The Role of Brand Love in Mediating the Influence of Brand Trust on Consumer Loyalty of Sariayu Cosmetics

Baiq Asya Faras Khairunnisa [1], Muhammad Mujahid Dakwah[2]

[1,2]Universitas Mataram, Mataram, Indonesia

Email: baiqasya@gmail.com, mujahid.fe@unram.ac.id

Abstract

Background: The Indonesian cosmetics industry faces intense competition, with Sariayu experiencing declining market share from 15% in 2020 to 8.9% in 2024, indicating weakened consumer loyalty. Purpose: This study examines the mediating role of brand love in the relationship between brand trust and consumer loyalty toward Sariayu facial mask products. Methods: A quantitative explanatory design was employed with purposive sampling of 150 University of Mataram students aged 18-25 years with minimum twice product usage. A five-point Likert scale questionnaire was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results: Brand trust significantly influenced brand love (β = 0.785, p < 0.001). Both brand trust (β = 0.661, p < 0.001) and brand love (β = 0.230, p = 0.009) positively affected consumer loyalty. Brand love partially mediated the trust-loyalty relationship, indicating emotional bonds amplify trust effects on loyalty. Conclusion: Brand love functions as a significant mediator between brand trust and consumer loyalty, emphasizing the importance of cultivating both cognitive trust and affective commitment in building sustainable loyalty for local cosmetic brands. These findings validate theoretical frameworks while extending applicability to the Indonesian halal cosmetics industry.

INTRODUCTION

Research Phenomena

The Indonesian cosmetics industry has demonstrated remarkable expansion in recent years, driven by increasing public interest in self-care and beauty awareness. According to data from the Ministry of Industry, this sector has achieved an annual growth rate exceeding 7 percent, reflecting highly positive market dynamics for both local and international industry players. Local cosmetic brands such as Sariayu play a significant role within the industry ecosystem by providing halal-certified products manufactured from natural ingredients. Within its product portfolio, Sariayu facial masks stand out as a consumer favorite, particularly among young women, owing to their affordability and connection to Indonesia's rich traditional beauty culture. This growth is further supported by the expansion of the middle class, estimated to reach 54 million people and projected to grow to 135 million by 2030, creating substantial opportunities for local brands to maintain competitive positions in a dynamic market environment.

However, the industry faces intense competition from both local and global cosmetic brands, creating significant challenges in maintaining consumer loyalty, a factor essential for long-term brand success. Recent data indicates a decline in Sariayu's market share from 15 percent in 2020 to 8.9 percent in 2024, reflecting a concerning decline in consumer loyalty to the brand. This pattern suggests that diminished brand trust has weakened consumers' emotional attachment

(brand love), which is crucial for maintaining loyalty amid increasingly intense competition. When trust decreases, emotional connections fade, prompting consumers to switch to alternative brands. Consequently, Sariayu must strengthen brand trust and enhance emotional consumer engagement to recapture and maintain consumer loyalty in an increasingly competitive environment.

Research Problems

Prior research has consistently supported the relationship between brand trust and consumer loyalty across various industry contexts. Chaudhuri and Holbrook (2001) emphasize that brand trust reinforces consumer confidence, leading to sustained brand preference. Furthermore, research by Wardhana and Yulia (2021) revealed that brand image, brand trust, and brand love collectively enhance consumer loyalty in the beverage sector. Similarly, Ta and Nguyen (2020) found that brand love influences consumer loyalty through self-esteem and social influence factors, while Marliawati and Cahyaningdyah (2020) identified brand trust as a mediating variable between brand image and loyalty. However, empirical evidence regarding the mediating role of brand love remains inconsistent, and few studies have tested this relationship specifically within the context of local cosmetics brands such as Sariayu. This gap in the literature creates an urgent need to examine more deeply how emotion and trust interact in building consumer loyalty, particularly for local cosmetic brands.

Brand love, defined by Carroll and Ahuvia (2006) as a deep emotional bond between consumers and a brand, has proven to be a strong driver of loyalty, promoting repurchase intentions, advocacy, and long-term commitment. In the cosmetics industry context, this emotional bond is particularly important as it is closely related to self-image, emotional satisfaction, and consumers' personal experiences. Recent research by Cahyo et al. (2025) demonstrates that brand experience, brand trust, and brand love have significant positive impacts on brand loyalty within the local skincare sector. Furthermore, Purwianti (2025) in a study on environmentally-friendly cosmetics found that brand love partially mediates the relationship between brand trust and consumer loyalty. These findings suggest that while brand trust exerts a significant direct influence on loyalty, the mediating role played by brand love in reinforcing this relationship still requires more extensive empirical testing, particularly within the evolving Indonesian local cosmetics market context.

