


The Influence of Brand Reputation and Brand Experience on Consumer Loyalty Towards Viva Brand Cosmetics In ambon city

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Article Info	ABSTRACT
<p>Keywords: Brand Reputation Brand Experience Consumer Loyalty Viva Cosmetics Ambon</p>	<p>This study aims to determine the effect of brand reputation and brand experience on consumer loyalty to Viva brand cosmetic products in Ambon City. The research method used is a quantitative approach with a survey technique. The research sample was 150 female respondents aged 25–65 years who use Viva products. Data were collected through questionnaires and analyzed using multiple linear regression analysis. The results showed that brand reputation and brand experience have a positive and significant effect on consumer loyalty. This finding emphasizes the importance of building a good brand image and creating a positive experience for consumers in increasing loyalty to Viva cosmetic products.</p>
<p>This is an open access article under the CC BY-NC license</p> 	<p>Corresponding Author: Victor Ernest Huwae, Management Study Program, Faculty of Economics and Business, Pattimura University Jl. Ir. M. Putuhena, Poka, Ambon District, Ambon City, Maluku vickyhuwae@gmail.com</p>

INTRODUCTION

In recent years, the cosmetics industry in Indonesia has experienced rapid growth, in line with increasing public awareness of the importance of self-care and beauty. According to data from the Central Statistics Agency (BPS) and the Indonesian Cosmetics Companies Association (Perkosmi), the cosmetics sector has grown by an average of 7–9% annually since 2020. (Isa, RM, Man, S., Rahman, NNA, & Aziz, A. 2023). One local brand that has survived and is widely known is Viva Cosmetics, which was founded in 1962 and is known as "classic Indonesian cosmetics" with an image of affordable prices and products suitable for tropical skin. (Ramadania et al., 2023). Field observations show that although the Viva brand has a strong reputation among previous generations, millennials and Gen Z tend to switch to other brands perceived as more modern and innovative (Munsch, 2021). Furthermore, developments in digital marketing have increasingly led consumers to experience emotional, sensory, and interactive brands (Aljumah et al., 2021). This raises questions about the extent to which the reputation of traditional brands such as Viva cosmetics can still maintain consumer loyalty if it is not balanced with a brand experience

that is relevant and engaging for the younger generation in the digital era. Based on previous literature, brand reputation is often identified as an important determinant of consumer loyalty (Aaker, 1996; Keller, 2013; Kim & Park, 2019). However, most of these studies focus on the context of global brands or the service industry, while research on local Indonesian cosmetic brands is still limited. On the other hand, many previous studies only assess reputation from a cognitive perspective, such as trust and perceived quality, without incorporating the brand experience dimension that includes emotional, sensory, and behavioral aspects (Brakus et al., 2009). Furthermore, studies in Indonesia are generally conducted in large cities such as Jakarta, Bandung, or Surabaya, thus underrepresenting consumer behavior in Eastern Indonesia, such as Ambon City, which has different cultural and economic characteristics. This situation creates a research gap regarding how the interaction between brand reputation and brand experience can influence consumer loyalty in regional markets. Thus, this study has theoretical and practical contributions by:

- 1) Filling the gap in empirical studies on the relationship between brand reputation, brand experience, and consumer loyalty to local Indonesian cosmetic brands.
- 2) Testing Brakus et al.'s (2009) conceptual model in a local market context with the influence of brand reputation as a cognitive variable and brand experience as an affective variable.
- 3) Provides a new perspective on cosmetic consumer behavior in developing areas (Ambon), which has received little attention in international literature.

Problem Formulation

Based on the background, phenomena, and theoretical gaps, the formulation of the research problem can be formulated as follows:

1. How does reputation influence consumer loyalty to the Viva brand of cosmetics in Ambon City?
2. How does brand experience influence consumer loyalty to Viva brand cosmetics in Ambon City?
3. How do brand reputation and brand experience influence consumer loyalty to Viva brand cosmetics in Ambon City?

