

## THE INFLUENCE OF BRAND TRUST AND BRAND IMAGE ON BRAND LOYALTY OF SUNLIGHT SOAP IN SIDOARJO REGENCY

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### ABSTRACT

Along with the development of various industries to meet human needs, the tighter competition of these various industries in influencing the public to choose their products. In the face of increasingly fierce competition and the increasing number of companies that have sprung up, companies must be able to determine effective and efficient marketing policies, especially to influence consumers to want to buy the products offered. The purpose of this study was to determine the effect of brand trust on Sunlight's brand loyalty. The results of this study are theoretically expected to add to the repertoire of knowledge in the field of economics related to marketing management and be able to provide an understanding of the influence of Brand Trust and Brand Image on Brand Loyalty. The population in this study is users who have used Sunlight dish soap in the Sidoarjo regency area. The sampling used in this study was Users of Sunlight dish soap products in Sidoarjo Regency and Users Are Housewives. The data collection method carried out in this study is the questionnaire method. Sunlight or Sanlait is a dishwashing soap that removes grease faster and makes household appliances easier to clean. Brand trust is able to contribute well to the brand loyalty of sunlight product users in the Sidoarjo Regency area. This shows that the higher the brand's trust in the public in remembering the reuse of sunlight products, the greater the brand loyalty of sunlight dish soap.

**Keywords:** *brand, brand image, sunlight soap*

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### INTRODUCTION

Along with the development of various industries to meet human needs, the tighter competition of these various industries in influencing the public to choose their products. In the face of increasingly fierce competition and the increasing number of companies that have sprung up, companies must be able to determine effective and efficient marketing policies, especially to influence consumers to want to buy the products offered. The large number of players in the market with all kinds of product advantages offered makes it more difficult for companies to seize competitors' markets.

Marketing with its systems and activities introduces us to the products and various brands of the company offered. One of the important decisions in marketing regarding product strategy is the decision regarding the brand. Because currently in the marketing aspect, it is not only on product functions, but will focus more on brand battles. Unilever as a company engaged in the home and personal care product industry in general is the market leader of consumer goods (consumer *goods*) in Indonesia. Unilever company in Indonesia is 70 years old. One of Unilever's products that uses technological developments along with the consequences of market competition is Sunlight soap which has developed in the form of bar soap, poke soap then become liquid soap. At first, the total laundry soap market was still very small even though the activities of washing household appliances every day were carried out by housewives, some only used water or washing cream. In this case, companies need to instill awareness in consumers of existing brands.

Since the Sunlight Agent 1000 program was launched, as acknowledged by PT Unilever Indonesia Marketing Manager Herry Budiazhari, this liquid dish soap brand has grown rapidly every year and so has its agents. Sunlight Agent 1000 activities aim to recruit housewives as promotional agents in their social circles or communities. Sunlight succeeded in the transformation stage because Sunlight's *word of mouth* agent, namely mothers can properly sell Sunlight to other mothers. All of these are stories of mothers based on their experiences.

From the description above, it can be seen that brand trust and a good brand image can create brand loyalty in consumers as well as previous research. According to Ritmaratri Yola Vernadila Dan Realize (2020), brand image has a significant positive impact on brand loyalty. Perceived quality has a significant positive impact on brand loyalty. Thus at the same time brand trust, brand image and perceived quality are very practical in increasing brand loyalty.

Likewise, with the second journal according to Nurul Laela Sakinah and Dadang Suhardi (2018), brand image has a positive and significant influence on brand loyalty; Brand trust has a positive and significant influence on brand loyalty and brand image and brand trust also have a positive and significant influence on brand loyalty. PT. Unilever Indonesia Tbk is a company that produces home care, personal care and food products. One of Unilever's home care products is Sunlight. Sunlight has been present in Indonesia for more than 25 years with its original bar format. In the 1980s, Sunlight was marketed in liquid form, becoming the first dishwashing liquid in Indonesia. Sunlight is known as one of the dishwashing soap products and occupies the highest position in the marketing world. This is supported by Sunlight which always offers solutions in cleaning various types of dirt, grease and unpleasant odors on cookware. Some types of Sunlight that have been developed include Sunlight Lime 100, Sunlight *Double Power*, Sunlight Plus Anti Bacterial, Sunlight Plus Anti Odor and Sunlight *Clean and Soft*. Sunlight, which always strives to meet consumer desires, has created various variants such as lemon, strawberry and lime which are packaged in bottles (250 and 800 ml) and refills (90, 200, 400, 800, and 1,600 ml).

**Figure 1.1** Top Brand Index for Dish Soap Category (2021-2023)

BRAND	2021	2022	2023
Sunlight	73.20%	71.60%	66.70%
Mama Lemon	15.20%	16.00%	15.40%
Mama Lime	4.00%	3.70%	3.80%

Source: <http://www.topbrand-award.com>

In addition to having confidence in the minds of consumers, Sunlight won the award as Top Brand 2023 with the best dishwashing soap or home appliance category occupying first place with a percentage of 73.2% in 2021, 71.6% in 2022, and in 2023, 66.7% beating its 2 competitors, namely Mamalemon and Mamalime. Sunlight's percentage of sales difference from 2021 to 2022 experienced a percentage decline in sales with a difference of 1.6%, then

finally in 2023 with the largest difference of 4.9%. With the decline in percentage over the past three years, it indicates that there is a brand image problem in liquid Sunlight soap.

Image is the foundation of the brand, so it is important for companies to have appropriate characteristics such as a name used to form it (Armayanti, 2019). According to Wadi et al., (2021), image is the foundation of a trade brand. Brand image is defined as a memory that arises in a person's mind about a positive or negative object. A positive trademark will have an impact on increasing the level of consumer trust and providing benefits to consumers because the product is already known by the public while a negative trademark will make consumers distrust and consumers will always consider buying the product.

