

Exploring the Role of Consumer Trust in Mediating the Relationship between Commitment and Satisfaction in Yogyakarta

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Abstract

This study aims to examine the impact of consumer commitment on consumer satisfaction, mediated by consumer trust, within the cosmetics industry in Yogyakarta. Using a quantitative approach with Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), the study involved 121 respondents selected through purposive sampling. Data was collected via a questionnaire measuring three main variables: consumer commitment, consumer trust, and consumer satisfaction using a 1-5 Likert scale. The analysis results indicate that consumer commitment significantly affects consumer trust, which in turn influences consumer satisfaction. Although the direct impact of commitment on satisfaction is not significant, consumer trust was found to significantly mediate the relationship between commitment and satisfaction. This study offers important implications for cosmetics companies to focus more on developing consumer commitment and trust to enhance customer satisfaction and loyalty. Future research is recommended to broaden the scope by adding other variables, such as service quality, and testing the findings in different locations and products to improve the generalization of the results.

Keywords: Commitment, Trust, Satisfaction, Cosmetics.

Abstrak

Penelitian ini bertujuan untuk menguji pengaruh komitmen konsumen terhadap kepuasan konsumen yang dimediasi oleh kepercayaan konsumen dalam industri kosmetik di Yogyakarta. Menggunakan pendekatan kuantitatif dengan Structural Equation Modeling (SEM) berbasis Partial Least Squares (PLS), penelitian ini melibatkan 121 responden yang dipilih melalui purposive sampling. Data dikumpulkan melalui kuesioner yang mengukur tiga variabel utama: komitmen konsumen, kepercayaan konsumen, dan kepuasan konsumen menggunakan skala Likert 1-5. Hasil analisis menunjukkan bahwa komitmen konsumen secara signifikan mempengaruhi kepercayaan konsumen, yang pada gilirannya mempengaruhi kepuasan konsumen. Meskipun dampak langsung komitmen terhadap kepuasan tidak signifikan, kepercayaan konsumen ditemukan memediasi hubungan antara komitmen dan kepuasan secara signifikan. Penelitian ini menawarkan implikasi penting bagi perusahaan kosmetik untuk lebih fokus pada pengembangan komitmen dan kepercayaan konsumen untuk meningkatkan kepuasan dan loyalitas pelanggan. Penelitian selanjutnya direkomendasikan untuk memperluas cakupan dengan menambahkan variabel lain, seperti kualitas layanan, dan menguji temuan di lokasi dan produk yang berbeda untuk meningkatkan generalisasi hasil.

Kata Kunci: Komitmen, Kepercayaan, Kepuasan, Kosmetik.

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INTRODUCTION

In today's highly competitive market, the influence of consumer commitment on satisfaction has become increasingly important to examine (Singh et al., 2023). Consumer commitment refers to the psychological attachment a consumer has to a brand or service, which serves as a driving factor in building long-term relationships between consumers and companies. This commitment not only impacts consumer satisfaction but also plays a key role in fostering the trust needed to maintain these relationships in an ever-evolving market, including in Yogyakarta, one of Indonesia's rapidly growing business sectors.

Trust, as the primary mediator, influences how much consumer commitment contributes to satisfaction. A high level of trust can strengthen the relationship between consumer commitment and satisfaction with the products or services provided (Saoula et al., 2024). Therefore, understanding the mechanism of consumer commitment's effect on satisfaction, mediated by trust, is highly relevant, especially in developing sectors such as tourism, food, and e-commerce.

Commitment can be categorized into two main types: affective commitment and calculative commitment (Khan et al., 2021). Affective commitment refers to an emotional attachment consumers feel toward a brand or service, while calculative commitment focuses on the practical considerations and perceived benefits consumers experience. Research has shown that both play crucial roles in building strong consumer-company relationships and influence the level of trust developed throughout the relationship (Goyal et al., 2023).

Trust, as the second variable, becomes an essential mediator in the relationship between commitment and satisfaction. High trust affects consumer perceptions of product or service quality and reduces the perceived risks associated with transactions. In a study by Cahaya et al. (2022), it was found that trust serves as a mediator that strengthens the impact of consumer value and involvement on commitment. In Yogyakarta, this research is highly relevant given the rapidly developing market, where consumers seek satisfying and trustworthy experiences, particularly in the local food and e-commerce sectors.

Although many studies have examined the relationships between consumer commitment, trust, and satisfaction, there remains a significant gap in the context of specific local markets such as Yogyakarta. Most previous research, such as those conducted by Goyal et al. (2023) and Cahaya et al. (2022), has focused on the e-commerce sector and online applications in general, with limited attention to the dynamics in cities with unique local market characteristics.

