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Brand Trust as a Determinant of Consumer Loyalty: An Empirical Study on Skincare Brands

Argya Willa Larasati[1], Didin Hikmah Perkasa[2]

[1, 2] Department of Management, Faculty of Economics and Business, Universitas Paramadina, Jakarta, Indonesia.
Email: argya.larasati@students.paramadina.ac.id[1] , didin.perkasa@paramadina.ac.id[2]

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ABSTRACT
This study assesses the importance of brand trust in creating customer loyalty for ESQA, a premium cosmetics brand from Indonesia. The background of this research stems from the rapid growth of the beauty industry in this country, which is accompanied by fierce competition between local and international products. Therefore, it is necessary to identify the factors that influence consumer loyalty. A quantitative methodology was used by conducting an online survey of 100 female ESQA users in the Greater Jakarta area. Using simple linear regression, the analysis found that brand trust significantly influences consumer loyalty (R^2 = 0.725). This means that 72.5% of changes in consumer loyalty are closely related to the level of trust in the brand. These results confirm that consistency in product quality, transparency in communication, and brand credibility are important aspects for retaining consumers in the long term. Practical recommendations from this study highlight the need for local beauty industry players to implement sustainable brand management strategies to address market competition.

Keywords: Brand Trust, Consumer Loyalty, ESQA, Cosmetics.

I. Introduction

The beauty industry in Indonesia has experienced exponential growth over the last few years. According to Insight of Consulting (2024), shifts in lifestyle, rising self-awareness of personal appearance, and the influence of global trends have made consumers increasingly selective in their cosmetic product choices. The market value of Indonesian cosmetics reached USD 8.09 billion in 2023 and is projected to climb to USD 9.17 billion in 2024. This expansion is mirrored by the rise in cosmetic businesses, which increased from 1,039 to over 1,200, and a total of 88,178 product notifications were recorded by 2024. These figures underscore a national industry that is not only flourishing but also becoming significantly more competitive. In line with this trend, Kantar (2025) reported that Indonesia's beauty sector is outperforming other FMCG categories. The market value of beauty products increases by approximately 16% annually, while unit growth is 8%, which is higher than the average FMCG growth rate of 12%. This data confirms that cosmetics are among the most high-potential categories in the country. Such rapid growth has attracted a surge of local and international brands; one of the most well-known is ESQA.

One local brand that has successfully captured the attention of the premium market is ESQA. Astutik and Purwanto (2024) explain that ESQA is recognized for its "clean beauty" concept and elegant packaging design, which has allowed the brand to establish an image as a high-quality local manufacturer. The success

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of ESQA has even earned international recognition, as evidenced by its products being included in Sephora, a retailer synonymous with global premium cosmetic brands. Its products are highly sought after by young women who value sustainability and aesthetics while remaining focused on high performance. Nevertheless, competition within the cosmetic industry remains intense due to the emergence of new brands from both local and international origins. This abundance of choice for consumers presents a significant challenge for the brand in maintaining long-term loyalty. In this high-stakes environment, brand trust plays a vital role. Chi & Phan (2025) argue that consumers who trust a brand are more likely to make repeat purchases and remain loyal despite a plethora of alternatives. However, Suwandi & Balqiah (2023) emphasize that trust alone is insufficient; loyalty among younger generations toward local cosmetics is also heavily shaped by brand experience, brand love, and social media engagement.

Rahmadhani (2025) found that brand image and consumer perception on social media, especially Instagram, significantly impact purchasing decisions for ESQA. This suggests that ESQA's consumer loyalty is still influenced by digital perceptions, leaving some users open to trying other brands. This aligns with Yuliana et al. (2021), who state that brand trust built through social media interaction is vital for driving repurchase intentions. Furthermore, research by Riskiyansyah & Nuvriasari (2024) supports the idea that perceived quality has a positive and significant effect on brand loyalty, as seen in consumers of the local brand Somethinc. When a product's quality meets expectations, consumer trust and loyalty naturally strengthen. This context is particularly relevant for premium products like ESQA, where brand image and perceived quality are fundamental to building a loyal customer base.

