

Do Brand Personality and Celebrity Endorser Influence Customer Loyalty through Brand Trust?

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Abstract: In an attempt to maintain customer loyalty to Madame Gie Cosmetic, it is necessary to innovate in promotion and marketing. Factors that can affect customer loyalty are brand personality and celebrity endorsers which are also related to brand trust variables. So, the purpose of this study is to examine the effect of brand personality and celebrity endorsers on customer loyalty through brand trust on Instagram followers of the Madame Gie Cosmetic brand. The approach used is quantitative research with descriptive explanatory and questionnaire filling methods. Research data obtained from 320 respondents. Data processing is done using Smart-PLS software. Data were analyzed by descriptive analysis, outer model, inner model and hypothesis testing with t-statistic value for alpha 5%. The results of this study are Brand personality has a positive and significant effect on customer loyalty and brand trust. Celebrity endorsers have a positive and insignificant effect on customer loyalty and brand trust. Brand trust has a positive and significant effect on customer loyalty. Brand personality and Celebrity endorsers have a positive and significant effect on customer loyalty through brand trust. While the general relationship between brand personality, celebrity endorsers, and customer loyalty has been explored in previous studies, the specific findings of this research contribute to the existing knowledge in several ways: Mediating role of brand trust and Specificity to Madame Gie cosmetics. The contribution of these findings may help theoretical advancement, practical implications, and specific insights for Madame Gie cosmetics. In summary, the novelty of the study lies in its identification of brand trust as a mediator, while its contributions include theoretical advancement, practical implications, and specific insights for the brand.

Keywords: Brand Personality, Brand Trust, Celebrity Endorser, Customer Loyalty, Madame Gie Cosmetic

A. Introduction

The cosmetics industry is growing very rapidly, each company is trying to continue to innovate in promotion and marketing. One of the popular strategies in today's

digital era is using endorsement services, where influencers with authority, knowledge, position, or strong relationships are used to influence the decisions, opinions, behaviors, and beliefs of their followers (Martin, 2020). According to a Nusaresearch (2020) study involving 2,830 respondents, they use cosmetic products to beautify themselves and increase self-confidence. The reasons for using cosmetics vary, with 75.1% of respondents using makeup for the purpose of beautifying themselves, 66.7% stating to increase self-confidence, 34.7% due to work demands, 22.5% to camouflage skin imperfections, and 22.5% for no specific reason. In this context, the number of cosmetic products makes consumers interested in having a charming appearance without having to spend a lot of money. Madame Gie's products attract consumers' attention because they are affordable and safe for health. Madame Gie also uses social media such as Instagram as a promotional tool, and provides promos or discounts at certain times. This promotion has a positive impact on increasing sales of Madame Gie products. In addition to good quality and affordable prices, brand names associated with famous artists in Indonesia also have a big influence on sales. For four years of operation, Madame Gie has continued to innovate with a wide variety of cosmetic products while maintaining economical prices, thus attracting consumers to try their cosmetic products.

Brand personality has the opportunity to influence the level of customer loyalty, for example, the interest of cosmetic users in the artist Gisella Anastasia as the owner of the Madame Gie brand. Loyalty to a brand occurs when consumers behave positively towards a brand and intend to purchase its products in the future. To create this attitude, companies must synergize in providing attention, trust, protection, and customer satisfaction. Celebrity endorsers also have a significant effect on consumer loyalty because the more famous and positive image of the celebrity in the eyes of the public, the more loyal consumers are to the brand. Research by (Fithrotudiniyah, 2019); (Artisca Yulia, & Ekawati,, 2021) state, brand personality and celebrity endorsers can have an influence on customer loyalty in addition, research has also found a significant influence of brand personality and celebrity endorsers on brand trust (Fadhila et al, 2015) ; (Nuraida, 2022). However, in the latest study (Firdah, 2022), stated that celebrity endorsers and brand trust have no correlation between the two. Another study showed a positive effect of brand trust on customer loyalty (Yunanto et al, 2017). There is no research that studies the influence of all these variables in the context of the influence of brand personality and celebrity endorsers on customer loyalty through brand trust, especially on Instagram followers of Madame Gie Cosmetic products. While the general relationship between brand personality, celebrity endorsers, and customer loyalty has been explored in previous studies, the specific findings of this research contribute to the existing knowledge in several ways: Mediating role of brand trust and Specificity to Madame Gie cosmetics. The contribution of these findings may help theoretical advancement, practical implications, and specific insights for Madame Gie cosmetics. In summary, the novelty of the study lies in its identification

of brand trust as a mediator, while its contributions include theoretical advancement, practical implications, and specific insights for the brand.

