



Factors Affecting Brand Loyalty with Customer Satisfaction as Mediation in Maybelline

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Abstract

With the rapid development of the industry in the beauty industry, competition is not uncommon. The number of new companies that open businesses in the beauty sector with various advantages makes competition tighter. Creating customer satisfaction with a beauty brand is important for the company to maintain the welfare of the company. The purpose of this study is to find out whether social media marketing, customer engagement and brand trust can affect brand loyalty with customer engagement as mediation. A total of 100 respondents were successfully collected through an online questionnaire survey. Sampling using non-probability sampling method and purposive sampling technique. This research uses PLS-SEM (Partial Least Square-Structural Equation Modelling) program. The results of this study show that social media marketing does not have a significant effect on brand loyalty. Customer engagement has a significant effect on brand loyalty with customer satisfaction as mediation. Customer satisfaction has a significant effect on brand loyalty. Brand trust has a significant effect on brand loyalty. Brand trust has a significant effect on brand loyalty with customer satisfaction as mediation.

Keywords: *Social Media Marketing; Customer Engagement; Customer Engagement; Brand Loyalty*

Introduction

In this era of globalization, a lot of new businesses have sprung up, making competition tighter. This is what makes a company / institution / organization competing to create better advantages and capabilities so that they can win the competition in their industry with various planned strategies. Entering the industrial era 4.0 has made many industries familiar with using the internet to market their products and services, one of which is through social media. The main feature of social media is interaction between users (Singh & RatnaSinha, 2017). In the social media environment, customers face many problems one of which is the trust issue of products purchased through social media. This problem occurs in Indonesia where there is a lack of customer trust in purchasing a product through social media. When

they want to buy products as customers, they will expect the products they will buy. Therefore, if the product is in accordance with customer expectations, they will make repeat purchases that make customers loyal to the product.

Today, the power of a customer's understanding of a product is greater than in the past, but most companies fail to do so. This customer satisfaction also causes customers to make repeat purchases on the product so that they become loyal to the product. According to (Giovanis and Athanasopoulou, 2018), identifying that product trust and customer satisfaction can affect product loyalty. Brand becomes an important aspect in building a strong bond of brand loyalty (Erdoğan & Büdeyri-Turan, 2012). With brand loyalty, it can help in saving time, marketing efforts and costs (Chakraborty, 2019). According to (Rodhiah & Margaretha, 2021), brand loyalty has an important impact on company marketing. Customers who have loyalty to a brand, will usually decide on buying decisions shorter. So loyalty becomes very important to a brand.

Beauty products have undergone many changes from time to time aimed at meeting customer needs. One of them is Maybelline beauty products. Maybelline products originating from the United States present innovative cosmetic products and beauty products. This product has become one of the favorite products of Indonesian women. In addition to various cosmetic and beauty products and formulas that are safe for the skin, Maybelline products also have affordable prices. Maybelline has the slogan "Maybe she's born with it. Maybe it's Maybelline".

Literature Review

Social Media Marketing and Brand Loyalty

Social media has become a relationship for promoting goods and services that allows marketers to communicate actively with customers. It has shifted from previously a one-way communication channel to a two-way communication channel that enables customer engagement and creates a sense of equality between customers and their brand (Evans, 2010). Furthermore, social media-based communication provides customers with relevant information (Merisavo, M. and Raulas, 2004). Moreover, it allows customers to voice their satisfaction or displeasure with the brand. Lastly, social media can also be a positive form of advertising for brands. Ultimately, if customers respond favorably to corporate advertising and social media promotions, then a relationship will develop between the customer and the brand (Fournier, 1998). And as a result, customer relations with brands on social media will lead to "Brand Loyalty" (Fournier, 1998). following hypothesis is proposed:

H1a: Social media marketing has positive influence on brand loyalty.

