



THE INFLUENCE OF BRAND REPUTATION, QUALITY OF INFORMATION, AND WORD OF MOUTH ON BRAND REPUTATION IN ENVIRONMENTALLY FRIENDLY BODY CARE PRODUCTS

Julia Salwa Salsabila¹⁾, Usep Suhud²⁾, Dewi Agustin Pratama Sari³⁾

¹⁾ Universitas Negeri Jakarta, Jakarta, Indonesia

²⁾ Universitas Negeri Jakarta, Jakarta, Indonesia

³⁾ Universitas Negeri Jakarta, Jakarta, Indonesia

ARTICLE INFORMATION

Article History:

Received: March 19th 2024

Accepted: March 19th 2024

Published: Mei 24th 2024

Keywords:

Brand Reputation
Quality of Information
Word of Mouth
Brand Trust
Brand Loyalty

ABSTRACT

The purpose of this research is to determine the influence of brand reputation, quality of information, and word of mouth on brand reputation in environmentally friendly body care products. This quantitative research method collects data through questionnaires. A total of 254 respondents were sampled using purposive sampling technique. The objects taken in this research were respondents who had purchased environmentally friendly body care products at least 3 times in DKI Jakarta and were at least 18 years old. This research uses SPSS version 26 software and SEM (Structural Equation Model) from AMOS software to carry out the analysis and processing of research data. The management implications in this research are key in building and maintaining consumer loyalty to the brand. Management must consistently pay attention to brand reputation, convey accurate information, encourage positive word of mouth, build trust through integrity, and design strategies to increase consumer loyalty. By focusing on these aspects, management can formulate effective strategies to strengthen the brand's position in the environmentally friendly personal care products market. The results obtained in this research show that brand reputation, quality of information, and word of mouth have a positive and significant effect on brand trust. Apart from that, brand reputation and brand trust have a positive and significant effect on brand loyalty.

This is an open access article under the [CC-BY](https://creativecommons.org/licenses/by/4.0/) license.



Corresponding Author:

Julia Salwa Salsabila, Indoensia

Email-address : juliasalwa20@gmail.com

INTRODUCTION

According to soco.id (2020), today's women are different from the past, today's women not only pay attention to the use of a product, but also the process of making it. If a product is found to contain ingredients that pose a risk to both the environment and health, many women are determined to switch to another product option. Sustainable aspects involve broad concepts, including environmental, social and economic dimensions, which can be developed, but often face significant challenges in their implementation (Krissanya *et al.*, 2023).

Eco-friendly cosmetics are becoming more popular among consumers and manufacturers. Environmentally conscious consumers prefer natural, biodegradable packaging over plastic packaging, which is single-use and causes damage and burden on the environment. Increasing environmental awareness encourages customers to use environmentally friendly cosmetics (Amberg dan Fogarassy, 2019).

Unfortunately, as many brands tend to exaggerate their environmental performance without fulfilling their true responsibilities (Gatti *et al.*, 2019) the greenwashing phenomenon has become a major source of marketing crises. Previous research shows that greenwashing causes consumers to be skeptical of all eco-friendly claims (Nguyen *et al.*, 2019), thereby weakening green marketing efforts overall (Chen *et al.*, 2020).

Based on information from tirto.id (2022), around 96.7% of the Millennial and Gen Z generation in Indonesia prefer to use environmentally friendly products. This happens because sustainable

lifestyles are increasingly popular in Indonesia. According to reports from fimela.com (2023) and beautynesia.id (2022), several environmentally friendly body care products that have been circulating in Indonesia include Sensatia Botanicals, L'OCCITANE, The Body Shop, Love, Beauty and Planet, Innisfree, Nature Republic, and Herborist.

According to a report from compas.co.id, environmentally friendly body care products have not yet reached the highest popularity in sales. This could be due to higher product cost, convenience, and effectiveness. Eco-friendly body care products have a striking difference from non-eco-friendly products. This is because environmentally friendly body care products must provide optimal efficiency, stability and environmental safety levels (Amberg dan Fogarassy, 2019).

In addition, there are still some products that try to attract consumers' attention by promoting themselves as entities that care about the environment, a practice that is usually called greenwashing (Martínez *et al.*, 2020), through deceptive advertising practices (Torelli *et al.*, 2020). Promotions involving the environment do not always reflect the reality of the product (Martínez *et al.*, 2020). This can be seen from how selective or inaccurate the quality of the information conveyed is, which reflects the environmental strategy implemented by a brand (Torelli *et al.*, 2020). The quality of a brand's information is an important component that influences the level of customer trust in their brand (Kong *et al.*, 2020).

Perceptions of greenwashing are important to understand, because they significantly influence customer brand trust and brand loyalty towards environmentally friendly body care products. Hameed *et al.* (2021) suggest that personal care companies avoid greenwashing practices, as such actions can damage their brand reputation. Consumers don't want to experience the feeling of being cheated by a company that only pretends to care about the environment. Therefore, a bad brand reputation can result in the loss of customers, because the level of brand trust and brand loyalty is very influential for customers (Rasoolimanesh *et al.*, 2021)

In addition, if consumers have a positive perception of environmentally friendly body care products, this can also increase customer trust in the brand, as well as create positive promotions through word of mouth (Hameed *et al.*, 2021). Word of mouth is an informal way to talk about how a company or service is known in society (Ahmadi, 2019). Thus, trust in a brand plays an important role in creating loyalty to that brand (Khan dan Fatma, 2019).

Based on the background described above, the researcher was motivated to conduct research with the title "Building Brand Loyalty in Eco Body Care: The Power of Brand Reputation, Quality of Information, and Word of Mouth".

