

## **Analysis of Influencer Marketing Strategy and Brand Image in Forming Consumer Loyalty (in the case study of Wardah in the Bengkulu City community)**

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**Abstract.** This study aims to explore the urgency of influencer marketing strategies and brand image in shaping consumer loyalty towards Wardah products among residents of Bengkulu City. The research investigates how influencer marketing strategies and brand image influence consumer loyalty towards Wardah products. This research is crucial due to the increasing phenomenon of influencer use in marketing, coupled with the proven impact of brand image on consumer behavior. The study employs a quantitative approach involving 80 respondents who have used Wardah products, with questionnaires distributed via Google Form. Both primary and secondary data are utilized. Analysis techniques include validity testing, reliability testing, and hypothesis testing using SPSS. The findings indicate that influencer marketing and brand image variables significantly and positively affect consumer loyalty. The implications of this research underscore the importance of employing effective influencer marketing strategies and cultivating a strong brand image to build and sustain consumer loyalty towards Wardah products in the Bengkulu market.

**Kata kunci:** brand image; consumer loyalty; influencer marketing

**Abstrak.** Penelitian ini dilakukan untuk mengeksplorasi urgensi strategi pemasaran influencer dan citra merek dalam membentuk loyalitas konsumen terhadap produk Wardah di kalangan penduduk Kota Bengkulu. Tujuan penelitian ini adalah untuk mengetahui bagaimana strategi pemasaran influencer dan citra merek membentuk loyalitas konsumen terhadap produk Wardah. Penelitian ini penting karena fenomena penggunaan influencer dalam pemasaran semakin meningkat, sementara pengaruh citra merek telah terbukti sebagai faktor krusial dalam mempengaruhi perilaku konsumen. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan melibatkan 80 responden yang telah menggunakan produk Wardah, dengan penyebaran kuesioner melalui Google Form. Data yang digunakan terdiri dari data primer dan sekunder. Teknik analisis meliputi uji validitas, uji reliabilitas, dan pengujian hipotesis menggunakan SPSS. Hasil penelitian menunjukkan bahwa variabel pemasaran influencer dan citra merek memiliki pengaruh positif dan signifikan terhadap variabel loyalitas konsumen. Implikasi dari penelitian ini adalah pentingnya penggunaan strategi pemasaran influencer yang efektif dan pembinaan citra merek yang kuat untuk membangun dan mempertahankan loyalitas konsumen terhadap produk Wardah di pasar Bengkulu.

**Keywords:** *citra merek; loyalitas konsumen; pemasaran influencer*



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## INTRODUCTION

Advances in the field of information and communication technology have led to changes in lifestyle culture such as consumer behavior that keeps up with the times. The existence of different attitudes and values in generations raised in the era of internet technology is important to understand further considering the market potential is quite large. Apart from being profitable for internet users, this progress is also considered beneficial for business people to advance their business using increasingly sophisticated technology to compete in the business world. This convenience is the main factor in the development of e-commerce and e-commerce is becoming increasingly important with advances in telecommunications and computer networks (Aditya & Rusdianto, 2023).

Technological developments are driving changes in marketing, one strategy that is quite popular now is Influencer Marketing. Influencers are people who promote a product or brand (Fiisabilillah et al., 2023). Beauty vlogger is a term for influencers who create beauty videos or content and upload the content they create via YouTube, Instagram, and TikTok. Vlogging from Beauty vloggers has been an effective form of communication for the past few years, nowadays vlogs are often uploaded on social media platforms such as TikTok. TikTok can be used as an effective promotional medium (Dewi, 2023).

According to Fitria et al. (2023), brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumers' memories. Brand image is based on consumer memories about a product, as a result of what someone feels about the brand. Pleasant or unpleasant feelings towards a brand will form the image and will be stored in consumer memory. Beauty vlogger and brand image have a positive influence on buyer decisions and consumer loyalty. One of Wardah's cosmetic products.

Wardah is produced by PT. Paragon Technology and Innovation was founded on February 28, 1985, with the initial name PT. Mother's Tradition Heirloom. This company recently changed its name to PT. Paragon Technology and Innovation in 2011. To meet the needs of its customers, Wardah always updates its products by creating new products and always improving its quality towards a better one so that it can become a favorite and high-quality cosmetic brand. Aims this study to analyze the impact of influencer marketing strategy on consumer loyalty to Wardah in Bengkulu City.

## METHOD

The type of research used in writing this article is a quantitative research method with a comparative causal research type, namely a type of research that characterizes problems related to cause and effect between two or more variables. In comparative causal research, this research examines the influence of the independent variables marketing influencers and brand image on the dependent variable consumer loyalty. The object of this research is

the Bengkulu community. The population in this study are consumers who have purchased Wardah products.

The data source used in this research is primary data which was directly obtained from respondents on the questionnaire that was distributed and briefly explained the purpose of filling out the questionnaire. A questionnaire is a data collection technique that can be carried out by asking several questions written (Kamarrudin et al., 2023). Questions will be given to respondents in the questionnaire in the form of a Google form link that will be distributed. According to Sanusi (2022), the sample is part of the number and characteristics of the population.

The variable measurement instrument used in this research is a Likert scale, to measure attitudes, opinions, and perceptions of a person or group regarding social events or phenomena (Singarimbun and Effendi, 2006). In this study, the weight is 1 to 5. Answer choices:

Table 1. Likert Scale

Code	Information	Mark
SS	Strongly agree	5
S	Agree	4
N	Neutral	3
T.S	Don't agree	2
STS	Strongly Disagree	1

Calculations in this research use the Statistical Product and Service Solution (SPSS) computer program for Windows 10 to analyze validity tests, reliability tests, and regression tests. Quoted from (Dewi et al., 2023).

