

Factors Affecting Customer Loyalty towards Hearty Heart Cosmetics: A Case Study Local Brand in Yangon, Myanmar

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Abstract

This research aims to determine the factors affecting customer loyalty towards Hearty Heart Cosmetics, a local brand in Yangon, Myanmar. The objectives of this research are: 1) to determine the impact of perceived value on customer loyalty; 2) to determine the impact of customer satisfaction on customer loyalty; 3) to determine the impact of service quality on customer loyalty; 4) to determine the impact of brand image on customer loyalty; 5) to determine the impact of trust on customer loyalty; 6) to determine the impact of customer intimacy on customer loyalty; 7) to explain customer loyalty, perceived value, customer satisfaction, service quality and brand image, trust and customer intimacy. The questionnaire was distributed to 400 samples to collect the data. The data were analyzed by using descriptive statistics such as frequency, percentage, mean, and standard deviation (S.D.). Inferential statistics was used to test the hypotheses and used multiple linear regression analysis at the significant level of 0.05. In this research, the results revealed that there are four variables that have a significant effect on customer loyalty namely: perceived value, customer satisfaction, brand image, and trust. The other two variables service quality and customer intimacy have no significant effect on customer loyalty .

Keywords: perceived value, customer satisfaction, service quality, brand image, customer loyalty, trust, customer intimacy, local cosmetic brand

Introduction

Nowadays, cosmetics is one of the daily needs for most women because cosmetics make them feel more confident and attractive. Therefore, using cosmetics is a way to support women's appearance. Most women use cosmetics not only just as makeup but also they use products that are called body care. The online article "Myanmar Skin Care Products Market: Country Opportunity Analysis and Industry Forecast, 2021–2027" mentioned that the Myanmar skin care products market size was valued at \$ 272.3 million in 2019 and is projected to extent \$ 501.6 million by 2027, registering a CAGR of 8.6% from 2021 to 2027. Skincare products include those products which improve skin integrity and provide relief to skin conditions, so enhancing the appearance. Several types of skincare products available in the market include cream, lotion, masks, and serums. Skincare products are manufactured using various ingredients such as chemical compounds, medicinal herbs, or natural ingredients (Vig & Deshmukh, 2020). Growth in product awareness, rise in the diffusion of retail sales, and flow in disposable income provides motivation to the Myanmar skincare products market. Furthermore, the increase of global

brands in the cosmetics market along with advantageous government policies toward local manufacturing of local products brand is expected to drive the cosmetics market growth in the upcoming years. Nonetheless, high manufacturing cost for cosmetics domestically remains a major challenge for the entrepreneurs. Additionally, lack of infrastructure, a weak legal framework, and excessively high commercial rents obstruct the local cosmetics market growth in the country. In contrast, aggressive advertising and marketing of skin care products through social media influencers provides well-paid opportunities for the engaged stakeholders to increase brand awareness and market share. Besides, Thanaka-based products are widespread in the country, as a result operating players in the region are offering Thanaka-based skincare products as local products to expand their market share in the highly competitive industry in Myanmar (Vig & Deshmukh, 2020). The cosmetic market is segmented into type, demographics, age group, and sales channel. By type, it is categorized into cream, lotion, and others. Depending on demographics, it has diverged into males and females. On the basis of age group, it is categorized into generation X, millennial, and generation Z. As per sales channel, the market has been studied across supermarket/hypermarket, specialty stores, department stores, beauty salons, pharma and drug stores, and online sales channel. Moreover, the cosmetics industry continues to seek to make customer satisfaction with innovative and authentic products to meet the demands and needs. The different demands and needs will create and produce the best product with a reasonable price that can fulfill the demand. In this era, even though they are the same female, teenagers and employees have a tendency to choose cheap prices with good quality cosmetics. In this study, the researcher investigates the influencing factors and effects between perceived value, customer satisfaction, service quality, brand image, trust, and customer intimacy which lead to measure customer loyalty towards the Hearty Heart cosmetic brand in Yangon, Myanmar. The researchers chose Hearty Heart cosmetic brand to analyze this research which is one of the leading local brands in Myanmar. All of the Hearty Heart cosmetics are made in Korea and distributed by ABC Group. The long-term objective of Hearty Heart cosmetic is to be able to produce good quality cosmetics products and to be able to expand new product lines at a fast pace. The aim of Hearty Heart company is that everyone can buy cosmetics at affordable prices and Hearty Heart wants all women to be beautiful with authentic beauty products. Hearty Heart produces different kinds of products which are foundation, Lipstick, Eyeshadow, Eyeliner, Eyebrow Pencil, and Face mask, among many others.

Literature Review and Hypotheses Development

Theories Related to the Variables

Perceived Value

Zeithaml et al. (2002) concluded that delivering services with modern facilities and efficient ways could lead to improvements in the quality of service of the company and improve customer loyalty. Tam (2004) argues that if consumers believe that the importance or efficiency of the service, they receive exceeds the expense of providing the service, it may affect more fulfillment and as a result, it can have a positive impact on customer

loyalty. Lai and Chen (2011) found that the perceived value of the customer has a positive impact on customer loyalty which is the greater the value perception provided, the better the fulfillment of customers. In addition, the perceived value is identified as a referent to the customer's repurchase pledge.

