

ANALYSIS OF THE EFFECT OF ADVERTISING, QUALITY AND BRAND IMAGE ON SALCYL POWDER PRODUCTS ON BRAND TRUST AND CUSTOMER LOYALTY AT PT

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ABSTRACT

Dermatitis is a disease that often disturbs people's health in tropical countries like Indonesia. The main symptom of dermatitis is itching, which is an irritating skin sensation that stimulates scratching. Treatment of itching is through a pharmacological approach using salicyl powder. This research aims to analyze the influence of advertising, quality and brand image of salicyl powder products on brand trust and customer loyalty at PT A questionnaire with a closed question design was used as a research instrument, and a total of 105 respondents were sampled in the research. The multiple linear regression method was used as a data analysis technique, the SPSS 20 for Windows program was used to analyze the data obtained after the research.

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1. INTRODUCTION

One of the diseases that often disturbs people's health in tropical countries like Indonesia is skin disease. Skin diseases can be caused by fungi, germs, parasites, viruses or infections which can attack anyone of all ages. One type of common skin disease is dermatitis, which is inflammation of the skin in the epidermis and dermis caused by exogenous or endogenous factors characterized by objective symptoms of polymorphous lesions and subjective symptoms of itching (Maryunani, 2010). Management of skin diseases in patients who experience itching can be done with topical and systemic treatment. Topical treatment uses Betason-N and salicyl powder (Saraswati, Tjiptaningrum and Karyus 2016).

In Indonesia, using powder is an alternative choice for people to relieve itching. One of them is a salicyl powder product which can be used to relieve itching and prickly heat. Salicyl powder products can be obtained freely from pharmacies or drug stores. Salicyl powder contains the active ingredient salicylic acid. Relieves itchy skin due to prickly heat. In the annual report of PT. Kimia Farma, Tbk in 2019 stated that salicyl powder is one of the superior products where in 2019 the salicyl powder product won the top brand award. Based on the top brand award data in the health powder category, data was obtained that from 2015 to 2020 salicyl powder is a consistent product ranks third in the top brand in the health powder category, where in 2018 it obtained a top brand index (TBI) of 16.9% and increased significantly to 22.1%, but slightly increased to 21.2% in 2020. Salicyl powder products have not experienced improvement in the top brand position. This means that the level of public trust in Salicyl powder products has not exceeded these two products. Because salicyl powder producers need effective and efficient strategies to increase public trust.

Based on national sales data for salicyl powder, information was obtained that in the 2018-2020 period, sales of salicyl powder experienced a downward trend. In 2018, salicyl powder products recorded sales of Rp. 20,211,859,929,- but in 2019 there was a decrease of 11.69% to Rp. 17,849,694,354,-. In fact, in 2020 it experienced another decline of 4.53% to Rp. 17,041,592,813,-.

**Table 1.1 National Salicyl Powder Sales Data
2018-2020 period**

| No | Year | Units (pc) | Amount (Rp) |
|----|------|------------|------------------|
| 1 | 2018 | 3,701,806 | 20,211,859,929,- |
| 2 | 2019 | 3,269,175 | 17,849,694,354,- |
| 3 | 2020 | 3,121,171 | 17,041,592,813,- |

Source: PT. X 2018-2020

Nationally, salicyl powder products are marketed in 48 business units, one of which is the

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Gorontalo business unit. In 2018, the Gorontalo business unit recorded sales of 72,284 pcs of salicyl powder with a sales value of Rp. 394,662,840,-. However, in 2019 there was a significant decline with sales of 50,619 pcs with a sales value of Rp. 279,919,740,-. This means that in 2019 there was a decline of 30%. Then in 2020 there was another increase of 33% where there were sales of 62,541 pcs of salicyl powder with a value of Rp. 369,506,238,-.

This shows that sales of Salicyl powder in the Gorontalo business unit in the 2018-2020 period fluctuated, with sales in 2019 and 2020 not being as big as sales in 2018. Studies on strategies to increase the level of public trust in a product have been carried out by many previous researchers. One of the studies that was the focus of previous research was examining the variables of advertising, quality and brand image and their influence on increasing brand trust and customer loyalty which is expected to increase product sales.

