BRAND TRUST AND BRAND AFFECT HAVE THE IMPACT TO BRAND LOYALTY POND'S SKIN CARE IN MANADO

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ABSTRACT

Brand is not just a brand for a product or service on the market. Brand makes consumers buy and use the brand. To introduce a product publicly the market, company should create a good reputation for brand. Research objectives are to analyze the influence of brand trust on brand loyalty and to analyze the influence of brand affect on brand loyalty. This research implement quantitative analyze by using questionnaires and used Multiple Regression analyze. The population observed is people in Manado specially woman who use Pond's skin care with sample as many as 100 respondents. Result and conclusion show that brand trust and brand affect have significant effect on brand loyalty. Brand trust has positive and significant impact on Brand Loyalty on Pond's beauty products. Brand Affect has positive and significant impact on Brand Loyalty on Pond's beauty products. However, the analysis result has proof to show the impact of brand trust and brand affect on brand loyalty.

Keywords: brand trust, brand affect, brand loyalty

INTRODUCTION

Research Background

Brand is not always associated with product or services on the market. Brand can influence consumers to buy and use the brand especially with a brand that can be trusted and well known. Brand that can be trusted more often purchased and the impact of the brand will create loyal customers to continue to use the trademark. Nowadays the competition is getting higher in the marketing world, every company must continue to evolve to keep up the innovation of products or services because it can maintain the loyalty of existing customers because they already believe in using the product and there will be a potential new customer. Brand would have if had a quality reputation, in order to have the quality the brand must be consistent, quality must be maintained from time to time, but of course also have to have credibility. In order to appear to be the best, of a brand should look attractive in the market to be able to make consumers interested in buying it.

Brand trust is very important at this time because of the effect of a brand that can create brand loyalty and make profit for company. Consumer that use a product in one brand will have positive emotional when they use the product from the company that create brand affect and make the consumer to be a loyal consumer. In the beauty industry, the brand is one of the important assets in the marketing of a product. In marketing the company will strive to build and maintaining the brand in order to be known and recognized by consumers. Intense competition resulted in a lot of brands that are not known or remembered consumers. This is due to consumers began switching to another product better in the eyes of consumers. Brand trust and brand Affect plays an important role in the creation of customer loyalty to a brand. Pond's is one of the skin care products for

circulating the market today. Pond's aimed at teenagers and adult women who have some kind of product. In managing the brand can be done by building and managing brand identity. Manufacturers are aware that the identity of a brand encouraging brand Pond's has a good image, but it is also the proportion of customer value is the driving force for the creation of brand loyalty. Experience using a brand that makes customers wants to do repeat purchases both emotionally and functionally.

Nowdays skin care products are an important requirement for Indonesian women to have healthy skin. Criteria of facial care products that consumers want them to be adjusted to skin type and needs of consumers. Pond's is the answer to the problems faced by women in Indonesia, where Pond's always deliver products that are in demand by Indonesian women through innovations that continually manifested consumer confidence and consumer loyal to always use the Unilever product. Customer loyalty is not easily achieved, but it requires a lengthy process to ensure that Pond's is one of the best beauty care products. Based on the above background, in this study was to analyze the impact of brand trust, brand affect on brand loyalty with study case Pond's Skin care in Manado for the marketers and researchers in the business of skin care specially in Manado.

Research Objectives

This research aims to examine, the impact of:
1. Brand trust and Brand affect to Brand loyalty
2. Brand trust to Brand loyalty
3. Brand affect to Brand loyalty

THEORETICAL FRAMEWORK

Theories

Brand

A brand is a name, term, sign, symbol, or design (or a combination) intended to identify a seller's goods or services, and to diferentiate them from competitors (Lau & Lee, 1999). Kotler (2003) explains that brand is one of the main components in a product strategy.

Brand Trust

Chaudhuri and Holbrook (2001) Brand trust can be defined as the willingness of the average consumer to rely on the ability of the brand to perform its stated functions. Delgado and Aleman (2001) define brand trust as the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer, as such, brand trust is one, logical outcome of brand familiarity and brand liking. Liu (2001) in Gecti and Zengin (2013) said that brand trust is an important mediator factor on the customer behaviors before and after the purchase of the product; and it causes long term loyalty and strengthens the relation between two parties. Anwar et. al. (2011) Brand trust is undoubtedly one of the most strongest tools of making the relationships with the customers on internet and company's most dominant marketing tool. Lau and Lee (1999) said that Brand trust is based on the consumer's belief that the brand has specific qualities that make it consistent, competent, honest, responsibility and so on. Li. et. al. (2008) viewed brand trust as the 'willingness to rely on the brand' and offered a measurement scale that focuses on the brand it self rather than specific dimensions. Brand trust, in their view, is more or less a global measure of a consumers' overall feeling or dispositional tendency towards the brand. Delgado and aleman (2001) defined brand trust as the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer. As such, brand trust is one, logical outcome of brand familiarity and brand liking.

