy is needed to be able to follow business developments and compete, one way is to build brand loyalty. The type of research that used by researchers is quantitative research with the analysis technique used is path analysis. The result of this study is that Brand Awareness and Brand Image affect Brand Trust, while Word of Mouth does not affect Brand Trust. Brand Awareness and Word of Mouth affect Brand Loyalty. While Brand Image and Brand Trust have no effect on Brand Loyalty. Brand Awareness and Brand Image affect Brand Loyalty through Brand Trust. Word of Mouth has no effect on Brand Loyalty through Brand Trust.

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## INTRODUCTION

The beauty and skincare industry grew rapidly during the pandemic. Although many business conditions at that time experienced a decrease in sales turnover, precisely the entrepreneurs in the beauty and skin care industry got a large profit. This statement is in line with what was conveyed by BPS when in 2020 the increase in the cosmetics and skin care industry rose by 5.59% and rose by 9.61% in 2021, the increase was due to the large number of local products that dominated the domestic market. This has led to many entrepreneurs turning into manufacturers in the field of beauty and skin care.

Beauty and skin care products are also very popular in the market, especially on online sales platforms such as Shopee, Blibi, and Tokopedia. This is supported by data from research on body lotion sales in several marketplaces.

**Table 1 Sales Data of 7 Body Lotion Brands on Marketplace**

Source: Kompas.co.id

No.	Brand Name	Sales Volume	Best Selling Products
1	Vaseline	19,5%	Vaseline Healthy Serum Lotion Dewy Radiance 200mL
2	Scarlett Whitening	14,8%	Scarlett Whitening Body Lotion Jolly
3	Nivea	13,05%	NIVEA Body Serum Extra White Day & Night – Care & Protect + Night Nourish
4	Precious Skin	6,6%	Precious Skin Alpha Arbutin 2 In 1 AHA Serum Booster Lotion
5	Citra	3,9%	Citra Hand Body Lotion Glowing White Uv 380 M
6	Brighty	1,7%	Brighty Glowing Underarm
7	Herborist	1,5%	Herborist Body Lotion Coconut 145ml

The data states that there are 7 body lotion products that are selling well in the online sales market. In the first place there is the Vaseline brand, with this data it can be said that Vaseline is a body lotion product that is very popular in the market. But in fact, when compared with data from the TOP Brand Award, Vaseline is still inferior to other brand body lotion products, with data as below.

**Table 2 TOP Brand Awards in the 2023 hand and body lotion category phase 1**

Source: topbrand-award.com

<b>Brand</b>	<b>TBI</b>	<b>Information</b>
Citra	29,70%	TOP
Vaseline	17,10%	TOP
Marina	15,90%	TOP
Nivea	7,20%	-
Body Shop	3,20%	-
Viva	0,70%	-

Based on data from the TOP Brand Awards in the hand and body lotion category in 2023 phase 1, it shows that citra is still leading with a percentage of 29.70%, in second place is Vaseline with a percentage of 17.10% followed by Marina which has a percentage of 15.90%. From the two data above, of course, there are different conclusions, because data from the TOP Brand Awards states that Vaseline is still inferior to the image in terms of popularity. Although the sales rate of body lotion products is quite high, in fact vaseline is still considered to lack public trust.

## **THEORETICAL REVIEW**

### ***Brand Awareness***

Brand awareness is the ability of potential buyers to recognize and remember a brand as part of a particular product (H. B. Tritama and R. E. Tarigan, 2016 in Supiyandi et al., 2022). Brand Awareness is the activity of potential buyers and buyers that makes it easy to remember or recognize a brand.

### ***Brand Image***

Brand image is a reinterpretation of all perceptions of a brand formed from consumer and customer information and past experiences about the brand (Coaker, 2021). Brand Image is a consumer perception of a product based on the interaction between consumers and a product.

### ***Word of Mouth***

Word of Mouth refers to activities that occur among customers to participate in informal communication and discussion regarding ownership, brand features, company representatives and/or the company itself (Manyanga et al., 2022). Word of Mouth is a communication activity used to generate natural discussion about recommendations for a product.

### **Brand Trust**

According to Morgan and Hunt (1994) in Hanaysha (2022), brand trust exists when consumers have confidence in the reliability and integrity of service providers. In cyberspace, consumer reactions to various brand interactions depend on brand trust and knowledge. Brand Trust is the level of customer trust and loyalty to a brand, or how strong consumer confidence is that the promise of a product will be fulfilled.

