THE EFFECTS OF CUSTOMER SATISFACTION ON BRAND PREFERENCE THROUGH CUSTOMER LOYALTY AND BRAND TRUST ON LOCAL COSMETIC PRODUCTS IN INDONESIA

Jessica Natalia Wiyogo
Universitas Kristen Petra

Roy Setiawan*
Universitas Kristen Petra
roy@petra.ac.id

Abstract

This study aims to solve the research gap between customer satisfaction and brand preference by combining customer loyalty and brand trust as a novelty. The context of this research is to observe the choices of Indonesian consumers in a variety of local cosmetic brands, which are increasing in number and have equal quality to international brands. The research method used is quantitative. The results of this study indicate that customer satisfaction has no significant positive effect on brand preference, customer satisfaction has a significant positive effect on customer loyalty, customer loyalty has a significant positive effect on brand preference, customer satisfaction has a significant positive effect on brand preference through customer loyalty, customer satisfaction has a significant effect. Positive on brand trust, brand trust has no significant positive effect on brand preference. Lastly, customer satisfaction has no significant positive effect on brand preference through brand trust. This research will develop local cosmetic products to compete with foreign brands.

Keywords: Customer Satisfaction, Customer Loyalty, Brand Trust, Brand Preference, Local Cosmetic

INTRODUCTION

Thousands to tens of thousands of various brands in Indonesia have been registered. From local brands to international brands from several types of products, generally, these brands have classified the economy class for some people. Like the middle class - lower to middle - up. A brand in the Company provides an identity for the Company and is a factor that differentiates it from other companies. In the brand strategy, a company must create, use, and maintain a brand as the core in analyzing internal and external conditions (Yang, Cheng, & Zhanfg, 2017).

The brand reflects a company's personality because, with the brand, they show there must be a value or purpose that they want to convey about the Company. Brands are also a "sacred" identity for each company. In Indonesia, the government has enacted a law regulating brand rights (Directorate General of Intellectual Property, Ministry of Law & Human Rights Republik Indonesia, 2019). because in the current era of global trade, the meaning of a brand is very influential on the sustainability of the business. With this law, it is hoped to protect and maintain healthy business competition, especially in domestic industries. Consumers' value and identity when buying products in certain brands will cause their satisfaction so that generally, consumers' perceptions of buying are perceptual competition, not on the product itself. With consumer trust in a brand, it will generate loyalty to the brand even though it has to pay a higher price. But it does

not rule out someone will switch to another brand if the product in that brand is not available and has to be replaced with a similar product from a different brand.

Every individual must have a brand preference for a particular product or brand based on the first experience we used it for the first time. The expertise we feel makes us comfortable and doesn't want to switch to other brands, even with similar products. There is already some confusion and avoid trying something new because there is no match like the first brand. Brand preference is a person's tendency to choose and heed a brand compared to other brands (Wang, 2015). The belief or belief that brand preference is when a customer chooses a particular brand when faced with another brand due to the success of the marketing strategy and tactics used by the Company (Kotler, 2017). Based on these two definitions, it can be concluded that brand preference arises as a result of consumer experience and trust in the product of the brand so it creates a tendency to prioritize the brand over other brands with similar products. A company's ability to develop a brand preference for consumers will make the Company continue to survive in the world of competition.

Customer is the main factor supporting the success of a business. The company's main target is to get as many customers as possible and achieve customer satisfaction from the services provided so that customer expectations can be committed and adhere to positive feedback from customers. Customer satisfaction is an assessment of a product, and whether the product can meet the needs and expectations expected by customers (Erkmen & Hancer, 2019). Customer will be delighted if a product can meet or exceed their initial expectations. Conversely, if a product cannot meet its needs, it will create a sense of disappointment with the product and affect its view of the brand. So, customer satisfaction is the key for a company to continue making progress in production and service.