Customer Satisfaction

Oliver (1997) described customer satisfaction as the logic of a product or service characteristics and offering a delightful rate of spending-related happiness, which includes rates of down or up enjoyment. As a consequence, the satisfaction of customers can be interpreted as a comparison assessment and positive condition towards the style of shopping. Lee and Chung (2008) considered the satisfaction of customers as an observational and deliberate personality assemble and as a result factor for evaluating consumer demand which affects client attitudes. Olsen (2002) suggested that when deciding on a shopping platform, consumers would probably equate comfortable tastes to them in accordance with cost trade. To sum up, Customer satisfaction can be described as a relation and a favorable influence on the manner of purchasing. It means if the customer satisfied with the product and service, they intend to repeat buying and they become customer loyalty.

Service Quality

Gronroos (1984) claimed that the quality of the service was the result of the appraisal process in which the perceived service and the planned service were measured. Parasuraman et al. (1988) studied that service quality has also been defined as a type of attitude since it is a global decision on the superiority of the service rendered by the organization. To conclude, Quality service should match the desires and demands of consumers. Popular service quality considerations included process quality, product quality, physical quality, digital quality, and organizational quality. Service quality is more important and appropriate due to rising consumer demands, competitor behavior, environmental conditions, service design, and internal organizational factors.

Brand Image

Keller (1993) explained that the image of a brand is an impression of a brand as expressed in the recognition of a brand kept in the mind of a customer. As the concept from Doorn et al. (2010), brand image additionally has a high-quality relationship with purchaser engagement. Researchers suggest that the greater the credibility of the company, the higher possibility it is that consumers will pursue the brand in beneficial ways. Faircloth (2001) utilized simultaneous equation analysis to demonstrate that the attitude of the brand is clearly relevant to the image of the brand. In brief, brand image is an understanding of a brand as expressed in the awareness of a brand kept in the mind of a customer, and the attitude of the brand is directly related to the image of the brand.

Customer Loyalty

Reichheld and Teal (1996) discovered that marketers also understood that keeping customers committed to a company or shop can be an effective tool in decreasing prices.

Existing findings have also demonstrated that customer satisfaction not only raises sales by improved customer demand and reduces operating costs, but also draws on shifting limitations. In view of the increased focus on consumer retention increasingly and most companies also been developing customer loyalty programs in an effort to continue with clients (Kotler & Armstrong, 1999) and to turn their method into patron strategy by transferring their focus from purchaser retention to customer acquisition (Payner, 2000). In summary, the bulk of academic studies on loyalty behavior based on two points, optimistic word of mouth (WOM) and repeat purchasing intention, which constitutes the ability of consumers to endorse the customer experience to other clients and the probability of repeated sales in the future.

Trust

Moorman et al. (1993) explained that trusting is characterized by an eagerness to depend on a correlative partner who has a good personality. From the point of view, Doney and Cannon (1997), Moorman et al. (1993), and Moorman et al. (1992) clarified that the idea of trust is as it were pertinent in circumstances of instability, and at the same time trust will diminish the instability in a circumstance in which customers appreciate particularly defenseless (Chaudhuri & Holbrook, 2001). Cater and Zabkar (2009), Doney and Cannon (1997) referred to that benevolence alludes to consumer's beliefs that the organizations thought processes and eagerly are useful to clients. In the same way, Doney and Cannon (1997) demonstrated a piece of imperative evidence in support of the assumption that while trustworthy parties are defenseless, certain parties need to take an interest in risk-taking actions to ensure that such helplessness persists. Briefly, trust occurs when a company knows the interests of its clients, acknowledges them, and delivers the appropriate service. Gaining the loyalty of the consumer is critical not only to keep them loyal and come back but also, they suggest their friends buy the company's product.

Customer Intimacy

Brock and Zhou (2012) described customer intimacy as a perspective of the customers that there may be a strong and reciprocal indirect relationship between consumers and sellers. Customer intimacy is characterized in this definition as a multilevel development comprised of attraction, perception of quality, and commitment. Esteem recognitions allude to the shopper increasing in value the esteem of keeping up a continuous relationship with a benefit supplier defined by several studies (Baumann & Le Meunier-FitzHugh, 2014; Brock & Zhou, 2012; Sirdeshmukh et al., 2002). On the other hand, shared understanding comprises shared data, common information, common convictions, and shared presumptions. In conclusion, customer intimacy is an indicator of brand recognition and identification with the needs and values of consumers.

Perceived Value and Customer Loyalty

Yang and Peterson (2004) recorded that perceived value is one of the essential parts of customer loyalty in e-commerce. In the same way, Chen and Hu (2010) describe a solid impact of perceived value on customer loyalty in a consideration of coffee outlets in Melbourne. Moreover, Lai et al. (2009) and Yang et al. (2011) recommended that the most

consideration ought to be given to the perceived value built up by the providers of benefits since it affects consumer retention and customer loyalty. On the other hand, consumer retention and customer loyalty may be understood as outcomes of the perceived value (Brodie et al., 2009; Gallarza & Saura, 2006; Hutchinson et al., 2009). Chong (2017) found that clients are faithful to the organization since they discovered that the loyalty service was valuable and would give them an edge. Cronin et al. (2000) discovered that the perceived value had a noteworthy coordinate impact on the valuable purposeful that was known to be an attitudinal definition of consumer loyalty. Therefore, the following hypothesis is proposed.

