

DETERMINANT BRAND LOVE WITH MEDIATION SELF BRAND CONNECTION ON WARDAH COSMETIC PRODUCT

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Abstract

Cosmetic Company in Indonesia is more develop so there are various types of cosmetics products that circulate in society today. The tight competition of the cosmetic industry today requires that every producer to develop his innovative products that suitable with consumer needs. Brand Love is the most important component for the company's sales so that the sales strategy should be applied appropriately through the components Brand Love, Perceived Quality, Brand Credibility, Brand Prestige, and Self Brand Connection on the Wardah cosmetic product. However, some things do not show success and there is a gap of the research. The results of the study have a major effect on Brand Love on Wardah cosmetic product that tried to measure the Brand Love from Green Perceived Quality, Brand Credibility, Brand Prestige each consumers through the Self Brand Connection as an intervention. The plan of marketing strategy can improve the Brand Love of Wardah cosmetic product higher than other cosmetic products in the market.

Keyword: *Brand Love, Perceived Quality, Brand Credibility, Prestige Brand, Self Brand Connection*

1.INTRODUCTION

Indonesia is known as a developing country that became the potential market nowadays. These conditions cause the strict competition in the business world. The rise of competition intensity demands every business actor to always pay attention to the needs and desires of consumers and utilize existing business opportunities. The company is required to create its own

uniqueness of the product issued and get a positive image of the consumer in order for the resulting product to be able to face competitive competition among its competitors. Businesses should be able to create an interesting product for consumers, maintain market share and develop its products to master the market share. The number of people and purchasing power of the increasing individual makes the use of cosmetics from the complementary level become priority to the women, thus encouraging the growth of the number of cosmetics usage.

One of the cosmetic products that have strong brand strength, namely Brand Brass cosmetics. The Wardah cosmetic has never been separated from the 3rd sequence in the Top Brand Awards in 2019 and 2020. Top Brand Awards are awards that is given to the best brands of consumer choices in Indonesia. The brand is selected consumers through surveys by looking at three parameters, namely Top of minds, the Top of Market Share, and Top of the Commitment Share. The Top Brand Awards Survey data show that if the brand Wardah is a brand that has been widely known by the community and can be arguably mastered the cosmetics market in Indonesia currently.

Empirical phenomenon in this research is that Wardah continues to renew the product by displaying new products and improving its quality to be better, so it can be the best and cosmetic brands that are best and qualified. Wardah is trying to create a cosmetics that suitable with the needs of women. Wardah segmentation is not only for young women, but all women circle from teenagers to adulthood. Starting from the skin care product that can be used everyday, makeup products that can support the appearance to be more interesting, its body series product is issued to prove if beauty not only from the face, but the body also

needs to be treated. Wardah can be used from teenage age to adult, due to the materials are used is safe and halal so it is not harmful to the skin of the teenagers who still want to try to do skin care and denied. Wardah also has a special care package to address the signs of early aging in women, this package is useful to overcome aging on the skin before the age of 30 years.

2.LITERATUR REVIEW

Brands is one of the most important attributes of a product that the user is currently widespread for several reasons, where brands of a product means to provide added value of the product. According to Amstrong, K. (2012), Branding is the use of a name, term, symbol or design or a combination of both product identity, this includes the use of brand names, trademarks, and almost all other ways of identification products. Brand Image has been recognized as one of the very important concepts in marketing and research of consumer behavior. The thoughts of the customers are influenced by a variety of messages that get to the number of thousands of messages and frequently changes. Brand not only impressions, but also occupy a special position in mind to be true brand. In the event of a brand if the brand does not get a special place or different in the minds of consumers, it will give the opportunity to competitors to occupy the position in the minds of the consumer and the brand becomes less true. Therefore it is necessary what is called with the true Brand

