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Analysis of Brand Image and Brand Positioning Strategies on Customer Loyalty: An Empirical Study at the Tasikmalaya Cosmetic Summit

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Abstract. *The rapid development of the cosmetics industry in Indonesia has increased competition among cosmetic retailers, including in Tasikmalaya City. This situation requires KTT Kosmetik Tasikmalaya to implement effective marketing strategies to maintain customer loyalty. One effort that can be done is through strengthening Brand Image and Brand Positioning. However, previous research results show differences in findings regarding the influence of these two variables on customer loyalty. This difference creates a research gap that underlies the need for further testing. Therefore, this study aims to analyze the influence of Brand Image and Brand Positioning on Customer Loyalty of KTT Kosmetik Tasikmalaya, both partially and simultaneously. This study used a quantitative approach with explanatory research. The sample consisted of 92 respondents who were customers of KTT Cosmetics Tasikmalaya. The sampling technique used incidental sampling, namely determining respondents based on customers who happened to be encountered while shopping and were willing to fill out the research questionnaire. The data obtained were analyzed using multiple linear regression, with hypothesis testing through t-tests and F-tests, as well as analysis of the coefficient of determination (R^2). The results of the study indicate that: (1) Brand Image has a positive and significant effect on Customer Loyalty, with a regression coefficient value of 0.593 and a significance value of $p < 0.001$. (2) Brand Positioning has a positive and significant effect on Customer Loyalty, with a regression coefficient value of 0.480 and a significance value of $p < 0.001$. (3) Brand Image and Brand Positioning simultaneously have a significant effect on Customer Loyalty, as indicated by the calculated F value of 93.860 with a significance value of $p < 0.001$. The coefficient of determination (R^2) value of 0.678 indicates that the two independent variables are able to explain 67.8% of the variation in Customer Loyalty, while the remaining 32.2% has not been explained by the research model. The results of this study indicate the importance of strengthening brand image and proper brand positioning as part of the strategy to maintain customer loyalty at KTT Kosmetik Tasikmalaya.*

Keywords: *Customer; Brand; Image; Loyalty; Positioning.*

1. Introduction

Nowadays, women consider beauty a crucial aspect. They strive to enhance their beauty as much as possible, achieving this through the use of various beauty products. This importance has made makeup a top priority for women, especially in Indonesia. This has led to increased demand and interest in purchasing beauty products. The increasing demand for beauty products is a major driver of growth in the cosmetics industry. This demonstrates that beauty products are not only a means of fulfilling desires but have also become a necessity for many people (Rahmani et al., 2024).

The cosmetics industry in Indonesia is growing rapidly as more and more women seek to look their best and take care of themselves. Changing lifestyles and a growing awareness of the importance of appearance have made the cosmetics market very promising. This has led to the emergence of various new brands, both domestic and international, joining the competition. Not only manufacturers but also cosmetic stores now face fierce competition. Cosmetic stores are not only focused on attracting new customers but also must be smart about maintaining the loyalty of existing customers to prevent them from switching to other stores. The increasing number of choices on the market requires each store to have a specific strategy to survive and attract attention (Aprilian, et., al, 2023).

Tasikmalaya has also seen rapid growth in the cosmetics industry. This is evident in the growing number of beauty shops offering a wide variety of products. One well-known local store is KTT Kosmetik Tasikmalaya. This store offers a wide selection of beauty products from well-known brands at competitive prices, attracting a wide range of customers from all walks of life.

KTT Cosmetics Tasikmalaya is a cosmetics store strategically located in the center of Tasikmalaya City. The store offers a wide range of beauty products, including skincare, makeup, body care, and perfumes from various well-known brands, allowing customers to choose according to their needs and preferences. However, KTT Cosmetics is not the only cosmetics store operating in the city. There are a number of competitors, including:Sempana Beauty Store, Muara Cosmetics, and several other stores offering similar products, intensifying competition. This abundance of choice provides flexibility for consumers, but also presents a challenge for KTT Cosmetics to retain customers and build loyalty. Over the past five months, from January 2026 to May 2026, the number of customers shopping at KTT Cosmetics has fluctuated. More detailed information on customer data during this period can be found in the following table and graph.