H1: Perceived value has a significant effect on customer loyalty.

Customer Satisfaction and Customer Loyalty

Consumer satisfaction is also expected to affect customer loyalty. Hu et al. (2009) and Jen et al. (2011) discovered that happy consumers appear to be faithful, perceived to be strongly behavioral. The outline of customer satisfaction essentially and emphatically influences customer loyalty (Jaiswal & Niraj, 2011; Yuksel et al., 2010). In addition, Oliver (1980) discovered that there is a worldview known as "discrepancy of perception" which attests that fulfillment relates directly to loyalty. Especially, being fulfilled by trying to make use of a service or product develops and inevitably leads to the customer's trust in the nature of the product or service. That closes including an inclination to purchase additional. As demonstrated by numerous factors in detail in a number of companies, there is a built-up relationship regarding customer satisfaction and loyalty (Lai et al., 2009; Ali et al., 2016). Then, the following hypothesis is proposed.

H2: Customer satisfaction has a significant effect on customer loyalty.

Service Quality and Customer Loyalty

Service quality can improve customers' recognition of brand image and boost customer loyalty (Dagger et al., 2007; Lai et al., 2009; Saha & Theingi, 2009). Once clients encounter predominant service quality, their recognition of that brand increments, and they regularly consider repurchasing the service and prescribe it to others. Additionally, Zeithaml et al. (1996) recommended that customers' relationship with an organization is fortified when the client makes a favorable evaluation of the organization's service quality and debilitated when clients make a negative evaluation of the organization's service quality. Researchers contended that such favorable evaluation of the quality of administrations will lead to favorable behavior eagerly like "praise for the company" and expressions of inclination for the company over other companies. Customer loyalty is a critical objective for vital promoting arranging and speaks to a critical premise for creating a maintainable competitive advantage. Oliver (1999) demonstrated a positive relationship between the devotion of clients and the execution of companies. Service quality decides customer satisfaction and influences customer loyalty through customer fulfillment (Cronin & Taylor, 1992; Rust & Oliver, 1994). Therefore, the following hypothesis is proposed.

H3: Service quality has a significant effect on customer loyalty.

Brand Image and Customer Loyalty

Brand image is typically understood to be the entirety of brand affiliations in the memory of customers. Cretu and Brodie (2007) focused primarily on the fact that shoppers assess the brand image for a business with notoriety with a remarkable relationship, which is a superior brand image; the better the assessment, the brand would allow buyers to have better corporate notoriety scores. Also, in spite of the fact that numerous researchers have set that the brand image will influence customer behavior. Brandt (1998) investigation reveals that in the event that the product of the business highlights the picture of anti-characteristics and characteristics to be coordinated, as well as the motivation of the consumer and the relation of the brand, at that point the brand would have a strong influence on the consumers' minds. Subsequently, clients would accept the brand and set up a long-term and committed partnership with the brand. Armstrong and Kotler (2000) declared that a great brand image effectively gets goodwill of consumers and belief, and the client will create repetition to buy the product for a specific brand as loyal customers. Hence, shoppers will contribute not as it were to the deal of merchandise but too to their dependability to a specific brand. Thus, the following hypothesis is proposed.

H4: Brand image has a significant effect on customer loyalty.

