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The Key Determinants of Brand Loyalty in Indonesia's Cosmetics Market

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Abstract: The global annual spending on cosmetics is estimated to be around billions, with numerous industry players competing fiercely to expand their market share. Companies in the cosmetics sector aim to secure a leading position by fostering customer loyalty, which is closely linked to brand loyalty. As a result, brand loyalty becomes a crucial factor in achieving success in a highly competitive market. This study investigates the impact of brand loyalty on the purchasing behavior of female consumers in Jakarta, the capital city of Indonesia. The research focuses on seven aspects of brand loyalty: brand name, product quality, price, design, promotion, service quality, and store environment. This study utilizing descriptive analysis, factor loading, and multiple regression methods to tested its hypotheses. Data was collected through self-administered questionnaires distributed to 125 female respondents who regularly use cosmetics. The findings revealed a strong correlation between promotion and brand loyalty. Additionally, the results demonstrated a positive and significant relationship between the factors of brand loyalty (brand name, product quality, price, design, promotion, service quality, and store environment) and loyalty to cosmetic brands.

Keywords: Brand Loyalty, Brand Name, Promotion, Service Quality, Cosmetics.

INTRODUCTION

Women and cosmetics are two elements that are intrinsically connected. Many women aspire to appear beautiful and attractive, as beauty holds significant importance in their lives. Consequently, the history of cosmetics spans at least 6,000 years, encompassing nearly every society on earth (Khraim, 2011; Hameed and Kanwal, 2018). In the era of globalization, cosmetics have become a primary necessity for women. The Indonesian Food and Drug Administration (FDA), which regulates cosmetics in Indonesia, defines cosmetics as products "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." This broad definition includes any material intended for use as a component of a cosmetic product. Thus, it is undeniable that cosmetics play an essential role in human life (Chaudhry, 2008).

Over the decades, the growth of the cosmetics and beauty product markets has surged significantly as consumers have become increasingly aware of appearance, beauty, grooming, and personal care products (Mintel, 2011). According to Whittaker (2007), more than 3000 companies manufacture and distribute cosmetics in the United States alone. Similarly, in Indonesia, the beauty and cosmetics sector has experienced unprecedented growth. Recent statistics indicate an annual growth rate of 4.5%, reaching a market value of approximately USD 11 billion. This is evidenced by the registration of over 11,000 cosmetic products, comprising 60% imported and 40% locally produced items, and the existence of 744 companies manufacturing and distributing cosmetic and skincare products in Indonesia.

This type of study is essential for understanding the intense competition within the Indonesian cosmetics industry. With a population exceeding 230 million, of which 51% are women, Indonesia represents a substantial potential market for cosmetics. As a result, many companies strive to develop competitive advantages to attract customers and dominate the market (Pefindo, 2011). Building customer loyalty lies at the core of any successful business (Kotler, 2009). Consumers evaluate similar products from different perspectives, often influenced by branding. Many companies, particularly in the cosmetics industry, focus on enhancing brand loyalty among their customers.

Brand loyalty reflects a consumer's conscious or unconscious decision, expressed through their intention or behavior, to continually repurchase a particular brand. It has been recognized as the ultimate goal of marketing (Reichheld and Sasser, 1990; Sander and Riza, 2016). In marketing, brand loyalty is characterized by a consumer's commitment to repurchasing a brand through repeated purchases of a product or service, as well as other positive behaviors such as word-of-mouth recommendations (Moisescu and Allen, 2010). This demonstrates that repurchase decisions heavily depend on trust and the product or service's quality performance (Chaudhuri and Holbrook, 2001).

Furthermore, well-established brand names continue to invest in maintaining brand identity, preserving brand loyalty, and developing new cosmetic product lines to capture greater market share. Marketing managers acknowledge the rising trend of brand switching and recognize customer retention as a more efficient and reliable means of achieving superior performance (Reichheld and Sasser, 1990; Lau et al., 2006). Therefore, marketers must deepen their understanding of brand loyalty to ensure long-term success.

