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Implementation of Social Media Marketing, Brand Trust, Brand Satisfaction in Increasing Consumer Loyalty to Skincare Products

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Abstract: *Social media also helps in the dissemination of promotional information and product usage experiences. The development of the beauty and skincare industry has become significant due to the awareness of the importance of maintaining healthy skin, especially in urban areas with high levels of pollution. The use of skincare products has become an inevitable trend, both among women and men, including children who are starting puberty. Price factors, promotions, product quality, and recommendations from close people greatly influence the decision to purchase skincare products. The beauty industry in Indonesia, which is the third largest market in Asia, shows great potential with increasing export levels. Awareness of skincare not only provides physical benefits but also positive psychological impacts, such as increasing self-confidence and providing relaxation. Thus, skincare practices have become an important part of a healthy and sustainable lifestyle.*

Keyword: *Customer Satisfaction, Social Media Skincare*

INTRODUCTION

Consumers are individuals or groups of people who play an important role in business. This is due to the fact that every company worker will try to place their products according to consumer preferences, because consumers have access to the existence of products in the market and diverse needs. This condition is the basis for customers to choose various substitute products (Maulyan et al., 2022) (Filaili & Roostika, 2024) . Business owners should try their best to satisfy customers. Consumer satisfaction is a person's feeling of happiness or disappointment after mentally comparing a product's performance with its expected performance. Customer satisfaction is a reaction to the difference between the previous level of interest and the actual performance after use. Consumers are often interested in price, promotion, brand, and product quality, so they feel satisfied when using a product or service (Marini, 2021) (Filaili & Roostika, 2024) . Social media marketing (SMM) is a discussion that is usually initiated by consumers or businesses between these parties to encourage communication of certain promotional information or to learn from each other's usage experiences. Ultimately, this will result in benefits for all parties involved. Social media is considered useful for building relationships with other customers. This interaction fosters trust and eliminates doubts that can prevent customers from interacting with a particular brand. This

can make customers interact with the product (Khadim et al., 2018) (Filaili & Roostika, 2024). Social media is a type of media consisting of online sources that are created, studied, used, and disseminated to inform others about goods, services, brands, topics, and other events of interest. Exploring demand, distributing marketing services, and community management are some of the benefits of this community. These activities can increase customer satisfaction and their rights. It has been shown that if consumers make online transactions with a pleasant experience, they will be more satisfied with their website. This shows that interaction and community between users will build community loyalty, increase customer satisfaction, and increase customer loyalty levels, which are important factors in long-term community platform management (Vedanta, 2023) (Filaili & Roostika, 2024). The concept of perceived value is at the heart of conventional consumer behavior. The influence of perceived value on online customer behavior, as well as its influence on behavioral loyalty and word-of-mouth (WOM), has been successfully proven in recent studies. Because it increases people's perceptions of the reliability and value of information sources, this important information from family and friends can be very important in decision making (Setiawan et al., 2023) (Cognition et al., 2021).

The development of society and high community activities, especially in urban areas, currently result in increasing air pollution. As we know, air pollution is very bad for health, one of which is if the skin on the human body is often exposed to pollution, the health of the skin will be disturbed (dr. Kevin Adrian, 2021) (Kognisi et al., 2021). The skin is the outermost organ of the body that functions as a protector from foreign objects including air pollution. The skin can be quickly damaged due to excessive exposure to pollution. Diseases that often arise if the skin is often exposed to air pollution include dull skin, acne, premature aging of the skin, and so on (dr. Kevin Adrian, 2021) (Kognisi et al., 2021). Therefore, it is important for us to care for our skin to stay healthy in conditions like this. One way is to use skin care products such as facial soap, serum, cream, sunscreen, face masks, and so on. These skin care products are often referred to as skincare. Skincare or skin care series is currently something that cannot be missed by most people, especially during the COVID-19 pandemic as a way to relieve boredom. Every day, awareness of the importance of caring for skin, especially the face, has begun to emerge, both in women and men. Not only keeping the skin healthy, routinely using skincare can also be a form of loving and appreciating yourself (Irsya Kireina, 2021) (Pauzy et al., 2021). As explained above, skincare or skin care series are used by various genders, both men and women. Researchers conducted an initial survey filled out by 50 respondents in JABODETABEK, and the results showed that 90% of skincare product users were women. In addition, skincare products can also be used by children who have entered puberty and experience facial skin problems, usually occurring in the age range of 12 to 17 years (Fadli, 2021) (Pauzy et al., 2021).

