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The Influence of Brand Image And Trust on Consumer Loyalty to Revlon Products at STIE EKUITAS Bandung

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ABSTRACT

Introduction/Main Objective: This study examines how brand image and trust influence consumer loyalty to Revlon products at STIE Ekuitas Bandung. Revlon was one of the first brands to enter Indonesia. However, it is currently in a difficult position due to heavy debt, a failure to innovate and adapt to intense market competition, and pressing operational issues that have ultimately undermined the brand's image in Indonesia. **Background of the Problem**: This study examines how declining consumer loyalty has led to a decline in brand image and trust, driven by intense competition in the Indonesian cosmetics industry, where local and international brands struggle to attract and retain consumers. The main issue this study focuses on is Revlon's declining sales and consumer interest, partly driven by bankruptcy issues in its home country. **Novelty**: The uniqueness of this research lies in the brand image and trust that impact Revlon products, which have not been widely studied by previous research, and currently Revlon does have/face several serious problems that result in declining consumer loyalty. This research was conducted to address these issues. **Research Method**: This study used descriptive and verification methods. The data collection technique used was a non-probability method through the distribution of questionnaires to 95 respondents. The statistical analysis instruments included validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression analysis, t-tests, and F-tests, using SPSS software. **Finding/Results:** The correlation coefficient analysis (0.854) indicates a strong correlation between brand image, trust, and consumer loyalty. Partially (t-test), brand image and trust influence consumer loyalty. Meanwhile, simultaneously (F-test), brand image and trust significantly influence consumer loyalty to Revlon products. **Conclusion:** This study concludes that brand image and trust together have a significant and positive influence on consumer loyalty.

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1. Introduction

Indonesia is widely recognized as one of the fastest-growing markets globally in the cosmetics and toiletries category. Cosmetics and personal care products account for the top three highest-value sales year on year. The January–July 2018 period reached US$431.2 million, up 31.7% from the previous year, and is predicted to continue increasing by 10- 20% each year.

Figure 1 shows the growth of Indonesia's cosmetics and skincare market from 2010 to 2023, as reported by the Central Statistics Agency, which states that the import value of beauty products, including cosmetics, is certain to increase every year. This has led to the emergence of both foreign and domestic cosmetic companies. Companies competing in the domestic cosmetics market include Mustika Ratu, Sari Ayu, and Martha Tilaar. Several foreign brands also compete with local products, including Revlon, SK-II, Christian Dior, Oriflame, Maybelline, Body Shop, and Face Shop. One of the first cosmetic industry products in Indonesia is Revlon, an imported cosmetic brand from the United States that has been in Indonesia since 1969 until now, which produces various cosmetics including skin moisturizer, foundation, loose powder, eyeliner, mascara, eyeshadow, perfume, nail polish, hair dye, beauty tools, lip gloss, and lipstick (www.revlon.com).

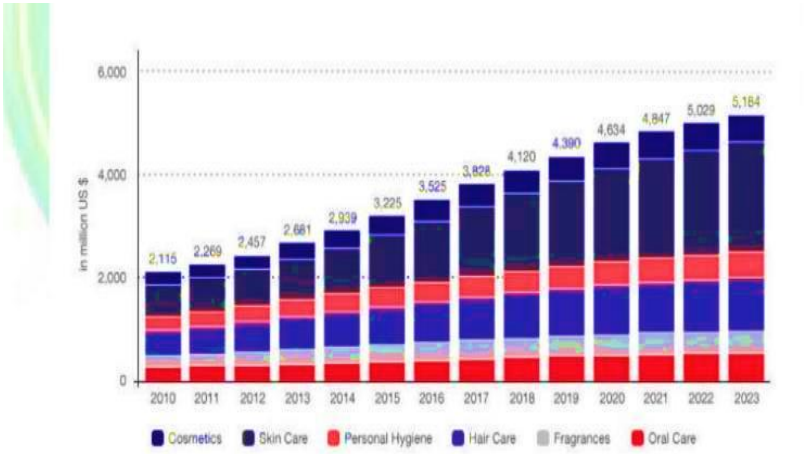


Figure 1. Growth of Cosmetics and Skincare

Source: TechoBusiness

Revlon is a cosmetics company from the United States that is successful internationally, including in Indonesia. This company has been granted exclusive rights to distribute and sell Revlon products in Indonesia. However, Revlon currently has enormous debts in its home country and is facing bankruptcy