### **Brand Loyalty**

Brand loyalty is a measure of a customer's relationship with a brand. Brand loyalty is the core of brand equity which is central to ideas in marketing because it is a measure of the customer's relationship with the brand (Laroche et al., 2012 in Haudi et al., 2022). Brand loyalty is when customers have a positive experience with a product or service and therefore make repeat purchases over time.

### **Conceptual Framework**

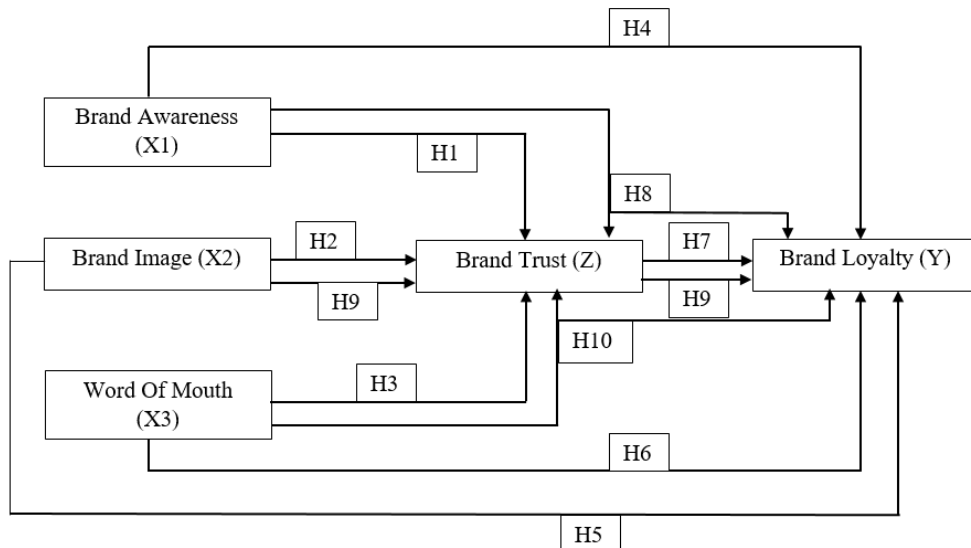


Figure 1. Conceptual Framework

### **Hypothesis**

H1 : Brand Awareness allegedly affects Brand Loyalty

H2 : Brand Image allegedly affects Brand Loyalty

H3 : Word of Mouth allegedly affects Brand Loyalty

H4 : Brand Awareness allegedly affects Brand Loyalty

H5 : Brand Image allegedly affects Brand Loyalty

H6 : Word of Mouth allegedly affects Brand Loyalty

H7 : Brand Trust allegedly affects Brand Loyalty

H8 : Brand Awareness allegedly affects Brand Loyalty through Brand Trust

H9 : Brand Image allegedly affects Brand Loyalty through Brand Trust

H10 : Word of Mouth allegedly affects Brand Loyalty through Brand Trust

## METHODOLOGY

The type of research used by researchers is a type of quantitative research. According to (Hardani et al., 2022) quantitative research is research intended to find symptoms holistically and contextually by collecting information about the natural environment, using the researcher himself as a key instrument. The population used is residents of Mojokerto City who are consumers of Vaseline body lotion, with sample calculations using the slovin formula and obtained a sample number of 102 respondents.

## RESULTS

Based on several tests that have been carried out in research, the following results were obtained.

### *Validity Test*

**Table 3 Validity test results**  
 Source: Processed by researchers

<b>Variables and Statements</b>	<b>Correlation Coefficient/<math>r_{count}</math></b>	<b><math>r_{table}</math></b>	<b>Information</b>
<i>Brand Awareness (X1.1)</i>	0,826	0,163	Valid
<i>Brand Awareness (X1.2)</i>	0,720	0,163	Valid
<i>Brand Awareness (X1.3)</i>	0,838	0,163	Valid
<i>Brand Awareness (X1.4)</i>	0,779	0,163	Valid
<i>Brand Image (X2.1)</i>	0,810	0,163	Valid
<i>Brand Image (X2.2)</i>	0,815	0,163	Valid
<i>Brand Image (X2.3)</i>	0,797	0,163	Valid
<i>Word of Mouth (X3.1)</i>	0,725	0,163	Valid
<i>Word of Mouth (X3.2)</i>	0,806	0,163	Valid
<i>Word of Mouth (X3.3)</i>	0,812	0,163	Valid
<i>Word of Mouth (X3.4)</i>	0,739	0,163	Valid
<i>Word of Mouth (X3.5)</i>	0,764	0,163	Valid
<i>Brand Trust (Z.1)</i>	0,866	0,163	Valid
<i>Brand Trust (Z.2)</i>	0,799	0,163	Valid
<i>Brand Trust (Z.3)</i>	0,852	0,163	Valid
<i>Brand Loyalty (Y.1)</i>	0,842	0,163	Valid
<i>Brand Loyalty (Y.2)</i>	0,904	0,163	Valid
<i>Brand Loyalty (Y.3)</i>	0,870	0,163	Valid
<i>Brand Loyalty (Y.4)</i>	0,804	0,163	Valid

