

Downy User Loyalty: The Influence of Brand Attractiveness, Experience, Trust, and Satisfaction

Auliyya Ayu Rahmawati^{1*}, Anton Agus Setyawan²

Universitas Muhammadiyah Surakarta, Jawa Tengah, Indonesia^{1,2}

b100220542@student.ums.ac.id¹, anton.setyawan@ums.ac.id²



Article History:

Received on 24 September 2025

1st Revision on 30 September 2025

2nd Revision on 11 Oktober 2025

3rd Revision on 18 Oktober 2025

Accepted on 25 Oktober 2025

Abstrak

Purpose: This study analyzes the influence of brand attractiveness, brand experience, brand trust, and brand satisfaction on brand loyalty toward Downy fabric softener goods sold in Indonesia.

Methodology/approach: This investigation employed a numerical methodology, delivering surveys to 150 Downy users 17 years of age or older, who had experience with the product for at least three months. Purposive sampling was applied, and the data were examined using SPSS, employing validity and reliability assessments alongside multiple linear regression analysis.

Results: The results suggest that brand attractiveness, experience, and satisfaction positively and significantly affect brand loyalty. Brand satisfaction is the most influential factor, even though faith in the brand does not notably shape loyalty. These findings highlight that consumer loyalty is more strongly driven by satisfaction and direct product experience than by trust.

Conclusions: The study concludes that in the fabric care industry, customer loyalty is primarily formed through positive experience and high satisfaction. Theoretically, these findings position brand trust as a supporting factor rather than a direct driver of loyalty.

Limitations: This study is limited to one brand and selected variables; it is advisable that subsequent investigations broaden their focus to include different brands and additional determinants.

Contributions: This study offers empirical insights into the key determinants of brand loyalty in the fabric care industry, emphasizing the dominant role of brand satisfaction compared to other brand-related factors.

Keywords: *Brand Attractiveness, Brand Experience, Brand Loyalty, Brand Satisfaction, Brand Trust*

How to Cite: Rahmawati, A. A., Setyawan, A. A. (2026). Downy User Loyalty: The Influence of Brand Attractiveness, Experience, Trust, and Satisfaction. *Studi Akuntansi, Keuangan, dan Manajemen*, 5(4), 79-91.

1. Introduction

The development of time and technology has made business competition increasingly competitive in all fields, including consumer goods. Along with changes in consumer lifestyles, there has been a significant increase in the demand for household products, such as fabric care products. Building long-term relationships with consumers requires a strategic brand role. The ability to create brand loyalty is a key factor in maintaining the existence of a brand (Irrawati & Isa, 2025). Consumers loyal to a brand have higher resistance to competitor influence, contribute to increased sales by making repeat purchases, and show a willingness to recommend the brand to others, which is an important part of a word-of-mouth strategy. In a highly competitive industry, companies need to understand the factors that can influence brand loyalty, and efforts are required to maintain and build brand loyalty (Saijunus & Herawati, 2022). Downy is a brand of the multinational company Procter & Gamble, which has a strong presence and a track record of building consumer loyalty. Through strong brand associations, continuous product innovation, and creative marketing strategies, such as collaboration with celebrities and effective use of social media, this brand forms a positive perception and attracts consumer attention (Didit, Diansyah, & Kamaruddin, 2025).

Likewise, to understand the factors affecting buyer loyalty toward the Downy brand, a comprehensive study of several variables is necessary. The variables focused on in this study were brand attractiveness, brand experience, brand trust, and brand satisfaction. Brand attractiveness refers to the reflection of a product's appeal in the eyes of consumers, including symbolic aspects, image, emotional value, visual aesthetics, and product quality from the consumer perspective. Attractive products are more likely to create psychological attachment to encourage trust and high consumer preference ([Aini & Zagladi, 2025](#)). Downy consistently highlights elegant visual imagery and the sensorial aspect of its products in every advertising campaign, particularly its long-lasting fragrance, which provides confidence to users.

