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The Effects of Brand Reputation, Perceived Quality, and Brand Experience on Wardah Brand Loyalty: A Study of Students at ITB Widya Gama and STKIP PGRI Lumajang

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ABSTRACT

Increasingly sophisticated technology and continued economic growth have intensified competition across industries, particularly the beauty industry. Competition among brands requires companies to retain customers by building brand loyalty. This study examines the effects of brand reputation, perceived quality, and brand experience on Wardah brand loyalty among students at ITB Widya Gama and STKIP PGRI Lumajang. The population comprises students at these institutions who had purchased and used Wardah products more than twice and had used more than one product. Purposive sampling selected 97 respondents. The study employs a quantitative method and multiple linear regression analysis. The results indicate that brand reputation, perceived quality, and brand experience have positive and significant effects on brand loyalty.

Keywords: Brand Loyalty; Brand Reputation; Perceived Quality; Brand Experience

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INTRODUCTION

Increasingly sophisticated technology and continued economic growth have intensified product competition across industries. Indonesia's beauty industry has grown significantly, driven by increasing interest in self-care and maintaining an attractive appearance (Syamsiah et al., 2018). An attractive appearance is important not only for how people present themselves to others but also for maintaining and strengthening self-confidence (Gunawan et al., 2025). This desire increases demand for beauty products and creates substantial market opportunities for cosmetics. According to BPOM data, the number of cosmetics businesses has risen sharply: from 819 in 2021 to 913 in 2022, 1,039 in 2023, 1,292 in 2024, and approximately 1,500 in 2025 (Network, 2026). This growth reflects increasing competition and encourages companies to innovate continuously and launch products that meet changing consumer needs and preferences as beauty trends evolve. The presence of numerous local and international cosmetics brands intensifies brand competition and requires companies to retain consumers. Brands play an important role in distinguishing

similar products or services (Nurjanah et al., 2022). When managed effectively and offering greater value, brands occupy a distinctive place in consumers' minds and can foster brand loyalty.

Brand loyalty indicates the extent to which consumers remain loyal to a brand because of satisfaction, trust, and positive experiences. Schiffman and Kanuk (2007) define brand loyalty as consumers' consistent behavior in selecting and repeatedly purchasing goods or services from the same brand (Da et al., 2024). Consumers who consistently choose the same brand demonstrate satisfaction and trust and therefore have no desire to switch brands. Strong consumer trust is positively correlated with increased brand loyalty (Nurjanah et al., 2022). Brand loyalty can develop from a brand's favorable reputation. According to Tjiptono (2014), brand reputation reflects public perceptions of a brand's excellence and trustworthiness. Public perceptions are shaped by advertising, public relations, product quality, and the outcomes of using the brand's products or services (Tamba & Purba, 2023). A good reputation creates positive consumer expectations, while a poor reputation creates negative perceptions (Permatasari et al., 2022). These expectations and evaluations influence consumer trust and attitudes, subsequently encouraging sustained repurchasing and strengthening loyalty.

Perceived quality is another factor consumers consider in developing brand loyalty. According to Aaker (2003), perceived quality is consumers' overall evaluation of a product's or service's superiority relative to their expectations and intended goals (Nurjanah et al., 2022). Appropriate quality improvements are therefore needed to create customer satisfaction. Companies should optimize every satisfying customer interaction and minimize obstacles that may cause disappointment. Product usage experiences form the basis of perceived quality and influence assessments of brand value and reliability. Positive quality perceptions increase satisfaction and trust, encourage long-term commitment, and ultimately strengthen brand loyalty. Another factor that may foster brand loyalty is consumers' experience when interacting with a brand. Brand experience arises not only during product use but also before and after purchase. According to Buchory and Saladin (2018), it comprises impressions, feelings, understanding, and responses generated by brand appearance, characteristics, promotional media, associated individuals, and marketing locations (Tamamekeng et al., 2024). Direct and indirect product interactions generate personal, emotion-based perceptions that may influence product selection. These perceptions develop into brand experiences beginning with information searches and continuing through purchase and everyday product use.

Wardah is a long-established local cosmetics brand that remains relevant to its users. It began as a home industry in 1995 under PT Pustaka Tradisi Ibu, which became PT Paragon Technology and Innovation in 2011 (Arifa et al., 2018). Wardah is known as a pioneer of beauty products certified halal by LPPOM MUI; its name was proposed by Nurhayati Subakat. Demonstrating its commitment to quality and consumer needs, Wardah offers skincare, body care, hair care, and makeup tailored to various skin types. Its products are readily available in physical stores and online platforms and reach diverse consumer segments. These conditions warrant closer investigation given increasing competition in the beauty industry and consumers' growing selectivity. Without a comprehensive understanding of the factors influencing brand loyalty, companies risk losing customers and competitiveness. Understanding brand reputation, perceived quality, and brand experience is therefore important for developing marketing strategies. This study offers novelty through differences in the research object, location, and period. It also uniquely combines three variables that have not previously been analyzed simultaneously among students at ITB Widya Gama and STKIP PGRI Lumajang in 2026. The research questions are: (1) Does brand reputation affect Wardah brand loyalty? (2) Does perceived quality affect Wardah brand loyalty? (3) Does brand experience affect Wardah brand loyalty? Accordingly, the researcher undertakes a study entitled “The Effects of Brand Reputation, Perceived Quality, and Brand Experience on Wardah Brand Loyalty: A Study of Students at ITB Widya Gama and STKIP PGRI Lumajang.” The objectives are to determine the effects of (1) brand reputation, (2) perceived quality, and (3) brand experience on Wardah brand loyalty.

