The Influence of Brand Ambassador and Brand Trust on Consumer Loyalty of Evolene Supplements

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ABSTRACT

Physical health and fitness have become a priority, with more people adopting an active lifestyle and focusing on health through exercise. This has led to increased demand for health products, including fitness supplements. Evolene, known for its innovative formulations, offers a range of products, such as whey protein, isolene, and muscle recovery supplements. This research delves into the influence of brand ambassadors and brand trust on customer loyalty, examining their impacts separately and combined. The study employs a quantitative approach with purposive sampling of 96 bodybuilders from New Spirit Gym in Medan. Primary data was gathered through surveys, while secondary data was obtained from literature review. The analysis involved validity and reliability tests, as well as classical assumption tests, multiple linear regression, partial and simultaneous tests, and utilization of SPSS software. Findings reveal that brand ambassadors (X1) have a significant influence on customer loyalty (Y) with a t-value of 2.969 and a significance level of 0.000. Similarly, brand trust (X2) positively affects customer loyalty (Y) with a t-value of 3.235 and significance level of 0.002. The adjusted R Square value indicates that brand ambassador and brand trust together explain 14% of the variation in customer loyalty.

Keywords: Brand Ambassador, Brand Trust, Consumer Loyalty, Evolene

1. INTRODUCTION

Health and physical fitness are increasingly taking center stage in society, with active lifestyles and heightened awareness of the need for exercise fueling interest in health products, particularly fitness and nutritional supplements. This growing trend highlights the significance of the health supplement industry in addressing the needs of the community, particularly among youth, athletes, bodybuilders, and the general public who prioritize their physical well-being. This movement indicates a deepening understanding of the value of physical appearance and health as a long-term investment. As a result, the supplement market is becoming more competitive on both global and national scales.

In 2023, the global supplement market is estimated to reach a staggering USD 27.78 billion, with projections indicating an annual growth rate of 8.5%, aiming for USD 62.99 billion by 2033 (Future Market Insight, 2023). This expansion is driven by health-conscious consumers. Correspondingly, the supplement industry in Indonesia is also thriving. According to (APSN, 2022), the Indonesian supplement market was valued at IDR 12 trillion in 2022, with an impressive annual growth rate of around 10%. In the same year, the health supplement market in Indonesia was approximately USD 1.6 billion, with optimistic growth forecasts for the years ahead (Statista, 2023).

Fitness supplements play a crucial role in meeting muscle needs beyond regular food intake. These products are designed with protein content that surpasses daily requirements. A frequently used example of a protein supplement is a protein drink, which typically combines casein and whey (Wihelmina et al., 2023). The health supplement market in Indonesia is witnessing remarkable expansion, with Evolene emerging as one of the leading brands in the industry. Renowned for its innovative and health-centric product

formulations, Evolene offers a diverse array of supplements, including whey protein, isolene, and mass gainers, all designed to enhance fitness and aid muscle recovery. The brand's widespread acclaim is fueled by enthusiastic user testimonials and endorsements from sponsored professional athletes.

In 2024, Evolene topped the sales charts across major e-commerce platforms such as Shopee, Tokopedia, Lazada, TikTok, and Blibli, establishing itself as the top-selling supplement brand. Its outstanding performance garnered three prestigious awards for two consecutive years since 2021: the Labdoor Certification, the Top Brand Award, and the MURI Award. Labdoor, an esteemed international supplement testing agency, acknowledged the superior quality of Evolene's products, while the Top Brand Award recognized its dominance in the Fitness/Gym Supplements category, achieving a top brand index of 15% (Top Brand, 2022). This year, Evolene achieved an incredible milestone by setting a MURI record with 15,687 transactions of its Evowhey product within a single hour during the celebration of Evolene Indonesia's 4th anniversary. Today, Evolene stands as a leading player in Indonesia's fitness and sports supplement sector, reflecting the team's unwavering commitment to delivering excellence to its customers (TribunNews, 2024).