Brand Trust and Brand Loyalty

Brand trust refers to customers' perceptions of whether a brand is reliable and/or responsible for their well-being, hence having a cognitive element (Delgado-Ballester dan Munuera-Alemán, 2003). From a conceptual point of view, if customers feel a sense of security, that is, trust, in a brand, they are likely to purchase it in the near future or have purchase intent, that is, behavioral loyalty. Likewise, customer loyalty attitudes must develop over time, as their trust in a brand accumulates. Related studies also show the effect of brand trust on brand loyalty (Ambler, 1997; Chumpitaz Caceres & Papparoidamis, 2007; Delgado-Ballester & Munuera-Alemán, 2005; Hur *et al.*, 2014; La & Choi, 2012). The following hypothesis is proposed:

H1b: Brand trust has positive influence on brand loyalty.

Customer Engagement and Customer Satisfaction

In a competitive business, Customer Engagement improves service quality, competitive advantage, and Customer Satisfaction (Brodie *et al.*, 2013). Customer Engagement is one of the factors that has a direct influence on Customer Satisfaction. Many researchers have previously used Customer Engagement to measure the effect on satisfaction, loyalty, trust and the strength of the customer–brand relationship (Banyte & Dovaliene, 2014). Previous research has also confirmed that customer satisfaction has a relationship with customer engagement (Abror *et al.*, 2019). That way, when consumers feel satisfied or Satisfied with a brand or product, it will have an impact on Customer Engagement. According to Thakur (2018) Customer Engagement will increase if you have a sense of satisfaction with a product or brand. Therefore, customer engagement has the potential to improve customer satisfaction. The following hypothesis is proposed:

H2a: Customer engagement has positive influence on customer satisfaction.

Brand Trust and Customer Satisfaction

Trust and satisfaction were found to be related to each other. Research in the hospitality setting provides evidence for a relationship of trust and satisfaction (Christou, 2010; Ekini *et al.*, 2008). Trust as an antecedent to satisfaction is studied in the literature (Chiou dan Pan, 2009). Trust in an organization may be the result of the company's advertising activities, positive word of mouth, and communication through other means. This trust will have an impact on the customer's assessment of the company when visiting the company itself. Trust in a company will produce beneficial behavior towards the company and this will increase customer satisfaction (Chiou dan Pan, 2009). Thus, brand trust can increase customer satisfaction. The following hypothesis is proposed:

H2b: Brand trust has positive influence on customer satisfaction.

Customer Satisfaction and Brand Loyalty

Da Silva dan Syed Alwi (2006) found direct and indirect influences on online companies' brand image or valued customer satisfaction and suggested that these values can play an important role in creating customer satisfaction and loyalty. However, a company's brand value can directly affect customer loyalty intentions.

Brakus *et al.* (2009) also concluded that there is a beneficial relationship between satisfaction and loyalty. Furthermore, they explained that the level of brand loyalty increases when customers feel positive towards and appreciate certain brands. Cognitive dissonance theory and learning theory which are included in the behavioral theory also explain satisfaction as an antecedent of loyalty. Other studies also empirically support that customer satisfaction has a significant and direct impact on loyalty ((Boenigk dan Helmig, 2013; Szymanski dan Henard, 2001; Homburg *et al.*, 2009) in Kataria and Saini (2019). Thus, customer satisfaction can increase brand loyalty. The following hypothesis is proposed:

H3: Customer satisfaction has positive influence on brand loyalty.

Customer Engagement and Brand Loyalty through Customer Satisfaction

According to Cronin *et al.* (2000) in Naqvi *et al.* (2020) Customer satisfaction is an important factor in firm–consumer relationships and the main determinant of brands. The marketing field emphasizes that Customer Engagement and Brand Loyalty are forms with a relational orientation in various marketing approaches and business indicators (Rychalski dan Hudson, 2017; Chen, 2012).