Additionally, while numerous studies have linked consumer commitment and trust with satisfaction, few have explored the role of trust within the broader Indonesian market context, specifically in Yogyakarta. Some studies suggest that companies should focus on strategies to build trust, yet there is no clear consensus on the specific elements that build trust in this context (Harianto & Ellyawati, 2023). Therefore, the existing theoretical gap needs to be addressed through more in-depth research into the factors influencing trust and consumer satisfaction in Yogyakarta.

This study proposes a model that integrates consumer commitment and trust in relation to satisfaction. In Yogyakarta, local characteristics such as trust in local reviews and recommendations are crucial for building strong relationships between consumers and brands. This study will assess how consumer commitment interacts with social and cultural factors to form trust, which in turn enhances consumer satisfaction. This will provide new insights into how trust-building strategies can be tailored to the local context to improve long-term commitment and satisfaction.

By focusing on a research model that considers local factors, this study will contribute to a deeper understanding of the mechanisms through which consumer commitment influences

satisfaction, mediated by trust. The findings will help businesses in Yogyakarta design more effective marketing strategies, taking into account the social and cultural factors that influence consumer decision-making.

This study will be conducted in Yogyakarta, a center for tourism, food, and culture in Indonesia. Yogyakarta has a diverse population, with many domestic and international tourists visiting each year. As a result, sectors such as tourism, food, and local e-commerce play a crucial role in the city's economy. This research will examine the impact of consumer commitment on satisfaction, mediated by trust, within this context, focusing on popular online platforms, restaurants, and local tourism services in Yogyakarta.

The goal of this study is to identify how consumer commitment affects satisfaction in the context mediated by trust, with a focus on the local market in Yogyakarta. The main contribution of this research is to provide new insights into how trust can strengthen the relationship between consumer commitment and satisfaction in a local market with unique characteristics. This study will also offer recommendations for businesses in Yogyakarta to enhance their marketing strategies by building stronger trust and commitment, and increasing consumer loyalty through more satisfying experiences.

The Influence of Consumer Commitment on Trust

The impact of consumer commitment on consumer trust is a key aspect in understanding the relationship between consumers and brands or service providers. Consumer commitment significantly influences their level of trust, which in turn guides purchasing decisions and loyalty. Research shows that trust is an important precursor to commitment, where strong belief in a brand or service deepens commitment and strengthens trust itself (Cahaya et al., 2022; Herm, 2012). For example, trust within a user community increases consumer commitment to food delivery apps (Goyal et al., 2023), and trust also mediates the relationship between customer involvement and commitment in the omnichannel retail sector (Cahaya et al., 2022; Huang et al., 2019). Additionally, contextual factors like the fulfillment of psychological contracts and perceptions of brand integrity strengthen both commitment and trust (Hussain et al., 2020; Li et al., 2016). However, perceived violations of consumer expectations, such as service failures, can undermine the trust that has been established (Montgomery et al., 2017). In the context of corporate social responsibility, brands involved in socially responsible practices can enhance consumer trust and commitment (Abid et al., 2019).

The Influence of Consumer Commitment on Satisfaction

Consumer commitment has a significant impact on consumer satisfaction, which in turn strengthens customer loyalty. This commitment consists of affective, calculative, and normative dimensions, each contributing to overall satisfaction (Gustafsson et al., 2005). Affective commitment, which relates to emotional attachment, is highly correlated with satisfaction levels, where consumers with strong emotional attachment to a brand tend to feel more satisfied and loyal (Gustafsson et al., 2005). Additionally, good service quality and trust in a brand also play a role in enhancing

satisfaction, ultimately strengthening consumer loyalty. The implementation of loyalty programs and understanding consumer behaviors, such as commitment to environmental concerns, further complicates the process of building satisfaction and loyalty (Sun et al., 2022). Therefore, companies should focus on improving service quality and emotional engagement to create stronger relationships and sustainable loyalty (Tsabita & Djamaludin, 2023).