B. Methods

The type of research used is descriptive and explanatory and quantitative. The aim to be achieved is to investigate the brand personality and celebrity endorser factors in influencing consumer loyalty mediated by brand trust. This study includes one independent variable, namely consumer loyalty and two dependent variables, namely brand personality and celebrity endorsers. One of the mediating factors, brand trust, is also used. Meanwhile, the subjects used are users of Madame Gie products. The following is a conceptual framework that illustrates the above thinking:

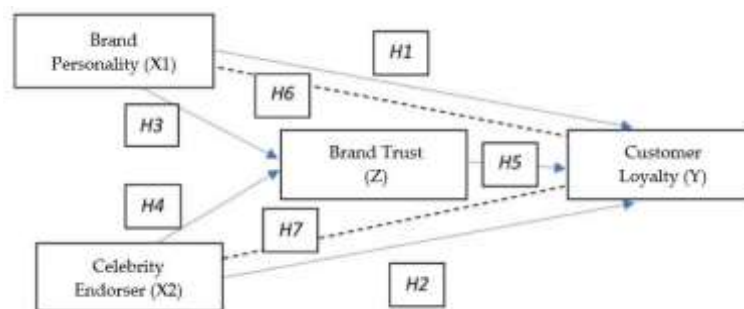


Figure 1. Conceptual framework

The data collection technique was carried out by distributing questionnaires quantitatively. To evaluate the hypothesis proposed, the research data is processed using statistical methods. From the results of the analysis, it is hoped that it will be able to deepen understanding of the relationship between the variables studied and it is hoped that this research will be used as a reference material for companies in improving and developing more effective and effective marketing strategies through proper brand personality management and the use of relevant celebrity endorsers. The population in this study is an infinite population whose population size is not known with certainty, namely Instagram followers of Madame Gie cosmetic products. Meanwhile, the technique for determining respondents is purposive sampling (a sample that aims and has sample criteria). The research sample requirements, namely consumers who use Madame Gie products, have purchased Madame Gie products at least 3 times, are 17-25 years old, and have references to Make Up products. From the Danniell & Terrel formula, a sample size of 303 respondents was obtained. In anticipation of inappropriate answers and to maintain accuracy, it was increased by 5% of the total sample (16 respondents) so that the final total sample was 320 respondents.

The data sources used are secondary and primary data. Primary data was obtained

from an online questionnaire (google form). The questionnaire contains questions about the research variables and uses a Likert scale as an alternative answer (see Table 1). Secondary data is obtained from literature studies conducted both from the internet, journals, and other relevant sources of information. Secondary data was used as additional information in the preparation of the research. By combining the use of primary and secondary data, it is hoped that this research can increase a comprehensive understanding of the relationship between the variables studied and other factors that are thought to be able to influence the level of customer loyalty to the Madame Gie Cosmetics brand.

Table 1. Research Instruments

Variable	Indicator	Item	Scale
<i>Brand Personality (X1)</i> (Su & Chang, 2018)	<i>Excitement</i>	1. Madame Gie's logo creates a friendly impression	Likert
		2. Madame Gie's store design creates an exciting impression	
		3. The choice of make-up variations on Madame Gie's products seems energetic	
	<i>Attractiveness</i>	1. Madame Gie's product design creates a charming impression	Likert
		2. Madame Gie's product design creates a graceful impression	
		3. Madame Gie's product design creates a convincing impression	
	<i>Sophistication</i>	1. Madame Gie's logo creates an elegant impression	Likert
		2. Madame Gie's product design is tasteful	
		3. Madame Gie's choice of product color creates a dazzling impression.	
	<i>Up-to-datedness</i>	1. Madame Gie's store design gives a contemporary impression	Likert
		2. Madame Gie's logo gives the impression of enthusiasm	
		3. Madame Gie's product design creates a trendy impression	
<i>Celebrity Endorser (X2)</i> (Stefani, 2013)	<i>Attractiveness</i>	1. The overall appearance of the celebrity endorser represents the brand image well.	Likert
		2. The beauty of the celebrity endorser	
		3. Celebrity endorser is a figure known to many people.	
	<i>Trustworthiness</i>	1. Good image without cases about celebrity endorsers	Likert
		2. Celebrity endorsers deliver claim-based messages consistently	
		3. Celebrity endorsers are people who can be trusted	
	<i>Expertise</i>	1. Celebrity endorsers have experience as advertising stars	Likert
		2. Celebrity endorsers understand how to use the product	
		3. Celebrity endorsers can convey messages and advertise products with high quality.	
<i>Customer Loyalty (Y)</i> (Gupala et al., 2016)	<i>Attitudinal Loyalty</i>	1. Consumer love the brand	Likert
		2. Consumers' desire not to leave the Madame Gie brand	
		3. Consumers' desire not to switch to competitors/similar brands	
	<i>Behavioural</i>	1. Consumer desire to repurchase	Likert

	<i>Loyalty</i>	2. Consumers' desire to give product recommendations to others	
<i>Brand Trust (Z)</i> (Zahra, 2014)	<i>Brand reliability</i>	1. Consumers believe the Madame Gie brand has guaranteed quality	Likert
		2. Consumers believe the Madame Gie brand is very trusted	
		3. Madame Gie brand has a good reputation	
	<i>Brand intention</i>	1. Consumers can rely on the Madame Gie brand to overcome product dissatisfaction	Likert
		2. The Madame Gie brand provides satisfaction for consumers	

