

The Influence of Brand Trust and Marketing Mix on Customer Satisfaction and its Impact on Customer Loyalty Skincare Skintific in Yogyakarta.

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ABSTRACT

The purpose of this study is to examine how consumer loyalty is affected by brand trust and the marketing mix. In this study, one hundred respondents made up the sample. A survey approach was employed as the data gathering strategy, while a questionnaire served as the study instrument. The research's test findings made use of the Smartpls 4.1 programs' outer model, inner models, and hypothesis testing. The findings of this study demonstrate that: customer satisfaction influences customer loyalty positively and significantly; brand trust influences customer satisfaction positively and significantly; marketing mix influences customer satisfaction positively and significantly; and brand trust has a positive and significant effect on customer loyalty. Customer loyalty is strongly mediated by customer satisfaction when it comes to the impact of the marketing mix.

INTRODUCTION

This development in the skincare product business has created intense competition, as shown by the increasing number of skincare products from various brands appearing on the market, both imported and local brands. The development of various brands creates a variety of choices for consumers, so skincare companies need to develop product innovation. The impact of market competition encourages companies to maintain and increase customer loyalty as a very important factor in ensuring business continuity. In the short and long terms, success and competitive advantage will be determined by customer loyalty.

Consumers' opinions and even repeat purchases demonstrate their commitment to a product, brand, or business (Tjiptono & Chandra, 2016). Even if environmental circumstances and marketing initiatives may lead customers to switch, customer loyalty demonstrates a firmly held commitment to purchase or return to support preferred goods or services in the future (Kotler & Keller, 2016). Brand trust, customer happiness, and the marketing mix (Husniati Sya & Jauhari, 2018; Selang, 2013) can all have an impact on a customer's loyalty (Nanda et al., 2022; Riyanto & Andiyani, 2022).

Brand Trust is the tendency of customers to rely on or trust a brand in threatening conditions because of the hope that the brand will have good results (Tjiptono, 2014). Brand trust helps customers reduce uncertainty during the purchasing process, creating a sense of comfort and confidence. Reliable and popular brands make customers feel confident and easier to choose because it can provide more specific product information (Alfian & Susanti, 2023). A number of studies prove that brand trust which can have an impact on increasing customer loyalty (Marlius & Anwar, 2023; Pradana et al, 2021). Different findings explain that brand trust does not have a significant impact on customer loyalty by (Sa'aadah & Hasbi, 2022).

A corporation use the marketing mix, which is a group of marketing instruments, to consistently meet its marketing objectives in its target market (Kotler & Keller, 2016). A marketing mix is a collection of instruments used by marketers to mold the features of the services they provide to clients. Both short-term planning programs and long-term strategies can be created with the help of these technologies (Rumiyati & Syafarudin A, 2021). Customer loyalty can be greatly impacted by a well-executed marketing mix plan (Hayuningtyas, 2020; Zainuddin et al., 2022). But according to the findings of other studies, marketing novelty has no bearing on the degree of client loyalty (Nurbani et al., 2019).

According to Kotler and Keller (2016), customer satisfaction is the degree to which a consumer feels satisfied or disappointed with a product based on how well it performs or meets their expectations. client satisfaction measures how satisfied a client is with a product or service in terms of how well it satisfies their needs and expectations (Ismanto, 2020). Numerous research demonstrate the positive and significant relationship between customer satisfaction and customer loyalty (Meitha Wulur et al., 2020; Siswadi et al.,

2020). Different findings from other studies indicate that client loyalty is unaffected by customer satisfaction (Nurbani et al., 2019).

The impact of brand trust on consumer loyalty is considerably mediated by customer satisfaction (Lailiyah, 2020). consumer pleasure increases consumer trust, which in turn encourages the accomplishment of client loyalty (Aprileny et al., 2022; Febriani et al., 2022). According to Setiawan and Kartini (2016), customer pleasure also has an impact on mediating how the marketing mix affects customer loyalty. The primary aim of this study is to examine how customer satisfaction functions as a mediator between brand trust and marketing mix in relation to customer loyalty in the context of Skintific skincare.

THEORETICAL REVIEW

Customer loyalty

Customer loyalty is the strong resolve to stick with a subscription service or make repeat purchases of a certain good or service, even in the face of external factors that may change behavior (Hurriyati, 2019). Customer loyalty is the ability of consumers to commit to or consume a product in the long term and sincerely recommend it to people who have never tried it (Hastari et al., 2022). Indicators of customer loyalty according to Kotler & Keller (2016) are as follows: Repeat purchases, durability, recommendations.