Table Number of Customers Shopping atCosmetic SummitTasikmalaya

No	Month	Number of Customers
1	January 2026	19,487
2	February 2026	19,819
3	March 2026	29,291
4	April, 2026	21,648
5	May 2026	21,237

Source: Primary Data, 2026

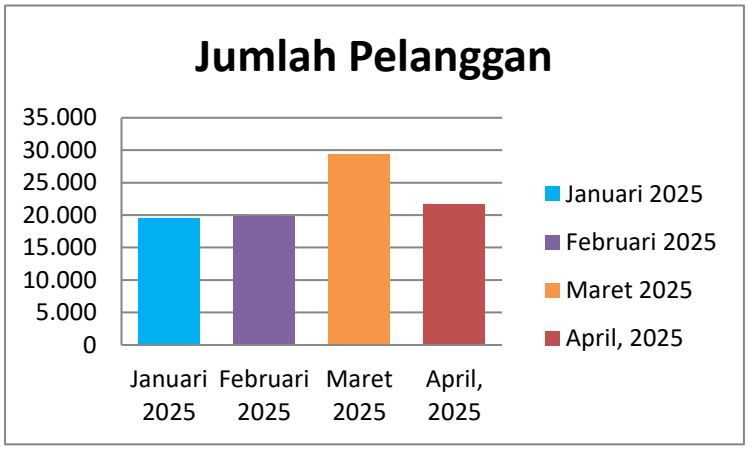


Figure Number of Customers Shopping atCosmetic SummitTasikmalaya

Table and Figure above show the number of customers shopping at KTT Kosmetik Tasikmalaya during the first five months of 2026. Based on this data, it is known that in January, the number of customers was recorded at 19,487. This figure experienced a slight increase in February to 19,819 customers, indicating a positive trend although still within a relatively stable range. However, a significant spike occurred in March, where the number of customers rose sharply to 29,291. This increase reflects significant growth.

After peaking in March, the number of subscribers experienced a drastic decline in April, dropping to 21,648. This decline was significant, suggesting that the March increase was temporary and unsustainable. Subsequently, in May, the number of subscribers fell slightly again to 21,237, indicating a downward trend that is beginning to level off. Overall, these data reflect inconsistent subscriber dynamics, with a large peak in March followed by a continued decline that began to stabilize in May.

For cosmetic stores likeTasikmalaya Cosmetic SummitIn a customer-centric environment, customer satisfaction is the goal and objective of marketing. Retailers today must pay greater attention to their customer satisfaction levels. This can be seen in Kotler's statement, "A customer's decision to be loyal or disloyal is the accumulation of many small issues within a company or retailer. Customer loyalty is achieved through a combination of satisfaction and complaints. If performance fails to meet expectations, the customer will be dissatisfied. If performance meets expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be highly satisfied or delighted."(Wijaya et al., 2023).

Highly satisfied customers will be loyal to a cosmetics store and continue to purchase from it. They will also be willing to give positive feedback in advertising the company to others, even without a problem if a price increase or the emergence of a competitor occurs. Customer satisfaction is a function of perceived product performance and customer expectations.

Customer satisfaction is a crucial factor in a business's success. More importantly, customer satisfaction is the foundation for a business's survival and continued growth. Customer satisfaction depends, among other things, on the service provider's ability to provide customer service. Essentially, the perception of satisfaction with a product or service is based

on a positive and attitudinal approach, namely repeat purchases and liking for the service or product.(Dharmnesta, 2015). Emotional experiences and satisfaction that underlie a high level of affection for a product or service lead to repeat buyers and positive praise. This refers to positive experiences and emotions as a customer perception. A positive perception can increase satisfaction, ultimately leading to customer loyalty.Cosmetic SummitKotler and Keller in Lubis (2017) define customer loyalty as a strongly held commitment to purchase or re-subscribe to a particular product or service in the future despite the influence of situations and marketing efforts that have the potential to cause changes in behavior.

This is of course in carrying out every businessTasikmalaya Cosmetic Summitneed to consider branding strategy.Loyal customers not only consider price, product and location, but also pay attention to the brand image and perception of the brand positioning offered.(Miru, 2015).