and failure to adapt to shifts in cosmetics preferences in recent years. The bankruptcy issue does not directly affect operations in Indonesia. Still, sales have declined, and the Top Brand Index has dropped because consumers are concerned about the brand's stability and the future availability of products.

Figure 2 shows this through the decline in Revlon product sales, as Revlon's global net sales fluctuated from 2021 to 2022. According to katadata.co.id, Revlon faced several challenges, including shifting beauty preferences and increased competition. This sales decline is also reflected in Revlon Cosmetics' drop in the Top Brand Index in 2022, even though it won the Top Brand Index in 2020. This decline is due to Revlon's lack of innovation. The following data shows the decline in the Top Brand Index (see Figure 3).


Laporan Laba Rugi REVRQ

Laporan Laba Rugi Mendalam

Tahunan | Triwulanan

Periode Akhir:	2021 I/03	2021 30/06	2021 30/09	2021 31/12	2022 31/03	2022 30/06	2022 30/09	2022 31/12
Total Pendapatan				615,2	470,6	442,6	468,4	588,8
Pertumbuhan Total Pendapatan				+18,06%	-22,04%	-7,71%	+5,83%	+25,92%
Biaya Pendapatan				240,4	196,9	191,4	207,5	239,9
Laba Kotor				374,8	282,7	251,2	260,9	349,9
Pertumbuhan Laba Kotor				+24,97%	-24,57%	-11,14%	+3,86%	+34,11%
Margin Laba Kotor %				60,92%	58,94%	56,76%	55,7%	59,33%
Beban Operasi Lainnya, Total				304	257,7	254	249,5	270,3
Pertumbuhan Beban Operasi Lai...				+18,29%	-15,23%	-1,44%	-1,77%	+11,94%
Beban Riset & Pengembangan				32,5	-	-	-	30,1
Beban Penjualan, Umum & Admi...				271,5	257,7	254	249,5	249,2
Beban Operasi Lainnya				-	-	-	-	-
Laba Operasi				70,8	25	-2,8	11,4	70,8
Pertumbuhan Laba Operasi				+65,03%	-64,69%	-111,2%	+507,14%	+519,3%
Margin EBIT %				11,51%	5,21%	-0,63%	2,43%	11,97%
Beban Bunga Bersih				-72,7	-71,2	-69,3	-56,2	-77,1

Figure 2. Revlon Cosmetics Growth

Source: Revlon Website Financial Report

According to Top Brand Index data (see Figure 3), Revlon's market share has declined significantly, as some customers are believed to be switching to competing brands. Based on this data, Revlon cosmetics appear to have lost loyalty among Indonesians. Revlon remains less strong in consumers' minds than its competitors. This decline has made Revlon's products less adaptable and less responsive to customer needs. This is what will erode trust. Consumers will become hesitant to buy Revlon products, especially with new brands on the market and pressure from competitors to innovate, because they will doubt whether raw materials are reduced to cut costs or chemicals are used to improve product performance. In this regard, consumer loyalty in choosing cosmetic products does not appear out of nowhere; it requires effort to build a strong brand image and earn consumer

trust.



