

Evolution of Localized Brands and The Influence of Cultural Norms: Analysis of Sociolla Loyalty and Trust

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Abstract

This research aims to determine the influence of brand trust and brand loyalty on Sociolla customers who are members of the SOCO community in Indonesia. This research uses a quantitative approach, with a sample of 200 respondents. The data analysis technique uses Structural Equation Modeling (SEM). The findings in this research found brand trust has a positive and significant influence on brand loyalty, so researchers recommend that Sociolla continue to maintain and improve brand trust with positive perceptions through dimensions of brand reliability, brand intentions, and brand reputation so that customers have trust in the brand and form brand loyalty.

Keywords: Brand Trust, Brand Loyalty, Cultural Factors.

The main goal of business today is to increase the efficiency and effectiveness of products, creating brand loyalty (Rizal et al., 2020). Brand loyalty is the hope all companies want to achieve based on the products they market (Rohman & Indaryadi, 2020). According to (Oliver, 1999), brand loyalty is a firmly held commitment to consistently purchasing a preferred product or service in the future, despite situational influences and marketing efforts potentially causing switching behavior. Previous research introduced a two-dimensional loyalty approach, namely a stochastic (behavior) and deterministic (attitude) approach (Oliver, 1999). A stochastic approach shows that consumers' brand loyalty motivates them to purchase. Meanwhile, the deterministic approach shows that brand loyalty with consumer attitudes does

not necessarily represent actual behavior (Atulkar, 2020).

Brand Loyalty has become a significant topic of discussion in marketing because it is proven to be the basis of longitudinal relationships and a predictor of successful business. Profit from brand loyalty to marketers is to reduce consumer price sensitivity, reduce marketing costs, attract new consumers, and function as a driver of word-of-mouth promotions (Zainudin et al., 2020). Several experts have researched brand loyalty since 1991, one of which is David Aaron Baker; his book explains that the increase in brand loyalty is significant when competitors innovate and gain product advantages (D. A. Aaker, 2009). Schiffman explains that the level of Brand Loyalty depends on three factors, namely: (1) risk aversion or consumer variety seeking; (2)

brand reputation and availability of substitute brands; and (3) the influence of social groups and peer recommendations (Schiffman & Wisenblit, 2019).

Brand loyalty has been widely researched in various industries to date, such as the Laptop industry in Vietnam (D. T. Cuong, 2020), fashion Muslims in Malaysia (Zainudin et al., 2020), restaurants in Korea (Kwon et al., 2021), banking in Indonesia (Wolfgang May & Meier, 2012), transportation for Grab customers in Indonesia (Suhud, 2021), cosmetics on brand Wardah (Yuliantari et al., 2020), e-commerce Shopee (Susilawati & Utami, 2020; Utaminingsih & Sudrajat, 2021), and e-commerce Tokopedia (Utami & Saputri, 2020).

Brand loyalty plays a vital role in an organization's ability to gain a competitive advantage over competitors (Rizal et al., 2020). Technological advances that have experienced rapid development occasionally impact the economic sector, making shopping activities more practical thanks to the Internet. This new shopping and business trend is known as e-commerce (Laming, 2020). The high growth of internet users in Indonesia opens up opportunities for the emergence of e-commerce, with various promotions offered to encourage sales growth. Sellers are challenged to attract new consumers to their stores and retain existing customers. The various types of technological features in trading provide tough competition in business online, reducing customer dependence on one company and increasing the likelihood of switching (Dirgantari et al., 2020; Shang & Bao, 2022).

Many consumers have purchased the product online (Aslam et al., 2018). The rapid growth of e-commerce in Indonesia is not without reason that the ease of shopping can be accessed anytime and anywhere from various media supporting the development of e-commerce. The availability of various products in e-commerce also supports the development of e-commerce in Indonesia; with the variety of products sold, there are no longer any obstacles for people to

shop through e-commerce (Ady et al., 2022). Table 1 presents User Expenditure Data for E-Commerce in Indonesia Based on Category in 2020-2021

Table 1: User Production Date-Commerce in Indonesia Based On Categories in 2020-2021

Category	Amount in 2020	Amount in 2021
Fashion & Beauty	\$4.79 Billion	\$9.81 Billion
Electronics & Physical Media	\$4.73 Billion	\$6.91 Billion
Travel Mobility & Accommodations	\$13.06 Billion	\$6.02 Billion
Food & Personal Care	\$3.17 Billion	\$4.66 Billion
Furniture & Appliances	\$2.91 Billion	\$4.48 Billion
Toys, DIY & Hobbies	\$3.16 Billion	\$4.44 Billion
Video Games	\$937 Million	\$1.68 Billion
Digital Music	\$119 Million	\$199.5 Million