According to Christodoulides & Michaelidou (2010) and Veloutsou (2015) that a high level of Customer Satisfaction can represent Brand Loyalty in various contexts. In the study by Monferrer *et al.* (2019) that Satisfaction leads to Customer Engagement, although each customer will be different. According to Brodie *et al.* (2011) that engaged customers have experienced high levels of satisfaction. Engagement is indispensable in customer relationships and brand loyalty (Chang *et al.*, 2017). Customer Engagement who interact with the brand will show their Brand Loyalty by recommending the brand to people. The following hypothesis is proposed:

H4a: Customer engagement has positive influence on brand loyalty through customer satisfaction.

Brand Trust and Brand Loyalty Loyalty through Customer Satisfaction

In the research conducted by (Kataria & Saini, 2020) trust is something that is significant for customer satisfaction (Chiou and Pan, 2009; Berry, 2000). Customers with high brand trust will have high satisfaction and high willingness to commit. Singh dan Sirdeshmukh (2000) concluded that trust directly influences satisfaction, which leads to increased loyalty. Chaudhuri and Holbrook (2001) also support this conclusion and suggest that trust plays an indispensable role in customer satisfaction which in turn impacts loyalty, and results in increased market share and premium prices. The following hypothesis is proposed:

H4b: Brand trust has positive influence on brand loyalty through customer satisfaction.

Based on the explanation above, Figure 1 below shows the research model.