Research Objectives

This research aims to:

1. Analyzing the influence of brand reputation on consumer loyalty of Viva cosmetics in Ambon City.
2. Analyzing the influence of brand experience on consumer loyalty of Viva cosmetics in Ambon City.
3. Analyzing the simultaneous influence of reputation and brand experience on consumer loyalty of Viva cosmetics in Ambon City.

METHODS

Types and Approaches of Research

This study uses a quantitative approach with a descriptive-verification method to test the influence of independent variables on dependent variables.

Population and Sample

The population in this study was Viva cosmetics consumers in Ambon City. A sample of 150 respondents was taken, in accordance with Hair (2020), who stated that a good sample size is 100–200 respondents.

Sampling Determination Techniques

1. Women aged 25 - 65 years
2. Domiciled in Ambon City,
3. Have you ever used Viva brand cosmetics?

3.4 Data Collection Techniques

Data were collected through a questionnaire with a Likert scale of 1–5 (strongly disagree to strongly agree). Additionally, field observations and literature studies were conducted.

Table 1. Operational Definition

Variables	Definition	Indicator
Brand Reputation (X1)	Agility PR (2023), brand reputation is how consumers view a particular brand based on the brand's image, values, and performance.	Keller (2013): 1. Brand credibility 2. Brand performance 3. Positive brand image 4. Long-term brand association
Brand Experience (X2)	Khan & Fatma (2017) Brand experience refers to consumers' internal and subjective responses in the form of sensations, feelings, and cognitions as well as behavioral responses to brand-related stimuli.	Widiyantoro & Kuswati (2023) 1. Attractive design 2. Positive emotions, 3. Interactive experience 4. Consumer engagement, 5. Positive association with the brand.
Loyalty Brand (Y)	Oliver, (1999), A deep commitment to re-buy a product or service consistently in the future	Aaker, (1991; Kotler & Keller, (2016) 1. Intention to repurchase.

	despite situational influences or competitive marketing efforts.	2. Willingness to recommend brands. 3. Resistance to competing products
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RESULTS AND DISCUSSION

Respondent Characteristics Based on Age

In this study, information regarding age is very important. This is because the age difference in each consumer, or specifically each respondent, will influence knowledge and attitudes in making purchasing decisions. Descriptions of respondents who purchased Viva brand cosmetics based on age obtained from filling out the questionnaire can be seen in Table 4.1 below:

Table 2. Respondent Characteristics Based on Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25 - 35 years old	32	21.0	21.0	21.0
36 - 46 years old	41	27.0	27.0	48.0
47 - 57 years old	45	30.0	30.0	78.0
58 - 65 years old	32	21.0	21.0	100.0
Total	150	100.0	100.0	

Source: Data processing results, 2025

Classical Assumption Test

Data Validity Test

Validity testing is used to test the extent to which the measuring instrument can accurately reveal the concept of the symptoms/events being measured. Ghozali (2006) defines validity testing as a tool to measure the validity of a questionnaire. The test tool used to conduct factor analysis with the SPSS program is the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA). A questionnaire instrument is declared valid if it has a KMO MSA value ≥ 0.5 and a loading factor ≥ 0.7 , however, a loading factor value of 0.5-0.6 is still acceptable (Hair et al. 2010) in (Ghozali, 2006).

Table 3. Data Validity Test Results

No	Variables/Indicators	Correlation	Information
1	Brand Reputation (X1)		
1.1	X1.1	0.762	Valid
1.2	X1.2	0.806	Valid
1.3	X1.3	0.774	Valid
1.4	X1.4	0.778	Valid
2	Experience Brand (X2)		
2.1	X2.1	0.790	Valid
2.2	X2.2	0.831	Valid
2.3	X3.3	0.856	Valid
2.4	X2.4	0.791	Valid
3	Consumer Loyalty (Y)		
3.1	Y1	0.772	Valid
3.2	Y2	0.785	Valid
3.3	Y3	0.811	Valid

Source: Data processing results, 2025

From the data above, it can be explained that the differentiation variables, price and purchasing decisions of the question items for each variable are valid, where the factor loading value for all question items is > 0.07 .

Data Reliability Test

A construct or variable is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Nunnaly, 1967 in Ghozali, 2006).