Based on previous research (Hellier, Geursen, Carr, & Rickard, 2003), customer satisfaction has a positive or significant relationship to brand preference. Customer satisfaction obtained from a company's services will encourage the Company's brand preference itself so research (Wong, 2014) supports these two influences. Customer satisfaction from a product or service provided to the Company will influence how the customer views the brand itself, with how a customer, when satisfied with the product, will recommend the product and even the brand to his relatives. When a customer gets high enough satisfaction with a product or service in a brand, it will affect a high brand preference. In other words, if the Company can meet customer expectations, that element can increase the preference of the customer (Tsai, Chang, & Ho, 2015). Meanwhile, research shows that customer satisfaction does not affect brand preference because it has very little value (Cassia & Cassia, 2010). Therefore, to complete the research gap, it will be examined again using the novelty of customer loyalty (Hellier et al., 2003) and brand trust as mediation (Erkmen & Hancer, 2019).

A study proves that customer satisfaction has a direct positive effect on customer loyalty. The satisfaction received by the customer will generate or encourage loyalty to the Company by using a product diagram from the same Company. The study above shows that it will be able to retain customers (Wong, 2014). This form is like customer service for companies to be loyal in using their products. The more customers feel satisfied with expectations and reality, it will lead to repeated purchases made by the customer and affect customer loyalty to the Company (Laurent, 2016).

In addition to the mediation above, other mediations can be used as a reference, namely brand trust, a condition in which consumers have confidence in the quality, competence, consistency, reliability, and honesty of certain brands (Erkmen & Hancer, 2019). The ability of a brand to fulfill promises of marketing will indirectly result in brand trust in consumers. They are judging from how the effect of the product or service provided is following what was promised by the Company. The relationship between brand trust and brand preference is a belief that results from the credibility of a brand that the Company can provide satisfaction to customers. Because customers have confidence in a brand to meet their needs, they will tend to choose the same brand in making decisions in the future (Jin, Line, & Merkebu, 2016).

Similarly, (Yang, W., Yang, W., Mattila, A. S., & Mattila, 2016) found that emotional value is one of the strongest predictors of consuming something. Therefore, brand preference can arise due to trust in a brand for the service or product produced compared to choosing an alternative brand with similar services or products. Thus, it will increase customers in determining a brand more than other alternatives.

Achyar and Oktora (2014) provide empirical support for customer satisfaction's significant effect on brand trust. Customer satisfaction plays an essential role in the business industry. Companies will look for creative ways to build collaborative relationships with customers to build brand trust. Because trust is considered a customer's desire to "lean" on a certain brand to be through customer satisfaction.

Supporting the relationship between customer satisfaction and brand preference can be through the first mediation, namely customer loyalty. The level of customer loyalty is based on making repeated purchases of a company's products or services (Hellier et al., 2003). Loyal customers will have a positive outlook and commitment to a particular brand. The loyalty of a customer is an essential asset in the running of a company. Loyalty is a positive trait in creating profitability, so customer loyalty can be considered a competitive advantage in the Company (Griffin, 2005). Loyalty is also formed through continuous experience (Laurent, 2016). This kind of customer involvement will create an impetus for customers to look for other product categories in the same brand, thereby giving rise to their preference for the brand (Moretta Tartaglione, Cavacece, Russo, & Granata, 2019)

Tens of thousands of various brands in Indonesia have been registered. This includes a collection of cosmetic brands that are registered in Indonesia. Women are social beings who desire to appear attractive in public, which results in the need for cosmetics in Indonesia increasing every year. This has led to increasingly competitive competition in the cosmetic industry. Domestic market demand increased by 20% in 2017 due to beauty in society (Kunjana, 2018). With the development of technology, local entrepreneurs can use it to develop creativity in cosmetics. Local cosmetic companies in Indonesia are competing to meet customer expectations or satisfaction to increase preference for the brand through the influence of loyalty and trust in a brand based on the product produced.

