

## The Effect Of Trust And Satisfaction On Customer Loyalty Of Ms Glow Skincare Products (Study On Malang City Students)

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### ABSTRACT

In the current era of globalization, the development of beauty industry especially skin care is increasing from year to year. With the increasing growth of the beauty industry, business owner must be able to change their products, so that companies are able to maintain the trust and satisfaction of their customers. That way, customers will become loyal to a product. This study aims to analyze the effect of trust and quality satisfaction on customer loyalty for Ms Glow's skin care products. This research was a quantitative explanatory research. The data collection uses a questionnaire which is distributed to 100 respondents who had purchased. This research used a purposive sampling technique. The data analysis used was multiple linear regression analysis and hypothesis testing. The results of this study indicate that trust has a positive but not significant effect on customer loyalty and satisfaction has a positive and significant effect partially or simultaneously on customer loyalty for MS Glow skincare products (a study on university students in Malang City). From the results of this study can be concluded that the variables of trust and satisfaction have a positive effect on customer loyalty. It is hoped that Ms Glow can increase and maintain the trust and satisfaction of their customers, so that customer loyalty is maintained and sales is increased.

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### INTRODUCTION

Economic, technological and cultural developments in the era of globalization like today give rise to more and more people's needs, currently not only limited to basic needs, but also for personal needs. The needs of society are growing today, one of which is the need for beauty or cosmetics. No wonder the Indonesian population follows all kinds of trends, one of the cosmetic trends, especially skincare and is competing to beautify themselves to support appearance, ranging from types of skincare consisting of cleansing soap, face, facial toner, face serum, moisturizer, facial sunscreen, eye cream, and others, the use of skincare that suits each individual's skin type, how to use skincare according to its ingredients and so on. Therefore, local cosmetics businesses, especially skincare, are competing to increase their sales figures in various ways to increase customer trust and satisfaction.

The growth of cosmetics or skincare products in Indonesia has grown rapidly. There have been many business people who create beauty products or cosmetics because Indonesia is one of the countries with a fairly large cosmetic industry. The increasing cosmetic market in Indonesia, it makes beauty or cosmetic business people competing to innovate to create cosmetic products with various kinds of community needs, ranging from acne treatment, acne scars, prevention of premature aging, and so on called Skincare.

According to Utomo in Irwansayah (2021: 130) provides a definition of loyalty, namely the degree to which a customer shows repeat purchase behavior from a service provider, has a tendency to have a positive attitude towards the service provider, and only considers using this service provider when the need arises to use this service.

The satisfaction felt by customers after using the product will be a determining factor for someone to be loyal in buying the product. According to Kotler in Arman (2021), customer

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satisfaction is a person's feeling of pleasure or disappointment that arises after comparing between their perceptions or impressions of performance being below expectations, customers are not satisfied. This satisfaction will certainly be felt after the customer concerned consumes the product.

One of the local skincare brands in Indonesia that is currently being discussed a lot among the public is MS Glow. MS Glow was founded by Shandy Purnamasari and Maharani Kemala in 2013 which started from selling Skincare and Bodycare products through online sites and now Ms Glow has grown into Skincare, Bodycare, and Cosmetic.

MS Glow is a local skincare brand that is able to beat other local skincare brand competitors, this is proven in articles sourced from compass.co.id MS Glow became the best-selling local skincare brand with total sales of 38.5 billion, second place is the Scarlett brand with total sales of 17.7 billion, and in third place there is the Somethinc brand with total sales of 8.1 billion

MS Glow experienced a decline in sales due to competition between local skincare products was very high. Many factors caused MS Glow to experience a decline in sales, one of which was the trust factor. Although the decline in MS Glow has been proven safe and halal and BPOM, but still some consumers are not suitable to use MS Glow products. MS Glow must be able to maintain the quality of its products so that it will be able to get the satisfaction expected from consumers so as not to move on to competing products.

Based on the description above, the author is interested in conducting research on the relationship between Customer Trust and Satisfaction with Customer Loyalty in MS Glow products. Therefore, the author conducted a study entitled "The Effect of Customer Trust and Satisfaction on MS GLOW Product Customer Loyalty (Study on Students in Malang City)" which aimed to analyze the influence of trust and satisfaction variables partially and simultaneously on customer loyalty of MS Glow skincare products.

## METHOD

The scope of this research explains the limits of the research topic, research object and research subject to be researched. This research is a research in the field of marketing and looks at the influence of trust and satisfaction that may affect customer loyalty. This study is an *explanatory research* that aims to analyze the influence of each variable adjusted according to respondents' answers, namely students who are in the city of Malang and have bought MS Glow skincare products. Using a quantitative approach that aims to explain the relationship and influence of predetermined variables.