Evolene's marketing strategy leverages the influence of brand ambassadors, consisting of athletes and fitness influencers. This approach is designed to foster emotional connections with consumers, enhancing the positive perception of its product quality. Ultimately, this strategy not only strengthens Evolene's brand image but also cultivates lasting consumer loyalty (Azzura & Mardhiyah, 2024) by involving famous figures who have appeal among the target market including using brand ambassadors by using actors, actresses and athletes who are known by the wider community and get a good view because of their achievements in a field and can be used for the delivery of advertisements to attract attention so as to influence consumers to use a product (Yanti & Efendi, 2024).

This situation underscores a significant research gap in understanding the dynamics between brand ambassadors, brand trust, and consumer loyalty. While numerous studies have thoroughly investigated how these factors collaborate to foster strong consumer attachments in a competitive landscape, there is a lack of focus specifically on bodybuilders, particularly those who use Evolene products. The continued success of Evolene in the fitness supplement industry is deeply rooted in comprehending these elements. A comprehensive and innovative study can provide Evolene with a strategic roadmap to enhance customer loyalty, moving beyond conventional marketing to cultivate enduring trust.

The researcher conducted preliminary investigations through interviews at New Spirit Gym in Medan City, where findings indicated a notable shift in supplement preference from competing brands to Evolene. This trend illustrates that Evolene supplements have effectively captured consumer attention and built trust through not only the quality and efficacy of their products but also through targeted marketing strategies employing relevant brand ambassadors, robust brand communication, and a positive brand image. Such achievements reflect consumer satisfaction and trust, thereby motivating them to become loyal advocates for Evolene. The objective of this research is to delve into how these factors can significantly boost customer retention within targeted market segments. Given the insights shared, the researcher aims to explore the relationship between the brand ambassador strategy and the level of trust in the brand, as well as the resultant implications for customer loyalty.

2. RESEARCH METHODS

2.1. Research Type

This study uses the association method within the framework of a quantitative approach. The association method will be applied to identify the linkages between dependent and independent variables. Priadana & Sunarsi (2021) argues that quantitative research involves the comprehensive and conceptual exploration of symptoms using data collected from real-life situations, where the researcher is at the center. Quantitative research is often organized into detailed and imaginative narratives that reflect naturalistic elements and real values.

2.2. Research Population and Sample

Referring to Sari et al. (2023), The basis of any research topic is the population of symptoms or units under study. When the researcher focuses on analyzing all existing subjects or components, the research is known as

a population study or census study. The population in this study includes bodybuilders who have been in shape for at least 6 months and have purchased Evolene supplement products located at New Spirit Gym Medan City. The total population could not be ascertained precisely because there was no accurate data available on the number of New Spirit Gym members in Medan City who have been maintaining their fitness for at least six months.

This study did not select samples randomly, but rather based on certain criteria from each individual in the population. The purposive sampling technique was used to select samples in accordance with predetermined criteria. The criteria used in this study are as follows:

a. Bodybuilders who have formed a body for at least 6 months
b. Active member of New Spirit Gym
c. Minimum 17 years old and maximum 35 years old
d. Purchased Evolene products more than three times

The sampling technique used in this study was Cochran. The number of respondents to be used in this study was 96.

2.3. Data Collection Technique

Primary data collection using questionnaires distributed directly to 96 respondents who use Evolene supplement products at New Spirit Gym Medan City. Secondary data collection from literature review, previous studies, and online references.

2.4. Variable Measurement Scale

Referring to Sugiyono (2017), likert scales are often used in research to measure individual or group attitudes towards social phenomena. Researchers set social phenomena as variables and then detail them into indicators using a Likert scale. This indicator is then applied to compile items in the research instrument.