Further investigation is needed to understand the complex mechanisms through which brand trust is translated into consumer loyalty via the emotional pathway represented by brand love. Quantitative research with an explanatory design can provide deep insights into the direct and indirect causal pathways linking these three constructs within the specific context of Sariayu facial mask products. Given that university students represent a primary market segment for cosmetic products, particularly in Indonesia, understanding the dynamics of trust, brand love, and loyalty within this demographic is essential for developing targeted marketing strategies.

Research Objectives, Urgency, and Novelty

This study aims primarily to examine the extent to which brand trust influences brand love and how brand love functions as a mediating factor in the relationship between brand trust and consumer loyalty toward Sariayu facial mask products among students at the University of Mataram. This research also seeks to provide deeper understanding of the emotional and rational aspects that drive consumer loyalty toward local cosmetic brands. The urgency of this research stems from Sariayu's need to restore consumer trust and build strong emotional bonds to maintain market share amid intense competition from rapidly growing international and local brands. The novelty of this research lies in the specific investigation of brand love's mediating role between

brand trust and consumer loyalty, with a focus on Sariayu facial mask products among university students. While previous research has examined the relationship between brand trust and loyalty across various industries, few studies have specifically explored the emotional mechanisms mediating this relationship within the context of halal-certified local Indonesian cosmetics. By exploring these relationships, this research's findings are expected to serve as a valuable reference for cosmetic companies, particularly local brands like Sariayu, in developing effective marketing strategies to strengthen brand trust, enhance emotional consumer connections, and maintain long-term loyalty within an increasingly competitive market environment.

METHODS
Research Design and Approach

This study employs a quantitative approach utilizing an explanatory research design to examine the causal relationships among the three research variables. According to Sugiyono (2022), the quantitative method represents an approach grounded in positivism, characterized by the examination of populations or samples selected systematically through the application of research instruments that analyze quantitative data to facilitate hypothesis testing. An explanatory research design is particularly suited for this investigation, as it enables the systematic testing of hypothetical relationships between variables through empirical evidence. Creswell (2014) emphasizes that explanatory research allows researchers to move beyond descriptive understanding to establish causal mechanisms, making it the most appropriate approach for examining how brand trust influences consumer loyalty both directly and indirectly through brand love as a mediating variable.

The explanatory design provides a rigorous framework for understanding the mechanisms through which emotional attachment mediates the relationship between perceived trustworthiness and repeat purchase behavior. Twycross (2004) notes that explanatory research designs are commonly employed in behavioral and marketing research to test causal relationships among constructs through hypothesis testing grounded in theoretical frameworks. The research employs both primary data collection through structured questionnaires and secondary data review to establish a comprehensive understanding of the conceptual relationships being investigated.

Research Population and Sampling Strategy

The population of this study comprises students at the University of Mataram who have utilized Sariayu facial mask products at least twice, thereby establishing sufficient product familiarity and consumption experience for meaningful evaluation. Hair et al. (2014) recommend that the accessible population be restricted to individuals with demonstrated product experience to ensure response validity and reliability. The inclusion criterion of minimum twice-usage ensures that respondents possess adequate experience with the product to provide informed assessments regarding trust, emotional attachment, and loyalty dimensions.

The researcher employed a purposive sampling technique, a non-probability sampling method that strategically selects respondents based on predetermined criteria aligned with the research objectives. According to Etikan et al. (2025), purposive sampling involves deliberate selection of participants who possess specific characteristics or meet particular criteria relevant to the research investigation. This approach proves particularly valuable in marketing and consumer behavior research where respondent characteristics significantly influence measurement validity. The purposive sampling strategy was implemented using criterion sampling, wherein potential respondents were required to satisfy the following inclusion criteria: (1) currently enrolled as a student at the University of Mataram, (2) age between 18 and 25 years, (3) prior usage experience with Sariayu facial mask products on at least two occasions, and (4) willingness to provide informed responses to a comprehensive questionnaire.

The total sample comprised 150 respondents, a number that satisfies the methodological requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. Hair et al. (2014) establish that a minimum sample size of 100 respondents is sufficient for PLS-SEM implementation, while recognizing that larger samples enhance statistical power and model stability. Kline (2005) further supports this threshold, recommending that researchers maintain sample sizes exceeding 100 to achieve adequate statistical power for complex path models. The achieved sample of 150 respondents thus provides sufficient statistical power to reliably estimate path coefficients and conduct mediation analysis with confidence intervals.