Importancebuilding a brand (*brand image*And*brand positioning*)It has become imperative for companies to be able to compete with other companies. Increasingly fierce competition in the business world forces companies to seek appropriate strategies for marketing their products. Business competition, as it develops in the era of globalization, demands that companies act quickly and appropriately. Therefore, every retailer is required to compete competitively in terms of creating and retaining loyal customers, one way of doing this is through brand competition to create a unique image for its customers.(Ranto, 2013).

According to Kotler and Armstrong (2012), brand image is a set of beliefs held by customers about a particular brand. Brand image differentiates one product from another within a specific product category. Brand image plays a strategic role for companies in penetrating increasingly competitive markets. A brand image tends to create a positive attitude toward a product by explaining its positive characteristics, thereby influencing customers' feelings and emotions, as well as their individual perceptions in choosing a product. When purchasing a product, some customers typically prioritize the brand as a consideration in determining their choice from various available product alternatives. This is because customer perception when using a product with a good brand image can increase customers' comfort and trust in a product, resulting in repeat purchases of the same brand.(Yunaida, 2017).

Consistent use of a brand impacts customer loyalty. Loyalty is created based on customer experiences in purchasing and using a product at a retailer, one of which is a retailer that sells products with a good brand image. Customers are considered loyal if they make repeated purchases at that retailer. Loyal customers will not switch to competitors' retailers because they already have an emotional connection to the product they use. Furthermore, customer involvement and trust in seeking product information are also factors in shaping loyalty. This is due to the development of information flow, which allows customers to quickly absorb information and knowledge about a product, thus increasing customer loyalty to a product.(Yunaida, 2017). Deep Sondoh(Daniswara & Rahardjo, 2023)believes that a company or product that can maintain a positive image continuously will gain a more advantageous

position in the market, an advantage that will have an impact on increasing market share and also the company's performance.

Study(Sriadi, 2023)states that brand image has a significant partial influence on customer loyalty, as does research(Aswar et al., 2016),(Poernomo & Setyadarma, 2021),(Maulinda & F, 2020)stated that brand image has a direct influence on customer loyalty. Meanwhile, in another study, conducted by Halim et al., (2014), it was stated that the results of the study showed a positive but not significant influence on customer loyalty.(Halim et al., 2014), so are(Kurniati et al., 2021)which results in an insignificant influence on customer loyalty.

Customer loyalty is also closely related to brand positioning. Brand Positioning is a promise given by a brand, product or company to customers in order to build and gain trust from customers.(Gunawan, 2013). Brand Positioning is very important to understand how a brand is perceived as unique, profitable, trustworthy, and has a good reputation in the minds of customers, so that it can create customer loyalty.(Novanda & Widodo, 2022).

Brand positioning (brand position) is the most valuable asset in every business in underlying image, personality, identity, attitude, familiarity, association and brand awareness. The stronger the brand equity of a product, the stronger the attraction for customers to buy the product and ultimately will provide increased profits for the company (Lee & Leh, 2013).

Study(Gunawan, 2013)brand positioning has a positive influence on loyalty, as does research(Aji, 2020) declare Brand positioning has a significant influence on customer satisfaction, which ultimately leads to loyal customers. Research (Wijayana, 2016) states that brand positioning has a significant influence on customer loyalty. Meanwhile, research (Nabila and Rubiyanti, 2023) states that there is an insignificant influence of brand positioning on customer loyalty.

Customer loyalty is generally influenced by brand imageAnd*brand positioning*, because a good brand image and brand position that is in accordance with customer desires will make customers satisfied with the company or cosmetic shop so that they become loyal customers, various studies show this, but several studies also show that there is no significant influence on brand image.And*brand positioning*on loyalty, so that this becomes a research gap that makes researchers interested in conducting research in different places with the same variables, so that new results are found with different objects, researchers are interested in studying further aboutAnalysis of brand image and brand positioning strategies on customer loyalty: An empirical study at the Tasikmalaya Cosmetic Summit**.**