Nama Brand	2020	2021	2022	2023	2024
Caring	-	-	-	-	4.20
Maybelline	6.10	11.60	15.80	19.30	19.30
Pixy	5.40	5.60	2.80	3.60	4.10
Revlon	8.80	7.50	8.50	6.30	4.20
Wardah	33.50	31.90	27.20	26.00	22.40

Figure 3. Top Brand Index

Source: Topbrand-award.com

This problem discusses how brand image and trust influence consumer loyalty towards Revlon products at STIE Ekuitas Bandung. This study examines how consumer loyalty declines in brand image and trust, driven by intense competition in the Indonesian cosmetics industry, where local and international brands struggle to attract and retain consumers. This study focuses on the decline in sales and consumer interest in Revlon, partly driven by bankruptcy issues in its home country. This study's uniqueness lies in examining how brand image and trust influence Revlon products, which previous studies have not widely examined. Currently, Revlon faces several serious problems that have led to declining consumer loyalty.

2. Literature Review

2.1. Brand Image

According to Perdana et al. (2020), brand image can originate from marketing communications, others' experiences after purchasing a product, and a set of associations created in consumers' minds. According to Ahmad et al. (2020), the dimensions of brand image are as follows: Brand Identity, Brand Personality, Brand Association, Brand Attitude & Behavior, and Brand Benefit & Competence.

2.2. Trust

According to Putri (2024), trust is the willingness to rely on others' ability, integrity, and motivation to act in the interests of consumer satisfaction and individual interests, either implicitly or explicitly. According to Sadikin & Aprilianto (2022), trust has three dimensions: achieving results, acting with integrity, and demonstrating concern.

2.3. Consumer Loyalty

According to Hurriyati, customer loyalty is customers' effort to consistently purchase selected products or services in the future, even though situational influences and marketing competitors can change behavior. Dimensions of consumer loyalty according to Fakhri (2022) include average repurchase rate, purchasing the same products and services, promoting products to others, and demonstrating immunity to competitors' products.

2.4. Conceptual framework

A conceptual model of how relationships theoretically function as important issues between the variables being studied. According to Sugiyono (2017:60), a framework of thought is a conceptual model of how theory relates to various factors identified as important issues. Formulating research hypotheses is the third step in research. According to Sugiyono (2020), hypotheses, which are temporary solutions to problems based on definitions, are called temporary because the solutions provided are only based on appropriate ideas and not empirical data obtained through field data collection.

Based on the description in the conceptual framework (see Figure 4), the author formulates the following hypotheses: H1: Brand image has a positive and significant effect on consumer loyalty; H2: Consumer trust has a positive and significant effect on consumer loyalty; and H3: Brand image and consumer trust have a positive and significant effect on consumer loyalty.

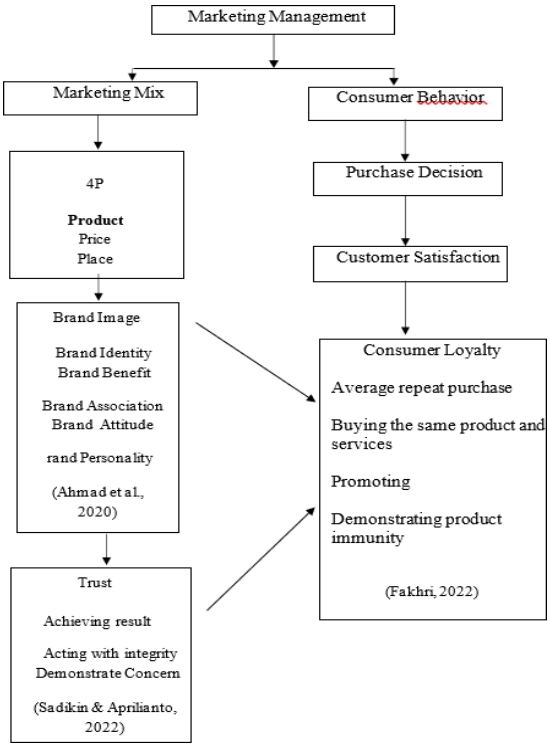


Figure 4. Conceptual Framework

3. Method, Data, and Analysis

This research used a descriptive quantitative method. The population in this study is Revlon consumers at STIE Ekuitas Bandung, consisting of 1,779 active students. Therefore, the sample must be representative of the population, so the Slovin formula is used as follows (Eq. 1).

