GOLDEN RATIO

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Examining the Influence of Brand Image and Brand Trust on Customer Satisfaction and Loyalty: A Study on Wardah Cosmetics

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ABSTRACT

This study is about the impact of brand image and trust on customer satisfaction, and the influence of customer satisfaction on customer loyalty, which is important to maintain the competitiveness of beauty products such as Wardah, especially among garment workers. Data were gathered via questionnaires with 62 respondents, selected using the Roscoe Theory and purposive sampling. The questionnaires in the form are the primary data source in the study. This research uses a quantitative approach, testing SPSS 25 for all answers to the research sample. The findings indicate that brand image and brand trust have a positive and significant effect on customer satisfaction. Customer satisfaction has a positive and significant effect on customer loyalty. Overall, this study strengthens the understanding of how brand image and trust influence customer satisfaction, increasing customer loyalty towards Wardah products. This finding has contributed to understanding an effective marketing strategy for building satisfaction and customer loyalty in the cosmetic industry.

Keywords: Brand Image, Brand Trust, Customer Satisfaction, Customer Loyalty.
JEL Code: C12, C83, M21, M31, M37.

I.   Introduction

Public awareness, especially among women, of the importance of self-care by using cosmetics is increasing. The use of cosmetics is not only for specific events but has become part of the daily routine to support appearance. This development has triggered the growth of the cosmetics industry in Indonesia. Companies, especially in the cosmetics industry, compete to improve their brand image, strengthen it, and build long-term relationships with their consumers. Increasing competition has resulted in competitors' mindsets to maintain their products in their own companies. However, in practice, consumers pay close attention to the cosmetics they will use, such as safety, halalness, product content, and suitability for each individual's skin characteristics. Therefore, companies are required not only to create quality products but also to build trust and a strong brand image in the minds of consumers. Wardah is a big brand locally in Indonesia, which is known for its brand image of halal and always prioritises quality to support women in appearing beautiful according to their character. This is proven by the halal certificate obtained for LP POM MUI in 1999. The variety of products Wardah offers ranges from skincare, body care, hair care, and makeup. This variety

provides added value for Wardah in building a positive image and increasing consumers' perception of the company (Anggraeni & Sutedjo, 2024). Wardah's ability to maintain its market share is inseparable from its success in building customer loyalty.

The faithfulness of consumers in using certain products or services continuously reflects loyalty, which influences high satisfaction (Abriyanto & Garnasih, 2025). Loyalty usually appears as a result of a continuously positive experience, which finally forms the highest satisfaction. A sense of trust and emotional attachment begins when consumers feel that the product or service can meet or exceed their expectations. Tjiptono (2018) states that customer loyalty is consumers' commitment to a brand, store, or supplier based on a positive attitude, which is reflected through consistent repeat purchases. In modern marketing, customer loyalty cannot be separated from customers' satisfaction in using the product and how they view the brand as a whole. With the variety and types of products offered by Wardah, it is hoped that consumers will feel satisfied because their needs and desires for care products are met (Alistiya Najla Nabila et al., 2024). Customer loyalty will be achieved if the product quality is the same as expected. Otherwise, if the quality product cannot meet those expectations, consumers tend to feel that their desires and needs have not been optimally met.

Brand image and brand trust have a strategic role in building customer satisfaction. A positive brand image can strengthen the perception of product value, while brand trust creates a sense of security and confidence in the quality and integrity of the brand. When both can create satisfaction, customer loyalty will form naturally. The implications of this understanding are significant, especially for companies in formulating marketing strategies oriented towards sales and creating long-term relationships with consumers. Products with a positive brand image will build consumer trust in the brand (M. Lestari et al., 2025). Based on the initial observations made on female employees at PT Maju Gemilang Garmen, it was found that the Wardah product became the dominant choice for them in fulfilling their daily cosmetic needs. Their main reasons for using Wardah include practicality, trust in the safe and halal content of the product, and the availability of various product variants that suit their skin type. This condition makes this group relevant to explore how perceptions of brand image and trust affect customer satisfaction and loyalty. This study is important because it can provide insight into how brand image and trust influence customer satisfaction and loyalty to Wardah products. By understanding this, the company can identify things that need improvement to strengthen positive perceptions of the brand and increase customer satisfaction and loyalty levels. This approach is important to strengthen Wardah's competitive position and ensure brand sustainability amidst increasingly intense competition in the cosmetics industry.