Theoretical Background and Hypothesis Development

Brand Loyalty

Brand loyalty is a critical concept in understanding consumer behavior (Day, 1969; Huang and Yu, 1999; Lee et al., 2001; Underwood, 2003; Yim and Kannan, 1999). Numerous operational definitions of brand loyalty exist. Generally, it can be defined as the strength of preference for a particular brand compared to other similar available alternatives (Wong and Yahyah, 2008). Brand loyalty represents a deeply held commitment to repurchase or re-patronize a preferred product or service consistently in the future, leading to repetitive purchases of the same brand or brand set, despite situational factors and marketing efforts that may encourage switching behavior (Oliver, 1999).

However, Bloemer and Kasper (1995) further refined the concept of true brand loyalty, proposing six essential conditions: 1) A biased (i.e. non-random) preference; 2) A behavioral response (i.e. purchase); 3) Consistency over time; 4) Decision-making by a particular unit; 5) Preference toward one or more specific brands within a set of alternatives; and 6) Areliance on psychological processes. From another perspective, loyal consumers continuously repurchase the same brand over time, even when alternative brands are available in the market. Loyalty, therefore, can be measured by the consumer's commitment to repurchase products or services from a specific brand.

Brand loyalty is fundamentally a function of both behavior and attitude. It reflects a consumer's preference to choose a particular brand within a given product category. This phenomenon arises because consumers perceive that the brand delivers the optimal combination of product features, image, or quality at an appropriate price point. This perception serves as the foundation for the formation of new buying habits. Consumers typically begin by trying a product from the brand, and when satisfied with their purchase, they tend to develop a habit of consistently choosing the same brand due to its familiarity and perceived reliability.

Brand Name

Famous brand names can effectively disseminate product benefits and lead to higher recall of advertised benefits compared to non-famous brand names (Keller, 2003). The marketplace features numerous unfamiliar brand names and alternative options. Consumers often exhibit a preference for major, well-established brand names. These prestigious brand names, along with their associated images, attract consumers, foster repeat purchasing behavior, and reduce price-related switching tendencies (Cadogan and Foster, 2000). Additionally, brand personality serves as a connection to a brand's emotional and self-expressive benefits, contributing to differentiation. This is particularly significant for brands with minor physical differences that are consumed in social settings, where the brand can project a visible image that reflects the consumer's identity. Consumers are generally capable of evaluating individual products and the attributes associated with their brand names (Keller, 2003). Notably, this information is crucial for marketing managers in making informed decisions regarding product positioning, repositioning, and the establishment of differential advantages.

According to Kohli and Thakor (1997), a brand name represents the creation of an image or the development of a brand identity, a process that is both costly and time-intensive. The development of a brand name constitutes a vital aspect of the branding process, as the name serves as the foundation of a brand's image. A well-chosen brand name is critical for firms to attract customers, drive product purchases, and encourage repeat buying behavior. Consumers often perceive products holistically, associating their experiences with the brand name and deriving satisfaction from the purchase and usage of the product.

Product Quality

Product quality refers to the features and characteristics of a product or service that determine its ability to satisfy stated or implied needs. In other words, product quality is defined as "fitness for use" or "conformance to requirements" (Russell and Taylor, 2006). Consumers may repeatedly purchase a single brand or switch among multiple brands due to the tangible quality of the products offered. Material quality is particularly significant, as it affects attributes such as hand feel, texture, and overall performance. Additionally, consumers often form personal connections to color and may select or reject a product based on whether its color appeals to them or complements their personal appearance (Frings, 2005). Functional attributes in cosmetics, such as quick-dry properties, breathability, waterproofing, lightweight formulations, and durability, are crucial. For instance, some consumers prioritize these attributes for work, leisure, or sports activities that require frequent movement, making durability an essential factor in their purchasing decisions. Perfectionism or quality consciousness is characterized as an awareness of and desire for high-quality products, as well as the need to make optimal purchasing decisions rather than settling for the first available option (Sproles and Kendall, 1986). This demonstrates that quality characteristics are inherently linked to performance.