Source: (Social.com, 2021)

Table 1 shows that the categories of Fashion and beauty transactions increased from US \$4.79 billion to US \$9.81 billion. Consumer needs in the category of Fashion and beauty are considered necessary, supported by people's lifestyles, which often shop for beauty products and clothing. The growth of the cosmetics and clothing industry is predicted to experience significant growth and directly impact the high demand for skin care products (Gunawan et al., 2022). Owner Beauties Skincare, Rizki Ananda Musa, said that high consumer demand of up to 70 percent has made Indonesia one of the world's largest skincare markets (Sarasa, 2021). Currently, several beauty commerce or e-commerce sites focusing on beauty products are present in Indonesia, thus tightening competition in e-commerce. Competition Beauty e-commerce is shown in Table 2 below.

Table 2: Competition Map of beauty Commerce in Indonesia 2021-2022

E-Commerce	Average Number of Visitors in 2021	Average Number of Visitors in 2022
Sociolla	646,990	528,500
Istyle	391,100	362,100
Beauty Haul	318,800	41,200
Sephora	264,200	285,400
Althea Korea	52,500	55,100

Source: (similarweb.com, 2022)

Table 2 shows some beauty e-commerce in Indonesia and the number of visitors to website beauty e-commerce based on data analysis from similar websites that analyze and provide important information 4 about a site web (Similarweb.com, 2022). The website with the highest average number of monthly visitors is Sociolla, the second most is Istyle, and the third is alternately occupied by Beauty Haul and Sephora (Similarweb.com, 2022).

Sociolla is an e-commerce company that focuses on selling care and beauty products. Sociolla was founded in 2014 and claims to be Indonesia's most complete, most trusted cosmetics site. Sociolla sells various beauty products, from cosmetics, skincare, body care, perfume, and hair care to beauty tools (Maulana, 2019). Despite the number of visitors to the web, Sociolla's monthly is the highest compared to beauty commerce, but if you look at the visitor performance website Sociolla from 2020-2021, the number of visits to the website Sociolla is experiencing a decline; this condition indicates that the brand loyalty Sociolla is not optimal, as shown by its customers not visiting the Sociolla site repeatedly and tending to decrease. According to (D. Aaker & Branding, 20 C.E.), indicators that show whether a customer is loyal to a brand can be identified by looking at when a person will switch to another brand offered by a competitor, including changes in price or attributes if the customer's intensity in visiting a website is low and continues to decline it can be indicated The brand's ability to pressure consumers to stay and not turn away is still not

optimal and shows disloyalty to the brand (Ilsever et al., 2007; Putri et al., 2019).

Based on the data processing results carried out by price, namely an online shopping aggregation site related to a description of customer intensity towards the site web e-commerce with visitor parameters web monthly (iprice.co.id, 2021). The number of visitors to Sociolla has decreased significantly in the last four quarters, as shown in Table 3, Data Traffic Sociolla Site and Rankings in 2020-2021.

Table 3: Site Traffic Data and Sociolla Rankings for 2020-2021

Period	Monthly Web Visitors	Rank
Q2 2020	1,986,900	11
Q3 2020	1,986,700	9
Q4 2020	3,086,500	10
Q1 2021	2,836,700	11
Q2 2021	2,486,700	11
Q3 2021	1,800,000	11

Source: (iprice.co.id, 2021)

Table 3 shows that Sociolla's ranking and monthly visitors are still fluctuating and tend to decrease. In the second quarter of 2020, the number of visitors web Sociolla was 1,986,900, and in the third quarter, there was a decrease of 200. In the first quarter of 2021, the number of visitors decreased by 250,000 until the third quarter of 2021, continuing to experience the largest decline to 686,700. This shows that the number of visitors website Sociolla tends to decline every year and decreases brand loyalty because indicators of brand loyalty can be seen from consumers' commitment to consistently repurchase a particular brand in the future, regardless of the situation and marketing efforts of other brands that have the potential to make these consumers switch brands (Semadi & Ariyanti, 2018). Performance website Sociolla compared to its competitors from 2021-2022 is shown in Table 4 Daily Page views Per Visitor, Daily Time on Site, and Bounce Rate E-Commerce Indonesia in 2021.