LITERATURE REVIEW

Brand Loyalty

Brand loyalty is the result of psychological choices and is demonstrated consistently by several groups of decision makers

towards certain brands, creation and evaluation processes (Uzir *et al.*, 2021). Navaneethakrishnan (2020) argues that all marketing attention is on brand loyalty, and that is true. One of the most important things any company wants to achieve is brand loyalty. Brand loyalty is the main goal of the company's marketing division. According to Shanahan *et al.*, (2019) Brand loyalty begins when someone buys the first product, which is usually based on the perceived quality of the product. Because it is an emotional construct, brand loyalty is largely driven by how a person feels about a particular product and the qualities they think of that product. It can be concluded that brand loyalty is consumer loyalty to a brand which is demonstrated through repeat purchases and consistent preferences for that brand's products or services compared to its competitors. This reflects the consumer's trust and satisfaction with the quality and value offered by the brand, as well as the emotional bond formed between the consumer and the brand. The main indicator of brand loyalty is repeat purchases, where consumers regularly choose and buy products from the same brand over a certain period of time, showing a consistent level of trust and satisfaction with the brand.

Brand Trust

Widyastuti *et al.* (2019) stated that integrating green marketing into advertising approaches can increase brand trust. Brand trust is the result of a firm desire to ensure consistent product reliability when consumers are planning to purchase the brand (Cha dan Sho, 2019). The importance of trust in a brand is the key to success, ensuring that the brand has the ability to create

products that are not only well received by consumers, but are also able to effectively overcome various problems and meet the needs faced by these consumers. This trust is the basis that builds positive relationships between brands and consumers (Arum Tian Maulidya, 2023). It can be concluded that brand trust is consumer confidence in a brand based on the consistency, quality and integrity demonstrated by the brand. This trust reflects consumers' confidence that brands will deliver on their promises, provide reliable products and services, and act ethically and transparently. The main indicator of brand trust is customer satisfaction, where a high level of satisfaction from customers shows that the brand is reliable and able to consistently meet consumer needs and expectations.

Brand Reputation

Everyone agrees that brand reputation is an important part of branding. A good reputation also helps a brand achieve financial success. Companies with a good reputation also perform better than their competitors. When a brand loses its reputation, it will damage the purchase intent that was built from the start. In addition, the brand reputation will change for the worse (Navaneethakrishnan, 2020). According to Ahmadi dan Ataei (2022), a desired brand reputation shows that customers trust the brand and its offerings, feel comfortable and proud when purchasing these goods and services. Rust *et al.* (2021) describe brand reputation as an overall impression formed from the thoughts, feelings and conversations that all stakeholders have regarding a brand. It can be concluded that brand reputation is an

important aspect of branding and financial success of a company. Consumer trust in a brand and its offerings is the primary foundation of a desirable reputation, influencing purchasing decisions and creating positive experiences. A high level of customer loyalty is a strong indicator that the brand has a good reputation and is valued by the market, reflecting trust and satisfaction with consistent quality and service.

Quality of Information

Kuan (2021) argues about several dimensions of information quality, namely timeliness. The dimension of information quality is related to the timely availability of the latest data sets. For this reason, this factor is based on age characteristics and processing speed. In addition, there is the credibility of information which is completely dependent on the quality of the information system. The reliability of information depends on several key elements. One dimension of information quality is interpretability, which indicates whether information is understood identically by users from various backgrounds. Having good quality in the delivery of this information is key in ensuring that the public can obtain reliable and relevant information (Simanjuntak *et al.*, 2022). It can be concluded that the quality of information is an important factor in shaping consumer perceptions of a brand or product. Accurate, clear and relevant information provides a strong basis for consumers to make intelligent decisions and build trust in the brand. High-quality information can also increase consumer satisfaction and strengthen the relationship between brands and consumers. The main indicator of quality of information is the accuracy

of the information conveyed to consumers. Accurate information provides a solid foundation for consumers to make intelligent decisions and build trust in the brand.

Word of Mouth

According to Ahmadi (2019) the way to gain a competitive advantage is through word of mouth promotion in situations where public trust in organizations and advertising announcements decreases. Word of Mouth is an informal way to talk about how a company or service is well known in society. WOM marketing is also known as the communication of goods and services between individuals who do not appear to be affiliated with the company that produces them (Ahmadinejad, 2019). WOM is created by consumers who have no personal interests, they are considered honest and sincere compared to communications created by marketers. It can be concluded that word of mouth is one of the most powerful aspects in influencing consumer perceptions and decisions regarding a brand or product. When consumers share their positive or negative experiences with others, either in person or via social media platforms, this can have a major impact on brand image and customer loyalty. Word of mouth creates an informal network among consumers who can provide recommendations or warnings, greatly influencing a brand's growth and reputation. The main indicator of word of mouth is the frequency of recommendations by consumers to other people. This frequency reflects how often consumers are satisfied with a brand or product and feel comfortable sharing their experiences with others.

Brand Reputation and Brand Trust

Brand reputation can shape customer confidence in purchasing a product. According to Shafiq *et al.*, (2023) brand reputation has a positive and significant influence on brand trust. Based on research conducted by Rasoolimanesh *et al.*, (2021) shows that brand reputation has a positive influence on brand trust. A brand's reputation can be a major factor for consumers to buy the product, because they trust the information provided. This is in line with research conducted by Ngo *et al.*, (2020) that brand reputation has a positive influence on brand trust.

H1: Brand Reputation has a positive and significant effect on Brand Trust

Quality of Information and Brand Trust

Good quality information can grow brand trust for consumers. According to Sarkar *et al.*, (2020) it is known that information quality has a positive and significant relationship with brand trust. Based on research conducted by Kong *et al.*, (2020), active millennial Airbnb users show that information quality has a positive and significant effect on brand trust. This can be seen from the context of sharing commerce, the quality of information is an important element that influences the level of consumer confidence in the purchasing experience. Although the share commerce business model brings convenience in purchasing and sharing, customers want service providers to ensure the availability of high-quality information to meet their expectations.