According to (Laksono, 2020) Brand image is a way that consumers choose and weigh what products they will use. Brand image appears after customers use it themselves or can also appear because of recommendations from other people who rate a product in positive or negative terms. This is where the role of brand loyalty is very important in a product. Because with high brand loyalty, it allows existing consumers not to move to other products because they already trust and commit to brands that have been consumed. According to (Sundjoto & Hadi, 2012) consumers are willing to pay higher for a product with a certain brand because in the product they glue the brand which is a guarantee of consistency, quality and certain values believed in it.

According to Syafrida Hafni Sahir, et al in the book Marketing Basics (2021) defines brand *loyalty* as a measure of consumer closeness or connection to a brand. Simply put, brand loyalty describes the likelihood of a consumer switching to another brand or not. Sunlight is the leading laundry soap available today. Sunlight has a variety of packaging sizes with varying prices and has different flavors. This phenomenon illustrates that sunlight laundry soap has brand trust that has spread widely throughout Indonesia so that regional is the most popular choice by consumers. Consumers who are satisfied with the product purchased will cause consumer loyalty (brand loyalty) and repeat buying behavior on a product.

If a brand is able to meet consumer expectations or even exceed consumer expectations and provide quality assurance on every occasion of use, and the brand is produced by a reputable company, then consumers will be more confident in their choices and consumers will have confidence in the brand, like the brand and consider the brand as part of themselves. So that brand loyalty will be easier to form and companies will have consumer "frencaiz" brand names that have strong consumer loyalty, because brand trust will determine consumer loyalty to the brand and trust has the potential to create high-value relationships.

Therefore, to build and maintain consumer trust in the brand, companies must manage brand *predictability*, *brand liking*, *brand competence*, brand reputation, and trust in the company which are indicators of brand trust. Brand *loyalty* is a condition where consumers have a positive attitude towards the brand, have a commitment to the brand and intend to continue their purchases in the future. Customer loyalty to the brand really needs to be maintained and improved because retaining existing customers will be easier and more cost-effective compared to finding new customers.

In addition, the existence of consumers who are loyal to the brand is needed so that the company can survive. If customer loyalty to a brand increases, then the vulnerability of customer groups from competitor attacks can be reduced. Thus brand loyalty can be interpreted as future sales. In Sidoarjo Regency, there are various kinds of dish soap but the most

commonly found and known by the public is sunlight brand dish soap, this is because Sunlight applies good *brand equity* compared to other dish soaps. The stronger the *brand equity* of a product, the stronger the attractiveness in the eyes of consumers to buy. Therefore, to build and maintain consumer trust in the brand, companies must manage *brand predictability*, *brand liking*, *brand competence*, brand reputation, and *trust* in the company which are indicators of *brand trust*.

The purpose of this study is to determine the effect of brand trust on Sunlight brand loyalty and to determine the effect of brand image on Sunlight brand loyalty. The benefit of this research is theoretically expected to add to the repertoire of knowledge in the field of economics related to marketing management and be able to provide an understanding of the influence of Brand Trust and Brand Image on Brand Loyalty.

## **METHOD**

### **Data Collection Techniques**

- Primary Data
- Secondary Data

### **Data Sources**

The source of data from this study was obtained from respondents' answers to variables related to the object that had been studied. The questionnaire was distributed to consumers who had used Sunlight dish soap in Sidoarjo district.

### **Data Collection Methods**

The data collection method carried out in this study is the questionnaire method. The questionnaire is a data collection technique by using a list of questions for respondents to fill out. Questionnaires can be used to collect data in a relatively short period of time. In addition, questionnaires make it easier for researchers to analyze data, because respondents get the same questions are some of the reasons for using the questionnaire method in this study.

### **Analysis and Hypothesis Test Techniques**

#### **1. Analysis Techniques**

Hypothesis testing in this study was carried out with the Structural Equation Model (SEM) based on Partial Least Square (PLS). PLS is a variant-based structural equation (SEM) model. Structural Equation Model (SEM) is a field of statistical study that examines a series of relatively difficult relationships to measure simultaneously. PLS is a variant-based SEM statistical technique designed to solve multiple regressions when specific problems occur in the data, such as the size of the study sample.

#### **2. How PLS Works**

As a predictive tool, the model defines latent variables as linear aggregates of each indicator. Weight estimate to create latent variable score components obtained based on how the inner model (a structural model that combines latent variables) and outer model (a measurement model that is the relationship between indicators and their constructs) are specified.

### **Test the hypothesis**

For hypothesis testing is done by looking at the probability value. For probability values, the p-value with an alpha of 5% is  $< 0.05$ . If the p value  $< 0.05$  then the hypothesis is accepted, while if the pvalue  $> 0.05$  then the hypothesis is not accepted.

## **RESULTS AND DISCUSSION**

### **RESULT**

Sunlight or Sanlait is a dishwashing soap that removes grease faster and makes household appliances easier to clean. Sunlight is a brand of household soap introduced by the British company Lever Brothers in 1884 or known today as PT Unilever Indonesia Tbk. The company is engaged in the production of soap, detergent, margarine, vegetable oil and food made from milk, ice cream, food and beverages from tea and cosmetic products. The brand is the world's first branded packaged laundry soap.

