

Understanding Brand Loyalty: The Impact of Brand Reputation, Corporate Reputation, and Brand Experience with Mediating Satisfaction on Skincare Facetology

Dilla Nur Rahma^{1*}, Moehammad Nasir²

^{1,2} Faculty of Economics and Business, Universitas Muhammadiyah Surakarta

Received: 17-12-2024; Accepted: 30-12-2024

Abstract

The purpose of this study is to examine how Facetology Skincare's brand satisfaction mediate the relationship between brand loyalty and company reputation, brand experience, and brand reputation. This study's methodology is quantitative in nature. The participant in this research were students of Muhammadiyah University of Surakarta who use Facetology skincare products. The sampling method employed in this research was non-probability, utilizing a purposive sampling technique. This study compiled its data by utilizing primary data. There were two hundred respondents in this survey. The Likert scale format was employed in the questionnaire's design, and the interval scale is frequently used while creating questions. With the aid of SMARTPLS 3.0 software, PLS (Partial Least Square) was the data analysis method employed in this investigation. The Inner model and the Outer model are the two components of PLS-SEM analysis. The study's findings demonstrated that, for Facetology Skincare, brand satisfaction mediate the relationship between brand loyalty and company reputation, brand reputation, and brand experience. The study's managerial implications offer Facetology strategic direction for boosting brand loyalty through brand and corporate reputation management and consumer experience.

Keywords: Brand Reputation, Company Reputation, Brand Experience, Brand Loyalty, Brand Satisfaction

Abstrak

Tujuan dari penelitian ini adalah untuk mengkaji bagaimana kepuasan merek Facetology Skincare memediasi hubungan antara loyalitas merek dan reputasi perusahaan, pengalaman merek, serta reputasi merek. Metodologi penelitian ini bersifat kuantitatif. Partisipan dalam penelitian ini adalah mahasiswa Universitas Muhammadiyah Surakarta yang menggunakan produk Facetology skincare. Metode sampling yang digunakan dalam penelitian ini adalah non-probabilitas, dengan teknik purposive sampling. Penelitian ini mengumpulkan data dengan menggunakan data primer. Terdapat dua ratus responden dalam survei ini. Format skala Likert digunakan dalam desain kuesioner, dan skala interval sering digunakan saat membuat pertanyaan. Dengan bantuan perangkat lunak SMARTPLS 3.0, metode analisis data yang digunakan dalam penelitian ini adalah PLS (Partial Least Square). Model dalam analisis PLS-SEM terdiri dari dua komponen, yaitu Model Inner dan Model Outer. Hasil penelitian menunjukkan bahwa untuk Facetology Skincare, kepuasan merek memediasi hubungan antara loyalitas merek dan reputasi perusahaan, reputasi merek, serta pengalaman merek. Implikasi manajerial dari penelitian ini memberikan arahan strategis bagi Facetology dalam meningkatkan loyalitas merek melalui manajemen reputasi merek dan perusahaan serta pengalaman konsumen.

Kata Kunci: Reputasi Merek, Reputasi Perusahaan, Pengalaman Merek, Loyalitas Merek, Kepuasan Merek.

JEL Classification: M31, L12, D15

How to cite: Rahma, D. N., Nasir, M., (2024), Understanding Brand Loyalty: The Impact of Brand Reputation, Corporate Reputation, and Brand Experience with Mediating Satisfaction on Skincare Facetology, *Jurnal Orientasi Bisnis dan Entrepreneurship (JOBS)*, 5(2), 150-162

Corresponding author: Dilla Nur Rahma (b100210249@student.ums.ac.id)



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) international license

1. Introduction

In the beauty industry, there are many sectors, one of which is the skin care sector or commonly referred to as skincare. The skincare sector itself is one of the sectors that is growing very rapidly, especially in Indonesia. This is evidenced by statistical data showing that the income per person from the beauty and self-care industry in Indonesia reached IDR 420,740 in 2022, with a total of IDR 111.83 trillion, this growth will continue, with an estimated increase of US \$ 8.32 billion in 2024 (Annissa Mutia, 2022). The high income figures have encouraged many local skincare brands to emerge in Indonesia, because they see very high opportunities in the Indonesian market. Local skincare that continues to emerge is developing and adjusting for the purpose of competing with its rivals. To stay afloat, they also keep coming up with new ideas based on market trends. One tactic for surviving among the rapidly growing skincare firms is to consistently produce high-quality products with distinctive branding. Facetology is one of the regional skincare companies that has recently generated a lot of conversation in Indonesian society. Facetology is a brand owned by Facetology Innovation & Technology, a start-up firm that specializes in the beauty and self-care industries (Alisya & Sholeha, 2024). The company's goal is to rank among Indonesia's top three skincare companies. Facetology hopes that this vision can help Indonesians look more self-assured. Facetology thinks they can fulfill the requirements of Indonesian people in the field of skincare.