$$n = \frac{N}{1+N\ (e)^2}$$

(1)

where n is the sample size/number of respondents, N is the population size, and e is the sampling error (10%); therefore, the sample size is:

$$n = \frac{1779}{1+1799\ (0{,}01)^2} = 94{,}67 = 95$$

(2)

Based on Equation (2), the resulting n is 94.67, which the researcher rounded up to 95. Data can be collected in various ways, and data quality depends on the accuracy of the methods used to gather information through primary or secondary data. Data collection procedures required by researchers include techniques such as internet research, questionnaires, and literature reviews.

To ensure the data collected is valid and reliable, we began with Research Instrument Testing, which included Validity Testing to check the questionnaire's validity and Reliability Testing to measure the consistency of the measuring instruments. Once the validity and reliability test results are satisfactory, we conducted the Classical Assumption Test, namely the Normality Test to ensure the data is normally distributed, the Multicollinearity Test to detect relationships between independent variables, and the Heteroscedasticity Test to identify variance equality in the regression model.

Once all assumptions are met, proceed with Analysis and Hypothesis Testing, which consists of multiple linear regression analysis to measure the effect of independent variables (Brand Image and Trust) on Consumer Loyalty. This testing is supplemented with a Partial Test (t-test) to determine the influence of each variable individually and a Simultaneous Test (F-test) to test the overall influence of the variables together. In addition, Correlation Coefficient Analysis is used to assess the strength of the relationship between variables, and Coefficient of Determination Analysis (R^2) is used to measure the extent to which the independent variables explain the dependent variable.

4. Result and Discussion

4.1. Validity Test Results

Two main factors affect the quality and results of research: instrument quality in terms of validity and reliability. Based on the validity and reliability tests conducted on the questionnaire items for the variables of brand image, trust, and consumer loyalty, the results are as follows in Table 1. Based on Table 1, the validation test results show that the calculated r is greater than the table r > 0. All items

are considered valid because the calculated r is greater than the table r.

Table 1. Validity Test Results

Variable	Question	R count	R table	Description
Brand Image (X1)	X1.1	0.774	0.202	**VALID**
	X1.2	0.734	0.202	**VALID**
	X1.3	0.793	0.202	**VALID**
	X1.4	0.754	0.202	**VALID**
	X1.5	0.733	0.202	**VALID**
	X1.6	0.802	0.202	**VALID**
	X1.7	0.764	0.202	**VALID**
	X1.8	0.786	0.202	**VALID**
Trust (X2)	X2.1	0.851	0.202	**VALID**
	X2.2	0.788	0.202	**VALID**
	X2.3	0.801	0.202	**VALID**
	X2.4	0.847	0.202	**VALID**
	X2.5	0.855	0.202	**VALID**
	X2.6	0.778	0.202	**VALID**
Consumer Loyalty (Y)	Y.1	0.871	0.202	**VALID**
	Y.2	0.830	0.202	**VALID**
	Y.3	0.807	0.202	**VALID**
	Y.4	0.852	0.202	**VALID**
	Y.5	0.821	0.202	**VALID**
	Y.6	0.833	0.202	**VALID**
	Y.7	0.840	0.202	**VALID**
	X1.8	0.786	0.202	**VALID**
	X1.9	0.795	0.202	**VALID**

Source: Processed primary data, 2025

All three variables have Cronbach's alpha coefficients well above 0.6 (see Table 2). These test results indicate that the measuring instruments are appropriate and reliable. are appropriate and reliable.