2. Research Methods

This research is a type of quantitative research which can be interpreted as a research method used to research a specific population or sample, the sampling technique is generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical with the aim of testing the established hypothesis.(Sugiyono, 2013)The method

used is to collect data using a questionnaire. The questionnaire serves as a measuring tool to obtain data and answers based on the information obtained. This research begins with a hypothesis and appropriate procedures with selective data sources. Therefore, this research is included in the confirmatory study, which aims to test a theory that is useful for strengthening or rejecting theories stated in previous research. If considered based on the research objectives, this type of research is explanatory. This type of research is explanatory research. Explanatory research is research that explains the causal relationship (cause and effect) between variables that influence the hypothesis (Sugiyono, 2018). The causal relationship in this research is intended to determineBrand image and brand positioning strategies towards customer loyalty at Tasikmalaya Cosmetic Summit

3. Results and Discussion

3.1. Data Description

The respondent profile in this study consisted of gender, age, and education level. The respondent profile was obtained from the distribution of a research questionnaire conducted on September 10th by distributing the questionnaire to customers. Tasikmalaya Cosmetic SummitWhich totaling 92 customer.

1) Frequency Distribution of Respondent Characteristics

The frequency distribution of respondent characteristics including gender, age, and education can be seen in the table below:

Table Frequency Distribution of Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	32	34.78	34.78	35.56
	Woman	60	65.22	65.22	100.0
	Total	92	100.0	100.0	

Source: Research Data

Based on Table it shows that the gender of the respondents was mostly female, with 60 customers (65.22%) and male, with 32 customers (34.78%).

Table Frequency Distribution of Respondents' Ages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≤ 20 years	9	9.78	9.78	9.78
	21 years – 30 years	38	41.30	41.30	51.09
	31 years – 40 years	32	34.78	34.78	85.87
	41 years – 50 years	11	11.96	11.96	97.83
	≥ 50 years	2	2.17	2.17	100.00
	Total	92	100.0	100.0	

Source: Research Results

Based on Table it is known that the majority of respondents to the Tasikmalaya Cosmetic Summit were in the 21–30 age range, namely 38 people (41.30%). Furthermore, respondents aged 31–40 years were 32 people (34.78%), those aged 41–50 years were 11 people (11.96%), those aged ≤ 20 years were 9 people (9.78%), and those aged ≥ 50 years were 2 people (2.17%).

Table Frequency Distribution of Respondents' Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary School	0	0.00	0.00	0.00
	JUNIOR HIGH SCHOOL	0	0.00	0.00	0.00
	SENIOR HIGH SCHOOL	42	45.65	45.65	45.65
	D3	15	16.30	16.30	61.96
	S.1	31	33.70	33.70	95.65
	S.2	4	4.35	4.35	100.00
	Total	92	100.00	100.00	

Source: Research Data 2026

Based on Table the majority of respondents to the Tasikmalaya Cosmetic Summit (42 respondents) had a high school education, namely 45.65%. Furthermore, 31 respondents had a bachelor's degree (33.70%), 15 had a diploma (16.30%), and 4 had a master's degree (4.35%). Meanwhile, there were no respondents with elementary or junior high school education.

2) Index Analysis

Index analysis is an analysis of responses per variable that aims to obtain a descriptive picture of the responses to the questions posed to respondents. The scoring technique used in this study is with a maximum score of 5 and a minimum of 1. The respondent response index is calculated using the following formula:

Index Value = {(%F1x1) + (%F2x2) + (F3%x3) + (%F4x4) + (%F5x5)}/5

Information:

F1 = Frequency of respondents who answered 1 of the scores used in the questionnaire list

F2 = Frequency of respondents who answered 2 of the scores used in the questionnaire list

F3 = Frequency of respondents who answered 3 of the scores used in the questionnaire list

F4 = Frequency of respondents who answered 4 of the scores used in the questionnaire list

F5 = Frequency of respondents who answered 5 of the scores used in the questionnaire list

The index value table is 100 using the Three-Box Method. This method divides values into categories: low (10.00-40.00), medium (40.01-70.00), and high (70.01-100).

3) Data analysis

a. Reliability testing

Reliability testing is performed if the questions are valid. Valid questions are simultaneously measured for reliability by comparing the Crombach alpha value with the standard value. If the Crombach alpha value is greater than the standard value, the variable is considered reliable.