Source: (Su & Chang, 2018) (Stefani, 2013) (Gupala et al., 2016) (Zahra, 2014)

After the data is collected, descriptive analysis will be conducted to review and analyze the variables in the study, namely brand personality, celebrity endorser, customer loyalty, and brand trust. This analysis aims to provide an overview of the characteristics and relationships between these variables. Furthermore, SEM-PLS analysis is carried out to test and analyze whether there is a direct or indirect effect on the independent variables (brand personality and celebrity endorser) with the dependent variable (customer loyalty), through the mediating variable (brand trust). The PLS method is used because it is able to overcome sample problems that have relatively small values and do not require certain data distribution assumptions.

After that, an outer model analysis is carried out to ensure that the constructs used in the measurement are valid and reliable. This analysis involves assessing the validity and reliability of each indicator to calculate the variables in the model. Inner model analysis is also carried out, which includes R square to see the amount of variability in customer loyalty can be explained by the independent variables. In addition, effect size analysis (F square) was conducted to assess the effect of independent variables on the dependent variable. Furthermore, prediction relevance (Q square) is used to test how well the developed model can predict customer loyalty. To test the hypothesis, the t-statistic value is used with an alpha significance level of 5%. This analysis will provide an overview of the significant influence between the research variables. Through this series of analyses, it is hoped that the research can produce in-depth findings about the influence of brand personality and celebrity endorsers on customer loyalty through brand trust, and provide certainty that the measurements are valid and reliable.

C. Results and Discussion

In this study, a total of 320 respondents were involved. Based on age analysis, it was found that the age range of respondents was between 17 to 25 years old, with the highest percentage in the 22-year age group. This shows that the majority of Madame Gie's product customers are teenagers. In terms of gender, it was found that 90% of the respondents were female. Thus, it can be concluded that Madame Gie products are more attractive to customers with female gender than male. Based

on occupation, several types of jobs were found to be owned by respondents, including students, working, entrepreneurs, and housewives. Students dominate in this study, with a percentage of 69.4%. Furthermore, based on expenditure per month, variations were found in the range of respondents' expenditure. However, monthly expenditure ranging from Rp.1,000,000 to Rp.2,500,000 is dominant at 28.1% each. The conclusion from this analysis is that the customers of Madame Gie products in this study are dominated by young women with a background as students. They tend to have an average monthly expenditure of Rp.1,000,000 to Rp.2,500,000.

Table 2. Respondent Identity

Description	Frequency	Percentage
Gender		
Male	32	10%
Female	288	90%
Age		
17 years	23	7,2%
18 years	24	7,5%
19 years	22	6,9%
20 years	35	11%
21 years	55	17,2%
22 years	57	17,8%
23 years	38	11,9%
24 years	26	8,1%
25 years	40	12,4%
Occupation		
Student	222	69,4%
Work	91	28,4%
Business	2	0,6%
Housewife	5	1,5%
Monthly Expenses		
<Rp. 1.000.000	65	20,3%
Rp. 1.000.000 -Rp. 2.500.000	90	28,1%
Rp. 2.500.000 -Rp. 4.000.000	68	21,3%
Rp. 4.000.000 -Rp. 5.000.000	42	13,1%
>Rp. 5.000.000	55	17,2%

Descriptive Analysis

The indicators used in measuring brand personality variables are divided into four, namely: excitement, attractiveness, sophistication, and up-to-dateness which are translated into 12 statement items. Based on questionnaire data, the brand personality variable has a grand mean of 4.37, which means that the Madame Gie brand has a very good brand personality. The highest mean value with a mean value of 4.44 at the point Madame Gie can create a contemporary impression by its customers. While the lowest mean value with a mean value of 4.32 at the point Madame Gie creates an elegant impression. In this assessment, the majority of respondents gave a positive evaluation of the brand personality of Madame Gie, so that in the description above it can be concluded that the brand personality of Madame Gie is able to influence consumers because Madame Gie's brand

personality has a good contribution to consumers.

The indicators used in measuring celebrity endorser variables include attractiveness, trustworthiness, and expertise which are translated into 9 statement items. The grand mean celebrity endorse value is 4.31, which means that the madame gie brand has good celebrity endorsers. The highest mean value with a mean value of 4.45 at the celebrity point represents the brand image well. While the lowest mean value with a mean value of 4.08 at the point there has never been bad news about the celebrity. In this assessment, the majority of respondents gave a positive evaluation to the celebrity endorser from Madame Gie, so that in the description above it can be concluded that the celebrity endorser at Madame Gie is able to influence consumers because Madame Gie's celebrity endorser has a good contribution to consumers.