Based on the description above, the author is interested in conducting research to determine the extent of the influence of advertising, product quality, brand image on brand trust in salicyl powder products, thereby generating loyalty among consumers in Gorontalo Province. For this reason, the author conducted research with the title "Analysis of the Influence of Advertising, Quality, Brand Image of Salicyl Powder Products on Brand Trust and Customer Loyalty at PT X Gorontalo Business Unit.

Formulation of the problem

Salicyl powder is one of PT's flagship products. X and nationally succeeded in becoming the top brand in the health powder category, however the initial survey showed that the Gorontalo business unit was one of the business units with a negative sales trend. In fact, towards the end of 2020, sales in this business unit experienced a very extreme decline. From this problem, a problem can be formulated, namely how does advertising, quality and brand image of salicyl powder products affect brand trust and customer loyalty at PT X Business Unit Gorontalo? This influence is of course tested using a multiple linear regression model approach.

Research purposes

The general objective of this research is to determine the influence of advertising, quality and brand image of salicyl powder products on brand trust and customer loyalty at PT

The scope of research

This research focuses on analyzing the influence of advertising, quality and brand image of salicyl powder products on brand trust and customer loyalty at PT Data was obtained by random survey at several pharmacies in the Gorontalo area using a set of questionnaires. Data will be analyzed using a multiple linear regression model approach.

Benefits of research

1. For Researchers

For this researcher, it is hoped that this can add to a better understanding of the influence of marketing variables on salicyl powder products (Knowing the theory of marketing strategy on salicyl powder products seen from the influence of advertising, product quality, brand image of salicyl powder products on Brand Trust so as to cause customers to be interested again. This understanding can be the basis for developing marketing strategies to market pharmaceutical products in the future.

2. For Manufacturers

It is hoped that this research will be useful for management as input that can be taken into consideration and determine strategic policies in the field of marketing to develop business opportunities.

3. For Pancasila University

It is hoped that the results of this research can provide additional knowledge for readers and serve as a reference for readers to be able to continue research related to product marketing business strategies.

Literature Review

Advertisement

Advertising is any form of non-personal presentation and communication of ideas, goods or services by a particular sponsor that must be paid for and in essence by using advertising we can create awareness of a product, rarely creating preferences and even more rarely creating sales (Kotler, and Keller, 2007).

Product quality

According to Sampurno (2017), a product is something that can be offered to the market that can

satisfy consumer needs or desires. Therefore, producers must know what consumers' needs and desires are in order to then produce them with the aim of meeting consumer satisfaction

Brand Image

According to Sampurno (2017), a product is something that can be offered to the market that can satisfy consumer needs or desires and then produce it with the aim of fulfilling consumer satisfaction.

Brand Trust (Brand Trust)

According to Warusman and Untarini (2016), brand trust is a brand value that can be created through several aspects that can lead to consumer satisfaction, where each individual consumer connects brand trust with experience with the brand.

Consumer Loyalty

Creating close relationships with customers is the dream of all marketers to achieve success in getting, retaining and growing customers (Kotler, 2009).

Hypothesis

A hypothesis is a temporary answer to a research problem until proven through collected data (Arikunto, 2012). Based on the considerations in the problem formulation, the hypothesis that the author puts forward is:

- H1 : Advertising has a significant effect on brand trust
- H2 : Product quality influences brand trust
- H3 : Brand image has a significant effect on brand trust
- H4: Advertising has a significant effect on customer loyalty
- H5: Quality matters significant to customer loyalty
- H6: Brand image is influential significant to customer loyalty
- H7: Brand Trust has a significant effect on customer loyalty
- H8 : Advertising, Product Quality and Brand Image simultaneously have a significant effect on Brand Trust
- H9 : Advertising, product quality and brand image simultaneously have a significant effect on customer loyalty.

