The Influence of Content Marketing and Brand Image on PYARY Consumer Loyalty

Aurelia[1] Desma Erica Maryati Manik[2]
Sekolah Tinggi Ilmu Ekonomi Eka Prasetya[1,2]
Jl. Merapi No. 8, Pusat Ps., Medan Kota District, Medan City, North Sumatra 20212
aaurelia330@gmail.com

ABSTRACT

Consumer loyalty plays a critical role in sustaining brand growth, especially in highly competitive markets. This study explores the impact of Content Marketing and Brand Image on consumer loyalty of PYARY soap products in Medan City. Using a quantitative approach, primary data were collected through questionnaires and analyzed for validity and reliability. The findings reveal that while Content Marketing contributes positively to consumer loyalty, its effect is relatively modest, whereas Brand Image has a stronger and more significant influence. Together, these variables significantly affect consumer loyalty, with a coefficient of determination (R^2) of 0.424, indicating that 42.4% of consumer loyalty is explained by Content Marketing and Brand Image, while the remainder is influenced by other factors such as price, product quality, and promotions. The results highlight that content marketing alone may not be sufficient to cultivate loyalty but can enhance customer commitment when combined with a strong, positive brand image. For MSME owners, these insights underscore the importance of integrating engaging content strategies with brand image development to foster consumer loyalty, encourage repeat purchases, and support sustainable business growth.

Keywords: Content Marketing, Brand Image, Consumer Loyalty, Brand Development, PYARY, Competitive Market

INTRODUCTION

Consumer Loyalty is a crucial foundation for maintaining a brand's sustainability and growth, especially in an era of increasingly fierce market competition. Consumer Loyalty is a critical element in a company's long-term success, as loyal customers not only provide a stable source of revenue but also serve as advocates who can potentially expand market reach through positive recommendations and testimonials (Reni, 2024). The process of forming Consumer Loyalty does not happen instantly, but through continuous shopping experiences, where customers feel that the products they buy can meet their existing expectations (Ashilah & Nawawi, 2024). Consumer Loyalty measures include repeat purchases of the same product, multiple purchases of the same brand, positive recommendations to others, and the ability to remain loyal despite attractive offers from other brands. All of these factors can be strengthened if customers trust the brand and have a positive view of its brand image (Lisnawati et al., 2021).

In the herbal soap industry, Consumer Loyalty is crucial for maintaining market position amidst intense competition. For example, the growing interest in Arabic soap and herbal products demonstrates growing consumer awareness of the benefits of natural ingredients. PYARY, a growing herbal soap brand in Indonesia, relies heavily on Consumer Loyalty to compete with similar brands. To maintain this loyalty, companies need to identify the key elements that influence Consumer Loyalty. Two key tactics that can be implemented are logic-based content marketing and developing a strong brand image. Logic-based content provides educational and objective information about product benefits, while brand image plays a role in creating positive perceptions and building consumer trust (Ustadriatul et al., 2022).

Public perception of a brand also plays a significant role in fostering Consumer Loyalty. A good brand reputation reflects positive views and buyers' confidence in the quality of the product being sold. Research shows that brand reputation has a direct and significant impact on brand loyalty, which is mediated by customer trust and satisfaction (Lie & Nawawi, 2023). Another study also showed that a brand image resulting from quality service and positive interactions can increase consumer loyalty and encourage continued use of the brand (Image & Affecting, 2023).

Despite these strategies, PYARY faces challenges in maintaining consumer loyalty. In Indonesia, social media engagement for brands is declining: only 45% of users visited a brand website in the last 30 days (down 6.2% year-on-year), and sponsored post engagement dropped to 21.7% (Meltwater, 2024). This indicates that even content marketing strategies may not fully capture consumers' attention. In addition, brand loyalty in the Indonesian FMCG sector is generally weak; among Gen Z consumers, only about 22% remain consistently loyal to a favorite brand, while approximately 43% try a new brand every 1–3 months (Snapcart, 2024). The lack of emotional ties to the brand makes it easier for consumers to switch to competitors' products, even if the product quality is similar. Furthermore, the Indonesian soap and personal care market is growing and becoming increasingly competitive, attracting both local and international brands (6WResearch, 2024). Consequently, PYARY must actively strengthen its content marketing and brand image strategies to maintain loyalty and trust.

