

Utilizing E-Wom As A Mediation To Increase Brand Loyalty Of Local Skincare Cosmetic Products In Indonesia With The Influence Of Brand Activation, Brand Trust, And Customer Satisfaction

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Abstract: This research is an effort to strengthen local Indonesian skincare brands even stronger in competing with imported skincare brands. By prioritizing brand activation, brand trust, and customer satisfaction and assisted by e-WOM to create brand loyalty. Overall, this research demonstrates the importance of e-WOM and brand trust in the beauty industry, and the benefits that companies can derive from investing in these factors. A quantitative approach was applied in analyzing statistical data obtained from 140 responses. The selection of respondents was carried out using a purposive sampling technique with the provisions of the sample, namely women based on the age group with an age range of 16-35 years who have used skincare in Jabodetabek. Proving the hypothesis of this study using data collection through a questionnaire that has questions with a Likert scale measuring instrument totaling four points. Hypothesis 1 explains the effect of brand activation on e-WOM. Brand activation has a significant effect on increasing e-WOM in providing brand experiences to others. Hypothesis 1 has a t-value of 8.121 and a p-value of 0.000, so it can be concluded that it is accepted. Hypothesis 2 regarding brand trust has an effect on e-WOM. Brand trust has a positive effect on e-WOM with a t value of 2.818 and a p value of 0.005, so it can be concluded that hypothesis 2 is accepted. In hypothesis 3 predicts an influence on customer satisfaction on e-WOM. The result obtained is that customer satisfaction has a positive effect on e-WOM with a t value of 4,387 and a p value of 0,000 so that hypothesis 3 is accepted. In hypothesis 4 there is a positive effect between e-WOM on brand loyalty. supported by a t-value of 11,657 and a p-value of 0,000. This research focuses on the effect of brand activation, brand trust and customer satisfaction on brand loyalty through e-WOM mediation. The results of this study found that each independent variable has a positive or significant value on the mediating variable and the mediating variable also has a positive or significant value on the dependent variable.

Abstrak: Penelitian ini merupakan upaya untuk memperkuat merek perawatan kulit lokal Indonesia agar lebih kuat dalam bersaing dengan merek perawatan kulit impor. Dengan memprioritaskan aktivasi merek, kepercayaan merek, dan kepuasan pelanggan serta dibantu oleh e-WOM untuk menciptakan loyalitas merek. Secara keseluruhan, penelitian ini menunjukkan pentingnya e-WOM dan kepercayaan merek dalam industri kecantikan, serta manfaat yang dapat diperoleh perusahaan dengan berinvestasi dalam faktor-faktor ini. Pendekatan kuantitatif digunakan dalam menganalisis data statistik yang diperoleh dari 140 tanggapan. Pemilihan responden dilakukan dengan menggunakan teknik purposive sampling dengan ketentuan sampel, yaitu perempuan berdasarkan kelompok usia dengan rentang usia 16-35 tahun yang telah menggunakan produk perawatan kulit di Jabodetabek. Pengujian hipotesis dalam penelitian ini



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menggunakan pengumpulan data melalui kuesioner yang memiliki pertanyaan dengan alat ukur skala Likert sebanyak empat poin. Hipotesis 1 menjelaskan pengaruh aktivasi merek terhadap e-WOM. Aktivasi merek memiliki pengaruh signifikan dalam meningkatkan e-WOM dalam memberikan pengalaman merek kepada orang lain. Hipotesis 1 memiliki nilai t sebesar 8.121 dan nilai p sebesar 0.000, sehingga dapat disimpulkan bahwa hipotesis ini diterima. Hipotesis 2 tentang kepercayaan merek berpengaruh terhadap e-WOM. Kepercayaan merek memiliki pengaruh positif terhadap e-WOM dengan nilai t sebesar 2.818 dan nilai p sebesar 0.005, sehingga dapat disimpulkan bahwa hipotesis 2 diterima. Hipotesis 3 memprediksi pengaruh kepuasan pelanggan terhadap e-WOM. Hasil yang diperoleh adalah kepuasan pelanggan memiliki pengaruh positif terhadap e-WOM dengan nilai t sebesar 4,387 dan nilai p sebesar 0,000 sehingga hipotesis 3 diterima. Dalam hipotesis 4 terdapat pengaruh positif antara e-WOM terhadap loyalitas merek, didukung oleh nilai t sebesar 11,657 dan nilai p sebesar 0,000. Penelitian ini berfokus pada pengaruh aktivasi merek, kepercayaan merek, dan kepuasan pelanggan terhadap loyalitas merek melalui mediasi e-WOM. Hasil dari penelitian ini menunjukkan bahwa setiap variabel independen memiliki nilai positif atau signifikan pada variabel mediasi dan variabel mediasi juga memiliki nilai positif atau signifikan pada variabel dependen.