Table 1. Likert Scale Instrument

Answer Criteria	Score
Strongly Agree	5
Agree	4
Somewhat Disagree	3
Disagree	2
Strongly Disagree	1

Source: Priadana & Sunarsi (2021)

2.5. Data Analysis Technique

2.5.1. Instrument Testing

The instrument test was conducted to evaluate the claims in the questionnaire designed by the author about the impact of brand ambassadors and brand trust on customer loyalty to Evolene Supplements at New Spirit Gym Medan City. The research instruments were evaluated through validity and reliability tests to ensure measurement quality. Validity was tested using the Product Moment Correlation method with a significance level of 5%. The validity formula used is as follows:

$$r_{xy} = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{(n\sum y^2 - (\sum x)^2(n\sum y^2 - (\sum y)^2)}}$$

Description:

r_{xy} = Correlation Coefficient (r-value)

$\sum x$ = Independent Variable Score

$\sum y$ = Dependent Variable Score

$\sum xy$ = Timescale of Item Score with Total Score

n = Number of respondents

Assessment of item validity is done through comparison of the calculated r value with r from the statistical table. Items are considered valid if they meet the conditions rvalue> rtable and significance <0.05. While the reliability of the instrument is measured through the alpha value, and a value of more than 0.60 indicates adequate consistency.

2.5.2. Classical Assumption Test

a) Normality Test

Widodo et al. (2023) explain that the normality test assesses the distribution of data within a population. Data is classified into two categories: normal and abnormal distributions. This test is crucial for validating the distributions of both independent and dependent variables in a regression model. To achieve accurate findings, the sample size needs to be adequately representative. Before conducting statistical tests, it's imperative to check the distribution of variables. Normality can be evaluated through methods such as the Kolmogorov-Smirnov test, histograms, and P-P Plots. The criteria for normality are as follows:

1)   A significance value (Sig.) < 0.05 indicates an abnormal distribution.

2)   A significance value (Sig.) > 0.05 indicates a normal distribution.

b) Multicollinearity Test

Zahriyah et al. (2021) state that a key assumption in multiple regression using the OLS method is the absence of linear relationships among independent variables. The presence of linear interdependence among these variables is referred to as multicollinearity. The purpose of multicollinearity testing is to determine whether the relationships between independent variables are significant, as this may affect the dependent variable during multiple linear regression analysis. If no intercorrelation or multicollinearity exists among independent variables, the hypothesis holds true. However, a linear relationship complicates the ability to determine the individual effects on the dependent variable. A robust regression model should exhibit no interaction among independent variables. Multicollinearity testing is performed using Tolerance and VIF methods, with the following indicators:

1)   A Tolerance value > 0.10 signifies that the data is free from multicollinearity issues.

2)   A VIF value < 10 also indicates freedom from multicollinearity.

c) Heteroscedasticity Test

Zahriyah et al. (2021) describe heteroscedasticity testing as a means to assess deviations from the classic assumption of heteroscedasticity, which highlights inconsistent residual variation for each observation in a regression model. Heteroscedasticity can compromise the efficiency and accuracy of simple linear regression models and interfere with parameter estimates derived from the maximum likelihood method. Testing for heteroscedasticity can be conducted using a scatterplot. A scatter plot exhibiting patterns such as wavy forms or broadening then narrowing indicates the presence of heteroscedasticity. Conversely, a lack of discernible patterns suggests no heteroscedasticity.

d) Multiple Linear Regression Analysis

As per Zahriyah et al. (2021), multiple linear regression analysis is a technique to assess the relationships among several factors in relation to a single outcome. The multiple linear regression equation can be calculated using the formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \ldots\ldots\ldots\ldots\beta_{11}X_{11} + \varepsilon$$

Where:

Y = Dependent Variable

X_{123} = Independent Variable

α = Intercept/ Constanta

β_{123} = slope/regression coefficient for each independent variable

ε = error term/ variabel error

3. RESULTS AND DISCUSSION

3.1. General Description of Research Objects

The majority of respondents were male as many as 91 people (94.8%), while only 5 people (5.2%) were female. This percentage shows that most users of Evolene supplements at New Spirit Gym Medan City are dominated by men. This is in accordance with the characteristics of bodybuilding sports which are more in demand by men than women. Thus, the results of this study will represent more male consumers' perceptions and loyalty to brand ambassadors. Respondents in this study were dominated by 21 - 24 years old (41.6%) and 25 - 28 years old (37.6%). This indicates that most consumers of Evolene supplements at New Spirit Gym Medan City are young adults, who are most likely in an active phase of building muscle mass and improving their sports performance.