Brand Trust

Brand trust is the level of customer trust in a brand where the brand is able to meet customer expectations so that trust arises and will produce loyal consumers (Anita, 2023). Brand trust is a consumer who trusts a product with all the risks because of the hope that the brand will provide positive results to consumers, thereby generating loyalty and trust in a brand (Rahmadhani et al., 2022). Brand trust indicators according to Sasono et al. (2023), as follows: trust, dependability, honesty, security.

Marketing Mix

The marketing mix is a set of procedures used by a business to suit the needs of its clients by keeping an eye on environmental changes and being prepared to adjust as necessary (Wardhana, 2019). The cornerstone of the marketing system is the marketing mix, which combines controllable marketing initiatives to aim for results or responses that meet the needs of the business (Devina & Yanuar, 2023). The marketing mix can be grouped into four components, namely (Wardhana, 2019), namely product, price, location, promotion.

Customer satisfaction

The outcome of a product is customer satisfaction, which encompasses the sentiments of the customer following a comparison of the product's performance and their pre-purchase expectations. According to Asriadi (2015), customer satisfaction is the assessment of a customer's emotions following a comparison between what they expected and what they received. According to

Masitoh et al. (2019), customer satisfaction is the joy that results from meeting the demands and expectations of the customer for a product. Indicators of customer satisfaction according to Indrasari (2019) include: conformity to expectations, interest in repurchasing, willingness to recommend.

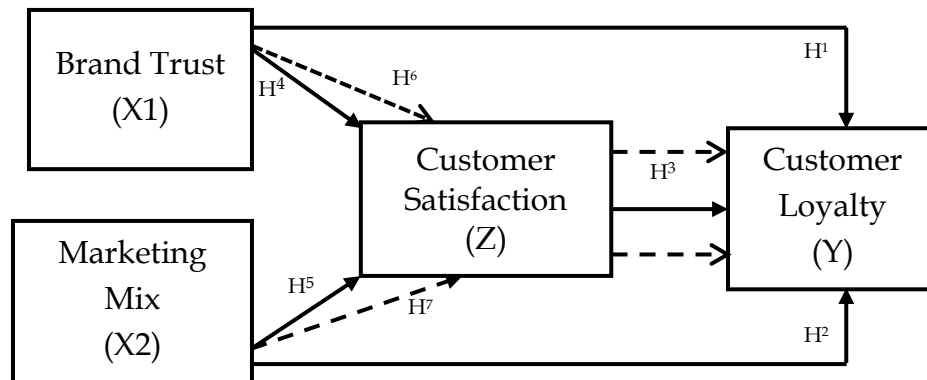


Figure 1. Conceptual Framework

H1	:	Customer Loyalty Is Positively and Significantly Affected by Brand Trust
H2	:	Customer Loyalty is Positively and Significantly Affected by the Marketing Mix
H3	:	Customer loyalty is positively and significantly impacted by customer satisfaction.
H4	:	Positive and Significant Impact of Brand Trust on Customer Satisfaction
H5	:	Customer satisfaction is positively and significantly impacted by the marketing mix.
H6	:	The relationship between brand trust and customer loyalty is significantly mediated by customer satisfaction.
H7	:	Customer Loyalty and Marketing Mix are Significantly Mediated by Customer Satisfaction.

METHODOLOGY

To test the research hypothesis, a quantitative research method is employed. Non-Probability sampling with a purposive sample type is used in the sampling procedure. One hundred customers who regularly use Skintific skincare products made up the sample size for this study. A questionnaire measuring on a five-tiered Likert scale (5) served as the study instrument and the survey method employed for data collecting. SEM-PLS is the tool used for data analysis. The following are signs of a trustworthy brand: 1) the product is dependable; 2) it is trustworthy; 3) product brand safety; 4) the brand is honest; and 5) it meets expectations. The following are indicators of the marketing mix:

1) Product; 2) Price; 3) Promotion; and 4) Distribution. Customer satisfaction can be measured by a number of factors, such as: 1) contentment with the quality of the product; 2) contentment with the pricing; 3) enjoyment of the shopping experience; 4) contentment with the service; 5) contentment with product variations; and 6) comfort in using the product. Customer loyalty metrics include: 1) Frequent return purchases; 2) Purchases across product and service lines; 3) Remaining loyal to the brand; 4) Product recommendations; and 5) Loyalty to the product.