In addition to selling products, Downy strives to create a positive impression on consumers. The success of building this perception is inseparable from the strength of the brand strategy that emphasizes brand experience. Downy also provides strong brand experiences through visual communication across various media and through every interaction with consumers, both when smelling the fragrance and during product use. Therefore, it can be concluded that consumer loyalty to a brand is determined by brand experience, which is the starting point of the relationship between consumers and brands. Thus, several variables are included in this study to achieve consumer loyalty to a brand, including brand trust and customer satisfaction ([Kurniawati, 2022](#)).

Regarding brand trust, Downy has successfully built a reputation as a product that is effective, safe to use, and of high quality. Trust in Downy is not only due to the quality assurance of a large company like Procter & Gamble but also because of its iconic fragrance ([Alexander & Widjaja, 2024](#)). Trust is an important asset in minimizing consumers' perceived risk and forming long-lasting loyalty to continue using the product, especially amid the proliferation of counterfeit products or inconsistent quality in the market. Brand trust encourages consumers to continue using a product without worry, and the satisfaction obtained after using the product (brand satisfaction) strengthens consumers' intention to remain loyal. In terms of brand satisfaction, many consumers express satisfaction with the results provided by Downy, both in terms of fragrance durability that exceeds expectations, fabric softness, and freshness of the scent. This high level of satisfaction often becomes the main foundation for loyalty, turning consumers into brand advocates who are happy to recommend Downy to others. Satisfied consumers tend to feel comfortable making repeated purchases ([Kurniasih & Elizabeth, 2021](#)). In this context, consumer experience and emotions become the main factors influencing brand loyalty; therefore, the focus of business actors has shifted from merely delivering information to creating meaningful experiences ([Septiani, 2020](#)).

However, despite its success, Downy still faces major challenges, especially from local and international brands that implement aggressive marketing strategies, introduce new innovations, and offer more competitive prices. In this condition, maintaining and building brand loyalty is necessary. Brand loyalty is not only about repeat purchases but also about how deeply consumers are connected to a brand and how willing they are to stay with the brand amid the temptation of other products. Although research on brand loyalty has been widely conducted, [Walean, Rantung, and Mandagi \(2025\)](#) found inconsistent results, particularly regarding the role of brand trust in shaping consumer loyalty. Some studies have found a significant effect, while others have shown that brand trust is not the sole determining factor in driving loyalty, especially for low-involvement products such as daily consumer goods. In addition, studies that integrate brand attractiveness, brand experience, brand trust, and brand satisfaction within a single research framework are still relatively limited, especially in the context of fabric care products in Indonesia. This indicates the existence of a research gap that requires further empirical testing.

This study aims to empirically examine whether all variables, including brand attractiveness, brand experience, brand trust, and brand satisfaction, influence consumer loyalty toward Downy products. The novelty of this research lies in the simultaneous testing of the influence of brand attractiveness, brand experience, brand trust, and brand satisfaction on brand loyalty in the Downy brand market. This study also provides a new perspective by positioning brand trust as a supporting factor, rather than a primary determinant, of brand loyalty. By using the context of a global brand in the Indonesian domestic market, this study enriches the literature on consumer behavior and brand management, particularly in

the fabric care industry. By understanding the relationships and influences among these variables, companies are expected to gain insights into designing more appropriate and efficient marketing strategies targeting the right audience to build sustainable consumer loyalty and maintain and increase consumer loyalty. Theoretically, this study contributes to the literature on brand loyalty by emphasizing the dominant influence of brand experience and satisfaction on consumer loyalty. Practically, the findings of this study are expected to serve as a reference for companies when developing marketing strategies that are more oriented toward creating brand experiences and increasing consumer satisfaction to maintain loyalty.