Brand loyalty is how much a consumer shows positive appreciation for a brand, has loyalty to the brand, a strong intention to maintain purchases in the future (Lestiadewi et al., 2020). Brand loyalty is the inclination of consumers to repeatedly select and purchase products from the same brand within a specific product category, demonstrating a preference for that brand over others in the market (Putra & Nasir, 2024). Consumers who always use a certain brand of goods without ever buying other brands, especially when the price, design, or material changes, are considered very loyal to the brand (Afiftama & Nasir, 2024).

Brand Reputation is the activity and also the opinion of product line management and product development over a long period of time that is relied on by a consumer to interpret ambiguous information about a brand (Sila. et al., 2024). Brand reputation is an image formed in the minds of internal, external stakeholders towards a brand, this image is built through various perceptions and assessments that have been collected over the years (Foroudi, 2019).

Company reputation is a consumer's opinion about a brand, this opinion is formed from the opinions of consumers themselves, as well as the opinions remarks made by others regarding the brand (Nasir et al., 2020). According to Keni et al. (2021), corporate reputation also refers to the degree of consumer trust in a corporation, which is derived from past business or industry-related acts taken by the company or from community experiences. The way that customers connect with a brand is known as the brand experience. This relationship impacts customer satisfaction and brand loyalty and can be either favorable or negative, short-term or long-term (Nasir et al., 2022). According to Nasir et al. (2020), Brand satisfaction is the result of a personal evaluation of a selected brand alternative, where the brand either fulfills or exceeds the expectations set by the individual. The degree to which consumer expectations have been met is known as brand loyalty. for a brand.

Building upon the results of previous research, Karunia (2023) aims to explore how consumers of Honda motorcycles in Samarinda City perceive various aspects such as brand satisfaction, brand trust, and brand loyalty, and how these are influenced by brand awareness and brand experience. The findings of the study reveal several significant relationships: brand awareness has a substantial negative impact on brand satisfaction, while it positively influences brand loyalty and brand trust. Moreover, brand experience has been found to significantly enhance brand satisfaction while having a considerable negative impact on brand trust. In addition,

brand satisfaction positively influences both brand trust and brand loyalty, while brand trust also plays a significant role in strengthening brand loyalty.

(Vuong & Bui, 2023) A study was conducted that showed how consumers' perceptions of a company's Corporate Social Responsibility (CSR) affect their likelihood of buying that brand in the future. The influence of CSR opinions on purchasing intentions is shaped by factors like brand equity, credibility, and reputation. The research aims to explore the benefits of integrating CSR for business growth by examining how consumer opinions on CSR affect their buying intentions, with brand equity, credibility, and reputation acting as mediators. In a similar vein, the findings of a study by Keni et al. (2021) focus on how corporate reputation, brand choices, and brand attitudes shape customer loyalty in Indonesia's aviation industry. The study indicates that in Indonesia's aviation sector, corporate reputation and consumer satisfaction positively influence brand attitudes, which, in turn, indirectly affect customer loyalty. This gap in previous research prompted further academic exploration into the connection between brand experience and brand loyalty, a field where earlier studies had limited results. Additionally, a review by Nasir et al. (2020) found that factors such as perceived credibility, customer experience, service quality, company reputation, brand reputation, brand competence, and brand satisfaction all play a significant role in fostering brand loyalty.

In order for consumers to remain loyal to facetology products, it is anticipated that this study will explain the viral phenomena of facetology skincare products with regard to brand reputation, brand experience, corporate reputation, brand satisfaction, and brand loyalty. Customers who purchase skincare products from the Facetology Brand served as the study's subjects. The relationship between consumer happiness and brand loyalty in regard to corporate reputation, brand experience, and brand reputation is examined in this study using facetology as a mediating element. By elucidating the Facetology phenomenon, this study seeks to provide insight into the factors that impact consumer loyalty in the skincare industry. The goal of this research is to offer strategic options for boosting client loyalty through customer experience and reputation, as well as to understand how other nearby firms could use similar factors to compete in a cutthroat market.

2. Literature Review and Hypothesis

Brand Loyalty

According to (Solomon 2020) consumers may believe that if they buy and use a product or service, the desired quality will be obtained "automatically". When a product or service meets our needs or desires, it can provide brand loyalty for years, a bond between the product and the customer that is difficult for competitors to break.

Brand Reputation

According to (Kotler, 2023) Brand reputation is the public's perception of company or product that is considered good or not, which is viewed globally on things such as openness and quality so that it can be said to be the public's view of the company's steps.

Company Reputation

According to (Kotler & Armstrong, 2018) Corporate Reputation plays a critical role in building customer trust and loyalty, as well as influencing consumer purchasing decisions. Corporate Reputation is the perception or assessment by customers and the public of the activities carried out by the Company.

Brand Experience

According to (Kotler, 2023) A satisfying brand experience can boost brand image and client loyalty. (Kotler, 2023) contends that the sum of all consumer encounters with a brand, which includes all touchpoints and perceptions formed from those interactions. This includes everything from products and services, marketing communications, interactions via social media, to experiences in physical and online stores.

Brand satisfaction

According to (Kotler et al., 2023) high brand satisfaction can increase customer loyalty, reduce churt rate (the rate of customers leaving the brand) and encourage word of mouth recommendations. Brand satisfaction is that achieving brand satisfaction is the key to building brand loyalty.