Brand Affect

Chaudhuri & Holbrook (2001) stated that brand affect is defined as a brand potential brands to elicit a positive emotional response in the average consumer as a result of its use. It mean brand affect as the power of a brand to bring a positive emotional response than average consumer. Despite that the brand affect is more spontaneous, immediate and is realized with less consideration; brand trust covers a well thought, designed and considered process.

Brand Loyalty

Gomans et al, (2011) brand loyalty is, a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational Influences and Marketing Efforts having the potential to cause switching behavior. Because the most significant aim of creating brand value is to ensure the flow of the brand loyal customers (Gecti and Zengin, 2013). Brand loyalty represents a positive attitude towards a brand that has consistently resulted in the purchase of the brand over time. Brand loyalty plays a mediating role between brand affect and consumer brand extension attitude, and Brand loyalty plays a mediating role between brand trust and consumer brand extension attitude and the last Brand loyalty plays a mediating role between brand image and consumer brand extension attitude (Anwar et. al. 2011). Chaudhuri and Holbrook (2001) stated that the above definition of brand loyalty, there are two aspects of brand loyalty, namely: behavioral and attitude. Behavioral and attitude include repeated purchases of a brand, while brand loyalty includes, the level of commitment will be a unique value that is associated with the brand.

Brand Trust to Brand Loyalty

Chaudhuri and Holbrook (2001) found that brand trust and brand loyalty are central aspects in brand management. Building a strong brand with loyal customers is of strategic importance for marketing managers because it provides substantial competitive and economic benefits to a firm, such as less vulnerability to competitive marketing actions, reduced marketing costs, higher rates of return on investment through increases in market shares, better cooperation with intermediaries, favorable word of mouth and greater extension opportunities. Against this background, we first investigated the influence of product value on brand trust and the impact of brand trust on brand loyalty for four consumer durables with high brand relevance.

Brand Affect to Brand Loyalty

Anwar, et al. (2011) found that brand affect has a positive impact on brand loyalty and consumer brand extension attitude and therefore results in escalating them. Chaudhury and Holbrook (2001) brand trust, affect and loyalty together can increase the market share of an organization as it develops the willingness to pay amongst the consumers and therefore their impact shall be studied on consumer brand extension attitude along with brand image. Chaudhuri and Holbrook (2001) suggest that strong value of the categorized product is directly linked with brand affect and is one of the separate but major factors in building up the loyalty of a brand.

Previous Research

Chauduri and Holbrook (2001) investigated brand trust, brand affect and brand loyalty are also relevant constructs in the relationship marketing. Anwar, et al. (2011) found that brand trust, brand affect have a positive impact on brand loyalty. Consumer brand loyalty mediates the relationship of brand affect, brand trust and brand image to customers brand extension attitude. Matzler, et. al. (2006) showed the results of this study provide encouraging empirical support both for the theory based product value,brand trust,brand loyalty chain as well as for the hypothesized moderating effects the relationships between brand trust and product value as one of its antecedents, and brand loyalty as one of its outcomes. Gecti and Zengin (2013) analyzed the relation between brand trust and brand affect, it has been concluded that brand trust has a quite important impact on brand affect. Concerning the relation between brand trust and brand loyalty, brand trust is positively related to both on attitudinal and behavioral loyalty.
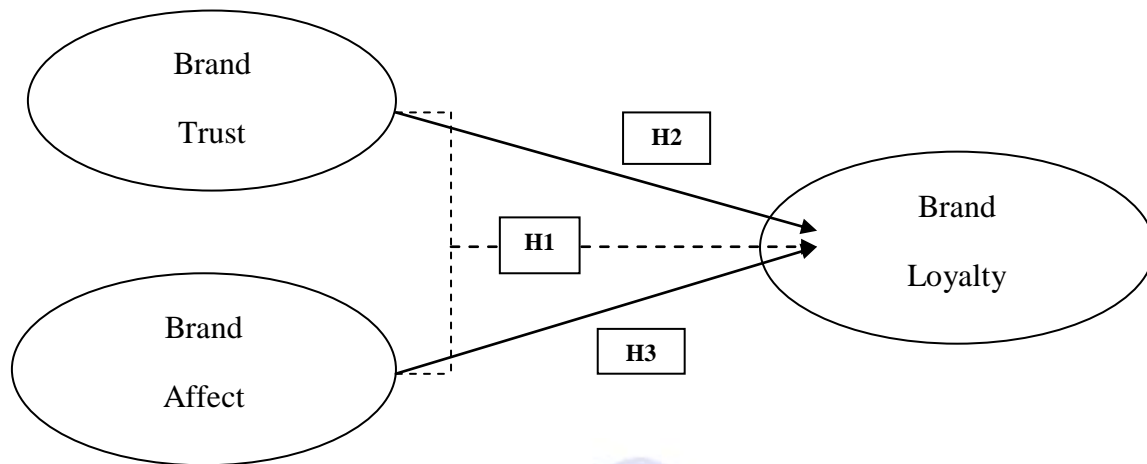
Figure 1. The Proposed Framework of Brand Loyalty
Source: Theoretical Review 2013