There are many benefits from using skincare products, including delaying the appearance of dark spots, fine lines, wrinkles, and damage from exposure to ultraviolet rays. In addition, skincare can prevent problems such as dry skin or oily skin. Each type of skincare product has its own benefits (Ladies, 2021) (Pauzy et al., 2021). Many people buy skincare products because the prices are affordable or even cheap. This statement is reinforced by Hutasoit (2019) who wrote an article in the Medan Tribune that when buying products, especially skincare products, it must be ensured that the product is genuine or not (Pauzy et al., 2021). Skincare products that have cheap prices may use ingredients that are not good for our skin and can cause damage to the skin. However, if the skincare product has an average price, we can see the contents whether they are suitable for the skin we have. In addition, many people buy skincare products because of promotions such as discounts which result in the desire to buy skincare products because the prices are cheap. Hutasoit (2019) also explained in an article in Tribun Medan that promotions can also be carried out by close relatives as well as beauty vloggers or influencers. This statement is reinforced by Pramita (2020) in an article on tempo.co that many people are tempted to buy skincare products because of discounts and

promotions carried out by beauty influencers (Nurafridha & Listiana, 2023) . In fact, as smart consumers, you still have to pay attention to detailed information about skincare products so you don't buy the wrong one. Helen (2021) in an article on Erhastory wrote that the absence of changes in the skin after using skincare is not due to the product itself but rather to several factors such as using products that are not suitable for skin conditions, changing skincare brands for a short period of time, and incorrect usage procedures (Nurafridha & Listiana, 2023)

The problem arises because of the encouragement of promotions, prices, and product quality assessments that are very attractive, so that customers try skincare products without understanding whether the ingredients in the skincare are suitable for their skin. Developed and developing countries have followed the progress of business, especially in the beauty industry. The development of business in the beauty industry is very promising for companies. Due to the high level of spending on care and cosmetics, Indonesia is an attractive market for beauty companies. This is due to the character of Indonesians who like to try various brands of beauty products. Beauty products are highly sought after by women in Indonesia, so it is not surprising that the Indonesian beauty industry market is the third largest market in Asia, where many beauty products are produced with domestic and foreign market targets. According to data from the Ministry of Industry, national cosmetic product exports in 2018 reached US\$ 556.36 million, an increase from US\$ 516.88 million in the previous year. Many women, especially female students, use skincare products as an effort to become "perfect", which is a new phenomenon that has been rampant lately, especially skincare products. This is very interesting to study because the courage to use skincare products is a new thing, especially for female students who are mostly unemployed, but the desire to be physically "perfect" drives this phenomenon. Skincare products offered by various beauty clinics and advertised in the mass media show that the desire to have white, clean, smooth skin like western society has become a phenomenon in Asian society in recent years. Indonesia also cannot be separated from the free trade and free information networks. In relation to this study, the author took skincare products used by female students. Interest in buying skincare products can be influenced by several factors that describe consumer perceptions. In this study, the author used the factor of consumer satisfaction with product quality. Because currently many consumer perceptions consider skincare products to have become primary needs among women, especially female students. In an increasingly developing era, skincare has become an important part of many people's lives.

Skincare involves a series of practices and products designed to maintain skin health and appearance. From routine cleansing to the use of special products, skincare is an aspect that is increasingly being considered in beauty and health routines. Skincare has various benefits that go beyond skin beauty. Consistent and effective skincare practices can reduce the effects of aging, help maintain healthy skin, protect against environmental damage, and boost one's self-confidence. Thus, many people are interested in making skincare an integral part of their daily routine. In addition to the physical benefits, skincare also has a significant psychological impact. Taking good care of your skin can provide a feeling of relaxation, increase self-confidence, and create moments for yourself. This helps in coping with stress and provides a positive experience in everyday life. Therefore, many people choose to invest in quality skincare products, even though they are more expensive. Factors such as promotions, price, product quality, and recommendations from loved ones play a significant role in influencing the decision to purchase skincare products. By understanding consumer needs and preferences, manufacturers can create skincare products that are more effective and in line with market expectations. Thus, skincare practices have evolved into more than just a beauty trend; it has become an essential part of a healthy and sustainable lifestyle.

METHOD

The method of writing this scientific article uses a qualitative approach and literature review (Library Research). In this method, the author examines the theory and the relationship or influence between variables from various books and journals, both accessed offline in the library and online from sources such as Mendeley, Google Scholar, and other online media. In qualitative research, literature reviews must be used consistently and methodologically, which means they must be applied inductively so as not to raise questions that are not answered by the researcher. One of the main reasons for conducting qualitative research is because of its exploratory nature (Ali & Limakrisna, 2013) (Pertiwi et al., 2022). Data were collected through literature and library study analysis. Literature study analysis was carried out by searching for journal articles that describe previous research through platforms such as ProQuest, ResearchGate, and Google Scholar. Meanwhile, literature analysis was carried out by studying textbooks and other library sources published in the last 10 years and can be accessed publicly. With this approach, qualitative research can provide in-depth and comprehensive insights into the topic being studied, as well as ensuring that the data obtained is relevant and up-to-date.

RESULT DAN DISCUSSION

The Influence of Price Perception on Customer Loyalty.

Price perception refers to the buyer's view of the value determined by the seller based on product quality and brand. This finding is in line with the results of Dewi's (2020) study which revealed that price perception is empirically an important variable in increasing customer loyalty. Kurniasih (2012) and Suwandi et al. (2015) also stated that price has a positive and significant effect on customer loyalty. This is reinforced by previous research by Hermawan et al. (2017), which stated that price perception has a positive and significant effect on customer loyalty. Thus, price perception plays a key role in forming and maintaining customer loyalty, indicating that customers tend to remain loyal when they feel that the price they pay is commensurate with the quality and value of the product they receive.