The majority of Evolene product purchases almost half of the respondents (48.9%) have purchased Evolene supplements more than 5 times, indicating a high level of loyalty to the product. Consumers who have made multiple purchases are likely to have confidence in the quality of the product, which can be influenced by brand trust factors and the role of brand ambassadors in strengthening their belief in the brand. Meanwhile, (29.1%) of respondents bought the product 3 - 5 times, which indicates a group of consumers who are still in the stage of building habits or loyalty to the product. Meanwhile, (21.8%) of respondents have only purchased the product 3 times, which indicates an opportunity for Evolene to increase their loyalty with stronger marketing strategies, such as testimonials from brand ambassadors, increased brand trust through product transparency, and continuous promotion.

A total of 49 survey participants (51.0%) have been practicing sports and bodybuilding activities for more than one year. This indicates that they have sufficient experience and tend to be more cautious in choosing supplements. In addition, 28.1% of respondents had been training for 8 - 12 months, indicating that they were in the transition stage from beginners to a more serious level of body building. Meanwhile, 20.8% of respondents (groups with 6 - 8 months and 6 months duration) were still in the early stages of body building. This group is most likely still looking for supplement products that suit their needs.

3.2. Data Analysis Method

3.2.1. Instrument Test

a) Validity Test

Table 2. Validity Test Results

Variable	Statement	R-value	R-Table	Description
Brand Ambassador (X1)	X1.1	0,553		Valid
	X1.2	0,696		Valid
	X1.3	0,738		Valid
	X1.4	0,682	0,20006	Valid
	X1.5	0,702		Valid
	X1.6	0,448		Valid
Brand Trust (X2)	X2.1	0,605		Valid
	X2.2	0,588		Valid
	X2.3	0,788		Valid
	X2.4	0,705		Valid
	X2.5	0,766	0,20006	Valid
	X2.6	0,692		Valid
	X2.7	0,668		Valid
	X2.8	0,234		Valid
Consumer Loyalty (Y)	Y	0,626		Valid
	Y	0,730		Valid
	Y	0,729		Valid
	Y	0,718		Valid
	Y	0,608	0,20006	Valid
	Y	0,729		Valid
	Y	0,471		Valid
	Y	0,554		Valid

Source: Data Processing Results (2024)

Based on Table 2, all statement items in the brand ambassador variable (X1) show an rvalue that exceeds 0.2006. Therefore, the six statements on this variable are declared valid and suitable for use as measurement instruments in research. The same is true for the brand trust variable (X2), where all eight statements have a rvalue above 0.2006, so they are declared valid and can serve as a feasible measuring instrument.

As for the consumer loyalty variable (Y), validity testing was carried out using an r table of 0.2006 with 96 respondents. Each statement on this variable has an rvalue greater than 0.2006, so all eight statements tested are also declared valid. Thus, all items on the three variables in this study are suitable as instruments to measure each variable.

b) Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	N of Items
Brand Ambassador (X1)	0,742	4
Brand Trust (X2)	0,790	8
Consumer Loyalty (Y)	0,801	8

Source: Data Processing Results (2024)

Based on the data in Table 3, the reliability coefficient for the brand ambassador variable (X1) is obtained at 0.742, which shows that the value exceeds the minimum limit of 0.6. Thus, all statement items on this variable are considered reliable and meet the reliability criteria for use in research.

Meanwhile, the brand trust variable (X2) shows a reliability coefficient of 0.790, which also exceeds the 0.6 threshold, so all items on this variable are declared reliable. The consumer loyalty variable (Y) has a reliability coefficient of 0.801, which confirms that all statements are classified as reliable and suitable for use as measuring instruments in this study.

c) Kolmogorov-Smirnov Classical Assumption Test

Table 4. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	3.99722331
Most Extreme Differences	Absolute	0.074
	Positive	0.058
	Negative	-0.074
Kolmogorov-Smirnov Z		0.074
Asymp. Sig. (2-tailed)		0.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Data Processing Results (2024)

In table 4, the alternative result of the Kolmogorov-Smirnov test shows a value of 0.200. Based on existing guidelines, this exceeds the threshold set for declaring that data is normally distributed, which is 0.05. Therefore, the conclusion is that the data results from this experiment have a normal distribution and are eligible for the normality test.