H2: Quality of Information has a positive and significant effect on Brand Trust

Word of Mouth and Brand Trust

Research conducted by Sari *et al.* (2021) shows that word of mouth has a positive and significant relationship with brand trust. With positive word of mouth (WOM) recommendations, customer confidence in using the product service increases because its safety and reliability are communicated through WOM. According to Dewi *et al.* (2021) there is a positive and significant relationship between word of mouth and brand trust. Based on research conducted by Kim *et al.* (2019) it is known that word of mouth has a positive influence on brand trust. The exchange of consumer information through word of mouth recommendations provides a great opportunity to share and create content about a variety of things, including branding.

H3: Word of Mouth has a positive and significant effect on Brand Trust

Brand Reputation and Brand Loyalty

Brand reputation is one of the significant factors determining the selling value of a brand. By having a good brand reputation, companies can invite consumers to repurchase products and develop brand loyalty. On the other hand, if a brand's reputation is bad, the company can lose consumers because their loyalty level decreases. Rasoolimanesh *et al.* (2021) proves that brand reputation has a positive influence on brand loyalty. Navaneethakrishnan (2020) in his research also proved that brand reputation has a positive and significant impact on brand loyalty.

H4: Brand Reputation has a positive and significant effect on Brand Loyalty

Brand Trust and Brand Loyalty

Trust in a brand is a very influential factor in forming brand loyalty. (Cuong, 2020) research shows that brand trust has a positive relationship with brand loyalty. By building trust in a brand over a certain period, a loyalty habit will be formed. Consumers will make rational purchasing decisions after weighing the pros and cons of product quality. They form trust after experiencing using the product, over time this will grow loyalty and eventually become a habit. This was proven by researcher (Navaneethakrishnan, 2020) that brand trust has a positive impact on brand loyalty. (Khan dan Fatma, 2019) also argue that brand trust has a positive effect on brand loyalty.

H5: Brand Trust has a positive and significant effect on Brand Loyalty

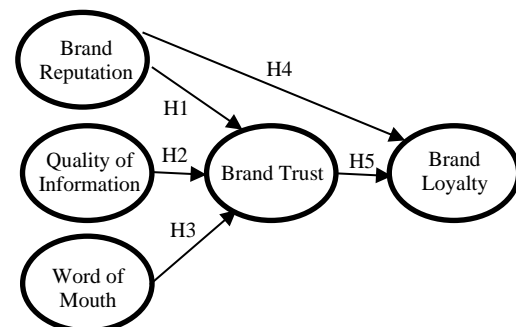


Figure 1. Research Fraework

Source: Data processed by author (2024)

RESEARCH METHODS

Research Approach

In this research, researchers will use quantitative methods to collect data systematically and use statistical analysis to find patterns and relationships between variables. It is hoped that quantitative methods will provide clarity and accuracy in measuring how the independent variable affects the dependent variable. This research was

conducted over a period of six months, starting from September 2023 to February 2024 in the DKI Jakarta area.

Data and Sample

This research uses a purposive sampling technique. According to Isaac (2023) purposive sampling is a non-probability sampling method where the researcher selects subjects that suit the research objectives based on the researcher's beliefs. In this technique, the researcher relies on his own judgment to select participants from the research population. The sample characteristics that will be used in this research include:

- a. Eco-friendly body care users.
- b. Domiciled in DKI Jakarta.

According to Hair *et al.* (2022) a minimum sample size of 200 is sufficient for a simple research model with normal data distribution in Structural Equation Modeling (SEM) analysis. Based on this opinion, researchers will use a sample of 250 respondents in this study to avoid the possibility of biased data.

Data Collection Techniques

The data collection technique for this research uses primary data from a survey by distributing questionnaires to 250 environmentally friendly body care users who live in DKI Jakarta. The measurement scale that will be used by researchers is the Likert scale, this was taken and adapted from previous studies to match the needs of this research. According to Kandasamy *et al.* (2020) Likert scale is a psychometric method commonly used in surveys to collect people's responses in varying degrees of 'agree' or 'disagree'. In this research, researchers will distribute questionnaires using a six-point Likert scale so that respondents do not give neutral answers which could bias the researcher's data.

Data Analysis Techniques

The data analysis techniques that researchers will use to process and analyze the data in this research are SPSS Version 26 and AMOS. The reason researchers use SPSS is to test validity and reliability, while AMOS is to test Confirmatory Factor Analysis (CFA), and hypotheses test.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Characteristics

Respondent Characteristics	Amount	%
Types of Products		
Sensatia Botanicals	22	8,7%
L'OCCITANE	16	6,3%
The Body Shop	73	28,7%
Love, Beauty, and Planet	34	13,4%
Innisfree	20	7,9%
Nature Republic	52	20,5%

Respondent Characteristics	Amount	%
Herborist	34	13,4%
Others	3	1,2%
	254	100%
Usage Period		
< 1 year	96	37,8%
1-3 years	118	46,5%
4-6 years	25	9,8%
> 6 years	15	5,9%
	254	100%
Purchase Amount		
3 times	112	44,1%

Respondent Characteristics	Amount	%
4 times	49	19,3%
5 times	39	15,4%
> 5 times	54	21,3%
	254	100%
Gender		
Male	104	40,9%
Female	150	59,1%
	254	100%
Age		
18-29 years old	233	91,7%
30-47 years old	20	7,9%
48-60 years old	1	0,4%
	254	100%
Domicile		
South Jakarta	159	62,6%
Central Jakarta	19	7,5%
West Jakarta	24	9,4%
East Jakarta	39	15,4%
North Jakarta	13	5,1%
	254	100%
Last Education		
< High school/ Equivalent	9	3,5%
High School/ Equivalent	193	76,0%
Diploma	14	5,5%
S1	36	14,2%
S2	2	0,8%
S3	0	0%
	254	100%
Employment Status		
Student/Students	196	77,2%
Entrepreneur/Entrepreneur	10	3,9%
Government employees	2	0,8%
Private Employees	42	16,5%