#### **1. History of PT. Unilever Indonesia Tbk.**

PT Unilever Indonesia Tbk (IDX: UNVR) is an Indonesian company that is a subsidiary of Unilever. The company was formerly Lever Zeepfabrieken N.V. Unilever Indonesia was established on 5 December 1933 as Lever Zeepfabrieken N.V in Jakarta. Subsequently the company changed its name to PT Unilever Indonesia and divested 15% of its shares on the and Surabaya Stock Exchange in 1981. Unilever Indonesia has more than 1,000 distributors throughout Indonesia.

PT Unilever Indonesia Tbk is part of Unilever Group NV/plc to manufacture and supervise all brands produced by Unilever (such as Sunlight, Surf, Close-up, Clear etc.). The company is engaged in the production of soaps, detergents, margarine, vegetable oils and foods made from milk, ice cream, food and beverages from tea and cosmetic products. PT Unilever Indonesia Tbk. is very famous for products that are familiar to the people of Indonesia.

#### **2. History of Sunlight Dish Soap**

Sunlight is a dishwashing soap that removes grease faster and makes household appliances easier to clean. Sunlight has been available in Indonesia since more than 25 years ago with a bar format at first. In the 1980s, Sunlight was launched in liquid form which made it the first dishwashing product in Indonesia. For 20 years, Sunlight products have succeeded in becoming the largest dishwashing liquid brand in Indonesia with various innovation and promotional activations. Sunlight as the market leader, always offers the best solution to clean cookware and kitchen utensils from all kinds of dirt, odor and grease. Sunlight consists of 3 variants that are loved by its customers, namely lime, lemon and strawberry.

Now Sunlight shines even more by reviving its Brand Purpose, which is to inspire and support Indonesian women to become more and bring out their best potential by becoming culinary entrepreneurs. By becoming culinary entrepreneurs, Indonesian women can actualize themselves while helping the family economy. Sunlight comes with various variants, namely Sunlight Lime 100 with the power to clean fat 10x faster, Sunlight Hygienic enriched with Habatusauda which eliminates bacteria 100x more effectively, and other variants.

### **Description of Research Results**

#### **Questionnaire Dissemination**

The distribution of questionnaires to all respondents was carried out online using google drive through google form, carried out on May 12, 2023 on respondents who use sunlight dish soap products in Sidoarjo Regency, users are tanga housewives, and users have used sunlight dish soap more than twice. The number of questionnaires distributed was 100 respondents, the

questionnaires were filled out completely by respondents in accordance with the filling instructions on the questionnaire.

### **Characteristics of Respondents**

Questionnaires that have been distributed by researchers and filled out by 100 respondents. Can be grouped descriptively the characteristics of respondents. In this study, there are several characteristics of respondents including.

### **Characteristics by Gender**

Based on the results of the distribution of questionnaires as many as 100 respondents, a picture of respondents based on gender can be obtained as follows:

**TABLE 4.1**  
**Characteristics of respondents by gender**

No	Gender	Sum	Total %
1	Male	2	2 %
2	Woman	98	98%
Total		100	100 %

Source: Results of Questionnaire Distribution

Based on the results of filling out the questionnaire, the table above shows that the respondents taken in this study were 100 people, including 2 men with a percentage of 2% and women as many as 98 people with a percentage of 98%. In research based on sex dominated by women.

**TABLE 4.2**  
**Characteristics of respondents by age**

No	Age	Sum	Total
1	20 – 25 Years	12	12 %
2	25 – 40 Years	31	31 %
3	40 – 55 Years	35	35 %
4	> 55 Years	22	22 %
Total		100	100 %

Source: Results of Questionnaire Distribution

Based on the results of filling out the questionnaire, the table above shows that the respondents taken in this study were 100 people. Adjusted to the age grouping of 20-25 years as many as 12 people with a percentage of 12% because at this age most are married. Respondents aged 25-40 years as many as 31 people with a percentage of 31%, at this age dominated by adults so many use sunlight products. Respondents aged 40-55 years as many as 35 people with a percentage of 35%, respondents of this age are dominated by housewives who are very mature so they use sunlight products a lot. Respondents aged > 55 years as many as 22 people with a percentage of 22%, respondents of this age are mostly married for a long time

so they often use sunlight products. In research based on age, it is dominated by the age of 40 – 55 years.

### **Variable Data Description**

#### **Brand Trust Variables and Indicators**

**TABLE 4.3**  
**Frequency of Respondent Answer Results Brand trust (X1)**

No	Indicator	Question Score					Mean
		1	2	3	4	5	
X1.1	<i>Repurchase</i>	1	16	10	68	5	3,60
X1.2	<i>Purchase across and service lines</i>	10	7	9	17	57	4,04
X1.3	<i>Retention</i>	8	12	6	46	28	3,74
X1.4	<i>Refellar (reference)</i>	9	11	15	33	32	3,68
Average							3,76

Source: Data Processing

Based on the table above, it is explained that:

- a. The first indicator on the brand trust variable yielded an average value of 3.60. Respondents who voted strongly agreed as many as 5 people with a percentage of 5%. Respondents who voted agreed as many as 68 people with a percentage of 68%. Respondents who chose neutral were 10 people with a percentage of 10%. Respondents who voted disagreed were 16 with a percentage of 16%. Respondents who voted strongly disagreed as many as 1 person with a percentage of 1%. So many respondents chose to agree with point 4 as many as 68 people.
- b. The second indicator on the brand trust variable resulted in an average value of 4.04. Respondents who voted strongly agreed as many as 57 people with a percentage of 57%. Respondents who voted agreed as many as 17 people with a percentage of 17%. Respondents who chose neutral were 9 people with a percentage of 9%. Respondents who voted disagreed as many as 7 with a percentage of 7%. Respondents who voted strongly disagreed as many as 10 people with a percentage of 10%. So many respondents strongly agreed with point 5 as many as 57 people.
- c. The third indicator on the brand trust variable yielded an average value of 3.74. Respondents who voted strongly agreed as many as 28 people with a percentage of 28%. Respondents who voted agreed as many as 46 people with a percentage of 46%. Respondents who chose neutral were 6 people with a percentage of 6%. Respondents who voted disagreed were 12 with a percentage of 12%. Respondents who voted strongly disagreed as many as 8 people with a percentage of 8%. So many respondents chose to agree with point 4 as many as 46 people.
- d. The fourth indicator on the brand trust variable yielded an average value of 3.68. Respondents who voted strongly agreed as many as 32 people with a percentage of 32%. Respondents who voted agreed as many as 33 people with a percentage of 33%.

