

FACTORS AFFECTING CONSUMER TRUST AND LOYALTY IN CALYSTA SKINCARE PRODUCTS AT BRANCH BUMI SERPONG DAMAI (BSD)

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ABSTRACT

Claysta Skincare Clinic is competing to provide the best for its customers by giving more value to the clinic that differentiates it from the same competitors in the business business of Skincare clinics. Effect of product quality on Calysta Consumer confidence. Effect of product quality on Calysta Consumer loyalty, influence of service on Calysta Consumer trust, Effect of service on Calysta Consumer loyalty, price effect on Calysta Consumer trust, price effect on Calysta Consumer loyalty, influence of distribution on Calysta Consumer trust, influence of distribution on Consumer loyalty Calysta, the influence of brand image on Calysta Consumer trust, influence of brand image on Calysta Consumer loyalty, influence of consumer confidence on Calysta Consumer loyalty. Population in 80 consumers living in the Tangerang area who visited the Calyta Skincare Clinic in BSD Branch. Data collection techniques were obtained by distributing questionnaires. The data is analyzed by validity and reliability tests. The data analysis tool used in this study is Generalized Structure Component Analysis (GSCA). The results of this study indicate that product quality is not significantly positive effect on consumer trust, product quality is not significantly positive effect on customer loyalty, service has a significant positive effect on consumer trust, service has no significant positive effect on customer loyalty, price does not have a significant positive effect on consumer trust , price does not have a significant positive effect on consumer loyalty, distribution does not have a significant positive effect on consumer trust, distribution has a significant positive effect on customer loyalty, brand image has a negative significant effect on consumer trust, brand image has no significant negative effect on consumer loyalty, consumer trust no significant negative effect on consumer loyalty.

Keywords: Trust, Consumer Loyalty, Product Quality, Service, Price, Distribution, Brand Image

Introduction

Calysta Skincare Clinic is a skincare clinic that was founded in April 2011 in Bandung City with the mission of providing solutions to all facial skin problems experienced by Indonesian women. Claysta Skincare Skincare Clinic competes to provide the best for its consumers by providing more value to its clinic which differentiates it from similar competitors in the Skincare clinic business. Not only focusing on facial skin care, Calysta Skincare also has a slimming program for consumer body beauty. From these advantages, with the tight competition in the Skincare clinic industry, Calysta Skincare needs to increase trust and loyalty to consumers so that it can be accepted by the market share. Consumer trust and loyalty can be measured by comparing consumer

perceptions of the services received and their expectations before using the product, as expressed in Dwyer, et al. that influence trust and loyalty include product quality, service, price, distribution and brand image.

When the quality of the product is not maintained and the price offered by consumers is expensive, it will have an impact on the Brand Image of Calysta Skincare so that it is not popular with consumers.

Based on these problems and realities, it was interesting for the author to conduct research entitled "FACTORS THAT INFLUENCE CONSUMER TRUST AND LOYALTY IN CALYSTA SKINCARE PRODUCTS IN BSD".

Formulation of the problem

Based on the background above, the problem formulation in this research is:

- a. Is there an influence of product quality on Calysta Consumer confidence?
- b. Is there an influence of product quality on Calysta Consumer loyalty?
- c. Is there an influence of service on Calysta Consumer confidence?
- d. Is there an influence of service on Calysta Consumer loyalty?
- e. Is there an influence of price on Calysta Consumer confidence?
- f. Is there an influence of price on Calysta Consumer loyalty?
- g. Is there an influence of distribution on Calysta Consumer confidence?
- h. Is there an influence of distribution on Calysta Consumer loyalty?
- i. Is there an influence of brand image on Calysta consumer trust?
- j. Is there an influence of brand image on Calysta consumer loyalty?
- k. Is there an influence of consumer trust on Calysta consumer loyalty?