INTRODUCTION

Electronic word-of-mouth (E-WOM) is a statement made by word of mouth through electronic media, both verbally and non-verbally. Electronic word-of-mouth (E-WOM) can be done intentionally or unintentionally, one of the places that is often the place to carry out E-WOM is social media. Social media is a place where people interact about what they share and create online, besides that through social media people can carry out communication activities and exchange information online and widely (Syafii et al., 2023). As of January 2022, the total number of social media users in Indonesia reached 191 million users, which was an increase of 12.35% compared to the previous year's 170 million users (Mahdi, 2023).

According to research conducted by Batee., (2019) shows that social media relations have an effect on purchasing decisions because it is a place for mutual comments and reviews (e-WOM) about their experiences, these comments and reviews become a reference for customers to believe in one another. the brand so that it has the opportunity to create brand loyalty (Batee, 2019). Kim and Ko (2012) from their journal entitled "The Effect of Social Media Communication on Consumer Perceptions and Purchase Intentions for Organic Beauty Products", there are advantages and

disadvantages of using social media in the positive spread of e-WOM regarding beauty products, namely, with various experience and positive recommendations about a beauty product, social media can provide support by providing targeted engagement (Ko, 2012). Positive e-WOM social media can easily reach large audiences from various locations efficiently and effectively. However, there are some disadvantages in using social media, such as difficulty distinguishing genuine and fake reviews, viewing too much information that makes it difficult to believe, freedom of expression makes it easy for negative e-WOM to occur on social media.

According to Lien et al., (2015), one of the most important elements in successful consumer and company relationships is trust (C.-H. L. et Al, 2018). From a brand trust will have an impact on brand loyalty. One industry that utilizes social media to carry out electronic word-of-mouth (e-WOM) and brand activation strategies in disseminating information is the cosmetics industry, namely industries that produce cosmetics and care products that already have an industrial business permit or industry registration certificate in accordance with the provisions of the legislation.

The Ministry of Industry said, from 2011 to 2018, sales of domestic cosmetic

goods increased by 15%. As much as 11 trillion rupiah is spent on cosmetic exports, with less than half of imported cosmetics (Mursito, 2017). With this the impact of increasing demand for cosmetics has a total of 32%. The public knows the names of skincare brands through social media such as Instagram and TikTok (Hasim & Sherlina, 2022). There are quite a number of well-known company accounts on TikTok, for example, the 5 best-selling local skin care brands in 2021 include: Somethinc, N'Pure, Avoskin, Whitelab and MS Glow (Decker-Jacoby, 2023). According to Kucuk and Krishnamurthy (2017) content marketing can attract consumers by creating an engagement between consumers through sharing content and the creativity of content with content that can be an inspiration for potential customers in a company (Kucuk & Krishnamurthy, 2007). Content marketing is defined as a marketing approach that involves creating, the process of gathering relevant information (curating), distributing, and amplifying content that is attractive, relevant, and useful to a clearly defined audience group sequentially to create conversation about the content (Kotler et al., 2017). In the current era of technology 4.0, the existence of social media is unavoidable because it is in the interests of the public or companies to obtain and provide information, so that people can easily find out and see the trust of these companies which will then have an impact on loyalty from consumers.

Research Problem

Based on the results of research that has been carried out by Lestari (2022) with the title "Electronic word of mouth (e-WOM) on purchase decisions mediated by brand trust (study on wardah customers in Jayapura) regarding electronic word of mouth e-WOM in purchasing decisions involving the mediation of trust brand on consumers of the Wardah brand in Jayapura, the fundamental question of this research is "how big is the influence of e-WOM support on the independent variables brand activation, brand trust, customer satisfaction on brand loyalty on all cosmetic skincare brands in Indonesia" (Lestari, 2022). Considering the journals In existing journals

with discussions raised, it is rare to find journals that discuss the effect of e-WOM support on brand activation, brand trust, brand satisfaction on brand loyalty for all skincare brands in Indonesia to become a research model (Adisty, 2023).