II. Literature Review and Hypothesis Development

2.1. Brand Image

Brand image refers to the perception or impression formed in the minds of consumers about a brand. To ensure that a brand image remains strong and positively received, it must be actively maintained so that it continues to stick in the consumer's memory. When a brand holds a positive and robust image in the eyes of consumers, consumers will likely remember and choose the brand in the purchasing process (Suryati, 2019). Products with a positive brand image help build consumer trust (M. Lestari et al., 2025). Essentially, brand image represents the brand's overall perception formed from past information and experiences, and is in their memory. In addition, a positive brand image is obtained from the consumer experience after using a product or service, and consumers feel satisfied. If consumers are unsatisfied with the product or service, the response to the product or service tends to be negative, affecting the brand image. According to Liana (2020), brand image indicators are (1) brand association prominence, (2) brand association strength, and (3) brand association uniqueness. Additionally, Nasrul Efendi et al. (2023) and Pratiwi & Tjahjaningsih (2020) identified different indicators of brand image, which are (1) company image, (2) consumer image, and (3) product image. Considering the indicators that have been explained previously, the two indicators were selected for the study.

2.2. Brand Trust

Brand trust is defined as a belief embedded in the consumer's memory because it is considered to have important value. Consumers who have a high level of trust tend to be willing to make sacrifices in the short term because they believe that cooperation with a company will provide significant benefits in the long term (Sugiarti, 2020). Consumers who trust a brand tend to remain loyal and willing to make repeat purchases. The brand is considered capable of providing consistent and reliable added value. Brand trust is a factor that forms the relationship between consumers and a brand (Kadi, 2024). The established relationship will build trust that produces value, quality, and service according to customer expectations. Thus, brand trust is consumer confidence in a brand, assuming it has reliable value and quality, so they are willing to make repeat purchases. According to Simangunsong et al. (2022), the indicators of brand trust in this study are (1) Brand characteristics, which play an important role in determining consumer decisions to trust a brand, because consumers will assess before purchasing. Brand characteristics related to brand trust include: brand predictability, brand reputation, and brand competence; (2) Company characteristics, which include consumer knowledge about the company that makes the product, are a basic understanding for consumers regarding the level of trust in a brand. These characteristics include: trust in the company, reputation, company motives perceived by customers, and company integrity. (3) Consumer-brand characteristics are groups that influence each other and can affect brand trust. These characteristics include the following: similarity between consumers' self-concept and brand personality, brand liking, brand satisfaction, and peer support.

2.3. Customer Satisfaction

Customer satisfaction is an emotional response, either positive or negative, that arises after consumers compare a product's performance with their initial expectations before purchasing. Consumers feel satisfied when the product's performance meets or exceeds these expectations. This increases the likelihood that they will continue to purchase and use the product and recommend it to others (Alistiya Najla Nabila et al., 2024). According to Efendi & Kholunnafiah (2023), customer satisfaction refers to the feeling of happiness or fulfillment experienced by consumers after consuming a product or service from a company—even if they have purchased the same product multiple times. Thus, satisfaction results from the comparison between perceived performance and expectations. If the performance falls below expectations, consumers are likely to feel disappointed. Conversely, if the performance meets or exceeds expectations, they tend to feel satisfied, or even highly satisfied when the outcome exceeds their expectations. Therefore, satisfaction occurs when the experience of using a product or service aligns with or surpasses initial expectations. According to Sudirman et al. (2022), the indicators of customer satisfaction in this study include:

a. Remaining loyal – Satisfied customers tend to be loyal. Those who are pleased with the products they consume are more likely to make repeat purchases from the same producer.
b. Buying the offered products – The desire to purchase offered products emerges from a consumer's intention to repeat a positive experience and avoid negative ones.
c. Recommending products – Satisfaction motivates positive word-of-mouth communication, such as recommending the product and the company to other potential customers.
d. Willingness to pay more – Customers often use price as a benchmark for satisfaction. When the price is higher, they tend to associate it with better quality.
e. Providing feedback – Even when satisfied, customers often desire more. As a result, they may offer suggestions or feedback so their needs and expectations can be further fulfilled.

