



Decoding Brand Success: The Impact of Identity on Image, Trust, and Loyalty

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Abstract

This study aims to analyze the effect of brand identity on brand image, brand trust, brand satisfaction, and brand loyalty. The sampling technique used was accidental sampling to collect data through a survey of 225 respondents who use Evolene in Bogor. The results of the analysis show that brand identity has a significant influence on brand image, with customers who recognize the brand strongly tending to build positive perceptions of the brand. In addition, brand identity has also been shown to influence brand trust, where customer trust in the brand increases along with the brand's consistency in delivering its promises and values. The relationship between brand identity and brand satisfaction shows that customer satisfaction can be obtained through experiences that are under the expected brand identity. This study found that brand loyalty is directly influenced by brand identity, with customers who feel connected to the brand more likely to show long-term loyalty. This study provides a theoretical contribution by emphasizing the importance of brand identity management as a basis for forming brand relationships with customers. Practical implications include developing consistent brand communication strategies, aligning brand values with customer needs, and investing in customer experiences that align with brand identity.

Memecahkan Kode Kesuksesan Merek: Dampak Identitas pada Citra, Kepercayaan, dan Loyalitas

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh brand identity terhadap brand image, brand trust, brand satisfaction, dan brand loyalty. Teknik sampling yang digunakan adalah accidental sampling untuk mengumpulkan data melalui survei terhadap 225 responden yang menggunakan Evolene di Bogor. Hasil analisis menunjukkan bahwa brand identity memiliki pengaruh signifikan terhadap brand image, dengan pelanggan yang mengenali merek secara kuat cenderung membangun persepsi positif terhadap merek tersebut. Selain itu, brand identity juga terbukti memengaruhi brand trust, di mana kepercayaan pelanggan terhadap merek meningkat seiring dengan konsistensi merek dalam menyampaikan janji dan nilainya. Hubungan antara brand identity dan brand satisfaction menunjukkan bahwa kepuasan pelanggan dapat diperoleh melalui pengalaman yang sesuai dengan identitas merek yang diharapkan. Penelitian ini juga menemukan bahwa brand loyalty dipengaruhi secara langsung oleh brand identity, dengan pelanggan yang merasa terhubung dengan merek lebih mungkin untuk menunjukkan loyalitas dalam jangka panjang. Penelitian ini memberikan kontribusi teoretis dengan menekankan pentingnya pengelolaan brand identity sebagai dasar pembentukan hubungan merek dengan pelanggan. Implikasi praktis meliputi pengembangan strategi komunikasi merek yang konsisten, penyesuaian nilai merek dengan kebutuhan pelanggan, serta investasi pengalaman pelanggan yang selaras dengan identitas merek.

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INTRODUCTION

A healthy lifestyle has become a trend today. One of them is consuming foods that can help improve a healthy lifestyle and the immune system. Whey protein is one of the protein supplements that is widely used by individuals who want to increase their daily protein intake. Whey protein can be an effective choice to meet nutritional needs, especially for those who have an active lifestyle, because it can increase muscle mass and weight, strengthen bones, and increase endurance, assisted by exercise (Adrian, 2022).

Whey protein is not only known for its health benefits but also for its ability to build emotional connections with consumers who focus on an active lifestyle and health. Whey protein as a brand identity is a symbol of quality, trust, and commitment to health and fitness. Brand Identity is the first thing consumers see related to the brand name, brand terms, design, and signs or symbols that distinguish one product from another (Kotler et al., 2018). According to Janonis et al. (2007), identity in a brand is everything that makes a brand meaningful or different. A consistent and clear brand identity will help shape a positive brand image. Brand image is a perspective in the minds of customers on how they remember the characteristics or unique attributes of the brand (Lahap et al., 2016). Brand identity is what the company wants to achieve, while brand image is how consumers see the brand. A brand that has a clear and consistent identity will find it easier to shape a positive brand image in the minds of consumers.

Meanwhile, brand satisfaction is a subjective opinion made by consumers after experiencing a product that exceeds their expectations (Zboja & Voorhees, 2006). Souri (2021) stated that brand identity influences brand satisfaction. Of course, if a brand identity reflects its utility and

benefits, then customers are also satisfied with the product.