Based on the table of validity test results above, it can be concluded that all statement items given in the questionnaire to represent all variables are declared valid, because all items have a greater  $r_{\text{count}}$  than  $r_{\text{table}}$ .

*Reliability Test*

**Table 4 Reability test result**  
Source: Processed by researchers

No	Variable	Cronbach's alpha count	Cronbach's alpha minimum	Conclusion
1	Brand Awareness (X1)	0,795	0,60	Reliabel
2	Brand Image (X2)	0,730	0,60	Reliabel
3	Word of Mouth (X3)	0,822	0,60	Reliabel
4	Brand Trust (Z)	0,781	0,60	Reliabel
5	Brand Loyalty (Y)	0,868	0,60	Reliabel

Based on the table above, the five variables, both dependent variables, independent variables, and intervening variables, all have a *Cronbach's alpha* value greater than the minimum *Cronbach's alpha* value of 0.60. Therefore, it can be concluded that this questionnaire measuring instrument is reliable, so it can be used for further research.

*Test Classical Assumptions*

In the classical assumption test consists of several tests, including the following.

1) *Normality Test*

One-Sample Kolmogorov-Smirnov Test

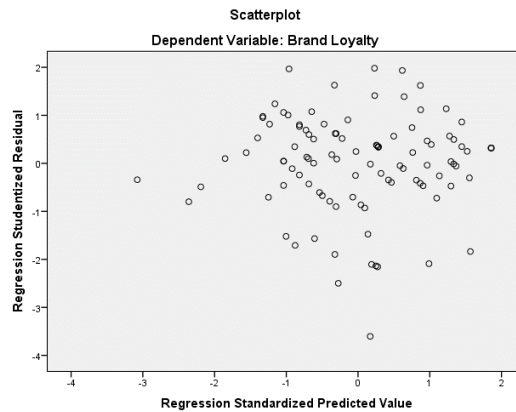
		Unstandardized Residual
N		102
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,19918717
	Most Extreme Absolute Differences	,063
	Positive	,063
	Negative	-,058
Test Statistic		,063
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

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

Based on the results of the test of normality using the Kolmogorov-Smirnov method produces an Asymp value. Sig. (2-tailed) of 0.200. Compared

with the guidelines for determining whether the data distribution follows the normal spread or not, it can be concluded that the data follows the normal spread because the significance value obtained is greater than 0.05.

2) *Heteroscedasticity Test*



**Figure 2 Heteroscedasticity test result diagram**

Source: Processed by researchers

Based on the figure above which does not have a clear pattern, there are only spreading points below 0 on the Y axis, and adjusted to the decision-making guidelines on the heteroscedasticity test, heteroscedasticity did not occur in this study.

3) *Multicollinearity Test*

**Table 5 Multicollinearity test result**

Source: Processed by researchers

No.	Variable	Tolerance	VIF
1	<i>Brand Awareness</i>	0,378	2,646
2	<i>Brand Image</i>	0,536	1,867
3	<i>Word of Mouth</i>	0,528	1,892
4	<i>Brand Trust</i>	0,388	2,575

Based on the table above, it can be concluded that the tolerance value and VIF of the independent variable give a tolerance value of less than 10% and a VIF value of less than 10. Therefore, there is no correlation between variables in this regression model.