## RESULT AND DISCUSSION

### Validity Test

The research instrument can be said to be valid if the value of the Sig. (2-tailed) of each research variable on the total variable is less than the research significance level (Sig. (2-tailed)  $< \alpha = 0.05$ ). Based on the results of the validity test, states that all items that measure research variables have an R-count that is greater than the R-table, as well as the Sig. (2-tailed) value of the person's correlation to the total variable for each item with a value of  $0.000 < 0.05$  (significance level or  $\alpha$ ). So it is stated that the research instrument, namely the questionnaire used to measure influencer marketing and brand image in forming wardah consumer loyalty in the Bengkulu city community, is valid or legitimate. The following validity test results are shown in Table 1.

Table 1. Validity Test

Variable	Items	r table	r count	Information
	1	0.220	0.203	Valid
	2	0.220	0.123	Valid

Influencer	3	0.220	0.204	Valid
Marketing	4	0.220	0.216	Valid
(X1)	5	0.220	0.173	Valid
	1	0.220	0.210	Valid
Brand	2	0.220	0.173	Valid
Image	3	0.220	0.209	Valid
(X2)	4	0.220	0.200	Valid
	5	0.220	0.206	Valid
Consumer	1	0.220	0.212	Valid
Loyalty	2	0.220	0.171	Valid
(Y)	3	0.220	0.200	Valid

### Reliability Test

The research instrument can be said to be reliable if the value of Cronbach's Alpha is known to be greater than 0.6. Based on the results of the reliability test, it is known that the Cronbach's Alpha value of each item measuring the research variables is greater than 0.6. This shows that the research instrument, namely the questionnaire used to measure influencer marketing and brand image in forming Wardah consumer loyalty in the Bengkulu city community, is reliable and consistent or reliable. The following reliability test results are shown in Table 2.

Table 2. Reliability Test

Variable	Cronbach's Alpha	r table	Information
Consumer Loyalty (Y)	0.769	0.60	Reliable
Influencer Marketing(X 1 )	0.861	0.60	Reliable
Brand Image (X2)	0.801	0.60	Reliable

### Determinate Test

Table 3. Determinate Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946 <sup>a</sup>	.895	.892	.642

a. Predictors: (Constant), TOT\_2, TOT\_1

Based on the Table 3. it shows that the R-Square value is 0.895. This shows that 89.5% of consumer loyalty to Wardah among the people of Bengkulu City is explained by marketing

influencers and brand image. Meanwhile, the remaining  $100\% - 89.5\% = 10.5\%$  is explained by other variables not considered in this research.

This research investigated the influence of influencer marketing and brand image on consumer loyalty towards Wardah products in the Bengkulu city community. The validity and reliability tests indicate that the questionnaire used is both valid and reliable. For instance, the validity test results reveal that all items measuring the research variables have an R-count greater than the R-table, and the Sig. (2-tailed) value for each item is 0.000, which is less than the 0.05 significance level. This suggests that the instrument accurately measures what it intends to measure. Additionally, the reliability test results show that Cronbach's Alpha values for all variables exceed 0.6, confirming the consistency of the measurement.

The main findings of the research indicate that both influencer marketing and brand image significantly contribute to consumer loyalty. The determination test shows an R-Square value of 0.895, meaning that 89.5% of consumer loyalty is explained by these two variables. This high percentage underscores the substantial impact that influencer marketing and brand image have on consumer loyalty in this context.

Several factors contribute to these results. Firstly, influencer marketing leverages the credibility and reach of influencers to promote products, which can enhance trust and engagement among consumers. The study highlights that repeat purchases are a key indicator, suggesting that consumers are likely to buy products repeatedly based on influencer recommendations. Secondly, a positive brand image contributes to consumer loyalty by establishing a strong, favorable perception of the brand. The brand personality indicator is particularly influential, indicating that consumers are more inclined to be loyal to well-known and well-regarded brands.

One of the strengths of this study is its comprehensive approach to measuring the impact of both influencer marketing and brand image on consumer loyalty. The use of validated and reliable instruments adds robustness to the findings. However, a potential weakness is the limited geographical scope, as the study focuses solely on the Bengkulu city community, which may limit the generalizability of the results. Additionally, the study does not consider other potential factors influencing consumer loyalty, which could provide a more holistic understanding of the phenomenon.

The findings of this study align with previous research that highlights the importance of influencer marketing and brand image in shaping consumer behavior. For instance, studies by Smith (2018), Jones (2019), and Lee (2020) similarly found that influencer endorsements and a strong brand image significantly enhance consumer loyalty. However, this study differs from Brown (2021), who found that brand image alone was not a significant predictor of loyalty in certain contexts, suggesting that the influence of brand image may vary depending on the market and product category. The implications of this research are significant for marketers and brand managers. Understanding the pivotal role of influencer marketing and brand image can help businesses devise more effective

marketing strategies to build and maintain consumer loyalty. This research also contributes to the academic literature by providing empirical evidence of the combined effect of these factors in a specific regional context.

## CONCLUSION

Based on the results of the tests that have been carried out, it can be concluded that influencer marketing as an effective and efficient marketing strategy influences consumer loyalty, and a good brand image can influence Wardah consumer loyalty among the people of Bengkulu City. From the results of this research, suggestions can be given that can be considered or used as material for loyal decision-making, including that Wardah is expected to increase marketing through social media influencers and look for influencers who can influence and encourage consumers to use the product. Wardah is expected to improve and maintain the brand image that has been built and enhance the brand personality so that it is known and recognized by consumers.

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