A trusted brand will satisfy individuals because it meets their expectations. Brand trust is the ability of a brand to convince customers of its goods or services, thereby forming customer trust (Holbrook & Chaudhuri, 2001). Brand trust influences brand satisfaction (Bakari & Bakari, 2019). In addition, brand trust increases customer commitment to the brand, which ultimately increases satisfaction and loyalty (Holbrook & Chaudhuri, 2001). Brand loyalty is an effort to make customers feel interested in the company's products or services. Satisfied customers tend to show loyalty to products that can strengthen or represent their identity (Bernato et al., 2020) brand image, and brand trust on brand loyalty. The coffee shop business in big cities in Indonesia is growing rapidly. Each coffee shop strives to show its uniqueness. This competition has resulted in them competing to increase competitiveness by using logos, symbols, unique names – or what is usually called a brand to become a differentiator among the competitors. This study was done in a quantitative manner. The data was collected by using a questionnaire distributed using a survey method. Using a snowball sampling, a total of 436 samples were used and analyzed statistically using the partial least square – structural equation modeling (PLS-SEM). Previous research shows that brand satisfaction influences brand loyalty (Kusuma, 2014).

This study is limited in its focused examination of the dynamics within the healthy beverage industry, which possesses distinct characteristics, including consumer health awareness, sustainability trends, and the impact of labeling (e.g., organic or sugar-free). Furthermore, few studies have examined how brand identity elements in this category, such as raw material transparency and health bene-

fit communication, influence consumer image formation, trust, and loyalty, particularly among millennials and Gen Z, who are highly exposed to digitalization. By delving deeper into these components, the study can reveal new insights into how to improve brand success in a competitive market. Therefore, the purpose of this study is to determine how brand identity influences brand image, brand trust, brand satisfaction, and brand loyalty in Evolene products.

Hypothesis Development

Brand Identity

According to Aaker (1996), brand identity is a sign built or maintained by a company that differentiates one brand from another. In other words, it shows what the brand gives and its promise to its customers about the benefits its products provide. External expressions seen by a brand, such as logos, names, symbols, taglines, tones, and appearance, can be called brand identity. The brand identity of a company can reflect what the brand wants to be seen by its consumers (Jain, 2017). To attract consumers' attention, a brand must reflect the character, commitment, and values of the company so that it can be easily recognized by consumers who tend to rely on visual elements such as color and so on (Firmansyah, 2023). Indicators of brand identity, according to Aaker (1996), are brand as a product, brand as an organization, brand as a person, and brand as a symbol. Meanwhile, Jain (2017) argues that the indicators of brand identity are symbols, logos, logotypes, icons, slogans, and signature tunes.

When a brand identity is well designed and communicated, it forms a positive, relevant, and strong brand image in the minds of consumers. Brand image is a perspective created in the minds of customers when the brand is introduced to them, meaning that when consumers see

a brand name, they spontaneously remember the unique characteristics or attributes of the brand (Lahap et al., 2016). Sääksjärvi & Samiee (2011) argue that brand identity has a positive influence on brand image.

Meanwhile, a strong, consistent, and relevant brand identity is the foundation for building brand trust. When a brand consistently reflects core values, delivers experiences that match expectations, and communicates with transparency, consumers are more likely to trust the brand. According to Moorman et al. (1992), Brand trust is establishing or maintaining a relationship with ongoing trust with consumers, which later leads consumers to be willing to rely on a product that consumers think is trustworthy and reliable. Brand identity influences brand trust (Jiang et al., 2023).

On the other hand, a strong and consistent brand identity plays an important role in creating brand satisfaction. A well-designed identity helps create clear expectations, enhances perceived value, builds emotional connections, and ensures consistency of experience. Brand satisfaction can be interpreted as a consumer response based on their assessment of the comparison between initial expectations of a product or service and the actual performance of the product and service after the consumer uses it (Tse & Wilton, 1988). Brand identity affects brand satisfaction (Souri, 2021).

A well-designed brand identity plays a vital role in creating and maintaining brand loyalty. A consistent, relevant, and emotional identity can create a deep connection with consumers, keeping them loyal to the brand. According to Liu et al. (2012), the brand's user imagery congruity and the brand's usage imagery congruity, in consumers' attitude and brand loyalty toward two luxury fashion brands. Design/methodology/approach: Using a sample

of Australian consumers, this study examines two luxury fashion brands (CK and Chanel brand loyalty can be interpreted as a form of customer attachment to a particular brand, and it tends to buy its products again and recommend its products to other consumers.