2.4. Customer Loyalty

Customer loyalty refers to a consumer's commitment to a brand and makes repeat purchases even when faced with similar choices (Tjiptono, 2018). Customer loyalty is the main factor every company desires to maintain business continuity. The existence of loyal customers helps companies achieve planned sales volume targets more easily (Istiyawari et al., 2021). So, loyalty is customer loyalty to a particular brand, and they are willing to continue making purchases despite many other choices. For companies, customer loyalty is important so that they can continue to exist and grow. According to A. D. Lestari & Syarif (2021), the indicators for measuring loyalty are through four stages, namely (1) The first stage: Cognitive loyalty; (2) The second stage: Affective loyalty; (3) The third stage: Conative loyalty; (4) The fourth stage: Action loyalty. Hidayanti (2023) and A. D. Lestari & Syarif (2021) stated that the indicators used to measure customer loyalty variables are as follows: (1) repeat buyers, (2) purchases across product and service lines, (3) recommended to others, and (4) demonstrates immunity to the full of competition. By considering the two indicators that have been explained, this study uses a combination of the two indicators.

2.5. Hypothesis Development

2.5.1. The relationship between Brand Image and Customer Satisfaction.

Brand image can be interpreted as a perception or impression formed in the minds of consumers about a brand. To maintain a strong brand image and be well-received by consumers, cultivating this image must be carried out consistently and continuously. (Suryati, 2019). With continuous efforts, the brand will influence the overall consumer experience, creating a higher sense of satisfaction. When a product can meet the performance and expectations desired by consumers, or when consumers are satisfied with the product, they tend to continue to buy, use, and recommend it to others. (Alistiya Najla Nabila et al., 2024). Brand image is related to customer satisfaction. This can be seen when customers are satisfied with a product; then, they will remember the brand's product, so that the brand image is depicted and attached to the customer's memory. This statement is supported by research conducted by Andrian & Fadillah (2021), Oktavia & Sudarwanto (2023), and Saputra Dewangga et al. (2024) Where brand image has a significant effect on customer satisfaction. The better the brand image in customers' minds, the higher the customer satisfaction with a product. Based on the description that has been presented, the researcher formulates the following hypothesis: Brand Image has a positive effect on customer satisfaction.

2.5.2. The relationship between brand trust and customer satisfaction

Trust plays an important role as an indicator in measuring the level of consumer preference for a brand. When consumers have strong trust in a brand, it can help overcome or reduce doubts and negative perceptions that may arise (Sugiarti, 2020). The trust held by customers can overcome the perceptions that arise. The higher the level of brand trust, the more it can increase customer satisfaction. Customer satisfaction is an important aspect that is highly desired by companies and reflects success in implementing marketing activities. Focusing on customer satisfaction is an important strategy to maintain competitiveness and business continuity in the long term (Sudirman et al., 2022). This is supported by previous research conducted by Alistiya Najla Nabila et al. (2024), Hijrayah et al. (2022), and Putra & Yulianthini (2022), where the perception of brand trust has a positive effect on customer satisfaction. One of the factors that greatly influences satisfaction is trust, where customers are very confident when using products from a brand, and they will get the benefits they want, so that feelings of satisfaction will arise. Based on the description that has been presented, the researcher formulates the following hypothesis: Brand Trust has a positive effect on customer satisfaction.