2. Literature Review and Hypothesis Development

2.1 Brand Loyalty

Brand loyalty significantly influences product marketing. This is because it can encourage increased profits and help companies retain customers. [Chandra and Putra \(2021\)](#) state that customer loyalty is a consistent decision by customers to continue buying or using certain goods in the future, despite the existence of factors that influence it. This reflects consumer trust and emotional relationships with the brand, which are formed through continuous satisfaction and positive experiences with the brand ([Rahellea & Rianto, 2023](#)). Loyal customers are characterized by repeated purchasing behavior, the use of various products or services, providing recommendations to others, and a lack of interest in competing brands ([Wuisan et al. 2022](#)). In the household product industry, such as fabric softeners, brand loyalty is crucial because the differences between brands are sometimes minimal, making product competition high. As a well-known brand, Downy requires an understanding that its customers are not only satisfied but also exhibit loyal behavior and emotional attachment to the brand ([Putri & Marlien, 2022](#)).

Brand loyalty is a central concept in marketing because it acts as a strategic asset that can increase profitability and sustainability. Customer loyalty is defined as a consumer's decision to make repeated purchases of a brand despite the existence of various alternatives and situational influences that may encourage brand switching ([Sastra & Prianthara, 2025](#)). This loyalty is not formed instantly but is the result of a continuous evaluation process of consumption experiences, satisfaction level, and consumer perceptions of the brand. Theoretically, brand loyalty is built through psychological relationships and emotional bonds between consumers and brands, which are influenced by positive experiences and consistent satisfaction. Loyal customers are characterized by repeated purchasing patterns, a tendency to recommend the brand to others, and resistance to competing brand offers. In household products, such as fabric softeners, where functional differences between brands are relatively small, non-functional factors, such as brand attractiveness, usage experience, trust, and satisfaction, become the main determinants of building loyalty.

Brand attractiveness shapes initial consumer perceptions through image, emotional value, and symbolic appeal, creating interest and preference. Furthermore, brand experience felt during the product usage process strengthens consumers' emotional involvement and becomes the basis for the overall brand evaluation. Consistent positive experiences encourage the emergence of brand trust, which is the level of consumer trust in the reliability and quality of a brand, which then impacts the level of brand satisfaction. High satisfaction is the main mechanism for encouraging long-term consumer commitment to a brand and strengthening brand loyalty.

2.2 Hypothesis Development

2.2.1 The Effect of Brand Attractiveness on Brand Loyalty

Brand attractiveness can influence brand loyalty. This factor refers to the extent to which a brand can attract consumer attention, interest, and preference through appealing elements, whether visual, emotional, or functional, such as the values offered by the brand, design, and collaboration with artists. Attractiveness is one of the three main constructs of influencer credibility, along with expertise and trust ([Chekima, Chekima, & Adis, 2020](#)). A brand with high attractiveness can indirectly increase loyalty through positive perception and emotional closeness and will more easily create strong relationships with consumers. Brand attractiveness also influences customers to try, repurchase, and recommend products to others, which ultimately strengthens brand loyalty. Brand attractiveness in

Downy can be reflected through attractive packaging design, elegant image, distinctive aroma, long-lasting fragrance, and perceived value by consumers, brand associations with a certain lifestyle, and strong marketing campaigns can contribute to the perception of an attractive brand ([Burhanudin & Febryanti, 2023](#)). Consumers tend to choose brands that fulfill their functional needs and provide positive emotional experiences. Therefore, building strong brand attractiveness can be an effective strategy for increasing brand loyalty.