From the description above, the hypothesis proposed is as follows:

- H1: Brand identity influences brand image.
- H2: Brand identity influences brand trust.
- H3: Brand identity influences brand satisfaction.
- H4: Brand identity influences brand loyalty.

Brand Image

According to Kotler et al. (1999), a brand image is a name, label, image, or combination of various things that people think of when they think of a company's products or services. According to Firmansyah (2023), a brand image arises from a perception embedded in the minds of consumers who remember the brand of a particular product. Indicators or components of a product's brand image, according to Keller (2013), are the favorability, strength, and uniqueness of brand associations.

Trust in a brand can be interpreted as the desire of a consumer who generally relies on the brand's capacity to carry out its functions well by the facts and expectations of the consumer regarding what they have purchased (Ha & Perks, 2005). Brand image influences brand trust by influencing consumers' views of the brand's reliability, trustworthiness, and value. Trust is built when the brand image reflects a positive reputation and prevailing values. This is supported by previous research stating how brand image influences brand trust (Azzahra & Fachira, 2022; Wijaya et al., 2020). From the description above, the following hypothesis is proposed:

- H5: Brand image influences brand trust.

Brand Trust

Brand trust is the desire to entrust a particular product or service to a company or brand, based on trust in the brand, despite ambiguity about the brand, because each individual has high expectations of the brand (Becerra & Badrinarayanan, 2013). The components of brand trust are reliability and intention (Delgado-Ballester & Munuera-Alemán, 2005).

Brand satisfaction is influenced by brand trust. Brand trust makes buyers feel confident, safe, and satisfied with their purchases. Trust reduces risk, meets expectations, creates emotional bonds, and increases loyalty, thereby increasing consumer satisfaction with the brand. Consumers have confidence in the brand's capacity to meet their needs (Delgado-Ballester, 2004) it has seldom been explicitly examined in end-consumer studies, especially those concerning consumer-brand domain. Consequently, no current scale exists to measure trust in a brand setting. This research presents the results of two studies conducted to develop a scale to measure brand trust, which is called brand trust scale (BTS). Customers are satisfied with a brand if its product meets expectations (Yohanna & Ruslim, 2021). This is supported by previous research, which states that brand trust influences brand satisfaction (Fitriani et al., 2023). From the description above, the following hypothesis is proposed:

- H6: Brand trust influences brand satisfaction.

Brand Satisfaction

According to Cuong (2020), satisfaction with a brand is a consumer assessment that determines how the brand can meet or even exceed consumer expectations. Brand satisfaction occurs after purchase, so consumers can compare what they get with the costs incurred (Jamshidi & Rousta, 2020). Erciş et al. (2012) state

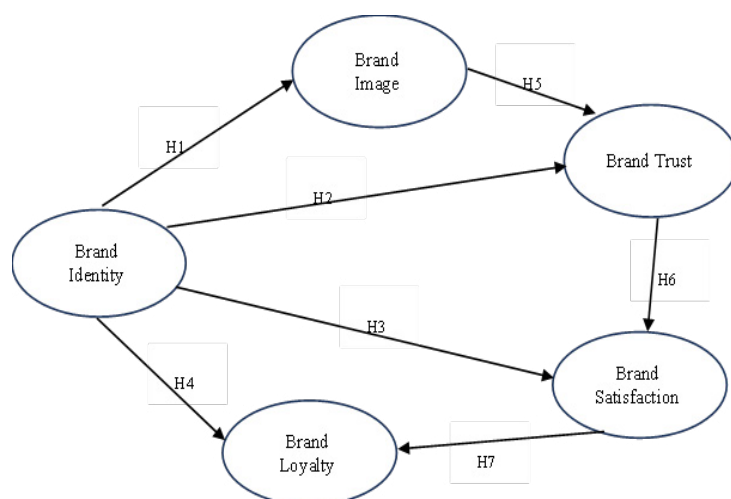


Figure 1. Thinking Framework

that brand satisfaction can be measured by several factors, namely equity, value, and quality.

Brand loyalty is influenced by brand satisfaction because brand loyalty builds the foundation for a sustainable and long-term relationship between consumers and a brand. Brand loyalty is identical to repeat purchases, or more specifically, the attitude or intention to buy a particular product, and the consumer has a comfortable feeling towards the product, so that satisfaction with the brand arises (Jensen & Hansen, 2006). Consistent satisfaction creates long-term relationships, encourages repeat purchases, reduces the desire to switch to other brands, and builds deep emotional loyalty (Rakhmawati & Tuti, 2023). From the description above, the following hypothesis is proposed:

H7: Brand satisfaction influences brand loyalty.

