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## The Influence of Brand Personality on Brand Trust: A Case Study of Hanasui Cosmetic Products

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**Abstrak:** This study aims to analyze the influence of brand personality on brand trust in the case of Hanasui cosmetic products. Brand personality refers to human-like characteristics associated with a brand, which can shape consumers' emotional perceptions and loyalty. Meanwhile, brand trust reflects the level of consumer confidence in the consistency, honesty, and benevolence of a brand. This research uses a quantitative descriptive approach with a survey method through questionnaires distributed to 120 respondents who are active users of Hanasui products. The sampling technique used is purposive sampling, and data analysis was conducted using simple linear regression with the help of SPSS software. The results show that brand personality has a positive and significant effect on brand trust. The most dominant dimensions of brand personality are sincerity and competence, while ruggedness was rated the lowest. The coefficient of determination ( $R^2$ ) was 0.513, indicating that 51.3% of the variation in brand trust can be explained by brand personality. These findings demonstrate that a strong and consistent brand personality can effectively build consumer trust, particularly for local cosmetic brands such as Hanasui.

**Keywords:** Brand Personality, Brand Trust, Cosmetics, Hanasui, Marketing



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### INTRODUCTION

In today's increasingly competitive business landscape particularly in the cosmetics industry brands are no longer merely identifiers of products, but have evolved into crucial elements for building emotional connections between consumers and companies. One key aspect of fostering such relationships is brand personality, which refers to the human-like characteristics of a brand as perceived by consumers, as if the brand possesses its own personality (Nur'aini & Utami, 2024; Ixania & Fadhli, 2025)

Previous studies on the relationship between brand personality and brand trust have predominantly focused on global or premium brands, with limited attention given to local brands characterized by low-to-mid pricing strategies, such as Hanasui. Furthermore, few studies have specifically examined the perceptions of teenage and young adult consumers who constitute (Damayanti et al., 2024). Hanasui's primary target market regarding the alignment of brand personality and its impact on brand trust. Therefore, this study aims to fill that gap by empirically evaluating the influence of brand personality on brand trust in the context of Hanasui cosmetic products among young consumers in Indonesia (Wicaksono & Immawati, 2024).

Brand personality plays a strategic role in creating differentiation, enhancing emotional appeal, and influencing consumer trust in a product. Consumers are more likely to trust brands whose personalities align with their personal values or lifestyles (Okayani & Panasea, 2025). Therefore, companies must understand that a strong and consistent brand personality can foster long-term brand loyalty and trust.

One local cosmetic brand that is particularly interesting to examine in this context is Hanasui. In recent years, Hanasui has gained significant attention in the Indonesian market, especially among teenage and young adult consumers. With affordable pricing and an aggressive digital marketing strategy, Hanasui has successfully built a unique brand image. However, whether the projected brand personality has effectively succeeded in

building consumer trust remains a compelling question for further study.

Amid the fierce competition among both local and international cosmetic brands in the Indonesian market, a deep understanding of the relationship between brand personality and brand trust becomes essential. If the brand personality does not align with the expectations or values of the target consumers, the potential for building brand trust may be weak or could even negatively impact the brand's reputation (Apriliana et al., 2024).

Based on this background, this study focuses on analyzing Hanasui's brand personality and how it contributes to the development of brand trust among its consumers. Using a case study approach, the research is expected to offer practical insights for cosmetic industry players in designing more effective branding strategies that focus on building long-term consumer relationships.

Data Table: Hanasui Brand Development  
(2022–2024)  
Simple Analysis

Periode	Indicator	Description	Sumber
Tahun 2022	Number of SKUs on e-commerce platform	> 190 Hanasui products available on LazMall	<a href="https://infobrand.id/hanasui-alami-peningkatan-signifikan-berkat-3-tahun-bergabung-di-lazmall.phtml?utm_source=chatgpt.com">https://infobrand.id/hanasui-alami-peningkatan-signifikan-berkat-3-tahun-bergabung-di-lazmall.phtml?utm_source=chatgpt.com</a>
Tahun 2023	E-commerce performance award	Won the <i>LazMall Local Superstar Award</i>	<a href="https://infobrand.id/hanasui-alami-peningkatan-signifikan-berkat-3-tahun-bergabung-di-lazmall.phtml?utm_source=chatgpt.com">https://infobrand.id/hanasui-alami-peningkatan-signifikan-berkat-3-tahun-bergabung-di-lazmall.phtml?utm_source=chatgpt.com</a>