Research purposes

The aim of this research is to find out:

- a. The influence of product quality on Calysta Consumer confidence.
- b. The influence of product quality on Calysta consumer loyalty.
- c. The influence of service on Calysta Consumer confidence.
- d. The influence of service on Calysta Consumer loyalty.
- e. The influence of price on Calysta Consumer confidence.
- f. The influence of price on Calysta Consumer loyalty.
- g. The influence of distribution on Calysta Consumer confidence.
- h. The influence of distribution on Calysta consumer loyalty.
- i. The influence of brand image on Calysta consumer trust.
- j. The influence of brand image on Calysta consumer loyalty.

- k. The influence of consumer trust on Calysta consumer loyalty

Research Hypothesis

Based on the main problem formulation and theoretical basis, the hypothesis proposed in this research is:

- H1: There is a positive influence of product quality on Calysta consumer confidence.
- H2: There is a positive influence of product quality on Calysta consumer loyalty.
- H3: There is a positive influence of service on Calysta consumer trust.
- H4: There is a positive influence of service on Calysta consumer loyalty.
- H5: There is a positive influence of price on Calysta consumer confidence.
- H6: There is a positive influence of price on Calysta consumer loyalty.
- H7: There is a positive influence of distribution on Calysta consumer confidence.
- H8: There is a positive influence of distribution on Calysta consumer loyalty.
- H9: There is a positive influence of brand image on Calysta consumer trust.
- H10: There is a positive influence of brand image on Calysta consumer loyalty.
- H11: There is a positive influence of trust on Calysta consumer loyalty.

Literature review

Trust

According to Kotler and Gari (2008:05), "Using integrity and reliability as indicators to measure consumer trust and he found that contact personnel and the physical environment influence consumer trust (Shamdasani and Balakrishnan, 2000), here is the review:

a) Integrity comes from the Latin "Integrate" which means complete. Another word for complete is without defects, perfect, without disguise. In this research, complete means that there is a match between what the company says and does which makes consumers believe it.

b) Reliability

Reliability or dependability is the consistency of a series of measurements. In this research, reliability is intended to measure the company's consistency in carrying out its business from the past until now.

c) Contact Personnel

People who connect the company with consumers or contact personnel are assessed based on the individual's effectiveness in delivering services.

d) Physical environment

The physical environment is defined as "the external surrounding and conditions in which something exists" or can be interpreted as the surroundings and conditions in which a person is located.

Based on the theory above, consumer trust is providing quality information that is correct, honest and responsible. This concludes that there

are four indicators that influence Trust proposed by (S Swan and Nolan, 2002), namely: (1) Integrity, (2) Reliability, (3) Contact Personnel and (4) physical environment.

Loyalty

There are four indicators that influence Loyalty proposed by (Graffin, 2002 and Bua, 2007), namely: (1) Making repeat purchases (Purchase intention), (2) Recommending the company to others (Word of mouth), (3) Buying from outside

product/service lines (Purchases across product and service lines) and (4) Don't be awkward in submitting complaints (Complaining Behavior)

Price

There are four indicators that influence prices proposed by (Staton, 1998), namely: (1) Price affordability, (2) Price suitability to product quality, (3) Price competitiveness and (4) Price suitability to benefits.

Distribution

There are five indicators that influence distribution proposed by (Swastha and Irawan, 2012), namely: (1) Producer - Consumer, (2) Producer - Retailer - Consumer, (3) Producer - Wholesaler - Retailer - Consumer, (4) Producer - Agent - Retailer - Consumer and (5) Producer - Agent - Wholesaler - Retailer - Consumer.

Brand image

There are four indicators that influence brand image proposed by (According to Davidson (1998)), namely: (1) Good name, (2) recognition, (3) Emotional Relationship, and (4) Brand Loyalty.