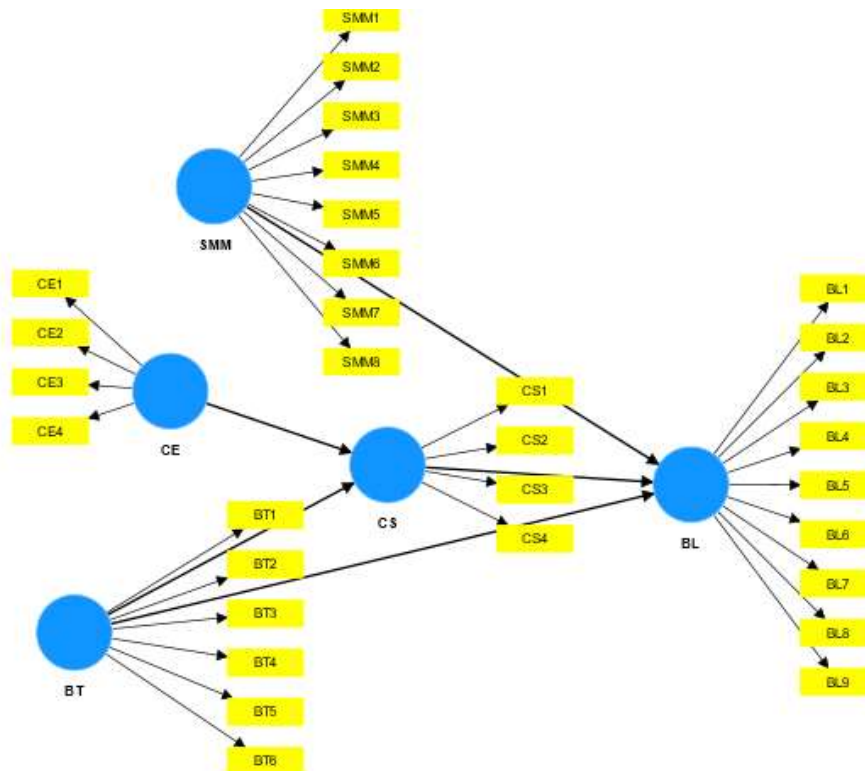


Figure 1. Research Model

Research Methods

The population in the present study is customers from Maybelline in Jakarta. In this study, a non-probability sampling method is used with a purposive sampling technique. Purposive sampling is a sampling that selects a certain people who are able to provide the information needed because only them who have the information or meet several criteria made by the researcher (Bougie & Sekaran, 2016). The criteria selected as respondents for this study were customers who have use or buy Maybelline product Jakarta for at least two times. The sample size of this study is 100. The sampling in this study was carried out by distributing questionnaires from Google Forms to respondents via social media like Instagram, Line, and Whatsapp. This study uses five variables, namely social media marketing that is measured by four indicators adapted from previous studies (Tuten, T.L. and Solomon, 2017), customer engagement that is measured by five indicators adapted from previous studies (Bergkvist, & Bech-Larsen, 2010; Vivek *et al.*, 2014; Zhang *et al.*, 2018; Harmeling *et al.*, 2017), brand trust that is measured by five indicators adapted from previous studies ((Chaudhuri & Holbrook, 2001; Laroche *et al.*, 2012; Sirdeshmukh *et al.*, 2002; Delgado-Ballester *et al.*, 2003; Park & Kim, 2016), customer satisfaction that is measured by five indicators adapted from previous studies (Dimitriadis, 2006;(Kataria & Saini, 2020); (Salim & Rodhiah, 2021); Oliver, 1999; McQuitty & Peterson, 2000), and brand loyalty hat is measured by five indicators adapted from previous studies (Kataria & Saini, 2020; Mugge *et al.* (2008); Lynch *et al.* (1988). The data analysis technique used is SEM using SmartPLS software. The data processing in this study consists of two analyses, namely the outer model which analyzes the validity and reliability of constructs and the inner model which assesses the relationship between exogenous and endogenous latent variables with respect to the calculated variances.

Results and Discussion

Outer Model

The outer model testing consists of testing convergent validity (Average Variance Extracted), discriminant validity (Fornell-Larcker), and reliability (Cronbach's Alpha and Composite Reliability).

a. Convergent Validity

Table 1. Convergent Validity

	Average Variance Extracted
Brand Loyalty	0.592
Brand Trust	0.620
Customer Engagement	0.663
Customer Satisfaction	0.617
Social Media Marketing	0.577

Based on the test results above, it can be known that that each variable has a value of Average Variance Extracted (AVE) that is above 0.50 (>0.50). Thus, it has met the criteria of convergent validity that is measured by the value of Average Variance Extracted.

b. Discriminant Validity

Table 2. Discriminant Validity

Variabel	BL	BT	CE	CS	SMM
BL	0.868				
BT	0.770	0.886			
CE	0.839	0.787	0.860		
CS	0.885	0.856	0.837	0.843	
SMM	0.829	0.856	0.837	0.785	0.780

Based on the test results above, it can be known that all values of Fornell-Larcker the AVE root value of each construct is greater than the correlation value between one construct and another. Thus, all indicators of each variable can be accepted.

c. Composite Reliability Test

Table 3. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Brand Loyalty	0.913	0.929
Brand Trust	0.877	0.907
Customer Engagement	0.829	0.887
Customer Satisfaction	0.793	0.865
Social Media Marketing	0.895	0.916

Based on the test results above, each item that is used in measuring the variables has a value of Cronbach's Alpha and Composite Reliability above 0.70 (>0.70), so it can be said that the indicators or the items that are used to measure the variables are reliable.

Inner Model

a. Coefficient of Determination Test

Table 4. Coefficient of Determination

	R ²
Brand Loyalty	0.830
Customer Satisfaction	0.756

Based on the test results above, it can be known that there is a R² with a value of 0.830 which explains that 83% of brand loyalty can be explained by social media marketing, customer engagement, brand trust, and customer satisfaction; whereas 17% can be explained by the variables that aren't studied in the present research. Furthermore, there is a R² with a value of 0.756 which explains that 75.6% of customer loyalty can be explained by social media marketing, customer engagement and brand trust, whereas 24.4% can be explained by the variables that aren't studied in the present research.

b.Hypothesis Testing

Table 5. Hypothesis Testing

Hypothesis	Hypothesis Statement	Path Coefficient Value	P Value
H1a	Brand Trust → Brand Loyalty	0.386	0.001
H1b	Brand Trust → Customer Satisfaction	0.536	0.000
H2a	Customer Engagement → Customer Satisfaction	0.355	0.006
H2b	Customer Satisfaction → Brand Loyalty	0.524	0.001
H3	Social Media Marketing → Brand Loyalty	0.037	0.787