Trust and Customer Loyalty

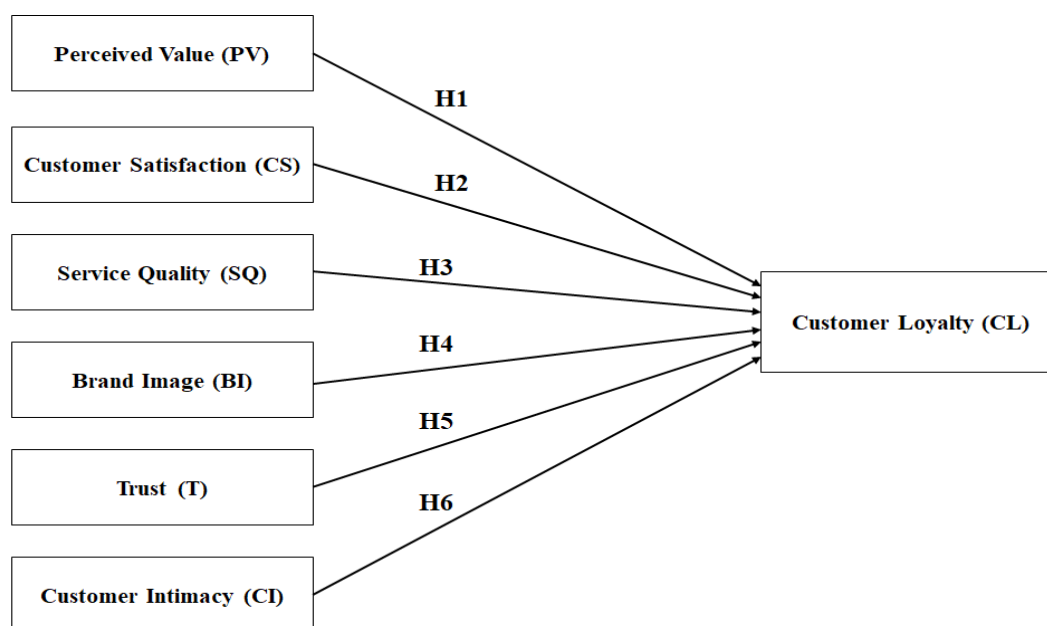
Trust comprised a critical suggestion in building up customer loyalty (Amin et al., 2013; Castañeda, 2011; Kantsperger & Kunz, 2010; Kassim & Abdulla, 2006; Kaur et al., 2012; Ladhari & Michaud, 2015; Thuy et al., 2016; Zeithaml et al., 1996). In addition, Cho and Hu (2009) clarified that confidence raises customer willingness to better product quality and increases the probability that the brand will be recommended to other clients. As a result, a high level of trust may turn a fulfilled client into a steadfast client (Dimitriadis et al., 2011). According to Amin et al. (2013) described that trust is recognized as an imperative marker in creating customer loyalty. In this consideration, trust will be anticipated to have a coordinated effect on customer loyalty. Then, the following hypothesis is proposed.

H5: Trust has a significant effect on customer loyalty.

Customer Intimacy and Customer Loyalty

Bügel et al. (2011) recommended that customer intimacy be offered to help companies in the establishment of relationships with clients and that they be able to prevent the end of those connections. Brock and Zhou (2012) observe that customer intimacy is good word-of-mouth and ready to repurchase. Apart from coordinating the relationship between customer intimacy and customer loyalty, the researcher indicates that customer intimacy occupies a role in the relationship between trust and customer loyalty (Brock & Zhou, 2012). On the other hand, Ponder et al. (2016) explained that the bond of trust and loyalty is completely interspersed by the closeness of the client. In comparison, this contact impact of customer intimacy on customer loyalty has been restricted in terms of Islamic holding of money settings. Therefore, the following hypothesis is proposed.

H6: Customer intimacy has a significant effect on customer loyalty.

Figure 1*Conceptual Framework*

The conceptual framework is developed from studying related theoretical frameworks. It is adapted from six theoretical models. First, the study of the group of researchers “The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty” (Hapsari et al., 2017) which identified the significant relationship between customer engagement, brand image, service quality, perceived value, customer satisfaction and customer loyalty towards airline passenger loyalty. Second, the research “Service quality evaluation and the mediating role of perceived value and customer satisfaction in customer loyalty” (Keshavarz & Jamshidi 2018) which determined the significant relationship between process quality, outcome quality, perceived value and customer satisfaction to obtain an empirical understanding of customer loyalty towards the hotel sector in Kuala Lumpur. Third, Leninkumar (2017) in “The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty”, which explored the customer satisfaction and customer trust on customer loyalty in the commercial banks of Sri Lanka. Fourth, Chinomona and Dubihlela (2014) research on “Does Customer Satisfaction Lead to Customer Trust, Loyalty and Repurchase Intention of Local Store Brands? The Case of Gauteng Province of South Africa” revealed the relationship between customer satisfaction and their trust, customer satisfaction and their loyalty, customer trust and their loyalty, customer loyalty and their repurchase intention and customer trust and their repurchase intention are positive in a significant effect. Fifth, (Li et al.(2013) research on “How can Personalized Online Services Affect Customer Loyalty: The Relationship Building Perspective related to socialness, self-reference, content relevance, effort reduction, special treatment benefit, customer intimacy and customer loyalty in online service. Lastly, sixth, Rahi (2016) in “Impact of Customer Value, Public Relations Perception and Brand Image on Customer Loyalty in Services

Sector of Pakistan” studied the variables of customer value, public relations perception, and brand image and customer loyalty. The conceptual framework of this study is shown in Figure 1.

Research Methodology

Population and Sample

This research study is a quantitative research to investigate the factors affecting customer loyalty towards local cosmetics brand in Yangon, Myanmar. The research study was based on empirical research to gather data with survey method by using online questionnaire as a research instrument. According to Rowley (2014), questionnaires are widely used to conduct quantitative research where the researchers want to gather information in terms of numbers of frequency of respondents attitudes, opinions, behaviors, or predictions. The questionnaire consists of three parts. The first part includes the screening questions to identify the qualified respondents. Secondly, a five-point Likert scale was used to measure seven different variables, ranging from strong disagree (1) to strongly agree (5) for the analysis of all hypotheses. Questions on demographic factors have been collected based on respondent's gender, nationality, age, income, occupation and how often do the respondents use the Hearty Heart's product.