2.5.3. The Relationship Between Customer Satisfaction and Customer Loyalty

Customer satisfaction is an evaluation carried out after a purchase, based on consumer perceptions of how the performance of the selected product or service can meet or even exceed their expectations. On the other hand, customer loyalty refers to a customer's commitment to a brand, store, or service provider, which is formed from a positive attitude and reflected in ongoing repurchase behaviour. (Tjiptono, 2018). Therefore, every company needs to continue innovating and maintaining customer satisfaction, ultimately encouraging customer loyalty. This statement is supported by research conducted by Efendi & Kholunnafiah (2023) Customer satisfaction is an important factor that can increase customer loyalty. This is also supported by research conducted by Istiyawari et al,(2021), Khasanah et al. (2021) and Mofokeng (2021) The satisfaction variable has a positive and significant effect on customer loyalty, which means that the higher the level of satisfaction, the greater the customer loyalty. Based on the description that has been presented, the researcher formulates the following hypothesis: Customer satisfaction has a positive effect on customer loyalty.

2.6. Research Framework
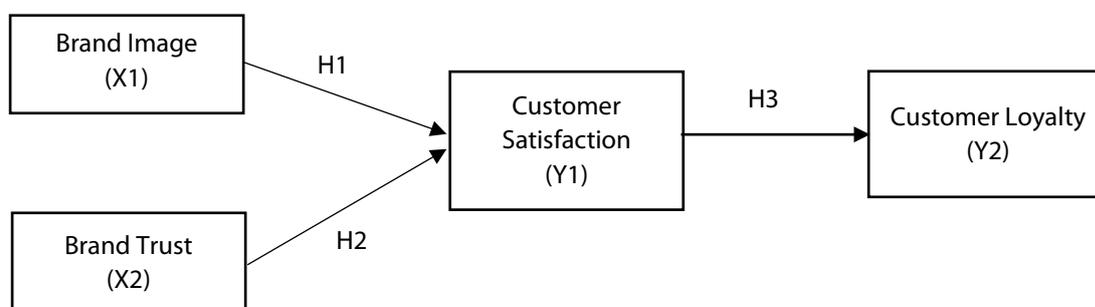
Figure 1. Conceptual Framework

III. Research Method

This study uses a quantitative approach to analyse the extent to which brand image and trust influence customer satisfaction, and how customer satisfaction subsequently influences customer loyalty. Through the collection of statistical analysis data, this study aims to reveal the relationship between several important marketing variables, which can provide an overview of how these variables contribute to improving overall marketing performance. This study focused on female employees at PT Maju Gemilang Garmen as respondents, considering they have direct experience as consumers of Wardah products. This study was conducted from March to May 2025, hoping that the results obtained can provide empirical insights to develop marketing strategies based on customer satisfaction and loyalty.

3.1. Population and sample

The object of this study was female employees at PT Maju Gemilang Garmen who had purchased and used Wardah products at least once. According to Sugiyono (2020), a population is a generalised area consisting of objects or subjects with specific quantities and characteristics that are the research focus and the basis for concluding. The sampling technique in this study used purposive sampling, namely the selection of samples based on specific considerations to obtain relevant information, and according to the study's objective. Determination of the number of samples was carried out by referring to the formula from Roscoe's theory, which states that for multivariate analysis, such as correlation or multiple regression, the ideal sample

size ranges from 10 to 20 times the number of variables studied (Anggraeni & Sutedjo, 2024). This study had four variables, so the minimum sample size required was 15 X 4 = 60 respondents. Therefore, the number of samples taken in this study was a minimum of 60 respondents to ensure the validity and reliability of the research results.

3.2.   Method of Collecting Data

The data collection technique in this study was a questionnaire distributed to all respondents. According to Sugiyono (2020), a questionnaire is a data collection method that provides written questions or statements to respondents to be answered. A questionnaire is an efficient data collection technique if the researcher knows the variables to be measured and what to expect from the respondents. The scale used in this study to measure each variable is the Likert Scale. In this study, respondents' answers ranged from 1 to 5, with one indicating "strongly disagree" and five indicating "strongly agree".