Based on these research objectives, the following hypotheses are proposed:

H1 : Brand reputation affects Wardah brand loyalty among students at ITB Widya Gama and STKIP PGRI Lumajang

H2 : Perceived quality affects Wardah brand loyalty among students at ITB Widya Gama and STKIP PGRI Lumajang

H3 : Brand experience affects Wardah brand loyalty among students at ITB Widya Gama and STKIP PGRI Lumajang

METHODS

This study uses a quantitative approach to data processing. The population comprises students at ITB Widya Gama and STKIP PGRI Lumajang who had purchased and used Wardah products. Slovin's formula yielded a sample of 97 respondents, allocated as 70 students from ITB Widya Gama Lumajang and 27 from STKIP PGRI Lumajang. Data analysis proceeded through instrument testing, classical assumption tests, and multiple linear regression. Model feasibility, the coefficient of determination, and the hypotheses were then evaluated.

RESULTS AND DISCUSSION

Respondent Characteristics

Most Wardah users in the respondent data were female and aged 17–25. Most respondents were students at ITB Widya Gama Lumajang, while the remainder attended STKIP PGRI Lumajang. All respondents had purchased the products more than twice, indicating relatively extensive usage experience.

Validity Test Results

All research instruments were found to be valid and suitable for use. The instrument contains 15 statements: four on brand reputation, three on perceived quality, four on brand experience, and four on brand loyalty. All 15 items have calculated r values exceeding the critical r of 0.1996, indicating that the instrument is valid and can measure the data required for this study.

Reliability Test Results

Reliability testing indicates that the measurement instrument is dependable. The coefficients for brand reputation (0.744), perceived quality (0.613), brand experience (0.699), and brand loyalty (0.702) all meet the required standard. Thus, the instrument consistently generates data.

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov	Significance Value	Description
Asymp. Sig. (2-tailed)	0.112	Normally Distributed Data

Table 2. Multicollinearity Test Results

Variable	*Tolerance*	VIF	Description
Brand Reputation	0.711	1.406	No Multicollinearity
Perceived Quality	0.547	1.829	No Multicollinearity
Brand Experience	0.583	1.715	No Multicollinearity

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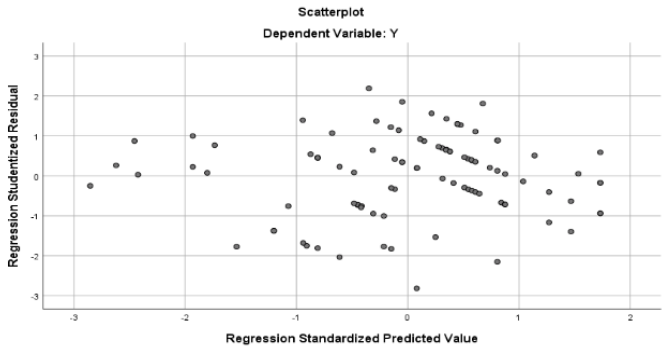

Figure 4.1 Heteroscedasticity Test Results

Multiple Linear Regression Results

The multiple linear regression equation derived from the unstandardized coefficients is as follows:

LM = 0.079 + 0.297 RM + 0.350 PK + 0.398 PM + E

The equation is interpreted as follows:

a. The constant of 0.079 indicates that when brand reputation, perceived quality, and brand experience do not change, brand loyalty has a baseline value, or intercept, of 0.079 in the regression model.
b. The coefficient of 0.297 indicates that brand reputation (X1) positively affects brand loyalty. A 1% increase in brand reputation is predicted to increase brand loyalty by 0.297%, assuming the other variables remain constant.
c. The coefficient of 0.350 for perceived quality (X2) indicates a positive and significant effect on brand loyalty. A 1% increase in perceived quality increases brand loyalty by 0.350%, assuming the other variables remain constant.
d. Brand experience (X3) has a positive and significant effect on brand loyalty, as indicated by its coefficient of 0.398. A 1% increase in brand experience increases brand loyalty by 0.398%, assuming the other variables remain unchanged.