This study used a population of students in the city of Malang and had bought MS Glow skincare products whose exact number was unknown. This study uses a sample calculation of the Cochran formula (Sugiyono, 2015: 181), so the number can be known as 100 respondents. In this study, researchers used a non-probability sampling method with *purposive sampling* techniques with student consumer criteria in the city of Malang, students who had bought MS Glow products more than 2 times and students from Brawijaya University, Muhammadiyah Malang University, Malang State University, Maulana Malik Ibrahim UIN, and Malang State Polytechnic. In this study, researchers collected data using questionnaires that would later be filled out by respondents who met the criteria. The content of the questionnaire that will be distributed to respondents is in the form of statements that will be answered according to the real conditions felt and experienced by respondents. This study used primary and secondary data. The primary data used came from respondents. Secondary data are used from the Central Bureau of Statistics (BPS), books, reports, journals, and others.

**Operational Definition** The variable of this study is Trust (X1) according to Kotler and Keller (2016) has several indicators including *Benevolence*, *Ability*, *Integrity*, and *Willingness to depend*.

Satisfaction (X<sub>2</sub>) according to Kottler in Meliano & Wijayanti (2022) things that must be considered from satisfaction indicators are *Repurchase*, *Word-of-Mouth*, Brand Image, and Purchase decision. Loyalty (Y) according to Hurriayati in Sari & Yasa (2020) states that loyalty indicators consist of *Makes regular repeat purchase* (average repeat purchases), *Refers others* (gives recommendations to others), and *Demonstrates immunity to the pull of the competition*.

In this study, there are 7 data analysis methods, namely descriptive analysis, validity test, reliability test, classical assumption test, multiple linear analysis, coefficient of determination (R<sup>2</sup>) and hypothesis test, the analysis is carried out to process the data that has been taken. Data obtained from filling out questionnaires by respondents, the initial data that has been selected will be coded according to variables and variable classification processed with *the SPSS 25 software program for windows*.

According to Rahmawati (2016: 3) marketing is an activity with the aim of identifying consumer needs. In essence, marketing can be interpreted as "*meeting needs profitably*", namely how companies can meet consumer needs in a way that is beneficial for both consumers and companies.

According to Priansa (2018: 127) argues that "Trust is one party's belief in the reliability, durability, and integrity of the other party in the relationship and the belief that his actions are in the best interest and will produce positive results for the trusted party. Trust is important for a successful relationship. Relationship benefits based on trust can have a significant effect and describe matters related to cooperation; commitment; relationship *duration*; and quality"

According to Kotler and Keller (2012) in Indrasari (2019: 90) Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (or results) of the product in thought against the expected performance (or results). If what is provided by service companies meets the wishes of consumers, consumers will be satisfied. Vice versa, if consumers' desires are not like what they want, consumers will be dissatisfied.

Customer loyalty is a deeply held commitment to buy or re-endorse a product or service that you like in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch (Kotler and Keller in Curatman et al, 2020: 25).

Dharma (2017) "The Effect of Service Quality, Trust, and Satisfaction on Customer Loyalty at PT. Padang Island Tour Padang". The results showed that the variables of service quality, partial trust had a significant effect on customer loyalty. Ramadhani and Supriyono (2022) "The Effect of Customer Trust and Satisfaction on Customer Loyalty at AP Garage (Cat & Custom Workshop)" The results showed that trust variables contributed positively to customer loyalty.

Meliano & Wijayanti (2022) "The Effect of Customer Trust and Satisfaction on Shopee Consumer Loyalty in Malang City". The results showed that the variables of trust and satisfaction were declared to have a positive and significant effect on consumer loyalty. Astuti Yulia, *et. al*, (2018) "The Effect of Trust and Satisfaction on Customer Loyalty of Sharia Mobile Banking Services.". The results of the study found that the variables of trust and satisfaction partially had a positive effect on customer loyalty. Yani & Safitri (2022) "*The Effect of Customer Trust and Satisfaction on Customer Loyalty Moderated by Service Quality*". The results showed that the variable of customer trust had a positive and significant effect on customer satisfaction.

### Relationships Between Variables

According to Priansa (2017: 126) states that trust is the foundation of business. Creating and building consumer trust is one of the most important factors in creating customer loyalty. According to Assauri (2018: 11) Customer Satisfaction is the main driver for Customer Retention and Loyalty. Some customers base their satisfaction solely on price pushes, while most others base their satisfaction on purchasing decisions on the level of satisfaction of the product they need. According

to Lau and Lee in Padmawati et.al 2022, it is stated that the *trust* factor in a brand is a key factor in forming loyalty, because customers expect a related product or service to provide positive results. In addition to trust, customer satisfaction also needs to be considered by the company because a harmonious relationship between the company and consumers can occur due to consumer satisfaction. According to Tjiptono in Padmawati et.al 2022 which states that creating customer satisfaction can provide multiple benefits such as the bond between the company and customers being aligned, forming a repeat purchase and realizing customer loyalty and building a word-of-mouth recommendation.

## RESULTS AND DISCUSSION

Ms Glow is a beauty brand that is one of the lines under the auspices of PT. Beautiful Indonesian Cosmetics. Established in 2013, MS Glow stands for the company's motto, namely "Magic For Skin" which reflects the best glowing products in Indonesia with the hope that its products can provide the best results and make the user's skin more glowing. MS Glow was founded by Shandy Purnamasari and Maharani Kemala. MS Glow's business started from cosmetic products and body care online has grown into skincare, body care, and cosmetic and has agents and official members throughout Indonesia and has even spread abroad. MS Glow products also have BPOM certification, Halal and have been clinically tested.