Table 4: Daily Page views Per Visitor, Daily Time on Site, Bounce Rate E-Commerce Indonesia 2021-2022

E-Commerce	Daily Page views per Visitors		Daily Time on Site		Bounce Rate	
	2021	2022	2021	2022	2021	2022
Althea.kr	6.69	8.79	04:39	03:11	40.37%	42.89%
Sephora	4.72	3.04	04:20	02:26	45.91%	45.14%
Sociolla	3.07	3.49	02:38	02:45	54.41%	56.36%

Source: (similiarweb.com, 2021)

Table 4 shows Sociolla has a smaller daily page per view than Althea.Kr. Sociolla's daily time on site has increased but remains at number 2, which means visitors to beauty commerce. On average, Sociolla only takes 2 minutes to open the site beauty commerce Sociolla. While the level of bounce rate Sociolla has is the highest among them in beauty commerce, this is not a good thing because the higher the level of bounce rate on a site, the higher the rate of visitors leaving the site beauty commerce. This indicates that visitors only view the site without purchasing (Dahl, 2021). According to (D. Aaker & Branding, 20 C.E.) measuring brand loyalty can be seen from a description of the possibility of a customer switching to another product, especially brands experiencing changes in price and other attributes (Suhud, 2021).

Condition Rating Sociolla also shows that there are still many Sociolla customers who are unsatisfied with Sociolla, so they give ratings and reviews. Negatives include those who experience difficulties during the payment system's refund, which is not optimal, and there is a difference in stock where the number of products does not match what is stated on display. In fact, according to We Are Social, as many as 89% of people are looking for information about shops online on the internet and make reviews online as a benchmark for purchasing products or services. Of that number, 80% of consumers will change their minds about whether to buy or not when a review is not good about this product (Amelia et al., 2021). This certainly indicates a need for brand loyalty. Sociolla is characterized by customers not being optimal in spreading positivity through Word of

Mouth (PWOM), especially in ratings for e-commerce Sociolla (Hansen & Jonsson, 2013; Peña-García et al., 2018).

The phenomenon above shows brand loyalty. Sociolla still needs to be optimal. If a company's Brand Loyalty level is low, then the impact will affect customer buying behavior. A company is said to be successful depending on its ability to attract customers towards brand loyalty (Kalaimani & Sowmiya, 2017). Strength brand loyalty increases market share, and what is more important is to become a company's weapon to win the war amidst competition and maintain its profitability, which will bring profits to the company. If power band Loyalty decreases and is low, the company's market share and profitability will also decrease (D. A. Aaker, 2009) (Kristianti, 2021).

Based on previous research, factors that can influence brand loyalty, among others, brand satisfaction (D. T. Cuong, 2020), customer equity (P. H. Cuong et al., 2020), brand image (Bilgin, 2018), customer brand engagement (Fernandes & Moreira, 2019) Halal brand personality (Zainudin et al., 2020) Social Media Marketing (Ebrahim, 2020) brand love (Le, 2021) Electronic Word of Mouth (Suhud, 2021) Consumer-Based Brand Authenticity (Kim et al., 2021) tourists perceived value (Li, 2021). Several studies that have been carried out previously have shown that problems regarding Brand Loyalty can be resolved through Brand Trust (Atulkar, 2020; D. T. Cuong, 2020).

Based on research conducted by (Morgan and Hunt, 1994), trust plays an essential role in creating and maintaining long-term relationships between companies and customers. Trust is the

gateway to gaining loyalty. These statements underline that trust can predict loyalty (Bernarto et al., 2020). Brands that are trusted are purchased more often because the unwanted risks from these brands are certainly more minor. Although customers have levels of Brand trust the same, that does not mean the customer has a level of brand loyalty the same. On the other hand, customers always look for promises that can fulfill consumer expectations from the brand and enjoy trust in the brand. Therefore, Brand Trust is positively related to creating customer loyalty (Atulkar, 2020), especially in the current era of technological progress.

Brand trust is one of the main features that bridges the relationship between customers and companies. It also refers to customers' positive beliefs towards perceived products, services, and brands (Atulkar, 2020). Trust creates a sense of comfort and security for consumers when shopping online. Currently, many cases of cosmetic and skincare products are of public concern. The Association of Indonesian Cosmetics Companies (PERKOSMI) stated that illegal and counterfeit cosmetics are mushrooming in the marketplace or shopping online. It has also become a rival for players in the country's legal cosmetics industry. Ease of access provided to e-commerce is a challenge in itself for cosmetics and industry players in skincare (Elisabeth, 2022). Based on the description of the problems raised, this research aims to determine the effect of brand trust and brand loyalty on Sociolla customers.