2. METHODS

A research method is a method that researchers can use and can be implemented in a planned, systematic way and can achieve goals. According to Arikunto (2006:136), this research is a type of quantitative explanatory descriptive research with the variables studied, namely the influence of advertising, quality, brand image, brand trust and customer loyalty. This research uses primary data by sampling data collected from the results of consumer questionnaires and processed using the multiple linear regression method.

Type of Research Used

This research uses quantitative methods with the variables studied, namely the influence of advertising, product quality, brand image, brand trust and customer loyalty. The sample was determined using the purposive sampling method, namely sampling based on certain criteria determined by the researcher. The population in this study were customers of Salicyl powder products. The research refers to pure primary data in the form of answers using a questionnaire that has been prepared for the sample. This research uses two types of data, namely primary and secondary data.

1. Primary data

Primary data is data that is taken and processed by individuals or organizations themselves through their objects (Supranto, 2003). The primary data used in this research comes from a list of statements (questionnaire) distributed to respondents to customers of PT Primary data in this research is in the form of respondents' statements regarding the influence of advertising, product quality, brand image and brand trust as felt by consumers and statements regarding consumer loyalty to Salicyl powder products.

2. Secondary Data

Secondary data is data obtained from other parties and not carried out by the collection itself, such as agencies related to object management that have already formed processed data so that researchers obtain the data through intermediaries or indirectly (Supranto, J. 2003)

Operational variables are a concept that has a description of the variables determined in a research and is intended to ensure that the variables you want to research can clearly be applied to the indicators, meaning that the data taken is data related to research. Influence of advertising, product

quality, brand image, brand customer trust and loyalty to salycil powder products at PT X Gorontalo business unit.

Location and Time of Research

This research was conducted at PTSalycil Powder, Research time will be carried out during operational hours, namely 08.00-16.00 WITA in August 2021 – October 2021.

Population and Sample

Sugiyono (2011:81) defines population as a generalization consisting of subjects or objects that have certain qualities or characteristics determined by researchers to be studied and conclusions drawn. The population that will be used for research is 1839 people. The target population in this research is consumers around the Gorontalo City area who use Salycil powder products. Meanwhile, the sample size is determined using the Lameshow formula, where the population is large enough to require sampling to be used as research. The formula used is as follows:

$$n = \frac{Z^2_{1-\alpha/2} P(1-P)}{d^2}$$

Information :

n = number of samples

Z = Z score at 95% confidence level (1.96)

P = maximum estimate (0.5)

d = alpha (0.10) or sampling error 10%

Based on the formula above, the minimum number of samples to be taken is as follows:

$$n = \frac{Z^2_{1-\alpha/2} P(1-P)}{d^2}$$
$$n = \frac{1,96^2 \cdot 0,5(1-0,5)}{0,1^2} = 94,04 \approx 100$$

Data collection technique

The instrument used is a questionnaire based on a Likert scale with a scale of 5 (Agree) to a scale of 1 (disagree). The questionnaire consists of a section containing questions about the product according to each variable. The sampling technique was carried out by looking at data on buyers and users of PT

Data Analysis Plan

In this research, there are several data analysis processes that will be carried out, namely as follows:

1. Instrument Test

a. Validity test

This test was carried out by conducting a Pearson correlation analysis between the scores for each question and the total score. A question is said to be valid if the correlation is significant.

b. Reliability Test

Reliability refers to the level of reliability of something. Reliable means trustworthy so it can be relied on. Instruments that are reliable will produce reliable data too (Arikunto 2013). Reliability testing can be carried out using the Cronbach's Alpha test with the criteria; An instrument is said to be reliable if the Cronbach's Alpha value is > 0.6.

2. Classic assumption test

a. Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables (Ghozali, 2013: 105).

b. Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the confounding error in period t and the confounding error in period t-1 (previous).