3.3.   Data Analysis

Data analysis in this study was conducted using SPSS version 25 to test the influence of independent variables, namely brand image and brand trust, on the dependent variable of customer satisfaction and the influence of customer satisfaction on customer loyalty to Wardah products. This study used validity, reliability, multiple linear regression, partial, simultaneous, and coefficient of determination tests. These tests aim to ensure that the instruments used are valid and reliable, and to evaluate the strength and significance of the relationship between variables, so that the factors that most influence customer satisfaction and loyalty to Wardah products can be identified accurately and comprehensively.

Table 1. Respondent Characteristic Result

No	Description	Category	Frequency	Percentage (%)
1	Gender	Female	62	100
2	Age	<20 years	0	0
		21 -25 years	14	23
		26 – 30 years	10	16
		31 – 35 years	13	21
		>36 years	25	40
3	Purchase Frequency (in the past 3 months)	1 time	18	29
		2 times	34	55
		3 times	9	15
		4 times	1	2
4	Average Spending on Products (in 3 months)	< Rp 100.000	29	47
		Rp 100.000 – Rp 200.000	27	44
		Rp 200.000 – Rp 300.000	5	8
		>Rp 300.000	1	2
5	Product Type	Body Care	2	3
		Hair Care	2	3
		Makeup	34	55
		Skincare	24	39
6	Information Source	TV Advertisement	17	27
		Social Media	32	52
		Friends/Family	13	21
7	Place of Purchase	Marketplace	17	27
		Offline Stores	45	73
8	Reasons for Choosing the Product	Trusted Brand	9	15
		Suitable for Skin	19	31
		Halal and Safe	17	27

No	Description	Category	Frequency	Percentage (%)
		Affordable Price	7	11
		Readily Available at Outlets/Stores	10	16
9	Duration of Use	< 1 year	9	15
		1–2 years	16	26
		2–3 years	8	13
		> 3 years	29	47

Based on Table 1, it can be seen that most respondents are over 36 years old and have an average expenditure to buy Wardah products in 3 months of less than IDR 100,000. It can be said that this can influence consumer purchasing decisions, because it is based on a mindset of various needs. The majority of consumers choose makeup as a product that is often used. Furthermore, based on the source of information obtained by customers about Wardah products, which is through social media, companies can prefer social media as the primary channel to introduce Wardah products to consumers, and it will be very effective in continuing to be optimised. Respondents prefer offline stores to buy Wardah products because they are related to trust and the possibility of physical comfort in seeing the product. In addition, the most dominant reason respondents choose a product is that it suits the skin, is halal, and is safe. Most respondents have used a Wardah product for more than 3 years. This shows that Wardah has succeeded in retaining its consumers in the long term, which is a positive indication for brand sustainability. This also reflects a high level of loyalty and satisfaction with the products.

IV.   Results and Discussion

4.1.   Statistical Result

4.1.1.   Validity Test

Validity testing was carried out using the KMO method. Calculations were carried out with the help of the SPSS program. KMO values above 0.5 and loading factors of more than 0.4 indicate valid items (Alvionita & Sutedjo, 2021). Complete validity testing can be seen in Table 2 below:

Table 2. Validity of Brand Image and Brand Trust

Variable / Indicator	KMO	Matrix Component Value	Description
Brand Image			
Favorability of brand association		0.891	
Strength of brand association		0.883	
Uniqueness of brand association	0.885	0.900	Valid
Corporate Image		0.874	
User Image		0.872	
Product Image		0.892	
Brand Trust			
Brand predictability		0.961	
Brand reputation		0.938	
Brand competence		0.882	
Trust in the company	0.918	0.933	Valid
Company reputation		0.940	
Perceived motives of the company		0.926	
Company integrity		0.950	
Similarity between the consumer's self-concept and brand personality		0.934	

Variable / Indicator	KMO	Matrix Component Value	Description
Brand liking		0.946	
Brand experience		0.834	
Brand satisfaction		0.859	
Peer Support	0.921		Valid

Table 2 shows that the brand image and trust variables are valid. This is because the Kiser-Mayer-Olkin (KMO) on the two variables has a value of > 0.5, which means that the criteria for the adequacy of the research sample have been met. The loading factor value on the two variables is > 0.4, which means that all indicators are declared valid and suitable for use in research.