Research Hypothesis**The Influence of Brand Reputation on Brand Satisfaction**

According to (Kotler, 2023) brand reputation is the public perception of company or product that is considered good or not which is viewed globally on things such as openness and quality in order for it to be considered a public view of the actions taken by the company. According to Kotler and Armstrong (2018), happy customers recommend their positive experiences to others and make repeat purchases. Disgruntled customers frequently disparage the product to others and move to competitors. The actions and viewpoints of management, product lines, and product development over an extended period of time make up a brand's reputation. that consumers rely on to interpret ambiguous information about a brand (Sila. et al., 2024). Reputation has an image that is formed in the minds of internal, external stakeholders towards a brand. This image is built through perceptions and assessments that have been collected throughout time (Foroudi, 2019). Prior studies by Sari et al. (2023) demonstrated that brand satisfaction is positively and significantly impacted by brand reputation. In light of the aforementioned description, the study's hypothesis is:

H1: Brand Reputation Has a Significant Influence on Brand Satisfaction**The Influence of Company Reputation on Brand Satisfaction**

According to (Kotler & Armstrong, 2018) Company reputation plays a critical role in building customer trust and loyalty and influencing consumer purchasing decisions. The reputation of the company is a consumer's perception of a brand, this perception is formed from the consumer's own opinion, as well as the opinions of others about the brand (Nasir et al., 2020). Company reputation also means the level of consumer trust in a company, where this level of trust arises from the experiences of the community, consumers or actions carried out by a company in the past related to the business or business field of the company (Keni et al., 2021). The prior study carried out by Keni et al. (2021) demonstrated that a company's reputation has a substantial and meaningful impact on brand satisfaction. In light of the aforementioned description, the study's hypothesis is:

H2: Company Reputation Has a Significant Influence on Brand Satisfaction**The Influence of Brand Experience on Brand Satisfaction**

Brand experience is the interaction that a customer has with a brand at all points. A positive brand experience can increase brand satisfaction, brand equity. This interaction may have either a positive or negative impact, both in the short-term and long-term, and it plays a crucial role in influencing consumer satisfaction and their loyalty toward the brand (Nasir et al., 2022). Previous research by Karunia (2023) demonstrated that brand experience has a negative, though statistically insignificant, effect on brand satisfaction. In light of the aforementioned description, the study's hypothesis is:

H3: Brand Experience Has a Significant Effect on Brand Satisfaction

The Effect of Brand Satisfaction on Brand Loyalty

As stated by Kotler et al. (2023), high levels of brand satisfaction can enhance customer loyalty, lower churn rates (the percentage of customers who stop using a brand), and foster positive word-of-mouth referrals. Satisfaction refers to a person's emotional response, which encompasses both a sense of fulfillment and disappointment, resulting from the comparison between a product's performance or outcomes and the consumer's expectations. When the product exceeds those expectations, the consumer experiences satisfaction (Miharni Tjokrosaputro, 2020). Previous research by Nasir et al. (2020) found that brand satisfaction has a significant and positive impact on brand loyalty. In light of the aforementioned description, the study's hypothesis is:

H4: Brand Satisfaction has a significant effect on Brand Loyalty.

The Influence of Brand Reputation on Brand Loyalty

Brand reputation refers to the overall perceptions or opinions about a brand's image and value, which are shaped by a combination of factors. These factors include past experiences, recommendations from others, media coverage, and public relations efforts. Positive or negative judgments about a brand stem from these influences. Furthermore, brands with a strong reputation often evoke positive feelings among consumers, as they are perceived to offer high-quality products, lower risks, and reduced costs in terms of the effort required to gather information before making a purchase decision (Nasir et al., 2020). Research by Nasir et al. (2020) has demonstrated that brand reputation has a significant and positive impact on brand loyalty. In light of the aforementioned description, the study's hypothesis is:

H5: Brand Reputation Has a Significant Effect on Brand Loyalty

The Influence of Company Reputation on Brand Loyalty

Building a good reputation is the key to gaining customer loyalty. This reputation can be built by providing the best experience for stakeholders such as providing quality products, providing good service, providing professional service, and maintaining good communication with them. Therefore, the evaluation of the Company's reputation is based on customer perceptions and exploration of their experiences related to the Company's actions in the past (Khan et al., 2022). Previous research conducted by (Nasir et al., 2020) showed that company reputation has a positive and significant effect on brand loyalty. In light of the aforementioned description, the study's hypothesis is:

H6: Company Reputation has a significant effect on Brand Loyalty

The Influence of Brand Experience on Brand Loyalty

According to (Kotler, 2023) a positive brand experience can increase customer loyalty, strengthen brand image. Loyalty is a commitment that will later be held deeply to support a brand that is consistently loved by customers or consumers. Consumers who are loyal to brands play a very important role in gaining a strong market share for a business. Brand experience is the result of stimulation that triggers customer enthusiasm and liking, which will encourage them to repeat purchases frequently in the future. Thus, consumers will be more inclined to make additional purchases (Yu et al., 2021). Brand loyalty is positively and significantly impacted by brand experience, according to earlier research by Nasir et al. (2022). In light of the aforementioned description, the study's hypothesis is:

H7: Brand Experience has a significant effect on brand loyalty

Brand Satisfaction mediates the Influence of Brand Reputation, Company Reputation, Brand Experience on Brand Loyalty.