Table Reliability Test

Variables	**Cronbach's Alpha**
***Brand Image Strategy*(X1)**	0.952
***Brand Positioning* (X2)**	0.971
Customer Loyalty(Y)	0.966

Based on Table the Cronbach's Alpha value for the Brand Image (X1) variable is 0.952, Brand Positioning (X2) is 0.971, and Customer Loyalty (Y) is 0.966. All of these values are greater than the 0.60 threshold used in this study. Thus, all three variables are declared reliable based on the testing criteria.

4) Analysis Hypothesis Testing

a) Analysis Multiple Linear Regression

Multiple linear regression analysis is used to analyze the form of the linear relationship between the dependent variable and the independent variable. The results of the multiple linear regression analysis are as follows:

Table Multiple Linear Regression Analysis
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,208	4,959		1,252	,214
	X1	,593	,061	,599	9,777	,000
	X2	,480	,063	,464	7,572	,000

Dependent Variable: Y
Source: Research Data 2026

Based on table 4.12, the multiple linear regression equation is obtained as follows:

$$Y = a + \beta_1 X1 + \beta 2X2 + e$$

Customer Loyalty = 6.208 + 0.593X1 + 0.480X2 + e.

a. The constant value (a) is 6.208, meaning that if*Brand Image*, And*Brand Positioning*the value is 0 then Customer Loyalty the value is 6,208.

b. Regression coefficient value*Brand Image*(b1) has a positive value, namely 0.593. This means that every increase in*Brand Image*by 1 unit then Loyalty will also increase by 0.593 assuming the other independent variables remain constant.

c. Regression coefficient value*Brand Positioning* (b2) has a positive value, namely 0.480. This means that every increase in*Brand Positioning* by 1 unit then Loyalty will also increase by 0.480 assuming the other independent variables remain constant.

b) Test F

BeforecountF value, first determine the significance level of 5% with the numerator degree of freedom 1 and the divisor 92 (N – 2 = 90), which produces an F table of 3.947. After knowing the F table, the next step is to calculate the F value using the specified formula.

Table F test
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29550,479	2	14775,239	93,860	,000b
	Residual	14010,261	89	157,419		
	Total	43560,739	91			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1
Source: Research Data 2026

Based on the SPSS output table above, it is known that the calculated F value is 93.860. Because the calculated F value of 93.860 > F table 3.947, then as the basis for decision making in the F test, it can be concluded that the hypothesis is accepted or in other words*Brand Image*(X1), *Brand Positioning*(X2) simultaneously influences Customer Loyalty(Y).

c) Test T

Partially, hypothesis testing is conducted using a t-test. Hypothesis testing using a t-test aims to determine whether or not the data are meaningful. *Brand Image*(X1) and*Brand Positioning*(X2) against Customer Loyalty(Y). Testing the partial regression coefficient results can be seen in table.

Table T-test
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,208	4,959		1,252	,214
	X1	,593	,061	,599	9,777	,000
	X2	,480	,063	,464	7,572	,000

a. Dependent Variable: Y
Source: Research Data 2026

- Influence *Brand Image* Customer Loyalty

Variables*Brand Image* has a ρ value (significance) of 0.000 < 0.05 indicating that*Brand Image* has a positive impact onCustomer Loyalty. The ρ value that the variable has*Brand Image* is smaller than the required significance level (α) (0.000 < 0.05). Therefore, Ho is rejected or Ha is accepted. This shows that there is a positive and significant influence of the variable*Brand Image* toCustomer Loyalty.

- Influence *Brand Positioning* to Customer Loyalty

The Brand Positioning variable has a significance value of 0.000 (p < 0.001), which is smaller than the significance level of 0.05. In addition, the Brand Positioning regression coefficient is positive at 0.480. Thus, H0 is rejected and H2 is accepted, which indicates that Brand Positioning has a positive and significant effect on Customer Loyalty at KTT Cosmetics Tasikmalaya.

d) Coefficient Determination (R2)

The coefficient of determination (R2) is used to determine the best level of accuracy in regression analysis, which is indicated by the value of the coefficient of determination (R2) between 0 (zero) and 1 (one). The results of the coefficient of determination can be seen in the table below:

Table Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,824a	,678	,678	12.54666

a. Predictors: (Constant), X2, X1
Source: Research Data, 2026

Based on Table it can be seen that the Adjusted R Square (R2) value is 0.678 or equal to 67.8%, meaning that the contribution of the influence of the variable*Brand Image*(X1), and*Brand Positioning*(X2) againstCustomer Loyalty(Y) is 67.8%, while the remaining 32.2% is influenced by other variables that were not studied.