Method

This research uses a marketing management approach to influence brand trust and loyalty to Sociolla customers who are members of the SOCO community in Indonesia. In this research, there are two variables, namely the independent variable and variables dependent. The Independent variable in this research is brand trust (X), which has several dimensions, including brand reliability, brand intentions, and brand reputation. Variable Dependent, that is,

brand loyalty (Y), consists of several dimensions: attitudinal loyalty, behavioral loyalty, and measuring commitment.

This research was conducted using the cross-sectional survey method for less than one year, from March 2022 to November 2022. This survey uses a survey method, where the data collection method is collected only once in a certain period (daily, weekly, monthly) to answer research questions (Sekaran & Bougie, 2016), so this research is often referred to as one shot or one snapshot research (Hermawan, 2006).

This research uses the explanatory survey method. The data consists of general data related to brand trust and brand loyalty on Sociolla customers who are members of the SOCO Indonesia community, as well as data on each variable studied. Two data sources, primary data, and secondary data, are used. The data collection technique uses a questionnaire.

The population in this research are Sociolla customers who are members of the SOCO community in Indonesia. The population of Sociolla customers who are members of the SOCO community is the number of downloads on the SOCO application, totaling 1,000,000 followers on November 1, 2022. Meanwhile, the number of samples used in this research uses Kelloway's (1998) opinion that the minimum sample for analysis structural equation modeling (SEM) is 200 respondents.

The sampling method used in this research is probabilistic sampling because all elements of the research population have the same chance of being selected as samples. The method used is a simple random sample or simple random sampling; all elements are known in the population, their probability of selection is equal, and all elements are selected independently. (Malhotra, 2015). This method is simple because sampling is stated only because members of the population are taken randomly, without paying attention to the existing population layers (Sugiyono, 2011). Simple random sampling is also a technique for obtaining samples carried

out directly on the unit sampling. This allows each unit sampling to be a sample or have the same opportunity to represent the population as isolated population elements (Margono, 2004). This method is used when members of the population are considered homogeneous. Sampling was done with the assistance tool of a name picker, found on the can website comment picker. By entering a list of SOCO account names after clicking the icon to get comments, the account name used as a sample will appear.

The data analysis technique in this research uses structural equation modeling (SEM) or Structural Equation Modeling with the following hypothesis:

H0 $c.r \leq 1.96$, meaning there is no influence on brand trust on brand loyalty

H1 $c.r > 1.96$, meaning there is an influence of brand trust on brand loyalty).

in accordance with the Influence hypothesis Brand Trust to Brand Loyalty shows the estimated parameters standardized loading factor structural model after testing goodness of fit as follows:

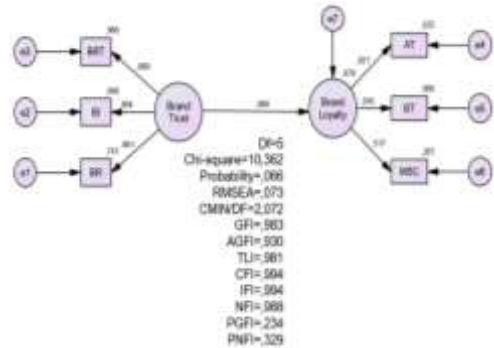


Figure 1: Hypothesis

Based on Figure 1 Model Structure Brand Trust to Brand Loyalty You can find out the estimated parameter values for each variable as presented in Table 5 Model Parameter Estimation Results Brand Trust to Brand Loyalty following:

Results and Discussion

Evaluation or analysis of the structural model is related to testing the relationship between exogenous latent variables and endogenous latent variables, as well as testing the relationship between endogenous latent variables showing fit

Table 5: Model Parameters Estimation Results to Brand Trust to Brand Loyalty

Model			Estimate*		S.E	C.R	P	R ²
			RW	SRW				
BR	<---	Brand_Trust	1,000	0,861				0,741
WITH A	<---	Brand_Trust	0,957	0,804	0,063	15,265	***	0,646
BRT	<---	Brand_Trust	1,168	0,980	0,050	23,528	***	0,960
AT	<---	Brand_Loyalty	1,000	0,821				0,674
BT	<---	Brand_Loyalty	0,959	0,816	0,077	12,437	***	0,666
MSC	<---	Brand_Loyalty	0,624	0,517	0,090	6,956	***	0,267
AVERAGE			0,951	0,800	0,070	14,547		0,659

Source: Data Processing Results, 2022

The criteria for accepting or rejecting the main hypothesis in this research can be written as follows:

H0: $c.r \leq t$ -table (1.96), meaning there is no influence of Brand Trust on Brand Loyalty

H1: $c.r \geq t$ -table (1.96), meaning there is an influence Brand Trust to Brand Loyalty