H₁: Brand attractiveness has a significant positive effect on brand loyalty

2.2.2 The Effect of Brand Experiences on Brand Loyalty

Brand experience can also influence brand loyalty. Brand experiences include all consumer interactions with a brand, both directly and indirectly, involving sensory, affective, and intellectual dimensions that play an important role in ensuring that the bond between consumers and brands occurs over a long period of time. Positive impressions of a brand not only strengthen and shape good consumer perceptions of the brand, but also increase emotional involvement and strengthen brand memory, thereby increasing brand loyalty. [Mingione, Cristofaro, and Mondì \(2020\)](#) in their research explain that the positive influence of brand experiences can create emotional attachment and strengthen the relationship between customers and brands. Brand experiences are key to understanding consumer feelings, increasing loyalty, and influencing repurchase ([Tang & Tsang, 2020](#)). In the context of Downy, sensory experiences such as the softness of clothes, texture, fragrance durability, and product scent greatly determine the user experience and play an important role in shaping brand perception. Pleasant brand experiences increase the likelihood of repurchase and strengthen the brand memory. Based on this explanation, the hypothesis proposed in this study is as follows:

H₂: Brand experience has a sufficiently large positive effect on brand loyalty

2.2.3 The Effect of Brand Trust on Brand Loyalty

Brand experience can also influence brand loyalty. Brand experiences include all consumer interactions with a brand, both directly and indirectly, involving sensory, affective, and intellectual dimensions that play a significant role in creating long-term relationships between consumers and brands. Positive experiences with a brand not only strengthen and shape good consumer perceptions of the brand, but also emotional involvement and strengthen brand memory, thereby increasing brand loyalty. In the case of Downy, sensory experiences such as the softness of clothes, texture, fragrance durability, and product scent greatly determine the user experience and play an important role in shaping brand perception ([Tang & Tsang, 2020](#)). Pleasant brand experiences increase the likelihood of repurchase and strengthen the brand memory.

H₃: Brand experience has a significant positive effect on brand loyalty

2.2.4 The Effect of Brand Satisfaction on Brand Loyalty

As stated by [Ahyani \(2022\)](#), pleasant or disappointing experiences felt by consumers become factors forming satisfaction toward a product or service. Satisfaction or dissatisfaction arises after comparing the perceived performance of a product or service to expectations. Satisfaction or dissatisfaction appears when evaluating the estimated performance of products. In a brand such as Downy, brand satisfaction can be influenced by price value relative to benefits, long-lasting fragrance, and effectiveness. A high level of customer satisfaction encourages repurchase, increases brand loyalty, and leads to recommendations to others. Brand satisfaction results from consumer evaluation of their experience with a service or product, which reflects the extent to which their expectations are fulfilled or even exceeded. High consumer satisfaction contributes to increased affinity toward the brand and the formation of customer loyalty ([Renaldo, Sudarno, & Hutahuruk, 2020](#)). Based on this explanation, the following research hypothesis is proposed:

H₄: Brand satisfaction significantly and positively affects brand loyalty

3. Research Methodology

The method used in this study was quantitative, and the data analysis was conducted using SPSS software. This study's analysis focuses on hypothesis testing and regression analysis. Regression analysis was applied to assess the strength of the influence of the independent variables on the dependent variable. This study uses five variables, namely brand attractiveness, brand experiences,

brand trust, and brand satisfaction as independent variables, and brand loyalty as the dependent variable. A non-probability sampling method was applied using the purposive sampling technique, which selects samples based on specific considerations. The research sample consisted of 150 respondents, considering resource and time efficiency, as well as being an adequate size to be analyzed using descriptive statistical methods. The questionnaire was distributed online through social media (WhatsApp and Telegram) and was addressed to respondents who met the predetermined criteria, namely: (a) at least 17 years old, which is considered an age capable of providing rational judgments; (b) having used Downy products for at least the last three months. This technique allows a wider area to be reached within a relatively short period and facilitates the distribution of questionnaires. Data were obtained through an online survey distributed via social media platforms such as WhatsApp and Telegram. The questions were arranged in a Likert scale format and processed using SPSS software.

