

## The Role of Brand Attachment Brand Perceived Quality and Consumer Satisfaction On Herborist Consumer Loyalty

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### ABSTRACT

*Examining the impact of customer happiness, Brand Attachment, and Brand Perceived Quality on customer loyalty is the main objective of this research. The demographics and sample for this study consist of people who live in Surakarta who have made purchases at Herborist. This quantitative research used a purposive sampling technique to obtain primary data from 150 participants who filled out questionnaires. To test the hypothesis, this research uses SPSS. Brand Attachment, Brand Perceived Quality, and Consumer Satisfaction are elements that are strongly correlated with customer loyalty, as shown in research. Respondents in this study can only choose from a limited set of alternatives specified in the questionnaire. Research findings regarding the influence of brand attachment, Brand Perceived Quality, and customer satisfaction on Herborist customer loyalty produce the following conclusions: Consumer Loyalty (Y) is positively and significantly influenced by Brand Attachment (X1). The relationship between consumer loyalty (Y) and brand perceived brand quality (X2) is positive and statistically significant. Customer loyalty (Y) and customer satisfaction (X3) have a positive and statistically significant link. Meanwhile, there is a positive and statistically significant relationship between consumer loyalty (Y), Brand Attachment (X1), and Brand Perceived Quality (X2).*

**Keywords:** brand attachment, brand perceived quality, consumer satisfaction, customer loyalty

### INTRODUCTION

Global businesses face new opportunities and challenges as a result of the rapid evolution of the business sector. As a result of this change, businesses in the private sector are more motivated to produce high quality goods. Improving product quality through branding is one approach. Nowadays, customers care more about the reliability of a product's production than whether the product can meet their specific needs or not, which is why brands are so important (Ramadhan, 2019). Increasing customer happiness and loyalty is one way for entrepreneurs to evaluate the efficacy of their competitive strategies. Efforts to retain current consumers are seen as more important than efforts to find new consumers. According to Kotler and Keller (2016), companies usually incur cheaper costs for retaining existing clients than recruiting new clients.

The public is becoming more wary of skin care products with potentially harmful components, leading to an increase in the popularity of herbal alternatives. A series of skin care products called Herborist are made from natural Indonesian ingredients. Current conditions of trade competition are becoming increasingly challenging due to the rapid expansion of the cosmetics business in Indonesia. The impact of changes in people's desires and needs is the proliferation of cosmetic

companies. Successful skincare brands know that to attract customers, they need to create personal relationships with them. Consumerist lifestyle, modernity, and globalization are the driving forces behind the rapid growth of the cosmetics industry. These factors enable the production of goods that society needs and lead to an increase in consumption levels. Using Herborist, a classic Balinese skincare brand, is a sensible way to get clear and smooth skin. If herbalists in Indonesia are serious about continuing to provide skin and body care products that can increase the natural attractiveness of Indonesian women, then they must continue to develop. According to [www.topbrand-award.com](http://www.topbrand-award.com) (2022), Herborist SkinCare succeeded in occupying the third position of the best skincare brand in Indonesia.

Many people prefer to use organic beauty products. This happens for various reasons. All skin types can use this natural skin care product safely, and it is also environmentally friendly. To some compounds, some people have severe allergies. To get around this, you should use chemical-free skin care products that are formulated with natural ingredients. In addition, organic products have better properties and function optimally. Very few people start using natural skin care products as a viable option.

In connection with the above, the following is the problem formulation for the discussion of this research: "1. Does brand attachment influence Herborist consumer loyalty? 2. Does brand perceived quality influence Herborist consumer loyalty? 3. Does consumer satisfaction influence Herborist consumer loyalty?"