Respondents who chose neutral were 15 people with a percentage of 15%. Respondents who voted disagreed were 11 with a percentage of 11%. Respondents who voted strongly disagreed as many as 9 people with a percentage of 9%. So many respondents chose to agree with point 4 as many as 33 people.

### **Brand Image Variables and Indicators**

**TABLE 4.4**  
**Frequency of Respondents' Answer Results Brand image (X2)**

No	Indicator	Question Score					Mean
		1	2	3	4	5	
X2.1	Strength of brand association	9	8	7	54	22	3,72
X2.2	Favourability of brand association	3	14	12	39	32	3,83
X2.3	Keunikan asosiasi merek (Uniqueness of brand association)	8	10	8	50	24	3,78
Average							6,29

Source : Data Processing

Based on the table above, it is explained that:

- a. The first indicator on the brand image variable resulted in an average value of 3.72 respondents who chose strongly agreed as many as 22 people with a percentage of 22%. Respondents who voted agreed as many as 54 people with a percentage of 54%. Respondents who chose neutral were 7 people with a percentage of 7%. Respondents who voted disagreed as many as 8 with a percentage of 8%. Respondents who voted strongly disagreed as many as 9 people with a percentage of 9%. So many respondents chose to agree with point 4 as many as 54 people.
- b. The second indicator on the brand image variable yielded an average value of 3.83. Respondents who voted strongly agreed as many as 32 people with a percentage of 32%. Respondents who voted agreed as many as 39 people with a percentage of 39%. Respondents who chose neutral were 12 people with a percentage of 12%. Respondents who voted disagreed were 14 with a percentage of 14%. Respondents who voted strongly disagreed as many as 3 people with a percentage of 3%. So many respondents chose to agree with point 4 as many as 39 people.
- c. The third indicator on the brand image variable yielded an average value of 3.78. Respondents who voted strongly agreed as many as 24 people with a percentage of 24%. Respondents who voted agreed as many as 50 people with a percentage of 50%. Respondents who chose neutral were 8 people with a percentage of 8%. Respondents who voted disagreed as many as 10 with a percentage of 10%. Respondents who voted strongly disagreed as many as 8 people with a percentage of 8%. So many respondents chose to agree with point 4 as many as 50 people.

**Brand Loyalty Variables and Indicators**

**TABLE 4.5**  
**Frequency of Respondents' Answers Brand loyalty (Y)**

No	Indicator	Question Score					Mean
		1	2	3	4	5	
Y1.1	Make a repurchase	8	10	8	50	24	3,72
Y1.2	Reference others	6	13	4	50	27	3,79
Y1.3	Shows immunity to competitors	9	9	14	42	26	3,67
Average							3,72

Source: Data Processing

Based on the table above, it is explained that:

- a. The first indicator of the brand loyalty variable yielded an average value of 3.72. Respondents who voted strongly agreed as many as 24 people with a percentage of 24%. Respondents who voted agreed as many as 50 people with a percentage of 50%. Respondents who chose neutral were 8 people with a percentage of 8%. Respondents who voted disagreed as many as 10 with a percentage of 10%. Respondents who voted strongly disagreed as many as 8 people with a percentage of 8%. So many respondents chose to agree with point 4 as many as 50 people.
- b. The second indicator on the brand loyalty variable yielded an average value of 3.79. Respondents who voted strongly agreed as many as 27 people with a percentage of 27%. Respondents who voted agreed as many as 50 people with a percentage of 50%. Respondents who chose neutral were 4 people with a percentage of 4%. Respondents who voted disagreed were 13 with a percentage of 13%. Respondents who voted strongly disagreed as many as 9 people with a percentage of 9%. So many respondents chose to agree with point 4 as many as 50 people.
- c. The third indicator on the brand loyalty variable resulted in an average value of 3.67. Respondents who voted strongly agreed as many as 26 people with a percentage of 26%. Respondents who voted agreed as many as 42 people with a percentage of 42%. Respondents who chose neutral were 14 people with a percentage of 14%. Respondents who voted disagreed as many as 9 with a percentage of 9%. Respondents who voted strongly disagreed as many as 9 people with a percentage of 9%. So many respondents chose to agree with point 4 as many as 42 people.

**Data Analysis Results**

**Outlier evaluation**

Outliers are data or observations that have unique characteristics that look very different from other observations and appear in the form of extrin values for a single variable or combination or multivariate (Ovia, 2019). Evaluation between variables or multivariate outliers can be done even though the data analyzed show that there are no outliers at the univariate level.