Table 2. Reliability Test Results

Variable	Coefficient Reliability	Critical Point	Conclusion
Brand Image (X1)	0.913	0.600	Reliable
Trust (X2)	0.901	0.600	Reliable
Consumer Loyalty (Y)	0.925	0.600	Reliable

Source: Processed primary data, 2025

4.2. Classical Assumption

Test Normality Test

Based on Table 3, the Kolmogorov-Smirnov (KS) normality test has a significance value of 0.200 > 0.05; therefore, the data variables X1 and X2 are normally distributed.

Table 3. Normality Test Results

Statistic	Parameter	Unstandardized Residual
N	—	95
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	3.36650938
Most Extreme Differences	Absolute	0.054
	Positive	0.052
	Negative	−0.054
Test Statistic	—	0.054
Asymp. Sig. (2-tailed)[c]	—	0.200[d]

Source: Processed primary data, 2025

Multicollinearity Test

From the multicollinearity test results (see Table 4), tolerance is 0.271 > 0.10 and VIF is 3.688 < 0.01, so we conclude there is no multicollinearity.

Table 4. Multicollinearity Test Results

Model	Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.	Tolerance	VIF
1	(Constant)	2.772	2.238	—	1.239	0.219	—	—
1	Brand Image	0.307	0.118	0.331	2.602	0.011	0.271	3.688
1	Trust	0.564	0.153	0.470	3.692	<0.001	0.271	3.688

Source: Processed primary data, 2025

Heteroscedasticity Test

The points show no pattern, and they are scattered above and below zero on the Y-axis (see Figure 5). Therefore, we conclude that there is no heteroscedasticity.

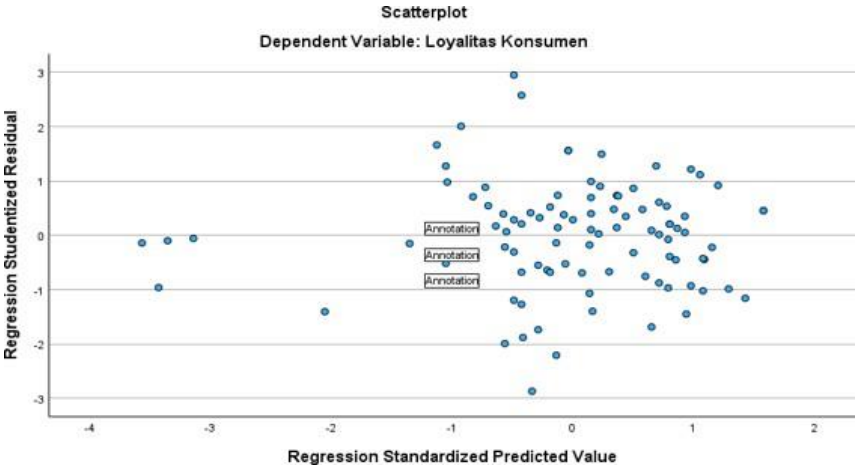


Figure 4. Heteroscedasticity Test Results
Source: Processed primary data, 2025

Multiple Linear Regression Analysis

Based on Table 5, we can see that the constant value (α value) is 2.772, the brand image value (β value) is 0.307, and the confidence value (β) is 0.564. Therefore, we can obtain the following multiple linear regression Equation (3).

$$Y = a + b1.X1 + b2.\ X2 + ė$$
$$= 2.772 + 0.307 + 0.564 + ė \quad (3)$$

Equation 3 means that 2.772 represents a constant, or the state when the Consumer Loyalty variable is not influenced by other variables, namely the Brand Image variable (X1) and the Trust variable (X2). If the independent variable is absent, the Consumer Loyalty variable remains unchanged. b1 (regression coefficient value of X1) of 0.307 indicates that the Brand Image variable has a positive influence on Consumer Loyalty (Y), meaning that each unit increase in the Brand Image variable will affect Consumer Loyalty by 0.307. b2 (regression coefficient value of X2) of 0.564 indicates that the Trust variable has a positive influence on the Consumer Loyalty variable (Y), meaning that each unit increase in the Trust variable will affect Consumer Loyalty by 0.564, assuming that other variables were not examined in this study.