Ms Glow is a safe and quality product with the content of its products that do not conflict with medical, so Ms Glow is the main solution that is safe and trusted for consumers. The target market of Ms Glow is from all groups who need treatment starting from the age of 17 years and Ms Glow products can be intended for pregnant women and breastfeeding mothers, because products from Ms Glow have been dermatologically tested and guaranteed safety. Ms. Glow also collaborates with top artists such as Nagita Slavina, Raffi Ahmad, Luna Maya, Ivan Gunawan, Lesty Kejora, and Sarwendah as product promotions and can attract consumers through social media. Ms Glow also won the Indonesia Best Brand Award (IBBA) in 2020 in the category of facial treatments that are sold exclusively. Indonesia Best Brand Award (IBBA) 2020 is an award for brands or products in Indonesia with the highest brand value. Ms Glow also earned a MURI record in December 2022, MS Glow was named the beauty product that empowers the most housewives.

### Descriptive Test

On the frequency distribution of the variable Trust (X1) it can be concluded that the average of the Trust can be said to be good. With the highest value located in the item (X1.7) of 4.02 on the item statement confident with the product. While the lowest value lies in the item (X1.8) of 3.70 in the item statement accepting risk. The frequency distribution of the Satisfaction variable (X2) can be concluded that the average of the Satisfaction variables can be said to be good with the highest value located on the item (X2.5) of 4.27 with the item statement easy to remember and the lowest value located on the item (X2.7) of 3.73 with the statement item of another product. The variable frequency distribution of Customer Loyalty (Y) can be said to be good. with the highest value located in the item (Y.2) of 4.15 with the item wish statement. While the lowest value lies in the item (Y.5) of 3.60 with the main choice statement item.

### Validity Test

The results of the validity test showed that all items used as a measurement tool for customer trust, satisfaction, and loyalty variables were valid with *pearson correlation* values greater than *r* table ( $> 0.1966$ ) and significant levels  $< 0.05$ .

### Reliability Test

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Based on reliability tests, it shows that items used as a variable measure of trust, satisfaction, and customer loyalty are declared reliable with a *Cronbach Alpha value* greater than the standard, which is 0.6.

### Classical Assumption Test

The results of the normality test show the appearance of a normal graph plot with points spread around the diagonal line and spread them along the diagonal line, so it can be interpreted that the linear regression model meets the assumption of normality. The results of the heterokedasticity test show that the scatterplot graph does not appear to have a clear pattern or the points spread above and below the number 0 Y-axis, so the linear regression model does not occur heterokedasticity. The results of the multicollinearity test show that the tolerance value for variables X1 and X2 > 0.1, namely (0.302 > 0.10). As well as all VIF values < 10, namely for variables X1 and X2 (3.309 < 10). So it can be concluded that there is no multicollinearity between variables. Using the multiple linear regression method with the equation  $Y = a + b_1X_1 + b_2X_2 + e$ . The equation  $Y = -2.127 + 0.152 X_1 + 0.657 X_2 + e$ .

This study is known that the *Adjusted R Square* value shows 0.773 (77.3%). 77.3% of the data is explained by the model, while the remaining 22.7% is explained by other variables outside the model. A large *Adjusted R Square* value indicates that the model is good and worth using for prediction.

Based on the results of the t test that has been carried out shows that the trust variable (X1) has a positive effect on customer loyalty with the results of t count > t table (1.703 > 1.660) and significant 0.092 (<0.05). The product satisfaction variable (X2) has a positive effect on customer loyalty with the results of t count > t table (8.663 > 1.660) and significant 0.000 (<0.05). So it can be said that trust (X1) and product satisfaction (X2) partially have a positive and significant effect on purchase loyalty (Y).

Based on the results of the F test that has been carried out, the variables of trust and satisfaction simultaneously have a positive and significant effect on customer loyalty with the results of F count > F table (169.764 > 3.09) and significant 0.000 (<0.05).

### Discussion

This study uses IMB SPSS Statistics 25, based on research on the characteristics of respondents, the majority of whom are 22 years old and have a monthly income of IDR 1,000,000 - IDR 2,000,000 and the average gender is female with *facial wash* product variants.

Based on the results of research conducted on 100 respondents, an *adjusted R square value* of 0.773 was obtained, which means that the magnitude of the influence of trust and satisfaction on customer loyalty is 77.3% while the remaining 22.7% is influenced by other factors outside the study. Based on the results of the F test, it shows that trust and satisfaction simultaneously have a positive and significant effect on customer loyalty of MS Glow skincare products.

### CONCLUSION

Based on the results and analysis of research data, it can be concluded that trust and satisfaction simultaneously have a positive and significant effect on customer loyalty of MS Glow skincare products. Based on the results of the questionnaire distribution, the advice that can be given is that MS Glow in terms of trust can be able to accept and respond to consumer risks and complaints in order to increase customer loyalty. In terms of satisfaction, it can increase the quality of ingredients to impress better and can affect customer loyalty.

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