Table 4. Reliability Test Results

Variables	Cronbach Alpha	Standard	Information
Brand Reputation (X1)	0.826	0.60	Reliable
Brand Experience (X2)	0.792	0.60	Reliable
Consumer Loyalty (Y)	0.840	0.60	Reliable

Source: Data processing results, 2025

The results of the reliability test show that all variables have a fairly large Alpha coefficient, namely above 0.60, so it can be said that all the measuring concepts for each variable in the questionnaire are reliable.

Normality Test

Ghozali (2006) stated that one of the easiest ways to see normality is by using a graph. If the data is spread far from the diagonal or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution.

Dependent Variable: Total Consumer Loyalty

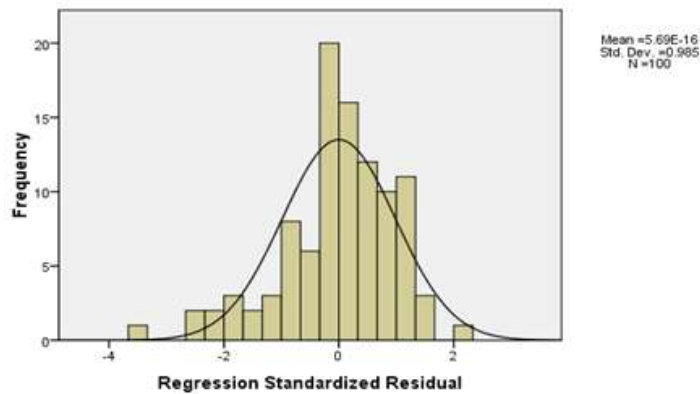


Figure 5. Histogram

The histogram shows that the data is spread out in a bell-shaped pattern, indicating a normal distribution. Another method for assessing normality is using a normal probability plot with a scatter plot.

Dependent Variable: Consumer Loyalty

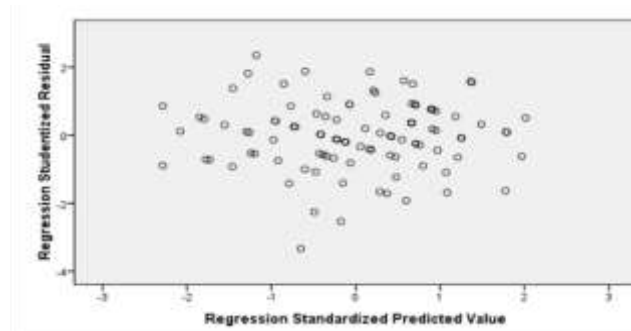


Figure 6. Scatterplot

From the Scatterplot graph above, it shows that the data is spread out and does not form a pattern, so it can be said that the data is normally distributed and is suitable for testing.

4.3 Multiple Regression Test Results

Table 5. Results of Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.641	.841		.762	.000		
Brand Reputation	.582	.246	.371	2,365	.000	.742	1,300
Brand Experience	.644	.351	.352	1,834	.000	.742	1,300

a. Dependent Variable: Consumer Loyalty

. Interpretation of Results

a. Constant (Constant) = 0.641

This means that if Brand Reputation and Brand Experience are zero, then Brand Loyalty is 0.641.

b. Brand Reputation (B = 0.582; Beta = 0.371; Sig = 0.000)

- A positive coefficient (0.582) means that the higher the brand reputation, the higher the brand loyalty.
- Sig. value = 0.000 < 0.05, meaning the effect is significant.
- The Beta value of 0.371 shows that brand reputation has a fairly strong influence on brand loyalty compared to brand experience.

Conclusion: Brand reputation has a positive and significant effect on brand loyalty.

c. Brand experience (B = 0.644; Beta = 0.352; Sig = 0.000)

- Positive coefficient (0.644) → the better the consumer experience with the brand, the more loyalty increases.
- Sig. value = 0.000 < 0.05, meaning the effect is also significant.
- Beta value 0.352 → indicates a slightly smaller contribution of influence from brand reputation, but still strong.

Multicollinearity Test

Based on Table 4.3, the tolerance value for each variable is less than 0.10, namely 0.7, which means there is no correlation between the independent variables. The VIF (Variance Inflation Factor) value also shows that the VIF is > 10, namely 10.3, so it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Coefficient of Determination.