The index of item-objective congruence (IOC), it is a procedure used in test development for evaluating content validity at the item development stage in the questionnaire. The questionnaire in this study was checked by three experts including, two in academic fields, and one in the field of fashion products. All items from three experts obtained scores of 0.87 which means the all questions in the questionnaire were appropriated to distribute for participants in this study. Next, the pilot test has been conducted with 50 respondents. Cronbach's alpha coefficient is used to analyze scale items of variables in this study. The results of the pilot test of this study revealed that each variable has Cronbach's alpha coefficient was higher than 0.90.

Research Design

The questionnaire contained 35 items related to seven variables of the research model, two items related to screening questions, and six items connected with the demographic question that was conducted in English from the perception of Myanmar local cosmetics users. In this study, the researcher uses the Interval scale (Likert scale) in five-point that the respondents can rate from 1 (Strongly Disagree) to 5 (Strongly Agree).

Data Collection

The questionnaires were distributed to respondents online between September to October in 2020. Online questionnaires were gathered due to a limited period of time. This research applied non-probability sampling technique cover by convenience and snowball sampling techniques to collect the data from respondents because it is convenient to collect the data online and it can also make a friend or friend share to each other on the topic of factors affecting customer loyalty towards local cosmetics brand in Yangon, Myanmar.

Reliability Test

A reliability test with 50 respondents for pilot test was applied to assemble the data in order to figure out any unreliability or error of variables in the questionnaire. The result of the reliability test should equal or greater than 0.7, which means that the questionnaire is reliable and can be distributed to the respondents (Cronbach, 1951). According to the results of Table 1, the Cronbach's alpha of each variable was greater than 0.7. It means that the entire questions in the questionnaire are strongly associated with excellence and reliability. Therefore, the researcher can distribute the questionnaire to respondents.

Table 1

Reliability test of each variable (n=50)

Variables	Cronbach's Alpha	No. of Items
Perceived value	0.957	5
Customer satisfaction	0.953	5
Service quality	0.951	5
Brand image	0.958	5
Customer loyalty	0.955	5
Trust	0.952	5
Customer intimacy	0.958	5

Statistical Treatment of Data

Quantitative data analysis was conducted using the statistical program in order to analyze the information after collecting data from 400 questionnaires. The completed questionnaire was coded into symbolic form. Therefore, the data was analyzed quantitatively by using a statistical program using descriptive and inferential statistics. Descriptive statistical analysis is used to describe a data set into the mean and the standard deviation (or variance) in terms of scale item in each variable, moreover, they also analyzed demographic data including gender, nationality, age, income per month, occupation, and how often they use the products. Meanwhile, inferential analysis refers to the statistical testing of hypotheses. Inferential statistics are used to analyze the probability of independent variables towards dependent variables. In this study, the researcher used multiple linear regression to test the effect between each independent variable towards the dependent variable.

Results

Table 2 shows the descriptive statistic of demographic profile, results reveal that most of the respondents were female with a percentage of 90.2% (361) while male is 7.5% (30) and other is 2.3% (9). For nationality, all respondents 400 are from Myanmar which is 100%. The sample size of 400 respondents showed that the respondents between 21-30 years old is 56.3% (225). Then following by age between 15-20 years old with 20.3% (81). Age group between 31-40 years old with 19.4% (78), followed by age group under 15 years old with 3.0% (12) and lastly age over 40 years old with 1.0% (4). Most of the respondents earned a monthly income between 200,001–300,000 kyats per month with 28.2% (113),

following by those who earned 400,001 or more kyats with 27.5% (110), then with 18.3% (73), who earned between 300,001–400,000 kyats per month, then 150,000 or less kyats and between 150,001–200,000 kyats per month with 13.0% (52) each. For occupation, the majority of respondents are employees which were 67.4% (270) followed by students 18.3% (73), self-employed with 12.3% (49), and others occupation 2.0% (8). Finally, most of the respondents use Hearty Heart products- Almost every day (4, 5, or 6 days per week) with 50.2% (201), followed by who use every day with 31.5% (126), who use 2 or 3 days per week with 16.5% (66) and use once or twice per month with 1.8% (7), respectively.

Table 2
Summary of Demographic Data

<u>D1 Gender</u>	Frequency	Percentage
Male	30	7.5%
Female	361	90.2%
Other	9	2.3%
Total	400	100%
<u>D2 Nationality</u>	Frequency	Percentage
Myanmar	400	100%
Foreigner	0	0
Total	400	100%
<u>D3 Age</u>	Frequency	Percentage
Under 15 years old	12	3.0%
15 - 20 years old	81	20.3%
21 - 30 years old	225	56.3%
31 - 40 years old	78	19.4%
Over 40 years old	4	1.0%
Total	400	100%
<u>D4 Income per month (USD \$)</u>	Frequency	Percentage
\$100 or less (150,000 or less kyats)	52	13.0%
\$101 – \$200 (between 150,001–200,000 kyats)	52	13.0%
\$201 – \$300 (between 200,001–300,000 kyats)	113	28.2%
\$301 – \$400 (between 300,001–400,000 kyats)	73	18.3%
\$401 or more (400,001 or more kyats)	110	27.5%
Total	400	100%
<u>D5 Occupation</u>	Frequency	Percentage
Student	73	18.3%
Employee	270	67.4%
Self-employed	49	12.3%
Other	8	2.0%
Total	400	100%
<u>D6 How often do you use the Hearty Heart's product?</u>	Frequency	Percentage
Everyday	126	31.5%