Table 5. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	2.772	2.238		1.239	.219
	Brand Image	.307	.118	.331	2.602	.011
	Trust	.564	.153	.470	3.692	<,001

a.Dependent Variable: Loyalitas Konsumen

Source: Processed primary data, 2025

Correlation Coefficient Analysis

Table 6 shows the correlation coefficient analysis. The correlation coefficient analysis shows that the independent and dependent variables have a strong to very strong relationship (0.732, 0.753 to 0.854).

Table 6. Correlation Coefficient Analysis

	Brand Image		Trust	Consumer Loyalty
Brand Image	Pearson Correlation	1	0.854**	0.732**
	Sig. (2-tailed)		<,001	<,001
	N	95	95	95
Trust	Pearson Correlation	0.854**	1	0.753**
	Sig. (2-tailed)	<,001		<,001
	N	95	95	95
Consumer Loyalty	Pearson Correlation	0.732**	0.753**	1
	Sig. (2-tailed)	<,001	<,001	
	N	95	95	95

**.Correlation is significant at the 0.01 level (2-tailed).

Source: Processed primary data, 2025

Testing the Coefficient of Determination (R2)

From Table 7, the Adjusted R Square (coefficient of determination) value is 0.596, meaning the independent variable (X) explains 59.6% of the variation in the dependent variable (Y).

Table 7. Analysis of the Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	0.772[a]	0.596	0.587	3.40291	1.529

a. Predictors: (Constant), X2, X1; b. Dependent Variable: Y

Source: Processed primary data, 2025

Partial Hypothesis Test (T-test)

Table 8 shows that brand image has a significance value of 0.011> 0.05 and a t-value greater than the t-table value, namely 2.602 > 1.986. Therefore, H01 is rejected, and Ha1 is accepted, meaning that brand image (X1) has a significant effect on consumer loyalty (Y). According to Table 8, the results of the partial t-test show that the significance value of the influence of trust on consumer loyalty is 0.001 > 0.05 and the t-value is greater than the t-table value, namely 3.692 > 1.986, so H01 is rejected, and Ha1 is accepted, meaning that there is a significant influence of trust (X2) on consumer loyalty (Y).

Table 8. Partial Significance Test (T-test)

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	2.772	2.238		1.239	.219
	X1	0.307	0.118	0.331	2.602	.011
	X2	0.564	0.153	0.470	3.692	<,001

Source: Processed primary data, 2025
a.Dependent Variable: Y

F-test (F-test)

The significance value for Brand Image (X1) and Consumer Trust (X2) on Consumer Loyalty is 0.001 < 0.05, and the calculated F value of 67.858 > the F table value of 3.10. This proves that H03 is rejected and H3a is accepted. This means brand image and consumer trust influence purchase intention (see Table 9).

Table 9. Simultaneous Significance Test (F Test)

No	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1571.567	2	785.784	67.858	<,001 b
	Residual	1065.338	92	11.580		
	Total	2636.905	94			

Source: Processed primary data, 2025

5. Discussion

Based on research with Revlon consumers at STIE Ekuitas Bandung, several key conclusions emerge. The Revlon brand has a strong foundation in brand image and consumer trust, both of which contribute significantly and positively to consumer loyalty. This is reflected in consumer assessments that categorize these three elements as “good,” as well as the combined contribution of brand image and trust to loyalty (59.65%). These results show that consumers' positive perceptions of the brand and their confidence in the products are the main drivers of loyalty.

Furthermore, as evidenced by the continuum line, the average score for respondents' responses regarding purchase intention was 2.568, falling within the "good" category. This indicates that consumer loyalty among students at STIE Ekuitas Bandung is quite good. These results align with research conducted by Chinna et al. (2022), which demonstrates that loyalty is not solely about the product but also about building emotions and trust with consumers.