A positive brand reputation can increase brand loyalty indirectly through brand satisfaction. This means that consumers who are satisfied with the products or services of a company that has a good reputation will be more likely to be loyal to that brand. Company reputation is a

consumer's perception of a brand, this assumption is formed from the consumer's own opinion and the opinions of others about the brand (Nasir et al., 2020). A good company reputation can increase brand loyalty such as trust, emotional attachment and low risk perception. Brand loyalty is basically the result of consumer trust in a particular brand. Brand loyalty is the tendency of consumers to repurchase the same product based on consumer satisfaction and consumer trust in a brand (Karunia, 2023).

Previous studies have demonstrated the mediating role of brand satisfaction in various relationships affecting brand loyalty. For instance, research by Nabillah and Syamsuar (2020) revealed that brand satisfaction serves as a mediator in the relationship between brand reputation and brand loyalty. Similarly, Zuhra and Sukma (2018) identified that brand satisfaction mediates the impact of company reputation on brand loyalty. Furthermore, Pratama and Tunjungsari (2022) found that brand satisfaction plays a mediating role in the influence of brand experience on brand loyalty. In light of the aforementioned description, the study's hypothesis is:

H8: Brand Satisfaction mediates the effect of the relationship between Brand Reputation, Company Reputation, Brand Experience on brand loyalty.

Research Concept Framework

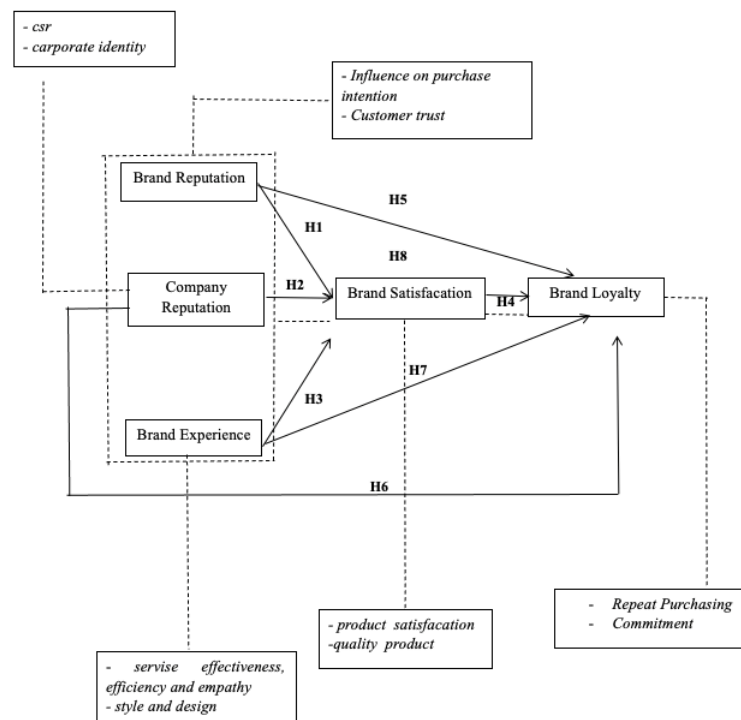


Figure 4: Framework of Thought

All things considered, this framework indicates that a brand's success in fostering customer loyalty is based on how well it builds its reputation, offers positive feedback, and increases customer loyalty as a mediating element. This is a key tactic for Facetology to succeed in a competitive market.

3. Data and Method

This study's methodology is quantitative in nature. As stated by Sugiono (2019), Quantitative research method is based on the principles of positivist philosophy and are designed to study particular populations or sample groups. These methods involve testing pre-established

hypotheses using tools for data collection and analyzing the data through quantitative or statistical techniques. In order to obtain quantitative research, questionnaires were distributed to Muhammadiyah University of Surakarta students who use facetology skincare products.

Nonprobability sampling sampling technique. According to (Sugiono 2019) A study was conducted that showed how consumers' perceptions of a company's Corporate Social Responsibility (CSR) affect their likelihood of buying that brand in the future. The influence of CSR opinions on purchasing intentions is shaped by factors like brand equity, credibility, and reputation. In this study, the purposive sampling method was utilized. This approach involves deliberately selecting participants based on specific criteria established by the researcher. As stated by Sugiono (2019), purposive sampling refers to the process of choosing sample members according to predetermined characteristics or conditions. The criteria applied in this context were individuals who are users of Facetology skincare products and students enrolled at Muhammadiyah University of Surakarta.

This study uses information that is primary in nature. Primary data is information that has been gathered directly from pre-selected sources through questionnaires, observations, or interviews. 200 respondents who were chosen based on specific selection criteria provided the data. The study's data fulfillment methodology itself will use a questionnaire in the hope of obtaining true information from previously determined sources or respondents.