Research methods

Research Location and Time

The research process carried out by the author was located at the Calysta Skincare clinic, Bumi Serpong Damai Branch with the location address at Jalan Letjen Sutopo Ruko Golden Madrid 2 Blok F No 5 BSD City, RW Nejar Jaya Serpong Tangerang. Office telephone number 021-53164824. This research took 7 (seven) months starting from February to August 2019

Population and Sample

The population is 100 consumers who live in the Tangerang area who visit the Calyta Skincare Clinic at the BSD Branch. Sampling in this study used prudent sampling of 80 respondents

Data collection technique

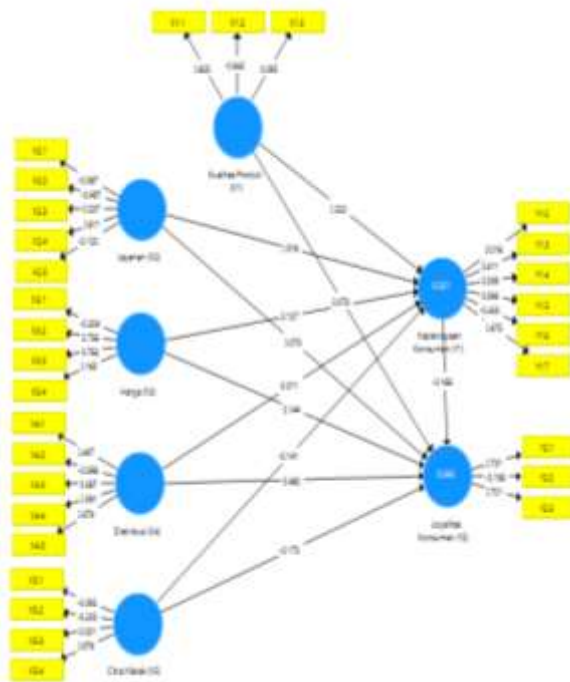
The method used in this research is conducting interviews, observation, literature/library study, and a list of questions/questionnaires.

Data analysis technique

All instruments contained in the questionnaire data were first tested for validity and reliability using Statistical Package Social Sciences (SPSS). Testing with measuring instruments that meet the requirements of validation (valid) and reliability (reliable) level of accuracy which aims to make it easier to calculate data and has a very high level of accuracy and to produce conclusions that can be accounted for.

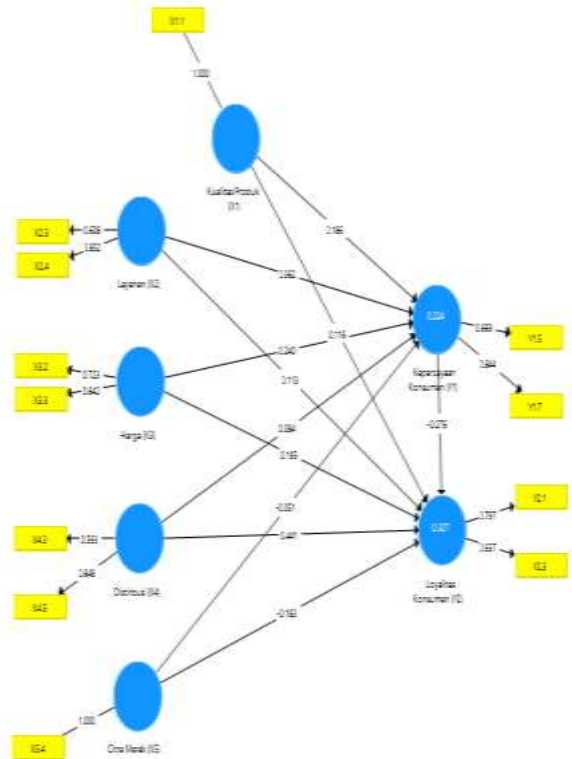
Research results and discussion

Validity test



An indicator is declared valid if it has an outer loading > 0.5. The outer loading value is the correlation between the indicator and the construct. The higher the correlation, the higher the level of validity and also shows a better level of validity. It can be seen in Figure 5.8. In Figure 5.8 above, based on

statistical tests the value of each indicator is P Value < 0.05 so it can be seen that X1.2, .4, X4.1, X4.2, X4.4, X5.1, X5.2, invalid. Therefore, these 19 INDICATORS were removed from the model, then tested again. After being tested again and based on statistical tests the value of each indicator P Value < 0.05 so that the indicators are valid