Based on the test results above, it can be known that only H1a is not supported because the p values above 0.05 (<0.05).

c. Mediation Hypothesis Testing

Table 5. Hypothesis Testing

Hypothesis	Hypothesis Statement	Path Coefficient Value	P Value	Mediation Analysis
H4a	Customer Engagement → Customer Satisfaction → Brand Loyalty	0.186	0.034	Partial mediation
	Customer Engagement → Brand Loyalty	0.186	0.034	
H4b	Brand Trust → Customer Satisfaction → Brand Loyalty	0.281	0.006	Partial mediation
	Brand Trust □ Brand Loyalty	0.281	0.005	

Based on the test results above, it can be known that all hypotheses are supported because the p values are below 0.05 (<0.05) and the path coefficients values are above -1 (>-1) and below +1 (<+1).

Discussion

The results of the Path Coefficient Test show that all variables in this study have a positive influence on brand loyalty. The variable that has a relationship to brand loyalty with the greatest positive relationship is brand trust with a Path Coefficient value of 0.667. According to the results of the Goodness of Fit (GoF) calculation, the value obtained is 0.698, so the GoF in this study is declared large because it is above 0.36. The results of the Effect Size Test in this study show that social media marketing variables have a small effect on brand loyalty variables. Customer engagement variables have a major effect on customer satisfaction. The variable brand trust in brand loyalty has a big effect. The variable of brand trust on customer satisfaction has a big effect. The variable customer satisfaction with brand loyalty has a big effect.

Testing of the first hypothesis in this study showed that H1a was rejected. The results of hypothesis testing show that social media marketing variables have a positive and insignificant effect on brand loyalty. The results of this study are not in line with previous research conducted by (Aljuhmani et al., 2022) entitled "Linking Social Media Marketing Efforts With Customer Brand Engagement in Driving Brand Loyalty" which shows that social media marketing has a significant positive effect on brand loyalty. With no influence found between social media marketing on brand loyalty, it may be

because Maybelline greatly optimizes content on social media so that it cannot guarantee brand loyalty from Maybelline customers.

Testing of the second hypothesis in this study showed that H1c was not rejected. The results of the test show that brand trust has a positive and significant effect on brand loyalty. The results of this study are in line with (Kataria & Saini, 2020) entitled "The Mediating Impact of Customer Satisfaction in Relation of Brand Equity and Brand Loyalty". The same findings were obtained (Hartono & Rodhiah, 2021) with the title "The Effect of Brand Communication, Brand Experience, and Brand Image on Yamaha Brand Loyalty in West Jakarta: Brand Trust as a Mediation Variable". Meanwhile, this study is not in line with (Aprilia et al., 2022) entitled "Analysis of The Effect of Brand Trust and Brand Engagement on Brand Loyalty Cosmetic Products" which says that there is no influence between brand trust and brand loyalty. This proves that with customer trust in the brand, customers become loyal to the brand. Maybelline produces products that promise customers, thus encouraging customer confidence in the products used.

Testing the third hypothesis in this study showed that H2a was not rejected. The results of the test show that customer engagement has a positive and significant effect on customer satisfaction. The results of this study are in line with (Kataria & Saini, 2020) entitled "The Mediating Impact of Customer Satisfaction in Relation of Brand Equity and Brand Loyalty". Explain that customer engagement has a positive and significant effect on customer satisfaction. This shows that when there is a relationship or interaction between customers and Maybelline, it can provide satisfaction to customers. Thus, good interaction with customers can affect customer satisfaction directly.

Testing of the fourth hypothesis in this study showed that the H2b hypothesis was not rejected. The results of the study show that brand trust has a positive and significant effect on customer satisfaction. The results of this study are in line with previous research conducted by (Kataria & Saini, 2020) entitled "The Mediating Impact of Customer Satisfaction in Relation of Brand Equity and Brand Loyalty". Explain that brand trust has a positive and significant effect on customer satisfaction. This shows that when there is a sense of customer trust in Maybelline, it will make the individual's feelings satisfied or fulfilled when using goods or services from Maybelline.