Table 3. Validity of Satisfaction and Customer Loyalty

Variable / Indicator	KMO	Matrix Component Value	Description
Customer Satisfaction			
Remain loyal		0.869	
Buy products offered		0.839	
Recommend products	0.847	0.884	Valid
Willing to pay more		0.818	
Provide feedback		0.830	
Customer Loyalty			
Repeat buyer		0.961	
Purchase across product and service lines		0.938	
Recommend to others		0.919	
Demonstrates immunity to the lure of competition	0.927	0.927	Valid
Cognitive loyalty		0.942	
Affective loyalty		0.922	
Conative loyalty		0.887	

Table 3 shows that the customer satisfaction and loyalty variables are valid. This is because the Kiser-Mayer-Olkin (KMO) on the two variables has a value of > 0.5, which means that the criteria for the adequacy of the research sample have been met. The loading factor value on the two variables is > 0.4, which means that all indicators are declared valid and suitable for use in research.

4.1.2.   Reliability Test

The reliability test aims to determine the extent to which the measurement results remain consistent if measurements are taken twice or more against the same symptoms using the exact measurements. The reliability test is carried out to determine whether the research instrument is reliable, and a Cronbach's Alpha value of> 0.70 can be said to be reliable. The reliability test results can be seen in Table 4 as follows.

Table 4. Reliability Test

Variable	Cronbach's Alpha Value	Description
Brand Image	0.895 > 0.70	
Brand Trust	0.960 > 0.70	Reliable
Customer Satisfaction	0.914 > 0.70	
Customer Loyalty	0.956 > 0.70	

Table 4 shows that the variables brand image, brand trust, customer satisfaction, and customer loyalty have a Cronbach's Alpha value > 0.70, which means that the four variables have consistent measurement results and are suitable for research.

4.1.3.   Multiple Linear Regression Test

Multiple regression analysis is used to find out or obtain an overview of the influence of independent variables on dependent variables, using the SPSS version 25 program. The results of the multiple linear regression analysis can be seen in the following table:

Table 5. Direct Influence Path Coefficients and Hypothesis Testing

Dependent Variable	Independent Variable	β (Beta)	Sig.	Description
The Influence of Customer Satisfaction on Brand Image and Brand Trust (Equation 1)				
Brand Image	Customer Satisfaction	0.256	0.022	H1 Accepted
Brand Trust	Customer Satisfaction	0.281	0.000	H2 Accepted
• Adjusted R Square: 0.748 • F-Test: 91.353 • Sig. : 0.000				
The Influence of Customer Loyalty on Customer Satisfaction (Equation 2)				
Customer Satisfaction	Customer Loyalty	1.284	0.000	H3 Accepted
• Adjusted R Square: 0.631 • F-Test: 105.447 • Sig. : 0.000				

Based on the results of the regression analysis above, it can be concluded that the multiple linear regression equation for the first equation is as follows:

Customer Satisfaction = 0.256 Brand Image + 0.281 Brand Trust

Based on the equation above, it can be explained that brand image can increase customer satisfaction by 0.256. At the same time, brand trust can increase customer satisfaction by 0.281.

The regression equation for the results of the regression analysis of the second equation can be explained as follows:

Customer Loyalty = 1.284 Customer Satisfaction

Based on the equation above, it can be explained that customer satisfaction can increase customer loyalty by 1.284.