The indicators used in measuring customer loyalty variables are divided into two, namely, attitudinal loyalty and behavioral loyalty which are translated into 8 statement items. The Customer Loyalty variable has a grand mean value of 4.19, which means that the Madame Gie brand has good Customer Loyalty. The highest mean value with a mean value of 4.26 at the point Madame Gie customers have a high love for the brand. While the lowest mean value with a mean value of 4.12 at the point Madame Gie customers have a very high desire not to leave. In this assessment, the majority of respondents gave a positive evaluation of Madame Gie's customer loyalty, so in the description above it can be concluded that customer loyalty at Madame Gie is able to influence consumers because Madame Gie's customer loyalty has a good contribution to consumers.

The indicators used in measuring brand trust variables are divided into two, namely brand reliability and brand intention which are translated into 5 statement items. The grand mean value of Brand Trust is 4.32, which means that the Madame Gie brand has good Brand Trust. The highest mean value with a mean value of 4.40 at the point Brand Madame Gie has guaranteed quality. While the lowest mean value with a mean value of 4.27 at the point Madame Gie brand provides satisfaction to customers. In this assessment, the majority of respondents gave a positive evaluation of the brand trust of Madame Gie, so that in the description that has been clearly presented, the final result can be drawn that brand trust in Madame Gie is able to influence consumers because Madame Gie's brand trust has a good contribution to consumers.

Table 3. Frequency Distribution

Variable	Item	Mean	Grand Mean	Conclusion
<i>Brand Personality</i>	X1.1	4.39	4.37	Strongly Agree
	X1.2	4.33		
	X1.3	4.4		
	X1.4	4.35		
	X1.5	4.32		
	X1.6	4.38		
	X1.7	4.33		
	X1.8	4.37		
	X1.9	4.39		
	X1.10	4.44		
	X1.11	4.33		
	X1.12	4.41		
<i>Celebrity Endorser</i>	X2.1	4.45	4.31	Strongly Agree
	X2.2	4.39		
	X2.3	4.4		
	X2.4	4.08		
	X2.5	4.21		
	X2.6	4.24		
	X2.7	4.31		
	X2.8	4.42		
	X2.9	4.35		
<i>Customer Loyalty</i>	Y1	4.27	4.19	Agree
	Y2	4.13		
	Y3	4.20		
	Y4	4.23		
	Y5	4.15		
	Y6	4.16		
	Y7	4.18		
	Y8	4.27		
<i>Brand Trust</i>	Z1	4.41	4.32	Strongly Agree
	Z2	4.34		
	Z3	4.34		
	Z4	4.28		
	Z5	4.28		

Three tests namely convergent validity, discriminant validity, and combined reliability were run to assess the outer model. The variables in this study are valid for use because the test results show that each variable meets the validity criteria or is valid. Cronbach's alpha test and composite reliability test were also used to

evaluate and measure reliability. The test results show that Cronbach's alpha and composite reliability tests both have a value > 0.7 for all variables. This condition indicates that the reliability of all constructions is high and it can be concluded, the results of the outer model evaluation show that the variables are valid and reliable so they are suitable for use.

Table 4. Outer Loading

Variable	Construct	Outer Loadings	AVE	Composite Reliability	Cronbach Alpha	Conclusion
<i>Brand Personality</i>	BP1	0.747	0,520	0,928	0,916	Valid
	BP2	0.718				
	BP3	0.656				
	BP4	0.755				
	BP5	0.740				
	BP6	0.711				
	BP7	0.781				
	BP8	0.738				
	BP9	0.725				
	BP10	0.683				
	BP11	0.701				
	BP12	0.687				
<i>Celebrity Endorser</i>	CE1	0.668	0,520	0,906	0,885	Valid
	CE2	0.717				
	CE3	0.612				
	CE4	0.765				
	CE5	0.786				
	CE6	0.782				
	CE7	0.750				
	CE8	0.692				
	CE9	0.699				
<i>Customer Loyalty</i>	CL1	0.820	0,697	0,948	0,938	Valid
	CL2	0.841				
	CL3	0.827				
	CL4	0.823				
	CL5	0.807				
	CL6	0.866				
	CL7	0.855				
	CL8	0.836				
<i>Brand Trust</i>	BT1	0.789	0,647	0,902	0,864	Valid
	BT2	0.784				
	BT3	0.777				
	BT4	0.832				
	BT5	0.839				

The outer model evaluation test can be seen in discriminant validity, namely HTMT (Heterotrait Monotrait Ratio) below 0.90 and cross loading. The following is the

HTMT value described in Table 5. Table 5 shows that the acquisition value of HTMT has met the criteria, which is <0.90 and is declared valid. So, it can be concluded that there are no problems in testing discriminant validity.