Respondent Characteristics	Amount	%
Pension	0	0%
Others	4	1,6%
	254	100%
Marital Status		
Not Married Yet	230	90,6%
Marry	23	9,1%
Separated/Divorced	0	0%
Spouse Dies	1	0,4%
	254	100%

Source: Data processed by author (2024)

Based on Table 1, the characteristics of respondents in the Types of Products category show that the majority of respondents buy more environmentally friendly body care products from The Body Shop products. This is because The Body Shop has been carrying an environmentally friendly theme for a long time, apart from that there are also more and more flavor variants that consumers can try. The quality of The Body Shop products is also known to be very good for skin health. Furthermore, the characteristics of respondents in the Usage Period category show that the majority of respondents have used environmentally friendly body care products for 1-3 years. This indicates that many consumers care about the environment by using environmentally friendly products. Next, the characteristics of respondents in the Purchase Amount category show that the majority of respondents have purchased environmentally friendly body care products 3 times in the last year. This means that many consumers are loyal to environmentally friendly products.

Apart from that, the characteristics of respondents in the Gender category show that the majority of respondents are women, meaning that women dominate the interest in using environmentally friendly body care products compared to men. This can be caused because women care more about the health of their skin. Then, the characteristics of respondents in the Age category show that the majority of respondents who use environmentally friendly body care products are aged 18-29 years, which is dominated by Generation Z. In addition, the characteristics of respondents in the Domicile category show that the majority of respondents who use environmentally friendly body care products are domiciled in South Jakarta. Next, the characteristics of respondents in the Last Education category show that the majority of respondents who use environmentally friendly body care

products have a high school education or equivalent. Furthermore, the characteristics of respondents in the Employment Status category show that the majority of respondents who use environmentally friendly body care products have working student status. The final characteristic of respondents in the Marital Status category shows that the majority of respondents who use environmentally friendly body care products are those who are not married.

Validity and Reliability Test

Based on Table 10, the factor loading values for all indicators in this study are declared valid. Then, the Cronbach's Alpha value for all variables is > 0.7. So the measurements in the reliability test are declared reliable.

Table 2. Validity and Reliability Test Results

Reference Source	Name	Variabels and Indicator	Factor Loading	Cronbach's Alpha
<i>Brand Reputation</i>				0.895
(Ahmadi dan Ataei, 2022; Ngo <i>et al.</i> , 2020)	BR2	Eco-friendly body care products are well known	0.863	
	BR1	Eco-friendly body care products have a good reputation	0.862	
	BR4	Eco-friendly body care products are easy to spot	0.840	
	BR3	Eco-friendly body care products have high self-esteem	0.838	

Reference Source	Name	Variabels and Indicator	Factor Loading	Cronbach's Alpha
	BR5	I think eco-friendly body care products have a good reputation when it comes to ensuring healthy skin	0.796	
<i>Quality of Information</i>				0.902
(Kang dan Namkung, 2019)	QoF2	Information on environmentally friendly body care products is updated regularly	0.889	
	QoF4	Information on environmentally friendly body care products is easy to obtain	0.845	
	QoF5	Information on environmentally friendly body care products can be accessed quickly when needed	0.839	
	QoF3	Information on environmentally friendly body care products is presented in an attractive way	0.836	
	QoF1	Accurate environmentally friendly body care product information	0.832	
<i>Word of Mouth</i>				0.891
(Blaise <i>et al.</i> , 2019; Kim <i>et al.</i> , 2019)	WOM1	I'm talking about the good side of environmentally friendly body care products with the best level of product quality	0.852	
	WOM2	I am proud to tell other people that I use environmentally friendly body care products with the best level of product quality	0.848	
	WOM5	My friends/family's opinions are important in influencing my views on environmentally friendly body care products	0.841	
	WOM4	My friends/family have mentioned some things I hadn't considered about eco-friendly body care products	0.833	
	WOM3	I always praise environmentally friendly body care products that are good for healthy skin	0.811	
<i>Brand Trust</i>				0.939
(Khan and Fatma, 2019)	BT3	Quality guaranteed environmentally friendly body care product services	0.927	
	BT2	Environmentally friendly body care products make me feel safe	0.912	
	BT4	Environmentally friendly body care products attract consumers	0.901	
	BT1	I believe in the quality of environmentally friendly body care products	0.884	
	BT5	Eco-friendly body care product brands are honest with their consumers	0.862	
<i>Brand Loyalty</i>				0.926
(Bozbay and Karakuş Başlar, 2022; Khan and Fatma, 2019)	BL2	I intend to continue buying environmentally friendly body care products	0.909	
	BL4	I recommend environmentally friendly body care products to my friends and relatives	0.902	
	BL1	I am willing to pay a higher price for environmentally friendly body care products compared to other brands	0.877	
	BL3	I will continue my current eco-friendly body care products for the next few years	0.864	

Reference Source	Name	Variabels and Indicator	Factor Loading	Cronbach's Alpha
	BL5	I say positive things about eco-friendly body care products to other people	0.842	

Source: Data processed using SPSS 26 (2024)

Confirmatory Factor Analysis (CFA) Test

Based on Table 11 shows the results of the Confirmatory Factor Analysis (CFA) test, all index values comply with the suitability requirements and are declared fit.