To conduct data analysis and test hypotheses in this study, the researchers employed a technique called Partial Least Squares (PLS). The data analysis was facilitated by the SmartPLS software, specifically Version 3.0. PLS is recognized as a robust analytical method and is commonly referred to as "soft modeling" because it bypasses the strict assumptions associated with Ordinary Least Squares (OLS) regression. These assumptions include the requirement for multivariate normality and the absence of multicollinearity among exogenous variables. The primary goal of PLS is to assist in estimating latent variable values for practical applications (Ghozali, 2018b).

4. Results

Coefficient Determination (R^2)

Table 1. R-Square value

Variable	R Square	R Square Adjusted
Brand Loyalty (Y)	0,759	0,754

Source: Primary data processed (2024)

Based on the test results presented in Table 1 above, the R-Square value for the brand loyalty variable (Y) is 0.759, or 75.9%. This indicates that 75.9% of the variance in the brand loyalty variable (Y) can be attributed to the combined influence of the brand reputation variable (X1), company reputation (X2), and brand experience (X3). The remaining 24.1% is accounted for by other factors or variables that were not included in this study.

Model Goodness of Fit Test

Table 2. Normed Fit Test NFI analysis results

	Saturated Model	Estimated Model
SRMR	0,056	0,056
d_ULS	1,467	1,467
d_G	0,893	0,893

Chi-Square	963,462	963,462
NFI	0,821	0,821

Source: Primary data processed (2024)

Given that the value is less than 0.10, the model is deemed to have a good match based on the analysis in Table 2. Due to its proximity to 1, the NFI value is also cited as appropriate. Consequently, it may be said that the fit model is good.

Hypothesis Testing

Direct Effect Testing (Part Coefficient)

The analysis of direct effect testing aims to evaluate hypotheses concerning the influence of an endogenous variable on an exogenous variable. According to the criteria, if the t-statistic value exceeds 1.984 (based on the t-table), it indicates that the relationship between the variables is statistically significant, leading to the acceptance of the alternative hypothesis (Ha). Similarly, if the p-value is less than 0.05, this further confirms the significance of the effect (Ghozali, 2018a).

Conversely, if the t-statistic value falls below 1.984 (t-table), the relationship between the variables is deemed statistically insignificant, resulting in the rejection of the alternative hypothesis (Ho). Furthermore, if the p-value exceeds 0.05 (or 5%), it also signifies that the effect is not significant (Ho Rejected) (Ghozali, 2018b). Below is the researcher's presentation of the path coefficient results from the direct effect test conducted in this study.

Table 3. Path Coefficients

	Hipotesis	Original Sample	T-Statistics	P- Values	keterangan
Brand Reputation - > Brand Satisfaction	H1	0,169	2,337	0,010	Significantly Influential
Company Reputation -> Brand Satisfaction	H2	0,270	2,683	0,004	Significantly Influential
Brand Experience - > Brand Satisfaction	H3	0,472	4,586	0,000	Significantly Influential
Brand Satisfaction -> Brand Loyalty	H4	0,636	6,761	0,000	Significantly Influential
Brand Reputation - > Brand Loyalty	H5	0,141	1,989	0,008	Significantly Influential
Company Reputation -> Brand Loyalty	H6	0,129	1,987	0,007	Significantly Influential
Brand Experience - > Brand Loyalty	H7	0,145	1,997	0,022	Significantly Influential

Source: Primary data processed (2024)

Based on the results of data analysis in table 3, it can be concluded that this study reveals that brand reputation, corporate reputation, and brand experience have a significant impact on consumer satisfaction, which in turn strengthens brand loyalty. However, the direct impact of brand experience on loyalty is still weak without the mediation of customer satisfaction. This finding shows the importance of reputation improvement and creating positive experiences to maintain customer loyalty.

Indirect Effect Testing**Table 4. Indirect Effect**

	Original Sample	T-Statistics	P-Values	Keterangan
Brand Reputation -> Brand Satisfaction -> Brand Loyalty	0,107	2,061	0,020	Significantly Influential
Company Reputation -> Brand Satisfaction -> Brand Loyalty	0,172	2,514	0,006	Significantly Influential
Brand Experience -> Brand Satisfaction -> Brand Loyalty	0,300	3,901	0,000	Significantly Influential

Source: Primary data processed (2024)

From the analysis of indirect effects presented in Table 4, it can be inferred that the variable of brand satisfaction serves as a significant mediator in the relationships between brand reputation, company reputation, and brand experience with brand loyalty. This conclusion is supported by the T-statistics values exceeding 1.96 and P-values falling below 0.05 for all the mediation pathways examined.

The pathway from brand reputation to brand satisfaction and subsequently to brand loyalty demonstrates a significant impact, as evidenced by a P-value of 0.020. This suggests that a strong brand reputation enhances consumer satisfaction, which in turn fosters greater loyalty to the brand.

Similarly, the pathway from company reputation to brand satisfaction and then to brand loyalty also exhibits a significant influence, with a P-value of 0.006. This implies that a favorable company reputation positively affects brand satisfaction, ultimately leading to increased customer loyalty.