LITERATURE REVIEW

Consumer Loyalty

Consumer loyalty is a long-term commitment from consumers to continue purchasing products or services from a particular brand. According to Heart & Parlewen, (2017) it is a deep commitment by customers to continue re-subscribing or repurchasing selected products or services in the future, even if circumstances or ordering effort changes their behavior. According to Khoironi et al., (2018) define consumer loyalty as a behavioral drive encouraging purchasing, recommending products, and engaging with brands and stores, which positively impacts the company. Similarly, Rezeki et al., (2021) describe loyalty as behavior related to a product's brand, including renewing contracts and improving a product's positive image. Putro, (2014) explains that a customer becomes loyal by habitually repurchasing products over time, and companies must continuously provide valuable products and services to retain them. Consumer loyalty refers to a consumer's enduring commitment to a brand, reflected both in repeated purchasing behavior and in positive attitudes such as trust, satisfaction, and willingness to recommend the brand to others. It is shaped by consistent experiences with the brand's products or services and represents a combination of habitual actions and emotional attachment.

Based on these theories, consumer loyalty combines behavioral commitment (repurchase and recommendation behavior) and attitudinal commitment (positive perception and trust toward the brand). In this study, consumer loyalty is measured using the following indicators:

1. Repurchase intention
2. Recommendation to others (word of mouth)
3. Positive attitude toward the brand

Content Marketing

Content marketing is a strategy focused on creating and distributing relevant and useful content to attract and retain audiences. According to Nursafitri & Kusdibyo, (2019) define it as a communication process with consumers that emphasizes the product's character, factual information, and benefits. Chakti, (2019) explains that instead of simply presenting products or services, content should be relevant and useful to help customers solve problems. According to Pertiwi and Gusfa, (2018), describe content marketing as a strategy that educates consumers and connects producers and consumers through communication. Dagustani (2020), introduces rational marketing as a strategy based on consumer motivation to choose products for rational reasons, which aligns with content marketing approaches. From these perspectives, content marketing can be seen as a strategic tool to educate, engage, and influence consumers by providing useful and relevant content rather than direct product promotion. This study uses these insights to measure content marketing effectiveness.

Content marketing is a strategic tool to educate, engage, and influence consumers by providing useful and relevant content rather than direct promotion. This study measures content marketing effectiveness using the following indicators (Nursafitri & Kusdibyo, 2019) :

1. Relevance – providing content aligned with consumer needs and problems
2. Accuracy – ensuring content is correct and trustworthy
3. Factuality – content based on real events and evidence
4. Value – content useful and beneficial to consumers
5. Consistency – maintaining quality and timely updates

Brand Image

Brand image refers to the perception and associations consumers hold about a brand based on experience, communication, and interactions. Oktarini, (2020) defines brand image as the perception or opinion arising when recalling a particular product. Similarly, (Supriyadi et al., 2016), argue that brand image strengthens consumer-brand relationships through repeated experiences and accumulated information. Tombokan et al. (2015) explain that brands represent internalized impressions in consumers' minds, giving emotional and functional benefits. According to Freddy Rangkuti, (2018) Brand rand image consists of brand associations embedded in memory. Marketing tools influencing brand image include product quality, packaging, logo, brand name, advertising, and promotions. These theories suggest that brand image reflects how consumers perceive and emotionally relate to a brand, which affects loyalty and trust. This understanding forms the basis for measuring brand image in this study.

According to Supriyadi et al., (2016), the indicators that form brand image are:

1. Recognizability – ability to identify the brand from its attributes
2. Memorability – ease of remembering the brand
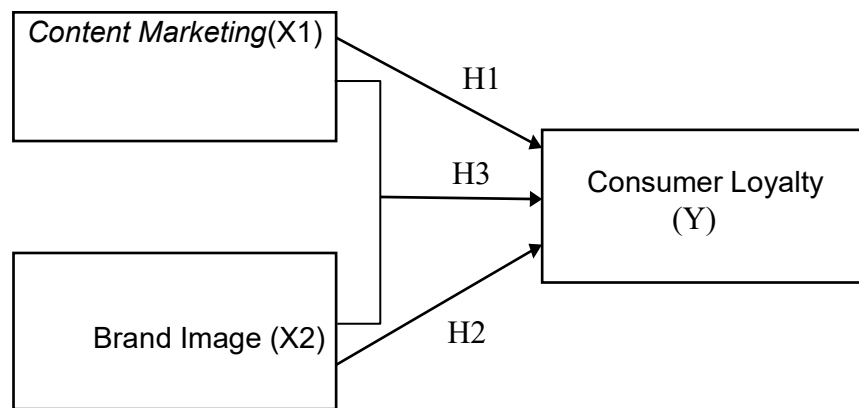3. Reputation – positive perception regarding quality and reliability