3. Hypothesis Testing and Data Analysis

Hypothesis testing in this research is used to prove the significance of the hypothesis formulation made

a. Coefficient of Determination Test (R²)

b. The coefficient of determination (R²) essentially measures how far the model's ability is to explain variations in the dependent variable. The coefficient of determination value is between zero and one.

c. Model Accuracy (F Statistical Test)

The F test is used to test whether the regression model can be used to predict the
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dependent variable. The hypothesis will be tested using a significance level (α) of 5% or 0.05. The criteria for accepting or rejecting the hypothesis will be based on the significance probability value. If the significance probability value is <0.05 , then the hypothesis is accepted.

3. RESULTS AND DISCUSSION

Reliability Test Results

The results of the reliability test using the Cronbach Alpha test can be presented in table 4.6 below:

Table 4.6. Questionnaire Reliability Test Results

| Variable | Cronbach's Alpha statistics | Conclusion |
|------------------|-----------------------------|------------|
| Advertisement | 0.917 | Reliable |
| Product quality | 0.916 | Reliable |
| Brand Images | 0.885 | Reliable |
| Brand Thurs | 0.877 | Reliable |
| Customer loyalty | 0.924 | Reliable |

Table 4.6. Questionnaire Reliability Test Results

| Variable | Collinearity Statistics | |
|-----------------|-------------------------|-------|
| | Tolerance | VIF |
| Advertisement | 0.294 | 3,398 |
| Product quality | 0.143 | 7,002 |
| Brand Image | 0.212 | 4,706 |

Based on table 4.2, information is obtained that all questionnaires for each variable are valid questionnaires. This can be seen from the Cronbach's Alpha statistic which is greater than 0.6. Therefore, it can be concluded that the questionnaire in this research is a reliable questionnaire.

Multiple Linear Regression Analysis

a. Classic Assumption Test Results

In this research, classical assumptions were tested, namely multicollinearity and autocorrelation. These two tests aim to ensure that the multiple linear regression model obtained is not biased.

1) Multicollinearity Test

The results of the model multicollinearity test are presented in table 4.50 and table 4.51 below:

Table 4.51 Multicollinearity Test Results of Multiple Linear Regression Models (Advertising, Product Quality, and Brand Image on Brand Trust)

| Variable | Collinearity Statistics | |
|-----------------|-------------------------|-------|
| | Tolerance | VIF |
| Advertisement | 0.294 | 3,398 |
| Product quality | 0.143 | 7,002 |
| Brand Image | 0.212 | 4,706 |

In table 4.50 and table 4.51 it can be seen that all VIF values for each independent variable are <10 so it can be concluded that in the multiple linear regression model there is no multicollinearity problem, which means there is no meaningful correlation between the independent variables in the model.

Table 4.51 Multicollinearity Test Results of Multiple Linear Regression Models (Advertising, Product Quality and Brand Image on Customer Loyalty)

| Variable | Collinearity Statistics | |
|-----------------|-------------------------|-------|
| | Tolerance | VIF |
| Advertisement | 0.294 | 3,398 |
| Product quality | 0.143 | 7,002 |
| Brand Image | 0.212 | 4,706 |

Source: Processed Primary Data 2021

2) Autocorrelation Test

In the first multiple linear regression model, namely the regression model with the independent variables advertising, product quality, and brand image and the dependent variable Brand Trust, the Durbin Watson (DW) statistic was obtained at 1.901. Meanwhile the critical value $DL = 1.6237$ and $DU = 1.7411$ and the $4-DU$ value = 2.2589. Because the

value of $DW = 1.901 > DU$ and $DW < 4-DU$, it can be concluded that in the multiple linear regression model there is no autocorrelation problem.

Furthermore, in the second multiple linear regression model, namely a regression model with independent variants of advertising, product quality, and brand image and the dependent variable customer loyalty, the Durbin Watson (DW) statistic was obtained at 2.004. Meanwhile the critical value $DL = 1.6237$ and $DU = 1.7411$ and the $4-DU$ value = 2.2589. Because the value of $DW = 1.901 > DU$ and $DW < 4-DU$, it can be concluded that in the multiple linear regression model there is no autocorrelation problem.

