



INFLUENCE SOCIAL MEDIA MARKETING TO BRAND LOYALTY THROUGH CUSTOMER ENGAGEMENT ON LOCAL PRODUCTS "VIVA COSMETICS"

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ABSTRACT

This research aims to examine the impact of Social Media Marketing on Brand Loyalty through Customer Engagement on local products "Viva Cosmetics". The research design used is quantitative with an associative level of explanation. Research objects include Social Media Marketing, Brand Loyalty, and Customer Engagement, with research subjects being Viva Cosmetics users in Denpasar City, with a sample of 100 people. Data was collected using a questionnaire method, and analysis was carried out using Path analysis. The research results show that Social Media Marketing has a positive and significant effect on Customer Engagement, as well as an exclusive and significant effect on Brand Loyalty. Apart from that, Customer Engagement also has an exclusive and significant influence on Brand Loyalty. Furthermore, this research confirms that Social Media Marketing significantly influences Brand Loyalty through Customer Engagement

Keywords: brand loyalty; customer engagement; social media marketing

INTRODUCTION

Social media is a platform that is used for various daily activities according to the wishes of its users. There are many social media platforms such as Facebook, Twitter, Instagram, Youtube, Tiktok, and others, each with its own advantages and characteristics. Social media users continue to increase along with technological developments. Currently, social media is also used as a tool to increase sales, which is known as social media marketing. Companies use social media as a primary tool in running their business because of its cost efficiency, wide user reach, and global coverage. Marketing via social media makes it easier for companies to promote their products to a wide audience, because social media naturally becomes a platform for introducing themselves to a diverse and large market share. (Widnyani et al., 2023). Social media marketing is not just about driving sales, but also about creating consumer engagement through communication and relationships built through the marketing content presented. Through interaction in social media marketing, consumer participation also increases, which expands consumer reach. (Qurniawati, 2018).

Every company seeks to identify and understand its strengths and core values. This action was taken to maintain the company's position and improve its performance in the face of increasingly tight business competition. Companies plan and implement strategies that enable them to effectively communicate these values to the public. In expressing company values, it is important for them to package them carefully so that the message can be well received and have a positive impact on society. Instagram has become a social media marketing tool that is widely used by large companies in various parts of the world, including Indonesia (Rafiah & Kirana, 2019), with a visual-based strategy and image content as its main focus, Instagram has succeeded in reaching many users in Indonesia and facilitating connections between them through various advertisements placed on this platform. The development of Instagram advertising reach also shows a significant increase over time (Rahmadanti et al., 2021).

According to research conducted by (Febrian & Ahluwalia, 2020). The use of social media as a marketing strategy is considered effective because it can increase customer loyalty and influence customer perceptions of the brand. Although several previous studies have shown that the relationship between social media marketing and customer retention tends to be weak, research by (Riama, 2021) confirms that creating engagement through followers on Instagram is an important key. Several other studies have also investigated how social media marketing can influence brand loyalty. Apart from that, (Amin et al., 2021) has also conducted research on social media marketing in the context of customer retention and brand loyalty. The findings from this research indicate that the social media marketing efforts undertaken by Caring Colors Cosmetics on their Facebook account have had a positive impact on customer retention and brand loyalty through customer retention. (Utami & Saputri, 2020).

Viva Cosmetics, a local beauty product brand, has also adopted social media as part of its marketing strategy. They actively use platforms such as Facebook, Twitter, Instagram, and YouTube. Given the large market size that uses Instagram, Viva Cosmetics focuses on the platform to build relationships with consumers and provide education about its products. This is not surprising because Instagram has become one of the main media for promoting business (Wijoyo et al., 2021). By consistently building customer loyalty, a company can help retain existing customers and even create loyal customers. Based on this context, this research will highlight the impact of social media marketing and customer retention on brand loyalty in the local cosmetics brand, Viva Cosmetics. (Rumondang et al., 2020).

Social media plays an important role in a company's marketing efforts by creating personalized interactions for customers and providing opportunities for companies to connect with them (Harto et al., 2023). Consumer engagement is often referred to as retention, which is an important part of a marketing strategy that takes into account consumer behavior and psychology (Sitanggang & Sitanggang, 2021). Thus, marketing through social media provides a great opportunity to encourage interactions between consumers through brands, supported by research findings showing the significant impact of social media marketing on customer retention (Utami & Saputri, 2020b). Through social media, companies can leverage user data and behavioral analysis to design more effective marketing strategies and produce relevant content, strengthening the bond between brands and consumers.