3.2. Discussion

1) InfluenceBrand image strategy towards customer loyalty at Tasikmalaya Cosmetic Summit

Brand image strategy is a company's effort to build a positive image and perception in the minds of customers. At the Tasikmalaya Cosmetics Summit, brand image building can be achieved through strengthening store reputation, product quality, service, and a positive shopping experience. A positive brand image can increase customer trust, encourage repeat purchases, and contribute to customer loyalty.

Based on the research results, it was found that the strategy*brand image* has a positive and significant effect onTasikmalaya Cosmetic Summit customer loyaltyhas a positive value, namely 0.593. This result shows that the first hypothesis (H1) is accepted, which states thatbrand image strategyhave an impact onCustomer loyalty of Tasikmalaya Cosmetic Summit.

The acceptance of the first hypothesis in this study is in accordance withAnd/or strengthen the results of previous research conducted byResearch by Oktaga et al. (2025) showed that enhancing brand image through hyper-local promotions contributes to building customer loyalty. Furthermore, research by Nurpaija et al. (2025) demonstrated that branding strategies through positioning, identity, personality, and communication can strengthen brand image and build customer loyalty.

Brand image strategy is important for companies to implement because brand image is one of the factors that can influence a customer's decision to continue using a product or service. Through a positive brand image strategy, companies can create a strong brand identity and characteristics, increase customer trust, and differentiate their products from competitors. A good brand image can also provide positive experiences and impressions, so customers feel confident in the brand they choose. When customers have a positive view and trust in a brand, they are more likely to make repeat purchases, recommend the product to others, and are less likely to switch to competing brands. Therefore, brand image strategy needs to be consistently considered and developed because it can be one of the company's efforts to build long-term relationships and increase customer loyalty..

2) InfluenceBrand positioning strategy towards customer loyalty at Tasikmalaya Cosmetic Summit

A brand positioning strategy is a company's effort to create and position a brand identity that offers advantages and differences compared to competing brands, making it easily recognized and remembered by customers. This strategy is implemented by emphasizing product uniqueness, quality, credibility, and value that aligns with customer needs and expectations. A well-defined brand positioning strategy can strengthen customer loyalty because a clear brand position creates a reason for customers to continue choosing and using a company's products or services..

Based on the research results, it was found that*brand positioning* has a positive impact oncustomer loyaltyhas a positive value, namely 0.480. This result shows that the second hypothesis (H2) is accepted, which states that*brand positioning* has a positive and significant effect onTasikmalaya Cosmetic Summit customer loyalty.

The acceptance of the second hypothesis in this study is in accordance with and/or strengthen the results of previous research conducted byNgiu and Purnama (2024) demonstrated that brand positioning strategies, based on uniqueness and credibility, play a role in shaping GoFood customer loyalty. This is in line with research by Sutisna and Wiguna (2023), who

found that brand positioning plays a role in increasing brand loyalty among motorcycle users in Indonesia. Furthermore, research by Mim et al. (2022) shows that a sustainable brand positioning strategy can support the formation of brand loyalty through consumer engagement and trust. Therefore, the more appropriate a company's brand positioning strategy is in creating uniqueness, excellence, and brand value, the greater the company's chances of retaining customers and increasing long-term loyalty.

Brand positioning strategy influences customer loyalty because companies need to have a clear, unique, and distinct brand position compared to competitors to create superiority in the minds of customers. Through this strategy, companies can instill perceptions of product quality, benefits, superiority, and value, giving customers a reason to choose and continue using that brand. A strong brand position also makes it easier for customers to recognize and remember the brand, increases trust, and forms a preference for the company's products or services. When customers perceive that a brand is able to provide value and superiority according to their needs and expectations, they are more likely to make repeat purchases, recommend the product to others, and are less likely to switch to competing brands. Therefore, the more appropriate the brand positioning strategy a company implements, the greater the chance of forming long-term customer loyalty..