4.1.4.   F-test

The F test shows whether all independent or free variables entered into the model jointly influence the dependent or bound variable, with a significance level criterion of <0.05. If significance < 0.05, then the research model is declared feasible. The results of the SPSS test show the results of the F test with sig. 0.000 is smaller than 0.05. This shows that brand image and trust significantly affect customer satisfaction simultaneously, so the regression model used is feasible or reasonable. The F test shows that the customer satisfaction variable significantly affects customer loyalty. Proven by the results of the F test with a sig value

of 0.000 smaller than 0.05, it can be said that customer satisfaction simultaneously has a positive effect on customer loyalty.

4.1.5.   T-test

The t-test hypothesis uses a significance level of 5%. The decision criteria for the t-test are that if the p-value < 0.05, the hypothesis is accepted, meaning that the independent variable affects the dependent variable. If the sig value > 0.05, the hypothesis is rejected, meaning that the independent variable does not affect the dependent variable. The results of the t-test can be seen as follows:

a.   The results of the brand image test on customer satisfaction obtained a sig value of 0.022, smaller than 0.05. H1 is accepted where brand image positively and significantly affects customer satisfaction.
b.   The results of the brand trust test on customer satisfaction obtained a sig value of 0.000, smaller than 0.05. This means that H2 is accepted where brand trust positively affects customer satisfaction.
c.   The results of the customer satisfaction test on customer loyalty obtained a sig value of 0.000, smaller than 0.05. This means that H3 is accepted where customer satisfaction positively and significantly affects customer loyalty.

4.1.6.   Coefficient of Determination

The coefficient of determination (R^2) essentially measures how well the model can explain the variation of the dependent variable. The coefficient of determination value is zero or one. A small R^2 value means that the ability of the independent variables to explain the independet variables to explain the variation of the variable is minimal. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variation. Table 5 shows that the Adjusted R Square value is 0.748. This can be interpreted as the ability of the brand image and trust variables to explain customer satisfaction, which is 74.8%. In comparison, 25.2% of customer satisfaction is explained by other variables not included in this research model. The Adjusted R Square value's coefficient of determination (R^2) is 0.631. This means that the customer satisfaction variable in explaining customer loyalty is 63.1% and the remaining 36.9% is explained by other variables not discussed in this study.

4.2.   Discussion

Based on the research objectives, the study aims to determine, test, and analyse the influence of brand image, trust, customer satisfaction, and loyalty. So, according to the research model that has been tested and obtained results, the relationship between variables can be explained as follows:

4.2.1.   The Influence of Brand Image on Customer Satisfaction

Hypothesis testing 1, which tests the influence of brand image on customer satisfaction, shows that Wardah's brand image can increase customer satisfaction. The results of the first hypothesis test using the t-test show that H1 is accepted, where the effect of brand image on customer satisfaction is significant. This is evidenced by the beta coefficient value of brand image of 0.256 and sig $0.022 < 0.05$, which means that brand image positively and significantly affects customer satisfaction. So, it can be said that the better the brand image for consumers, the more it will increase customer satisfaction for Wardah product users. So, it can be said that Wardah's brand image is based on the needs and desires of consumers. This study does not align with research conducted by Basri & Subarjo (2024) and Octoriviano et al. (2022), where brand image does not positively and significantly affect customer satisfaction. However, the results of this study strengthen the research conducted by Oktavia & Sudarwanto (2023), where the Wardah lipstick brand image affects consumer satisfaction. The brand image owned by Wardah can compete with other products, where the more

positive the brand image received by consumers, the more consumer satisfaction with Wardah Lipstick products will also increase. In addition, Nasrul Efendi et al. (2023) research shows that brand image significantly affects consumer satisfaction at Brastagi Supermarket retail. So, it can be concluded that consumers tend to choose and buy products from brands that are already known and considered to have a trusted quality. Therefore, the company's responsibility is not only limited to ensuring product availability, but also building a positive and strong brand image that sticks in the minds of consumers, with a good brand image, consumers will feel confident to buy various products from the brand without hesitation, while increasing their satisfaction when using products or services to meet their needs and desires.