Al Cholili and Kancana (2023) suggests that brand loyalty is a consumer's consistent tendency to choose the same brand in a particular product or service category, which results in regular use of the product. Repeat purchases by customers are determined by the level of brand loyalty they have. Brand loyalty creates a barrier to competitors, reduces competitive threats, and results in increased sales and profits (Sudarsono, 2020). (Tjahyadi, 2006) explains that customer retention reflects an individual's level of engagement with an organization's offerings or activities, both current and potential. (Fatihudin & Firmansyah, 2019) adding that customer retention is a customer-oriented approach, focused on understanding and fulfilling their needs, as well as identifying the desired added value. Thus, it can be concluded that social media marketing has an exclusive and significant impact on customer retention (H1), an exclusive and significant impact on brand loyalty (H2), where customer retention plays an important role in forming brand loyalty (H3), and marketing social media can strengthen brand loyalty through customer retention (H4). The aim of this research is to investigate the influence of social media marketing on brand loyalty through customer engagement specifically focusing on local products, particularly "Viva Cosmetics". This study seeks to understand how Viva Cosmetics utilizes social media marketing strategies to engage with its customers effectively. It aims to analyze the impact of these strategies on fostering customer engagement, which in turn

influences brand loyalty towards Viva Cosmetics. By examining the relationship between social media marketing, customer engagement, and brand loyalty, this research aims to provide insights into the effectiveness of social media as a tool for building brand loyalty for local products like Viva Cosmetics. Through a comprehensive analysis of consumer behavior, perceptions, and interactions on social media platforms, this study aims to contribute to the body of knowledge on the role of social media marketing in enhancing brand loyalty within the context of local brands operating in the cosmetics industry.

METHOD

This research is a type of associative quantitative research that seriously studies social media marketing practices carried out by viva.cosmetics with the aim of strengthening customer engagement in accordance with the research topic. Focus is also given to users of Viva Cosmetics products. The research location is located on Viva Cosmetics product users, with the research objects being all Viva Cosmetics users in Denpasar City. Data sources for this research include all information that can provide data, which is divided into two types, namely primary data and secondary data. This research includes two variables: social media marketing as the independent variable and social media marketing and customer engagement as the dependent variable, with customer engagement acting as a mediating variable. The research tools used refer to the Sugiyono (2017) method, including validity tests and reliability tests. Data collection was carried out by distributing questionnaires to respondents who met the predetermined criteria. Data analysis used narrative analysis and path analysis, using SPSS 24 software as a tool.

RESULTS AND DISCUSSION

Table 1.

No	Indicator Code	Correlation Value	Information	<i>Cronbach Alpha</i>	Information
1	X.1	0.946	Valid	0.891	Reliable
2	X.2	0.912	Valid		
3	X.3	0.884	Valid		
4	X.4	0.769	Valid		

Table 1 shows that all constructs or indicators of the Social Media Marketing (SMM) variable have a correlation value (calculated r value) that is positive and greater than 0.30. Therefore, all indicators or constructs of the Social Media Marketing variable are considered valid. In addition, the Cronbach Alpha value is 0.891, which exceeds the value of 0.60 which is the minimum limit for reliability. This shows that all indicators can be relied on to build Social Media Marketing variables. As a result, all constructs included in this research model are considered to be able to be continued to the next stage.

Table 2.

No	Indicator Code	Correlation Value	Information	<i>Cronbach Alpha</i>	Information
1	Z.1	0.742	Valid	0.886	Reliable
2	Z.2	0.761	Valid		
3	Z.3	0.939	Valid		
4	Z.4	0.869	Valid		
5	Z.5	0.863	Valid		

The second table shows that each indicator or construct of the Customer Engagement (CE) variable has a significant positive correlation with an r value that exceeds 0.30. This indicates that all of these indicators are considered valid for measuring the Customer Engagement variable. In addition, the Cronbach Alpha value is 0.886, which exceeds the minimum reliability threshold of 0.60. This shows that all indicators can be relied on to form the Customer Engagement variable. Thus, all constructs

included in this research model are considered worthy of being retained in further analysis.