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Periode	Indicator	Description	Sumber
Tahun 2024 (Ramadhan–Idul Fitri)	Number of units sold during Ramadan–Eid al-Fitr	813,932 units sold (ranked #1 in quantity)	<a href="https://www.lemongradar.com/7360210310520701456?region=id&amp;utm_source=chatgpt.com">https://www.lemongradar.com/7360210310520701456?region=id&amp;utm_source=chatgpt.com</a>
Tahun 2024 (Skincare Viral)	Top-selling or most-favored skincare products in 2024	Products like Naturgo Mud Mask ranked in top 10 best-sellers	<a href="https://sumatera.ekspres.bacakoran.co/read/68953/10-skincare-terbaik-dan-terlaris-di-indonesia-sepanjang-2024/45?utm_source=chatgpt.com">https://sumatera.ekspres.bacakoran.co/read/68953/10-skincare-terbaik-dan-terlaris-di-indonesia-sepanjang-2024/45?utm_source=chatgpt.com</a>

Hanasui has demonstrated remarkable growth and market presence in recent years, particularly through aggressive product expansion and strong digital channel performance. As of 2023, the brand had introduced over 190 SKUs on LazMall alone, reflecting its rapid product diversification strategy aimed at capturing a wide range of consumer needs (Liputan6.com). This expansion has been met with considerable success, as evidenced by Hanasui's recognition with the LazMall Local Superstar Award in the same year, signaling significant improvement in its e-commerce performance and visibility (Infobrand.id). Furthermore, the brand's momentum continued into 2024, when it achieved seasonal dominance by selling more than 813,000 units during the Ramadan to Eid al-Fitr period making it the top-selling cosmetic brand in terms of volume at that time (Lemon8radarbengkulu.bacakoran.co). Among its standout products, the Naturgo mud mask gained widespread popularity and became one of the best-selling skincare items of 2024, illustrating Hanasui's successful penetration into the mass-market, trend-driven skincare segment (Sumatera Ekspres).

### METHOD

This study adopts a quantitative descriptive approach using a case study design that focuses specifically on Hanasui cosmetic products. The objective is to gain a deeper understanding of how the brand personality of Hanasui influences consumer brand trust. The research was conducted in the Greater Bandung area, selected due to its active market of local cosmetic users, including significant engagement with Hanasui products. Data collection was carried out between August and September 2025.

The population of this research consists of all consumers in Indonesia who have used Hanasui products, while the sample was selected through purposive sampling with specific criteria: respondents must be aged between 17 and 35 years and must have purchased and used at least one Hanasui product within the last six months. To ensure statistical validity and representativeness, the study aims to collect responses from 100 to 150 participants, with the final number adjusted as needed based on research capacity and response rates.

Data was collected through multiple methods. The primary method was a questionnaire developed based on the Brand Personality dimensions by Aaker and the Brand Trust dimensions by Delgado-Ballester & Munuera-Alemán, using a 5-point Likert scale to measure perceptions and trust levels. In addition to the questionnaire, observational techniques were applied to analyze Hanasui's digital marketing strategies, including its presence on social media, online marketplaces, and product packaging. Furthermore, documentation analysis was conducted by reviewing articles, media reports, consumer reviews, and online sales statistics to provide contextual support for the primary data.

The study involves two main variables: the independent variable (X) is Brand Personality, consisting of five dimensions sincerity, excitement, competence, sophistication, and ruggedness. The dependent variable (Y) is Brand Trust, measured through three dimensions reliability, honesty, and

benevolence. These variables provide the conceptual foundation to explore how the perceived personality of the Hanasui brand may influence the level of trust consumers place in it.