Notably, the pathway from brand experience to brand satisfaction and finally to brand loyalty has the most pronounced effect, reflected in the highest T-statistics value of 3.901 and a P-value of 0.000. This highlights that a positive brand experience is exceptionally effective in boosting consumer satisfaction, which subsequently strengthens brand loyalty.

Overall, these results confirm the important role of brand satisfaction as a mediator in creating and maintaining consumer loyalty to a brand, especially in the context of a skincare brand like Facetology.

5. Discussion**The Influence of Brand Reputation on Brand Satisfaction**

According to (Kotler, 2023) brand reputation is the public perception of a company or product that is considered good or not which is viewed globally on things such as openness and quality so that the public's perspective on the business's actions. According to Kotler and Armstrong (2018), happy customers recommend their positive experiences to others and make repeat purchases. Dissatisfied customers often turn to competitors and belittle the product to others.

According to (Sari et al., 2023), who studied the Impact of Brand Reputation on Online Brand Relationships, Trust, and Satisfaction in Customers Purchasing Epson L Series Inkjet Printers, they discovered that brand satisfaction is significantly impacted by brand reputation. According to the study's findings, brand satisfaction with skincare facetology is positively and

significantly impacted by brand reputation. Consequently, the findings of this research support previous research.

The Influence of Company Reputation on Brand Satisfaction

According to (Kotler & Armstrong, 2018) Company Reputation plays a vital part in influencing consumer purchase decisions and fostering client loyalty and trust. The reputation of the company is a consumer's perception of a brand, this perception is formed from the consumer's own opinion, as well as the opinions of others about the brand (Nasir et al., 2020). According to (Keni et al., 2021) who studied the Impact of corporate Reputation, Brand Satisfaction, and Brand Attitude on Customer Loyalty in Indonesia's Aviation Industry. They discovered that brand satisfaction is significantly impacted by corporate reputation. According to the study's findings, brand satisfaction in skincare facetology is positively and significantly impacted by a company's reputation. Consequently, the findings of this investigation corroborate the findings of previous studies.

The Influence of Brand Experience on Brand Satisfaction

According to Kotler et al. (2023), high levels of brand satisfaction can enhance customer loyalty, decrease churn rate (the rate at which customers abandon the brand), and promote word-of-mouth referrals. It encompasses all customer-brand interactions, including all points of contact and the impressions formed from them. Positive brand experiences can lead to higher brand satisfaction and brand equity. These interactions, which can have either positive or negative effects, influence customer satisfaction and brand loyalty in both the short and long term (Nasir et al., 2022). Karunia (2023) studied the effect of brand awareness and brand experience on Honda motorcycle users' brand satisfaction, trust, and loyalty in Samarinda City. His research revealed that brand experience had a significant impact on brand satisfaction. The study's findings align with previous research, showing that brand experience plays a crucial role in shaping brand satisfaction in the skincare industry.

The Influence of Brand Satisfaction on Brand Loyalty

According to (Kotler et al., 2023) high brand satisfaction can increase customer loyalty, reduce churt rate (the rate of customers leaving the brand) and encourage word of mouth recommendations. Brand loyalty refers to the degree to which a brand meets the expectations of its customers. Consumers who are pleased with the brand are more likely to suggest it to others, influence purchases, and remain devoted patrons. Brand pleasure has a major impact on brand loyalty, according to Nasir et al. (2020), who investigated the role of brand trust in fostering brand loyalty in automobile products. According to the study's findings, brand loyalty in skincare facetology is significantly impacted by brand satisfaction. Consequently, the findings of this investigation corroborate the findings of previous studies.

The Influence of Brand Reputation on Brand Loyalty

According to (Kotler, 2023) brand reputation is the public perception of a company or product that is considered good or not. (Kotler and Armstrong 2018) satisfied customers buy again and tell others about their good experiences. Dissatisfied customers often switch to competitors and belittle the product to others. In addition, brands with a good reputation represent consumers' feelings towards the brand and their perception of the product brand as having good quality, lower risk and lower costs to gather information before purchasing it. According to (Nasir et al., 2020) who studied Brand Trust for creating brand loyalty in automotive products, in their research they found that brand reputation has a significant effect on brand loyalty. The results of this study state that Brand reputation has a significant effect on brand loyalty in skincare fecetology. Therefore, this study supports the results of previous studies.

The Influence of Company Reputation on Brand Loyalty

According to (Kotler & Armstrong, 2018) the Company's reputation plays a critical role in building customer trust and loyalty, and influencing consumer purchasing decisions. Company reputation is the perception or assessment by customers and the public of the activities carried out by the Company. Company Reputation also means the level of consumer trust in a company, where this level of trust arises from the experiences of the community, consumers or actions carried out by a company in the past related to the business or business sector of the company (Keni et al., 2021). As stated by Nasir et al. (2020), who investigated brand trust in fostering brand loyalty for automotive products, their research revealed that a company's reputation significantly influences brand loyalty. The findings of this study indicate that company reputation also plays a significant role in brand loyalty within the skincare facetology sector. Thus, these results align with the conclusions of prior research.