According to Carroll & Ahuvia (2006) Brand Love is an interest rate of emotional passion owned by consumers that the consumer is satisfied to a brand. Brand Love Includes Essential Elements in Marketing, because Brand Love can indicate a desire to repurchase on a product, willingness to pay products for higher prices, as well as resistance to information or negative things about a product (Ahuvia et al., 2014). Brand Love also proved to have a positive relationship or correlation with Brand Loyalty and Word of Mouth (Carroll & Ahuvia, 2006). Credibility is generally defined by Carroll and Ahuvia (2006: 118) stating that brand credibility is the level of trust of a brand information contained in a product, which requires the belief that a brand has the ability and desire to continue what has been promised. So it can be concluded that brand credibility is the renewal of

information on the position of the product contained in a brand. Based on the definition above, it can be concluded that brand credibility is an accurate information about good product specifications Harmon-Kizer et al., (2013) argues that in the prestige brand marketing literature are defined as a relatively high status related to the position of a brand. According to him, Prestige brand is important in the ready-made market of goods in the sense of fulfillment of person's reception in his social life and in the fulfillment of needs to their first personality. Based on the definition, it can be concluded that the Prestige brand is reflecting the consumer's taste on a particular product

Perceptions are a process that arises due to the sensation, where the sensitivity of sensation is the activity of the feelings or the cause of the encouraging emotional state (Tjiptono 2005). The sensation can be defined as well as a rapid response from our recipient's senses to basic stimulation such as light, color, and sound. Yapriadi et al. (2014) Defines perception as a process in which various stimuli is selected, organized, and interpreted into meaningful information. While Schmitt (2013: 160) defines perception is the process of how stimulation is selected, organized, and interpreted. From the definition, the authors summarize the perception is the result of the stimulation received so that it causes a sensation

Self Brand Connection is defined as a level in which consumers include self into their identity so form a connection into the brand (Schmitt, 2013). Although related to consumer identity, self-brand connection differs from relevant consumers of consumers are delivered by leading, positive attitudes to advertising brands and effects on a brand of relationships that generate various levels of intensity between consumers with brand relationships (Ahuvia et al., 2014). Based on the definition it can be concluded that the self brand connection is an intrinsic element of a person's consumer in order to give you a harmony thinking of a product.

3.CONCEPTUAL MODEL

The framework is a conceptual model of how theories relates to various factors that have been in the identification, Sugiyono (2010: 60). Based on theoretical studies and previous research studies and the phenomena in the Wardah cosmetics in Jember District, it can be arranged the process of the process of thinking

that underlies the research to be done. In order for this research to be more directed according to the formulation of the problem and the purpose of the research to be achieved, the conceptual framework is arranged as follows: perceived quality as variable x_1 , brand credibility as variable x_2 , prestige brand as variable x_3 , brand love as variable y , and self brand connection as variable z . variable x_1 , x_2 , and x_3 are independent variable and variable y is dependent variable while z as mediation variable. The conceptual frame of research can be described as follows:

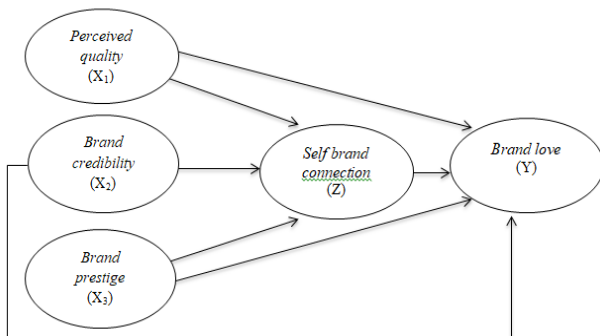


Figure 1. Conceptual Framework

HYPOTHESIS

Influence of Perceived Quality against Self Brand Connection

Perceived Quality is a consumer rating of the advantages of a product (Igene, 2018), which can affect the Trust and motivate consumers to prefer the brand compared to other brands (Machado et al., 2021). According to Igene (2018) who examined the effect of interactive brands equity, it concludes that perceived quality has a positive effect with a trust brand. Perceived Quality is an important factor to keep long-term effects with loyal consumers. When the long-term relationship there is a consumer will assume the brand as a partner or part of him (Igene, 2018).

H1: Perceived Quality has a significant effect on self-brand connection.