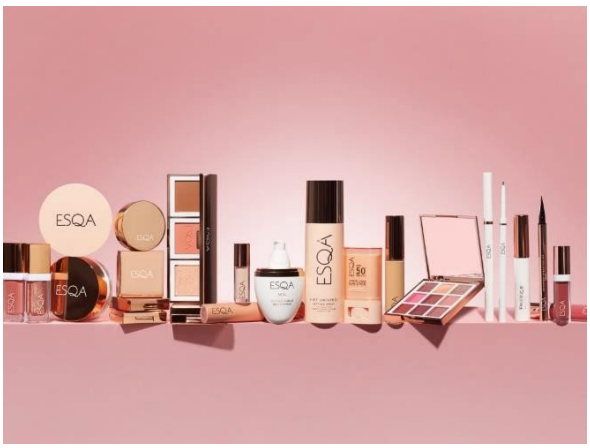

Figure 1. ESQA products
Source: www.esqacosmetics.com (2024)

Despite the abundance of research on brand trust and consumer loyalty in the cosmetics industry, most studies focus on international brands or mass-market local brands such as Wardah, PIXY, and Implora. For instance, Komalasari & Khatimah (2022) found that brand trust and image influence loyalty among PIXY consumers through customer satisfaction. Similarly, Agustin et al. (2025) demonstrated that trust and image simultaneously affect loyalty for Wardah's halal cosmetics. However, specific research on premium local brands like ESQA remains limited. Most previous studies have focused on international brands or mass-market local brands such as Wardah, PIXY, and Implora, resulting in a lack of in-depth research on how brand trust shapes loyalty among consumers of premium local products. In reality, the characteristics of the premium cosmetic market are distinct, as consumers tend to be more discerning, quality-conscious, and attentive to both aesthetic value and sustainability (Astutik & Purwanto, 2024). This research gap represents a significant opportunity for further investigation, particularly regarding how brand trust influences consumer loyalty in the premium local product sector. Most previous studies have focused on international brands or mass-market local brands such as Wardah, PIXY, and Implora, resulting in a lack of in-depth research on how brand trust shapes loyalty among consumers of premium local products. In reality, the characteristics of the premium cosmetic market are distinct, as consumers tend to be more discerning, quality-conscious, and attentive to both aesthetic value and sustainability (Astutik & Purwanto, 2024). This research gap represents a significant

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opportunity for further investigation, particularly regarding how brand trust influences consumer loyalty within the premium local product sector.

Academically, this study contributes to the literature by expanding discourse on brand trust and loyalty within the context of premium local cosmetics. This field has received limited attention in Indonesia. Practically, the findings can assist ESQA and similar brands in developing strategies to retain young consumers in an increasingly crowded market. This is consistent with Suwandi & Balqiah's (2023) finding that Gen Z loyalty is driven not just by brand trust, but also by social interaction and emotional attachment. Consequently, understanding the specific role of brand trust among young female professionals will provide critical insights for marketing strategies of premium local cosmetics. Based on the background above, this study aims to analyze the impact of brand trust on consumer loyalty. The research is designed to fill an existing literature gap and provide a deeper understanding of the relationship between brand trust and loyalty, specifically within the premium local cosmetic sector, as exemplified by ESQA.

II. Literature Review and Hypothesis Development

In a highly competitive and saturated marketplace, consumer loyalty has emerged as one of the most critical strategic assets for organizational sustainability. Rapid technological advancement, increased market transparency, and shifting consumer expectations have fundamentally altered purchasing behavior (Agu et al., 2024; Awasthi et al., 2024). Consumers are now more informed, more selective, and less tolerant of inconsistency. As a result, firms are no longer able to rely solely on product superiority or price competitiveness to retain customers (Akkucuk & Esmaeili, 2016). Instead, long-term success increasingly depends on relational factors, among which brand trust plays a central role in fostering enduring consumer loyalty (Delgado-Ballester & Luis Munuera-Alemán, 2001). Brand trust refers to consumers' confident belief that a brand is reliable, competent, and acts in their best interests (Bowden-Everson et al., 2013; Kim, 2009). It reflects the extent to which customers perceive a brand as capable of consistently delivering on its promises while maintaining integrity and benevolence. Trust does not arise instantaneously; instead, it develops cumulatively through repeated interactions, positive experiences, consistent quality, and credible brand communication. Over time, these experiences form a cognitive and emotional foundation that shapes consumers' expectations and future behavioral intentions toward the brand (Freling et al., 2010).