In the third regression model, namely a linear regression model with the independent variable Brand Trust and the dependent variable customer loyalty, the Durbin Watson (DW) statistic is 2.069. Meanwhile the critical value $DL = 1.6627$ and $DU = 1.7011$ and the $4-DU$ value = 2.2989. Because the value of $DW = 1.901 > DU$ and $DW < 4-DU$, it can be concluded that in the multiple linear regression model there is no autocorrelation problem. Based on the autocorrelation test on the three multiple linear regression models above, it can be concluded that the three models are free from autocorrelation problems.

b. Coefficient of Determination

The results of calculating the coefficient of determination in the multiple linear regression model with the independent variables advertising, product quality, and brand image and the dependent variable Brand Trust can be presented in table 4.52 below.

Table 4.52 Calculation Results of the Determination Coefficient of the Multiple Linear Regression Model (Advertising, Product Quality and Brand Image on Brand Trust)

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|----------|-------------------|----------------------------|
| ,955a | ,911 | ,909 | ,452 |

Source: Processed primary data 2021.

In table 4.52, information is obtained that the statistical value of the coefficient of determination $R^2 = 90,9\%$. This means that 90.9% of the variation in the dependent variable Brand Trust can be explained by the independent variables in the model, while the other 9.1% of the variation is explained by variables outside the model.

Table 4.53 Calculation Results of the Determination Coefficient of the Multiple Linear Regression Model (Advertising, Product Quality and Brand Image on Customer Loyalty)

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|----------|-------------------|----------------------------|
| ,933a | ,871 | ,867 | 1,056 |

Source: Processed primary data 2021.

In table 4.53, information is obtained that the statistical value of the coefficient of determination $R^2 = 86,7\%$. This means that 86.7% of the variation in the dependent variable customer loyalty can be explained by the independent variables in the model, while the other 13.3% of the variation is explained by variables outside the model.

Table 4.54 Calculation Results of the Determination Coefficient of the Multiple Linear Regression Model (Brand Trust on Customer Loyalty)

| R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|----------|-------------------|----------------------------|
| ,921a | ,848 | ,846 | 1,136 |

Source: Processed primary data 2021.

In table 4.54, information is obtained that the statistical value of the coefficient of determination $R^2 = 84,6\%$. This means that 84.6% of the variation in the dependent variable customer loyalty can be explained by the independent variables in the model, while the other 15.4% of the variation is explained by variables outside the model.

c. Simultaneous Effect Test Results

The results of the simultaneous influence test on the regression model with the independent variables advertising, product quality, and brand image as well as the dependent variable Brand Trust can be displayed in table 4.55 below:

Table 4.55 Test Results of the Simultaneous Effect of Multiple Linear Regression Models (Advertising, Product Quality and Brand Image on Brand Trust Thrust)

| ANOVAa | | | | | | |
|------------|----------------|-----|-------------|--------|-------|--|
| Model | Sum of Squares | df | Mean Square | F | Sig. | |
| Regression | 211,573 | 3 | 70,524 | 345.47 | ,000b | |
| Residual | 20,618 | 101 | ,204 | | | |
| Total | 232.19 | 104 | | | | |

a. Dependent Variable: Brand Trust
b. Predictors: (Constant), Advertising, Product Quality, and Brand Image

Source: Processed Primary Data 2021

In table 4.55 it can be seen that the statistical value $F = 345.472$ and $p\text{-value} = 0.000$. Because $p\text{-value} = 0.000 < 0.05$, it can be concluded that there is a simultaneous/joint influence of advertising variables, product quality and brand image on Brand Trust. In table 4.56 it can be seen that the statistical value $F = 227.291$ and $p\text{-value} = 0.000$. Because $p\text{-value} = 0.000 < 0.05$, it can be concluded that there is a simultaneous/joint influence of advertising variables, product quality and brand image on customer loyalty.