From the data obtained regarding total spending on cosmetics, Indonesia ranks second most after India with US\$5.88 billion. In 2021, a total public spending of US\$4.19 billion was recorded. From the results of a survey conducted by Populix, there were 10,616 male and female respondents showing that from September 2021 - June 2022, 77 percent of Indonesian people routinely shop for skincare products. at least once a month. Then as much as 93 percent of the community spent Rp 250 thousand. In fact, 1 percent of the 10,616 people surveyed said they could pay up to IDR 750,000 every month. the results of these respondents show that 57 percent of respondents use the marketplace (e-commerce) to shop for skin care products, 18 percent buy from offline stores (minimarkets/drugstores), 18 percent through supermarkets.

From the skincare user data above which shows the number of skincare users in Indonesia, it can be seen that there is still a large market opportunity that has not been explored for selling skincare. Competition that continues to increase in the cosmetic industry makes the strength of local brands increasingly need to be emphasized. The discussion of this research is based on the phenomenon of the many local Indonesian skincare brands whose brands are still not strong enough and in previous studies many were only concerned with purchasing decisions without prioritizing brand loyalty. Apart from that, seeing that the skincare cosmetics market is still largely unreached creates an opportunity for local skincare to dominate the skincare cosmetics market in Indonesia. So this research is an effort to strengthen local Indonesian skincare brands in terms of marketing to compete with imported skincare brands. One way to improve the brand is to carry out brand activation activities or brand activation which is a marketing action carried out with the aim of building brand awareness, brand trust and customer loyalty to a brand. This research will discuss how to increase Brand

Loyalty for Local Skincare Cosmetic Products in Indonesia by being influenced by brand activation, brand trust, and customer satisfaction and assisted by E-WOM. By prioritizing brand activation, brand trust, and customer satisfaction and assisted by e-WOM to create brand loyalty. Overall, this research demonstrates the importance of e-WOM and brand trust in the beauty industry, and the benefits that companies can derive from investing in these factors. So this research can enable skincare product companies to more accurately predict the buying behavior of their customers in the future and provide clarity on managing their assets and marketing activities as well.

Literature Review

1. Brand Activation

Brand activation is defined as a marketing relationship created between brands and consumers so that consumers understand the brand in a better way, brand activation is the process of activating customers by creatively combining all available communication sources. Brand activation is the process to create experience with the brand (T. H. et Al, 2013). These experiences get people to think, feel, sense, act and relate to a brand. The consumer experience is the ultimate measure of any campaign or idea. Brand activation in its simplest form is a roadshow where a company salesperson brings the brand to people so they can experience the brand. Brand activation is referred to as marketing to provide experience for consumers and is considered to be more effective in generating brand awareness, brand knowledge, liking and ultimately brand purchase and repurchase. Another relevant theory is the theory of cognitive dissonance, which suggests that individuals try to maintain consistency between their beliefs, attitudes, and behaviors. Brand activation can be used strategically to reduce cognitive dissonance by providing consumers with direct experiences that validate their positive perception of a brand. By engaging consumers and providing memorable experiences, brand activation helps reinforce positive attitudes and reduce

potential dissonance between consumer expectations and brand reality.

Brand activation is described in persuasive marketing communications which refers to getting customers influenced to respond to marketing messages that are reinforced by the respective brand activation program content (Adi Irianto Marist, Lilik Noor Yuliaty, 2014) (Mu, 2017). Brand activation campaigns that encourage consumer participation, interaction, and co-creation results in higher engagement levels, which in turn positively influence brand attitudes and behavior (Morgan, 2012). while other studies state that brand activation is a persuasive marketing promotion tool that can increase consumer trust and loyalty (Liembawati, 2014).