SPSS (Statistical Package for the Social Sciences) is a user-friendly software for processing, analyzing, and managing statistical data graphically. The validity test aimed to determine the ability level of the research instrument in measuring the variables studied. Item validity testing was conducted using the Corrected Item-Total Correlation method. A statement item was considered valid if the correlation value was ≥ 0.30 . The threshold value of 0.30 is used because it is considered to meet the minimum level of correlation that shows an adequate relationship between the item and the construct being measured ([Ardiansyah, Salim, & Khalikussabir, 2022](#)). Instrument reliability was tested using Cronbach's alpha, where an instrument is considered reliable if the Cronbach's alpha value exceeds 0.70, indicating internal consistency among items within a variable ([Hair Jr, Page, & Brunsveld, 2019](#)).

Table 1. Operational definitions

Variables	Operational Definition	Indicators	Scale
Brand attractiveness	Consumer perceptions regarding brand attractiveness, including visual, emotional, and symbolic value aspects (Sujudi, 2025)	Packaging design, brand image, distinctive aroma, emotional value	Likert 1-5
Brand experience	Consumer experience in interacting with the brand in sensory, affective, and cognitive dimensions (Risal et al., 2024)	Fabric softness, fragrance durability, usage impression	Likert 1-5
Brand trust	The level of customer confidence in the quality and reliability of a brand (Irrawati & Isa, 2025)	Consistency of quality, product safety, brand reputation	Likert 1-5
Brand satisfaction	The level of satisfaction after using the product compared to expectations (Alexander & Widjaja, 2024)	Satisfaction with results, alignment between benefits and price	Likert 1-5
Brand loyalty	Consumer commitment to continue using and recommending a brand (Laili & Cangghih, 2021)	Repurchase, recommendation, resistance to other brands	Likert 1-5

4. Results and Discussion

4.1 Data Analysis

The approach applied in this study was quantitative, with the aim of testing the interaction between variables through statistical analysis and numerical data. In evaluating the variables studied, a measurement instrument in the form of a closed-ended questionnaire was used, based on relevant theories and previous research findings to assess the variables being analyzed. Each variable in this study was operationally defined, meaning it was described in terms of measurable dimensions and indicators. Each indicator was measured using a five-point Likert scale. The following is a summary of the operationalization in the form of a descriptive table:

4.2 Validity Test

Table 2. Validity test

Indicator	Brand Satisfaction	Brand Attractiveness	Brand Experiences	Brand Loyalty	Brand Trust	Remark
I am very satisfied with Downy.	0.441					Valid
I am happy using Downy.	0.557					Valid
Downy meets my needs.	0.707					Valid
Using Downy usually provides a satisfactory experience.	0.327					Valid
I feel that the decision to use Downy was the right choice.	0.685					Valid
I feel that Downy is an attractive brand.		0.557				Valid
The Downy packaging looks good and attracts my attention.		0.686				Valid
I have a good impression of Downy.		0.417				Valid
Downy advertisements make me more interested in this product.		0.701				Valid
Downy has a unique identity that differentiates it from other brands.		0.368				Valid
Downy has a memorable appearance and aroma.			0.424			Valid
In my opinion, Downy is fragrant and pleasant to use.			0.699			Valid

Downy makes me feel happy and emotionally connected to the brand.			0.697			Valid
I often think about Downy when I see or use it.			0.804			Valid
Downy makes me curious to try and learn more about it.			0.597			Valid
I intend to buy Downy in the near future.				0.515		Valid
I consider Downy as my main choice for such products.				0.776		Valid
If I need products like this again, I will buy it again.				0.694		Valid
I will remain a loyal Downy customer.				0.580		Valid
I would recommend Downy to others.				0.537		Valid
Downy feels suitable and comfortable for me.					0.613	Valid
Downy meets all my expectations.					not appearing	Not Valid
I feel confident using Downy.					0.511	Valid
I can rely on Downy to solve product-related problems.					0.411	Valid
Downy attempts to satisfy its users.					0.438	Valid

The total variance explained was 61.09%. Based on the results of the validity test on the five research variables, namely brand satisfaction, brand attractiveness, brand experiences, brand loyalty, and brand trust, it was found that all indicators had factor loading values above 0.30. All statement items are considered valid because they meet the minimum limit of factor loading of 0.30 (Wijaya & Annisa, 2020). The results of the analysis show that the total variance that can be explained by all factors is 61.09%, which indicates that the formed factors can explain most of the data variability adequately. Thus, the measurement method used in this study can be considered adequate.