Table 5. Heterotrait Monotrait Ratio (HTMT)

Variable	HTMT	Description
<i>Customer Loyalty (Y) → Brand Trust (Z)</i>	0,894	Valid
<i>Brand Personality (X1) → Brand Trust (Z)</i>	0,828	Valid
<i>Celebrity Endorser (X2) → Brand Trust (Z)</i>	0,804	Valid
<i>Brand Personality (X1) → Customer Loyalty (Y)</i>	0,817	Valid
<i>Celebrity Endorser (X2) → Customer Loyalty (Y)</i>	0,735	Valid
<i>Brand Personality (X1) → Celebrity Endorser (X2)</i>	0,839	Valid

Source: Processed by Using SmartPLS (2024)

Furthermore, in testing discriminant validity, there is another method used, namely cross loading where the value in the indicator of the latent variable must be higher than other variables. This cross-loading value is explained in Table 6. Based on the results of discriminant validity, the cross-loading value of the indicators of the latent variables is higher than other variables because the latent variables have good discriminant validity. This is supported by these indicators being more related to the corresponding latent variable. So, the results of the discriminant validity test show that the latent variable has good discriminant validity, because the indicators have a higher cross loading value.

Table 6. Discriminant Validity (Cross Loading)

	<i>Brand Personality</i>	<i>Celebrity Endorser</i>	<i>Customer Loyalty</i>	<i>Brand Trust</i>
BP1	0.747	0.622	0.616	0.651
BP2	0.718	0.564	0.540	0.533
BP3	0.656	0.514	0.444	0.436
BP4	0.755	0.524	0.523	0.495
BP5	0.740	0.544	0.566	0.519
BP6	0.711	0.550	0.552	0.516
BP7	0.781	0.622	0.610	0.604
BP8	0.738	0.532	0.629	0.620
BP9	0.725	0.543	0.557	0.498
BP10	0.683	0.498	0.534	0.525
BP11	0.701	0.517	0.491	0.484
BP12	0.687	0.553	0.492	0.508
CE1	0.516	0.668	0.501	0.491
CE2	0.561	0.717	0.434	0.494
CE3	0.460	0.612	0.289	0.390
CE4	0.634	0.765	0.671	0.611
CE5	0.610	0.786	0.614	0.599
CE6	0.587	0.782	0.578	0.574
CE7	0.556	0.650	0.460	0.488
CE8	0.498	0.692	0.388	0.441
CE9	0.489	0.699	0.412	0.480
CL1	0.658	0.585	0.820	0.653

CL2	0.613	0.582	0.841	0.657
CL3	0.603	0.552	0.827	0.646
CL4	0.640	0.562	0.823	0.670
CL5	0.639	0.573	0.807	0.690
CL6	0.619	0.600	0.866	0.690
CL7	0.642	0.585	0.855	0.679
CL8	0.677	0.581	0.836	0.715
BT1	0.597	0.587	0.601	0.789
BT2	0.547	0.551	0.606	0.784
BT3	0.558	0.532	0.585	0.777
BT4	0.647	0.606	0.738	0.832
BT5	0.638	0.596	0.710	0.839

Source: Processed by Using SmartPLS (2024)

Inner model evaluation uses 3 (three) tests, namely R-Square, F- Square, and Bootstrapping. The R-Square value on customer loyalty is 0.716, equivalent to 71%. Brand personality variables, celebrity endorsers and brand trust contribute to forming customer loyalty variables by 71%, so they are included in the high influence category. The brand trust variable has an R-Square value of 0.606 or equivalent to 60%. Brand personality, celebrity endorser and brand trust variables contribute to shaping the brand trust variable by 60% and are categorized as having a low effect.

Table 7. R-Square Value

Variable	R-Square
Customer Loyalty (Y)	0.716
Brand Trust (Z)	0.606

Source: Processed by Using SmartPLS (2024)

The test results show that the F-Square of Brand Personality (X1) Customer Loyalty (Y) has a value of 0.118 which is classified as a high effect. Meanwhile, Brand Personality (X1) on Brand Trust (Z) has an F-Square value of 0.242 which can be classified as having a high effect. Furthermore, the test results show that the F-Square Celebrity Endorser (X2) Customer Loyalty (Y) has a value of 0.009 which is classified as a low effect. Meanwhile, Celebrity Endorser (X1) on Brand Trust (Z) has an F-Square value of 0.131 which can be classified as a low effect. Furthermore, the F-Square test result of Brand Trust (Z) on Customer Loyalty (Y) has a value of 0.366 which is classified as a low effect.

Table 8. F-Square Value

Variable	X.1	X.2	Y	Z
Brand Personality (X.1)			0.118	0.242
Celebrity Endorser (X.2)			0.009	0.131
Customer Loyalty (Y)				
Brand Trust (Z)			0.366	

Source: Processed by Using SmartPLS (2024)

The Bootstrapping test results state that there is a significant positive influence

between Brand Personality (X1) and Celebrity Endorser (X2) on Customer Loyalty (Y) and Brand Trust (Z). There is a positive and significant influence between Brand Trust (Z) on Customer Loyalty (Y). There is a positive and significant influence between Brand Personality (X1) on Customer Loyalty (Y) and between Celebrity Endorser (X2) on Customer Loyalty (Y) through Brand Trust (Z).