Figure 1. Conceptual Framework

Based on the conceptual framework above, the hypothesis to be tested is:

H1:   Content Marketing has a positive and significant effect on PYARY Consumer Loyalty
H2:   Brand Image has a positive and significant influence on PYARY Consumer Loyalty
H3:   Content Marketing and Brand Image simultaneously have a positive and significant effect on PYARY Consumer Loyalty

RESEARCH METHOD

This study employed a quantitative and primary approach, with data in the form of numbers and statistical analysis. The data were collected from distributed questionnaires. The study was conducted from June 1 to September 30, 2025. The population and sample size were 219.

According to Jaya, (2019)Population is the total number of objects or subjects that have certain characteristics and qualities that are determined by the researcher to be studied and then conclusions drawn. According to Sudirjo et al., (2023) the data obtained from the survey, it will be analyzed using appropriate statistical techniques. A sample is a part of the number and characteristics that a population has. A sample is a subset of the population with its characteristics. This study used a saturated sampling technique, with 219 samples.

Data analysis and testing consists of:
1. Descriptive Statistics
2. Classical Assumption Test:
       a. Normality Test
       b. Heteroscedasticity Test
       c. Multicollinearity Test
       d. Autocorrelation Test
3. Multiple Linear Regression Analysis
4. Hypothesis Testing
       a. t-test
       b. F-test
       c. Test of the Coefficient of Determination (R2)

RESULTS

Validity Test

According to Ghozali, (2021) A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire. The validity test is used to measure the validity of a questionnaire. If $r_{count} > r_{table}$ and the value is positive, then the statement item is declared valid. For the known r_{table} value of 0.361, it is obtained by using the degree of freedom (df) = number of samples (N) - 2 = 30 - 2 = 28.
In this study, the r_{table} value with a significance level of 0.05 and a sample size of 219 people is 0.361. Based on the validity test results, it is known that the the r_{count} value for each statement has a value greater than the r_{table} value. Thus, it can be concluded that all statements in the questionnaire are valid.

Reliability Test

According to Ghozali, (2021)Reliability testing is used to measure a questionnaire as an indicator of a variable or construct. After validity testing, the next step is reliability testing, which aims to determine respondents' consistency in answering the questionnaire. If the Cronbach's alpha value is > 0.60, the questionnaire is reliable. The results of this test show that Cronbach's alpha values for the independent and dependent variables are greater than the significance level. Therefore, it can be concluded that all instruments are reliable.

Descriptive Statistics

According to Ghozali, (2021) Descriptive statistics provide a description or overview of data based on variance, maximum, minimum, sum, range, standard deviation, mean, kurtosis, and skewness. In this study, the descriptive statistics used were mean, standard deviation, maximum, and minimum.

Table 1. Descriptive Statistical Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
Rational Content Marketing	219	10	40	27.15	6,393
Brand Image	219	19	45	33.80	5,519
Consumer Loyalty	219	16	35	26.07	3,453
Valid N (listwise)	219				

Source: Processed data, 2025

Based on the table above, the number of data used is 219 which is the result of the Medan Polonia Community questionnaire. The Content marketing variable produces a minimum value of 10 and a maximum value of 40, with a mean value of 27.16 and a standard deviation of 6,393. The Brand Image variable produces a minimum value of 19 and a maximum value of 45, with a mean value of 33.80 and a standard deviation of 5,519. The Consumer Loyalty variable produces a minimum value of 16 and a maximum value of 35, with a mean of 26.07 and a standard deviation of 3,453.

Normality Test

According to Sahir, (2021)The Normality Test is used to test whether the independent and dependent variables are normally distributed or not. Data can be declared normal if the significance value is > 0.05, and conversely, if the significance value is < 0.05, the data is declared to be abnormally distributed.

The result of this test show that the data is distributed around the diagonal line and follows the direction of the diagonal line. Therefore, the regression model meets the assumption of normality. This aligns with the results of testing using a histogram graph, which indicates that the data is normally distributed.