Consumer Trust on Consumer Satisfaction

Trust plays an important role in shaping consumer satisfaction, which in turn influences loyalty and customer engagement. Research shows that trust enhances consumer perceptions of product or service value, leading to increased satisfaction, as found in studies by Salsabiila and Miranti (2024) and Fahira and Djamaludin (2023), which highlight how brand trust influences consumer satisfaction. The relationship between trust and satisfaction is reciprocal, where higher satisfaction leads to higher trust, as explained by Junaedi et al. (2020). Trust also helps improve service quality and strengthens consumer loyalty, as demonstrated by research by Deng et al. (2010), which shows that service quality affects satisfaction and loyalty through trust. Furthermore, both emotional and rational trust types have a significant influence on consumer satisfaction, especially in the banking sector (Mahsyar et al., 2020). Overall, trust and satisfaction are interdependent and highly influence customer loyalty, suggesting that businesses should prioritize building trust and service quality to enhance long-term satisfaction and loyalty.

Consumer Commitment on Satisfaction Mediated by Trust

Trust serves as an important mediator in the relationship between consumer commitment and consumer satisfaction. As a mediator, trust links satisfaction with commitment, which in turn strengthens customer loyalty. Research by Jani and Han (2011) shows that consumer satisfaction directly affects trust, which then strengthens consumer commitment, with trust serving as the key link in the relationship quality framework. Moreover, a study by Kaur and Soch (2018) found that calculative commitment mediates the relationship between satisfaction and loyalty behaviors, suggesting that while satisfaction is important, the presence of trust deepens consumer commitment. Trust also plays a similar role in the healthcare sector, where Patawayati (2013) and Durmuş & Akbolat (2020) show that trust mediates the relationship between patient satisfaction and patient commitment. In e-commerce, Goutam and Gopalakrishna (2018) confirm that consumer satisfaction influences e-trust and commitment, which ultimately enhances customer loyalty. Overall, this research suggests that trust, as a mediator, strengthens the relationship between satisfaction and commitment, which ultimately increases loyalty across various sectors.

METHODS

This study uses a quantitative approach with Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) to analyze the effect of consumer commitment on satisfaction mediated by trust in the context of cosmetics products in Yogyakarta. The sample consists of 121 respondents

selected through purposive sampling, specifically consumers who have used cosmetic products in the past 6 months. Data was collected through a questionnaire using a 1-5 Likert scale measuring three main variables: consumer commitment, consumer satisfaction, and trust. The data analysis technique used is SEM-PLS, which allows for testing complex relationships between variables in the model and ensures the validity and reliability of the instrument through Confirmatory Factor Analysis (CFA). This research aims to provide insights into how consumer commitment influences satisfaction through the role of trust, which could serve as a foundation for developing marketing strategies in the cosmetics industry.