The Influence of Service Quality on Customer Loyalty.

Service quality is the provision of products or services in accordance with the standards applicable at the place of provision, and its delivery in accordance with what is desired and expected by consumers. The relationship between service quality and customer loyalty is very close, as shown in the research of Thung (2019) and Septiana et al. (2021). Both of these studies state that the most dominant variable is service quality, which has a positive influence on customer loyalty. Good service quality can change customers' views of producers or sellers who offer goods by providing satisfactory service. This will attract consumers to buy the goods offered because they feel appreciated by the seller. Good service will also encourage consumers to make repeat purchases from the seller, so that customer loyalty arises towards the quality of service provided. Thus, good service quality not only increases customer satisfaction but also strengthens customer loyalty, which is the key to long-term success for a business.

The Influence of Customer Satisfaction on Customer Loyalty

Customer satisfaction is closely related to their loyalty. When customers are satisfied, they tend to be loyal to the company. These loyal customers then act as marketing agents for the company by providing positive recommendations to other potential customers. Research shows that both customer loyalty and service quality have a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction also has a positive effect on customer loyalty. Thus, it can be concluded that the relationship between customer satisfaction and customer loyalty is very strong. The influence of customer satisfaction on customer loyalty is supported by several previous articles, including articles by Juniantara & Sukawati (2018) and Septiana et al. (2021).

The Influence of Digital Service Quality on Customer Satisfaction

The results of the analysis of this study indicate that digital service quality has a significant positive effect on customer satisfaction of local skincare products. Evidence of this result can be seen from the t-value of 7,550 with a significance of 0.000, indicating that this relationship is significant, as well as a coefficient of 0.306 indicating a positive direction of influence. This means that the better the quality of digital service provided by the company to customers of local skincare products, the higher the level of satisfaction felt by customers. This finding is consistent with many previous studies examining the impact of service quality on consumer satisfaction. Rust and Zahorik (1993) illustrate that increasing service quality contributes to increasing perceived quality, loyalty, and consumer satisfaction. Therefore, the importance of service quality is considered an absolute requirement for achieving customer satisfaction, which in turn can result in strong customer loyalty.

The Effect of Trust in Products on Customer Satisfaction

The results of the analysis of this study indicate that trust in the product has a significant positive effect on customer satisfaction of local skincare products. In other words, the stronger the trust in the product built by local skincare product companies, the higher the level of satisfaction felt by customers. This finding is consistent with previous studies. Ratnasingham (1998) emphasized that trust is a crucial element in e-commerce to create high customer loyalty. In addition, a survey study conducted by Chakravarty and Feinberg (1997) also strengthens this proposition (Kim et al., 2003). Trust remains the main factor influencing customer success in making transactions via the internet (Ang et al., 2001). Thus, trust in the product is a very important factor in building customer satisfaction, which can ultimately increase their loyalty to local skincare product brands.

CONCLUSION

Factors such as price, testimonials, endorsements, and word of mouth have a very significant impact on the decision to repurchase skincare products. Affordable prices and comparable product value can increase the likelihood of repurchasing. Positive and credible testimonials from previous users provide consumers with confidence to make repeat purchases. Endorsements by famous figures strengthen the product image and influence consumer perceptions. Word of mouth recommendations, especially from family and friends, also influence repurchase decisions. Overall, the interaction between these factors has an impact on repurchase decisions and can help skincare manufacturers design effective marketing strategies to build consumer loyalty. For further research, it is recommended to explore several areas of research that can broaden the understanding of factors that influence skincare product purchasing decisions. The results of this study show several important findings:

1. Social media marketing activities have a positive and significant impact on brand trust. This indicates that consumers tend to trust brands that actively interact on social media, share experiences, and information.
2. Social media marketing activities also have a positive and significant effect on perceived value. This confirms that the value perceived by consumers towards a product can be increased through effective marketing actions on social media.
3. Marketing through social media also has a positive and significant impact on consumer purchase intentions. This shows that social media is an important channel in influencing modern consumer purchasing decisions.
4. Brand trust has a positive and significant influence on consumer purchase intention. Consumers tend to be more willing to buy products from brands they trust.

5. Perception of product value also has a positive and significant effect on purchase intention. This shows that consumer perception of product value contributes greatly to determining the decision to purchase.
6. This study provides valuable insights for skincare companies in developing strategies that can increase consumer purchase intention. Managerial suggestions are given to pay attention to factors such as social media activity, brand trust, perceived value, and purchase intention to increase sales.

This study suggests that skincare companies should remain active in utilizing social media as an effective tool to engage with consumers and influence purchasing decisions. In this fast-paced and digital era, a strong presence on social media is crucial to reach more consumers, especially those who tend to shop online due to time and mobility constraints.

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