LITERATURE REVIEW

    A. Customer Satisfaction

Customer satisfaction is a feeling of satisfaction with the services received commensurate with the price paid. Customers also feel that the sensation they receive with special prices, offers, and discounts is another supporting factor in achieving customer satisfaction (El-Adly, 2019). Customer satisfaction can also be seen through customer involvement in conducting positive reviews about specific products or services online and a cheerful involvement with a product or Company (Zhao, Xu, & Wang, 2019). Vice versa, if it is indicated that a review has a negative assumption, it can be concluded that there is customer dissatisfaction with the product or service provided. Through a study, one of the great strengths of measuring customer satisfaction is through the customer's ratings, with the ratings given that can directly show customer satisfaction (Xiang, Schwartz, Gerdes, & Uysal, 2015).

According to Erkmen and Hancer (2019), customer satisfaction indicators are as follows:
1. Satisfied
Is a feeling that describes the satisfaction of a wish that is achieved. How a product or service provided can fulfill the desires or even expectations of a customer? The experience given will have an impact on customer attitudes.

2. Value added
A company can provide the best service so that it has more value for customers. So that customers can comfortably enjoy all the facilities provided.

    B. Customer Loyalty

Customer loyalty can be understood as an act of making repeated purchases on the same brand by providing positive feedback and not visiting other brands (Han et al., 2018). Interest in customer loyalty generates a sustainable competitive advantage in a company's financial results. In addition to making repeat purchases, the customer loyalty component focuses on positive word-of-mouth (Hajli, Shanmugam, Papagiannidis, Zahay, & Richard, 2017) person's loyalty to a product or brand; he will not hesitate to recommend it. To his relatives. Research on customer loyalty can be seen through attitude, namely involvement and attachment to a company or brand, and price tolerance, while as a dimension of behavior, namely repurchase behavior, positive recommendations (Moretta Tartaglione et al., 2019). All psychological processes consisting of cognitive and emotional aspects can increase loyalty behavior. Therefore the Company must pay more attention to the personal content of the relationship.

According to Griffin (2005), indicators of customer loyalty are as follows:
1. Repurchase
A customer who uses a product continuously receives it to complete his needs and regularly purchases a product.

2. Buying between product lines
Purchase to complement the product that is being used. So that not only one product but several similar products add items to the product item.

3. Referee to others
The satisfaction of a customer for a product from a particular brand refers to others based on his experience by word of mouth (WOM). So those indirect advertisement activities on these products.

4. Immunity against competitors
It is the behavior of a customer who does not want to switch to another brand even though they provide similar products because the customer assumes that the brand being used is trusted and follows his personality.

C. Brand Trust

The findings say that brand trust is highlighted as perceptions and expectations based on a belief that a brand has specific features and is consistent, competent, and credible (Kwan Soo Shin, Amenuvor, Basilisco, & Owusu-Antwi, 2019). In other words, brand trust results in customer confidence in a brand's ability to fulfill its promises (Erkmen & Hancer, 2019). Brand trust is also very much needed in certain brands that are considered quite prestigious as a trust for customers to spend money that is proportional to what is expected. Theoretically, marketers get brand trust from customers when they think the brand or brand has the right image (Chinomona, 2016).

According to Erkmen and Hancer (2019), brand trust indicators are as follows:
1. Rely on
Making this brand, a mainstay of dissatisfaction felt through other brands. To find other alternatives that will satisfy the feeling of satisfaction of customers will switch to a brand he already trusts.

2. Guarantees satisfaction
The customer's view of a brand can guarantee satisfaction with the resulting product, which results from previous experiences that provide satisfaction so that a customer will always have high expectations for a brand.

3. Trusted
Customers trust in a top brand can produce the right product and does not disappoint and maintain its quality.

D. Brand Preference

An essential point of view in understanding how a customer prefers a particular brand or Company compared to others is an aspect of brand preference (Erkmen & Hancer, 2019). Brand preference is one of the factors that can influence a purchase. A company generally provides superior products and services to win the competition in the business market. The extent to which customers like a service provided by the Company compared to other companies services. The services provided can be the same or different things, but it does not change a customer's position to choose the first

Company (Hellier et al., 2003). Someone who has a brand of preference will not hesitate to make his choice. Because with certainty, he chose the brand based on the experience he had ever felt. Brand preference can be seen from an essential perspective in understanding how customers prefer certain brands over others.