4) Linierity Test

**Table 6 Linierity test result**  
Source: Processed by researchers

No	Variable	Sig. Deviation From Linierity	Sig.	Conclusion
1	Brand Awareness Brand Loyalty	0,581	0,05	Linear
2	Brand Image Brand Loyalty	0,125	0,05	Linear
3	Word of Mouth Brand Loyalty	0,131	0,05	Linear
4	Brand Trust Brand Loyalty	0,777	0,05	Linear

From the table above, it can be seen that the Sig deviation of the linearity test value of each variable is greater than the sig value, namely 0.05. Therefore, it can be concluded that there is a linear form between the dependent variable, the independent variable and the intermediate variable.

**Path Analysis**

1. Substructure 1

This substructure is used to determine the influence of variables X to Z, or independent variables on intervening variables.

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,357	,951		1,427	,157
Brand Awareness	,279	,068	,387	4,089	,000
Brand Image	,442	,085	,397	5,215	,000
Word of Mouth	,069	,044	,135	1,579	,118

a. Dependent Variable: Brand Trust

$$Z = a + \rho_1 X_1 + \rho_2 X_2 + \rho_3 X_3 + e_1$$

$$= 1,357 + 0,279X_1 + 0,442X_2 + 0,069X_3 + e_1$$

1. Value of constant ( $a$ ) = 1,375. This value means that the constant Brand Awareness, Brand Image, and Word of Mouth variables have no change with a constant Brand Trust value of 1.375.
2. Value of Brand Awareness Coefficient ( $X_1$ ) :  $\rho_1 = 0.279$ . This means that if the Brand Awareness ( $X_1$ ) variable is increased by

one unit, then the Brand Awareness (X1) of Vaseline brand body lotion products will increase by 0.279 units.

3. Value of Brand Image Coefficient (X2) :  $\rho_2 = 0.442$ . This means that if the Brand Image (X2) variable is increased by one unit, then the Brand Image (X2) of Vaseline brand body lotion products will increase by 0.442 units.
4. Word of Mouth Coefficient (X3) value :  $\rho_3 = 0.069$ . This means that if the Word of Mouth (X3) variable is increased by one unit, then the Word of Mouth (X3) of Vaseline brand body lotion products will increase by 0.069 units.

The results of the t test from substructure 1 are:

1. Brand Awareness (X1) has a  $t_{count} > t_{table}$  which is  $4,089 > 1,660$ . Therefore, it can be concluded that there is a significant influence of the Brand Awareness variable (X1) on the Brand Trust variable (Z).
2. Brand Image (X2) has a  $t_{count} > t_{table}$  which is  $5.215 > 1.660$ . Therefore, it can be concluded that there is a significant influence of the Brand Image variable (X2) on the Brand Trust variable (Z).
3. Word of Mouth (X3) has a  $t_{count} < t_{table}$  which is  $1.579 < 1.660$ . Therefore, it can be concluded that there is no significant influence of the Word of Mouth variable (X3) on the Brand Trust variable (Z).

## 2. Substructure 2

This substructure is used to determine the influence of variables X and Z to Y, or independent variables and intervening variables on dependent variables.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,908	1,588		-,572	,569
Brand Awareness	,456	,122	,375	3,738	,000
Brand Image	-,024	,158	-,013	-,154	,878
Word of Mouth	,374	,073	,433	5,103	,000
Brand Trust	,146	,167	,086	,873	,385

a. Dependent Variable: Brand Loyalty

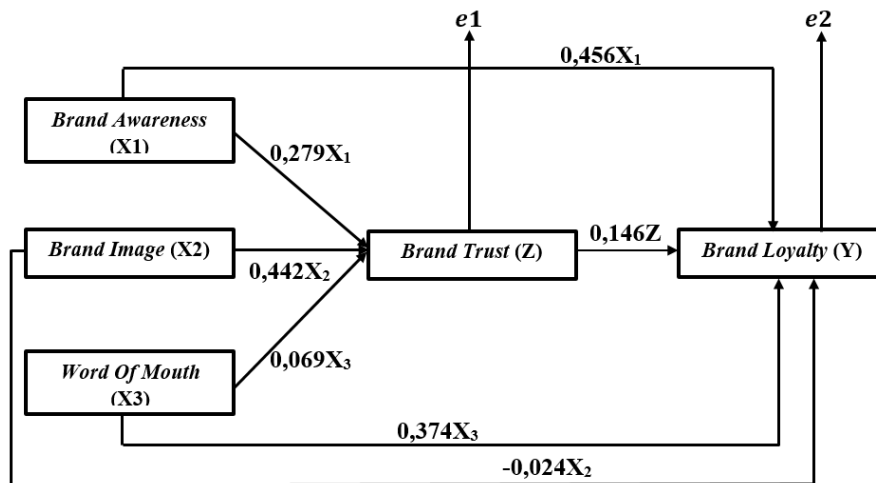
$$\begin{aligned}
 Y &= a + \rho_4 X_1 + \rho_5 X_2 + \rho_6 X_3 + \rho_7 Z + e_2 \\
 &= -0,908 + 0,456X_1 + -0,024X_2 + 0,374X_3 + 0,146Z + e_2
 \end{aligned}$$