Consumer loyalty, meanwhile, extends beyond simple repeat purchasing. Contemporary literature conceptualizes loyalty as a multidimensional construct encompassing both behavioral and attitudinal components. Behavioral loyalty refers to observable actions such as repurchase frequency, while attitudinal loyalty captures psychological commitment, emotional attachment, and preference for a particular brand (Back & Parks, 2003; Biscaia et al., 2013; Gecti & Zengin, 2013; Ramaseshan & Stein, 2014). Truly loyal consumers not only continue purchasing but also resist competitors' offerings and actively engage in positive word of mouth. Hence, loyalty represents a deeper relational bond rather than a purely transactional outcome (Fatma & Rahman, 2017).

The relationship between brand trust and consumer loyalty has been extensively examined within relationship marketing and consumer behavior literature. Trust is widely recognized as a fundamental mechanism for reducing perceived risk and uncertainty in consumption decisions (Hajduk et al., 2024; Kabadayi & Koçak Alan, 2012; J. J. Singh et al., 2012; Villagra et al., 2021). In markets characterized by product complexity, information asymmetry, or rapid innovation, consumers often rely on trust as a heuristic to simplify decision-making. Brands that successfully cultivate trust are therefore better positioned to secure customer commitment, as trust provides psychological assurance and lowers switching intentions (Fatma & Rahman, 2017; Suhan et al., 2022).

From a normative standpoint, organizations are expected to build brand trust deliberately and systematically through ethical conduct, operational consistency, and a long-term orientation toward customer value. Trust cannot be manufactured solely through promotional activities. Instead, it must be embedded within organizational practices, service delivery systems, and corporate culture. Misleading

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advertising, exaggerated claims, or inconsistent service experiences undermine trust and directly erode loyalty (Mohammed et al., 2025). Consequently, brand trust should be viewed not as a byproduct of marketing communications but as a strategic outcome of responsible brand governance. Empirical evidence consistently demonstrates a positive and significant relationship between brand trust and consumer loyalty. Trust has been shown to enhance commitment, strengthen repurchase intentions, and stimulate advocacy behaviors(Z. Ahmed et al., 2014). Moreover, many studies identify brand trust as a mediating variable between service quality, customer satisfaction, brand image, and loyalty. This suggests that trust acts as a critical psychological bridge translating marketing stimuli into sustained consumer behavior. Without trust, improvements in quality or satisfaction may fail to materialize into long-term loyalty (Z. Ahmed et al., 2014; Ashraf et al., 2018; Dahiyat et al., 2011; Kataria & Saini, 2019).

Brand trust itself comprises both cognitive and affective dimensions. The cognitive dimension relates to consumers' evaluations of a brand's competence, reliability, and consistency in performance. It reflects rational judgments based on past experiences and perceived expertise (Agu et al., 2024). The affective dimension, by contrast, involves emotional bonds, feelings of security, and the belief that a brand genuinely cares about customer well-being. These two dimensions operate synergistically. Loyalty driven solely by cognitive evaluations tends to be fragile and easily disrupted by competitive offerings, whereas loyalty reinforced by emotional attachment is more resilient and enduring (Shah et al., 2025; Tariq, 2024). In the contemporary digital environment, the importance of brand trust has become even more pronounced. Online platforms, social media, and customer review systems have dramatically increased transparency, enabling consumers to access collective experiences and opinions in real time (Agu et al., 2024; Uikey et al., 2025). Brand reputations can now be built or damaged rapidly through user-generated content. As a result, trust formation is no longer shaped exclusively by firm-controlled messaging, but also by peer influence and community narratives. Every customer touchpoint—from pre-purchase information to post-purchase service—contributes directly to trust construction (Agnihotri et al., 2024; Beck & Kenning, 2015; Masinde & Graffi, 2020; Zhang & Li, 2019). Normatively, this context requires firms to adopt a holistic approach to brand management. Trust must be reflected not only in external communications but also in internal processes, team member behavior, and organizational values. Frontline employees, in particular, function as living representations of the brand (S. M. M. Ahmed et al., 2025; Awasthi et al., 2024). Their competence, empathy, and responsiveness are pivotal in translating brand promises into tangible experiences. Any misalignment between communicated values and operational realities creates dissonance that weakens trust.