Price

Price is arguably the most critical consideration for the average consumer. It is a strong driver of loyalty (Ryan et al., 1999). Consumers with high brand loyalty are less sensitive to price changes (Cadogan and Foster, 2000). When brand loyalty is established, consumers' purchase intentions are less likely to be influenced by price alone, as they are willing to pay a premium for their preferred brand. Furthermore, loyal consumers tend to have strong beliefs regarding the price and value of their favorite brands, enabling them to compare and evaluate prices against alternatives (Evans et al., 1996; Keller, 2003). Consumers' satisfaction is often determined by comparing price with perceived costs and value. If the perceived value exceeds the cost, consumers are more likely to purchase the product (Monroe, 1973).

Loyal customers are often willing to pay a premium, even in the face of price increases, as their perceived risk is high, and they prefer to avoid the uncertainty associated with switching brands (Yoon and Kim, 2000). Long-term service loyalty fosters price tolerance, as loyal customers are less inclined to compare prices with other products. Price has become an increasingly significant factor in consumers' judgments of offer value and overall retailer assessment (De Ruyter et al., 1999). Consumers typically evaluate market prices against internal reference prices to determine the attractiveness of retail pricing.

Promotion

Promotion, a critical component of the marketing mix, involves various forms of communication with consumers. It includes advertising, sales promotions, personal selling, and publicity (Anatasia et al, 2016). Advertising, as a non-personal presentation of information through mass media, significantly shapes consumers' images, beliefs, and attitudes toward products and brands, thereby influencing their purchasing behavior (Lovelock, 2010). This underscores the role of promotion, particularly advertising, in establishing perceptions and differentiating products from competitors. According to Clow (2010), promotion is a vital element of a firm's marketing strategy. It serves as a means to communicate product offerings and to encourage product or service sales. Sales promotion tools complement advertising and public relations activities, targeting end consumers (Ha et al, 2011).

Design

Design, encompassing visual elements such as line, shape, and details, plays a crucial role in shaping consumer perceptions of a brand (Frings, 2005). Brands that emphasize stylish packaging often attract fashion-conscious consumers. Fashion leaders and followers are likely to purchase products from highly fashionable stores, gaining satisfaction from using the latest designs and enhancing their self-image. Research by Duff (2007) revealed that cosmetics consumers increasingly demand products with attractive designs, often selecting different makeup styles for varying occasions. Wong and Yahyah (2008) defined fashion consciousness as an awareness of new designs, evolving fashion trends, and appealing styling, coupled with the desire to purchase trendy and exciting products.

Store Environment

Retail Store Environments significantly influence brand loyalty. Attributes such as store location, layout, and in-store stimuli impact consumer shopping patterns (Mattila and Witz, 2008). Convenient store locations and a wide range of assortments enhance accessibility, which may lead to customer loyalty (Lovelock, 2010). Store atmospheres, including elements like noise levels, lighting, temperature, shelf arrangements, and merchandise displays, affect consumers' decision-making and brand satisfaction (Lovelock, 2010). Stimuli such as background music also influence consumer behavior; for example, slow-tempo music has been shown to increase sales as it encourages customers to spend more time in the store (Lau et al,

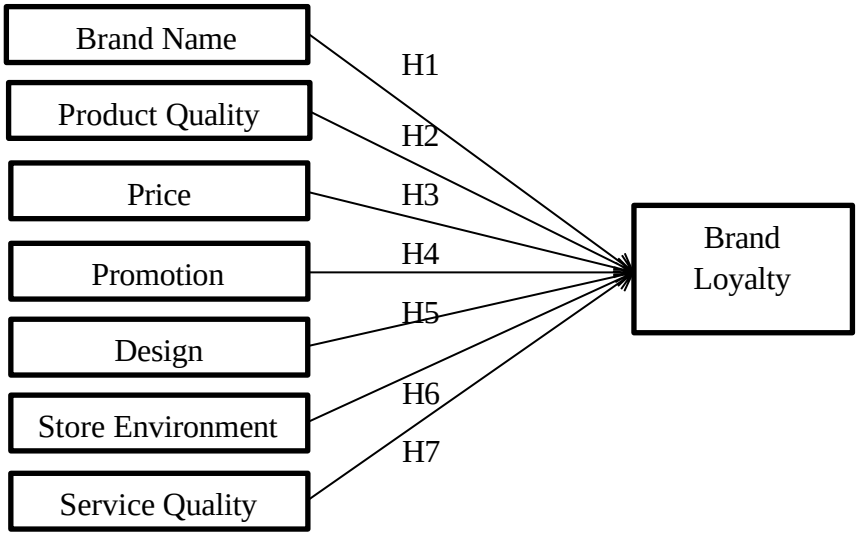
2009). Channel convenience further influences consumer behavior, particularly for low-involvement products. Consumers are less likely to visit another store to find a specific brand and instead opt for available alternatives (Lin and Chang, 2003).