RESULTS

The statistical software program SmartPLS 4.1 is used in this study. The path analysis is done by the researchers using SEM-PLS data processing techniques. The majority of study participants were female (65%), between the ages of 21 and 25 (58%) and included. The majority of respondents work as students (57%), with an income range of 4,000,000-7,000,000 (47%). The most preferred type of product is moisturizer by 44%. The main factor considered before purchasing a product is suitability for skin needs (67%).

A statistical method called inferential analysis is used to examine sample data so that conclusions about the population can be drawn (Sugiyono, 2019). Path analysis is the analytical technique employed in this study.

Because the PLS methodology assumes that all variants are valuable for explaining, it is utilized for prediction purposes and does not require a large sample size (Ghozali, 2018). Three steps make up PLS analysis: testing hypotheses, inner model, and measuring model.

Outer Model

Validity and reliability tests make up the measurement model, often known as the outer model. If the loading factor is more than 0.7 and the AVE value is more than 0.5, the model passes the validity test (Ghozali, 2018). In the meanwhile, Cronbach's alpha and composite reliability values – which ought to be higher than 0.60 – are used to evaluate test reliability (Noor, 2014).

Tabel 2. Hasil Uji Validitas Konvergen

Variable	Indicator	Factor loadings	Rule of Thube	Conclusion
<i>Brand Trust</i>	X1_1	0.866	0.700	Valid
	X1_2	0.815	0.700	Valid
	X1_3	0.827	0.700	Valid
	X1_4	0.768	0.700	Valid
	X1_5	0.811	0.700	Valid
Bauran pemasaran	X2_1	0.820	0.700	Valid
	X2_2	0.765	0.700	Valid
	X2_3	0.857	0.700	Valid

	X2_4	0.722	0.700	Valid
Kepuasan Pelanggan	Z.1	0.707	0.700	Valid
	Z.2	0.769	0.700	Valid
	Z.3	0.828	0.700	Valid
	Z.4	0.806	0.700	Valid
	Z.5	0.736	0.700	Valid
	Z.6	0.795	0.700	Valid
Loyalitas Pelanggan	Y.1	0.801	0.700	Valid
	Y.2	0.840	0.700	Valid
	Y.3	0.873	0.700	Valid
	Y.4	0.814	0.700	Valid
	Y.5	0.911	0.700	Valid

Table 2 indicates that every indication (construct) for every research variable yields a loading factor value more than 0.70, indicating the validity of every construct employed in this study.

Table 3. AVE Value Results

	Average Variance Extracted (AVE)
Brand Trust	0.669
Marketing mix	0.628
Customer satisfaction	0.600
Customer loyalty	0.720

Table 3 demonstrates that every variable satisfies the required AVE criterion, which is to have a value larger than 0.5. This demonstrates that Test Convergent Validity is seen as satisfying sufficient conditions.

Table 4. Fornell-Larker Criterion processing values

	Marketing mix	Brand Trust	Customer satisfaction	Customer loyalty
Marketing mix	0.793			
Brand Trust	0.716	0.818		
Customer satisfaction	0.823	0.766	0.774	
Customer loyalty	0.754	0.784	0.804	0.849

According to tTable 4, the marketing mix variable's $\sqrt{\text{AVE}}$ value is that of the variable alone, which comes out to 0.793. This indicates that the marketing mix's $\sqrt{\text{AVE}}$ value is higher than the values of the other variables. The 0.818

$\sqrt{\text{AVE}}$ brand trust value, 0.774 $\sqrt{\text{AVE}}$ customer satisfaction value, and 0.849 $\sqrt{\text{AVE}}$ customer loyalty value all reflect the same thing. Therefore, it can be said that the study instrument satisfies the requirements for discriminant validity