Research Instruments and Measurement Scale

Data collection was conducted utilizing a structured self-administered questionnaire distributed through both direct administration on campus and online platforms to maximize accessibility and response rates. The questionnaire was designed based on comprehensive review of extant literature and validated measurement scales, with all items adapted and contextualized to the Indonesian cosmetics market and the specific focus on Sariayu facial mask products. Sudaryono (2017) emphasizes that instrument design must be grounded in theoretical frameworks and informed by previous empirical research to ensure construct validity and item appropriateness.

The measurement instrument incorporated a five-point Likert scale, a widely utilized psychometric scale in marketing research and consumer behavior studies. The five-point Likert response format ranged as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. According to Jamieson (2004), the five-point Likert scale demonstrates superior reliability and validity characteristics compared to alternative scale lengths, balancing discriminatory capacity with respondent cognitive burden and response consistency. Likert scale
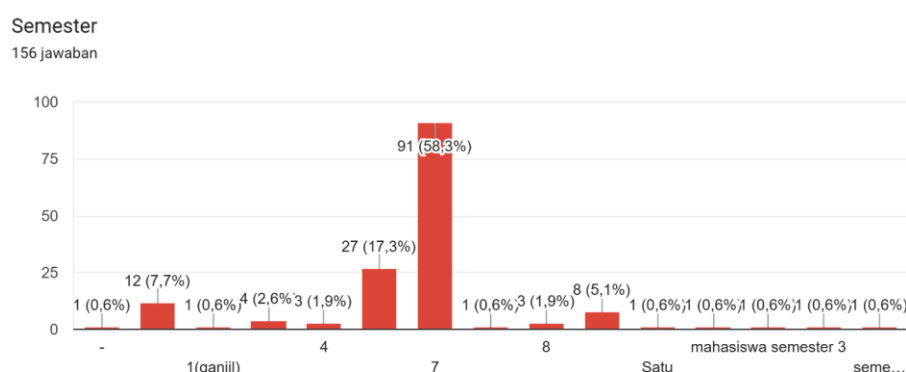
measurements provide interval-level data suitable for parametric statistical procedures required in

PLS-SEM analysis (Mohktar et al., 2024).

RESULTS AND DISCUSSION

Table 1. Respondent Profile

Statement	Total	Percentage (%)
Gender :		
Male	23	18,6%
Female	127	81,4%
Age :		
<20years	17	14,7%
20-25 years	129	82,7%
25 years	4	2,6%

Based on the data, most respondents were female (81.4%), while only a small portion were male (18.6%). This shows that Sariayu face mask products are more popular among women than men. In terms of age, the majority of respondents were between 20 and 25 years old (82.7%), followed by those under 20 years old (14.7%), and only a few were above 25 years old (2.6%). These results indicate that young adult women are the main users and target market of Sariayu face masks, as they are more concerned with skincare and beauty products.
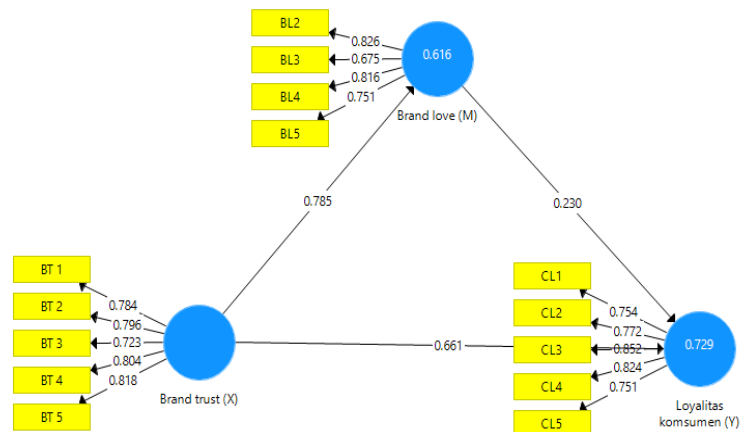

Figure 1. Distribution Of Respondents

The chart above illustrates the distribution of respondents based on their semester levels. Out of 156 participants, the majority 91 respondents or 58.3% are in the 7th semester, showing that most participants are advanced students. Meanwhile, 27 respondents (17.3%) are in the 4th semester, and 12 respondents (7.7%) are in the 1st semester. Other semesters have a very small number of participants, each accounting for less than 2%. The results of the study indicate that the majority of respondents are final-year students, who tend to have greater knowledge and experience in evaluating cosmetic products such as Sariayu.