Brand Loyalty

Brand loyalty is a reaction caused by customers to purchase goods or services from a particular brand and have a desire to recommend the products they like to others (Hussein, 2018; Sun et al., 2024). In other words, it can be defined as the frequency of repeated purchases or

the proportion of purchases of the same brand (Tellis, 1988). According to Kuikka & Laukkanen (2012), brand equity, brand value, brand trust brand loyalty can be measured through two factors, namely, behavioral loyalty and attitudinal loyalty. The framework of thought in this research can be described in Figure 1.

METHOD

The study employs a quantitative research design to investigate the relationship between brand identity, image, trust, and loyalty among whey protein users in Bogor. Bogor was chosen as the research site due to its growing trend of healthy living, which is evident from the increasing number of gyms and fitness communities, making it ideal for studying whey protein users. With its varied and representative demographics and high accessibility, Bogor provides a valuable context for understanding the consumption of whey protein, a popular supplement among individuals seeking to enhance their health and immune systems through a protein-rich diet.

The population consisted of Evolene whey protein consumers from multiple city gyms, and data was obtained via an

Table 1. Characteristics of Respondents

Demographic Variables	Frequency	Percentage (%)
Gender		
Man	149	66.2%
Woman	76	33.8%
Age		
Less than 20 years	12	5.3%
21 - 30 years	179	79.6%
31 - 40 years	26	11.6%
41 - 50 years	7	3.1%
> 50 years	1	0.4%
Place of Origin		
West Bogor	75	33.3%
East Bogor	37	16.4%
South Bogor	36	16%
North Bogor	22	9.8%
Outside Bogor	55	22.4%
Are you a gym member?		
Yes	190	84.4%
No	35	15.6%
How many times do you go to the gym in 1 week?		
Less than 2 times	64	28.4%
3 - 4 times	88	39.1%
5 - 6 times	61	27.1%
Full one week	12	5.3%
How many times do you consume whey protein in 1 day?		
1 time	128	56.9%
2 times	68	30.2%
> 2 times	29	12.9%
How often do you purchase whey protein?		
Once a week	67	56.9%
Once a month	93	30.2%
Once every 2 months	65	12.9%
Do you purchase products other than whey protein?		
Yes	84	37.3%
No	141	62.7%
Total	225	100%

Source: Processed Data (2024)

online questionnaire with a Likert scale of 1 to 5. The operational definitions of the variables encompass brand identity, brand image, trust, and loyalty, each assessed by unique indicators operationalized through a total of 27 questionnaire items. The study's distribution of these items across the variables is unclear, necessitating further elaboration to ensure transparency and validity.

Researchers used an unintentional sampling strategy to collect data from whey protein consumers who had any kind of interaction with the study in November 2024. This strategy produced 225 respondents; nonetheless, the choice of Bogor gyms as the sampling site necessitates justification to ensure representativeness.

Data analysis is conducted utilizing Smart PLS-SEM 3 software, encompassing a thorough evaluation of the measurement model, discriminant validity (Fornell-Larcker criterion), R-squared, and F-statistics. The precision of operational definitions, item allocation, and sampling representativeness is essential for enhancing the study's methodological rigor and results.

RESULT AND DISCUSSION

Table 1 shows that the majority of respondents are male, 66.2%, and the remaining 33.8% are female respondents. The most dominant age range is 21-30 years, 79.6%. Most respondents, 33.3%, live in the West. 84.4% admitted to buying whey protein because they are regular gym members and consistently exercise. In addition, 39.1% stated that most respondents come to the gym 3-4 times in 1 week.

As many as 56.9% of respondents stated that they consume whey protein the most is 1 time a day. While the frequency of purchasing whey protein by most respondents is 56.9%, it is done once a week. From this data, respondents who do not buy products other than whey protein are more dominant at 62.7%.