Influence of Brand Credibility to Self Brand Connection

Credibility is generally defined by Marciniak (2014) stated that brand credibility is the level of trust of a brand information contained in a product, which requires the belief that a brand has the ability and desire

to continue what has been promised. It can be concluded that brand credibility is the information can be concerned about the position of the product contained in a brand. According to Shirkhodaie (2016) that examined the relationships between credibilitys concluded that credibility has a positive effect with Self Brand Connection.

H2: Brand Uniqueness has a significant effect on the self brand connection.

Influence of Prestige Brand against Self Brand Connection

Harmon-Kizer et al., (2013) argued in the prestige brand marketing literature are defined as a relatively high status related to the position of a brand. Brand Prestige is an important thing in the ready-made market of the fulfillment sense of person's reception in his social life and in the fulfillment of needs to their respective personality. According to Shirkhodaie (2016) who examined the relationship between Brand Prestige inserted the conclusion that the Prestige brand has a positive effect with Self Brand Connection.

H3: Prestige brand effects significantly to self-brand connection.

Influence of Perceived Quality against Brand Love

Perceived Quality is a customer's assessment of overall advantages or superiority of the product (Tjiptono 2005: 40). Therefore, Perceived Quality is based on subjective performance evaluations (not managers or experts) to product quality. Tjiptono (2005: 96) suggested that quality perception can be defined as customer perceptions of the overall quality or product excellence.

H4: Perceived Quality has a significant effect on Brand Love.

Influence of Brand Credibility to Brand Love

This credibility is formed by the information that is delivered to be trusted by consumers and brands can provide what the consumers want. So when the brand credibility is formed will cause an effect of purchasing interest in consumers. In Harmon-Kizer et al., (2013) the credibility of the brand is significantly associated with emotion and the reason of consumers in making decision purchases. Brand credibility also provides a positive effect on the selection and making decision of consumer purchases on product brands.

H5: Brand Uniqueness has a significant effect on Brand Love.

Influence of Prestige Brand against Brand Love

According to Harmon-Kizer et al., (2013) the customer will tend to buy or use goods with a prestigious brand as a symbol of social status, wealth, or power because the prestigious brand is rarely strong and very strongly attached to the personal concept and a person's social image. Consumers see the difference as a comparison so that it becomes the basic of consideration by consumers when making purchases from products from prestigious brands to regular brands. According to Shirkhodaie (2016) who examined the relationship between Brand Prestige inserted the conclusion that Brand Love has a positive influence with Brand Love.

H6: Prestige brand effects significantly to brand love.

Influence of Self Brand Connection against Brand Love

Self Brand Connection is defined as a level in which consumers include self into their identity so form a connection into the brand (Schmitt, 2013). Although related to consumer identity, self-brand connection differs from relevant consumers of consumers are delivered by leading, positive attitudes to advertising brands and effects on a brand of relationships that generate various levels of intensity between consumers with brand relationships (Ahuvia et al., 2014). According to Shirkhodaie (2016) that examined the effects between Self Brand Connection to get the conclusion that the Self Brand Connection has a positive effect with Brand Love.

H7: Prestige brand effects significantly to self-brand connection.

4.CONCLUSION

The success of Wardah cosmetic in mastering the market of cosmetics products in Indonesia is a maximum achievement. One of achievement that is achieved by wardah cosmetic product is become Top brand data for most of the Wardah cosmetics products. Brand Love gave the big impact. The development of Self Brand Connection also take effect to Brand Love Product of wardah cosmetic, in this term shows that the concept of Self Brand Connection has been a need to show the

company's entity or organization. Required strategic planning and complex utilization in the company as the manifests to maintain the existence of the Wardah cosmetic in the market competition in Indonesia.

The Wardah cosmetic company need sales concept strategies effectively and efficiently. By the growth of competition tightly, the concept of product sales strategy becomes a major subject in overcoming threats and opportunities. For that, further research is needed to know the role of perceived quality, brand credibility, and prestige brand and against brand love through self brand connection.

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