Service Quality

Service Quality is commonly defined as the alignment of service delivery with customer expectations and needs (Lovelock, 2010; Sum and Hui, 2009). Direct interactions between salespeople and customers play a crucial role in shaping perceptions of service quality. Trust in salespeople enhances customer satisfaction and fosters long-term loyalty to the store or brand (Cadogan and Foster, 2000; Leung and To, 2001). Personalization—encompassing reliability, responsiveness, and tangible interactions—significantly enhances customer experiences, which in turn bolsters brand loyalty (Leung and To, 2001).

Hypotheses

Reviewing the extant literature on brand loyalty, a research model was constructed to better explain on the factors that influence consumers' brand loyalty towards a particular brand. When consumers are satisfied by the aforesaid factors that affect their brand loyalty, brand loyalty will be reinforced. Figure 1 displays the model used in this research study.



Source: Author's construct

Figure 1. Conceptual Framework

Based on the factors that influence brand loyalty, the following hypotheses are derived.
H1: Brand name has positive and significant effect on brand loyalty.
H2: Cosmetics quality has positive and significant effect on brand loyalty.
H3: Cosmetics price has positive and significant effect on brand loyalty.
H4: Promotion has positive and significant effect on brand loyalty.
H5: Cosmetics design has positive and significant effect on brand loyalty.
H6: Store environment has positive and significant effect on brand loyalty.
H7: Service quality has positive and significant effect on brand loyalty.

METHODS

Sampling and Data Collection

This study utilized both primary and secondary data to analyze brand loyalty in cosmetics. Primary data were collected using self-administered questionnaires distributed to respondents

who were briefed on the purpose of the study. The questionnaire was designed to be clear, easy to understand, and straightforward, ensuring that respondents could provide their answers with ease.

The questionnaire consisted of two sections. The first section focused on consumers' demographic information, while the second section explored factors influencing brand loyalty. The survey was conducted with a random sample of 125 female cosmetics consumers aged between 16 and over 33 years old. Data collection was carried out in Jakarta across three major malls: Taman Anggrek Mall, Central Park Mall, and Citraland Mall, over a one-month period. These malls were chosen because they represent the largest shopping centers in the city. Smaller malls were excluded to avoid additional costs and logistical challenges.

A total of 238 usable questionnaires were collected, resulting in a response rate of 52%. These completed questionnaires served as the foundation for the subsequent analysis. Table 1 presents the demographic profile of the respondents based on age, educational background, marital status, income level, duration of cosmetic use, and preferred cosmetic brands.

The majority of respondents were between 16 and 24 years old, predominantly high school graduates, and unmarried. Regarding income, 27.2% reported monthly earnings of USD 200–300, while another segment earned USD 100–190 per month. In terms of cosmetic usage, 41.6% of respondents reported using cosmetics for 1–2 years. The most commonly used cosmetic brands among the respondents were Maybelline (40%), followed by Revlon (23.2%) and Sariayu (16.8%). These brands were frequently used by the respondents, indicating a pattern of repeated purchases and a strong sense of brand loyalty over time.