Convergent validity is assessed using outer loading, known as the loading factor. An indicator that is considered to meet the criteria for very good convergent validity to be accepted is when the loading factor value exceeds 0.5. Based on Figure 2, all variable indicators meet the requirements for use in further research. The results of the analysis show that all indicators have

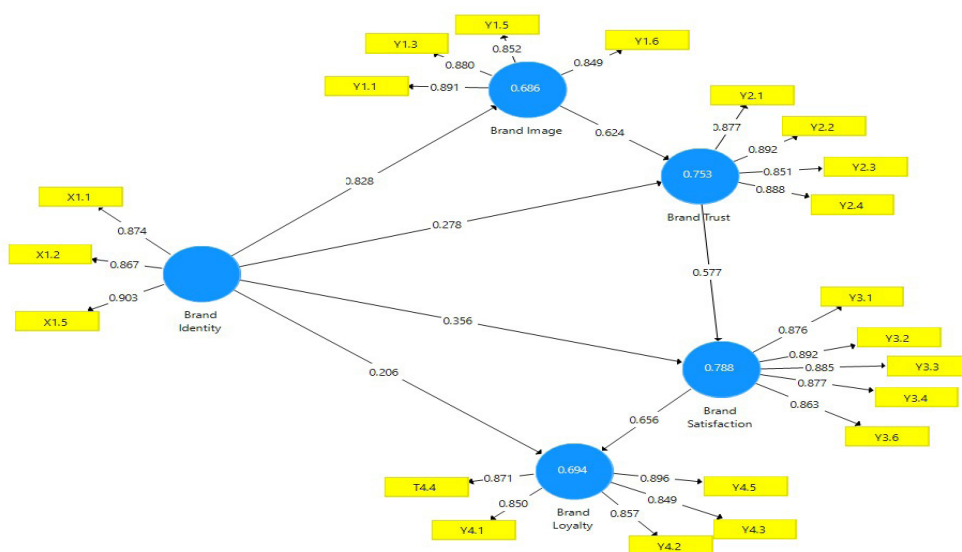


Figure 2. Structural Model

Table 2. Measurement Model

Variable	Indicator	Items	Loading Factor	Reliability	AVE
Brand Identity	Symbol	X1.1	0.874	0.913	0.777
	Logo	X1.2	0.867		
	Logotype	X1.5	0.903		
	Icon				
	Slogan				
	signature tune (Jain, 2017)				
Brand Image	Favorability	Y1.1	0.891	0.924	0.754
	Strength	Y1.3	0.880		
	Uniqueness of	Y1.5	0.852		
	brand associations	Y1.6	0.849		
	(Keller, 2003)				
Brand Trust	Reliability	Y2.1	0.877	0.937	0.748
	Intention	Y2.2	0.892		
	(Delgado-Balles-	Y2.3	0.851		
	ter & Munuera-	Y2.4	0.888		
	Alemán, 2005)				
Brand Satisfac- tion	Equity	Y3.1	0.876	0.944	0.772
	Value	Y3.2	0.892		
	quality	Y3.3	0.885		
	(Erciş et al., 2012)	Y3.4	0.877		
		Y3.6	0.863		
Brand Loyalty	Behavioral loyalty	T4.4	0.871	0.930	0.769
	Attitudinal loyalty	Y4.1	0.850		
	(Kuikka & Lauk-	Y4.2	0.857		
	kanen, 2012)	Y4.3	0.849		
	brand equity,	Y4.4	0.896		
	brand value, brand trust				

Source: Processed Data (2024)

met the required loading factor value, which is above 0.5.

Convergent Validity Test

The results of the study indicate that all loading factors have met the criteria for convergent validity. Based on Figure 2 above, the loading factor value is greater than 0.700, which indicates that the variables in this study meet the validity and reliability requirements. In addition, the Cronbach alpha value in PLS is used to calculate the

composite reliability (CR), which reflects the level of internal consistency between constructs. Reliability requirements are considered qualified if the CR value is above 0.7 and shows good results.

The average variance extracted (AVE) of each indicator can be used to measure discriminant validity. The AVE value is required to exceed 0.5 so that the statistical model is considered to meet the criteria. Based on Table 2, the AVE va-

Table 3. Discriminant Validity-Fornell-Larcker

Variable	Brand Identity	Brand Image	Brand Loyalty	Brand Satisfaction	Brand Trust
Brand Identity	0.882				
Brand Image	0.828	0.868			
Brand Loyalty	0.741	0.837	0.865		
Brand Satisfaction	0.815	0.870	0.824	0.878	
Brand Trust	0.794	0.854	0.839	0.861	0.877

Source: Processed Data (2024)

lue for the variables brand identity (X1), brand image (Y1), brand trust (Y2), brand satisfaction (Y3), and brand loyalty (Y4) is recorded to show results of more than 0.5, which indicates that each variable has strong discriminant validity.