Table 3. Confirmatory Factor Analysis (CFA) Test Results

Indeks	Cut off Value	Results	Model Evaluation
P	≥ 0,05	0,082	<i>Fitted</i>
CMIN/DF	≤ 2,00	1,309	<i>Fitted</i>
GFI	≥ 0,9	0,965	<i>Fitted</i>
RMSR	< 0,05	0,015	<i>Fitted</i>
RMSEA	≤ 0,08	0,035	<i>Fitted</i>
AGFI	≥ 0,9	0,938	<i>Fitted</i>
TLI	≥ 0,9	0,992	<i>Fitted</i>
CFI	≥ 0,9	0,994	<i>Fitted</i>

Source: Data processed using AMOS (2024)

Hypothesis Test

Based on table 12, the t-value results conclude that H1 is accepted because the t value > 1.96 means that brand reputation is stated to have a positive and significant influence on brand trust. H2 is accepted because the t value > 1.96 means that the quality of information is stated to have a positive and significant effect on brand trust. H3 is accepted because the t value > 1.96

means that word of mouth is stated to have a positive and significant effect on brand trust. H4 is accepted because the t value > 1.96 means that brand reputation is stated to have a positive and significant effect on brand loyalty. And H5 is accepted because the t value > 1.96 means that brand trust is stated to have a positive and significant effect on brand loyalty.

Table 4. Hypothesis Test Result

Hypothesis	Independent Variable	Dependent Variable	C.R. (t-value)	P	Standardized Regression Weight	Hypothesis Test Results
H1	BR	→ BT	2.344	.019	0,418	Accepted
H2	QoF	→ BT	2.006	.045	0,315	Accepted
H3	WOM	→ BT	9.369	***	0,257	Accepted
H4	BR	→ BL	9.369	***	0,366	Accepted
H5	BT	→ BL	9.369	***	0,658	Accepted

Source: Data processed using AMOS (2024)

The Relationship Between Brand Reputation and Brand Trust

The brand reputation variable on brand trust has a standardized regression weights value of 0.418 and C.R. (Critical Ratio) of 2.344, which means greater than 1.96, means brand reputation is stated to have a positive and significant influence on brand trust. Thus, the first hypothesis which states that brand reputation has a positive and significant effect on brand trust is accepted. This shows that a positive brand reputation will influence brand trust in purchasing environmentally friendly body care products. The results of this study are in accordance with research conducted by Ngo *et al.* (2020a), Rasoolimanesh *et al.* (2021), and Shafiq *et al.* (2023) who found that brand reputation has a positive and significant relationship with brand trust.

The Relationship Between Quality of Information and Brand Trust

The quality of information variable on brand trust has a standardized regression weights value of 0.315 and C.R. (Critical Ratio) is 2.006, which means it is greater than 1.96, so the quality of information is stated to have a positive and significant effect on brand trust. Thus, the first hypothesis which states that quality of information has a positive and significant effect on brand trust is accepted. This shows that good quality of information will influence brand trust in purchasing environmentally friendly body care products. The results of this study are in accordance with research conducted by Kong *et al.* (2020) and Sarkar *et al.* (2020) who found that quality of information has a positive and significant relationship with brand trust.

The Relationship Between Word of Mouth and Brand Trust

The word of mouth variable on brand trust has a standardized regression weights value of 0.257 and C.R. (Critical Ratio) is 9.369, which means it is greater than 1.96, so word of mouth is stated to

have a positive and significant influence on brand trust. Thus, the first hypothesis which states that word of mouth has a positive and significant effect on brand trust is accepted. This shows that positive word of mouth will influence brand trust in purchasing environmentally friendly body care products. The results of this research are in accordance with research conducted by Dewi *et al.* (2021), Kim *et al.* (2019), and Sari *et al.* (2021) who found that word of mouth has a positive and significant relationship with brand trust.

The Relationship Between Brand Reputation and Brand Loyalty

The brand reputation variable on brand loyalty has a standardized regression weights value of 0.366 and C.R. (Critical Ratio) of 9.369, which means it is greater than 1.96, then brand reputation is stated to have a positive and significant influence on brand loyalty. Thus, the first hypothesis which states that brand reputation has a positive and significant effect on brand loyalty is accepted. This shows that a positive brand reputation will influence brand loyalty when purchasing environmentally friendly body care products. The results of this study are in accordance with research conducted by Navaneethakrishnan (2020) dan Rasoolimanesh *et al.* (2021) who found that brand reputation has a positive and significant relationship with brand loyalty.

The Relationship Between Brand Trust and Brand Loyalty

The brand trust variable towards brand loyalty has a standardized regression weights value of 0.658 and C.R. (Critical Ratio) of 9.369, which means greater than 1.96, means brand trust is stated to have a positive and significant effect on brand loyalty. Thus, the first hypothesis which states that brand trust has a positive and significant effect on brand loyalty is accepted. This shows that positive brand trust will influence brand loyalty when purchasing environmentally

friendly body care products. The results of this study are in accordance with research conducted by Cuong (2020), Khan and Fatma (2019), and Navaneethakrishnan (2020), who found that brand trust has a positive and significant relationship with brand loyalty.

CONCLUSION

The research results show that all hypotheses in this study, namely the first to fifth hypotheses, can be accepted because the standardized total effect is positive and has a t value > 1.96 .

The results of the analysis between variables between brand reputation, quality of information, and word of mouth have an influence on brand trust. Then, brand reputation and brand trust variables also have an influence on brand loyalty. Therefore, to maintain brand loyalty, environmentally friendly personal care product companies must increase positive responses to their brand reputation, provide quality information, obtain good word of mouth testimonials, and strengthen brand trust so that customers remain loyal to their brand. Here are some things a brand manager or marketing manager can improve:

The brand reputation variable is proven to have a positive and significant influence on brand trust and brand loyalty. The better the reputation of a brand, the higher the trust and loyalty consumers have towards that brand. Therefore, brand managers or marketing managers may consider investing in building a strong and positive brand image through marketing strategies, responsible manufacturing practices, and responsiveness to customer feedback.

The quality of information variable that shows a positive and significant influence on brand trust is the importance of providing consumers with accurate, clear and reliable information about environmentally friendly body care

products. Therefore, brand managers or marketing managers must ensure that product information, the ingredients used, and the environmental impact of their production are available transparently to build strong brand trust.