The coefficient of determination test is conducted to determine the ability of an independent variable to explain variation in the dependent variable. The coefficient of determination value is between zero and one. A value close to one means the independent variable provides almost all the information needed to predict variation in the dependent variable (Ghozali, 2006).

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.699a	.358	.638	1,771	1,951

a. Predictors: (Constant), Total Brand Reputation. Total Brand Experience

b. Dependent Variable: Total Consumer Loyalty

From the SPSS output results above, it can be seen that the coefficient of determination (adjusted R²) obtained was 0.638. This means that 63.8% of brand loyalty can be influenced

by brand reputation and brand experience, while the remaining 36.2% is influenced by other variables not explained in the research model.

The results of the study show that brand reputation has a significant influence on consumer loyalty. This aligns with the theory that a good brand reputation can increase consumer trust and ultimately foster brand loyalty (Ahmed et al., 2023). Brand reputation is formed from consumer perceptions of a brand, which are influenced by product or service quality, social responsibility, and long-term brand reviews and commitment (Wang et al., 2021). Brand reputation is the long-term perception of a brand's reliability based on previous consumer experiences and information received from others. Having a good brand reputation can create a positive perception, so that consumers feel more confident and committed to continuing to use the product (Khan & Fatma, 2023). This research supports the results of Sugianto's study (2023) which found that brand reputation has a significant influence on consumer loyalty to smartphone products in Indonesia, where consumers who trust brand reputation are more likely to repurchase and recommend products to others. This result is also supported by research by Farida, Nida U. (2017), which shows that brand reputation has a positive influence on customer loyalty in the local beauty industry, because a good reputation fosters a sense of security and trust in the products used. In the context of Viva Cosmetics, as a local brand that has been around since the 1960s, this company has successfully built a positive reputation among the public. Consumers consider Viva as a reliable, affordable, and safe brand to use, especially because its products are designed to suit tropical skin and have passed dermatological tests.

Viva's success in maintaining its brand reputation is the foundation for strong customer loyalty, despite the emergence of many new cosmetic brands on the market. Furthermore, research also shows that brand experience significantly influences brand loyalty. This shows that the more positive the consumer experience when using Viva products, the more likely they are to become loyal customers.

According to Brakus et al. (2009), brand experience is a subjective consumer response that arises from direct or indirect interactions with a brand, encompassing sensory, emotional, intellectual, and behavioral aspects. Positive experiences can create an emotional connection between consumers and the brand, which forms the basis for long-term loyalty. This finding is in line with research by Rahmawati, N., & Pratama, A. (2022), who found that brand experience has a significant influence on brand loyalty through the mediation of brand love, where consumers who have a pleasant experience with a brand tend to feel emotionally attached and willing to make repeat purchases. Research by Widiyantoro & Kuswati (2023) also strengthens this finding by showing that a good brand experience increases satisfaction and trust, which ultimately fosters brand loyalty. Viva Cosmetics consumers who feel satisfied while using the product—whether in terms of the product's suitable texture,

satisfactory results, mild aroma, or ease of obtaining the product on the market—will tend to build an emotional connection with the brand. Consistently good experiences make consumers not only repurchase but also recommend Viva to others. Therefore, it can be concluded that brand reputation and brand experience both have a significant impact on Viva's brand loyalty. The two complement each other, with brand reputation building initial consumer trust, while brand experience strengthens emotional connections and encourages repeat purchases. Therefore, to enhance the reputation, it is important to provide a pleasant and consistent consumer experience, so that consumers remain loyal to Viva products despite the very tight competition in the local and international cosmetics industry.

CONCLUSION

Brand reputation has a positive and significant influence on consumer loyalty of Viva cosmetics in Ambon City. Brand experience has a positive and significant impact on consumer loyalty. Viva Cosmetics needs to maintain its reputation by maintaining product quality and innovation. Consumer experience can be enhanced through interactive promotions on social media and local beauty events. Further research can add other variables such as consumer satisfaction or brand trust to expand the research results.

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