1. The value of the constant ( $\alpha$ ) = -0.908. This value means that the variables Brand Awareness, Brand Image, and Word of Mouth are constant with a constant Brand Loyalty value of -0.908.
2. Value of Brand Awareness Coefficient (X1) :  $\rho_4 = 0.456$ . This means that if the Brand Awareness (X1) variable is increased by one unit, then the Brand Awareness (X1) of Vaseline brand body lotion products will increase by 0.456 units.
3. Value of Brand Image Coefficient (X2) :  $\rho_5 = -0.024$ . This means that if the Brand Image (X2) variable is increased by one unit, then the Brand Image (X2) of Vaseline brand body lotion products will increase by -0.024 units.
4. Word of Mouth Coefficient (X3) value:  $\rho_6 = 0.374$ . This means that if the Word of Mouth (X3) variable is increased by one unit, then the Word of Mouth (X3) of Vaseline brand body lotion products will increase by 0.374 units.
5. Value of Brand Trust Coefficient (Z) :  $\rho_7 = 0.146$ . This means that if the Brand Trust (Z) variable is increased by one unit, then the Brand Trust (Z) of Vaseline brand body lotion products will increase by 0.146 units.

The results of the t test from substructure 2 are:

1. Brand Awareness (X1) has a  $t_{\text{count}} > t_{\text{table}}$  which is  $3,738 > 1,660$ . Therefore, it can be concluded that there is a significant influence of the Brand Awareness variable (X1) on the Brand Loyalty variable (Y).
2. Brand Image (X2) has a  $t_{\text{count}} > -t_{\text{table}}$  which is  $-0.154 < -1.660$ . Therefore, it can be concluded that there is no significant influence of the Brand Image variable (X2) on the Brand Loyalty variable (Y).
3. Word of Mouth (X3) has a  $t_{\text{count}} > t_{\text{table}}$  which is  $5.103 > 1.660$ . Therefore, it can be concluded that there is a significant influence of the Word of Mouth variable (X3) on the Brand Loyalty variable (Y).
4. Brand Trust (Z) has a  $t_{\text{count}} < t_{\text{table}}$  of  $0.873 < 1.660$ . Therefore, it can be concluded that there is no significant influence of the Brand Trust variable (Z) on the Brand Loyalty variable (Y).

### Path Analysis Results



## DISCUSSION

### *The Effect of Brand Awareness (X1) on Brand Trust (Z)*

Based on the results of the analysis that has been done, it can be concluded that Brand Awareness has a significant effect on Brand Trust. This proves that the Brand Awareness created by Vaseline has succeeded in fostering public trust in the Vaseline brand.

### *The Effect of Brand Image (X2) on Brand Trust (Z)*

Based on the results of the analysis that has been done, it can be concluded that Brand Image has a significant effect on Brand Trust. This proves that brand image built by Vaseline has high value as a result of the value built in the minds of consumers, it is also supported by Vaseline's promise that it will provide assurance that Vaseline will be a satisfactory product for consumers so as to grow confidence to buy/reuse Vaseline brand body lotion products.

### *The Effect of Word of Mouth (X3) on Brand Trust (Z)*

After conducting analysis tests,  $t_{table} = 1.660$  and  $t_{count} = 1.579$  were obtained, here it can be seen that there is no significant influence between word of mouth on brand trust. This shows that marketing carried out by consumers of Vaseline body lotion products through social media and word of mouth is less able to foster public trust in the product.

### *The Effect of Brand Awareness (X1) on Brand Loyalty (Y)*

Based on the results of analytical tests that have been carried out in this study, it can be concluded that brand awareness has a significant effect on brand loyalty. This corresponds to the result  $t_{count} = 3.738$  which is greater than  $t_{table} = 1.660$ . The existence of results like this shows that the formation of brand awareness by Vaseline on its products has succeeded in forming brand loyalty.