According to Erkmen and Hancer (2019), Brand preference indicators are as follows:
1. Decision
Decisions are made by the customer to determine the right brand choice, according to the quality offered by the brand. Customer choice also affects the belief that a brand can meet its needs.
2. Comparison
Comparisons are made by customers from different perspectives to make choices—comparison of customers to determine a product according to needs. Comparing the quality of one brand with another brand can also be done.

HYPOTHESES AND RESEARCH MODEL

When a product or service from a particular brand or Company matches the customer's self-concept, they can highlight these elements to increase the compatibility between customer satisfaction and brand preference to guide customers to make purchasing decisions brand. The research results reveal that they will experience higher satisfaction and preferences (Tsai, Chang, & Ho, 2015).
H1: Customer Satisfaction influences Brand Preference

Customer satisfaction is a direct antecedent of customer loyalty. Through previous research that the perceived customer satisfaction with the services provided is commensurate with what is paid, it will encourage the nature of one's loyalty to the Company (El-Adly, 2019).
H2: Customer satisfaction influences customer loyalty

Customer loyalty behavior will encourage the customer's perspective in analyzing a brand so that they have more interest in the brand's products. WOM, as an indicator of customer loyalty, can also affect brand preference. Companies must be able to analyze customer perceptions of a brand to cause necessary consequences in brand preference (Jalilvand, Pool, Nasrolahi Vosta, & Kazemi, 2016).
H3: Customer loyalty influences brand preference

Customer loyalty is an intervening variable between customer satisfaction and brand preference. These include the dimensions of customer loyalty (repurchase, buying between product lines, refreshing others, and being immune against competitors (Griffin, 2005) in influencing customers to choose a brand. also customer satisfaction is a measure of quality perceived by customers it affects customer loyalty behavior (Moretta Tartaglione, Cavacece, Russo, & Granata, 2019)
H4: Customer satisfaction influences brand preference through customer loyalty

The "luxury" company segment proves that the customer satisfaction obtained results in a customer's trust in the Company both directly through the pleasure felt by a customer himself (Erkmen & Hancer, 2019). The satisfaction that someone feels over expectations before making a transaction with everything obtained after the transaction is an essential concept in the brand's final

assessment. How in a business can customers trust a brand if they do not get satisfaction through previous experiences (Durukan, 2020).
H5: Customer Satisfaction influences brand Trust

In the effect of brand trust on brand preference, it is known that trust is the credibility of a brand in providing a "signal" that a company can offer a satisfying experience for customers. When customers have confidence in the ability of a brand or company to meet their needs, they will also tend to choose the same brand or Company in determining their decisions in the future (Erkmen & Hancer, 2019)
H6: Brand trust influences brand preference

Through Erkmen and Hancer (2019) research, it was found that positive results between customer satisfaction and brand trust will affect brand preference. Brand trust is the trust that a person has in a brand where these factors are driven by a sound or satisfying experience from a company's service or hospitality to meet customer needs. So that trust also causes a person's preference for a brand
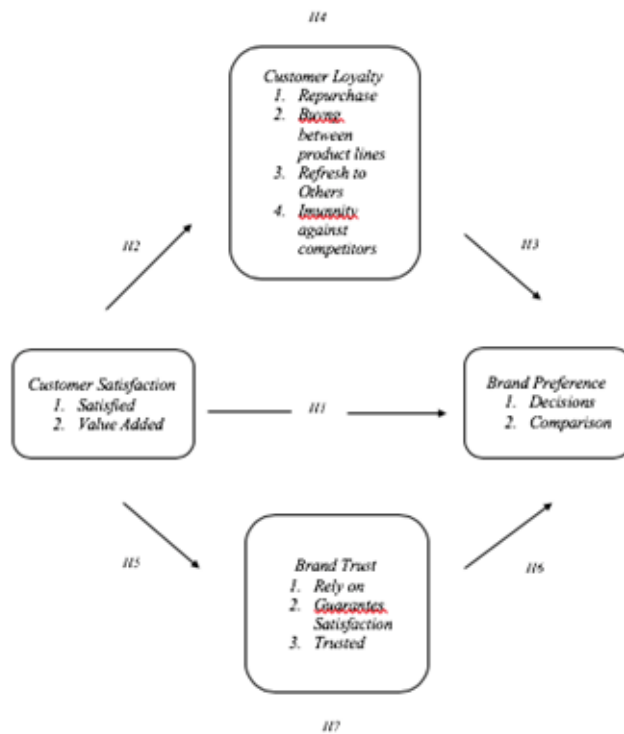H7: Customer satisfaction influences brand preference through brand trust