The strategic benefits of trust-based loyalty are substantial. Loyal customers typically exhibit higher lifetime value, lower price sensitivity, and greater tolerance toward occasional service failures (S. Singh et al., 2024; Zhao et al., 2022). They are also more receptive to brand extensions and innovations introduced by companies they trust. Furthermore, acquiring new customers is generally more costly than retaining existing ones, making loyalty a critical driver of marketing efficiency. From this perspective, investments in brand trust can be understood as long-term assets that generate sustainable competitive advantage (S. Singh et al., 2024; Islami et al., 2024). However, the literature also emphasizes the fragile nature of trust. While it may take years to build, it can be destroyed by a single significant negative incident. Product quality scandals, data privacy breaches, or poorly handled customer complaints can rapidly undermine consumer confidence (Panda et al., 2019; Zhao et al., 2022). Therefore, firms must develop robust risk management and crisis response mechanisms to protect brand credibility. Transparency, accountability, and timely communication are essential in mitigating reputational damage and restoring trust when disruptions occur (S. Singh et al., 2024; Zhao et al., 2022).

Within broader theoretical frameworks, the relationship between brand trust and consumer loyalty aligns closely with the principles of relationship marketing, which prioritize long-term engagement over short-term transactions. This paradigm shift encourages organizations to focus on mutual value creation rather than immediate sales outcomes. Trust serves as the cornerstone of such relationships, enabling cooperation, reducing opportunistic behavior, and fostering emotional commitment. Loyalty, in turn,

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represents a tangible manifestation of successful relational exchanges (Islami et al., 2024; S. Singh et al., 2024; Zhao et al., 2022).

From a normative perspective, these insights imply that modern marketing strategies should place trust at the center of brand value propositions. Firms are expected to ensure that every promise made to customers is supported by actual performance, that feedback is actively incorporated into continuous improvement, and that customer concerns are addressed with sincerity and professionalism. Core principles such as transparency, consistency, and empathy are fundamental to strengthening trust-based relationships. Generational shifts further complicate the dynamics of loyalty formation. Younger consumers increasingly prioritize authenticity, social responsibility, and value alignment when choosing brands. For these segments, trust extends beyond functional product attributes to include ethical conduct, environmental stewardship, and social impact. Consequently, contemporary brand trust is not limited to perceptions of quality and reliability, but also encompasses beliefs about corporate purpose and integrity (Agu et al., 2024; Uikey et al., 2025). Loyalty has thus become more values-driven, with consumers gravitating toward brands that resonate with their personal identities and moral perspectives (Agu et al., 2024). Moreover, technological advancements have empowered consumers to voice dissatisfaction, amplifying the consequences of negative experiences publicly. This reality reinforces the need for proactive trust management. Companies must monitor customer sentiment, engage transparently in digital spaces, and demonstrate accountability. In such an environment, trust is continuously negotiated rather than permanently secured (Islami et al., 2024).

Synthesizing the literature, it becomes evident that brand trust is a central determinant of sustainable consumer loyalty. Trust reduces perceived risk, strengthens emotional bonds, and facilitates long-term commitment between consumers and brands. Loyalty rooted in trust manifests not only in repeat purchasing but also in advocacy behaviors and psychological attachment. This form of loyalty is more resistant to competitive pressures and contributes significantly to organizational resilience. From both theoretical and normative standpoints, brand trust should be positioned as a strategic priority in contemporary brand management. Consumer loyalty cannot be achieved solely through aggressive promotion; it emerges from consistent value delivery, ethical conduct, and authentic relationship building (Agu et al., 2024; S. M. M. Ahmed et al., 2025). In an era characterized by heightened competition and experiential consumption, organizations that cultivate genuine trust are more likely to achieve enduring loyalty and sustainable competitive advantage. Ultimately, brand trust functions as the psychological infrastructure upon which meaningful and lasting consumer relationships are built.