RESULTS AND DISCUSSION

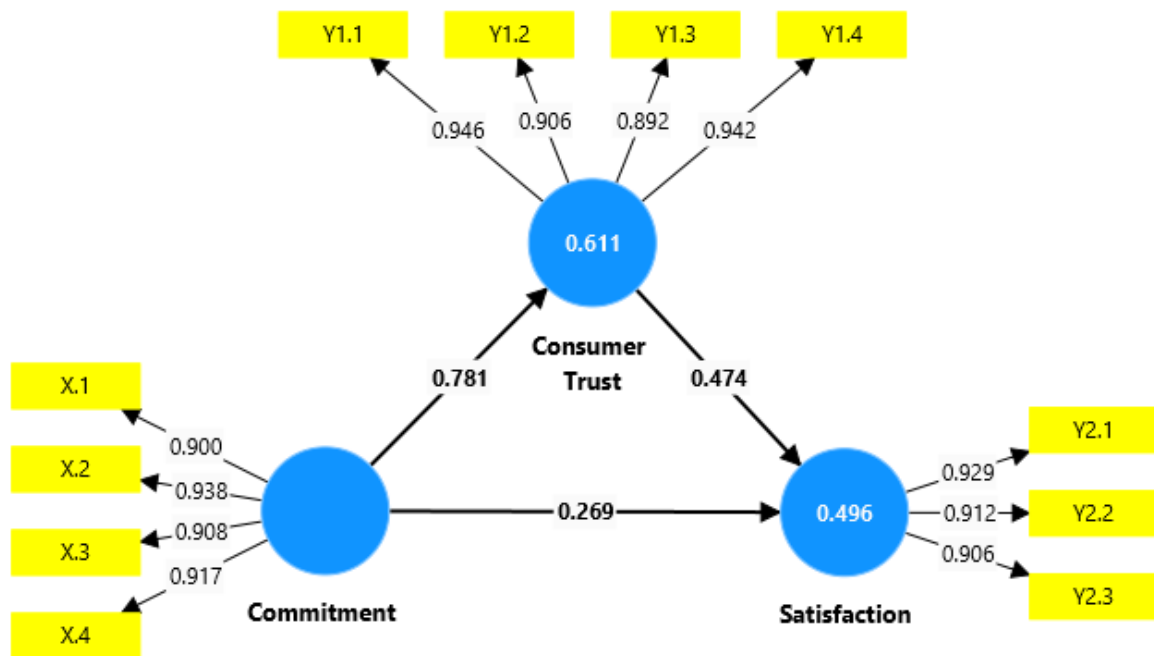


Table 1. Results of the Measurement Model

Variabel	Items	Loading Faktor	Cronbach's alpha	Composite reliability	Average variance extracted
Commitment	X.1	0,900	0,936	0,940	0,839
	X.2	0,938			
	X.3	0,908			
	X.4	0,917			
Consumer Trust	Y1.1	0,946	0,941	0,944	0,850
	Y1.2	0,906			
	Y1.3	0,892			
	Y1.4	0,942			
Satisfaction	Y2.1	0,929	0,904	0,905	0,839
	Y2.2	0,912			
	Y2.3	0,906			
	R-square		Q ² predict		
Satisfaction	0,611	Satisfaction	0,393		
Consumer Trust	0,496	Trust	0,599		

The table above presents the results of the validity and reliability tests for the three variables used in this study: consumer commitment, consumer trust, and consumer satisfaction. Based on the factor loading values, all items for each variable have values above 0.7, indicating that each item effectively explains the intended construct. The Cronbach's alpha values for these three variables also indicate very good reliability, as they are all greater than 0.7, reflecting the internal consistency of the instrument used. The Composite Reliability (CR) for all three variables is also greater than 0.7, indicating that the measurement model is sufficiently reliable.

Additionally, the Average Variance Extracted (AVE) values for consumer commitment, consumer trust, and consumer satisfaction are 0.839, 0.850, and 0.839, respectively, which are all greater than the threshold of 0.5. This signifies that these constructs have good convergent validity. The R-squared (R^2) values show that consumer trust can explain 49.6% of the variance in consumer satisfaction, while consumer commitment explains 61.1% of the variance in consumer satisfaction. For the predictive validity test, the Q^2 predict values show positive values for both variables: 0.393 for satisfaction and 0.599 for consumer trust, indicating that this model has good predictive capability.

Table 2. Heterotrait-monotrait ratio (HTMT)

	Commitment	Consumer_Trust	Satisfaction
Commitment			
Consumer_Trust	0,826		
Satisfaction	0,689	0,740	

The table above presents the results of the Heterotrait-Monotrait Ratio (HTMT) calculation, which is used to test the discriminant validity between different constructs in the model. The HTMT value measures the extent to which two different constructs are related. An HTMT value lower than 0.90 indicates that the constructs have good discriminant validity, meaning they are sufficiently distinct from each other.

In this table, the HTMT value between consumer commitment and consumer trust is 0.826, which is below the 0.90 threshold, indicating that these two constructs have good discriminant validity. Similarly, the HTMT value between consumer commitment and consumer satisfaction is 0.689, and between consumer trust and consumer satisfaction is 0.740. Both values are also below 0.90, which indicates that all three constructs are sufficiently distinct from one another in this model. This suggests that the model used has adequate discriminant validity.

Table 3. Hypotheses relationship testing

Path	Original sample (O)	T statistics	P values
Commitment -> Consumer_Trust	0,781	12,152	0,000
Commitment -> Satisfaction	0,269	1,638	0,101
Consumer_Trust -> Satisfaction	0,474	2,925	0,003
Commitment -> Consumer_Trust -> Satisfaction	0,370	2,745	0,006

The table above presents the results of the path analysis in the Structural Equation Modeling (SEM) using Partial Least Squares (PLS) to test the relationships between variables in this study. The analysis results show that consumer commitment has a highly significant effect on consumer trust,

with an original sample value of 0.781 and a t-statistic value of 12.152, which is much greater than the critical value of 1.96. The very small p-value (0.000) also indicates that this relationship is statistically significant.

On the other hand, the relationship between consumer commitment and consumer satisfaction shows an original sample value of 0.269, with a t-statistic value of 1.638. Although this t-statistic is greater than 1.96, the p-value of 0.101 indicates that this effect is not significant at the 5% significance level ($p > 0.05$). This suggests that consumer commitment does not have a direct significant impact on consumer satisfaction in this model.

Meanwhile, consumer trust has a significant impact on consumer satisfaction, with an original sample value of 0.474 and a t-statistic value of 2.925, indicating a strong and significant effect at the 5% level ($p = 0.003$). Additionally, the indirect effect through consumer trust is also significant, with an original sample value of 0.370 and a t-statistic value of 2.745 ($p = 0.006$), showing that consumer trust can significantly mediate the relationship between consumer commitment and consumer satisfaction. These results highlight the crucial role of consumer trust in shaping their satisfaction.