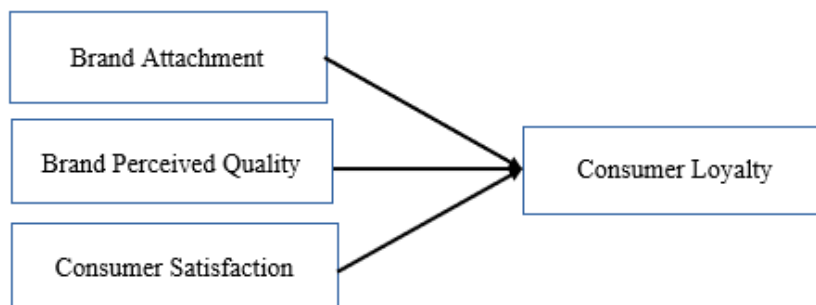


Figure 1. Theoretical Framework

*Source: Data processed by researchers, 2023, Surakarta*

Brand attachment is an important variable in maintaining and increasing customer loyalty. Brand attachment is also important in explaining the asymmetric relationship between customer satisfaction, trust and loyalty. Brand attachment is defined by Lacoeylthe (2000) in Louis and Lombart (2010) as a psychological variable that represents a long-term and irreversible emotional relationship with a brand and represents a psychologically close relationship with the brand. Attachment is “the strength of the bond that connects a brand to the brand itself” (Park, Deborah, Priester, Eisingerich & Jacobucci, 2010).

H1: It is suspected that Brand Attachment has an influence on Consumer Loyalty.

Perceived quality is a consumer's assessment of a product. According to Hellier et al (2003), perceived quality is the overall consumer evaluation of the product standardization process that consumers receive. Consumer perceptions will be related to what is important to consumers, because each consumer has a different (relatively measurable) interest in a product or service. Perceived quality plays an important role in building a brand. In many contexts, the perceived quality of a brand can be an important reason to purchase and the brands that consumers consider will, in turn, influence consumers' purchasing decisions.

H2: It is suspected that Brand Perceived Quality has an influence on Consumer Loyalty.

Consumer satisfaction, according to Philip Kotler and Kevin Lane Keller (2007), is a customer's feeling of happiness or disappointment after comparing the performance or results of the product they are considering with the performance they expected. A sense of consumer satisfaction is a feeling that arises after a customer uses a product or service provided by the company and compares it with what the consumer expects. The Cambridge Dictionary defines consumer satisfaction as customer satisfaction, which refers to the level of satisfaction a customer has when transacting business with a business or seller. If customers are satisfied, they will become loyal consumers and can improve the company's good image.

H3: It is suspected that Consumer Satisfaction has an influence on Consumer Loyalty.

## RESEARCH METHOD

Population is an area consisting of individuals or objects with certain numbers and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2015). In this research, people are consumers of Herborist products in Surakarta. The sample is part of the number and characteristics of the population (Sugiyono, 2015). The sample consists of a small number of population members. Selection of a number of population elements is known as sampling. Study of samples and understanding of their attributes makes it possible to associate these attributes or traits with elements of the population (Sekaran and Bougie, 2016). In this research there are 19 indicators, with the minimum sample size required being 150 respondents. The sampling technique used in this research is purposive sampling, namely sampling based on research objectives. According to Sugiyono (2018: 138), purposive sampling includes taking samples based on certain considerations according to the desired criteria so that the number of samples to be studied can be determined. In this study, the sample used included users of Herborist products with the following criteria: 1 Respondents were users of Herborist products, (2) Respondents were aged over 17.

According to Sugiyono (2015), it is explained that in quantitative research, data analysis is an activity after data is obtained from all respondents or other data sources that have been collected. This analysis process was carried out using the SPSS

application. SPSS is software used to analyze data and calculate statistics, both parametric and non-parametric. SPSS has quite high statistical analysis capabilities, because apart from providing convenience it is also able to analyze research with more variables. Data analysis activities include grouping data based on variables and type of respondent, tabulating data based on variables for all respondents, presenting data for each variable studied, carrying out calculations to test hypotheses. The advantage of SPSS is that it provides a more informative, more accurate data display by providing reason codes. The data collection technique that will be used in this research is a questionnaire. The questionnaire was prepared based on research variables including brand attachment, brand perceived quality, consumer satisfaction and consumer loyalty. The questionnaire consists of several questions with a Likert scale which helps measure the respondent's perception of each variable. Before the questionnaire is distributed, its validity and reliability are first tested. Respondents' answers were based on the following options: 1. STS (Strongly Disagree), 2. TS (Disagree), 3. N (Neutral), 4. S (Agree), 5. SS (Strongly agree).