4.3 Reliability Test

Table 3. Reliability test

Variables	Cronbach's Alpha	Description
Brand Attractiveness (X_1)	0,687	Reliabel
Brand Experiences (X_2)	0,704	Reliabel
Brand Trust (X_3)	0,715	Reliabel
Brand Satisfaction (X_4)	0,833	Reliabel
Brand Loyalty (Y)	0,799	Reliabel

The results of the reliability test indicate that all variables in this study have Cronbach's alpha values exceeding 0.60, thus proving the research instrument to be reliable overall. The brand satisfaction variable had the highest Cronbach's alpha value (0.833), while the lowest value was for brand attractiveness (0.687); however, this value still exceeded the recommended minimum reliability threshold. These findings indicate that all variables exhibit good internal consistency, making the instrument suitable for further analyses.

4.4 Multiple Linear Regression Analysis

Table 4. Multiple linear regression analysis

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.173	.333		.520	.604
	Brand Attractiveness	.290	.104	.214	2.789	.006
	Brand Experiences	.284	.084	.272	3.367	.001
	Brand Trust	.040	.133	.034	.298	.766
	Brand Satisfaction	.388	.116	.335	3.340	.001

a. Dependent Variable: Brand Loyalty

Based on the testing conducted using multiple linear regression, it can be concluded that brand attractiveness, brand experience, and brand satisfaction have a positive and significant effect on brand loyalty, whereas brand trust does not have a significant effect. The variable that has a large impact on brand loyalty is brand satisfaction because it has the largest coefficient value.

4.5 Simultaneous Test (F Test)

Table 5. Simultaneous Test (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	27.465	4	6.866	41.095	.000 ^b
Residual	24.227	145	.167		
Total	51.692	149			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Brand Attractiveness, Brand Experiences, Brand Trust, Brand Satisfaction

Based on the F test (simultaneous) listed in the ANOVA Table, an F-value of 41.095 is obtained with a significance level of 0.000 (< 0.05), which shows that the regression model is significant simultaneously, so that brand attractiveness, brand experience, brand trust, and brand satisfaction jointly

contribute significantly to brand loyalty. Therefore, the resulting regression model is feasible for further analysis because the four independent variables can explain the variation in brand loyalty as a whole.

4.6 Partial Test (T-Test)

Table 6. Partial Test (T-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.173	.333		.520	.604
Brand Attractiveness	.290	.104	.214	2.789	.006
Brand Experiences	.284	.084	.272	3.367	.001
Brand Trust	.040	.133	.034	.298	.766
Brand Satisfaction	.388	.116	.335	3.340	.001

a. Dependent Variable: Brand Loyalty

Brand attractiveness (X_1). With a significance value of 0.006 (< 0.05), this variable has a positive and significant effect on brand loyalty among Downy users. This means that the higher the brand attractiveness, the greater the consumer loyalty. Brand experience (X_2). A significance value of 0.001 (< 0.05) indicates that the variable has a positive and significant effect on brand loyalty among Downy users. Positive consumer experiences with a brand increase their loyalty. Brand trust (X_3). A significance value of 0.766 (> 0.05) indicates that the variable does not have a significant effect on brand loyalty among Downy users. Consumer trust did not directly increase loyalty in this study. Brand satisfaction (X_4). A significance value of 0.001 (< 0.05) indicates that the variable has a positive and significant effect on brand loyalty among Downy users. Customer satisfaction is an important factor that drives brand loyalty. The results of the partial test (t-test) show that brand attractiveness, brand experience, and brand satisfaction positively and significantly affect brand loyalty, whereas brand trust does not have a significant impact.