Table 5 Cross Loading Management Values

	Brand Trust	Marketing mix	Customer satisfaction	Customer loyalty
X1_1	0.588	0.866	0.672	0.715
X1_2	0.516	0.815	0.545	0.614
X1_3	0.684	0.827	0.651	0.706
X1_4	0.570	0.768	0.598	0.615
X1_5	0.558	0.811	0.657	0.540
X2_1	0.820	0.632	0.651	0.665
X2_2	0.765	0.558	0.684	0.623
X2_3	0.857	0.550	0.718	0.644
X2_4	0.722	0.532	0.535	0.421
Z.1	0.503	0.451	0.707	0.505
Z.2	0.670	0.571	0.769	0.632
Z.3	0.683	0.696	0.828	0.707
Z.4	0.683	0.517	0.806	0.606
Z.5	0.638	0.650	0.736	0.642
Z.6	0.625	0.639	0.795	0.618
Y.1	0.591	0.650	0.662	0.801
Y.2	0.654	0.628	0.723	0.840
Y.3	0.650	0.662	0.689	0.873
Y.4	0.667	0.710	0.664	0.814
Y.5	0.632	0.673	0.670	0.911

Table 5 above demonstrates that each indicator's outer loading value on the variable is higher than its relationship with the other variables in the construct. The findings of the computations for the Fornell-Larcker Criterion and Cross Loading above demonstrate that the research's validity is supported by discriminant validity.

Table 6. Reliability Test Values

	Cronbach's Alpha	Composite Reliability
Bauran Pemasaran	0.803	0.871
Brand Trust	0.876	0.910
Kepuasan Pelanggan	0.866	0.900
Loyalitas Pelanggan	0.902	0.928

Show the value of the composite variable > 0.6 and the Cronbach's alpha based on Table 6. As a result, you can draw the conclusion that, in accordance with the established limit value minimum, all builds have good reliability.

Inner Model

Path Coefficient and R2 testing are included in the structural model testing. To determine whether a model fits the data well, model fit testing is utilized.

Table 7. Determination Coefficient Test

	R Squiarei	R Squiarei Adjuistei
Customer satisfaction	0.742	0.736
Customer loyalty	0.726	0.717

Table 7 indicates that the R-value square for the customer satisfaction variable is 0.742 (74.2%). Of these, X1 (brand trust) and X2 (marketing mix) account for 74.2% of the value; other variables outside the model impact the remaining 25.8%. The customer loyalty variable's R value square is 0.726 (72.6%); 72.6% of this value can be explained by elements in the customer loyalty variable, with other variables outside the model accounting for the remaining 27.4%. Because the customer happiness and customer loyalty R-squared variables are in the 0.70 region, it can be concluded that they are strong (Hamid & Anwar 2019).

Table 8. Path Coefficient Value

	Marketing mix	Brand Trust	Customer satisfaction	Customer loyalty
Marketing mix			0.564	0.188
Brand Trust			0.362	0.369
Customer satisfaction				0.366
Customer loyalty				

It is possible to explain the following using the value results path coefficient:

1. The influence of brand trust on customer loyalty is positively correlated, with a value of 0.369.
2. With a value of 0.362, the direction of influence brand trust with customer satisfaction is positive.
3. With a score of 0.188, the marketing mix has a positive direction of influence on consumer loyalty.
4. With a value of 0.564, the marketing mix has a positive direction of influence on customer satisfaction.
5. With a score of 0.366, the relationship between customer satisfaction and customer loyalty is positive in direction.

Hypothesis testing

In PLS, each relationship is tested using simulation with method bootstrapping of the sample. The purpose of this test is to reduce the problem of abnormalities in research data.

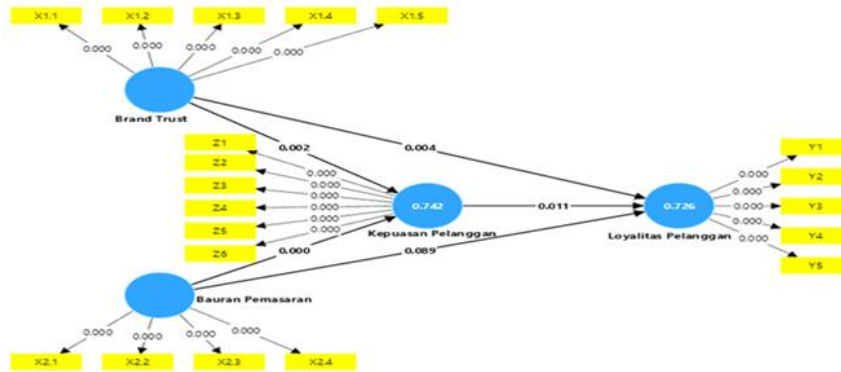


Figure 2. Bootstrapping Graphic Test in SmartPLS 4.1

Tabel 9. Nilai Path Coefficient Hipotesis

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
Brand trust->Customer loyalty	0.369	0.372	0.0128	2.889	0.004
Brand trust->Customer satisfaction	0.362	0.374	0.116	3.130	0.002
Marketing mix->Customer loyalty	0.188	0.190	0.111	1.702	0.089
Marketing mix->Customer satisfaction->	0.564	0.554	0.104	5.424	0.000
Customer satisfaction->Customer loyalty	0.366	0.363	0.144	2.548	0.011