d)   Multicollinearity Test

Table 5. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	13.774	3.558			
	Brand Ambassador	0.691	0.111	0.282	0.995	1.005
	Brand Trust	0.282	0.87	0.308	0.995	1.005
Dependent Variable: Customer Loyalty						

Source: Data Processing Results (2024)

According to the data listed in table 5, it can be seen that the Tolerance value for Brand Ambassador and Brand Trust is 0.995, which indicates that the value is quite significant. On the other hand, VIF has a value of 1.005, which indicates a low level of significance. From these findings it can be concluded that no evidence of multicollinearity was detected, so the regression model is considered valid and can be used for regression analysis.
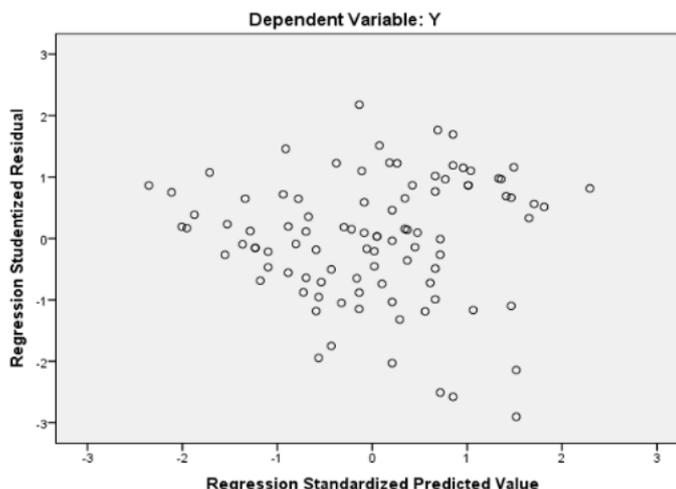
e)   Heterocesdaticity Test

Figure 1. Scatterplot Graph

Source: Data Processing Results (2024)

An effective regression model should not show symptoms of heteroscedasticity, as it can cast doubt on the interpretation of the results obtained. There is a way to detect heteroscedasticity through visualization of the scatterplot graph, where the distribution of data points should be random without forming a clear pattern.

f)   Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1.	(Constant)	13.774	3.558		3.871	0.000
	Brand Ambassador	0.329	0.111	0.282	2.969	0.004
	Brand Trust	0.282	0.087	0.308	3.235	0.002
Dependent Variable: Customer Loyalty						

Source: Data Processing Results (2024)

According to the findings of the regression tests listed in Table 6, a multiple linear regression model has been generated in this study as follows:

Y = 13,774 + 0,329X1 + 0,282X2

1. The constant value of 13.774 indicates that when the two independent variables, namely brand ambassador (X1) and brand trust (X2), have a value of zero, consumer loyalty (Y) is estimated to be at 13.774.

2. The regression coefficient for the brand ambassador variable (X1) of 0.329 indicates that each one unit increase in the X1 variable will cause an increase in consumer loyalty (Y) of 0.329. With this positive value, the relationship between brand ambassadors and consumer loyalty is positive, that is, the higher the role of brand ambassadors, the higher consumer loyalty.

3. The regression coefficient for brand trust (X2) of 0.282 indicates that each one unit increase in the brand trust variable will increase consumer loyalty by 0.282. This positive value indicates a positive relationship between brand trust and consumer loyalty.

3.3. Hypothesis Test

3.3.1. Partial Significance Test (T Test)

Table 7. Partial Significance Test Results (T Test)

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig**
	B	**Std. Error**	**Beta**		
1. (Constant)	13.774	3.558		3.871	0.000
Brand Ambassador	0.329	0.111	0.282	2.969	0.004
Brand Trust	0.282	0.087	0.308	3.235	0.002
Dependent Variable: Customer Loyalty					

Source: Data Processing Results (2024)

Based on the T test results contained in table 7, it can be concluded that:

1. The t-value for the brand ambassador variable (X1) on consumer loyalty (Y) is 2.969, which is greater than the t-table value of 1.986 with a significance level of $0.000 < 0.05$ and a positive regression coefficient of 0.329. This shows that brand ambassadors have a significant influence on consumer loyalty. Therefore, the first alternative hypothesis (Ha1) is accepted.