**TABLE 4.6**

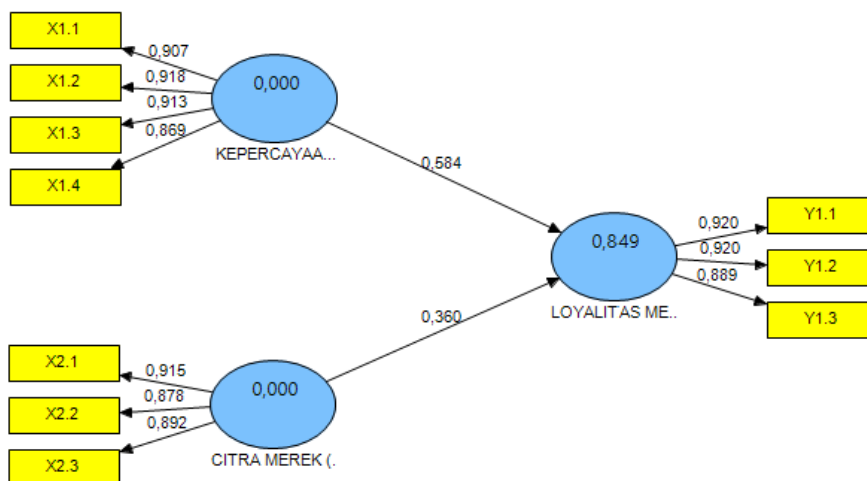
<b>Residuals Statistics</b>					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	22,01	76,41	50,50	10,452	100
Std. Predicted Value	-2,725	2,479	,000	1,000	100
Standard Error of Predicted Value	5,472	14,456	9,286	1,850	100
Adjusted Predicted Value	25,43	77,82	50,43	10,991	100
Residual	-53,500	49,797	,000	27,063	100
Std. Residual	-1,874	1,745	,000	,948	100
Stud. Residual	-2,020	1,838	,001	1,004	100
Deleted Residual	-62,143	56,409	,075	30,376	100
Stud. Deleted Residual	-2,056	1,864	,001	1,009	100
Mahal. Distance	2,649	<b>24,404</b>	9,900	4,356	100
Cook's Distance	,000	,060	,011	,012	100
Centered Leverage Value	,027	,247	,100	,044	100

Source: Data Processing

Dependent Variable: Respondent

From the second outlier test table obtained the value of Mahal. The Maximum Distance data of respondents is 24,404 which is smaller than the Mahal Distance Maximum outlier determined at 29,588 which means that the data has no outliers, thus it can be said that the data has good quality and can be continued for further processing with the number of respondents as many as 100 cases.

**INTERPRETATION OF PLS DATA PROCESSING RESULTS**



**Figure 4.1** Outer model with *loading factor, path coefficient and R-square*

Source : data processing, *SmartPLS output*

From the PLS output picture above, it can be seen the magnitude of the *loading factor* value of each indicator located above the arrow between the variable and the indicator, it can also be seen the magnitude of the path coefficient (*path coefficients*) which is above the arrow line between exogenous variables to endogenous variables. In addition, it can also be seen the magnitude of the *R-Square* which is right inside the circle of endogenous variables (Brand Loyalty variables)

**Measurement Model Testing (Outer Model)**

***Outer loadings***

The measurement model in this study uses exogenous variables with reflective indicators including Brand Trust (X1) and Brand Image (X2) variables, as well as endogenous variables, namely Brand Loyalty (Y). To measure the validity of indicators, one of them is based on the output of the outer Loading table, namely by looking at the magnitude of the loading factor value, because in this modeling all indicators use reflective, the table used is the output of *Outer Loadings*.

**TABLE 4.7**  
***Outer Loadings***

	<b>Factor Loading (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>Standard Error (STERR)</b>	<b>T Statistics ( O/STERR )</b>
<b>X1.1 &lt;- BRAND TRUST (X1)</b>	0,907340	0,903988	0,026438	0,026438	34,319186
<b>X1.2 &lt;- BRAND TRUST (X1)</b>	0,917579	0,916747	0,018874	0,018874	48,615303
<b>X1.3 &lt;- BRAND TRUST (X1)</b>	0,912911	0,911620	0,016649	0,016649	54,832239
<b>X1.4 &lt;- BRAND TRUST (X1)</b>	0,868871	0,867817	0,025015	0,025015	34,733341
<b>X2.1 &lt;- BRAND IMAGE (X2)</b>	0,914619	0,911613	0,022528	0,022528	40,598916
<b>X2.2 &lt;- BRAND IMAGE (X2)</b>	0,877868	0,875801	0,024057	0,024057	36,491422
<b>X2.3 &lt;- BRAND IMAGE (X2)</b>	0,892078	0,890852	0,022468	0,022468	39,704068
<b>Y1.1 &lt;- BRAND LOYALTY (Y)</b>	0,919667	0,916692	0,017930	0,017930	51,292990
<b>Y1.2 &lt;- BRAND LOYALTY (Y)</b>	0,920261	0,918852	0,016272	0,016272	56,553857
<b>Y1.3 &lt;- BRAND LOYALTY (Y)</b>	0,888797	0,884131	0,023856	0,023856	37,257523

### Brand Trust Variables

**Table 4.8**

Comparison of loading factor value and mean variable Brand Trust

Question	Loading Factor	Mean
I always repurchase sunlight laundry soap products (X1.1)	0,907340	3,60
I wouldn't buy dish soap other than the Sunlight brand (X1.2)	<b>0,917579</b>	<b>4,04</b>
When I wanted to buy dish soap, I only remembered the brand Sunlight (X1.3)	0,912911	3,74
I am interested in recommending Sunlight products to friends or family (X1.4)	0,868871	3,68

Based on table 4.8, it can be seen that the highest loading factor value in the brand trust variable lies in the second indicator, namely Purchase across and service lines, *while the highest mean value lies in the second indicator, which is the same, namely Purchase across and service lines* (purchase of competitor line product brands), so it can be concluded that the expected answer results with the reality that occurs in everyday life in using Sunlight products.