4.7 Discussion

4.7.1 The Effect of Brand Attractiveness on Brand Loyalty

Based on the t test (partial), the significance value is recorded at 0.006, which is smaller than 0.05 ($0.006 < 0.05$), indicating the significance of the variable's effect partially, and the regression coefficient value is recorded at 0.290, showing a positive effect. This study shows that brand attractiveness has a positive effect on brand loyalty. This means that a high level of consumer loyalty toward a brand depends first on the attractiveness of the brand in the eyes of consumers. Thus, the hypothesis that there is a positive effect between brand attractiveness and brand loyalty can be proven. View that marketing activities that increase brand attractiveness can encourage consumer loyalty. An attractive brand has distinctive characteristics, a positive image, and can differentiate itself from competitors, thus creating emotional interest and psychological relationships with consumers. The higher the brand attractiveness, the greater the possibility that consumers will remain loyal. The results of this study further strengthen the assumption that brand attractiveness is an important factor in building brand loyalty among other factors. This proves that the attractiveness of a brand not only influences consumer perceptions but also determines the extent to which consumers are willing to maintain a sustainable relationship with the brand.

4.7.2 The Effect of Brand Experiences on Brand Loyalty

Based on the t-test (partial), the significance value was recorded at 0.001 (< 0.05) with a regression coefficient of 0.284, indicating a positive effect. This finding proves that brand experience contributes positively and significantly to brand loyalty. The more positive the consumer experience with the brand, the higher the likelihood of brand loyalty. Thus, the hypothesis that there is a positive effect between brand experience and brand loyalty can be accepted. The results of this study are consistent with those of [Maduretno and Junaedi \(2022\)](#), who showed that brand experience significantly influences consumer trust and loyalty. The study shows that pleasant brand experiences can increase trust and affection toward the brand, which indirectly strengthens customer loyalty. Positive experiences obtained by

consumers foster satisfaction and create emotional attachment to the brand, which ultimately drives loyalty, thereby strengthening the long-term relationship between customers and the brand. Thus, the findings of this study emphasize that the better the experience provided by a brand, the higher the level of consumer loyalty. Stable, continuous, and memorable experiences are key elements that strengthen customer loyalty to a brand.

4.7.3 The Effect of Brand Trust on Brand Loyalty

Based on the t-test (partial test), a significance value of 0.766 was recorded, which exceeded the limit of 0.05 ($0.766 > 0.05$) and produced a regression coefficient of 0.040. This proves that brand trust has no meaningful effect on brand loyalty. These results indicate that customer trust in the brand is not strong enough to directly increase brand loyalty. Thus, the hypothesis indicating a positive effect between brand trust and brand loyalty cannot be accepted. These results differ from those of [Fathorrahman, Puspaningrum, and Suyono \(2020\)](#), who showed that brand trust plays a crucial role in forming brand loyalty. Differences in respondent characteristics or research contexts may have caused this inconsistency. Consumer loyalty is influenced more by experience and satisfaction factors than by mere trust in the brand. In other words, consumers are more likely to be loyal because they are satisfied with the quality and experience of the product they feel, not solely because they trust the brand image.

However, similar findings were also reported by [Fathorrahman et al. \(2020\)](#) in Research Horizons. This shows that brand trust does not have a meaningful effect on brand loyalty among users of the House of Shopaholic fashion brand in Yogyakarta. The study indicates that trust in the brand needs to be strengthened with positive experience and satisfaction to produce stable loyalty. In addition, the findings of this study are in line with previous studies that show that brand trust does not always directly affect brand loyalty, especially in low-involvement products. In product categories such as fabric softeners, consumers rely more on actual usage experiences, such as fragrance and fabric softness, rather than on the cognitive evaluation of brand trust. Thus, brand experience and brand satisfaction become more dominant determinants of loyalty.