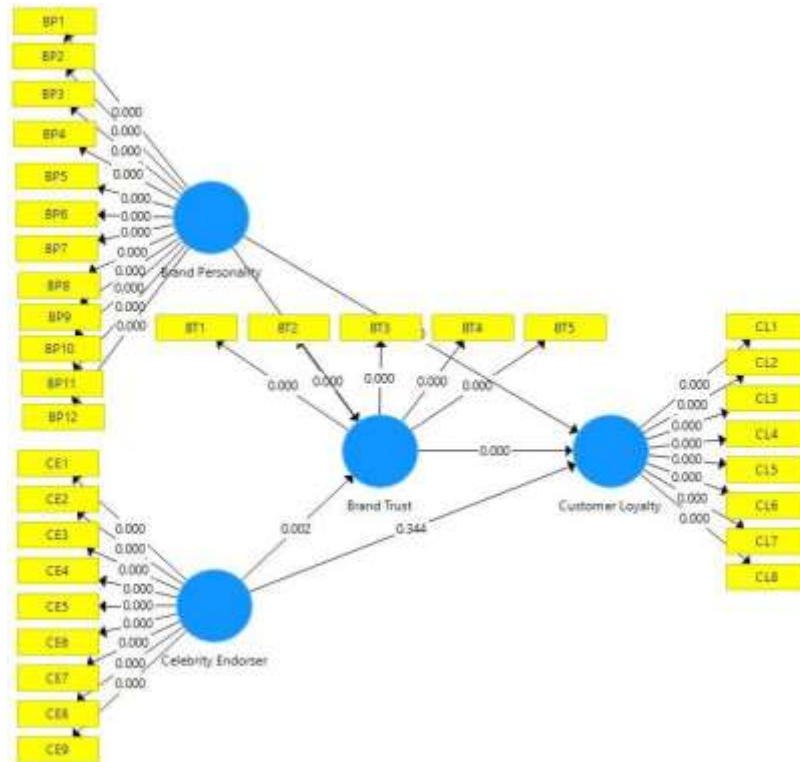


Figure 2. Bootstrapping Results

Source: Processed by Researchers Using Smart-PLS (2024)

Table 9. Bootstrapping Test Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P-Values
Brand Personality (X.1) → Customer Loyalty (Y)	0.316	0.323	0.068	4.659	0.000
Celebrity Endorser (X.2) → Customer Loyalty (Y)	0.083	0.095	0.888	0.947	0.360
Brand Personality (X.1) → Brand Trust (Z)	0.477	0.478	0.083	5.784	0.000
Celebrity Endorser (X.2) → Brand Trust (Z)	0.351	0.352	0.116	3.037	0.002
Brand Trust (Z) → Customer Loyalty (Y)	0.515	0.497	0.081	6.352	0.000
Brand Personality (X.1) → Brand Trust (Z) → Customer Loyalty (Y)	0.246	0.235	0.066	3.713	0.000
Celebrity Endorser (X.2) → Brand Trust (Z) → Customer Loyalty (Y)	0.181	0.172	0.045	3.979	0.000

Source: Processed by Using SmartPLS (2024)

Based on Table 9 above, the following are the hypothesis results:

1. H1 : Brand Personalty (X1) has a significant positive effect on Customer Loyalty (Y). The coefficient value or Original Sample (O) value is positive (0.316) which indicates that the relationship between X1 and Y is positive and has a significant effect with a t statistic value of 4.659 (> 1.96) or a p value of 0.000 (< 0.05), so that in this study H1 can be accepted.
2. H2 : Celebrity Endorser (X2) has no significant effect on Customer Loyalty (Y). The coefficient value or Original Sample (O) value is positive (0.083) which indicates that the relationship between X2 and Y is positive and has an insignificant effect with a t statistic value of 0.947 (> 1.96) or a p value of 0.344 (< 0.05), so that in this study H2 is rejected.
3. H3 : Brand Personality (X1) has a significant influence on Brand Trust (Z). The coefficient value or Original Sample value (0) is positive (0.477) which indicates that the relationship between X1 and Z is positive and has a significant effect with a t statistic value of 5.784 (> 1.96) or a p value of 0.000 (< 0.05), so that in this study H3 can be accepted.
4. H4 : Celebrity Endorser (X2) has a positive and significant effect on Brand Trust (Z). The coefficient value or Original Sample value (0) is positive (0.351) which indicates that the relationship between X2 and Z is positive and has a significant effect with a t statistic value of 3.037 (> 1.96) or a p value of 0.002 (< 0.05), so that in this study H4 can be accepted.
5. H5 : Brand Trust (Z) has a positive and significant influence on Customer Loyalty (Y). The coefficient value or Original Sample (O) value is positive (0.515) which indicates that the relationship between Z and Y is positive and has a significant effect with a t statistic value of 6.352 (> 1.96) or a p value of 0.000 (< 0.05), so that in this study H5 can be accepted.
6. H6 : Brand Personality (X1) has a positive and significant effect on Customer Loyalty (Y) through Brand Trust (Z). The coefficient value or Original Sample value (0) is positive (0.246) which shows that the relationship between X1, Y and Z is positive and has a significant effect with a t statistic value of 3.713 (> 1.96) or a p value of 0.000 (< 0.05), so that in this study H6 can be accepted.
7. H7 : Celebrity Endorser (X2) has a positive and significant influence on Customer Loyalty (Y) through Brand Trust (Z). Based on the table above, it can be seen that the coefficient value or Original Sample value (0) is positive (0.181) which indicates that the relationship between X1, Y and Z is positive and has a significant effect with a t statistic value of 3,979 (> 1.96) or a p value of 0.000 (< 0.05), so that in this study H7 can be accepted.