Discussion

The influence of consumer commitment on consumer trust is a critical aspect in the relationship between consumers and the brands or services they choose. Research shows that consumer commitment can strengthen trust, which in turn influences their purchasing decisions and brand loyalty. Commitment is not only made up of emotional attachment (affective commitment) but also includes calculative and normative dimensions, all of which contribute to trust and purchasing decisions (Cahaya et al., 2022; Herm, 2012). For example, Goyal et al. (2023) found that trust within user communities plays an important role in enhancing consumer commitment to food delivery apps, indicating that communities can reinforce commitment and build trust further. Additionally, trust is built through fulfilling psychological contracts and perceptions of brand integrity, which strengthen the relationship between the brand and consumers (Hussain et al., 2020; Li et al., 2016). On the other hand, violations of consumer expectations, such as service failures, can undermine the trust that has been built, which is crucial to note in customer relationship strategies (Montgomery et al., 2017). Therefore, companies need to focus on the factors that build trust to strengthen consumer commitment and ensure long-term loyalty.

Consumer commitment has a significant effect on consumer satisfaction, which ultimately strengthens customer loyalty. Different dimensions of commitment, such as affective, calculative, and normative commitment, contribute to overall consumer satisfaction. Affective commitment, which relates to emotional attachment to a brand, shows a strong relationship with satisfaction. Consumers who feel emotionally attached to a brand tend to be more satisfied and loyal (Gustafsson et al., 2005). Research also indicates that service quality and brand trust play a significant role in improving consumer satisfaction (Sihombing et al., 2023). Effective loyalty programs and a deep understanding of consumer behavior can also strengthen emotional bonds and enhance satisfaction and loyalty (Sun

et al., 2022). Therefore, companies should focus on improving service quality, strengthening consumer trust, and emotional engagement to create stronger relationships with consumers and build sustainable loyalty.

Trust serves as an important mediator in the relationship between consumer commitment and consumer satisfaction, further strengthening customer loyalty. As a mediator, trust not only connects commitment with satisfaction but also deepens that commitment. Research by Jani and Han (2011) reveals that consumer satisfaction affects trust, which in turn strengthens consumer commitment. Trust enhances the relationship between commitment and satisfaction, which plays a role in boosting customer loyalty. Additionally, a study by Kaur and Soch (2018) shows that calculative commitment mediates the relationship between satisfaction and loyalty, highlighting the importance of trust in deepening consumer commitment. In the healthcare sector, studies by Patawayati (2013) and Durmuş & Akbolat (2020) show that trust mediates the relationship between patient satisfaction and patient commitment. In the e-commerce context, Goutam and Gopalakrishna (2018) confirm that trust in the online environment enhances commitment and customer loyalty. Overall, trust as a mediator strengthens the relationship between commitment and satisfaction, ultimately enhancing customer loyalty across various sectors, including cosmetics, further underscoring the importance of trust in the brand-consumer relationship.

CONCLUSION

This study shows that consumer commitment has a significant effect on consumer trust, which in turn influences their satisfaction levels. Consumer trust plays a vital role as a mediator in the relationship between commitment and consumer satisfaction. While the direct effect of consumer commitment on satisfaction is not significant, the trust built through consumer commitment strengthens the relationship between the two variables. Overall, this study emphasizes the crucial role of trust in reinforcing commitment and satisfaction, which can enhance loyalty in the cosmetics industry.

The implications of these findings are important for cosmetics companies to focus on building strong relationships with consumers by increasing both commitment and trust. Companies need to develop marketing strategies that not only emphasize product quality but also strengthen the emotional commitment consumers have toward the brand. Furthermore, companies must maintain integrity and meet consumer expectations to sustain the trust that has been developed. By doing so, companies can increase consumer satisfaction and loyalty, which will positively impact the brand's sustainability and long-term growth.

Future research could expand the scope by considering more diverse factors, such as a deeper look into service quality. Given the importance of service quality in influencing satisfaction and trust, future studies can examine specific aspects of customer service that can improve satisfaction and consumer loyalty. Additionally, research could be conducted in different locations or with different

types of cosmetic products to enhance the generalization of the findings and provide a more comprehensive understanding of the influence of commitment and trust on consumer satisfaction in the cosmetics industry as a whole. This will provide broader insights for companies to design more effective marketing strategies in various markets.

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