Table 3.
Validity and Reliability Test Results for Brand Loyalty Variables (Y)

No	Indicator Code	Correlation Value	Information	Cronbach Alpha	Information
1	Y.1	0.914	Valid	0.898	Reliable
2	Y.2	0.922	Valid		
3	Y.3	0.914	Valid		

The third table shows that each construct or indicator of the Brand Loyalty variable has a significant positive correlation with an r value that exceeds 0.30. This indicates that all of these indicators are considered valid for measuring the Brand Loyalty variable. In addition, the Cronbach Alpha value is 0.898, which exceeds the minimum reliability threshold of 0.60. This shows that all indicators can be relied on to form the Brand Loyalty variable. Thus, all constructs included in this research sample were deemed suitable to be retained and carried forward in subsequent analyses.

Table 4.
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.63717231
Most Extreme Differences	Absolute	.093
	Positive	.051
	Negative	-.093
Statistical Tests		.093
Asymp. Sig. (2-tailed)		.052c

Table 4 show an evaluation of the data distribution of the example regression equation. The Kolmogorov-Smirnov (KS) value of 0.093 shows how far the data distribution from the example regression equation differs from the normal distribution. In addition, the value of Asymp. Sig. (two-tailed) of 0.052 is the statistical significance value of the normality test carried out. From these results, if the value of Asymp. Sig. (two-tailed) is greater than the specified significance level (usually $\alpha = 0.05$), as in this case, then we do not have enough evidence to reject the assumption that the data distribution is normally distributed. In other words, the data from the example regression equation can be considered to have a normal distribution. Research that assumes a normal distribution of data is important because many statistical analysis techniques require this assumption to provide accurate results. Therefore, the results of this normality test validate the use of relevant analysis techniques on the data from the example regression equation.

Table 5.
Structure Multicollinearity Test Results 1

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 X	0.806	1,241
Z	0.806	1,241

Table 5 shows the results of the multicollinearity test for Structure 1 of the regression model. Tolerance and Variance Inflation Factor (VIF) values are evaluated for the Social Media Marketing (X) and Customer Engagement (Z) variables. From the results listed, the tolerance value for the two variables is 0.806, while the VIF value for the two variables is 1.241. These

values show that this example regression equation does not experience multicollinearity problems, because the tolerance value exceeds the minimum limit of 0.10 and the VIF value is less than 10. Furthermore, in Table 6, the significance value of the Social Media Marketing (X) variable is 0.910, while The significance value for the Customer Engagement (Y) variable is 0.140. Both values are greater than the significance level set at 0.05. These results indicate that there is no significant impact between the independent variable (Social Media Marketing) and the absolute residual, so there is no indication of heteroscedasticity in the model formed.

Table 6.
Heteroscedasticity Test Results

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	,157	,725		,216	,829
	X	,005	,049	.013	.113	,910
	Z	,050	,034	,166	1,488	,140

a. Dependent Variable: ABSRes

Table 7.
Analysis Results of Linear Regression Analysis of Structure Model 1

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
		1	(Constant)	12,130
	X	,635	.131	,440

Table 6 shows the results of the heteroscedasticity test for the linear regression model Structure 1. From these results, there are no significant coefficients at the significance level $\alpha = 0.05$ for the Social Media Marketing (X) variable with a significance value of 0.910, and for the Customer Engagement variable (Z) with a significance value of 0.140. Next, Table 7 displays the results of linear regression analysis for Structural Model 1. The structural equation formed is: $Z = 0.440X$. These results indicate that the Social Media Marketing (X) variable has a significant positive impact on the Customer Engagement variable (Z), with a regression coefficient of 0.440. Thus, there is a positive and significant relationship between Social Media Marketing and Customer Engagement in the Structure 1 linear regression model.

Table 8.
Results of Multiple Linear Regression Analysis Analysis of Structure Model 2

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
		1	(Constant)	2,308
	X	,210	,079	,221
	Z	,366	,055	,555

Table 8 presents the results of multiple linear regression analysis for Structure Model 2. The coefficients for the Social Media Marketing (X), Customer Engagement (Z), and constant (Constant) variables are evaluated, resulting in the structural equation: $Y = 0.221X + 0.555Z$. This shows the positive and significant impact of Social Media Marketing and Customer Engagement on Brand Loyalty. A one unit increase in Social Media Marketing or Customer Engagement will increase Brand Loyalty by 0.221 and 0.555 score units. This depicts a positive and significant relationship between the three variables in the Structure 2 multiple linear regression model.