The Effect of Brand Personality on Customer Loyalty

The results of the analysis that can be concluded are to accept H1, which means that brand personality (X1) on customer loyalty (Y) Madame Gie has a significant positive relationship. This research is reinforced by the findings (Fithrotudiniyah,

2019)) which states that brand personality affects customer loyalty. This research is in line with Yusnaldi (2016), that to maintain and increase client loyalty, manufacturers must continue to improve their brand personality.

The significant results of this study can be explained by consumers' consideration of brand personality before becoming loyal customers of Madame Gie. Data analysis shows that brand personality is an important factor considered by consumers in building loyalty to this brand. Thus, the brand personality displayed by Madame Gie is the main attraction factor for consumers who plan to buy the product. The better and more attractive the brand personality that is developed and presented, the more likely it is to attract consumers and trigger repeat purchases after they are satisfied with Madame Gie products. Data testing states, hypothesis 1 (H1), namely brand personality (X1) has a positive and significant effect on customer loyalty (Y) Madame Gie can be accepted. In line with other research (Fithrotudiniyah, 2019), this study supports the assumption that brand personality affects consumer loyalty. Similar research was conducted by Yusnaldi (2016) who concluded that in order to maintain and increase client loyalty, manufacturers must continue to improve their brand personality.

The Effect of Celebrity Endorser on Customer Loyalty

The result of this study is to accept H2, which means that the celebrity endorser variable (X2) and Madame Gie customer loyalty (Y) have a positive and insignificant effect. This research is reinforced by the findings (Artisca Yulia, & Ekawati,, 2021) which states that celebrity endorsers have a good and considerable effect on client loyalty.

In addition, there is a positive but insignificant influence that can be explained by consumer consideration of celebrity endorsers before becoming loyal customers of Madame Gie. As a result of the data analysis, consumers most often consider celebrity endorsers when building loyalty to the brand. Therefore, the celebrity endorser displayed by Madame Gie is the main attraction factor for consumers who plan to buy the product. The better and more attractive the celebrity endorser is built and presented, the more likely it is to attract consumers and encourage repeat purchases after they feel satisfied with Madame Gie's products. Thus, this study shows that the influence of celebrities endorsing the Madame Gie brand on consumer loyalty is good but not statistically significant. So, although the effect on customer loyalty may not be statistically significant, it is imperative for businesses to carefully analyze the selection and use of celebrity endorsers to increase consumer appeal and trust.

The Effect of Brand Personality on Brand Trust

The results of this study are accept H3 shows that between Brand Personality (X1) and brand trust (Z) on Madame Gie has a positive and significant effect. This research is in line with Shin (2010), there is a positive and significant relationship between brand personality and brand trust.

In addition, there is a positive and significant influence that can be explained by consumers' consideration of brand personality before they trust the Madame Gie brand. Data analysis shows that brand personality is a factor that is chosen by consumer actors in building trust in this brand. Therefore, the brand personality displayed by Madame Gie is the main attraction factor for consumers who plan to buy the product. The better and more attractive the brand personality that is built and presented, the more likely it is to attract consumers and build trust in the brand, which can then encourage repeat purchases after they are satisfied with Madame Gie products. Thus, brand personality has a positive and significant effect on brand trust in the Madame Gie brand. Because it is very important, companies need to build and strengthen brand personality well in order to increase consumer trust in their brand. This will help build long-term relationships with consumers and encourage loyalty and repeat purchases of the Madame Gie brand.

The Effect of Celebrity Endorser on Brand Trust

In this variable, researchers accept hypothesis 4 (H4), which means that the celebrity endorser variable (X2) has a positive and significant effect on brand trust (Z) in Madame Gie. This research is in line with (Takaya, 2019) which states that brand trust can be influenced by celebrity endorsers. Research (Nuraida, 2022) also said that there was a positive and significant influence on these two variables.

In addition, the positive and significant influence can be explained by consumers' consideration of celebrity endorsers before they trust the Madame Gie brand. Celebrity endorsers are a factor considered by consumers in building trust in this brand. Therefore, the celebrity endorser displayed by Madame Gie is the main attraction factor for consumers who plan to buy the product. The better and more attractive the celebrity endorser is built and presented, the more likely it is to attract consumers and build trust in the brand, which can then encourage repeat purchases after they feel satisfied with Madame Gie's products. So, celebrity endorsers have a positive and significant influence on brand trust in the Madame Gie brand. Therefore, the role of celebrity endorsers is so important that they need to be careful in order to build consumer trust in their brand. This will help strengthen brand trust, expand market share, and increase consumer loyalty to the Madame Gie brand.