### Brand Image Variables

**TABLE 4.9**

Comparison of Loading Factor Value and Brand Image Mean

Question	Loading Factor	Mean
The Sunlight dish soap brand is well known to many (X2.1)	<b>0,914619</b>	3,72
Sunlight brand is easy to remember (X2.2)	0,877868	<b>3,83</b>
The sunlight brand is a trusted dish soap (X2.3)	0,892078	3,78

Based on table 4.9 it can be seen that the highest loading factor value in the brand image variable lies in the first indicator, namely the strength of brand association *while the highest mean value lies in the second indicator, namely the Profitability of brand association*), so it can be concluded that the expected answer results with the reality that occurs in everyday life in using sunlight products.

**Brand loyalty variables**

**TABLE 4.10**

Comparison of Loading Factor Value and Mean Brand Loyalty Variable

Question	Loading Factor	Mean
I always repurchase sunlight laundry soap products (Y.1)	<b>0,919667</b>	3,72
I recommend sunlight dish soap to family and friends (Y.2)	0,920261	<b>3,79</b>
I like Sunlight products over similar laundry soap competitors (Y.3)	0,888797	3,67

Based on table 4.10, it can be seen that the highest loading factor value in the brand loyalty variable lies in the first indicator, namely Making repeat purchases, while the highest mean value lies in the second indicator, namely Providing references to others, so it can be concluded that the expected answer results are with the reality that occurs in everyday life when using Sunlight products. From the table above, the validity of the indicator is measured by looking at the *Loading Factor Value* of the variable to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (Z value at  $\alpha = 0.05$ ). *Factor Loading* is a correlation between indicators and variables, if greater than 0.5 is considered validity is fulfilled as well as if the value of T-Statistic is greater than 1.96 then its significance is fulfilled.

Based on the outer loading table above, all reflective indicators in the variables Brand Trust (X1), Brand Image (X2), and Brand Loyalty (Y), show a *loading factor* (original sample) *greater than 0.50 and/or significant (T-Statistic value more than Z value  $\alpha = 0.05$  (5%) = 1.96)*, thus the estimated results of all indicators have met the Convergen validity or good validity.

**Cross Loading**

Measurement of indicator validity can also be seen from the *Cross Loading* table, if the loading factor value of each indicator on each variable is greater than the loading factor of each indicator on other variables, then the loading factor is said to be valid, but if the loading factor value is smaller than the indicator of other variables, it is said to be invalid

**TABLE 4.11**

*Cross Loading*

INDICATOR	BRAND IMAGE (X2)	BRAND TRUST (X1)	BRAND LOYALTY (Y)
<b>X1.1</b>	0,782088	0,907340	0,805374
<b>X1.2</b>	0,799557	0,917579	0,847291
<b>X1.3</b>	0,832386	0,912911	0,824233
<b>X1.4</b>	0,818897	0,868871	0,794313

<b>X2.1</b>	0,914619	0,792536	0,783199
<b>X2.2</b>	0,877868	0,770911	0,782600
<b>X2.3</b>	0,892078	0,840638	0,806356
<b>Y1.1</b>	0,815415	0,843953	0,919667
<b>Y1.2</b>	0,801229	0,834735	0,920261
<b>Y1.3</b>	0,795342	0,796221	0,888797

Source: Processing questionnaire data

From the results of cross-loading data processing, all loading factor values on each indicator (shaded) both in the variables Brand Trust (X1), Brand Image (X2), and Brand Loyalty (Y), show a greater loading factor value compared to loading factor indicators from other variables, so it can be said that all indicators in this study are met with validity or good validity.

### *Average Variance Extracted (AVE)*

**TABLE 4.12**

*Average Variance Extracted (AVE)*

	<b>AVE</b>
<b>BRAND IMAGE (X2)</b>	0,800994
<b>BRAND TRUST (X1)</b>	0,813390
<b>BRAND LOYALTY (Y)</b>	0,827543

Source: Processing questionnaire data

The next measurement model is the *Average Variance Extracted (AVE)* value, where the value shows the magnitude of the variance of the indicator contained by its latent variable. Convergent AVE values greater than 0.5 indicate good validity adequacy for latent variables. In reflective indicator variables, it can be seen from the value of *Average variance extracted (AVE)* for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5. AVE test results for Brand Trust variable (X1) of 0.813390, Brand Image variable (X2) of 0.800994, and Brand Loyalty (Y) of 0.827543, all three variables show a value of more than 0.5, so overall the variables in this study can be said to be good validity.

### *Composite Reliability*

**TABLE 4.13**

*Composite Reliability*

	<b>Composite Reliability</b>
<b>BRAND IMAGE (X2)</b>	0,923498
<b>BRAND TRUST (X1)</b>	0,945732
<b>BRAND LOYALTY (Y)</b>	0,935031

Source: Processing questionnaire data

Construct reliability measured by the value of *composite reliability*, *reliable construct* if the value of composite reliability is above 0.70 then the indicator is called consistent in measuring the latent variable. The results of *the Composite Reliability test* show that the Brand Trust variable (X1) is 0.945732, the Brand Image variable (X2) is 0.923498, and Brand Loyalty (Y) is 0.935031, **the three variables show a Composite Reliability value above 0.70 so that it can be said that all variables in this study are reliable.**

**Latent Variable Correlations**

**TABEL 4.14**  
*Latent Variable Correlations*

	<b>BRAND IMAGE (X2)</b>	<b>BRAND TRUST (X1)</b>	<b>BRAND LOYALTY (Y)</b>
<b>BRAND IMAGE (X2)</b>	1,000000		
<b>BRAND TRUST (X1)</b>	0,895981	1,000000	
<b>BRAND LOYALTY (Y)</b>	0,883823	0,907148	1,000000

Source: Processing questionnaire data

In PLS the relationship of variables or constructs with one another can correlate with each other, be it exogenous variables with endogenous, or exogenous variables with exogenous as shown in the *latent variable correlations* table above. The relationship between variables with one another has a maximum correlation value of 1, the closer the value of 1 the better the correlation.