III. Research Method

This study employs a quantitative, associative research design to examine the relationship between brand trust (independent variable) and consumer loyalty (dependent variable) toward ESQA among young women in the JABODETABEK area. The research population comprises all young women who use ESQA products in the JABODETABEK region. The sample was determined using a purposive sampling technique based on specific criteria: respondents must be aged 18–30 years and have purchased and used ESQA products at least twice. A total of 100 respondents were selected, a sample size deemed representative of the population and sufficient to meet the research objectives.

The research instrument is a questionnaire utilizing a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire is structured to collect respondent demographics and includes items measuring both brand trust and consumer loyalty. Data analysis is conducted using simple linear regression to determine the influence of brand trust on consumer loyalty. Prior to the regression analysis, validity and reliability tests were conducted to ensure the instrument's suitability and consistency. The entire data analysis process was facilitated using SPSS software.

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Table 1. Research Construction

Variables	Indicators	References
Consumer Loyalty	CL1 I am willing to use other products sold by ESQA. CL2= I intend to use ESQA products in the long term, as they reflect my preferences. CL3= I will inform my peers whenever ESQA launches a new product. CL4 I will recommend ESQA products to others.	Suprapto Et al., (2020)
Brand Trust	BT1: ESQA is a brand name that meets my expectations. BT2: I trust the ESQA brand. BT3: I can rely on the ESQA brand to fulfill my cosmetic needs. BT4: ESQA consistently strives to deliver cosmetic products that meet my expectations. BT5: If there is an issue with an ESQA product, the brand is willing to help resolve my problem.	Yuliana et al. (2025)

IV. Results and Discussion

4.1. Result

4.1.1. Validity Test

The Validity Test is used to determine whether a questionnaire is valid. This research distributed questionnaires directly to 120 respondents. The rtable value obtained from the calculation, with the condition of df = n-2 (which becomes df = 120-2) and an alpha (α) of 5% = 0,05, resulted in an rtable of 0.196. A statement is declared valid if rcalculated > 0,196 (rtable). Therefore, it can be concluded that all statements are valid.

Table 2. Validity Test Result

Variable	Statement	r-calculated	r-table	Description
	X.1	0.877	0.196	valid
	X.2	0.818	0.196	valid
Brand Trust (X)	X.3	0.865	0.196	valid
	X.4	0.815	0.196	valid
	X.5	0.868	0.196	valid
	Y.1	0.848	0.196	valid
Consumer Loyalty	Y.2	0.870	0.196	valid
(Y)	Y.3	0.815	0.196	valid
	Y.4	0.917	0.196	valid

4.1.2. Reliability Test

The Reliability Test is used to determine the consistency of respondents' answers to the research variables or instruments across repeated administrations. An instrument is declared reliable if the Cronbach's Alpha value is greater than 0.60. The results of the data processing using SPSS indicate that the Cronbach's Alpha (α) value for each variable is more than 0,060 (α > 0,060). Therefore, it can be concluded that all statements for each variable are reliable and trustworthy.

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Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Result	Description
Brand Trust (X)	0.653	r between 0,600 -0,800	Reliable
Consumer Loyalty (Y)	0.836	r between 0,600 -0,800	

This result indicates that all statement items exhibit high internal consistency, confirming the instrument's reliability.