Table 1. Sample Demographic Results

	Frequency	Percentage
Age:		
16 – 24	58	46.4
25 – 33	44	35.2
> 33	23	18.4
Marital Status:		
Married	33	26.4
Unmarried	92	73.6
Education:		
High school	93	74.4
Undergraduate	22	17.6
Postgraduate	10	8.0
Income:		
US$ 50 – 90	30	24.0
US$ 100 – 190	32	25.6
US$ 200 – 300	34	27.2
> US$ 300	29	23.2
Duration of use		
7 - 12 months	43	34.4
1 - 2 years	52	41.6
> 2 years	30	24.0
Intensity of usage		
very rare	21	16.8
Frequently	83	66.4
very often	21	16.8

Cosmetics brand name		
Maybelline	50	40.0
Revlon	29	23.2
Loreal	13	10.4
Sariayu	21	16.8
Mustika ratu	12	9.6

Source: Author's data collection

Data Analysis

Descriptive analysis is used to analyze the background as well as the respondents' profiles pertaining to their evaluation of brand loyalty. The common measures such as total, mean, variance, frequency and percentage are used to analyze the data gathered through the questionnaires. Frequencies such as mean and percentage analysis were used to obtain the factors that influenced respondents' brand loyalty.

Factor loading was conducted to test the validity of variables and reveal magnitude abilities of items which are suitable in order to describe variables (Malhotra, 2007). Furthermore, the researcher used Multiple Regression to test seven independent variables (brand name, product quality, price, promotion, design, store environment, and service quality) that influenced consumer brand loyalty and to test if the relationship existed between the independent and dependent variables.

RESULTS AND DISCUSSION

Validity and Reliability

In this research, all variables were measured by the five Likert scale which are: 1 indicates strongly disagree, 2 indicates disagree, 3 indicates neutral, 4 indicates agree and 5 indicates strongly agree. Based on the validity and reliability test, the factor loading and Cronbach's Alpha of each variable are higher than the requirements (see Table 2). All the variables show a high degree of reliability. That means all the indicators used in this research are valid and reliable. Therefore all of them can be used to describe the variables.

Table 2. Validity and Reliability of Brand Loyalty's Determinants

Variables	Factor Loading	Alpha
Brand Name	0.688 – 0.735	0.6573
Product Quality	0.800 – 0.868	0.8572
Price	0.853	0.6242
Design	0.778 – 0.866	0.8351
Promotion	0.852 – 0.860	0.8405
Store Environment	0.777 – 0.861	0.8365
Service Quality	0.808 – 0.865	0.6050

Source: Author's data processing results

In this research, there are seven independent variables influencing brand loyalty, which were tested by the researchers through questionnaires completed by the respondents. The data collected from the questionnaires were then analyzed by identifying the highest average values of the variables that influence brand loyalty. In this study, the results were presented in the form of rankings, arranged from the most influential factors prompting respondents to exhibit loyalty toward the cosmetic products they use, to the least influential factors. The overall findings revealed that product quality is a critical determinant of customer loyalty. In Indonesia, respondents generally choose cosmetic products based on their quality, which subsequently fosters their loyalty to the brand.

This study also employed multiple regression analysis to examine the significant relationships and impacts among the variables. The results, as presented in Table 3, demonstrate that Indonesian consumers consider brand name, product quality, price, promotion, design, store environment, and service quality as factors influencing brand loyalty. These factors, in turn, determine whether consumers decide to make repeat purchases of cosmetic products.

Table 3. Ranking Factor of Brand Loyalty

Factor of Brand Loyalty	Rank	Mean	Mean Average
Brand Name	3		
Q1. The brand is reputable		4.152	
Q2. Brand Name and Image attract me to purchase		4.048	
Q3. Brand Name is selected regardless of price		3.840	
Q4. Brand reflects my own personality		3.680	3.930
Product Quality	1		
Q1. The brand last longer than other brands		4.080	
Q2. The materials used by the brand are natural		4.032	
Q3. The brand has sufficient color		4.016	
Q4. The brand has good functional quality		4.136	4.066
Price	2		
Q1. Increases of price not hinder me to purchase		4.048	
Q2. The brand provides goods value for money		3.936	3.992
Promotion	7		
Q1. Ads of the brand is attractive		3.408	
Q2. Ads of the brand attract me to purchase		3.168	
Q3. Window displays are attractive		3.248	3.275
Design	4		
Q1. The brand provides wide variety of designs		3.824	
Q2. Designs of the brand are suitable for me		4.000	
Q3. Designs of the brand have distinctive features		3.760	
Q4. Designs of the brand are trendy and fashionable		3.856	3.860
Store Environment	5		
Q1. The brand has good store location		3.688	
Q2. The brand has sufficient outlets		3.672	
Q3. The interior display is attractive		3.600	
Q4. Color and music inside the store are attractive		3.552	3.628
Service Quality	6		
Q1. Salesperson of the store is well-trained		3.520	
Q2. Salesperson of the stores willing to help		3.568	
Q3. Salesperson of the store friendly and courteous		3.472	
Q4. Salespersons of the stores have neat appearance		3.544	3.526