2. Brand trust

According to Lien et al. (2015), one of the most important elements in successful consumer and company relationships is trust (L. et Al, n.d.). It also refers to consumer perceptions of preferred brands, products and services (Eunil Park, Sang Jib Kwon, 2016). Because the perceived risk associated with selecting or purchasing a particular brand is smaller, trusted brands are purchased more frequently (G. W.-S. et Al, 2018). They believe that depending on variables such as gender, age, and amount of time spent on social media, individual perceptions of reliability vary. Integrity, integrity, competence, assistance, and caring are the five components that build trust. The findings show that users' judgments of integrity, which represent society's ethical and moral worldviews, differ depending on their gender, age, and how frequently they use social media. As a result, female and young consumers have high expectations of honesty (G. W.-S. et Al, 2018). On the other hand, customers are always looking for assurance that the brand will meet their expectations and earn their trust.

Wang et. al, (2017) stated that brand trust has a significant impact on electronic word-of-mouth (e-WOM) behavior (Kubickova, 2017). When consumers trust a brand, they are more likely to engage in positive e-WOM activities, such as sharing favorable opinions, recommendations, and experiences about the brand with others.

Trust in the brand increases the credibility and persuasiveness of e-WOM messages, leading to a greater likelihood of acceptance and influence with other consumers. Trust Transfer Theory: This theory suggests that consumers transfer trust from their personal relationships and experiences to brands. When consumers have positive experiences with a brand, they are more likely to develop trust in that brand, similar to how trust is built in interpersonal relationships.

3. Customer Satisfaction

Customer satisfaction is the most critical issue for online and offline companies in increasing sales (G. T. M. H. et Al, 2019), whereas according to He et al, (2012) confirms that satisfaction occurs when brand performance meets customer expectations (Hongwei He, Yan Li, 2012). Negative disconfirmation occurs when performance falls short of expectations, leading to dissatisfaction (Paul G Patterson, Lester W Johnson, 1996). Likewise, et al. (2011) define brand satisfaction as an evaluation of direct consumption experience based on the gap between expected performance and actual performance experienced after consumption (Kuenzel & Halliday, 2008). Customer satisfaction is defined in Grisaffe & Nguyen's research (2011), which states that cumulative satisfaction is an overall consumer assessment based on all purchases and consumer experience with a product or service brand. So it can be concluded that customer satisfaction has an effect on consumer loyalty in repurchasing intention, also supported by positive e-WOM influencing consumers to provide reviews or feedback on these goods. thereby increasing the company's brand reputation (Nguyen, 2011).

4. E- WOM

K. Hung, S. Li., (2007) stated that e-WOM communication involves multi-directional information exchange in asynchronous mode, consumers can post their opinions, comments, and product reviews on weblogs, discussion forums, review websites (eg, Femaledaily), retail websites (e.g., Shopee), electronic bulletin board systems, news groups, and social networking sites (e.g., Tiktok) (Li, 2007).

Electronic word of mouth can conceptually be defined as "any positive or negative statement made by a potential, actual, or former customer about a product or company, which is made available to a wide range of people and institutions via the Internet" (T. H.-T. et Al, 2004).

e-WOM are opinions or reviews posted by customers who want to share their first-hand knowledge about a product. It creates a forum for customers to interact and post opinions that can inform potential customers about a product. Wajdi et al. (2020), dimensions of e-WOM: 1) Reassuring, application users or customers who submit reviews include being able to convince and feel helped by reviews, signs that help consumers trust a product, and honest reviews, indicators of honesty from reviews. These attributes contribute to the credibility of e-WOM. 2) High-quality e-WOM consists of clear reviews that can be given by app users or consumers, easy-to-understand reviews that are easy to understand, precise reviews given to app users or product consumers, and helpful reviews given to app users or product consumers. The following scope 3) Quantity E-WOM contains the following: a lot, as evidenced by the number of user or consumer reviews; usually profitable; as the reviews suggest, which is usually offered; and generally positive.