The word of mouth variable which shows a positive and significant influence on brand trust emphasizes the importance of motivating and facilitating consumers to share their positive experiences with others. Therefore, brand managers or marketing managers can develop incentive or reward programs to encourage and strengthen positive word of mouth from their users.

In the brand trust variable which shows a positive and significant influence on brand loyalty, it can be concluded that consumer trust in a brand can build loyalty to that brand. Therefore, brand managers or marketing managers need to prioritize efforts to strengthen consumer trust through brand consistency, superior customer service, and open and honest communication. Brand managers also need to understand that investing in strengthening relationships with consumers can have a positive impact on brand loyalty and long-term growth.

The academic implications of this research highlight the importance of trust in building brand loyalty for environmentally friendly body care products. Factors such as brand reputation, quality of information, and word of mouth play a key role. By understanding the interactions between these elements, this research offers new insights for practitioners in effectively increasing brand trust and loyalty. Additionally, this research is different in that it is not limited to a single brand, providing a broader theoretical contribution within that product category.

In this research, researchers were faced with the problem of unequal distribution of respondents in DKI Jakarta. Apart from that, they also experienced difficulty in

finding respondents who used environmentally friendly body care products. Nonetheless, the research focus remains on such products in the region.

Recommendations for further research are to expand the sample of respondents in DKI Jakarta and utilize various data collection methods, as well as collaborate with related parties to obtain further information.

REFERENCE

- Ahmadi, A. (2019). Thai Airways: key influencing factors on customers' word of mouth. *International Journal of Quality and Reliability Management*, 36(1), 40–57. <https://doi.org/10.1108/IJQRM-02-2018-0024>
- Ahmadi, A., & Ataei, A. (2022). Emotional attachment: a bridge between brand reputation and brand advocacy. *Asia-Pacific Journal of Business Administration*, June. <https://doi.org/10.1108/APJBA-11-2021-0579>
- Ahmadinejad, B. (2019). The impact of customer satisfaction on word of mouth marketing (Case study: Bamilo online store). *SCIREA Journal of Management*, 3(May), 40–52. https://www.researchgate.net/profile/Bahareh_Ahmadinejad/publication/333478283_The_Impact_of_Customer_Satisfaction_on_Word_of_Mouth_Marketing_Case_Study_Bamilo_Online_Store/links/5cef4bea92851c4dd01a6f44/The-Impact-of-Customer-Satisfaction-on-Word-of-Mout
- Amberg, N., & Fogarassy, C. (2019). Green consumer behaviour in cosmetic market. *Resources*, 8(3), 1–19.
- Arum Tian Maulidya, S. (2023). the Influence of Celebrity Endorsers, Brand Image, and Brand Trust on Purchasing Decision of Wardah Lightening Serum Ampoule Products in Surabaya. *International Journal Of Economy Education and Entrepreneurship*, 3(2), 377–386. <https://doi.org/10.53067/ije3.v3i2>
- Beautynesia.id. (2022, 13 September). BeauPicks: 7 Body Care Vegan yang Menarik Buat Dicoba. Diakses pada 6 Desember 2023, dari <https://www.beautynesia.id/beauty/beaupicks-7-body-care-vegan-yang-menarik-buat-dicoba/b-262002>
- Blaise, P., Issock, I., Mpinganjira, M., & Roberts-lombard, M. (2019). Modelling green customer loyalty and positive word of mouth Can environmental knowledge make the difference in an emerging market? September. <https://doi.org/10.1108/IJOEM-09-2018-0489>
- Bozbay, Z., & Karakuş Başlar, E. (2022). Impact of Brand Trust on Brand Loyalty: Mediating Role of Brand Affect. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 6(1), 803–828.
- CHA, S.-S., & SEO, B.-K. (2019). The Effect of Brand Trust of Home Meal Replacement on Repurchasing in Online Shopping. *Journal of Business Economics and Environmental Studies*, 9(3), 21–26. <https://doi.org/10.13106/jbees.2019.vol9.no3.21>
- Chen, Y. S., Huang, A. F., Wang, T. Y., & Chen, Y. R. (2020). Greenwash and green purchase behaviour: the mediation of green brand image and green brand loyalty. *Total Quality Management and Business Excellence*, 31(1–2), 194–209. <https://doi.org/10.1080/14783363.2018.1426450>
- Cuong, D. T. (2020). The influence of brand satisfaction, brand trust,