4.2.2. The Influence of Brand Trust on Customer Satisfaction

Hypothesis testing 2, which tests the effect of brand trust on customer satisfaction, shows that the hypothesis is accepted. The results of the second hypothesis test in the t-test show an effect between brand trust and customer satisfaction with Wardah products. This is evidenced by the beta coefficient value of brand trust of 0.281 and sig 0.000<0.05, meaning that brand trust has a positive and significant effect on customer satisfaction. The analysis results strengthen the second hypothesis, H2, where the better the brand trust to consumers, the higher the customer satisfaction. Based on these results, it can be concluded that the needs and desires of consumers drive Wardah's brand trust. Brand trust is the customer's desire to continue to choose a brand despite the risks faced because expectations of the brand will lead to positive results. The results of this study are not in line with the research of Sitompul (2021), which stated that brand trust does not affect customer satisfaction. This study's findings align with research conducted by Sugiarti (2020), which shows that brand trust has a positive and significant effect on customer satisfaction. Trust is important in building customer confidence and trust in a brand or product. Putra & Yulianthini (2022) also emphasised in their research that brand trust positively and significantly affects customer satisfaction at BPR Lestari Bali. The emphasis on trust aligns with the trend of modern consumers who increasingly prioritise brand integrity and clarity of information in purchasing decisions. Thus, brand trust impacts customer satisfaction and is an important foundation in building sustainable, long-term relationships between brands and consumers.

4.2.3. The Influence of Customer Satisfaction on Customer Loyalty

Hypothesis testing 3, which tests the effect of customer satisfaction on customer loyalty, shows that the hypothesis is accepted. The results of the third hypothesis test in the t-test show an influence between customer satisfaction and customer loyalty in Wardah product users. This is evidenced by the beta coefficient value of customer satisfaction of 1.284 and sig 0.000 < 0.05, which shows that customer satisfaction positively influences customer loyalty. These findings indicate that the third hypothesis, H3, is that the higher the customer satisfaction, the greater the increase in customer loyalty to Wardah products. This shows that customer satisfaction with Wardah products is based on the needs and desires of consumers. The results of this study do not support the research conducted by Cindy & Sari (2021) and Tho et al. (2021), where customer satisfaction has no significant effect on customer loyalty. Research by Chikazhe et al. (2021) shows that customer satisfaction affects loyalty. However, the same thing was shown in the research of Khasanah et al. (2021), where brand satisfaction affects Wardah brand loyalty in Bogor. In addition, research conducted by Efendi & Kholunnafiah (2023) showed that satisfaction can influence the loyalty of XL Prepaid card customers in Wonosobo City. Positive feelings encourage consumers to make continuous repeat purchases of products. A high level of satisfaction reflects the company's success in meeting consumer expectations and is an important factor in building and increasing customer loyalty. Therefore, maintaining and increasing customer satisfaction must be top marketing strategies and product management priorities.

V. Conclusion

Based on the results of data analysis, consumer satisfaction with Wardah products is positively and significantly influenced by brand image and trust. A positive brand image makes consumers more confident and, without hesitation, choose products from that brand, while increasing their satisfaction in meeting their needs and desires. Brand trust is a customer's belief in relying on the brand despite its risk, because they believe it will provide positive results. This trust is in line with current consumer trends, where brand trust increases customer satisfaction and becomes the basis for building strong, long-term relationships between brands and consumers. In addition, these factors collectively and simultaneously affect overall consumer satisfaction, where combining both factors drives a positive customer experience in using Wardah products. Meanwhile, customer loyalty is positively and significantly influenced by satisfaction. A high level of satisfaction indicates the company's success in meeting consumer expectations. It plays an important role in building customer loyalty, so increasing satisfaction should be the primary focus in marketing strategies. This study can be a reference for companies to continue to innovate, create a positive brand image, and maintain brand trust to increase customer satisfaction and ensure brand sustainability amidst increasingly intense competition in the cosmetics industry. Based on the findings and limitations in this study, further studies are highly recommended to expand the scope of the study, increase the number of respondents, and include independent variables to deepen the theoretical study and reflect more representative conditions in the field.

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