In Cheung's research, (2012). Hennig-Thurau, et. al,(2004) stated that e-WOM itself has several elements such as: 1) Source credibility, in this element refers to the perceived trust, expertise, and credibility of individuals or entities who share their opinions or experiences online. , Credible sources, such as experts, industry influencers or well-known personalities, have a higher impact in shaping consumer attitudes and behavior through e-WOM. 2) Information Content, e-WOM information content includes actual messages, opinions, and experiences shared by consumers online. This includes positive or negative sentiments, specific details about the product/service, features, performance, value for money and overall satisfaction. Information content must be relevant, informative, and persuasive to influence consumer decision making. 3) Social

Influence, is an important aspect of e-WOM, because consumers often rely on the opinions and experiences of others when making purchasing decisions. Social influence can manifest in many ways, such as the number of likes, shares, comments, or followers associated with e-WOM. Social cues, such as popularity indicators, impact perceptions of the reliability and impact of e-WOM messages. 4) Virality and reach, Virality and reach of e-WOM refers to its potential to spread quickly and reach a wide audience through online sharing and dissemination. Highly viral E-WOM can have a significant impact on consumer perception and brand reputation, as it can reach a large number of potential consumers and generate extensive discussion and interaction. 5) Electronic Platforms, including social media networks, review websites, blogs, and forums, provide the infrastructure for e-WOM to take place. This platform facilitates the sharing, discovery, and amplification of e-WOM messages, enabling consumers to engage in discussions, express their opinions, and access information about products and brands.

5. Brand loyalty

Brand loyalty is a measure of the attachment that customers have towards a brand and what drives them to consistently buy from their chosen brand. , In addition, research shows that brand loyalty is a consumer preference for a brand based on previous purchasing experience, which is determined by the customer's repeat purchase behavior for the same brand. Brand loyalty MIP 38.5562, according to Lien et al. (2015), measures how likely clients are to migrate to other companies, especially when brands change prices, quality, quantity, and features. Customer commitment to future repurchase, known as brand loyalty, is constant. in all circumstances.

The Customer Engagement Theory, which posits that brand loyalty is driven by the level of customer engagement with the brand. It suggests that actively engaged customers, who actively participate, interact, and co-create with the brand, are more likely to develop stronger brand loyalty. As a

result, people are more likely to be loyal to a brand when they also have a strong emotional bond with it. According to Grisaffe and Nguyen (2011), there are two types of loyalty: short term and long term. While short-term loyalty is not true brand loyalty, long-term loyalty occurs when customers consistently repurchase the same brand even when better alternatives exist. one study even investigates the relationship between customer-based brand equity and brand loyalty across multiple industries. It examines how brand awareness, brand image, perceived quality, and brand trust influence customer loyalty to different brands. The findings provide insights into the factors that contribute to brand loyalty and can inform brand management strategies in various industries.

6. Theoretical Framework

In the study of Gou et al. (2020) stated that marketing activities in brand activation can improve the experience so that it can increase the tendency for customers to share this experience through e-WOM. The results of the study show that brand activation has an effect on increasing e-WOM by providing brand experiences to customers.

H1: Brand Activation has a positive effect on E-WOM

In the research conducted by Mim. K (2022) Brand trust has a positive influence on e-WOM. The desire to depend on the brand is a common definition of Brand Trust. According to Lien et al. (2015), one of the most important components in establishing customer relationships with brands is to create Brand Trust. According to Chaudhuri and Holbrook, brand trust is the tendency of consumers to rely on brand capacity to carry out stated goals. The significance of Brand Trust in the context of how consumers view sustainable products that promote e-WOM has been studied extensively in: Journal PARK et al 2016.

The following hypotheses are used in this study to examine the effect of sustainable positioning with various trusted sources and transparency practices on Brand Trust.

H2: Brand Trust has a positive effect on E-WOM

Customer relationship and customer satisfaction are interrelated with each other, three additional factors can be added to the conventional concept of the product or customer's view of its quality in relation to service: The traditional understanding of a product's or a customer's perception of the quality of a service can be expanded to encompass three factors: the perspective of the competition must be included, the degree of customer involvement must be taken into account, and the perception of quality must be differentiated based on changes in the customers' internal expectation standards.

When customers are happy, they will deliberately spread the word about the product. According to research in the journal Li et al., (2019) suggests that customer satisfaction or (customer satisfaction) has a positive effect on e-WOM. That is, if customers feel satisfied with a brand, it is more likely that they will share their shopping experience with others through e-WOM.

The presence of customer-driven online word-of-mouth marketing (e-WOM) can influence the way consumers perceive a brand. In fact, e-WOM communication does not always follow the direction the company wants, namely the occurrence of positive e-WOM. When customer expectations don't match the reality of the product or service they receive, negative e-WOM can also occur. Dissatisfied customer behavior results in unprofitable e-WOM associated with fewer sales and reduced brand trust. Businesses need to reply to these customers very far to prevent unprofitable e-WOM.