Figure 1. Research Model

METHOD

In this study, the population used was millennial generation women aged 20 to 40 years with birth years from 1980 to early 2000 (Sharon, 2015) who used cosmetic products, namely Lipstick,

Blush, and Powder from local brands. In this study, we will use sample measurement according to Ferdinand (2014) with sampling requirements such as:
- Maximum Likelihood Estimation = 100 - 200 samples
- The number of indicators is multiplied by 5 - 10
Based on the number of indicators in this study is 11, then the calculation will be multiplied by 10 (11 x 10 = 110) so that the minimum sample size to be used in this study is 110 respondents.

The processing and data analysis used in this study is the Partial Least Square (PLS) method. Measurement of customer satisfaction, brand trust, and brand preference use indicators from Erkmen & Hancer (2019), customer loyalty, uses Griffin (2005).

RESULTS AND DISCUSSIONS

On a scale of 1 – 5, the highest average result of Customer Satisfaction is on the Satisfied indicator with an average of 4.27. The mean value for the entire Customer Satisfaction variable is 4.13, which is included in the high assessment category. This shows that the respondent has a high level of satisfaction with the products used and believes that satisfaction is the most important thing in using local cosmetic products purchased. The highest average result of Customer Loyalty on the Repurchase indicator, with an average of 4.01, the mean value for all Customer Loyalty variables is 3.6, including in the high assessment category. This shows that the respondent has a strong urge to make repeated purchases of the product due to satisfaction after using the cosmetic product.

The highest average Brand Trust result on the Trusted indicator is with an average of 4.03. The mean value for all Brand Trust variables is 3.70. This shows that the respondent has a high enough trust in a brand to produce quality products. The highest average result of Brand Preference on the Rely On indicator has an average of 3.50. The mean value for all Brand Preference variables is 3.42. This shows if the respondent has a level of decision and comparison that is not too high and not too low or rather in the middle (medium) of assessing the cosmetic preference, which is high enough for a brand to be able to. Produce all quality products. Respondents consider that one brand cannot produce all products or types of cosmetics with good quality.

Table 1. Reliability Test

	Composite Reliability	Cronbach Alpha	AVE
Customer Satisfaction	0,828	0,690	0,617
Customer Loyalty	0,783	0.629	0,479
Brand Trust	0,862	0,759	0,675
Brand Preference	0,862	0,764	0,676

Table 1 above shows that all variables have a value of Composite Reliability and Cronbach's Alpha, which has a value of more than 0.6 so from these results, it can be concluded that each variable in this study meets the requirements. Besides, this variable can be said to be reliable. The AVE value is also used in testing reliability to measure the reliability of the variance of a construct component compiled through its indicator with an adjusted error rate. The minimum AVE value that has been set is 0.5. Still, if there is an AVE value of 0.4 with Composite Reliability, more than

0.6 and Convergent Validity meets the requirements, the variable can be accepted (Sekaran & Bougie, 2016).