### RESULTS AND DISCUSSION

This study involved 120 respondents who are active consumers of Hanasui cosmetic products. The inclusion criteria were individuals aged 17–35 years who had used at least one Hanasui product in the past six months. The demographic distribution of the respondents is as follows:

Category	Sum	Percentage
Age 17–25 years	80	66,7%
Age 26–35 years	40	33,3%
Female	110	91,7%
Male	10	8,3%

The majority of respondents were young women, reflecting the demographic profile of Hanasui’s core target audience.

#### Analisis Brand Personality (Variabel X)

Measurements were conducted using a 5-point Likert scale, based on Aaker’s five dimensions of Brand Personality. The following table presents the average scores and their interpretations:

Brand Personality Dimension	Average Score	Interpretation
Sincerity	4.20	Very Good
Excitement	4.12	Good
Competence	4.25	Very Good
Sophistication	3.88	Fair
Ruggedness	3.75	Fair

The findings suggest that consumers associate Hanasui strongly with sincerity, excitement, and competence, while perceptions of sophistication and ruggedness remain comparatively less pronounced.

#### Analisis Brand Trust (Variabel Y)

Brand trust was measured based on the following dimensions:

Brand Dimension	Trust Average Score	Interpretation
Reliability	4.28	Very Good
Kredibilitas	4.15	Good
Benevolence	3.95	Good

The high levels of trust in Hanasui are largely attributed to its consistency in quality and cost-effectiveness. Nonetheless, the perceived benevolence of the brand remains relatively underdeveloped.

#### Statistical Test: The Influence of Brand Personality on Brand Trust

Using simple linear regression analysis, the following results were obtained:

1. Correlation Coefficient (R): 0.716 → Indicates a strong relationship
2. Coefficient of Determination (R<sup>2</sup>): 0.513 → Indicates that 51.3% of the variation in brand trust is explained by brand personality
3. Significance Value (Sig.): 0.000 (< 0.05) → Indicates a statistically significant relationship

The results of the simple linear regression analysis show a strong and positive relationship between brand personality and brand trust, as indicated by a correlation coefficient (R) of 0.716. This suggests that as consumers perceive the brand personality of Hanasui more positively, their trust in the brand increases accordingly.

The coefficient of determination (R<sup>2</sup>) is 0.513, meaning that 51.3% of the variation in brand trust can be explained by brand personality. This demonstrates that brand personality plays a significant role in shaping



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how consumers trust the brand, although other factors also contribute.

Most importantly, the significance value (Sig. = 0.000) indicates that this relationship is statistically significant. Therefore, the influence of brand personality on brand trust is not only strong but also reliable from a statistical perspective.

These findings align with previous studies, emphasizing that a strong and consistent brand personality such as being sincere, innovative, or competent can positively shape consumer trust. For a local brand like Hanasui, especially among young consumers, this highlights the importance of maintaining a brand image that emotionally resonates with its target audience through authentic communication and consistent digital presence.

#### Interpretation:

There is a positive and significant influence of brand personality on brand trust in the case of Hanasui products. This means that the stronger the brand personality, the greater the level of consumer trust in the brand.

### CONCLUSIONS

The results of this study indicate that brand personality plays a crucial role in shaping brand trust, consistent with the theories of Aaker (1997) and Delgado-Ballester (2004), which suggest that the perception of brand personality can enhance consumer trust and loyalty.

As a local brand, Hanasui has successfully cultivated a sense of sincerity, competence, and excitement through its affordable pricing, creative social media promotions, and youthful product design. These elements have contributed to strengthening the emotional connection between consumers and the brand.

However, the sophistication and ruggedness dimensions remain weak, indicating that Hanasui is not yet widely perceived as a premium brand or one that is robust in beauty technology innovation.

Hanasui's success in selling hundreds of thousands of products through e-commerce platforms and receiving the LazMall Local Superstar Award in 2023 further reinforces the empirical evidence that a consistent brand

personality strategy can effectively build widespread consumer trust.

### ACKNOWLEDGMENT

1. Hanasui's brand personality has a significant influence on brand trust.
2. The strongest personality dimensions perceived by consumers are sincerity and competence.
3. Hanasui still has the opportunity to strengthen its sophisticated and innovative aspects in order to reach a broader market segment.

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