Table 4.56 Test Results of the Simultaneous Effect of Multiple Linear Regression Models (Advertising, Product Quality and Brand Image on customer loyalty)

| ANOVAa | | | | | | |
|------------|----------------|-----|-------------|--------|-------|--|
| Model | Sum of Squares | df | Mean Square | F | Sig. | |
| Regression | 759,949 | 3 | 253,316 | 227.29 | ,000b | |
| Residual | 112,565 | 101 | 1,115 | | | |
| Total | 872,514 | 104 | | | | |

a. Dependent Variable: Customer Loyalty
b. Predictors: (Constant), Advertising, Product Quality, and Brand Image

Source: Processed Primary Data 2021

In table 4.56 it can be seen that the statistical value $F = 227.291$ and $p\text{-value} = 0.000$. Because $p\text{-value} = 0.000 < 0.05$, it can be concluded that there is a simultaneous/joint influence of advertising variables, product quality and brand image on customer loyalty.

d. Partial Influence Test Results

The results of the partial influence test in the regression model with the independent variables advertising, product quality, and brand image as well as the dependent variable Brand Trust can be displayed in table 4.57. In testing the influence of advertising variables on the Brand Trust variable, the statistics obtained were $t = 3.851$ and $p\text{-value} = 0.000$ and the regression coefficient value was 0.051. Because $p\text{-value} = 0.000 < 0.05$, it can be concluded that there is a significant influence of the advertising variable on the Brand Trust variable.

Table 4.57 Test Results of the Partial Effect of Multiple Linear Regression Models (Advertising, Product Quality, and Brand Image on Brand Trust)

| Variable | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. |
|-----------------|-----------------------------|------------|--------------------------------|--------|------|
| | B | Std. Error | | | |
| (Constant) | -1.108 | ,426 | | -2,602 | ,011 |
| Advertisement | ,051 | ,013 | ,21 | 3,851 | ,000 |
| Product quality | ,119 | ,022 | ,432 | 5,505 | ,000 |
| Brand Image | ,134 | ,024 | ,365 | 5,670 | ,000 |

a. Dependent Variable: Brand Trust

Source: Processed Primary Data 2021

In testing the influence of the product quality variable on the Brand Trust variable, the statistics obtained were $t = 5.505$ and $p\text{-value} = 0.000$ and the regression coefficient value was 0.119. Because $p\text{-value} = 0.000 < 0.05$, it can be concluded that there is a significant influence of the product quality variable on the Brand Trust variable. Then, in testing the influence of the brand image variable on the Brand Trust variable, the statistic $t = 5.670$ and $p\text{-value} = 0.000$ and a regression coefficient of 0.134 were obtained. Because $p\text{-value} = 0.000 < 0.05$, it can be concluded that there is a significant influence of the brand image variable on the Brand Trust

variable. The multiple regression model obtained is as follows:

$$\text{Brand Trust} = -1,108 + 0,051 * \text{Iklan} + 0,119 * \text{Kualitas Produk} + 0,134 * \text{Brand Image}$$

Based on the multiple linear regression model above, information is obtained that the influence of advertising, product quality and brand image on Brand Trust is a positive influence. In other words, for every 1 unit increase in the advertising variable, there will be an increase in the Brand Trust variable by 0.051 units. Every 1 unit increase in the product quality variable will increase the value of the Brand Trust variable by 0.119 units. And every 1 unit increase in the brand image variable will increase the value of the Brand Trust variable by 0.134 units.

Table 4.58 Results of Partial Influence Test of Multiple Linear Regression Model (Advertising, Product Quality, and Brand Image on Customer Brand Loyalty)

| Variable | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | -,981 | ,995 | | -,986 | ,327 |
| Advertisement | ,112 | ,031 | ,238 | 3,619 | ,000 |
| Product quality | ,091 | ,050 | ,170 | 1,797 | ,075 |
| Brand Image | ,413 | ,055 | ,579 | 7,471 | ,000 |