Outer Model Evaluation

The Outer Model is employed to evaluate the validity and reliability of the existing formative indicators within a research framework. The primary purpose of testing the Outer Model is to assess how valid and reliable a model is in representing the relationship between its constructs and indicators. This analysis is generally examined through the values of Average Variance Extracted (AVE) and Composite Reliability, which reflect measurement accuracy. The

following section presents the tested PLS model used in this study.

Figure 1. SEM Analysis

Validitas Konvergen

Tabel 1. Validitas Konverge*n*

Konstruk & Item	Information
Brand love (BL)	
[BL2] :	0,826
[BL3]	0,675
[BL4]	0,816
[BL5]	0,751
Brand trust (BT)	
(BT.1)	0.784
(BT.2)	0.796
(BT.3)	0.723
(BT.4)	0.804
(BT.5)	0.818
Consumer Loyality (CL)	
(CL.1)	0.754
(CL.2)	0.772
(CL.3)	0,852
(CL.4)	0,824
(CL.5)	0,751

Every indicator item for every construct has loading factor values greater than 0.6, according to the convergent validity test results. Edeh et al (2023) state that an indicator is considered valid and capable of accurately representing its construct if its loading factor value is

greater than 0.6. In this study, the brand love indicators ranged from 0.675 to 0.826, brand trust indicators ranged from 0.723 to 0.818, and consumer loyalty indicators ranged from 0.751 to 0.852. These results confirm that all constructs brand love, brand trust, and consumer loyalty meet the criteria for convergent validity. Therefore, each indicator effectively measures its respective variable and can be considered reliable for further analysis.

Table 2. AVE Test

Variabel	AVE	Information
Brand Love	0,592	Valid
Brand Trust	0,617	Valid
Consumer Loyality	0.627	Valid

All constructs have AVE values greater than 0.5, according to the Average Variance Extracted (AVE) test results, indicating good convergent validity. An AVE value above 0.5 indicates that the construct accounts for more than half of the variance of its indicators, according to Fornell and Outline et al (2012). Consumer loyalty (0.627), brand love (0.592), and brand trust (0.617) all meet the necessary threshold in this study, indicating that each variable has sufficient convergent validity and can be regarded as trustworthy for additional research.

Discriminant Validity

Tabel 3. Discriminant Validity

Variabel	M	X	Y	Information
BL2	0,826	0,662	0,624	Valid
BL.3	0,675	0,468	0,505	Valid
BL.4	0,816	0,665	0,624	Valid
BL.5	0,751	0,599	0,542	Valid
BT.1	0,645	0,784	0,672	Valid
BT.2	0,583	0,796	0,708	Valid
BT.3	0,557	0,723	0,553	Valid
BT.4	0,678	0,804	0,678	Valid
BT.5	0,614	0,818	0,685	Valid
CL.1	0,611	0,620	0,754	Valid
CL.2	0,680	0,731	0,772	Valid
CL.3	0,596	0,698	0,852	Valid
CL.4	0,566	0,688	0,824	Valid
CL.5	0,491	0,574	0,751	Valid

the discriminant validity is confirmed by the discriminant validity test results, which show that all indicators have higher loading values on their respective constructs than on other constructs. Discriminant validity is attained when each indicator has a stronger correlation with its own construct than with others, claim Ab Hamid et al (2017),The indicators for consumer loyalty, brand love, and brand trust in this study all satisfy this requirement, proving that each variable is unique and accurately captures various facets of consumer behavior.

Realiability Test

Tabel 4. Uji Reliabilitas

Variabel	Cronbach's Alpha	Information
Brand love (M)	0.769	Valid
Brand Trust (X)	0.845	Valid

Consumers Loyalty (Y)	0.851	Valid

All variables have Cronbach's Alpha values over 0.7, according to the reliability test results, indicating excellent internal consistency. A Cronbach's Alpha coefficient more than 0.7 indicates that the measuring items are consistent and dependable in their representation of the construct, to Peterson (1994) Consumer loyalty (0.851), brand love (0.769), and brandKoefisien Jalur.

Tabel 5. Path Coefficient

Variabel	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Information
Brand love (M) -> Loyalitas komsumen (Y)	0.230	2.631	0.009	Valid
Brand trust (X) -> Brand love (M)	0.785	17.310	0.000	Valid
Brand trust (X) -> Loyalitas komsumen (Y)	0.661	8.092	0.000	Valid

All of the relationships between the variables are positive and significant, according to the path coefficient results. Stronger emotional attachment to the brand is a result of increased consumer trust, as evidenced by the high coefficient value of the relationship between brand trust and brand love ($\beta = 0.785$, $p < 0.001$). This supports Chaudhuri & Holbrook (2001)) assertion that trust is a major factor in determining brand loyalty and affection. Additionally, brand trust has a significant direct impact on customer loyalty ($\beta = 0.661$, $p < 0.001$), indicating that loyal customers are more likely to trust a brand. Last but not least, brand love has a positive impact on customer loyalty ($\beta = 0.230$, $p = 0.009$), demonstrating that emotional attachment fortifies enduring loyalty. These findings collectively demonstrate that brand trust and brand love play crucial roles in building and maintaining consumer loyalty.