2. The t-value for the brand trust variable (X2) on consumer loyalty (Y) is 3.235, which is greater than 1.986 with a significance level of $0.002 < 0.05$ and a positive regression coefficient of 0.282. This shows that brand trust also has a significant effect on consumer loyalty. Thus, the second alternative hypothesis (Ha2) is accepted.

3.3.2. Simultaneous Significance Test (F Test)

Table 8. Simultaneous Significance Test Results (F Test)

ANOVA[a]					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig**
1 Regression	294.516	2	147.258	9.022	0.000[b]
Residual	1517.890	93	16.321		
Total	1812.406	95			
a. Dependent Variable: Customer Loyalty					
b. Predictors: (Constant), Brand Ambassador, Brand trust					

Source: Data Processing Results (2024)

Determination of the F-table value refers to the number of degrees of freedom of the numerator (k - 1) which is 2, and the degree of freedom of the denominator (n - k) which is 93, thus obtaining an Ftable value of 3.09. Based on data analysis from Table 7, it can be seen that the F-value of 9,022 is higher than the F-table (9,022> 3.09), with a significance level of 0.000 which is smaller than 0.05. This means that the two variables, namely brand ambassador (X1) and brand trust (X2), together have a significant influence on consumer loyalty (Y).

3.3.3. Coefficient of Determination (R²) Test

Table 9. Determination Coefficient Test Results (R^2)

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	0.403[a]	0.162	0.144	4.040
a. Predictors: (Constant), Brand Ambassador, Brand Trust				
b. Dependent Variable: Customer Loyalty				

Source: Data Processing Results (2024)

The R value of 0.403 indicates a strong relationship between brand ambassadors and brand trust on consumer loyalty. The closer to one, the better the model. The Adjusted R Square value states that brand ambassadors and brand trust only explain 14% of consumer loyalty, while 86% is influenced by other factors, such as consumer motivation and other variables.

3.4. Discussion

3.4.1. The Effect of Brand Ambassadors on Consumer Loyalty

In this study, all assertions regarding brand ambassadors (X1) as the independent variable and consumer loyalty (Y) as the dependent variable were deemed valid and reliable. According to Sendy & Zumrotul (2021), brand ambassadors are defined as individuals who possess the capability to employ promotional strategies that fortify the relationship between consumers and products, thereby influencing consumers to select and purchase the offerings of a given company.

Based on the conducted studies, the researchers employed three indicators to evaluate the brand ambassador variable (X1) as proposed by Sendy & Zumrotul (2021): Attractiveness, Trustworthiness, and Expertise. The subsequent data distribution was submitted to 96 respondents.

Consequently, the most impactful factor identified in this study is expertise, as evidenced by responses concerning Evolene brand ambassadors' provision of accurate and beneficial information related to the use of supplements. The respondents demonstrated a strong agreement index of 17.7% and an agreement index of 42.7%. The cumulative agreement index yielded a result of 60.4%, indicating that a majority of consumers perceive brand ambassadors as effectively conveying accurate and valuable information regarding the use of supplements.

Data analysis conducted utilizing SPSS revealed that brand ambassadors (X1) exert a significant influence on consumer loyalty (Y). The t-value recorded at 2.969 surpasses the critical value of 1.986, while the significance value of 0.000 is below the threshold of 0.05, with a positive regression coefficient of 0.329. Consequently, the Ha1 hypothesis is affirmed. This finding aligns with the research outcomes of Sayeti et al. (2024), which similarly corroborate a significant relationship between brand ambassadors and customer loyalty towards Erigo products.

3.4.2. The Effect of Brand Trust on Consumer Loyalty

This study demonstrates that all statements pertaining to brand trust (X2) as the independent variable, and consumer loyalty (Y) as the dependent variable, are both valid and reliable for the purposes of this research. As articulated by Rifa'i (2019), a brand is defined as the identity of a product or service that is distinguished by elements such as a name, symbol, or design, which serve to differentiate it from other offerings.