Based on the data in Table 3, the variables brand identity (0.822), brand image (0.868), brand loyalty (0.865), brand satisfaction (0.878), and brand trust (0.877) show the highest values for each variable. Discriminant validity is considered valid if it is proven that each indicator statement has a higher loading factor value on each latent component (Fornell & Larcker, 1981).

To assess the influence of external variables on internal variables, the R-squared (R^2) value is used. Based on Table 4, the R^2 value for the brand image is 0.686, brand loyalty is 0.694, brand satisfaction is 0.788, and brand trust is 0.753. Thus, brand identity influences each variable by 68.6% brand image, 69.4% brand loyalty, 78.8% brand satisfaction, and 75.3% brand trust .

The F-square test is used to measure the strength of the relationship between independent and dependent variables. Based on measurement standards, an F-square value greater than 0.02 indicates a small influence, more than 0.15 indicates a moderate influence, and 0.35 indicates a large influence (Sarstedt et al., 2017).the model imposes some daunting assumptions and restrictions (e.g. normality and relatively large sample sizes Based on Table 5, the brand identity variable with brand image has the greatest influence with an F-square value of 2.180; brand identity with brand trust shows an influence that is included in the moderate influence category with an F-square value of 0.098, followed by brand identity with brand satisfaction included in the moderate influence category with an F-square value of 0.221, brand identity with brand loyalty which has the smallest influence with an F-square value of 0.047, brand image with brand trust shows a high category influence with an F-square value of 0.495, brand trust with brand satisfaction shows a high category

Table 4. R Square

Variable	R Square	R Square Adjusted
Brand Image	0.686	0.684
Brand Loyalty	0.694	0.691
Brand Satisfaction	0.788	0.786
Brand Trust	0.753	0.751

Source: Processed Data (2024)

Table 5. F Square

Variable	F Square
Brand identity (X1) → brand image (Y1)	2.180
Brand identity (X1) → brand trust (Y2)	0.098
Brand identity (X1) → brand satisfaction (Y3)	0.221
Brand identity (X1) → brand loyalty (Y4)	0.047
Brand image (Y1) → brand trust (Y2)	0.495
Brand trust (Y2) → brand satisfaction (Y3)	0.580
Brand satisfaction (Y3) → brand loyalty (Y4)	0.472

Source: Processed Data (2024)

Table 6. Multicollinearity Results – Inner VIF Value

Variable	Brand Identity	Brand Image	Brand Loyalty	Brand Satisfaction	Brand Trust
Brand Identity		1,000	2,979	2,707	3.180
Brand Image					3.180
Brand Loyalty					
Brand Satisfaction			2,979		
Brand Trust				2,707	

Source: Processed Data (2024)

Table 7. Prediction Accuracy Test (Q2)

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Identity	675,000	675,000	
Brand Image	900,000	439,424	0.512
Brand Loyalty	1,125,000	557,766	0.504
Brand Satisfaction	1,125,000	451,451	0.599
Brand Trust	900,000	385,554	0.572

Source: Processed Data (2024)

Table 8. Path Coefficient

Variable	Original Sample (O)	T Statistic (O/STDEV)	P Values	Results
Brand Identity → Brand Image	0.828	25,417	0.000	Accepted
Brand Identity → Brand Loyalty	0.206	1,998	0.046	Accepted
Brand Identity → Brand Satisfaction	0.356	3,787	0.000	Accepted
Brand Identity → Brand Trust	0.278	2,767	0.006	Accepted
Brand Image → Brand Trust	0.624	5,646	0.000	Accepted
Brand Satisfaction → Brand Loyalty	0.656	7.285	0.000	Accepted
Brand Trust → Brand Satisfaction	0.577	5.352	0.000	Accepted

Source: Processed Data (2024)

influence with an F-square value of 0.580, and brand satisfaction with brand loyalty which shows a high influence also with an F-square value of 0.472.

Table 6. VIF values show that the VIF values in this study do not exceed 5.0, which can be indicated by the presence of multicollinearity between constructs in the range of 1,000 to 3,180. These data indicate that there is no problem with multicollinearity, so research on this topic can continue.

The Q2 value is used to test the model's prediction accuracy. If Q2 is greater than zero, the model is considered to have good prediction accuracy; conversely, if Q2 is less than zero, then the model is considered to have low accuracy, with Q2 values ranging from 0.504 to 0.599. Table 7 above shows that all variables have a high level of prediction accuracy.