H3: Customer Satisfaction has a positive effect on e-WOM

Ye et al. (2011) in their research shows that positive online reviews can significantly increase repeat orders. Studies show that e-WOM can affect loyalty. According to Worthington et al. (2010), loyal customers have a higher tendency to express positive e-WOM and brand advocacy. According to the journal Santika, I. W., Pramudana, K. A., & Astitiani, N. L. (2020) the higher the positive e-WOM they receive, the higher their level of

loyalty to a brand, which is why they will feel more confident in the quality of the brand and compatibility with the brand.

H4: e-WOM has a positive effect as a mediation on Brand Loyalty

METHODS

Types of Research

This study uses explanatory research, which focuses on collecting data through questions made in questionnaires and written opinions from several related journals and theories.

Data Collection

A quantitative approach was applied in analyzing statistical data obtained from 140 responses. The selection of respondents was using purposive sampling technique with the composition of the sample, namely women based on the age group of young adults with an age range of 16-35 years who have used or are skincare users in Jakarta. Proving the hypothesis of this study using data collection through a questionnaire that has questions with a Likert scale measuring instrument totaling four points. This study uses a non-probability sampling technique with samples located in Jabodetabek because Jabodetabek is considered to represent samples from all over Indonesia. Purposive sampling is a sampling technique with certain considerations in which the sample is selected because it has the characteristics that the researcher needs in the research sample. The reason for using this purposive sampling technique is because it is suitable for use in quantitative research or studies that do not generalize.

The questionnaire for this study contains multi-item measures of Brand Activation, Brand Trust, Customer Satisfaction, e-WOM and Brand Loyalty. Brand Activation is measured using the Brand Activation scale which consists of five items such as, "This skincare event provides an unforgettable experience" and "This

skincare event makes me want to keep using local skincare products". Brand Trust is measured using the Brand Trust scale which consists of five items such as, "I trust local skincare" and "I feel that I can fully trust local skincare products". Customer satisfaction is measured using the Customer Satisfaction scale which consists of five items such as, "The quality of local skincare meets my expectations" and "The price of local skincare is comparable to the quality offered". e-WOM is measured using the Electronic-Word of Mouth scale which consists of five items such as, "My friends on social media often ask me for suggestions for skincare products" and "I spend a lot of time talking about local skincare products. with my friends on social media". Brand Loyalty is measured using the Brand Loyalty scale which consists of five items such as, "I intend to continue buying local skincare because of the services offered" and "I consider myself to be loyal to this local skincare". According to Henseler (2017), Partial Least Square - Structural Equation Modeling (PLS-SEM) is used because of its ability to test relationships with many measurement items to validate research models. In evaluating the model using PLS-SEM it is divided into 2 steps, namely the first is examining the measurement model such as reliability, convergent validity, and discriminant validity. Second, researchers look at the explanatory value of models, focus on the

significance and relevance of path coefficients, and examine structural models.

Data Analysis

This study uses construct validity so that it will use the PLS-SEM application in conducting data analysis of the data that has been collected according to the sampling technique used. This study uses PLS-SEM in conducting data analysis because it is widely used by other researchers with its ease of use. The correlation results generated from the PLS-SEM data analysis have high accuracy so that the results presented are correct.

RESULTS AND DISCUSSION

Respondent Profile

The data in Table 4.1 is collected by taking various characteristics of the respondents. Based on the research results, the respondents taken were women with a total of 140 respondents or equivalent to 100% of the responses were women. Respondents are dominated by millennials with a percentage of 52% for millennials aged 21-25 years and millennials aged 16-20 years with a percentage of 35%, the responses in this study tend to live in Jakarta with a percentage of 45% and Tangerang with a percentage of 39% of the total respondents, with education level average bachelor with a percentage of 46% and high school education level with a percentage of 38% of the total respondents

Table 1 Respondent Profile

	Category	Total	%
Gender	Male	0	0%
	Female	140	100%
Age	16-20	49	35%
	21-25	73	52%
	26-30	13	9%
	31-35	5	4%
Domisili	Jakarta	63	45%
	Bogor	6	4%
	Depok	8	6%
	Tangerang	54	39%
	Bekasi	9	6%
Jenjang Pendidikan	SMA	53	38%
	Diploma	22	16%
	Sarjana	65	46%