Across these nine questions, the average response to the brand image questionnaire was good, with a high score of 3.93 for the question “Revlon has products with a very elegant impression.” This shows that Revlon has elegant products that attract consumers and make them interested in buying Revlon beauty products. Meanwhile, the lowest response was to the question, “Revlon has a memorable brand logo, so it has more fans than other brands.” This is because some students at STIE Ekuitas do not remember the Revlon brand name, as several newer brands are more popular. The above evidence shows that consumers rate this brand image as good, with a low score of 3.69. This lowest-rated aspect can be used as a suggestion for the company to improve the disorganized system

in the cosmetic industry.

The results indicate that brand image among consumers at STIE Ekuitas Bandung influences repeat purchases of Revlon products. Furthermore, based on the study results, which used a questionnaire distributed to 95 respondents, students of STIE Ekuitas Bandung, the results showed that those with affirmative responses responded to the brand image variable, thus achieving a significant result. A positive brand image will attract students to purchase Revlon products, leading many students to make repeat purchases. This is consistent with research (Penerapan and Fifo 2023), which states that brand image influences consumer loyalty, as an emotional connection to a brand significantly contributes to increased customer loyalty.

From these six questions, the average response to the questionnaire regarding consumer confidence was good, with a high score of 3.81 for "The information provided in Revlon advertisements is accurate." This suggests that the ingredients in Revlon products are as stated on the products themselves and have been dermatologically tested. Meanwhile, the lowest response was to the question "Revlon is responsive to consumer complaints and questions." The factor is that students at STIE Ekuitas disagree that Revlon is responsive to consumer complaints. The evidence is clear: the product has several problems, and Revlon is failing to address the complaints. Based on the continuum in Figure 4.3, the average score of respondents' answers regarding consumer trust was 2.227 and fell into the "good" category, meaning that consumer trust was considered good among students at STIE Ekuitas Bandung in terms of consumer loyalty to Revlon products.

The results indicate that consumer trust influences consumer loyalty among students at STIE Ekuitas Bandung. Based on the study, which used a questionnaire distributed to 95 STIE Ekuitas Bandung consumers, the results showed that affirmative answers on the consumer trust variable had a significant positive influence on consumer loyalty. This aligns with research by Anggraeni and Sutedjo (2024), which found that trust has a positive and significant influence on consumer loyalty to makeup products. This is because consumer trust is built when the company meets consumer expectations, so consumers feel confident using the product and will continue to purchase it.

The results concluded that the perception of consumer experience at STIE Ekuitas Bandung is categorized as "good," as shown by the research findings, which state that brand image and trust simultaneously have a significant effect on consumer loyalty to Revlon products among STIE Ekuitas Bandung students. This shows that both independent variables contribute to consumer loyalty; together, they account for 59.65%, which is interesting for researchers to study.

6. Conclusion

Based on research conducted on Revlon consumers at STIE Ekuitas Bandung, the Revlon brand has a strong foundation in brand image and consumer trust, both of which contribute significantly and positively to consumer loyalty. The results indicate that consumers' positive perceptions of the brand and their trust in the product are the main drivers of loyalty. The results also indicate that brand image among consumers at STIE Ekuitas Bandung is influenced by brand image, thus strengthening repeat purchases of Revlon products. The results concluded that the perception of consumer experience at STIE Ekuitas Bandung was categorized as "good," indicating that brand image and trust simultaneously have a significant influence on consumer loyalty among Revlon students.

Based on these findings, Revlon can consider several recommendations to optimize consumer loyalty further. First, the company should strengthen its brand identity, particularly by revising its logo to make it more distinctive and memorable. Second, it should improve its response to consumer

complaints through official channels, such as social media, to rebuild and maintain trust. Third, Revlon should develop a more effective strategy to increase repeat purchases among its loyal customer base. Overall, management needs to continuously monitor and improve indicators that directly influence consumer perceptions of brand image and trust, as these are key to driving long-term loyalty.

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