Almost every day (4, 5 or 6 days per week)	201	50.2%
2 or 3 days per week	66	16.5%
Once or twice per month	7	1.8%
Total	400	100%

Table 3 shows that the highest mean of perceived value was “Hearty Heart cosmetics offered a good quality of product”, which is equal to 4.31. Then, the lowest mean was “Hearty Heart provides the convenient way (online platform) to buy their products” which is equal to 4.16. Customer satisfaction question with the lowest mean is “I don’t have alternative cosmetic products in my mind for shopping in terms of cosmetics because I am satisfied with the quality of the Hearty Heart product.” with value is 4.00 while the highest mean is “I am satisfied with all products and services of Hearty Heart” with number 4.33. Service quality question with the highest mean is “When they respond to their customers via online, the staff politely respond and do not discriminate against customers” equal to 4.25. The question with the lowest is “The staff deliver well service better than its best competitors.” equal to 4.10. Brand image question with the highest mean refers to “Under the Hearty Heart brand, I believe that all customers will have the same standard of products and services” equal to 4.36 and the lowest is “The Hearty Heart brand comes to my mind immediately when I want to purchase the cosmetics product” equal to 4.11. Customer loyalty question with the highest mean of perceived value was “I intend to tell positive things to other people about how well the Hearty Heart cosmetics and skincare are”, which is equal to 4.35. Then, the question with the lowest mean was “I am likely to recommend Hearty Heart to my friends or relatives who seek my advice about cosmetics and skincare products” which is equal to 4.19. The question in Trust with the highest mean was “I trust the quality of Hearty Heart cosmetics”, which is equal to 4.27. Then, the lowest mean was “I feel trust when Hearty Heart cosmetics provides the sufficient information about the ingredients of their product on the package” which is equal to 4.12. Customer intimacy question with the highest mean was “Hearty Heart always observes and intends what customers need”, which is equal to 4.39, and the lowest mean was “Hearty Heart always responds to the customers' comments when customers ask on their social media page” which is equal to 4.16.

Table 3
Descriptive Analysis with Mean and Standard Deviation

Perceived value	Mean	S.D.
PV1: Hearty Heart provides the convenient way (online platform) to buy their products.	4.16	0.572
PV2: Hearty Heart cosmetics offered a good quality of product.	4.31	0.704
PV3: When I buy Hearty Heart cosmetics, I feel it is worth it to spend the money.	4.26	0.619

PV4: There are many varieties of cosmetics products from Hearty Heart that the company provides. (For example; foundation, powder, lipstick, eyebrow pencil, eye liner, etc.)	4.26	0.623
PV5: Every Hearty Heart product is reasonably priced with good quality.	4.28	0.649
Customer satisfaction		
CS1: I am satisfied with the quality of Hearty Heart cosmetics.	4.21	0.551
CS2: Whenever I want to buy cosmetics, I am always thinking about Hearty Heart products.	4.31	0.748
CS3: I don't have alternative cosmetic products in my mind for shopping in terms of cosmetics because I am satisfied with the quality of the Hearty Heart product.	4.00	0.759
CS4: Being a customer of Hearty Heart has been a right decision to repurchase the cosmetics product again for me.	4.15	0.667
CS5: I am satisfied with all products and services of Hearty Heart.	4.33	0.665
Service quality		
SQ1: The staff deliver well service better than its best competitors.	4.10	0.586
SQ2: When they respond to their customers via online, the staff politely respond and do not discriminate against customers.	4.25	0.761
SQ3: The staff are always willing to assist customers when customers ask about the products in their social media pages.	4.21	0.66
SQ4: The staff have well trained and well knowledge about their product.	4.18	0.689
SQ5: I feel appreciated for their service quality when I use Hearty Heart cosmetics.	4.16	0.65
Brand image		
BI1: I will definitely recognize the Hearty Heart brand among other cosmetics brands.	4.17	0.599
BI2: Under the Hearty Heart brand, I believe that all customers will have the same standard of products and services.	4.36	0.66
BI3: Hearty Heart has a good recognized brand among the customers via the word of mouth between customers to customers.	4.23	0.698
BI4: The Hearty Heart brand comes to my mind immediately when I want to purchase the cosmetics product.	4.11	0.775
BI5: I believe that Hearty Heart has a positive image in the market.	4.23	0.661
Customer loyalty		
CL1: I would encourage colleagues to use Hearty Heart cosmetics.	4.22	0.531
CL2: I intend to tell positive things to other people about how well the Hearty Heart cosmetics and skincare are.	4.35	0.636
CL3: I would post positive messages about Hearty Heart on social media.	4.30	0.629
CL4: I am likely to recommend Hearty Heart to my friends or relatives who seek my advice about cosmetics and skincare products.	4.19	0.614