Research Hypotheses

The hypotheses of this research are:

H1: There is significant Brand Trust and Brand Affect to Brand Loyalty

H2: There is significant Brand Trust to Brand Loyalty

H3: There is significant Brand Affect to Brand Loyalty

RESEARCH METHOD

Types of Research

      The purpose of this research is to identify the possible effects of brand trust and brand affect on brand loyalty . This research is causal. This research is a quantitative method since using questionnaire as a tool to gather data and analysis.

Place and Time of Research

      This research is conducted at the city of Manado and the data collection are done in public areas such as, universities, mall and neighborhood. The study is conducted in Manado from August - November 2013 (4 months) and the survey started on November 2013.

Population and Sample

      The population of this research is people in Manado who use skin care products from Pond's beauty product. The sample survey is mainly directed to consumers in Manado citizen, the sample size taken are 100 consumers as respondents. The probability sample design is simple random sampling.

Data Collection Method

      The source of data that used is primary data which is the information that are obtained first-hand by the researcher on the variables of interest for the specific purpose of the study in this study primary data is the data that collected from the questionnaire of respondent by direct survey, go to the field an spread the questionnaire.

Operational Definition and Measurement of Variables

1. Brand loyalty (Y) when a consumer buys a product from Pond's skin care repeatedly.
2. Brand trust (X1) when a consumer buys a product of Pond's skin care because they trust the function or use of the products.
3. Brand affect (X2) when a consumer buy a product of Pond's skin care because they have positive emotional response with the product.

Data Analysis Method

Validity and Realibity test

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire. An instrument has high validity if it can deliver results in accordance with the purpose of measuring the measurements itself which is valid at 0.01 level or higher. The validity of testing can use the Product-Moment Correlation Pearson techniques. This research use the Pearson correlation significant one tailed test, that I have a prior test as the sign of (-) or (+) of the correlation. Questionnaires were used as a measuring instrument should qualify the validity of the content.

Reliability analysis is used to measure the correlation between multiple measurements of a construct in order to quantify some underlying dimension. The purpose of testing reliability is to determine the level of measurement non error, it means showing the consistency of measurement. Reliability was measured by using Cronbach's Alpha coefficient, when the value of Cronbach's alpha increase the consistency also increases. If the coefficient value of Alpha less than 0.60 then the reliability is bad. Research instrument is acceptable if the test shows the alpha in the range of 0.7 and the reliability is good if above 0.80.

Multiple Regresion Analysis Models

Multiple Regressions is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval-scaled dependent variable, or in other explanation multiple regression used in a situation where two or more independent variables is hypothesized to affect one dependent variable. Once gathered the data from the field, the next step to analysis the data and solving the problem using Multiple Regression Method, it also to test the hypotheses that have been stated. The data then inserted into the statical tools SPSS version 20.0.

RESULT AND DISCUSSION

Result

Validity and Realibity Tests

Validity test is used to know whether the instrument is valid or not. The validity test is using Pearson correlation significant two-tailed test which the instrument is valid if the score of indicator whether it has positive correlation or negative correlation is more than 0, 01 ($r \geq 0.01$). The value of pearson correlation of brand trust, brand affect and brand loyalty is more than 0.01 which indicate that the instrument is valid. The Cronbach Alpha is 0,852 which are more than 0.6. The measurement instruments used for this research are reliable and the instrument can get the consistent result if used in different times.

Classical Assumption Test

Table 1. Multicollinearity

Model		Collinerity Statistics	
		Tolerance	**VIF**
1	Brand Trust	.785	1.275
	Brand Affect	.785	1.275

a. Dependent Variable: Brand Loyalty
   Source : data processed,2013

The tolerance value of brand trust is 0.785, brand affect is 0.785, which are more than 0.10. The VIF value of brand trust is 1.275, brand affect is 1.275, which are less than 10. The result of the tolerance and VIF value show that this research is free from multicollinearity.