Testing of the fifth hypothesis in this study showed that the H3 hypothesis was not rejected. The results of the study show that customer satisfaction has a positive and significant effect on brand loyalty. This is in line with research (Kataria & Saini, 2020) entitled "The Mediating Impact of Customer Satisfaction in Relation of Brand Equity and Brand Loyalty". Explain that customer satisfaction has a positive and significant effect on brand loyalty. This shows that when a brand offers products or services to customers well, these customers will feel satisfied with the services and products offered. When the customer is satisfied with it, it will make the customer become loyal to the brand, because there is a sense of satisfaction in the individual when using products or services from the Maybelline brand.

Testing of the sixth hypothesis in this study showed that the H4a hypothesis was not rejected. The results of this study explain that customer satisfaction can mediate customer engagement positively and significantly towards brand loyalty. In line with research from (Kwon et al., 2020) entitled "Antecedent Factors That Affect Restaurant Brand Trust and Brand Loyalty: Focusing on US and Korean Consumers". Explain that customer engagement has a positive and significant effect on brand loyalty with customer satisfaction as mediation. This proves that with the interaction between customers and Maybelline, it will make these customers satisfied because they feel considered and cared for in the interests of Maybelline products. So that it will bring up feelings of loyalty to Maybelline, by using or using products from Maybelline rather than other brands.

Testing of the seventh hypothesis in this study showed that the H4b hypothesis was not rejected. The results of this study explain that customer satisfaction can mediate brand trust positively and significantly towards brand loyalty. These results are in line with previous research (Kataria & Saini, 2020) entitled "The Mediating Impact of Customer Satisfaction in Relation of Brand Equity and Brand Loyalty". Explain that brand trust has a positive and significant effect on brand loyalty with customer satisfaction as mediation. This shows that if Maybelline can make customers trust Maybelline's products and use them, it can make customers satisfied because the product can be trusted. Therefore, customers can become loyal to use products from Maybelline.

The results of the mediation test in this study show that the relationship between customer engagement variables on brand loyalty through customer satisfaction (indirect effect) is significant, so it can be concluded that there is partial mediation. The test results of the brand trust variable on brand loyalty (direct effect) are significant and the relationship between brand trust variables on brand loyalty through customer satisfaction (indirect effect) is significant, it can be concluded that there is partial mediation.

Conclusion

The Theory of Reasoned Action (TRA) explains that a person's intention to engage in certain behaviors is influenced by behavioral beliefs, such as beliefs. Therefore, it can be stated that the influence of brand trust on brand loyalty is in accordance with this theory. The higher the level of confidence a customer has in Maybelline, the higher the loyalty of the customer. The ABC theory or Affect-Behavior-Cognition Model of Attitudes refers to customer satisfaction, loyalty desire, and knowledge from customers. Therefore, it can be stated that the influence of customer engagement on brand loyalty mediated by customer satisfaction is in accordance with this theory. If the interaction between the customer and Maybelline improves, then the customer will be satisfied with the interaction and become loyal to Maybelline.

In this study, customer engagement is something that needs to be considered by Maybelline. Because these variables will be things considered by customers to buy or use products from Maybelline. If customers get good interaction from Maybelline, it will arouse curiosity about Maybelline. And if the relationship or interaction runs positively, then customers will feel satisfied with Maybelline and bring a sense of loyalty to Maybelline. In addition, by showing a sense of trust in customers can also make customers satisfied with the brand because it can be trusted and become loyal. Based on the questions asked in the questionnaire, respondents felt that choosing Maybelline as a beauty product used because of the interaction from Maybelline to good customers. Therefore, with good interaction or relationship with customers, it can make more customers decide to use Maybelline beauty products than other brands faithfully.

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