CL5: The Hearty Heart product will be my first choice when I need something to buy cosmetics and skincare.	4.23	0.637
Trust		
T1: I trust the quality of Hearty Heart cosmetics.	4.27	0.577
T2: The Hearty Heart's ingredients are from natural products; I feel confident that all cosmetics and skincare are a safe and healthy product.	4.19	0.763
T3: I feel trust when Hearty Heart cosmetics provides the sufficient information about the ingredients of their product on the package.	4.12	0.656
T4: I believe that Hearty Heart products always produce their products to be more quality and to be a healthy product.	4.18	0.686
T5: I am confident when I use Hearty Heart cosmetics.	4.22	0.695
Customer intimacy		
CI1: I have a good understanding about Hearty Heart cosmetics.	4.21	0.594
CI2: Hearty Heart brand always posts the instructions about how to use their products on their social media because they want customers to understand their products.	4.31	0.625
CI3: Hearty Heart always gives special promotions for customers. (for example; buy two get one, 15% discount, 10% discount)	4.30	0.603
CI4: Hearty Heart always observes and intends what customers need.	4.39	0.639
CI5: Hearty Heart always responds to the customers' comments when customers ask on their social media page.	4.16	0.657

Table 4 shows that all the variables have variance inflation factors (VIF) less than 5 which means it has no overlapping in the model. VIF should not be more than or equal to 5 since it can represent the correlation between an independent variable and any others in critical levels of multicollinearity where the coefficients are poorly estimated, and the p-value are questionable. In this study, the VIF results of perceived value, customer satisfaction, service quality, brand image, trust, and customer intimacy are 2.114, 2.545, 2.795, 2.702, 3.218, and 2.179 respectively, which are all below 5.

Multiple Linear Regression analysis presented in Table 4 was used to evaluate and determine the influence of the independent variable on customer loyalty. The adjusted R-square is 57.6%. It explains that 57.6% of the change in the dependent variable can be explained by the independent variables that been used in this study which are perceived value, customer satisfaction, service quality, brand image, trust, and customer intimacy.

Table 4

Summary of Multiple Linear Regression Results

Variable	B	Std. error	Standardized Coefficients Beta	Sig.	VIF
Perceived value	.132	.042	.148	.002*	2.114
Customer satisfaction	.103	.043	.123	.018*	2.545
Service quality	.060	.045	.073	.182	2.795

Brand image	.180	.042	.228	.000*	2.702
Trust	.199	.045	.258	.000*	3.218
Customer intimacy	.058	.048	.058	.227	2.179

Note: *R Square* = .582, *Adjusted R Square* = .576, **p* < .05, *Dependent variable* = Customer loyalty

Table 4 shows that the following results from data analysis using multiple linear regression:

The significant level of perceived value is .002, which is less than .05. The null hypothesis (H1₀) is rejected. As a result, it can be concluded that perceived value has a significant effect on customer loyalty. It also has a standardized coefficient of .148, which can imply that if perceived value increases by 1% can improve customer loyalty by 14.8%.

The significant level of customer satisfaction is .018, which is less than .05. The null hypothesis (H2₀) is rejected. As a result, it can be concluded that customer satisfaction has a significant effect on customer loyalty. It also has a standardized coefficient of .123, which can imply that if customer satisfaction increases by 1% can increase customer loyalty by 12.3%.

The significant level of service quality is .182, which is greater than .05. The null hypothesis (H3₀) is failed to reject. There is no significant effect between service quality and customer loyalty.

The significant level of brand image is .000, which is less than .05. The null hypothesis (H4₀) is rejected. As a result, it can be concluded that brand image has a significant effect on customer loyalty. It also has a standardized coefficient of .228, which can imply that if brand image increases by 1% customer loyalty is improved by 22.8%.

The significant level of trust is .000, which is less than .05. The null hypothesis (H5₀) is rejected. As a result, it can be concluded that trust has a significant effect on customer loyalty. It also has a standardized coefficient of .258, which can imply that if trust increases by 1% can increase customer loyalty by 25.8%.

The significant level of customer intimacy is .227, which is greater than .05. The null hypothesis (H6₀) is failed to reject. There is no significant effect between customer intimacy and customer loyalty.

Table 4

Summary Results of Hypotheses Testing

Hypotheses	Sig.	Standardized Coefficient	Results
H1: Perceived value → customer loyalty	.002*	0.148	Reject H1 ₀
H2: Customer satisfaction → customer loyalty	.018*	0.123	Reject H2 ₀
H3: Service quality → customer loyalty	0.182	0.073	Failed to reject H3 ₀
H4: Brand image → customer loyalty	.000*	0.228	Reject H4 ₀
H5: Trust → customer loyalty	.000*	0.258	Reject H5 ₀
H6: Customer Intimacy → customer loyalty	0.227	0.058	Failed to reject H6 ₀

Note: * $P\text{-value} < .05$

Table 5 shows the ranking of the variables from the most significant influence to least significant influence of independent variables toward customer loyalty. The Beta was used to analyze the level influence of each variable. It presents that the variable with highest significant influence is trust 0.258, followed by brand image 0.228, perceived value 0.148, and customer satisfaction 0.123. By contrast, another way of deciding the highest and lowest significant influence of each variable to customer loyalty is the average result of the Beta. The average of Beta is 0.148, which is the number of the variables that greater than 0.148 means most significant influence, on the other hand, if less than 0.148 means weakest significant influence. There are three variables that greater than and equal 0.148 is trust 0.258, brand image 0.228 and perceived value 0.148 which means strongest substantial influence toward customer loyalty. Moreover, the other variable that is lower than 0.148 is customer satisfaction 0.123 which means it has the weakest significant influence toward customer loyalty.