The Influence of Brand Experience on Brand Loyalty

(Kotler & Keller, 2022) explains that customer perceptions of brands are influenced by many factors, including previous experiences, product quality and also price. If a positive experience does not align with the overall perception of the brand, loyalty may not be formed. Consistent, relevant and satisfying brand experiences can create good memories and increase the tendency of consumers to make repeat purchases. However, negative brand experiences can eliminate customer loyalty. According to (Nasir et al., 2022) who studied Brand loyalty is greatly impacted by developing brand loyalty for smartphone products based on brand trust, brand image, and brand experience on the brand experience variable. According to the study's findings, brand loyalty on skincar facetology is significantly impacted by brand experience. Consequently, the findings of this research support previous research.

Brand Satisfaction Mediates the Influence of Brand Reputation, Company Reputation and Brand Experience on Brand Loyalty

A positive brand reputation can indirectly increase brand loyalty through brand satisfaction. This means that consumers who are satisfied with the products or services of a company that has a good reputation will be more likely to be loyal to the brand. Company reputation is a consumer's perception of a brand, this assumption is formed from the consumer's own opinion and the opinions of others about the brand (Nasir et al., 2020). A good company reputation can increase brand loyalty such as trust, emotional attachment and low risk perception. Brand loyalty is basically the result of consumer trust and consumer trust in a brand (Karunia, 2023).

According to (Pratama & Tunjungsari, 2022) who studied the Impact of Brand Experience on Bali United Football Club Merchandise Product Brand Loyalty through the mediation of uncertainty and satisfaction. According to his research, the relationship between brand loyalty and corporate reputation, brand experience, and brand reputation is mediated by brand satisfaction. According to the study's findings, in the skincare facetology, brand satisfaction acts as a mediator between brand loyalty and the effects of corporate reputation, brand reputation, and brand experience. Consequently, the findings of this research support previous studies.

6. Conclusion

The study's findings support the notion that Facetology Skincare's brand satisfaction and brand loyalty are positively and significantly impacted by the company's reputation, brand experience, and brand repute. It has also been demonstrated that brand satisfaction mediates the relationship between brand loyalty and brand experience, corporate reputation, and brand reputation. This study demonstrates that modifications in the brand loyalty variable can be significantly explained by brand reputation, company reputation, and brand experience, with

the rest explained by other variables that have not been studied. The same applies to the brand satisfaction variable, where the three variables also contribute significantly to the changes that occur. In addition, this research model is stated to be fit based on the SRMR and NFI values, so it can be relied on to elucidate the connection between the variables under test. Consequently, this study offers factual support for the significance of building a positive brand reputation, company reputation, and brand experience to increase consumer satisfaction and loyalty, especially in local skincare products such as Facetology

Recommendation

According to the study's findings, Skincare Facetology is advised to continuously improve and enhance both the company's and the brand's reputation. One way to do this is by implementing relevant CSR programs, such as skin care and skin cancer prevention. In addition, businesses must constantly improve customer satisfaction (brand experience) through service evaluation and customer interaction to ensure that customers are satisfied or exceed their expectations. Businesses should focus on providing high-quality products, providing transparent support, and providing relevant social media content in order to significantly increase brand satisfaction and foster brand loyalty. In this way, Facetology can ensure that customers are loyal and have a strong sense of loyalty while also thoroughly evaluating marketing strategies.

References

- Afiftama, I., & Nasir, M. (2024). The Effect of Brand Image, Brand Trust and Customer Experience on Brand Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 12(1), 191–202. <https://doi.org/10.37641/jimkes.v12i1.2403>
- Alisya, N., & Sholeha, H. (2024). Madani: Jurnal Ilmiah Multidisiplin Analisis Media Monitoring Brand Facetology pada Bulan Maret - April 2024 Menggunakan Analisis Tools Brand24 Madani: Jurnal Ilmiah Multidisiplin. 2(5), 537–546.
- Annissa Mutia. (2022). Makin Meroket, Pendapatan Produk Kecantikan dan Perawatan Diri di RI 2022. *Databoks*, 39–40.
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76(May), 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>
- Ghozali. (2018a). *Aplikasi Statistik untuk penelitian*. Badan penerbit Universitas Negeri Semarang.
- Ghozali. (2018b). *Aplikasi Statistik untuk penelitian*. Badan penerbit Universitas Negeri Semarang.
- Ghozali. (2018c). *Aplkasi Analisis Multivariate Dengan Program SemPLS 25*. 9th ed. Badan Penerbit Universitas Diponegoro.
- Ghozali. (2021). *PARTIAL LEAST SQUARE konsep, Teknik dan aplikasi menggunakan program SmartPLS3.2.9 untuk penelitian empiris (3rd ed)*. Badan Penerbit Universitas Diponegoro.
- Karunia. (2023). Brand awareness dan brand experience terhadap brand satisfaction, brand trust dan brand loyalty. *FORUM EKONOMI: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 23(3), 606–624.
- Keni, K., Dharmawan, P., & Wilson, N. (2021). Pengaruh Reputasi Perusahaan, Kepuasan Merek Dan Sikap Merek Terhadap Loyalitas Pelanggan Pada Industri Penerbangan Di Indonesia. (Development of Research Management): *Jurnal Manajemen*, 16(1), 79–95. <https://doi.org/10.19166/derema.v16i1.2743>
- Khan, R. U., Salamzadeh, Y., Iqbal, Q., & Yang, S. (2022). The Impact of Customer Relationship Management and Company Reputation on Customer Loyalty: The Mediating Role of Customer Satisfaction. *Journal of Relationship Marketing*, 21(1), 1–26. <https://doi.org/10.1080/15332667.2020.1840904>