## RESULT AND DISCUSSION

### Instrument Testing

The purpose of this test is to determine whether field data is truly useful for research. Evaluation of validity and reliability was carried out in this test.

### Validity Test

Researchers conducted validity tests to determine the credibility of the survey. In order for a questionnaire to be considered valid, the question indicators must be able to reveal the construct being measured. To ensure the survey was valid, researchers used the Bivariate Pearson approach (product moment correlation). A score of 0.159 shows that the formula has passed the validity test as stated in Table 1 above. Therefore, every declaration and statement involving variables is valid.

Table 1. Validity Testing Results

Source: Data processed by researchers (2023)

Variable	Indicator	R count	r table	Information
<i>Brand Attachmnet</i>	BA1	0,891	0,159	Valid
	BA2	0,893	0,159	Valid
	BA3	0,887	0,159	Valid
	BA4	0,886	0,159	Valid
<i>Brand Perceived Quality</i>	BPQ1	0,874	0,159	Valid
	BPQ2	0,860	0,159	Valid
	BPQ3	0,864	0,159	Valid
	BPQ4	0,865	0,159	Valid
	BPQ5	0,904	0,159	Valid
	BPQ6	0,895	0,159	Valid
<i>Consumer Satisfaction</i>	CS1	0,905	0,159	Valid
	CS2	0,913	0,159	Valid

	CS3	0,897	0,159	Valid
	CS4	0,904	0,159	Valid
<i>Consumer Loyalty</i>	LK1	0,905	0,159	Valid
	LK2	0,875	0,159	Valid
	LK3	0,906	0,159	Valid
	LK4	0,917	0,159	Valid
	LK5	1	0,159	Valid

## Reliability Test

Questionnaires can be used as an indication of a variable, and their reliability can be measured using a reliability test. For a questionnaire to be considered credible, respondents must provide consistent responses to each statement. Based on table 2 above, the results of reliability testing can be seen from the Cronbach's Alpha value which is said to be reliable if it is  $> 0.6$ .

Table 2. Reliability Testing Results

Source: Data processed by researchers (2023)

Variable	Cronbach's Alpha	Role of Thumb	Information
<i>Brand Attachment</i>	0,984	0,6	Reliabel
<i>Brand Perceived Quality</i>	0,984	0,6	Reliabel
<i>Consumer Satisfaction</i>	0,983	0,6	Reliabel
<i>Consumer Loyalty</i>	0,983	0,6	Reliabel

## Classic Assumption Test

Testing is carried out to identify any discrepancies in the data that has been used. The following two tests make up the Classical Assumptions Test:

### Multicollinearity Test

If there is a correlation between the independent variables of the regression model, the multicollinearity test will reveal it. Checking the VIF value and tolerance of each variable is a testing procedure. Multicollinearity does not occur if the tolerance value is above 0.10. Likewise, multicollinearity does not exist if the VIF is less than 10. The data in Table 3 shows that multicollinearity does not occur, and the variable tolerance values are  $X_1=0.190$ ,  $X_2=0.141$ , and  $X_3=0.119$ . Likewise, the VIF values for all variables are  $X_1=5.254$ ,  $X_2=7.100$ , and  $X_3=8.408$ .

Table 3. Results from Multicollinearity Test

Source: Data processed by researchers (2023)

Variable	Tolerance Value	VIF	Information
<i>Brand Attachment</i>	0,190	5,254	Multicollinearity does not occur
<i>Brand Perceived Quality</i>	0,141	7,100	Multicollinearity does not occur
<i>Consumer Satisfaction</i>	0,119	8,408	Multicollinearity does not occur

## Heteroscedasticity Test

To find out whether a homoscedastic regression model can be used to test heteroscedasticity. The Glejser test is a tool to check whether the regression model contains heteroscedasticity. If the Sig value is greater than 0.05 then heteroscedasticity does not occur according to the Glejser Test. The three variables above have a Sig value greater than 0.05 so it is impossible for heteroscedasticity to occur.