The Effect of Brand Trust on Customer Loyalty

Based on the results of the analysis, the researcher accepts hypothesis 5 (H5), meaning that the brand trust variable (Z) has a positive and significant influence on customer loyalty (Y) at Madame Gie. This research is in accordance with Yunanto et al., (2017) and Putra's research (Putra, 2018) that there is an influence of brand trust on customer loyalty.

The results of this study which show a positive and significant effect can be explained by consumers' consideration of brand trust before they become loyal customers to the Madame Gie brand. Data analysis shows that brand trust is a factor considered by consumers in shaping their loyalty to this brand. With the brand trust displayed by Madame Gie, the brand becomes the main attraction for consumers who plan to buy the product. The better and more attractive the brand trust that is built and presented, the more likely it is to attract consumers and build their loyalty, which can then encourage repeat purchases after they feel satisfied with Madame Gie's products. Therefore, this study shows that brand trust has a positive and significant effect on customer loyalty to the Madame Gie brand. Therefore, it is important for companies to build and strengthen brand trust to increase customer loyalty. This can be achieved through developing a branding strategy that prioritizes consumer trust, maintaining product and service quality, and providing positive experiences to consumers. Thus, Madame Gie can expand market share, retain existing customers, and create long-term loyalty.

The Effect of Brand Personality on Customer Loyalty Through Brand Trust

Researchers chose hypothesis 6 (H6) which states that the brand personality variable (X1) has a positive and significant effect on customer loyalty (Y) through brand trust (Z) at Madame Gie, based on the analysis that has been done. According to (Rather, 2019), there is a correlation between brand trust and consumer loyalty. This study supports that conclusion. This study supports the findings of another study (Villagra, 2021) which states the relationship between brand trust and customer loyalty.

In addition, this positive and significant effect can be explained by using brand personality as a factor that can create positive and favorable experiences for consumers. The brand personality then affects brand trust, which in turn contributes to customer loyalty. In other words, through an attractive brand personality that highlights positive characteristics, Madame Gie is able to create consumer trust in their brand. This then becomes an important factor in shaping consumer loyalty.

Data analysis shows that brand trust can bring positive effects of brand personality on customer loyalty. By building a strong and attractive brand personality, Madame

Gie can create greater consumer trust, which in turn will increase consumer loyalty to the brand. Therefore, it is important for Madame Gie to continue to strengthen and promote their brand personality in order to create positive experiences for consumers and strengthen brand trust. Thus, this study concludes that brand personality has a positive and significant influence on customer loyalty through brand trust in the Madame Gie brand. This emphasizes the importance of building a strong brand personality and trusting consumers, as this can be a key driver in achieving sustainable customer loyalty.

The Effect of Celebrity Endorser on Customer Loyalty Through Brand Trust

Based on the analysis conducted, researchers accept hypothesis 7 (H7) which states that the celebrity endorser variable (X2) has a positive and significant influence on customer loyalty (Y) through brand trust (Z) at Madame Gie. This research is in accordance with previous research by (Ricky et al, 2017) with the results of research stating that there is a positive influence between celebrity endorsers and customer loyalty.

The results of this study which show a positive and significant effect can be explained by using celebrity endorsers as a factor that can create a positive and profitable experience for consumers. By involving celebrities as endorsers, Madame Gie is able to utilize the influence and attractiveness of these celebrities to build positive perceptions of their brand. This then contributes to the formation of brand trust, which in turn affects consumer loyalty.

Data analysis shows that brand trust can bring positive effects of celebrity endorsers on customer loyalty. By engaging the right and relevant celebrity endorsers, Madame Gie can create greater consumer trust in their brand. This trust then becomes an important factor in shaping consumer loyalty. In this context, this study concludes that celebrity endorsers have a positive and significant influence on customer loyalty through brand trust in the Madame Gie brand. Therefore, it is important for Madame Gie to choose and utilize celebrity endorsers wisely, and ensure that the endorsers are in line with their brand values and identity. Thus, it can be expected that the right use of celebrity endorsers will make a positive contribution in building brand trust and strengthening consumer loyalty.

D. Conclusion

The study reveals that brand personality significantly and positively influences customer loyalty and brand trust among Instagram users of Madame Gie cosmetics. While celebrity endorsers have a positive impact, it's not statistically significant. Notably, brand trust acts as a mediator between brand personality, celebrity endorsers, and customer loyalty. To foster strong consumer loyalty, companies

should prioritize building a distinct brand personality, carefully select celebrity endorsers, and consistently cultivate brand trust. By focusing on these elements, businesses can effectively engage and retain their customers.

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