Source: Author's data processing results

Hypothesis Test

As shown in Table 3, the overall significance values (2-tailed) for all independent variables were less than 0.05, indicating that all independent variables had a statistically significant influence on the dependent variable. Among the variables, promotion made the largest contribution to the regression function, with a coefficient of 0.405, making it the most influential factor. Price and design demonstrated comparatively smaller regression coefficients of 0.177 and 0.154, respectively. The findings revealed that promotion and brand loyalty were positively correlated. Promotion emerged as one of the most critical determinants of consumers' brand loyalty. According to Levy and Rook (1999), women, particularly those who exhibit brand-switching tendencies, are more impulsive in their shopping behavior and less organized. These consumers are highly receptive to visually impactful advertising that conveys activity and energy, and they respond favorably to promotional campaigns and special

incentives. Such promotions include advertising, sales promotions, personal selling, and publicity. Furthermore, the study found that female respondents spent considerable time reading product labels before making a purchase decision.

The results also demonstrated that first, brand name positively influenced brand loyalty. Consumers preferred brands that offered perceived benefits or functional advantages. They were satisfied with the brand's reputation and often associated the brand's personality with their own. This alignment led to true brand loyalty, where consumers continued to purchase the brand despite price increases, recommended it to others, responded positively to price premiums, and accepted brand extensions into other product categories (Yoon and Kim, 2000). Second, product quality also exhibited a positive relationship with brand loyalty. Products that effectively met customer needs and provided functional satisfaction encouraged repeat purchases. Underwood (2003) highlighted that product quality is a significant factor influencing consumers' decisions to purchase within a specific product category. Third, price was found to be positively related to brand loyalty. While price is a significant consideration for average consumers, those with high brand loyalty tend to be less sensitive to price changes. The study suggested that as long as consumers were satisfied with a specific brand, they were willing to repurchase the product, even at a higher price.

Fourth, the research indicated that the variety and appeal of product designs contributed to brand loyalty. Consumers expressed a strong preference for the trendy, fashionable, and distinctive designs of their favorite cosmetic brands, which they felt suited their personal style (Abraham and Littrel, 1995). These findings align with previous studies conducted by Lee and Lee (1997) and Lau et al. (2006), which emphasized the impact of design on consumer loyalty. Fifth, this research supports Khraim's (2011) previous study, indicating a significant positive impact of promotion on brand loyalty. Consumers are attracted to various promotional activities employed by companies marketing cosmetic products, including engaging advertisements, celebrity endorsements, creative advertising concepts, well-designed displays, and personalized sales. Therefore, promotion is a crucial factor influencing consumer loyalty towards cosmetic brands (Wong and Yahyah, 2008; Ha et al., 2009; Hameed and Kanwal, 2018).

Sixth, the findings also showed a positive relationship between service quality and brand loyalty. Service quality was identified as a crucial factor influencing consumer behavior and fostering long-term loyalty to a store (Mittal and Lassar, 1996). The study revealed that a strong relationship between salespersons and consumers enhanced trust, which, in turn, improved perceptions of the store's service quality and resulted in overall customer satisfaction (Wilson and Keni, 2018). Lastly, store environment was positively associated with brand loyalty. This study highlighted the consumers valued store attributes such as merchandise displays, variety in product selection, parking availability, accessibility by car, and the store's reputation. These factors collectively influenced consumers' purchasing decisions and strengthened their brand loyalty (Milliman, 1982).