SEM Result

Picture 4.3 PLS-SEM analysis p Value

Table 2 Reliability and Validity

Construct	Cronbach's Alpha	Composite Realibility	AVE
Brand Activation	0,821	0,874	0,583
Brand Loyalty	0,820	0,874	0,582
Brand Trust	0,807	0,867	0,569
Customer Satisfaction	0,801	0,863	0,558
EWOM	0,796	0,859	0,550

Table 3 Path Analysis and Hypotesting test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BA -> EWM	0.468	0.467	0.058	8.121	0.000
BT -> EWM	0.241	0.243	0.086	2.818	0.005
CS -> EWM	0.283	0.282	0.065	4.387	0.000
EWM -> BL	0.758	0.762	0.065	11.657	0
BA -> EWM -> BL	0.355	0.354	0.040	8.935	0.000
BT -> EWM -> BL	0.183	0.188	0.073	2.493	0.013
CS -> EWM -> BL	0.214	0.215	0.052	4.119	0.000

Ringle et al. (2020) argue that Cronbach represents the most conservative criterion, whereas CR is more liberal. The CR value is 0.6 to 0.7 in the reflective exploratory research model that was tested. In Hypothesis 1 regarding the effect of brand activation on e-WOM. Brand activation has a significant effect on increasing e-WOM in providing brand experiences to others.

Hypothesis 1 has a t-value of 8.121 and a p-value of 0.000 so that Hypothesis 2 is accepted. These results can support previous research by Gou et al. (2020) which states that marketing activities in brand activation can improve the experience so that it can increase the tendency for customers to share this experience through e-WOM.

For Hypothesis 2 related to brand trust has an effect on e-WOM. Brand trust has a positive effect on e-WOM with a t value of 2.818 and a p value of 0.005 so it can be concluded that hypothesis 2 is accepted. These results can support previous research by Mim. K (2022) who said that brand trust has a positive influence on e-WOM. The desire to depend on the brand is a common definition of Brand Trust. Brand trust is an important component in establishing good relationships with customers. When customers have trusted, it will be easy for them to share their experiences and promote the brand in the form of e-WOM.

In hypothesis 3 predicts an influence on customer satisfaction on e-WOM. the result obtained is that customer satisfaction has a positive effect on e-WOM with a t value of 4,387 and a p value of 0,000 so that hypothesis 3 is accepted. This supports previous research which states that there is a significant relationship between the two variables. According to research in the

journal Li et al. (2019) suggests that customer satisfaction or (customer satisfaction) has a positive effect on e-WOM. That is, if customers feel satisfied with a brand, it is more likely that they will share their shopping experience with others through e-WOM.

In hypothesis 4 analyzes that there is a positive influence between e-WOM on brand loyalty. The results show that e-WOM has a positive effect as a mediation on brand loyalty. This is supported by a t-value of 11,657 and a p-value of 0,000. So that hypothesis 4 is accepted. The results are similar to previous research which states that positive online reviews can significantly increase repeat orders. Studies show that e-WOM can influence loyalty by Ye et al. (2011) and the higher the positive e-WOM they receive, the higher their level of loyalty to a brand, which is why they will feel more confident about the quality of the brand and suitability for the brand.

Table 4 Factor Loading Analysis

Variable	Indicator	Loading Factor Value	Result
Brand Activation	BA1	0.740	Valid
	BA2	0.765	Valid
	BA3	0.756	Valid
	BA4	0.702	Valid
	BA5	0.847	Valid
Brand Loyalty	BL1	0.796	Valid
	BL2	0.734	Valid
	BL3	0.804	Valid
	BL4	0.730	Valid
	BL5	0.747	Valid
Brand Trust	BT1	0.784	Valid

	BT2	0.864	Valid
	BT3	0.667	Valid
	BT4	0.766	Valid
	BT5	0.673	Valid
Customer Satisfaction	CS1	0.733	Valid
	CS2	0.746	Valid
	CS3	0.726	Valid
	CS4	0.810	Valid
	CS5	0.717	Valid
e-WOM	EWM1	0.787	Valid
	EWM2	0.714	Valid
	EWM3	0.716	Valid
	EWM4	0.754	Valid
	EWM5	0.736	Valid

Discussion

From a theoretical perspective, this research has made some progress. First, related to the holistic approach to the use of cosmetic skincare in Indonesia. This integrates several theoretical models that can be used to study consumer behavior in loyalty to cosmetic skincare brands. Furthermore, this study shows the complexity of several theories and literature on brand activation, brand trust, customer satisfaction, e-WOM and brand loyalty which are related to effective communication by adding relevant constructs so that e-WOM becomes the most important mediating element of the variables that influence brand loyalty attitudes. cosmetic skincare.