4.1.3. Normality Test

The normality test is used to determine whether the residuals in a regression model follow a normal distribution. Meeting this assumption is a crucial foundation for all statistical hypothesis testing. Standard techniques for testing data normality include the Kolmogorov-Smirnov and Shapiro-Wilk tests, as well as visualizations such as P-P plots and histograms. The decision-making criterion is as follows: if the resulting p-value is greater than 0.05, the data are considered normally distributed. In this study, the test was performed using the Kolmogorov-Smirnov test, and the summary of the results is as follows:

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.88368727
Most Extreme Differences	Absolute	.104
	Positive	.102
	Negative	-.104
Test Statistic		.104
Asymp. Sig. (2-tailed)		.010[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the data processing shown in Table 4, the One-Sample Kolmogorov-Smirnov Test on the residuals yielded an Asymp. Sig. (2-tailed) value of 0.010. This value exceeds the significance threshold of 0.05. Therefore, the residuals follow a normal distribution. With the normality assumption satisfied, the applied regression model meets the criteria for further analysis using parametric statistical methods.

4.1.4. Multicollinearity Test

The multicollinearity test is used to determine whether there is a high correlation among independent variables. A good regression model should be free from multicollinearity. This test is typically assessed using Tolerance and Variance Inflation Factor (VIF) values. Multicollinearity is considered absent if the Tolerance value is > 0.10 and the VIF value is < 10.

Table 5. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.863	920	.	2.024	.046		
	Brand Trust	.706	.044	851	16.063	<.001	1.000	1.000
a. Dependent Variable: Consumer Loyalty								

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The statistical output in Table 5 shows that the Tolerance value for brand trust is 1.000 (VIF = 1.000). These values meet the criteria of Tolerance > 0.10 and VIF < 10. Based on these findings, there is no indication of multicollinearity in the regression model, indicating that the model satisfies the requirements for further regression analysis.

4.1.5. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether the variance of the residuals differs across observations. A good regression model should be free from heteroscedasticity (homoscedastic). This test can be performed using the Glejser test, the Breusch-Pagan test, or by observing patterns in a scatterplot. If the significance value of the test is > 0.05, it can be concluded that heteroscedasticity does not occur.

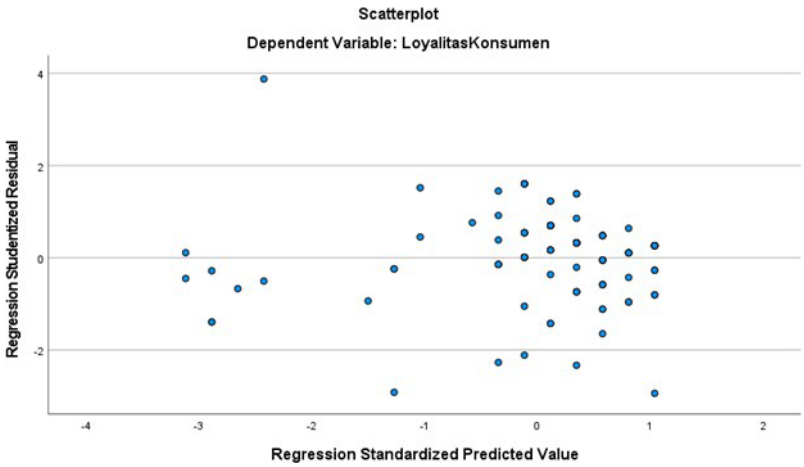

Figure 2. Heteroscedasticity Test Results (Scatterplot)

Based on the scatterplot in Figure 2, the data points are randomly distributed above and below the Y-axis zero line. Furthermore, the points do not form a specific pattern, such as widening, narrowing, or waving. This indicates that the residual variance is homogeneous (homoscedastic). Consequently, it can be concluded that there are no heteroscedasticity symptoms in the regression model; thus, the heteroscedasticity assumption is satisfied, and the regression model is feasible for further analysis.

4.1.6. Linear Regression Analysis

Simple linear regression analysis is used to evaluate the extent of the impact of an independent variable (X) on a dependent variable (Y). This method helps researchers identify relationships between variables, whether as a whole or individually, to determine which variable has the most significant influence on the dependent variable.