Hypothesis Test

Path Coefficients	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Value
Q1.1 (Q1) → Kepuasan Konsumen (K1)	0.88	0.88	0.11	8.07	0.000
Q1.2 (Q1) → Kepuasan Konsumen (K1)	0.84	0.87	0.10	7.80	0.000
Q1.3 (Q1) → Kepuasan Konsumen (K1)	0.84	0.84	0.10	8.42	0.000
K1.1 (K1) → Kepercayaan Konsumen (C1)	0.75	0.75	0.10	7.50	0.000
K1.2 (K1) → Kepercayaan Konsumen (C1)	0.80	0.80	0.10	8.00	0.000
K1.3 (K1) → Kepercayaan Konsumen (C1)	0.85	0.85	0.10	8.50	0.000
K1.4 (K1) → Kepercayaan Konsumen (C1)	0.87	0.87	0.10	8.70	0.000
K1.5 (K1) → Kepercayaan Konsumen (C1)	0.82	0.82	0.10	8.20	0.000
C1.1 (C1) → Represiasi Konsumen (R1)	0.75	0.75	0.10	7.50	0.000
C1.2 (C1) → Represiasi Konsumen (R1)	0.80	0.80	0.10	8.00	0.000
C1.3 (C1) → Represiasi Konsumen (R1)	0.85	0.85	0.10	8.50	0.000
C1.4 (C1) → Represiasi Konsumen (R1)	0.87	0.87	0.10	8.70	0.000
C1.5 (C1) → Represiasi Konsumen (R1)	0.82	0.82	0.10	8.20	0.000
R1.1 (R1) → Loyalty Konsumen (L1)	0.75	0.75	0.10	7.50	0.000
R1.2 (R1) → Loyalty Konsumen (L1)	0.80	0.80	0.10	8.00	0.000
R1.3 (R1) → Loyalty Konsumen (L1)	0.85	0.85	0.10	8.50	0.000
R1.4 (R1) → Loyalty Konsumen (L1)	0.87	0.87	0.10	8.70	0.000
R1.5 (R1) → Loyalty Konsumen (L1)	0.82	0.82	0.10	8.20	0.000

CONCLUSION

a. Product quality has no significant positive effect on consumer confidence. The indicator

used in this research is that the quality of the Calysta Skincare products offered is appropriate.

b. Product quality has no significant positive effect on consumer loyalty.

c. Service has a significant positive effect on consumer trust. The indicators used in this research are that officers are able to use tools in the service process and the Calysta Skincare clinic provides guarantees to consumers.

d. Service has no significant positive effect on consumer loyalty.

e. Price has no significant positive effect on consumer confidence. The indicator used in this research is that they are interested in Calysta Skincare products because they match the quality offered and the price of the products offered. There are many choices.

f. Price has no significant positive effect on consumer loyalty.

Distribution has no significant positive effect on consumer confidence. The indicators used in this research are to get the Calysta Skincare product, which I got from a large dealer, it was distributed to a goods dealer and then sold to consumers and to get the Calysta Skincare product, which I got from an agent, it was distributed to a big dealer, it was sent to a goods dealer. Proving Hypothesis 1: quality is suspected products have a positive and significant effect on consumer confidence

Figure 5.10 shows the results of Original Sample = 0.186, T Statistics = 1.569, P Values = 0.117. This shows that the influence of product quality on consumer trust is not significant. Thus, H1 in this study is rejected. This means that product quality cannot increase consumer confidence.