From the latent variable correlations *table* above, the average correlation value between variables with one another shows a moderate or moderate average correlation value. The highest correlation value is found between the variable Brand Trust (X1) and Brand Loyalty (Y) of 0.907148, it can also be stated that among the variables in the research model, the relationship between the variable Brand Trust (X1) and Brand Loyalty (Y) shows a stronger relationship than the relationship between other variables, this can also be interpreted that in this research model the high and low Brand Loyalty is more influenced by Brand Trust variable versus Brand Image variable.

**Evaluation of Structural Model Submission (Inner Model)**

Testing of structural models is carried out by looking at the R-Square value which is a goodness-fit test of the model. Testing the inner model can be seen from the value of the R-square in the equation between latent variables. The R2 value describes how much the exogenous (independent/independent) variable in the model is able to explain the endogenous variable (dependent/bound).

**TABLE 4.15**

	<b>R Square</b>
<b>BRAND IMAGE (X2)</b>	
<b>BRAND TRUST (X1)</b>	
<b>BRAND LOYALTY (Y)</b>	0,848503

Source: Processing questionnaire data

Value  $R^2 = 0.848503$ . It can be interpreted that the model is able to explain the phenomenon of Brand Loyalty which is influenced by independent variables, including Brand Trust and Brand Image with a variance of 84.85%, while the system of 15.15% is explained by other variables outside this study (other than Diversity and Brand Image).

In addition to knowing the value of  $R^2$ , the Goodness of Fit Research Model can be known from the magnitude of  $Q^2$  or Q-Square predictive relevance for structural models, which is to measure how well the observation value produced by the model and also the parameter estimation. A Q-square value of  $> 0$  indicates the model has predictive relevance; conversely a Q-square value of  $\leq 0$  indicates the model lacks predictive relevance. The calculation of Q-Square is carried out by the formula:

$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2) \dots (1 - R^2_p)$  where  $R^2_1, R^2_2 \dots R^2_p$  is the *R-square* of the endogenous variable in the equation model. The quantity  $Q^2$  has a value with a range of  $0 < Q^2 < 1$ , where the closer to 1 means the better the model. The amount of  $Q^2$  is equivalent to the coefficient of total determination in path *analysis*.

In this study, the magnitude of  $Q^2$  value is as much as

$$Q^2 = 1 - (1 - 0.848503) = 0.848503.$$

From the results of the  $Q^2$  calculation with a result of 0.848503, it can be concluded that the research model can be said to meet the *predictive relevance*.

### **Inner Model (Structural Model Testing)**

Testing of structural models is carried out by looking at the R-Square value which is a goodness-fit test of the model. Testing the inner model can be seen from the value of the R-square in the equation between latent variables. The  $R^2$  value describes how much the exogenous (independent/independent) variable in the model is able to explain the endogenous variable (dependent/bound). Furthermore, for hypothesis testing, the results of the coefficient and T-Statistic value of the inner model can be seen in the following table:

**TABEL 4.16**  
*Path Coefficients (Mean, STDEV, T-Values)*

	<b>Path Coefficients (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STERR )</b>	<b>P Values</b>
<b>BRAND TRUST (X1) -&gt; BRAND LOYALTY (Y)</b>	0,584428	0,590710	0,099470	5,875394	0,000
<b>BRAND IMAGE (X2) -&gt; BRAND LOYALTY (Y)</b>	0,360186	0,352456	0,099540	3,618523	0,000

Source: Processing questionnaire data

From the table above it can be concluded that the hypothesis states:

Hypothesis 1: It is suspected that Brand Trust (X1) affects Brand Loyalty (Y) sunlight soap in Sidoarjo district is **acceptable, with** path coefficients *0.584428*, and T-statistic values of *5.875394 > 1.96* (from table values  $Z\alpha = 0.05$ ) or P-Value *0.000 < 0.05*, with significant **(positive) results**.

Hypothesis 2: It is suspected that Brand Image (X2) has an effect on Brand Loyalty (Y) of Sunlight soap in Sidoarjo district is **acceptable, with** path coefficients of *0.360186*, and T-statistic values of *3.618523 > 1.96* (from table values  $Z\alpha = 0.05$ ) or P-Value *0.000 < 0.05*, with *Significant* (positive) results.

As the significance of the results of the T-Statistic value can be seen from the output of smartPLS by *bootstrapping* in the figure as follows:

**GAMBAR 4.2**

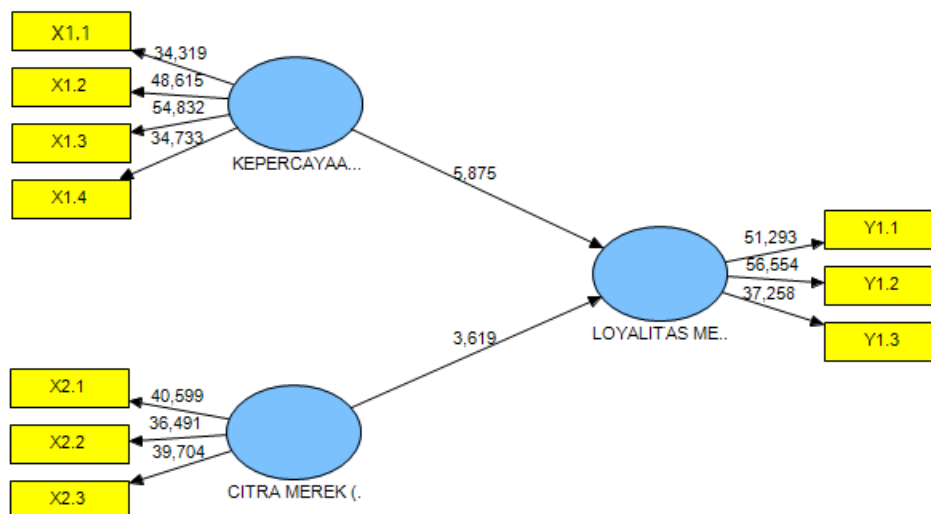


Figure 4.2 Inner Model with a significance value of T-Statistic Bootstrapping

Source: data processing, *smartPLS* output

## **DISCUSSION**

This study aims to discuss how much influence Brand Trust and Brand Image have on Brand Loyalty on Sunlight. The independent variables in this study are Brand Trust and Brand Image, the dependent variable is Brand Loyalty.

### **The Effect of Brand Trust on Brand Loyalty on Sunlight.**

Based on the results of research that has been done shows that brand trust has a significant influence on brand loyalty, this is proven by the t-value of calculating the T-statistic value of  $5.875394 > 1.96$  (from the table value  $Z\alpha = 0.05$ ) or P-Value  $0.000 < 0.05$ . This means that the higher people's brand trust in remembering Sunlight products, the loyalty of product users will also increase.

The results of the descriptive analysis of the brand trust variable show that the indicator of brand trust that most affects brand loyalty using sunlight products is brand recognition. This is in accordance with some interesting programs offered by Sunlight, namely the Sunlight Agent 1000 program was launched, as admitted by Marketing Manager of PT Unilever Indonesia Herry Budiazhari, this liquid dish soap brand is growing rapidly every year and so is the agent. Sunlight Agent 1000 activities aim to recruit housewives as promotional agents in their social circles or communities. Sunlight succeeded in the transformation stage because Sunlight's word of mouth agent, namely mothers can properly sell Sunlight to other mothers. All of these are stories of mothers based on their experiences.

Brand Trust in Sunlight can affect Brand Loyalty, because when a customer chooses sunlight products, the customer will find it difficult to move to other brands because customers have more trust and pin more expectations on sunlight products. Trust in the brand will arise, for example, when customers buy products at sunlight, when serving customers, employees serve quickly and responsively, it can make customers loyal to sunlight. It can be concluded that when a trust in a brand is good for customers, good brand loyalty will be formed, and vice versa if a trust in a brand is bad for customers, bad brand loyalty will also be formed.

The questionnaire results that have been distributed show that the Loading Factor that has the biggest impact on brand trust in brand loyalty is "I will not buy dish soap other than the Sunlight brand". Therefore, it can be said that if trust in sunlight products really helps the company have a good reputation, the company will always be viewed favorably by consumers or customers, thus making the loyalty of its customers trust and feel satisfied with sunlight dish soap products.

Brand Trust with a sense of security in the minds of customers when buying products, shown by the customer's view of the brand then Brand Trust will arise. The findings of this study reinforce the results of previous research conducted by Nurul Laela Sakinah and Dadang Suhardi (2018) stating that there is an influence between brand trust and brand loyalty. And research from Ngabiso, et al (2021) which says that brand trust affects brand loyalty so that brand trust has a contribution to affect brand loyalty.

### **The Effect of Brand Image on Brand Loyalty on Sunlight**

Based on the results of research that has been done shows that brand image has a significant influence on brand loyalty, this is proven by the t-value of calculating the value, obtained T-statistic results of  $3.618523 > 1.96$  (from the table value  $Z\alpha = 0.05$ ) or P-Value  $0.000 < 0.05$ . This means that the influence of brand trust on brand loyalty is because if consumers believe

in the brand, consumer loyalty to the sunlight brand will also increase and this also affects the company because the brand will survive or be loyal and liked by many people.

The dimensions listed in the brand image which include corporate image, user image, product image have a significant effect on brand loyalty. The average consumer becomes a Sunlight customer because of the brand image that exists on Sunlight. In addition, the perception that arises in the minds of Sunlight customers, the lifestyle of someone who wants to be fast and practical and the quality of products and products offered by Sunlight. Someone will also judge from the image that appears from sunlight on the treatment obtained by a customer, if a good image is received it will get good feedback too, if it gets a bad image then bad feedback too, if someone has a neutral feeling it also has no effect on sunlight.

The results of the questionnaire that have been distributed show respondents' answers that the Loading Factor that has the greatest impact on brand image on brand loyalty is "The Sunlight dish soap brand is well known by many people". This happens because Sunlight customers give good ratings that make the brand image of this product very well known by many circles.

When customers know sunlight products, the image given by sunlight to customers must be good, because when the customer's image is good for sunlight products, it will affect someone loyal to a brand. It can be concluded that when the brand image is good towards customers, good brand loyalty will be formed, and vice versa if a bad brand image towards customers will form bad brand loyalty as well. As stated by According to Armanto, et al (2022) who stated that brand image affects brand loyalty. And research from Vernadila and Realize (2020) which says that brand image has a significant positive impact on brand loyalty.

## **CONCLUSION**

Brand trust is able to contribute well to the brand loyalty of sunlight product users in the Sidoarjo Regency area. This shows that the higher the brand's trust in the public in remembering the reuse of sunlight products, the greater the brand loyalty of sunlight dish soap. Brand image is able to contribute well to the brand quality of sunlight product users in the Sidoarjo Regency area. This shows that more and more people who use dish soap trust the sunlight brand image, making sunlight dish soap brand loyalty increase.

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