- brand preference on brand loyalty to laptop brands. *Systematic Reviews in Pharmacy*, 11(11), 95–101. <https://doi.org/10.31838/srp.2020.1.15>
- Dewi, F. M., Sulivyo, L., & Bastaman, A. (2021). Mediating Effect of Brand Image and Brand Trust Between E-Wom on Smartphone Buy Interest in Tangerang City. *Russian Journal of Agricultural and Socio-Economic Sciences*, 119(11), 74–80. <https://doi.org/10.18551/rjoas.2021-11.08>
- Fimela.com. (2023, 17 November). 5 Rekomendasi produk skincare yang ramah lingkungan. Diakses pada 6 Desember 2023, dari <https://www.fimela.com/beauty/read/5442445/5-rekomendasi-produk-skincare-yang-ramah-lingkungan?page=3>
- Gatti, L., Seele, P., & Rademacher, L. (2019). Grey zone in – greenwash out. A review of greenwashing research and implications for the voluntary-mandatory transition of CSR. *International Journal of Corporate Social Responsibility*, 4(1), 1–15. <https://doi.org/10.1186/s40991-019-0044-9>
- Hair, Jr., J. F., M. Hult, G. T., M. Ringle, C., Sarstedt, & Marko. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) [3 ed]. In *Angewandte Chemie International Edition*, 6(11), 951–952. (Vol. 3, Issue 1). <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>
- Hameed, I., Hyder, Z., Imran, M., & Shafiq, K. (2021). Greenwash and green purchase behavior: an environmentally sustainable perspective. *Environment, Development and Sustainability*, 23(9), 13113–13134. <https://doi.org/10.1007/s10668-020-01202-1>
- Isaac, E. (2023). Convenience and purposive sampling techniques: Are they the same? *International Journal of Innovative Social and Scientific Education Research*, 11(1), 1–7. www.seahipaj.org
- Kandasamy, I., Kandasamy, W. B. V., Obbineni, J. M., & Smarandache, F. (2020). Indeterminate Likert scale: feedback based on neutrosophy, its distance measures and clustering algorithm. *Soft Computing*, 24(10), 7459–7468. <https://doi.org/10.1007/s00500-019-04372-x>
- Kang, J. W., & Namkung, Y. (2019). The information quality and source credibility matter in customers' evaluation toward food O2O commerce. *International Journal of Hospitality Management*, 78(February), 189–198. <https://doi.org/10.1016/j.ijhm.2018.10.011>
- Khan, I., & Fatma, M. (2019). Connecting the dots between CSR and brand loyalty: the mediating role of brand experience and brand trust. *International Journal of Business Excellence*, 17(4), 439. <https://doi.org/10.1504/ijbex.2019.10020542>
- Kim, E. J., Kim, S. H., & Lee, Y. K. (2019). The effects of brand hearsay on brand trust and brand attitudes. *Journal of Hospitality Marketing and Management*, 28(7), 765–784. <https://doi.org/10.1080/19368623.2019.1567431>
- Kong, Y., Wang, Y., Hajli, S., & Featherman, M. (2020). In Sharing Economy We Trust: Examining the Effect of Social and Technical Enablers on Millennials' Trust in Sharing Commerce. *Computers in Human Behavior*, 108(April). <https://doi.org/10.1016/j.chb.2019.04.017>

- Krissanya, N., Sholikhah, S., Berutu, M. B., & Sari, D. A. P. (2023). Exploring the role of green brand positioning in determining green product purchase intention. *International Journal of Applied Economics, Finance and Accounting*, 15(2), 88–95. <https://doi.org/10.33094/ijaefa.v15i2.838>
- Kuan, S. P. (2021). Quality of Information. In *SunText Review of Economics & Business* (Vol. 02, Issue 03). <https://doi.org/10.51737/2766-4775.2021.036>
- Martínez, M. P., Cremasco, C. P., Gabriel Filho, L. R. A., Junior, S. S. B., Bednaski, A. V., Quevedo-Silva, F., Correa, C. M., da Silva, D., & Padgett, R. C. M.-L. (2020). Fuzzy inference system to study the behavior of the green consumer facing the perception of greenwashing. *Journal of Cleaner Production*, 242, 116064.
- Navaneethkrishnan K, & As, S. (2020). *Understanding the influence of Brand Reputation and Trust on Loyalty: A Mediated Role of Relationship*. August.
- Ngo, H. M., Liu, R., Moritaka, M., & Fukuda, S. (2020). Effects of industry-level factors, brand credibility and brand reputation on brand trust in safe food: evidence from the safe vegetable sector in Vietnam. *British Food Journal*, 122(9), 2993–3007. <https://doi.org/10.1108/BFJ-03-2020-0167>
- Nguyen, T. T. H., Yang, Z., Nguyen, N., Johnson, L. W., & Cao, T. K. (2019). Greenwash and green purchase intention: The mediating role of green skepticism. *Sustainability (Switzerland)*, 11(9), 1–16. <https://doi.org/10.3390/su11092653>
- Rasoolimanesh, S. M., Tan, P. L., Nejati, M., & Shafaei, A. (2021). Corporate social responsibility and brand loyalty in private higher education: mediation assessment of brand reputation and trust. *Journal of Marketing for Higher Education*, September. <https://doi.org/10.1080/08841241.2021.1973645>
- Rust, R. T., Rand, W., Huang, M. H., Stephen, A. T., Brooks, G., & Chabuk, T. (2021). Real-Time Brand Reputation Tracking Using Social Media. *Journal of Marketing*, 85(4), 21–43. <https://doi.org/10.1177/0022242921995173>
- Sari, N. N., Fauzi, A., & Rini, E. S. (2021). The Effect of Electronic Word of Mouth (E-Wom) and Brand Image on Repurchase Intention Moderated by Brand Trust in the Garuda Indonesia Airline. *International Journal of Research and Review*, 8(9), 81–91. <https://doi.org/10.52403/ijrr.20210912>
- Sarkar, S., Chauhan, S., & Khare, A. (2020). A meta-analysis of antecedents and consequences of trust in mobile commerce. *International Journal of Information Management*, 50(August 2019), 286–301. <https://doi.org/10.1016/j.ijinfomgt.2019.08.008>
- Shafiq, M. A., Ziaullah, M., Siddique, M., Bilal, A., & Ramzan, M. (2023). Unveiling the Sustainable Path: Exploring the Nexus of Green Marketing, Service Quality, Brand Reputation, and Their Impact on Brand Trust and Purchase Decisions. *International Journal of Social Science and Entrepreneurship (IJSSE)*, 3(2), 2790–7724.
- Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality. *Journal of*

Retailing and Consumer Services, 47(January 2018), 57–65. <https://doi.org/10.1016/j.jretconser.2018.10.007>

Simanjuntak, M. L., Mansur, S., Saragih, N., Hayati, S., & Endri, E. (2022). The role of quality and trust on using website news. *International Journal of Data and Network Science*, 6(3), 683–692. <https://doi.org/10.5267/j.ijdns.2022.4.004>

Soco.id. (2020, 15 Agustus). Barry m sustainable beauty. Diakses pada 6 Desember 2023, dari <https://www.soco.id/post/beauty/5f374fb041b19250ab495c1c/barry-m-sustainable-beauty>

Tirto.id. (2022, 21 September). 96,7% millennial dan gen z indonesia pilih produk ramah lingkungan. Diakses pada 6 Desember 2023, dari <https://tirto.id/967-millennial-dan-gen-z-indonesia-pilih-produk->

ramah-lingkungan-gwrD

Torelli, R., Balluchi, F., & Lazzini, A. (2020). Greenwashing and environmental communication: Effects on stakeholders' perceptions. *Business Strategy and the Environment*, 29(2), 407–421.