Direct Relationship Between Brand Love and Brand Trust in Sariayu Face Mask Products

According to the results of hypothesis testing, brand love for Sariayu face mask products is positively and significantly impacted by brand trust. This research implies that customers are more likely to form a deeper emotional bond with Sariayu when they believe it to be a trustworthy, sincere, and legitimate brand. These findings are in line with a study by Albert & Merunka (2013).that highlights how long-term loyalty and favorable feelings toward a brand are strengthened by consumer trust. Therefore, it can be said that trust is a key factor in the development of brand loyalty in the cosmetics sector.

Direct Effect of Brand Love on Consumer Loyalty

Brand love has been shown to have a positive and significant impact on customer loyalty to Sariayu face mask products. This illustrates how consumers' emotional attachment, love, and commitment to the brand encourage them to regularly make repeat purchases, resist the lure of competing brands, and recommend Sariayu products to others. This study supports Carroll & Ahuvia (2006) assertion that brand love is a strong predictor of loyalty, particularly in industries with high levels of emotional value and consumer identification, like cosmetics.

Direct Effect of Brand Trust on Consumer Loyalty

This analysis also demonstrates how a brand's lack of trust has a detrimental effect on customer loyalty. Stated differently, customers are more likely to choose and repurchase a product when they are happy with its quality and Sariayu. This finding is in line with Chaudhuri &

Holbrook (2001) who claim that when customers trust a brand, their preferences remain constant and their preferences decrease. But this isn't the only way that love affects a brand; it also suggests that emotional attachment might have a stronger impact on customer loyalty.

Indirect Effect: The Mediating Role of Brand Love

Mediation research indicates a relationship between customer loyalty and brand trust. This suggests that emotional attachment must be gradually developed in order to promote long-term loyalty, as trust alone is insufficient. The research findings of Rahayu & Ruswanti (2024) , which emphasize the mediating role of customer loyalty across a variety of industries, are in line with this. Therefore, in the Sariayu context, brand affection is essential for transforming trust into loyalty, particularly among the active student body that wears makeup.

CONCLUSION

This study provides empirical evidence that brand love functions as a significant mediating variable in the relationship between brand trust and consumer loyalty toward Sariayu facial mask products among university students. The findings reveal that brand trust exerts a strong positive influence on brand love ($\beta = 0.785$, $p < 0.001$), indicating that when consumers perceive Sariayu as reliable and credible, they develop deeper emotional attachment to the brand. Furthermore, both brand trust ($\beta = 0.661$, $p < 0.001$) and brand love ($\beta = 0.230$, $p = 0.009$) significantly affect consumer loyalty, confirming that emotional attachment and rational trust jointly contribute to sustained brand preference and repeat purchase behavior. The mediation analysis demonstrates that brand love partially mediates the trust-loyalty relationship, suggesting that emotional bonds amplify the effect of trust on loyalty. These results underscore the importance of cultivating both cognitive trust and affective commitment in building sustainable consumer loyalty for local cosmetic brands operating in competitive markets. The study validates theoretical frameworks proposed by Chaudhuri and Holbrook (2001) and Carroll and Ahuvia (2006), while extending their applicability to the Indonesian halal cosmetics industry context.

However, several limitations warrant acknowledgment. The cross-sectional design precludes causal inference regarding temporal sequences, and the sample restricted to university students aged 18 to 25 years limits generalizability to broader demographic segments. Future research should employ longitudinal designs to examine how trust-love-loyalty dynamics evolve over time and expand sampling to include diverse age groups, socioeconomic backgrounds, and geographic regions. Additionally, investigating other potential mediators such as brand satisfaction, brand identification, or perceived value would provide more comprehensive understanding of loyalty formation mechanisms. From a practical standpoint, Sariayu should prioritize transparent communication regarding product authenticity, halal certification, and natural ingredient sourcing to strengthen consumer trust. Marketing strategies incorporating emotional storytelling that emphasizes Indonesian cultural heritage, traditional beauty rituals, and brand values can foster deeper brand love. Social media engagement, influencer partnerships, and experiential marketing initiatives targeting young consumers can enhance emotional connections while reinforcing brand credibility, ultimately sustaining competitive advantage in the dynamic Indonesian cosmetics market.

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