Multiple Regression Analysis

Table 2. Multiple Regression Result

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.535	.415		3.697	.000
Brand Trust	.360	.097	.334	3.693	.000
Brand Affect	.353	.097	.339	3.641	.000

a. Dependent Variable : Brand Loyalty
   Source: data processed, 2013

The Equation is as follows :

$$Y = 1.535 + 0.360\ X1 + 0.353\ X2$$

The explainations of the equation are:

a. Constant 1.535 shows the influence of Brand trust (X1), Brand affect (X2), and Brand loyalty (Y).
    It means that, in a condition where all independent variables are constant (zero), brand loyalty (Y) as
    dependent variable is predicted to be 1.535
b. 0.360 is the slope brand trust (X1) meaning if there is one unit increasing in trust while other variables are
    constant then brand loyalty is predicted to increase by 0.360
c. 0.353 is the slope brand affect (X2) meaning if there is one unit increasing in emotion while other variables
    are constant then brand loyalty is predicted to increase by 0.353.

Table 3. Table R and R^2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584	.341	.327	.539

a. Predictors : (Constant), Brand Affect, Brand Trust
    Source: data processed, 2013

The value of R is 0.584 indicating a substantial positive relationship between independent and dependent variable. The value of R^2 is 0.341 meaning brand trust and brand affect, as independent variables are moderate positive and influence Brand loyalty as much as 34.1 % while the rest 65.9 % other factor is not included in this research.

Hypothesis Testing

Table 4. F test Result

Model	Sum of squares	df	Mean Square	F	Sig.
1 Regression	14.577	2	7.289	25.095	.00[a]
Residual	28.173	97	.290		
Total	42.750	99			

a. Predictors: (Constant), Brand Affect, Brand Trust
b. Dependent Variable: Brand Loyalty
    Source: data processed, 2013

The table shows that the degree of freedom 1 (df1) is 2 and the degree of freedom 2 (df2) is 97 with the level of significance is 0.00. The F_{count} is 25.095 and the F_{table} is 2.70. Therefore, F_{count} (25.095) > F_{table} (2.70).

So, the variables of brand trust and brand affect has effect on dependent variable which is consumer brand loyalty.

Table 5. t test Result

Model		Unstandardized Cooficients		Standardized Coefficients	t	Sig
		B	Std.Error	beta		
1	(constant)	1.535	.415		3.697	.000
	Brand Trust	.360	.097	.334	3.693	.000
	Brand Affect	.353	.097	.339	3.641	.000

a.   Dependent Variable: Brand Loyalty
     Source: data processed, 2013.

The partial influence for each independent variable will be explained as follows: Brand trust and Brand loyalty the table shows that the Tcount is 3.693, and the Ttable with the level of significance 95% is 1.984. The result is Tcount (3.693) > Ttable (1.984), and because the Tcount is more than Ttable it means that brand trust influence to brand loyalty. The positive sign indicate that it has positive relationship between independent and dependent variable. Brand affect and Consumer Brand loyalty the table shows that the Tcount is 3.641 and the Ttable with the level of significance 95% is 1.984. The result is Tcount (3.641) > Ttable (1.985), and because the Tcount is more than Ttable it means that brand affect has significant influence to brand loyalty.

Discussion

Brand trust and Brand loyalty
Brand trust has a positive and significant impact on brand loyalty. Brand has the potential to create a response from the consumer confidence. For an enterprise or company, consumer confidence in the brand is an important target to be achieved. The survival of the company or the product results from to have consumer confidence. When consumers have confidence in the product of a particular brand will be a loyal customer. Loyal customers will automatically have a positive effect on the profits of a company. Therefore, this study supports that have an influence on Brand Trust Brand Loyalty.

Brand affect to Brand Loyalty
Anwar, et al. (2011) found that brand affect has a positive impact on brand loyalty and consumer brand extension attitude and therefore results in escalating them. Chaudhury and Holbrook (2001) brand trust, affect and loyalty together can increase the market share of an organization as it develops the willingness to pay amongst the consumers and therefore their impact shall be studied on consumer brand extension attitude along with brand image.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the research, the conclusions may be drawn as follows:

1. Brand trust has a positive and significant impact on Brand Loyalty on Pond's beauty products. Brand has the potential to create a response from the consumer confidence. When consumers have confidence in the Pond's brand so consumers will become loyal consumers to a particular brand will have an impact on the level of corporate profits.
2. Brand Affect has a positive and significant impact on Brand Loyalty on Pond's beauty products. Consumers who are loyal to a brand will pay more towards a brand because consumers think that there is more value to be gained from the brand. The more consumers have an emotional attachment to a brand it will cause bond for consumers to make purchases. The stronger the effect of brand Affect the brand selection process, it is increasingly attracting consumers to make purchases.

Recommendation

      This research show that, Brand loyalty is one the important factor in relationship between consumer and brand because brand loyalty can be influence brand trust and brand affect. Brand Affect to have a positive influence on brand loyalty, brands that have emotional feelings with the consumers can have a great influence for the benefit of a company, because when consumers have an emotional attachment to a brand that can make consumers become loyal to a brand that will pay more because the consumer think that there have a value taken from the brand.

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