Table 4. Heteroscedasticity Test Results

Source: Processed data (2024)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,073	,551		3,758	,000
Brand Atachment	-,115	,048	-,427	-2,407	,017
Brand Perceveived Quality	,014	,052	,057	,276	,783
Consumer Satisfaction	,009	,075	,027	,122	,903

a. Dependent Variable: Abs\_RES

## Multiple Regression Analysis

The form of the resulting regression equation is as follows

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 0.467 + 0.615 + 0.141 + 0.410 + e$$

So it can be explained as follows: (1). When there are no external variables that influence the consumer loyalty variable, the value of a (constant) is equal to 0.467. These variables include: brand attachment (X1), brand perceived quality (X2) and consumer satisfaction (X3). The coefficient of the consumer loyalty variable is 0.467 without any independent variables, (2). Based on the null hypothesis which states that all other factors have no effect on consumer loyalty, the regression coefficient value of 0.615 (b1) shows that brand attachment has a positive effect on consumer loyalty, (3). In constant conditions, the regression coefficient b2 value is 0.141, showing that Brand Perceived Quality has a positive effect on Consumer Loyalty, (4). The regression coefficient (b3) of 0.410 shows that there is a positive relationship between customer satisfaction and customer loyalty. This shows that, regardless of other factors, consumer satisfaction influences customer loyalty significantly with a factor of 0.410. Considering the value is 0.615, the regression coefficient is the most influential, showing that there is a positive correlation between the two factors and customer loyalty.

Table 5. Multiple Regression Analysis Test Results

Source: Data processed by researchers (2023)

Variable	Coefficient B	Std Error
Constant	0,467	0,744
<i>Brand Attachment</i>	0,615	0,064
<i>Brand Perceived Quality</i>	0,141	0,070
<i>Consumer Satisfaction</i>	0,410	0,102

## Coefficient of Determination ( $R^2$ )

Statisticians use the coefficient of determination ( $R^2$ ) to find out how well a model describes the dependent variable. There is a range of possible values for the coefficient of determination. When the value of the independent variable is close to 1, it can provide more information for estimating the dependent variable. On the other hand, a decreasing  $R^2$  value shows that there is a limitation on the capacity of the independent variable to explain the dependent variable. At 0.907, or 90.7%, its  $R$ -squared score is very high. It can be concluded that the ability of the Brand Attachment ( $X_1$ ), Brand Perceived Quality), Consumer Satisfaction ( $X_3$ ) models explains the influence of the Consumer Loyalty ( $Y$ ) variable by 90.7% and 9.3%. Other factors not examined in this research have an impact on remaining portion.

## Hypothesis Testing

### T-test (partial)

The t test can be used to find out whether an independent variable partially influences the dependent variable. After subtracting 3 from 150, we get 146 which is a t table value of 1.982, using the formula  $df=n-k-1$ . The following explanation is presented in Table 6 to help in understanding the t test:

- a. The Influence of Brand Attachments on Consumer Loyalty  
31.869 Sig 0.000 is the calculated t value obtained from the Brand Attachment variable. Based on the analysis results, Brand Attachment has a significant effect on Consumer Loyalty (Sig 0.000 < 0.05).
- b. The Influence of Brand Perceived Quality on Consumer Loyalty  
The Brand Perceived Quality variable produces a calculated t value of 23.556 Sig 0.000. The results of the Sig analysis, namely 0.000 < 0.05, show that Consumer Loyalty is significantly influenced by Brand Perceived Quality.
- c. The Influence of Consumer Satisfaction on Consumer Loyalty  
Consumer satisfaction measurements produce a calculated t value of 27.240 Sig 0.000. Based on the analysis results which show that Sig 0.000 < 0.05, Customer Satisfaction has a significant effect on Customer Loyalty.