Table 6. Simple Linear Regression Results

Model			Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Eror	Beta			Tolerance	VIF
1	(Constant)	1.863	.920		2.024	.046		
	Brand Trust	.706	.044	.851	16.063	.299	<,001	1.000
a. Dependent Variable: Consumer Loyalty								

Based on the data processing in Table 6, the simple linear regression analysis for brand trust results in the following regression equation:

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Y = 1.863 + 0,706 (X) + e

Descriptions:
Y = Consumer Loyalty
α = Constant
X = Brand Trust
β = Regression coefficient for the Brand Trust factor
e = Error

The brand trust variable shows a regression coefficient of 0.706 with a significance value of 0.000, which is lower than α = 0,05. This finding demonstrates that brand trust has a positive, significant influence on consumer loyalty. In other words, an increase in consumer trust toward the brand will be followed by a proportional increase in loyalty. The standardized coefficient beta of 0.851, which is the highest value, confirms that brand trust is the most dominant predictor in shaping consumer loyalty. Based on the regression equation Y = 1.863 + 0.706 (X) + e, it can be interpreted that even if brand trust is zero, consumer loyalty will maintain an initial value of 1.863. Every 1-point increase in brand trust will drive consumer loyalty up by 0.706 points. With a contribution of 72.5% (R^2 = 0,725), brand trust is proven to be a vital element in building and maintaining consumer loyalty toward ESQA products. These results align with the concept of relationship marketing, which emphasizes that trust is the primary foundation for building long-term relationships with consumers. In the premium cosmetics sector, trust built through consistency in product quality, clear communication, and a positive brand image contributes to sustainable brand loyalty.

4.1.7. Coefficient of Determination Test

The coefficient of determination (R^2) assesses how well the independent variable explains variation in the dependent variable. The R^2 or Adjusted R^2 value ranges from 0 to 1, where a higher value indicates superior predictive power. If R^2 approaches zero, it signifies that the independent variable plays a very minor role in explaining changes in the dependent variable. Conversely, an R^2 value approaching one indicates that the independent variable provides nearly all the information required to predict the dependent variable. In multiple regression analysis, Adjusted R^2 becomes particularly important as it is adjusted for the number of predictor variables, thereby providing a more accurate representation of the model's strength.

Table 7. Coefficient of Determination Test Results

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.851[a]	.725	.722	1.89327
a. Predictors: (Constant), Brand Trust				
b. Dependent Variable: Consumer Loyalty				

Based on Table 7, the R^2 value is 0.725, and the Adjusted R^2 value is 0.722. This indicates that 72.5% of brand trust is a dominant factor influencing consumer loyalty.

4.1.8. T-Test

Hypothesis testing is conducted to verify the validity of the previously established theoretical propositions. In this study, partial hypothesis testing is performed by applying the t-test at a 95% confidence level (α = 0,05). The purpose of this test is to examine the individual influence of the independent variable on the dependent variable. The decision-making rule is as follows: if the significance value (p-value) is lower than

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α = 0,05, the independent variable is considered to have a significant partial influence. The complete results of the t-test are shown in Table 8 below.

Table 8. T-Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.863	.920		2.024	.046
	Brand Trust	.706	.044	.851	16.063	<.299
a. Dependent Variable: Consumer Loyalty						

Based on the t-test results, the significance value is 0.000 < 0.05; therefore, it can be concluded that brand trust has a positive and significant effect on consumer loyalty. Consequently, hypothesis H1 is accepted.

4.1.9. F-Test

The F-test is conducted to examine the significance of the simultaneous influence of all independent variables on the dependent variable. This test aims to verify the goodness-of-fit or the predictive ability of the regression model for the dependent variable. The results of the F-test, with a significance level (α) of 5%, are presented in the following table:

Table 9. F-Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	924.831	1	924.831	258.009	<,001[b]
	Residual	351.279	98	3.584		
	Total	1276.110	99			
a. Dependent Variable: Consumer Loyalty						
b. Predictors: (Constant), Brand Trust						

Based on the statistical analysis, the F-statistic is 258.009 with a significance level of 0.001. Since this significance value is lower than α = 0.05, it can be concluded that the brand trust variable simultaneously has a significant influence on Consumer Loyalty. Therefore, the first hypothesis (H1), which states that the independent variable impacts consumer loyalty, is accepted.