4.7.4 The Effect of Brand Satisfaction on Brand Loyalty

Based on the t-test (partial), the significance value is recorded at 0.001, lower than 0.05, indicating the significance of the variable's effect partially, with a regression coefficient reaching 0.388 and showing a positive relationship. This finding indicates that brand satisfaction significantly and positively affects brand loyalty. This means that when consumer satisfaction with a brand increases, the level of loyalty also increases. Thus, the hypothesis stating that there is a positive effect between brand satisfaction and brand loyalty can be accepted. This finding is consistent with [that of Fathorrahman et al. \(2020\)](#) in their study, who found that consumer satisfaction has a direct impact on loyalty, while trust can act as a mediating variable. This further clarifies that consumer satisfaction is the main factor in forming and maintaining the brand loyalty. This is because when customer desires are fulfilled through product performance that meets expectations, they feel satisfied and tend to remain loyal to the brand. Thus, the results of this study strengthen previous findings that the higher the level of satisfaction received by consumers, the higher the loyalty that appears afterward. These results emphasize that customer satisfaction is an important component of creating and maintaining long-term loyalty to a brand.

5. Conclusions

5.1 Conclusion

The results of this study reveal that brand attractiveness, brand experience, and brand satisfaction have a positive and significant effect on brand loyalty in Downy products, with brand satisfaction being the most dominant factor. Conversely, brand trust does not have a large influence on brand loyalty. However, simultaneously, the four variables had a significant effect on brand loyalty. These findings confirm that Downy consumer loyalty is more determined by usage experience and the level of satisfaction felt, while brand trust acts as a supporting factor in forming the long-term loyalty.

5.2 Research Limitations

Companies must focus on increasing brand attractiveness through packaging design innovation, aroma development, and the formation of a more modern product image, considering that brand attractiveness has a significant effect on loyalty. In addition, brand experience needs to be strengthened by creating pleasant interactions and creative marketing communication, in line with research findings that positive experiences increase consumer loyalty. Brand trust must be maintained through consistent product quality and transparent information. Although no significant effect was found in this study, trust still plays an important role in long-term strategies. Furthermore, companies should prioritize brand satisfaction by maintaining aroma quality, fragrance durability, and presenting new variants in accordance with market preferences, considering that brand satisfaction is the most dominant factor in forming brand loyalty. For future research, the use of qualitative or mixed-method approaches is recommended to obtain a deeper understanding of emotional and psychological consumer factors that were not measured in this study.

5.3 Suggestions and Directions for Future Research

The findings of this study enrich the study of brand loyalty in the context of the consumer goods industry by showing that brand loyalty is more influenced by consumer experience and satisfaction than by brand trust. These results strengthen the view that in products with a low level of involvement, brand trust acts as a supporting factor (hygiene factor), not as the main determinant of loyalty. In addition, this study integrates brand attractiveness as an important variable that is still rarely studied together with brand experience, brand trust, and brand satisfaction, thus providing a new conceptual contribution to understanding the mechanism of brand loyalty formation in household products. Based on the results of this study, companies are advised to increase brand attractiveness through packaging design innovation, aroma development, and strengthening brand image that is modern and relevant to consumer lifestyles. Furthermore, companies must strengthen brand experiences by creating pleasant interactions through creative and consistent marketing communications across various media. Although brand trust does not have a partial significant effect, companies still need to maintain consistency in product quality and transparency of information as the foundation of long-term trust. In addition, brand satisfaction needs to be the top priority by maintaining aroma quality and fragrance durability, as well as presenting product variant innovations based on market preferences. This strategy is expected to increase the tendency for repeat purchases and sustainably strengthen consumer loyalty.

Author Contributions

AAR contributed to the conceptualization, study design, data collection, data analysis, and manuscript drafting. AAS contributed to the methodology validation, supervision, interpretation of the results, and critical revision of the manuscript. All authors have read and approved the final version of this manuscript.

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