### ***The Effect of Image (X2) on Brand Loyalty (Y)***

Based on the results of the analysis tests that have been carried out in this study, especially in the analysis of the influence of brand image on brand loyalty, it was found that  $t_{\text{count}} = -0.154 > -t_{\text{table}} = -1.660$ . From these results, it can be concluded if in this study the brand image variable has no effect on the brand loyalty variable.

### ***The Effect of Word of Mouth (X3) on Brand Loyalty (Y)***

Based on the results of analytical tests that have been conducted in this study, especially in the analysis of the influence of word of mouth on brand loyalty, it was found that word of mouth has a significant effect on brand loyalty. This result corresponds is  $t_{\text{count}} > t_{\text{table}}$ , which is  $5.103 > 1.660$ . The implementation of word of mouth to the community in the marketing process of Vaseline brand body lotion products has succeeded in creating brand loyalty to the community.

### ***The Effect of Brand Trust (Z) on Brand Loyalty (Y)***

Based on the results of the analysis that has been done,  $t_{\text{count}} = 0.873 < t_{\text{table}} = 1.660$  in testing the influence of Brand Trust on Brand Loyalty. Therefore, it can be concluded that there is no significant influence between brand trust and brand loyalty, because the results of  $t_{\text{count}}$  show smaller than  $t_{\text{table}}$ .

### ***The effect of Brand Awareness (X1) on Brand Loyalty (Y) through Brand Trust (Z)***

Based on the results of data analysis that has been done, it is known that the direct influence of brand awareness on brand loyalty is 0.456. While the indirect influence given by brand awareness on brand loyalty through brand trust is 0.496. Therefore, it can be concluded that the value of indirect influence is greater than the value of direct influence. While the  $t_{\text{count}}$  obtained through the statistical t test is 3.587 which means greater than the  $t_{\text{table}}$ , So the conclusion is that brand awareness has a significant effect on brand loyalty through brand trust.

### ***The Effect of Brand Image (X1) on Brand Loyalty (Y) through Brand Trust (Z)***

Based on the results of data analysis that has been done, it is known that the direct influence of brand image on brand loyalty is -0.024. While the indirect influence given by brand awareness on brand loyalty through brand trust is 0.040. Therefore, it can be concluded that the value of indirect influence is greater than the value of direct influence. While the  $t_{\text{count}}$  obtained through the

statistical t test is 4.564 which means greater than the  $t_{table}$ , so the conclusion is that brand image has a significant effect on brand loyalty through brand trust.

### ***The influence of Word of Mouth (X1) on Brand Loyalty (Y) through Brand Trust (Z)***

Based on the results of data analysis that has been done, it is known that the direct influence of word of mouth on brand loyalty is 0.374. While the indirect influence given by brand awareness on brand loyalty through brand trust is 0.384. Therefore, it can be concluded that the value of indirect influence is greater than the value of direct influence. While the  $t_{count}$  obtained through the statistical t test is 1.370 which means smaller than  $t_{table}$ , so the conclusion is that word of mouth does not have a significant effect on brand loyalty through brand trust.

### **CONCLUSIONS AND RECOMMENDATIONS**

The results of this study explain that Brand Awareness and Brand Image affect Brand Trust, while Word of Mouth does not affect Brand Trust. Brand Awareness and Word of Mouth affect Brand Loyalty. While Brand Image and Brand Trust have no effect on Brand Loyalty. Brand Awareness and Brand Image affect Brand Loyalty through Brand Trust. Word of Mouth has no effect on Brand Loyalty through Brand Trust.

Based on the results, discussion, and also the conclusions that have been conveyed above, researchers can provide some suggestions for companies and also for further research. As a large company, of course, it must be known by the public, especially from its products. However, seeing the results of tests that have been carried out Vaseline body lotion products are less discussed by the public so that people do not / do not believe in the product, so the company needs to promote directly so that people are more familiar with Vaseline body lotion products. From the results of the tests that have been carried out, there is also a company image that is not good, so it cannot grow brand loyalty. So companies need to build a positive image through activities that have an impact on society or improve product quality in order to create consumers who are loyal to the brand.

### **FURTHER STUDY**

For future research, this researcher proposes a qualitative approach to explore the factors that influence consumer trust in the Vaseline Body Lotion brand in Mojokerto City. The research will focus on consumers' experiences and perceptions related to brand awareness, brand image, word of mouth, and their relationship with the formation of brand trust as an intermediary factor that influences brand loyalty.

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