Based on Table 5 Hypothesis Test Analysis from IBM SPSS AMOS version 24 data processing, the C.R value of the variable is obtained from brand trust to brand loyalty, namely 14,547. This value is ≥ 1.96 , which means there is a relationship between Brand Trust and Brand Loyalty. Meanwhile, the output

probability value shows a value of 0.000 (***), and the P value is <0.05, which means there is a significant influence from brand trust to Brand Loyalty. So this supports H0 to be rejected and hypothesizes there is an influence of Brand Trust on Brand Loyalty accepted. Model Parameter Estimation Results from Brand Trust to Brand Loyalty as a whole also shows the magnitude of the influence of Brand Trust to Brand Loyalty, which has a positive value of 0.951 as seen from output unstandardized total effect, or 0.800 when viewed from output standardized total effect. Based on this value, it can be said that there is a positive and significant influence between Brand Trust to Brand Loyalty equal to 0.951 or 0.800 per unit value. The value of the coefficient of determination is shown by the value squared multiple correlation (R²), which shows the magnitude of the explanation of variable Y by variable X (Ghozali, 2018). Model Parameter Estimation Results Brand Trust to Brand Loyalty It can be seen that the R value² is 0.659, which means variable Brand Loyalty that can be explained by variability Brand Trust amounting to 65.9%.

This is in line with research conducted by (Atulkar, 2020; Kim et al., 2021) which suggests that Brand trust has an influence positive and significant towards brand loyalty. Brand trust is the consumer's willingness to rely on the brand's

ability to carry out its function as a brand so that the marketing efforts carried out are more effective and efficient (Han et al., 2019). Brand Trust helps understand how customers develop brand loyalty (Mabkhot et al., 2017).

Loyalty and trust are key players if you aim to survive in a highly competitive market. It is not only enough to measure and know whether customers trust the company or not, but what is more important is to measure the level of customer trust and know-how customer trust develops. In addition, while loyalty is the goal of the company, customers must be segmented by how loyal they are so that marketing strategies can be properly directed to the right customers (El Naggar & Bendary, 2017).

On output, IBM SPSS AMOS data processing version 24.0 for Windows, several matrices or estimation tables show the relationship between the factors that form a latent variable and their relationship with factors in other latent variables. Table 6, regarding the Implied Correlation of All Variables, shows the estimated value/estimated correlation value of all variables contained in the research model (observed and unobserved) with a value standardized loading factor, which supports the hypothesis that the research model is correct as follows:

Table 6: Implied Correlation of All Variables

Influence of Variables Brand Trust (X ₁) To Brand Loyalty (AND)		Score
X ₁ - Brand Reliability	--->	AND - Attitudinal Loyalty
	---	AND - Behavioral Loyalty
	---	Y - Measuring commitment
X ₁ - Brand Intentions	---	Y - Attitudinal Loyalty
	---	Y - Behavioral Loyalty
	---	Y - Measuring commitment
X ₁ - Brand Reputation	---	Y - Attitudinal Loyalty
	---	Y - Behavioral Loyalty
	---	Y - Measuring commitment

Source: Data Processing Results, 2022

Values in Table 6 Implied Correlation of All Variables obtained from the multiplication result standardized loading factor influence Brand

Trust to Brand Loyalty, multiplied again by the value standardized loading factor of each variable dimension Brand loyalty. This value can

also be seen in the implied (for all variables) correlations matrix on output IBM SPSS AMOS data processing version 24.0 for Windows. Implied Correlation of All Variables It can be seen that the value of influence or loading factor dimensions Brand Trust, the largest form of Brand loyalty, are dimensions Brand Intentions that correlate with dimensions Attitudinal Loyalty on Brand Loyalty of 0.818. In contrast, the dimensions of Brand Trust, the smallest form of Brand Loyalty, are dimensions of brand Reputation that correlate with dimensions measuring commitment of 0.365.n.

Conclusions

Influence brand trust to brand loyalty, which shows positive and significant results. Dimensional contribution brand trust is the biggest factor in forming brand loyalty. Dimensions of brand intentions correlate with dimensions of attitudinal loyalty on brand

loyalty. Meanwhile, dimensions of brand trust, the smallest form of brand loyalty, are dimensions of brand reliability that correlate with dimensions measuring commitment to brand loyalty. Thus, researchers recommend that Sociolla continue to maintain and improve brand trust with positive perceptions through dimensions of brand reliability, brand intentions, and brand reputation so that customers have trust in the brand, form brand loyalty, and constantly innovate in providing products and services as well as reading trend markets to meet the needs of each customer.

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