3) Influencebrand image strategy and brand positioning strategy to Tasik malaya Cosmetic Summit customer loyalty

Brand image strategy and brand positioning strategy are two complementary marketing strategies for increasing customer loyalty. Brand image strategy focuses on a company's efforts to build a positive image and perception through brand identity, reputation, and customer trust. Meanwhile, brand positioning strategy focuses on a company's efforts to create brand excellence, uniqueness, and differentiation compared to competitors, making it easily recognized and remembered by customers. The combination of brand image and brand positioning strategies can encourage repeat purchases, increase recommendations to others, and maintain long-term customer loyalty.

Based on the test results in the ANOVA table, the calculated F value was 93.860 with a significance value of 0.000. This significance value is smaller than the significance level (α) of 0.05. This result shows that the third hypothesis (H3) is accepted, it can be stated that*Brand Image*(X1) and brand positioning (X2) together have a positive contribution toCustomer Loyalty(Y).

The acceptance of the third hypothesis in this study supports and/or strengthen the results of previous research conducted by Research by Suganda, et, al (2025) states that the "branning" strategy integrate Branding and positioning are effective approaches in increasing customer loyalty at tofu factories in Pinangsori Village. This is in line with research by Sutisna and Wiguna (2023), who found that brand positioning plays a role in increasing brand loyalty among motorcycle users in Indonesia. In addition, research by Kadri and Onamusi (2025) shows that branding dimensions, namely brand image, brand identity, brand positioning, and

brand reputation, have an impact on customer loyalty. Thus, the formation of brand image and brand positioning, when applied together with other branding elements, can support the formation of customer loyalty.

Brand image and brand positioning strategies simultaneously influence customer loyalty because they complement each other in building and maintaining customer relationships with a company. Brand image strategies play a role in creating a positive image and perception through reputation, identity, and customer trust in the brand, while brand positioning strategies play a role in instilling superiority, uniqueness, and brand differentiation compared to competitors. When these two strategies are implemented simultaneously, companies are able not only to build a positive brand image but also to create a strong and memorable brand position for customers. The combination of these two strategies can provide customers with confidence in the quality and superiority of the product while also providing reasons for customers to continue choosing the brand over others. A positive brand image supported by a clear brand position can increase trust, strengthen preferences, and encourage customers to make repeat purchases and recommend the product to others. Therefore, brand image and brand positioning strategies need to be implemented in an integrated manner because the success of both strategies together can help companies retain customers and increase customer loyalty in the long term.

4. Conclusion

Based on research and discussion, it can be concluded: *Brand Image*has a positive and significant effect on Customer Loyalty of Tasikmalaya Cosmetic Summit. This is proven by the results of the t-test which shows a regression coefficient value of 0.593 with a significance value of 0.000 ($p < 0.001$), smaller than the significance level of 0.05. Thus, the first hypothesis (H1) is accepted. *Brand Positioning*has a positive and significant effect on Customer Loyalty of KTT Cosmetics Tasikmalaya. This is proven by the results of the t-test which shows a regression coefficient value of 0.480 with a significance value of 0.000 ($p < 0.001$), smaller than the significance level of 0.05. Thus, the second hypothesis (H2) is accepted. *Brand Image*and Brand Positioning simultaneously have a significant effect on Customer Loyalty of KTT Kosmetik Tasikmalaya. This is proven by the results of the F test which shows a calculated F value of 93.860 with a significance value of $p < 0.001$, smaller than the significance level of 0.05. Thus, the third hypothesis (H3) is accepted. The findings of this study strengthen marketing theory which emphasizes that *Brand Image* Brand image is a crucial factor in shaping customer perception, trust, and loyalty toward a brand. A positive brand image can create a positive impression in the minds of consumers, thus fostering long-term relationships between customers and the company. This suggests that the better the brand image built by KTT Kosmetik Tasikmalaya, the greater the likelihood of customers maintaining their loyalty to the products and services offered.

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