The result of the path coefficient area:

1. Testing Hypothesis H1: Customer loyalty is positively and significantly impacted by brand trust. The t-statistic value for the brand trust variable

is 2.889, and the p-value is 0.004. The hypothesis is supported since the brand trust t-statistic value is higher than the t-table value of 1.96 (2,889 > 1.96) with a p-value of 0.004 < 0.05.

2. Testing Hypothesis H2: Customer loyalty is not significantly impacted by the marketing mix. The marketing mix variable has a p-value of 1,702 and a t-statistic value of 0.089. The hypothesis is rejected because the marketing mix t-statistical value is 1.702 > 0.05, which is less than the t-table value of 1.96 (0.089 < 1.96).
3. Testing Hypothesis H3: Customer loyalty is positively and significantly impacted by customer satisfaction. The statistical t value for the customer satisfaction variable is 2.548, and the p-value is 0.011. The hypothesis is supported since the customer satisfaction t-statistical value is higher than the t-table value of 1.96 (2,548 > 1.96) with a p-value of 0.011 < 0.05.
4. Testing Hypothesis H4: Customer happiness is positively and significantly impacted by brand trust. The t-statistic value of the brand trust variable is 3.130, and the p-value is 0.002. The hypothesis is supported since the brand trust t-statistic value is greater than the t-table value of 1.96 (3,130 > 1.96) with a p-value of 0.002 < 0.05.
5. Testing Hypothesis H5: Customer satisfaction is positively and significantly impacted by the marketing mix. The statistical t-value and p-value for the marketing mix variable are 5.424 and 0.000, respectively. The hypothesis is accepted since the marketing mix t-statistical value is higher than the t-table value of 1.96 (5,424 > 1.96) with a p-value of 0.000 < 0.05.

Tabel 10. Indirect Effect

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
Marketing mix-> Customer satisfaction-> Customer Loyalty	0.207	0.206	0.098	2.119	0.034
Brand trust -> Customer satisfaction-> Customer Loyalty	0.133	0.132	0.061	2.159	0.031

The result of the mediation analysis are:

1. H Testing 6: how consumer happiness mediates the impact of brand trust on brand loyalty. A t-statistic value of 2.159, which was higher than 1.96 (t-table), and a p-value of 0.031, which was 0.05 less (P<0.05), were found based on H6 testing. The sixth hypothesis (H6), which claims that customer happiness strongly mediates the influence of brand trust on customer loyalty, is "proven" because the path coefficient value is positive 0.133.
2. H Testing 7: how customer happiness mediates the effect of the marketing mix on retaining customers. The results of testing H6 show that the p-value of 0.034 is 0.05 smaller (P<0.05) and the t-statistic

value of 2.119 is bigger than 1.96 (t-table). The seventh hypothesis (H7), according to which customer satisfaction considerably mediates the influence of the marketing mix on customer loyalty, is therefore "proven" because the path coefficient value is positive 0.207.