- Kotler, & Keller. (2022). *Marketing Manajemen* (16th Ed, Ed.).
- Kotler, P. (2023). *Marketing Management*. <https://doi.org/10.1007/978-3-031-22393-8>
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing*.
- Kotler, P., Keller, K. L., & Chernev, A. (2023). *Marketing Management* (16th ed.). Harlow: Pearson Education 2022.
- Lestiadewi, L. dea, M., & Nasir, O. (2020). Analisis Pengaruh Label Halal, Citra Merek, Dan Pengalaman Merek Terhadap Loyalitas Merek Pada Produk Wardah Kosmetik Di Kabupaten Sukoharjo Disusun sebagai salah satu syarat menyelesaikan Program Studi Strata I pada Jurusan.
- Miharni Tjokrosaputro, I. A. D. (2020). Pengaruh Brand Satisfaction, Brand Trust, dan Brand Experience Terhadap Brand Loyalty Kompas Digital. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(1), 60. <https://doi.org/10.24912/jmbk.v4i1.6801>
- Nabillah, Z., & Syamsuar, G. (2020). Pelanggan Sebagai Variabel Intervening (Studi Kasus Pada Pelanggan Indihome Di Kelurahan Lubang Buaya, Jakarta Timur). *Manajemen*.
- Nasir, M., Murwanti, S., & Isa, M. (2022). Creating Brand Loyalty for Smartphone Products Based on Brand Image, Brand Trust, and Brand Experience. 8, 28–41.
- Nasir, M., Sularso, A., Irawan, B., & Paramu, H. (2020). Article ID: IJM_11_06_113 Cite this Article: Moehammad Nasir, Andi Sularso, Bambang Irawan and Hadi Paramu, Brand Trust for Creating Brand Loyalty in Automotive Products. *International Journal of Management*, 11(06), 1237–1250. <https://doi.org/10.34218/IJM.11.6.2020.113>
- Pratama, Y. A., & Tunjungsari, H. K. (2022). Pengaruh Pengalaman Merek Pada Loyalitas Merek Produk Merchandise Klub Sepak Bola Bali United Dengan. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 6(1), 224–234. <https://doi.org/10.24912/jmieb.v6i1.18436>
- Putra, A. R. P., & Nasir, M. (2024). Studi Komparasi Brand Credibility, Brand Trust, dan Brand Resonance Terhadap Brand Loyalty Sepeda Montor Type Scoopy di Kota Surakarta dan Kabupaten *Management Studies and ...*, 5(1), 2973–2983.
- Sari, M., Chairy, C., & Peranginangin, J. (2023). Pengaruh Brand Reputation Terhadap Trust, Satisfaction Dan Online Brand Relationship Pada Konsumen Yang Membeli Epson Printer Inkjet Seri L. *Cakrawala Repositori IMWI*, 6(5), 1465–1477. <https://doi.org/10.52851/cakrawala.v6i05.408>
- Sila., E. C., Ruslim., T. S., Utama., L., & Wijaya., H. (2024). Pengaruh Brand Experience Dan Brand Reputation Terhadap Brand Loyalty Dengan Brand Relationship Quality Sebagai Variabel Mediasi (Kasus Produk Det*** Antiseptik Di Jakarta). *Jurnal Bina Manajemen*, 12(2), 1–13.
- Solomon, michael R. (2020). *Costumer Behavior*.
- Sugiono. (2019). *Metodeogi penelitian kuantitatif dan kualitatif dan R&D*. ALFABETA.
- Vuong, T. K., & Bui, H. M. (2023). The role of corporate social responsibility activities in employees' perception of brand reputation and brand equity. *Case Studies in Chemical and Environmental Engineering*, 7. <https://doi.org/10.1016/j.cscee.2023.100313>
- Yu, X., Yuan, C., Kim, J., & Wang, S. (2021). A new form of brand experience in online social networks: An empirical analysis. *Journal of Business Research*, 130(June 2019), 426–435. <https://doi.org/10.1016/j.jbusres.2020.02.011>
- Zuhra, F., & Sukma, S. (2018). Reputasi Merek Terhadap Tingkat Loyalitas Nasabah Yang Dimediasi Oleh Kepuasan Pelanggan Di Bank Mandiri Syariah KCP Bireuen. *Prosiding Seminar Nasional Politeknik Negeri ...*, 2(1), 90–92.