Table 3. Multiple regression result

Model		Standardized Coefficients	T	Sig. (2-tailed)
		Beta		
1	(Constant)		-,465	,643
	Brand Name	,311	4,443	,000
	Product Quality	,222	3,595	,000
	Price	,177	2,828	,006
	Design	,154	2,309	,023
	Promotion	,405	6,741	,000
	Store Environment	,244	3,764	,000
	Service Quality	,188	3,110	,002
R-square = 0,624				
F-value = 27,796				
Sig = 0,000[a]				
VIF = 1,125 – 1,531				

[a]Predictors: (Constant), Price, Service Quality, Promotion, Product Quality, Design, Store Environment, Brand Name
[b]Dependent Variable: BRAND LOYALTY

CONCLUSION AND IMPLICATIONS

This research provides valuable insights into female consumer buying behavior in Indonesia. Marketers widely agree that understanding target customers and market segments is essential for differentiating products and enhancing sales potential. The primary objective of this study was to investigate the factors influencing brand loyalty in cosmetics among Indonesian consumers. Brand loyalty is crucial for organizations to retain their product's position in the minds of consumers and to prevent brand-switching behavior. However, the research findings indicate that achieving and maintaining consumer loyalty is challenging due to external pressures such as intense competition and consumers' desire for variety (Hameed and Kanwal, 2018).

The analysis identified six key factors influencing brand loyalty, including brand name, product quality, price, promotion, service quality, and store environment, which were found to be relevant within the Indonesian context. Among these, promotion emerged as a significant driver of brand loyalty. The findings further revealed that Indonesian consumers prefer cosmetics brands that excel in these factors, with all six demonstrating positive correlations with brand loyalty. These results align with prior studies, such as Wong and Yahyah (2008), who explored the influence of brand loyalty on consumer sportswear, and Lau et al. (2006), who examined brand loyalty in the Hong Kong sportswear market. Similar findings were reported by Shaharudin (2010) concerning the relationship between extrinsic product attributes and brand loyalty, as well as by Khraim (2011), who studied brand loyalty's impact on cosmetics purchasing behavior among UAE female consumers.

The cosmetics industry represents a promising sector within the consumer market, particularly as social activities increase. Reliable findings on this topic can significantly impact consumers, marketers, and policymakers. However, fostering brand loyalty remains a challenge. Marketers must continually refine their marketing strategies to attract and retain consumers. With increasing market competition, consumers are exposed to a plethora of brand information, raising the debate between satisfying a broader consumer base versus focusing on specific consumer segments. To succeed, marketers must understand the factors that influence consumer loyalty and design strategies to foster long-term relationships. Loyal consumers often exhibit a willingness to pay premium prices for preferred brands, demonstrating the critical role of branding in building a loyal and profitable customer base (Lau et al., 2006). It is vital for cosmetic companies to consistently deliver a specific set of features, benefits, and services to maintain consumer trust and loyalty (Kotler, 2009).

Understanding the factors influencing consumer loyalty can also help marketers segment their markets effectively. By examining how cosmetic usage shapes brand perceptions, companies can enhance their marketing strategies to improve customer satisfaction and expand their customer base. Identifying the brand attributes that appeal to consumers can further strengthen brand image and alignment with consumer expectations.

Limitations and Future Research

This research is subject to several limitations. First, the sample size was limited to 125 respondents, focusing solely on malls located in West Jakarta. Second, the study explored only seven factors influencing brand loyalty and focused exclusively on five major cosmetic brands in Jakarta. Lastly, the research centered on the age group of 16 to 33 years old, primarily targeting women shopping in malls.

As an exploratory study of brand loyalty in the Indonesian cosmetics industry, this research contributes to marketing theory. However, future research is recommended to address the identified limitations. For instance, studies could explore a broader demographic, including women in higher socioeconomic classes or those who are employed. Additionally, further research could investigate how brand loyalty factors influence consumer behavior across other product categories, such as coffee, soap, toothpaste, and detergents (Wood, 2004). Future studies might also incorporate additional variables such as consumer habits, purchasing history, perceived risks, consumer-brand involvement, and responses to stock shortages to enrich the research findings (Datta, 2003).

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