DISCUSSION

1. How brand trust affects customer loyalty.
Since brand trust has a positive and large impact on consumer loyalty, hypothesis 1 (H1) is accepted based on the testing results. This result is consistent with studies by Efendi (2023), Sasono et al. (2023), and Dayanti et al. (2019), which show that brand trust influences customer loyalty. The degree of customer loyalty increases with a brand's level of consumer trust. Conversely, less client trust in a brand will result in decreased customer loyalty.
2. the marketing mix's impact on client loyalty.
The results of testing hypothesis 2 (H2) have proven that the marketing mix has no significant effect on customer loyalty, so hypothesis H2 is rejected. The findings of this research are in accordance with previous research conducted by Nurbani et al., (2019) which states that the marketing mix is not a factor that influences customer loyalty. This means that the better or worse the implementation of the marketing mix will not affect customer loyalty.
3. The relationship between customer loyalty and customer satisfaction.
Testing hypothesis 3 (H3) produced findings that demonstrated the positive and significant relationship between customer satisfaction and customer loyalty; so, hypothesis H3 is accepted. Numerous earlier research, like Astuti & Matondang (2020), Ikraman & Syah (2019), and Susnita (2020), which found that customer pleasure influences customer loyalty, support this conclusion. Increasing customer loyalty will be more beneficial the higher the level of customer happiness. Conversely, a decline in customer satisfaction will also result in a decline in client loyalty.
4. Brand trust's impact on consumer satisfaction
Testing hypothesis 5 (H4) produced results that demonstrated the positive and significant impact of brand trust on customer happiness, leading to the acceptance of hypothesis H4. This result is consistent with earlier studies by Dayanti et al. (2019), Wulur et al. (2020), and Lailiyah (2020), which found that brand trust affects customer happiness. This implies that clients are more likely to be satisfied with the goods and services they receive when they have a higher degree of trust in the Skintific skincare product brand.
5. The effect of the marketing mix on customer satisfaction.
Since the marketing mix significantly and favorably affects consumer happiness, hypothesis 5 is approved based on the testing hypothesis 5 (H5) results. This conclusion is supported by earlier research by Rumiayati & Syafarudin, (2021); Taroreh et al., (2023), which found that

the marketing mix is a factor that influences customer satisfaction and that, on the one hand, better execution of the marketing mix results in higher customer satisfaction and, on the other hand, higher consumer satisfaction indicates that the marketing mix chosen was appropriate.

6. Customer loyalty and brand trust are mediated by customer satisfaction. The findings of testing hypothesis 6 (H6) support the acceptance of H6 since they demonstrate how customer pleasure strongly moderates the relationship between brand trust and customer loyalty. The results align with a study carried out by Febriani et al. (2022); Saputra & Padmanty (2023) assert that customer pleasure is crucial in establishing a connection between brand trust and consumer loyalty. Put another way, clients will be more devoted to Skintific skincare if they have greater faith in the brand and are pleased with the goods and services they receive.
7. How customer happiness influences customer loyalty through the marketing mix
The findings of the test of hypothesis 7 (H7) demonstrated that customer satisfaction plays a major mediating role in the relationship between the marketing mix and customer loyalty. in order for H7 to agree. Previous studies by Anisa (2023); Yasmin et al. (2021) that indicate that customer satisfaction levels are crucial in bridging the gap between the marketing mix's impact and customer loyalty levels corroborate this conclusion. Stated differently, clients who experience negative outcomes with Skintific's skincare products and services are more likely to remain faithful to the brand.

CONCLUSIONS AND RECOMMENDATIONS

Customer loyalty is positively and significantly impacted by brand trust. This suggests that a brand's degree of consumer loyalty will depend on how much or little the public trusts it. Customer loyalty is not much impacted by the marketing mix. This suggests that there is no component in the marketing mix that affects consumer loyalty. This implies that apps will either get better or worse. Customer loyalty will not be impacted by the marketing mix. Customer loyalty is positively and significantly impacted by customer satisfaction. This suggests that increasing client loyalty will be more beneficial the higher the degree of customer happiness. Conversely, a decline in customer satisfaction will also result in a decline in client loyalty. Customer happiness is positively and significantly impacted by brand trust. This suggests that the likelihood of customers experiencing harm from the products and services provided increases with the degree of faith that they have in the Skintific skincare product brand. When the customer is happy, building brand trust will be simpler Customer happiness is positively and significantly impacted by the marketing mix. This suggests that the marketing mix is a factor that affects customer contentment, that the higher the customer satisfaction, the better the marketing mix is executed, and that the higher the consumer satisfaction, the better the marketing mix selection. The impact of brand trust on consumer loyalty is considerably

mediated by customer satisfaction. This suggests that the relationship between brand trust and consumer loyalty is mostly mediated by the degree of customer happiness. The effect of the marketing mix on client loyalty is strongly mediated by customer satisfaction. This suggests that the relationship between the impact of the marketing mix and the degree of customer loyalty is influenced by the degree of customer pleasure.

Based on the results of this research, researchers suggest that Skintific skincare marketers continue to need to improve trust consumers by using testimonials from satisfied customers to show the effectiveness and safety of the product and ensuring that the testimonials are honest and not manipulated. In addition, setting competitive and reasonable prices to attract and retain customers.

FURTHER STUDY

In further research, it is recommended to involve a wider range of respondents so that research results can be obtained present consumer behavior nationally. Apart from that, for further researchers to test variables originating from internal consumers.

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