The research employs four indicators as measurement instruments for the brand trust variable (X2), as proposed by Wardhana et al. (2021) which include brand communication, brand image, perceived social media presence, and environmental considerations. The data collected from 96 respondents is outlined as follows. Overall, the most significant indicator identified in this study is brand communication, as evidenced by respondents' perceptions regarding Evolene's communication in enhancing trust in the quality of its products. Specifically, 15.6% of respondents strongly agreed, while 39.5% agreed, resulting in a combined approval index of 55.1%. This demonstrates that more than half of the consumers surveyed believe that the communication strategy implemented has effectively fostered a positive perception of the brand's offerings.

Data analysis conducted using SPSS indicates that brand trust (X2) has a statistically significant impact on customer loyalty (Y), evidenced by a t-value of 3.235, a significance level of 0.002, and a positive regression coefficient of 0.282. Thus, the alternative hypothesis Ha2 is supported. This study corroborates the findings of recent research by Laurencia (2020), which concluded that brand trust significantly influences consumer loyalty toward Nike shoe products.

3.4.3. The Effect of Brand Ambassador and Brand Trust on Consumer Loyalty

The research findings indicate that the data concerning brand ambassador variables (X1), brand trust (X2), and consumer loyalty (Y) is both reliable and valid, thereby affirming its suitability for the purpose of this study. As articulated by Hermanto (2019), customer loyalty represents a tangible manifestation of customer satisfaction derived from the services and amenities provided by a company, as well as a commitment to selecting the company as the preferred venue for transactions.

In accordance with the results of the conducted tests, the researcher utilized four indicators to elucidate the test outcomes relating to consumer loyalty (Y), as delineated by Said (2022), namely: Repurchase, Purchase of Other Products, Provide References, and Do Not Intend to Switch. Through these four indicators, eight statements were formulated to represent each respective indicator.

A total of 96 respondents have contributed to the data distribution. The hypothesis test results reveal an F-value of 9.022, surpassing the critical value of 3.09, accompanied by a significance level of 0.000, which is less than the threshold of 0.05. These findings demonstrate that brand ambassadors (X1) and brand trust (X2) collectively exert a significant influence on consumer loyalty (Y).

From these observations, it can be concluded that both brand ambassadors and brand trust significantly impact consumer loyalty, prompting bodybuilders at New Spirit Gym in Medan City to favor Evolene. This preference is attributed to the favorable influence that brand ambassadors have in shaping consumer perceptions of Evolene products. Brand ambassadors who possess attractiveness, credibility, and expertise in the fitness domain are effective in assuring bodybuilders at New Spirit Gym that the product will assist them in attaining their desired fitness objectives. Furthermore, the trust cultivated through effective communication, a positive brand image, and a robust social media presence significantly strengthens consumer loyalty.

The assessment of the coefficient of determination reveals an R value of 0.403, indicating a moderate relationship between brand ambassador and brand trust on consumer loyalty. The Adjusted R Square value suggests that these two variables account for only 14% of the impact on consumer loyalty, thereby supporting the Ha3 hypothesis, which posits that there is a discernible influence of brand ambassador and brand trust on Evolene consumer loyalty at New Spirit Gym in Medan City. In conclusion, an increase in brand ambassador and brand trust indeed yields a positive effect on consumer loyalty.

4. CONCLUSIONS

The research findings indicate that the engagement of brand ambassadors and the degree of brand trust significantly influence customer loyalty toward Evolene supplement products, particularly among bodybuilders at New Spirit Gym in Medan City. Notably, the impact of the brand ambassador variable is found to be more pronounced than that of brand trust, with expertise emerging as the most critical indicator within this domain. Conversely, in the context of brand trust, effective brand communication is identified as the primary driver affecting consumer loyalty. These insights suggest that companies ought to prioritize the selection of brand ambassadors who exhibit high levels of expertise and credibility in the fitness sector. Additionally, there is a pressing need to emphasize consistent and transparent communication to enhance brand trust, thereby cultivating a robust brand image that positively influences consumer purchasing decisions over time.

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