Table 9.
Results of the t Test of Structure Model 1

Variable	Tcount	Sig.
X	4,855	,000

Table 10.
Results of the t Test of Structure Model 2

Variable	Tcount	Sig.
X	2,666	,009
Z	6,709	,000

Table 9 shows the t-test results for Structure Model 1. Social Media Marketing (X) has a significant impact on Brand Loyalty through Customer Engagement, with a significance value of 0.000. Table 10 shows the t-test results for Structure Model 2. Social media marketing (X) and Customer Engagement (Z) have a direct and significant impact on brand loyalty, with significance values of 0.009 and 0.000 respectively, approximately 18.6% variation in customer engagement is explained by the social media marketing model, while the remaining 81.4% is influenced by other factors. The overall decision value (adjusted R-squared) is 0.454. This indicates that 45.4% of the variation in brand loyalty can be explained by social media marketing and customer retention. The remaining 54.6% was influenced by other factors not included in the model. To test the significance of the indirect effect, we can calculate the calculated t value for the ab coefficient using the given formula. Then, to test the significance of the indirect effect, we can calculate the calculated Z value of the ab coefficient with the appropriate formula. With a calculated Z value of 3.171 > 1.96, this shows that Social Media Marketing significantly influences brand loyalty through Customer Engagement.

Data analysis is an important stage in the research process that allows researchers to understand the relationships between variables and draw conclusions that are supported by empirical evidence. In the context of research on the influence of Social Media Marketing (SMM) and Customer Engagement (CE) on Brand Loyalty (BL), data analysis was carried out to evaluate the validity of the model, the reliability of the variables, as well as the impact of the independent variables on the dependent variable. In the analysis results are presented in tables -table discussed previously, the analysis steps carried out and the important findings can be described in more detail.

Importance of Validity and Reliability

Tables 1 to 3 provide the results of validity and reliability tests for each variable in the research model. Validity and reliability are two key concepts in measurement that determine whether the indicators used are appropriate to the intended construct and whether the measurement is consistent. The results from these tables show that all variables - Social Media Marketing (SMM), Customer Engagement (CE), and Brand Loyalty (BL) - have been tested and proven to be valid and reliable. This is expressed through a significant correlation between the indicators in each variable and a high Cronbach Alpha value, indicating consistency in measurement. High validity and reliability are important prerequisites for ensuring that findings from data analysis have a solid basis and can be trusted.

Normality and Multicollinearity Test

Table 4 and Table 5 provide information about normality and multicollinearity tests. The normality test is important to ensure that the data used in regression analysis has a normal distribution, which is an important assumption in many statistical techniques. The results of the normality test show that the data from the example regression equation has a normal

distribution, validating the use of relevant analysis techniques. Next, the multicollinearity test evaluates whether there is a multicollinearity problem between the independent variables in the regression model. The results from Table 5 show that there is no multicollinearity problem in the regression model, which indicates that the independent variables can contribute independently to the dependent variable.

Heteroscedasticity Test

Table 6 provides the results of the heteroscedasticity test, which tests whether there is a systematic pattern in the residual variance in the regression model. The results of the heteroscedasticity test show that there is no indication of heteroscedasticity in the model formed, validating the use of the linear regression model.

Linear Regression Analysis

Tables 7 to Table 10 provide the results of linear regression analysis for Structure 1 and Structure 2 models. Linear regression analysis is used to understand the relationship between the independent variables (SMM and CE) and the dependent variable (BL). The results of this analysis show that the independent variable has a significant impact on the dependent variable, with a positive regression coefficient and a low significance value.

Test t-Test

Table 9 and Table 10 provide the results of the t-test to test the significance of the influence of the independent variable on the dependent variable. The t-test results show that Social Media Marketing (SMM) and Customer Engagement (CE) have a significant impact on Brand Loyalty (BL).

Overall Decision Value (Adjusted R-squared)

Table 12 provides the overall decision value (adjusted R-squared), which is a measure of how well the regression model can explain variation in the dependent variable. A high value indicates that this model is quite effective in explaining most of the variation in the dependent variable.

CONCLUSION

In this research, the results of data analysis show that there is a significant relationship between Social Media Marketing (SMM), Customer Engagement (CE), and Brand Loyalty (BL). Social Media Marketing and Customer Engagement have a significant positive impact on Brand Loyalty. The validity and reliability of the regression model were also verified, and no significant problems such as heteroscedasticity or multicollinearity were detected. These findings provide a deeper understanding of how social media marketing and customer engagement contribute to brand loyalty.

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