Uzir, M. U. H., Hamid, P. D. A. B. A., Latiff, T. D. A. S. A., & Jerin, I. (2021). *Brand Loyalty in Bangladesh: Customer Satisfaction, Brand Trust, Social Media Usage in Electronic Home Appliances*. Partridge Publishing Singapore.

Widyastuti, S., Said, M., Siswono, S., & Dian. (2019). Customer Trust through Green Corporate Image, Green Marketing Staretyg and Social Responsibility: A Case Study. *European Research Studies Journal*, XXII(Issue 3), 343–359. <https://doi.org/10.35808/ersj/1476>

APPENDIX

Research Questionnaire

Hello! Let me introduce myself, I am Julia Salwa Salsabila, final year student of the Bachelor of Management study program, Faculty of Economics, Jakarta State University. Currently I am conducting thesis research with the title " Building Brand Loyalty in Eco Body Care: The Power of Reputation, Quality of Information, and Word of Mouth."

I hope that you are willing to fill in each question in this questionnaire for the smooth running of this research. Every answer given will be kept confidential and utilized as best as possible.

Thank you for your attention and participation.

Julia Salwa Salsabila

SCREENING QUESTIONS

1. Do you live in the DKI Jakarta area?

Yes

No (stop filling)

2. Are you a user of environmentally friendly body care products?
- Yes
 - No (stop filling)
- 3 times
 - 4 times
 - 5 times
 - > 5 times

RESPONDENT DEMOGRAPHICS

1. What eco-friendly body care products do you use?

- Sensatia Botanicals
- L'OCCITANE
- The Body Shop
- Love, Beauty and Planets
- Innisfree
- Nature Republic
- Others

2. How long have you been using eco-friendly body care products?

- < 1 year
- 1-3 years
- 4-6 years
- or > 6 years

3. How many times have you purchased environmentally friendly body care products in the last year?

4. Gender

- Men
- Women

5. Age

- 18-29 Years
- 30-47 Years
- 48-60 Years

6. Domicile

- South Jakarta
- Central Jakarta
- West Jakarta
- East Jakarta
- North Jakarta

7. Recent Education

- < High school/equivalent
- High school/equivalent
- Diploma

- S1
- S2
- S3

INSTRUCTIONS FOR COMPLETING THE QUESTIONNAIRE

1. Read the statement carefully and thoroughly before you start to answer
2. Choose one answer that you think is the most correct
3. Answer the statement honestly and correctly

Fill out the questionnaire below by marking “•” next to the answer you want to choose.

1. **STS:** Strongly Disagree
2. **TS:** Disagree
3. **ATS:** Somewhat Disagree
4. **US:** Somewhat Agree
5. **S:** Agree
6. **SS:** Strongly Agree

8. *Employment Status*

- Student/Students
- Entrepreneur/Entrepreneur
- Civil Servants
- Private Employees
- Retirement
- Others

9. *Marital Status*

- Not Married
- Married
- Separation/Divorce
- Spouse dies

QUESTIONNAIRE STATEMENT

How much do you agree with the following statements.

Code	Statement	Alternative Answers					
		STS	TS	ATS	AS	S	SS
Brand Reputation (BR)							
BR1	Environmentally friendly body care products have a good reputation						

BR2	Environmentally friendly body care products are well known						
BR3	Environmentally friendly body care products have high self-esteem						
BR4	Environmentally friendly body care products are easy to recognize						
BR5	I think eco-friendly body care products have a good reputation in terms of ensuring healthy skin						

Qualiti of Information (QoF)

Code	Statement	Alternative Answers					
		STS	TS	ATS	AS	S	SS
QoF1	Information on environmentally friendly body care products is accurate						
QoF2	Information on environmentally friendly body care products is updated regularly						
QoF3	Information on environmentally friendly body care products is presented in an interesting way						
QoF4	Information on environmentally friendly body care products is easy to obtain						
QoF5	Information on environmentally friendly body care products can be accessed quickly if needed						

Word of Mouth (WOM)

Code	Statement	Alternative Answers					
		STS	TS	ATS	AS	S	SS
WOM1	I'm talking about the good side of environmentally friendly body care products with the best level of product quality						
WOM2	I am proud to tell other people that I use environmentally friendly body care products with the best level of product quality						
WOM3	I always praise environmentally friendly body care products that are good for healthy skin						

WOM4	My friends/family have mentioned some things I hadn't considered about eco-friendly body care products						
WOM5	My friends/family's opinions are important in influencing my views on environmentally friendly body care products						
Brand Trust (BT)							
Code	Statement	Alternative Answers					
		STS	TS	ATS	AS	S	SS
BT1	I believe in the quality of environmentally friendly body care products						
BT2	Environmentally friendly body care products make me feel safe						
BT3	Quality guaranteed environmentally friendly body care product services						
BT4	Environmentally friendly body care products attract consumers						
BT5	Eco-friendly body care product brands are honest with their consumers						
Brand Loyalty (BL)							
Code	Statement	Alternative Answers					
		STS	TS	ATS	AS	S	SS
BL1	I am willing to pay a higher price for environmentally friendly body care products compared to other brands						
BL2	I intend to continue buying environmentally friendly body care products						
BL3	I will continue my current eco-friendly body care products for the next few years						
BL4	I recommend environmentally friendly body care products to my friends and relatives						
BL5	I say positive things about eco-friendly body care products to other people						