Heteroscedasticity Test

According to(Sahir, 2021)The heteroscedasticity test is used to determine whether there is inequality in the variance of residuals from one observation to another. Data is considered non-heteroscedastic if the significance value is > 0.05, and vice versa if the significance value is < 0.05, the data is considered heteroscedastic.
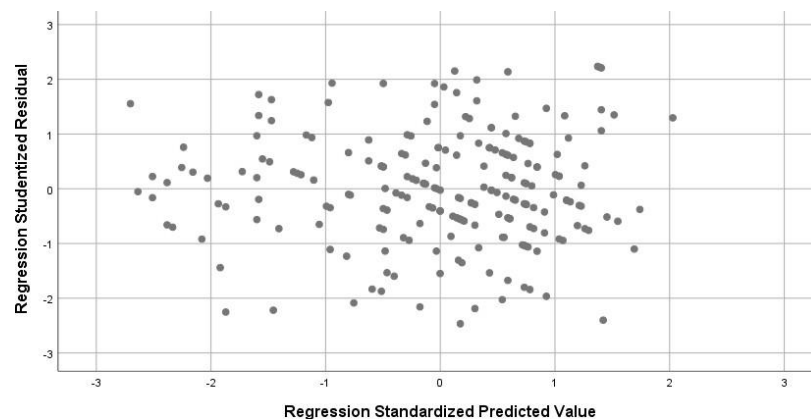

Figure 2. Regression Standardized Predicted Value
Source: Processed data, 2025

Based on the image above, it can be concluded that the data or points are randomly distributed and do not form a specific pattern. The data or points in the image are also evenly distributed both above and below the number 0 on the Y-axis. Therefore, this indicates the absence of heteroscedasticity in the regression model.

Multicollinearity Test

According to(Sahir, 2021)The multicollinearity test is used to determine whether there is a significant correlation between independent variables. To detect multicollinearity, the Variance Inflation Factor (VIF) and Tolerance (TOL) methods are used.
According to(Ghozali, 2021)The way to find out whether the data is experiencing multicollinearity is by looking at the Tolerance and VIF values. If the Tolerance value is ≥ 0.1 or the VIF value is ≤ 10, then the data does not experience multicollinearity, and vice versa.

Table 2. Multicollinearity Test Results

Model	Statistics	Collinearity	
		Tolerance	VIF
1 (Constant)			
Rational Content Marketing		0,176	5,667
Citra Merek		0,176	5,667

Source: Processed data, 2025

Based on the table above, it can be concluded that the Tolerance value shows a value greater than 0.1 and the VIF value shows a value less than 10. Thus, the data shows that there is no multicollinearity between the independent variables in the regression model.

Multiple Linear Regression Analysis

Multiple regression analysis is a statistical method for testing the relationship between one dependent variable and more than one independent variable (Ghozali, 2021). The multiple linear regression equation is generally formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:
Y   : Consumer Loyalty
X1   : Content Marketing
X2   : Brand Image
α   : Constant
β1....β2 : Regression Coefficient
e   : Error

Table 3. *Multiple Linear Regression Analysis*

Unstandardized Coefficients		Standardized Coefficients
Model BStd. Error		Beta
(Constant)	16,065	1,239	
Rational Content Marketing	0.323	0.66	0.598
Brand Image	0.037	0.77	0.058

Source: Processed data, 2025

From the results of the multiple linear analysis test, the regression equation obtained is:

Consumer Loyalty = 16.065 + 0.323 Content Marketing + 0.037 Brand Image + e.

With the following explanation:

The constant value is 16.065, if the value of the independent variable (X1) namely Content Marketing and the variable (X2) namely Brand Image is zero (0) then the level

of Consumer Loyalty is fixed at 16.065. The coefficient value for the Content Marketing variable of 0.323 indicates that the Content Marketing variable has a positive effect on Consumer Loyaty by 0.323. This means that for every one unit increase in Content Marketing activity, Consumer Loyalty will increase by 0.323. The coefficient value for the Brand Image variable of 0.037 indicates that the Brand Image variable has a positive effect on Consumer Loyalty by 0.037. This means that for every one unit increase in activity in Brand Image, Consumer Loyalty increases by 0.037.

t-test

According to Ghozali, (2021)The t-statistic test shows how far the influence of one independent variable individually in explaining the dependent variable.

$$t = \frac{b}{SE\ (b)}$$

Table 4. t-test Results

Model		T	Sig.
	(Constant)	12,971	0,000
1	Content Marketing	0.475	0.635
	Brand Image	4,865	0,000

Source: Processed data, 2025

For the Content Marketing variable (X1**)**, the calculated t-value is 0.475, while the t-table value is 1.652 (0.475 < 1.652) with a significance level of 0.635 > 0.05. Therefore, H0 is accepted and Ha is rejected**.** This means that Content Marketing does not have a positive and significant effect on PYARY consumer loyalty in Medan City.