Table 5

Strengths of Influence of Variables toward Customer Loyalty

Rank	Independent variable	Beta
1 st	Trust	0.258
2 nd	Brand image	0.228
3 rd	Perceived value	0.148
4 th	Customer satisfaction	0.123

Note. *Dependent variable: Customer loyalty*

Discussion and Conclusion

The hypotheses testing shows that there are four variables that have a significant influence on customer loyalty such as perceived value, customer satisfaction, brand image, and trust. The other two variables service quality and customer intimacy have no significant influence on customer loyalty.

Trust may turn a fulfilled client into a steadfast client (Dimitriadis et al., 2011). Amin et al. (2013) described that trust is recognized as an imperative marker in creating customer loyalty. In Myanmar, the local cosmetics brand has an influence in terms of trust in the quality the results also reflected thru the questions "I trust the quality of Hearty Heart cosmetics" ($\bar{x} = 4.27$) and "I am confident when I use Hearty Heart cosmetics" ($\bar{x} = 4.22$). Second, the researcher found that brand image has an influence on customer loyalty towards local cosmetics brands in Yangon, Myanmar. The beta of the brand image is 0.228. The results also align with the questions "Under the Hearty Heart brand, I believe that all

customers will have the same standard of products and services" ($\bar{x} = 4.36$), "Hearty Heart has a well-recognized brand among the customers via the word of mouth between customers to customers" ($\bar{x} = 4.23$), and "I believe that Hearty Heart has a positive image in the market" ($\bar{x} = 4.23$). Armstrong and Kotler (2000) mentioned that a great brand image effectively gets goodwill of consumers and belief, and the client will create repetition to buy the product for a specific brand as loyal customers. Third, the research results show the result that perceived value has a significant influence on customer loyalty towards local cosmetics brands in Yangon, Myanmar. The beta on the perceived value is 0.148. The results from this research reflected thru the questions that "Hearty Heart cosmetics offered a good quality of the product" ($\bar{x} = 4.31$), and "Every Hearty Heart product is reasonably priced with good quality" ($\bar{x} = 4.28$). Therefore, Tam (2004) supported that if consumers believe that the importance or efficiency of the service, they receive exceeds the expense of providing the service, it may affect more fulfillment and as a result, it can have a positive impact on customer loyalty. Lastly, results showed that customer satisfaction has an influence on customer loyalty on local cosmetics brand in Yangon, Myanmar. The beta of customer satisfaction is 0.123. Local cosmetics brands in Myanmar has influence in terms of customer satisfaction in the products and service the results also reflected thru the questions "I am satisfied with all products and services of Hearty Heart" ($\bar{x} = 4.33$), and "Whenever I want to buy cosmetics, I am always thinking about Hearty Heart products" ($\bar{x} = 4.31$). Oliver (1997) described customer satisfaction as the logic of a product or service characteristics and providing a delightful level of consumption-related happiness, which includes levels of down or up fulfillment. Hu et al. (2009) and Jen et al. (2011) have discovered that happy consumers appear to be faithful, perceived to be strongly behavioral.

Recommendations

The results have shown that there are four variables that have a significant influence on customer loyalty, namely: perceived value, customer satisfaction, brand image, and trust. The other two variables service quality and customer intimacy have no significant influence on customer loyalty. Based on the results, it is recommended that Hearty Heart should consider improving its service quality in both physical shops and online shops. In this research, service quality has no significant effect on customer loyalty. Secondly, during the COVID-19 situation, people cannot buy Hearty Heart cosmetics at the physical store, then is only one way that the customers can buy the Hearty Heart products online from Hearty Heart's social media pages. According to the results, it is recommended that Hearty Heart should improve its service quality on the online shop to keep customer loyalty. Hearty Heart should develop its relationship between customers and brands, for example offer buy one get extra skincare product for trial free or creating a signature local cosmetics with limited edition. Lastly, it is recommended that Hearty Heart should respond to the customers as soon as possible when customers ask on their social media page because most customers want a quick response to them.

Recommendations for Further Study

This research was focused on determining the factors influencing customer loyalty towards local cosmetics brands in Yangon, Myanmar. The research utilized only seven variables because of the limited time and pandemic situation. For further studies, the researchers could focus on other variables which may affect or have a better influence on customer loyalty such as word of mouth, customer value, advertising, brand awareness, etc. This research used collected data from online survey questionnaires distributed on social media and focused only on participants who live in Yangon, Myanmar which may not concern the results to other geographic areas in Myanmar. Thus, further study can be conducted in all cities in Myanmar which may present different outcomes.

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