

THE INFLUENCE OF BRAND TRUST AND BRAND IMAGE ON CUSTOMER LOYALTY THROUGH ELECTRONIC WORD OF MOUTH IN THE ORIGINOTE SKINCARE PRODUCTS

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Abstract

The local skincare industry in Indonesia has been growing rapidly, including The Originote, which has gained increasing consumer attention while also facing challenges such as overclaim issues that may affect customer trust and loyalty. This study aims to examine the influence of brand trust and brand image on customer loyalty, with electronic word of mouth (eWOM) as a mediating variable. A total of 155 respondents participated in this study, and the data were analyzed using SEM-PLS through SmartPLS 4.0. The results indicate that brand trust and brand image have a significant effect on customer loyalty. In addition, eWOM also shows a significant influence on customer loyalty. The mediation analysis reveals that eWOM is able to mediate the relationship between brand trust and customer loyalty as well as between brand image and customer loyalty, with both mediation effects categorized as small but significant. These findings suggest that brand trust, brand image, and positive online reviews play important roles in strengthening customer loyalty toward The Originote. Therefore, maintaining transparency, avoiding overclaim practices, and optimizing digital reputation management are essential strategies to sustain customer loyalty.

Keywords: *Brand Trust, Brand Image, Customer Loyalty, Electronic Word of Mouth, The Originote*

PENGARUH *BRAND TRUST* DAN *BRAND IMAGE* TERHADAP *CUSTOMER LOYALTY* MELALUI *ELECTRONIC WORD OF MOUTH* PADA SKINCARE THE ORIGINOTE

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Abstrak

Industri skincare lokal di Indonesia berkembang pesat, termasuk The Originote yang mengalami peningkatan minat konsumen namun juga menghadapi tantangan berupa isu overclaim yang dapat memengaruhi kepercayaan dan loyalitas pelanggan. Penelitian ini bertujuan untuk mengetahui pengaruh brand trust dan brand image terhadap customer loyalty dengan electronic word of mouth (eWOM) sebagai variabel mediasi. Penelitian ini melibatkan 155 responden dan dianalisis menggunakan metode SEM-PLS melalui SmartPLS 4.0. Hasil penelitian menunjukkan bahwa brand trust dan brand image berpengaruh signifikan terhadap customer loyalty. Selain itu, eWOM juga terbukti memiliki pengaruh signifikan terhadap customer loyalty. Pada pengujian mediasi, eWOM mampu memediasi hubungan antara brand trust dan customer loyalty serta antara brand image dan customer loyalty dengan kategori pengaruh kecil namun signifikan. Temuan ini menunjukkan bahwa kepercayaan merek, citra merek yang positif, serta ulasan daring yang kuat merupakan faktor penting dalam membentuk loyalitas konsumen terhadap The Originote. Oleh karena itu, perusahaan perlu menjaga transparansi, menghindari praktik overclaim, serta mengoptimalkan pengelolaan reputasi digital untuk mempertahankan loyalitas pelanggan.

Kata Kunci: Citra Merek, eWOM, Kepercayaan Merek, Loyalitas Pelanggan, The Originote