4.2. Discussion

This study confirms that brand trust significantly influences consumer loyalty toward local premium cosmetics (ESQA). A regression coefficient of 0.706 with a significance level of 0.000 (<0.05) indicates that increases in consumer trust are directly proportional to stronger brand loyalty. Therefore, consumer trust plays a crucial role in maintaining long-term relationships between brands and their customers, particularly within the increasingly competitive cosmetics industry. These findings are consistent with the perspective of Chi and Phan (2025), who argue that consumers with high levels of trust are more likely to engage in repeat purchases and maintain loyalty despite the wide variety of products available in the market. In the context of ESQA, trust is built through consistent product quality, a commitment to clean beauty principles, and an ethical and sustainable brand image. This foundation of trust subsequently evolves into long-term brand loyalty. Research by Yuliana et al. (2021) further supports these findings, revealing that brand trust developed through social media interactions significantly influences repurchase intention in the cosmetics sector. This aligns with ESQA's digital communication strategy, which optimally utilizes Instagram and TikTok to build emotional

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connections with young consumers. Through product transparency, sustainability campaigns, and collaborations with trusted influencers, ESQA effectively creates positive perceptions and fosters consumer trust.

Consistency is also evident in the study by Riskiyansyah and Nuvriasari (2024), which confirms that perceived quality positively affects brand loyalty toward the skincare brand Somethinc. When consumers perceive that product quality meets their expectations, trust in the brand strengthens and encourages long-term loyalty. In the case of ESQA, its premium positioning, aesthetically appealing packaging design, and strong product performance are key factors that reinforce trust and loyalty among young female consumers who prioritize quality and aesthetics. These findings are further reinforced by the perspective of Suwandi and Balqiah (2023), who emphasize brand trust as a key determinant of consumer loyalty among Generation Z. However, loyalty among younger consumers is not solely shaped by trust, but also by memorable brand experiences, emotional connections (brand love), and active engagement on digital platforms. ESQA successfully integrates these elements through digital marketing strategies that focus on personalized experiences and value creation. Empirically, this study aligns with Rahmadhani's (2025) research on consumer perceptions of ESQA in the digital space. The study found that brand image and digital perception significantly influence purchase decision-making. These findings reinforce the notion that ESQA's loyalty is shaped not only by product quality but also by perceptions of brand reliability and trustworthiness in the digital environment. Based on these findings, this study contributes to the literature by expanding the understanding of the relationship between brand trust and brand loyalty in the context of local premium cosmetics in Indonesia, an area that remains relatively underexplored. Practically, the results recommend strengthening consumer trust through sustainable product innovation, transparent information disclosure, and consistent brand communication across multiple digital channels.

V. Conclusion

The results of this study indicate that brand trust has a positive and significant effect on consumer loyalty toward the local premium cosmetic brand ESQA. These findings suggest that the higher the level of consumer trust in the ESQA brand, the greater the likelihood that consumers will remain loyal to the products, engage in repeat purchases, and recommend them to others. Brand trust reflects consumers' confidence that ESQA products offer consistent quality, are safe to use, and meet their expectations. This trust fosters an emotional bond between consumers and the brand, ultimately strengthening loyalty. Based on the coefficient of determination (R^2), a value of 0.725 was obtained, indicating that the brand trust variable can explain 72.5% of the variation in consumer loyalty. At the same time, the remaining 27.5 is influenced by other factors beyond the scope of this study, such as brand image, customer satisfaction, or service quality. This value demonstrates that brand trust is a dominant factor, shaping consumer loyalty toward ESQA as a local premium cosmetic brand. Furthermore, the results of the classical assumption tests—including normality, multicollinearity, and heteroscedasticity tests—show that all criteria for a good regression model are met. Therefore, the research model is considered valid, reliable, and appropriate for explaining the relationship between brand trust and consumer loyalty. These findings are also consistent with marketing theories that emphasize brand trust as the primary foundation for building long-term relationships between brands and their consumers. In the context of a local premium brand such as ESQA, consumer trust is built through the brand's commitment to product quality, consistent marketing communications, transparency in information, and positive consumer experiences during product use. ESQA's success in maintaining customer trust is a key factor in sustaining loyalty amid the increasingly competitive beauty industry, particularly amid numerous international and local brands offering similar products.

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