Table 2. Outer Model

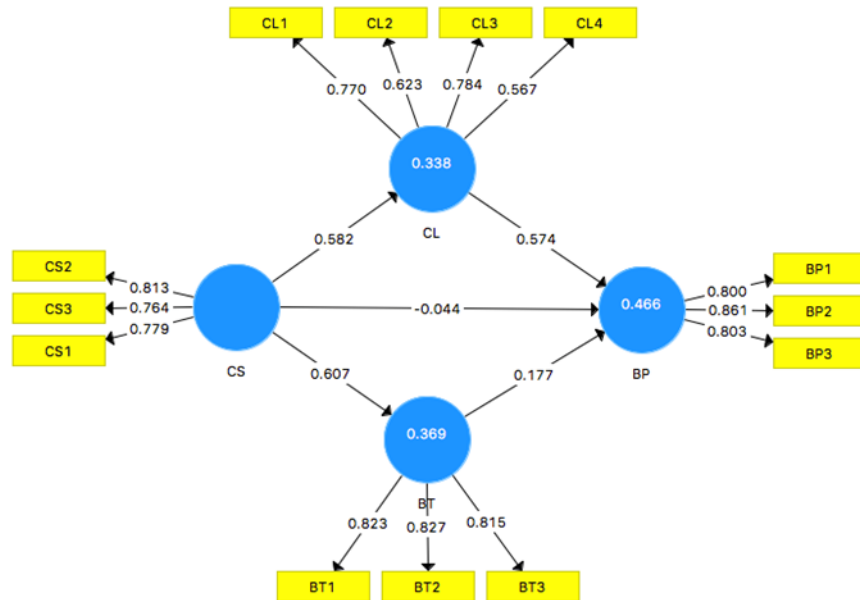| Variabel	Item	Skor Cross Loading	Remarks
Customer Satisfaction	X_1	0,779	Valid
	X_2	0,813	Valid
	X_3	0,764	Valid
Customer Loyalty	$Z_{1.1}$	0,770	Valid
	$Z_{1.2}$	0,623	Valid
	$Z_{1.3}$	0,784	Valid
	$Z_{1.4}$	0,567	Valid
Brand Trust	$Z_{2.1}$	0,823	Valid
	$Z_{2.2}$	0,827	Valid
	$Z_{2.3}$	0,815	Valid
Brand Preference	Y_1	0,800	Valid
	Y_2	0,861	Valid
	Y_2	0,803	Valid

Figure 2. Outer Model

Based on table 2 and figure 2, it is found that all indicators are said to be valid. All the indicators above are declared valid because they have a convergent validity value of> 0.5. In the reliability, the test aims to measure respondents' consistency in answering the questionnaire in this study. The method of composite reliability and cronch's alpha was used to test the reliability. Alpha value (composite reliability)> 0.6.

Table 3. Inner Model R Square

Variabel	R^2
Customer Loyalty (Z_1)	0,338
Brand Trust (Z_3)	0,369
Brand Preference (Y)	0,466

Based on table 3, it can be seen that the Brand Preference (Y) variable can be explained by the Customer Satisfaction (X), Customer Loyalty (Z1), and Brand Trust (Z2) variables with a value of 46.6%, of which 53.4% are fulfilled. By other variables outside of this study. Customer Loyalty (Z1) can be explained by the Customer Satisfaction (X) variable with a value of 33.8%, whereas other variables fulfill the additional 66.2% outside of this study. Finally, for the Brand Trust (Z2) variable, it can be explained by the Customer Satisfaction (X) variable with a value of 36.9% whereas other variables outside of this study influence the additional 63.1%.
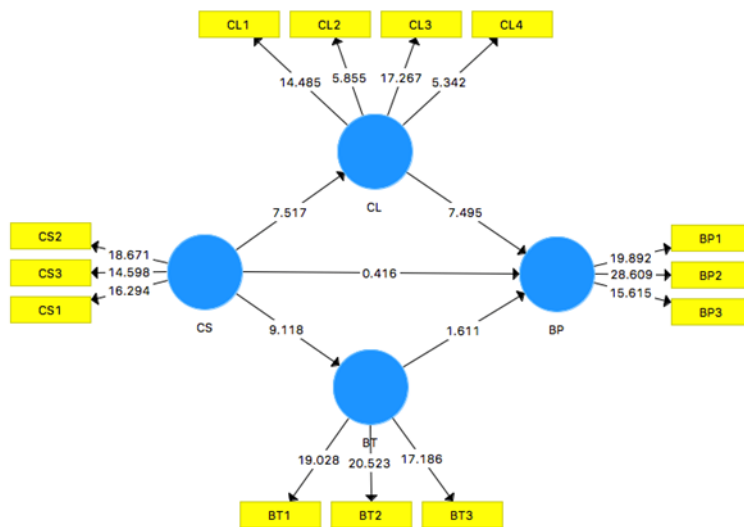