Second, in general the variables that function as mediation can be seen to what

extent the independent variables and the dependent variable are related. However, the mediating variable has a significant value to the independent variable and the media variable has a significant value to the dependent variable, namely customer loyalty. Studies have shown that positive exposure to e-WOM that describes a product or brand in a positive light tends to increase customer loyalty. The e-WOM variable can be in the form of a good review or recommendation made by someone who can influence customer confidence and trust in a product or brand, thereby increasing their likelihood of loyalty to a cosmetic skincare brand. This research tries to fulfill the limitations of previous research which stated that there is an influence of e-WOM support on purchasing decisions by involving brand trust in

consumers of brand containers. This study raises what if e-WOM becomes mediation for the independent variables brand activation, brand trust, brand satisfaction in the dependent variable customer loyalty. The results suggest that e-WOM can be a mediating variable in research on loyalty to cosmetic skincare. These results are supported by previous research that loyal customers have a higher tendency to express positive e-WOM and brand advocacy. According to the journal Santika et al. (2020) the higher the positive e-WOM they receive, the higher their level of loyalty to a brand, which is why they will feel more confident in the quality of the brand and compatibility with the brand.

The practical implication is that the high increase in cosmetic expenditure in Indonesia makes Indonesia have a considerable opportunity to be able to explore the cosmetic skincare market. The rise of foreign cosmetic skincare brands makes tough competition for local cosmetic skincare brands to compete with foreign cosmetic skincare brands. In this digital era, local cosmetic skincare brands need to be superior in creating customer loyalty. With efforts to promote brand activation, brand trust, customer satisfaction and assisted by e-WOM to create customer loyalty. The e-WOM communication strategy is proven to influence customer loyalty because e-WOM allows customers to get additional information about a product or brand from other users who have had experience with the product. Reviews, testimonials, or recommendations provided by other users can provide valuable information to potential customers. This information can influence customer perceptions and beliefs about brands/products, which in turn can influence purchase decisions and customer loyalty. e-WOM can influence the formation of customer attitudes and perceptions of brands or products. When customers see positive reviews or strong recommendations from other users, it can increase their perception of the quality and reliability of the brand/product. This positive perception can form a favorable attitude and influence the customer's decision to remain loyal.

Another interesting result is that there is a negative effect when e-WOM becomes a

mediating variable because if there is e-WOM that refers to bad experiences or negative reviews it can also negatively affect customer loyalty. Bad reviews or negative comments can damage the reputation of a brand or product, which in turn can undermine customer trust and affect their decision to stay loyal.

CONCLUSION

1. This study aims to determine the effect of brand activation, brand trust and customer satisfaction on brand loyalty through e-WOM mediation. From this research resulted in the following research:
2. Brand activation has a positive and significant effect on brand loyalty through e-WOM mediation
3. Brand trust has a positive and significant effect on brand loyalty through e-WOM mediation
4. Customer satisfaction has a positive and significant effect on brand loyalty through e-WOM mediation
5. e-WOM has a positive effect as a mediation on brand loyalty.

Limitation and Recommendation

In this research, the writer has some research limitations. first, in the search for a theory of each variable, the researcher could not find an updated theory. The two researchers did not get the age range of the respondents as expected because most of the respondents' results were only dominated by the vulnerable ages 16-20 and 21-25. The three researchers were unable to reach respondents from the Greater Jakarta area in a balanced manner where the majority of the number of respondents live in Jakarta and Tangerang. with many newer brands when this research was conducted. Finally, the researcher only uses e-WOM as a mediating variable, so the researcher suggests that further researchers use the moderating variable as a regulator between the independent and dependent variables.

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