The results of the hypothesis test can be accepted if the P value is less than 0.05 and the t-table path coefficient is greater than 1.96. It can be seen from Table 8 that all hypotheses can be accepted because they have a p-value below 0.05 and a t-value above 1.96.

Discussion

The results of the study showed that all hypotheses were accepted. This indicates that brand identity can make it easier for customers to recognize and distinguish a brand from its competitors because it has its uniqueness compared to its competitors' products (Shams et al., 2024) as well as distinguish alternative competitive brands. If there is a consistent marketing strategy and consistent messaging, brand identity remains consistent, which helps in improving sales management and generating better revenue for the brand. In this digital era, there are various digital marketing tools and capabilities to improve brand identity, which help in establishing close association with customers to

influence their purchasing decisions. However, we have limited understanding of the antecedents of brand identity in the digital era, and how the moderating role of consumer belief in brands could influence their purchasing decision making process. In this context, this study aims to determine the antecedents of brand identity in the digital era, and to examine if there is any moderating impact of consumer belief in brand (CBB). The brand identity reflects how a company wants its brand to be recognized in terms of visuals, values, and messages it wants to convey to its consumers. The values that the brand wants to instill (e.g., innovation, quality, and sustainability) are part of the brand identity and will shape how consumers view the brand. If the brand identity communicates premium quality, consumers will form a high-quality brand image. Consumers' impressions and interpretations of a company's identity shape the brand image (Heding et al., 2009).

Brand image is a picture formed in the minds of consumers when a brand is presented to them; when customers hear the name of a brand, it automatically reminds them of the characteristics or features of the brand (Lahap et al., 2016). This image is formed from the beliefs, ideas, and impressions of consumers towards the product (Malik et al., 2012). A positive brand image in terms of quality, reliability, and credibility can foster trust in the brand among consumers. When consumers view a brand positively, they tend to believe that the brand can fulfill its promises and needs.

A strong brand identity should include unique elements such as a logo, color palette, or distinctive characteristics that differentiate it from competitors and make it easier for consumers to recognize and choose the product (Ward et al., 2020). Brand identity plays an important role in building consumer trust in supplement

products, especially since these products are directly related to fitness. This feeling arises from the consumer's perception that the brand has sufficient ability and expertise to meet their needs, so the brand is worthy of trust (Vuong et al., 2024). Clear nutritional facts and health certifications that meet standards can create a sense of security for Evolene consumers.

According to Schmitt & Rogers (2008), Brand identity can be considered the main foundation of a brand because it is the beginning of all activities carried out by the brand. Brand satisfaction is a consumer's reaction to the expected product, as well as a determining factor and long-term predictor (Beyaz & Güngör, 2021). With a good and well-known brand identity foundation and reliable quality, Evolene consumers who use its products will feel satisfied after using its products.

Brand identity is a strategic representation that includes visual, verbal, and emotional elements to differentiate a brand from competitors (Wardhana, 2024). If a brand identity is designed consistently, it can help a brand drive consumer loyalty and support product success. If brand trust has been achieved, consumers will feel satisfied with the Evolene brand. Brand trust reflects credibility that can encourage consumers to repeat purchases. This trust is related to consumer satisfaction, which is an important factor in consumer behavior; brand satisfaction directly contributes to the formation of brand trust (Azize et al., 2012). Consumers who are satisfied with a brand tend to be more loyal to the brand and use the brand again. If their needs are met, consumers are willing to pay more for their favorite brands, regardless of the price (Sun et al., 2024).

CONCLUSION AND RECOMMENDATION

The brand is a key element in marketing. Strong brand identity has been

proven to improve brand image and create positive perceptions of the brand in the minds of consumers. In addition, brand identity also strengthens brand trust by building consumer trust and brand loyalty, where consumers who are satisfied and trust the brand tend to have high loyalty to the brand. This study confirms that brand identity is a strategic factor that plays a major role in creating a positive and sustainable relationship between the Evolene brand and its consumers.

Managerial contribution in this study helps Whey protein firms learn how identity, brand image, and trust influence customer loyalty. The findings can be put to use in the development of more efficient marketing strategies, the enhancement of customer trust through product transparency, the creation of products that are tailored to the requirements of the local market, and the optimization of digital marketing. Meanwhile, the theoretical contribution aims to expand the literature by investigating the relationship between brand identity, image, trust, and loyalty in the context of whey protein.

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