Figure 3. Coefficient Path Analysis

From Figure 3, it is known that the customer satisfaction variable is not able to have a positive effect on increasing brand preference for local cosmetic products in Indonesia, so this study is contrary to the results of previous studies (Hui & Yee, 2015). So it can be concluded that customer satisfaction with a cosmetic product does not necessarily affect the customer's preference to use that brand alone compared to other equivalent brands. This can be because a brand cannot dominate all the products it owns and can attract attention or is not even as good as other local brands that are equivalent so for some other products, different brands excel. So it can be concluded that this study is not following Tsai et al., 2015, which state that customer satisfaction influences brand preference.

The customer satisfaction variable can influence customer loyalty to local cosmetic products in Indonesia. So it can be concluded that customer satisfaction with a cosmetic product can affect customer loyalty to use the brand sustainably compared to trying products from other equivalent brands. This can be driven by the emotional connection due to feelings that match their

expectations (Douglas & T., 2017). This study's results are in accordance with the research (Moretta Tartaglione et al., 2019), which states that there is an influence between customer satisfaction on customer loyalty.

The customer loyalty variable can influence brand preference for local cosmetic products in Indonesia. So it can be concluded that customer loyalty to a cosmetic product can affect these customers' choices to use that brand compared to other brands (Jalilvand et al., 2016). Brand preference is more related to the behavior intention through his service experience (Erkmen & Hancer, 2019) so there is a strong relationship between a customer to the preferred brand.

The customer satisfaction variable can influence brand preference (Tsai et al., 2015) through the Intervening variable, namely customer loyalty to Indonesia's local cosmetic products. Customer satisfaction that occurs with these products can shape customer loyalty to a preferred brand or product (Douglas & T., 2017) (Moretta Tartaglione et al., 2019) to encourage customer preferences to interpret the brand.

The customer satisfaction variable can also influence the brand trust variable in local cosmetic products in Indonesia. Following previous research that proving customer satisfaction can generate a customer's trust in the brand (Erkmen & Hancer, 2019) to produce. Besides, another support is provided by research (Achyar & Oktora, 2014), which also shows empirical support for the significant effect of customer satisfaction on brand trust.

The brand trust variable cannot affect increasing brand preference, so it is contrary to previous research (Sambath, Phou, and Jeng, 2014) on local cosmetic products in Indonesia. A customer's trust in a brand cannot be a strength for the brand because it has more value in the customer's eyes for the products produced so this factor does not support Erkemn & Hancer's research, 2019.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

For the local cosmetic brand industry to improve and highlight the quality of the products being marketed and for certain products, they can even dominate the local cosmetic market evenly. The research results above regarding the mean effects in the variable customer satisfaction, customer loyalty, and brand trust, which are included in the high category and can be used by the local cosmetic brand industry to be used as an opportunity or information to improve product quality to increase the value of customer preferences for the brand. This study found that the mean variable brand preference was included in the medium category.

Recommendations

The sample size used in this study is not large, so it is recommended in future research to use a larger sample size and can examine other variables to increase the competitiveness of local cosmetic products in Indonesia.

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