For the Brand Image variable (X2**)**, the calculated t-value is 4.865, which is greater than the t-table value of 1.652 (4.865 > 1.652), and the significance level is 0.000 < 0.05**.** Therefore, H0 is rejected and Ha is accepted. This indicates that Brand Image has a positive and significant effect on PYARY consumer loyalty in Medan City.

F-test

According to(Ghozali, 2021)The F statistical test aims to determine the influence of independent variables together on the dependent variable.

Table 5. F-test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1103.162	2	551,581	79,597	.000b
	Residual	1496,810	216	6,930		
	Total	2599.973	218			

Source: Processed data, 2025

The formula for the F-test is:

$$F= \frac{SSR/k}{SSE/(n-k-1)}$$

Explanation:

- SSR= Sum of Squares Regression
- SSE = Sum of Squares Error (Residual)
- k = Number of independent variables
- n = Total sample size

Based on the table above, the calculated F-value (79.597) is greater than the F-table value (3.04) with a significance level of 0.000 < 0.05. Therefore, H_0 is rejected and H_a is accepted, indicating that Content Marketing and Brand Image simultaneously have a significant influence on PYARY consumer loyalty in the Medan City community.

Coefficient of Determination Test

According to(Ghozali, 2021)The coefficient of determination test is used to measure the model's ability to explain variation in the dependent variable. The coefficient of determination value is between zero and one. A value close to one indicates that the independent variables provide nearly all the information needed to predict variation in the dependent variable.

Table 6. Results of the Determination Coefficient-test

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
.651[a]	.424	.419	2.632

Source: Processed data, 2025

Based on the table above, it can be concluded that the R Square value is 0.424. This shows that 42.4% of the PYARY Consumer Loyalty attitude in the Medan City community is influenced by Content Marketing and Brand Image, while 57.6% is influenced by other variables such as free shipping, price, quality, and others.

DISCUSSION

The Influence of Content Marketing on Consumer Loyalty

The results indicate that Content Marketing does not significantly affect consumer loyalty for PYARY soap products in Medan City. This means that while PYARY provides informative and educational content about its products, these efforts alone are not enough to encourage customers to remain loyal. One reason may be that during promotions or flash sales, consumers often make quick purchasing decisions based on immediate needs rather than long-term brand commitment. In practice, this suggests that content marketing should be complemented with additional strategies, such as personalized engagement, loyalty programs, or interactive campaigns, to effectively strengthen consumer loyalty.

The Influence of Brand Image on Consumer Loyalty

Brand Image, in contrast, has a significant positive effect on consumer loyalty. This finding shows that customers' perceptions of PYARY — including its reputation, recognizability, and trustworthiness — strongly influence their decision to repurchase and maintain loyalty. A strong and positive brand image builds confidence and emotional attachment, making consumers more likely to continue choosing PYARY over competitors. In practical terms, this emphasizes the importance of consistently maintaining product quality, appealing packaging, effective communication, and promotional activities that reinforce trust and a favorable brand perception.

The Influence of Content Marketing and Brand Image on Consumer Loyalty

When examined together, Content Marketing and Brand Image significantly affect consumer loyalty. This suggests that while content marketing alone may not be sufficient, it can enhance loyalty when integrated with a strong brand image. In practice, PYARY can increase customer engagement and retention by aligning content marketing efforts with brand-building initiatives. For example, informative content that reflects the brand's values and quality can reinforce consumer trust and encourage repeated purchases.

CONCLUSION

Based on the results of this study, Content Marketing does not have a significant effect on consumer loyalty of PYARY soap products when considered individually. In contrast, Brand Image has a positive and significant effect on consumer loyalty. When analyzed together, Content Marketing and Brand Image significantly influence consumer loyalty, with a coefficient of determination (R^2) of 0.424, indicating that 42.4% of variations in consumer loyalty are explained by these variables, while the remaining 57.6% are influenced by other factors such as free shipping, pricing, product quality, and consumer trust.

To strengthen consumer loyalty, PYARY should prioritize building a strong and consistent brand image through high product quality, attractive packaging, and trust-building initiatives such as positive reviews and testimonials. Content marketing should be integrated with branding strategies by producing informative and educational content that reflects the brand's values and engages consumers effectively. Additionally, enhancing customer experience through competitive pricing, promotions, and excellent after-sales service is essential. Finally, regular collection and analysis of consumer feedback can help PYARY adapt their products, services, and marketing strategies to meet evolving customer needs and maintain long-term loyalty.

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