a. Dependent Variable: Brand Trust

Source: Processed Primary Data 2021

The results of the partial influence test in the regression model with the independent variables advertising, product quality and brand image as well as the dependent variable customer loyalty are shown in table 4.58. In testing the influence of advertising variables on customer loyalty variables, the statistic $t = 3.619$ and $p\text{-value} = 0.000$. Because $p\text{-value} = 0.000 < 0.05$, it can be concluded that there is a significant influence of the advertising variable on the customer loyalty variable. In testing the influence of product quality variables on customer loyalty variables, the statistic $t = 1.797$ and $p\text{-value} = 0.075$. Because $p\text{-value} = 0.075 > 0.05$, it can be concluded that there is no significant influence of the product quality variable on the customer loyalty variable. And in testing the influence of the brand image variable on the customer loyalty variable, the statistic $t = 7$ is obtained. 471 and $p\text{-value} = 0.000$. Because $p\text{-value} = 0.000 < 0.05$, it can be concluded that there is a significant influence of the brand image variable on the customer loyalty variable. The multiple regression model obtained is as follows:

$$\text{Loyalitas Pelanggan} = -0,981 + 0,112 * \text{Iklan} + 0,091 * \text{Kualitas Produk} + 0,413 * \text{Brand Image}$$

Table 4.59 Test Results of the Partial Influence of the Brand Trust Linear Regression Model on Customer Loyalty

| Variable | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 2,503 | ,936 | | 2,673 | ,009 |
| Brand Trust | 1,785 | ,075 | ,921 | 23,951 | ,000 |

a. Dependent Variable: Customer Loyalty

Source: Processed Primary Data 2021

In table 4.59, information is obtained that in testing the influence of Brand Trust on customer loyalty, the statistic $t = 23.951$ and $p\text{-value} = 0.000$. Because $p\text{-value} = 0.000 < 0.05$, it can be concluded that there is an influence in table 4.59, information is obtained that in testing the influence of Brand Trust on customer loyalty, the statistic $t = 23.951$ and $p\text{-value} = 0.000$. Because $p\text{-value} = 0.000 < 0.05$, it can be concluded that there is a significant influence of Brand Trust on customer loyalty. The linear regression model obtained is as follows:

$$\text{Loyalitas Pelanggan} = 2,503 + 1,785 * \text{Brand Trust}$$

Based on the linear regression model above, information is obtained that the influence of

Brand Trust on customer loyalty is a positive influence. In other words, for every 1 unit increase in the Brand Trust variable, there will be an increase in the customer loyalty variable by 1.785 units.

4. CONCLUSION

Based on the research results above, it can be concluded that: Advertising has a significant effect on Brand Trust, the better the advertising received by consumers, the better the Brand Trust that consumers will have when purchasing salicyl powder. Product quality has a significant effect on Brand Trust, the higher the product quality, the higher the Brand Trust that consumers have which can influence consumers to use salicyl powder. Brand image has a significant effect on Brand Trust, the better the brand image that consumers have, the greater the consumer's Brand Trust because it can be understood and well received. Advertising has a significant effect on customer loyalty. The better the advertising received by consumers, the higher customer loyalty to the product will be. Product quality does not have a significant effect on customer loyalty. However, the better the product quality will increase customer loyalty to the product. Brand image has a significant effect on customer loyalty. The better the brand image of a product will increase customer loyalty to the product. Brand Trust has a significant effect on customer loyalty. The higher the Brand Trust that consumers have, the higher the customer's loyalty to the product. There is a significant simultaneous influence between advertising, product quality and brand image on Brand Trust. As much as 90.9% of the variation in the dependent variable Brand Trust can be explained by the independent variables in the model, while the other 9.1% of the variation is explained by variables outside the model. There is a significant simultaneous influence between advertising, product quality and brand image on customer loyalty. As much as 86.7% of the variation in the dependent variable customer loyalty can be explained by the independent variables in the model, while the other 13.3% of the variation is explained by variables outside the model. Suggestion PT salicyl powder is needed in understanding the use of good advertising that can attract the attention of consumers, providing quality products where the products offered to consumers do not experience a grace period in the year of use, with accurate use of advertising and being able to provide quality products PT Consumers are interested in buying products from PT X, one of which is salicyl powder. Customer loyalty is what every entrepreneur or company needs most, so that's why In order to increase consumer loyalty, PT

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