### F test (simultaneous)

Carrying out an f test with the following steps: calculated  $f > f$  table and significance threshold (probability value) < 0.05 allows us to know whether all independent variables have a simultaneous influence on the dependent variable. As a result, the null hypothesis ( $H_0$ ) was rejected while the alternative hypothesis ( $H_a$ )

was accepted, this shows that both hypotheses show an influence level of significance greater than 0.05 and the f-count is smaller than the f-table. As a result,  $H_0$  is believed while  $H_a$  is disbelieved, this shows that the two will have separate but complementary impacts.

The calculated f value is 474.692, while the table value is 3.06, and the Sig value is 0.000. Because calculated  $f > f$  table or  $474.692 > 3.06$ , and Sig is seen at  $0.000 < 0.05$ , the dependent variable is significantly influenced by the independent variable as well as shown by the value of  $df = 150 - 3 - 1 = 146$ . There are three independent variables and the number of field data is 150; the significance level is 0.05.

Table 6. Hypothesis Testing Results

Variable	t count	Sig	Information
<i>Brand Attachment</i>	31,869	0,000	Significant
<i>Brand Perceived Quality</i>	23,556	0,000	Significant
<i>Consumer Satisfaction</i>	27,240	0,000	Significant
f hitung	474,692	R	0,952
f sig	0,000	R Square	0,907

Information: t count: 1,982, f table: 3,06

## CONCLUSION

Judging from the results of the analysis of the role of brand attachment, brand perceived quality and consumer satisfaction on Herborist consumer loyalty that has been carried out, this research can be concluded as follows: (1) Brand Attachment has a positive and significant effect on consumer loyalty; The test findings indicate that the brand attachment variable ( $X_1$ ) obtained a count of 31.869 and a ttable of 1.982 with a Sig value of 0.000 with a Sig limit of 0.05. So it shows that  $31.869 > 1.982$  or  $0.000 < 0.05$ , which means  $H_1$  is accepted. It can be concluded that the brand attachment variable has a positive effect on consumer loyalty to Herborist products, (2) Brand Perceived Quality has a positive and significant effect on consumer loyalty; The test results show that the brand perceived quality variable ( $X_2$ ) obtained a t count of 23.556 and a t table of 1.982 with a Sig value of 0.000 with a Sig limit of 0.05. So it shows that  $23.556 > 1.982$  or  $0.000 < 0.05$  which means  $H_2$  is accepted. It can be concluded that the brand perceived quality variable has a positive effect on consumer loyalty to Herborist products, (3) Consumer Satisfaction has a positive and significant effect on consumer loyalty; The test results show that the consumer satisfaction variable ( $X_3$ ) obtained tcount of 27.240 and ttable of 1.982 with a Sig value of 0.000 with a Sig limit of 0.05. So it shows that  $27.240 > 1.982$  or  $0.000 < 0.05$  which means  $H_3$  is accepted. It can be concluded that the consumer variable satisfaction has a positive effect on consumer loyalty to Herborist products, (4) The F test shows that the value of fcount  $>$  ftable is  $474.692 > 3.06$  with a Sig value of  $0.000 < 0.05$ . It can be concluded that brand attachment, brand perceived quality and consumer satisfaction are simultaneous influence consumer loyalty to Herborist products.

The following are suggestions for future researchers based on this research: Suggestions for Researchers: (1). Collecting more samples that have a variety of

characteristics to increase the generalization and diversity of research results and increase the accuracy of research data, (2). Add or change other variables according to the research results., (3). Compare two or more other skincare brands as a reference. Suggestions for Companies: (1). To increase customer loyalty, skincare Herborist must maintain and improve product quality, and develop products to be better, so that they can provide quality assurance and product guarantees, (2). To create customer satisfaction, Herborist must understand what customer expectations are. Therefore, check customer expectations. This can be achieved through questionnaires, customer testimonials, or even interviews. Because businesses must be able to provide maximum satisfaction to customers through attractive and realistic goals.

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