Model Feasibility Test Results

The model feasibility test shows that the calculated F of 40.645 exceeds the critical value of 2.70, with a significance level of 0.00 below 0.05 for brand reputation, perceived quality, brand experience, and brand loyalty. The regression model is therefore considered suitable for this study.

Coefficient of Determination Results

The adjusted R^2 of 0.553 indicates that brand reputation, perceived quality, and brand experience contribute 55.3% to brand loyalty. The remaining 44.7% is attributable to factors outside the model. The research model therefore has adequate predictive ability in explaining Wardah brand loyalty.

Table 3 Hypothesis Testing Results

Coefficients[a]				
Model	**t**	**Sig.**	**Critical t**	**Description**
(Constant)	0.052	0.958		
Brand Reputation	3.616	0.000	1.986	Has an Effect
Perceived Quality	2.688	0.009	1.986	Has an Effect
Brand Experience	4.111	0.000	1.986	Has an Effect

The Effect of Brand Reputation on Wardah Brand Loyalty

The first hypothesis test indicates that brand reputation significantly affects Wardah brand loyalty among students at ITB Widya Gama and STKIP PGRI Lumajang. Consumer loyalty increases in

line with the brand's positive image: a stronger reputation leads to greater loyalty, reflected in consistent repurchasing, strong trust in product quality, and commitment to continued use despite competing brands. This reputation is built through consistently safe products suitable for various skin types, halal and safety assurances from relevant institutions, ongoing innovation tailored to modern consumer needs, and high brand recognition supported by broad distribution and intensive marketing communication. These factors make Wardah a top-of-mind brand in the halal cosmetics category. Positive perceptions of credibility, safety, and brand image strengthen confidence in long-term use. Brand reputation therefore does more than encourage initial purchases; it sustains long-term customer relationships and continuing Wardah brand loyalty. These findings reinforce the empirical evidence of Permatasari et al. (2022), Darwis Tamba (2023), Pangestika and Indriani (2023), and Atthahirah and Agustini (2024), who report a positive and significant effect of brand reputation on brand loyalty. However, they differ from Fakhrudin (2016), who finds no significant effect.

The Effect of Perceived Quality on Wardah Brand Loyalty

The second hypothesis test indicates that perceived quality significantly affects Wardah brand loyalty among students at ITB Widya Gama and STKIP PGRI Lumajang. Consumers' assessment of product quality is a principal factor in forming long-term attachment to a brand. More positive quality perceptions increase the tendency to continue using Wardah. This is reflected in high satisfaction with product performance, which is regarded as consistent, safe, and appropriate to consumer needs in both skincare and cosmetics. Good perceived quality also emerges from consumers' experience of comfortable long-term use without adverse effects and tangible benefits such as maintaining skin health, addressing particular skin concerns, and improving appearance. In the increasingly competitive cosmetics industry, perceived quality is decisive in maintaining loyalty. Consumers consider not only price but also consistent results, safety, and suitability for personal needs. Wardah's ability to maintain consistent quality therefore increases its prospects of sustaining long-term customer loyalty. High perceived quality improves satisfaction and provides an important foundation for continuing brand loyalty. These findings align with Hutabarat et al. (2025), Rahma et al. (2023), Nurjanah et al. (2022), and Marda and Rachmad (2024), who report a significant effect of perceived quality on brand loyalty. They contrast with Riskiyansyah and Nuvriasari (2024), who find no significant effect.

The Effect of Brand Experience on Wardah Brand Loyalty

The third hypothesis test indicates that brand experience significantly affects Wardah brand loyalty among students at ITB Widya Gama and STKIP PGRI Lumajang. Product consumption experience is therefore crucial in forming emotional attachment and loyalty. This includes comfort, results that meet expectations, and ease of use, which collectively create satisfaction. Positive experiences such as lightweight textures, natural-looking makeup, and tangible skincare benefits also strengthen confidence and satisfaction. Consistent and enjoyable experiences encourage an affective relationship with the brand, reflected in repurchase intentions and willingness to recommend products voluntarily. The perception of Wardah as innovative and responsive to consumer needs further strengthens loyalty. Brand experience therefore contributes to short-term satisfaction and long-term loyalty, encouraging consumers to remain with the brand and continue using its products. These findings align with Zahrayunita et al. (2026), Cici (2022), Prahasti Salsabila (2022), and Zakiyah et al. (2024), who report a positive and significant effect of brand experience on brand loyalty. However, they differ from Ari Pamungkas and Ishak (2023), who find no significant effect

CONCLUSION

The hypothesis tests indicate that brand reputation, perceived quality, and brand experience each have a positive and significant effect on Wardah brand loyalty. These three variables play important roles in developing trust, satisfaction, and emotional relationships, subsequently

encouraging repurchasing and continued product use, particularly among students at ITB Widya Gama and STKIP PGRI Lumajang.

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