1) Proving Hypothesis 2: It is suspected that product quality has a positive and significant effect on consumer loyalty

Figure 5.10 shows the results of Original Sample = 0.116, T Statistics = 0.972, P Values = 0.332. This shows that the influence of product quality on consumer loyalty is not significant. Thus, H2 in this study is rejected. This means that product quality cannot increase consumer loyalty.

2) Proving Hypothesis 3: it is suspected that service has a positive and significant effect on consumer trust

Figure 5.10 shows the results of Original Sample = 0.362, T Statistics = 3.077, P Values = 0.002. This shows that the influence of service on consumer trust is significant. Thus, H3 in this

research is accepted. This means that services can increase consumer confidence.

3) Proving Hypothesis 4: it is suspected that service has a positive and significant effect on consumer loyalty

Figure 5.10 shows the results of Original Sample = 0.113, T Statistics = 0.813, P Values = 0.416. This shows that the influence of service on consumer loyalty is not significant. Thus, H4 in this study was rejected. This means that the service cannot increase consumer loyalty.

4) Proving Hypothesis 5: It is suspected that price has a positive and significant effect on consumer confidence

Figure 5.10 shows the results of Original Sample = 0.240, T Statistics = 1.491, P Values = 0.137. This shows that the influence of price on consumer confidence is not significant. Thus, H5 in this study was rejected. This means that price cannot increase consumer confidence.

Proving Hypothesis 6: It is suspected that price has a positive and significant effect on consumer loyalty

Figure 5.10 shows the results of Original Sample = 0.240, T Statistics = 1.711, P Values = 0.088. This shows that the influence of price on consumer loyalty is not significant. Thus, H6 in this study was rejected. This means that price cannot increase consumer loyalty.

1) Proving Hypothesis 7: it is suspected that distribution has a positive and significant effect on consumer trust

Figure 5.10 shows the results of Original Sample = 0.362, T Statistics = 0.084, P Values = 0.466. This shows that the influence of distribution on consumer trust is not significant. Thus, H7 in this study was rejected. This means that distribution cannot increase consumer confidence.

2) Proving Hypothesis 8: it is suspected that distribution has a positive and significant effect on consumer loyalty

Figure 5.10 shows the results of Original Sample = 0.441, T Statistics = 3.672, P Values = 0.000. This shows that the influence of distribution on consumer loyalty is significant. Thus, H8 in this research is accepted. This means that distribution can increase consumer loyalty.

3) Proving Hypothesis 9: it is suspected that brand image has a positive and significant effect on consumer trust

Figure 5.10 shows the results of Original Sample = - 0.051, T Statistics = 0.327, P Values = 0.744. This shows that the influence of brand image on consumer trust is not significant. Thus, H9 in this study was rejected. This means that brand image can increase consumer trust.

4) Proving Hypothesis 10: it is suspected that brand image has a positive and significant effect on consumer loyalty

Figure 5.10 shows the results of Original Sample = -0.183, T Statistics = 0.327, P Values = 0.744. This shows that the influence of brand image on consumer loyalty is not significant. Thus, H10 in this research is rejected. This means that brand image cannot increase consumer loyalty.

5) Proving Hypothesis 11: it is suspected that consumer trust has a positive and significant effect on consumer loyalty

a. Figure 5.10 shows the results of Original Sample = - 0.276, T Statistics = 1.579, P Values = 0.111. This shows that the influence of consumer trust on consumer loyalty is not significant. Thus, H11 in this research is rejected. This means that consumer trust can increase consumer loyalty and be sold to consumers.

b. Distribution has a significant positive effect on consumer loyalty.

c. Brand image has an insignificant negative effect on consumer trust. The indicator used in

this research is interest in Calysta Skincare products because Calysta Skincare products are used for cosmetics and traveling.

d. Brand image has no significant negative effect on consumer loyalty

e. Consumer trust has no significant negative effect on consumer loyalty. The indicators used in this research are Calysta Skincare employees providing excellent service and recommending Calysta Skincare products to other people.

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