

# The Effect Of Social Media Marketing, Brand Trust, Influencer Credibility And Customer Satisfaction On Customer Loyalty In Local Products Avoskin

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## Abstract:

**Background:** Social media continues to develop, social media users continue to grow making social media one of the effective marketing media. The development of social media has given rise to many new influencers who can influence their followers. Many local companies in Indonesia are currently utilizing social media and influenza is the main marketing media because it can increase satisfaction and loyalty which is an important factor for a business. Trust from consumers is also important because if consumers have trust in a product, it will be easy to feel satisfied and loyal. This study aims to examine the influence of social media marketing, brand trust and influencer credibility on customer loyalty. Furthermore, this study also examines the role of intervening variables, namely customer satisfaction in the relationship of social media marketing, brand trust and influencer credibility to customer loyalty.

**Methods:** This research is explanatory research using a quantitative approach through survey methods. The population in this study is all social media Instagram users who have made purchases and used local Avoskin products. The number of samples was 110 people with a sampling technique in the form of purposive sampling. This research uses the structural equation model (SEM) method with the help of the statistical analysis moment of structural (AMOS 25) application program.

**Results:** The results of the direct interaction test show that social media marketing does not affect on customer satisfaction, brand trust has a significant effect on customer satisfaction, influncer credibility has a significant effect on customer satisfaction, social media marketing has a significant effect on customer loyalty, brand trust does not affect on customer loyalty, influencer credibility has a significant effect on customer loyalty, and customer satisfaction have significant effect on customer loyalty. Furthermore, the results of indirect interaction tests reveal if the customer satisfaction can be an intervening variable in the relationship between social media marketing, brand trust, and influencer credibility on customer loyalty. The results of mediation tests using the Sobel Test provide empirical evidence that the mediating variable of customer satisfaction is able to mediate partially (partial mediation) the relationship between social media marketing and influencer credibility on customer loyalty.. The mediating variable of customer satisfaction is able to mediate fully (full mediation) the relationship between brand trust and customer loyalty.

**Key Word:** Social Media Marketing, Brand Trust, Influencer Credibility, Customer Satisfacion, Customer Loyalty

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## I. Introduction

According to Schouten et al. (2020), currently influencers are considered more credible product advocates than celebrities because of three things, namely: (1) Influencers are known to share product reviews, recommendations, and user-oriented personal experiences on social media. (2) Influencers generally promote products in authentic real-life settings, which can increase the perception of a brand compared to celebrities. (3) Their influncer expertise and recognized followers can make influencers more likely to be perceived as knowledgeable about products and services in their domain of interest than traditional celebrities. Some companies believe that influencer marketing has an impact on purchase or sales intent and at the same time payment for influencer marketing is believed to be cheaper compared to regular advertising (Halim et al., 2020). Companies and businesses that do marketing using influencers, must pay attention to the credibility of influencers so that the marketing process can run optimally. According to Kemeç & Yüksel (2021), credibility can be trust, which means information or a highly credible person is considered information or a very trustworthy person. Previous research conducted by Kar (2021) said that credibility is one of the most important factors to increase customer satisfaction and credibility according to Attar et al., (2021) and Bachri et al., (2022) significantly affects satisfaction.

According to Diputra & Yasa (2021) and Tjahjadi & Limkrisna (2022), satisfaction has a significant effect on customer loyalty. Satisfaction is measured by how well customer expectations are met and loyalty is measured by how much customers want to make repeat purchases. As a result, customer satisfaction is positively related to customer loyalty. According to the results of research conducted by Keshavarz & Jamshidi (2018), Yulisetiari et al., (2018), Yulisetiari & Mawarni (2021), Othman et al., (2021) Azizan & Yusr, (2019), Slack et al., (2020) and Suharto et al, (2021) customer satisfaction has a direct effect on customer loyalty. Khan et al., (2022) stated that an important concept that must be considered in building customer loyalty is customer satisfaction. In accordance with the research of Bachri et al., (2022) satisfaction has a significant effect on loyalty, and satisfaction can mediate the influence of credibility on loyalty. Customer Loyalty is a customer's commitment to buy back a company's products and services, regardless of all competitors' business actions and commitment to become a regular client of that business in the future (Bilgin, 2018). According to Khan et al., (2022) an important concept that must be considered in building customer loyalty is customer satisfaction.

In previous research, there were two research gaps, namely the first the influence of customer satisfaction on customer loyalty in research conducted by Khairawati (2020) said that customer satisfaction has a positive effect on rejected loyalty, customer satisfaction has not been able to affect customer loyalty. Second, research conducted by Bachri et al., (2022) which says that credibility has no effect on customer loyalty. Based on the research gap of the study, it is important to conduct further research for the influence between customer satisfaction on customer loyalty and the influence between credibility on customer loyalty.

Currently, almost all local business fields originating from Indonesia ranging from clothing, food, medical devices, body and skin care, automotive, and others have used social media as one of the marketing strategies to increase customer satisfaction and loyalty. Based on data obtained from *Compas.co.id*, in the second quarter of 2022, the total transaction value of the beauty care product category in the online market has exceeded IDR 210 billion with the highest market share of 11.32%. One of the local beauty products that experienced a very rapid increase in sales was the local brand Avoskin. Avoskin is one of Indonesia's local product brands that is very well known to the public, especially beauty enthusiasts or people who have an interest in beauty. Avoskin is unique and different from its competitors by formulating advanced ingredients and technology to provide real and long-lasting results by relying on natural ingredients on the islands of Java and Bali. Avoskin is known for its natural characteristics in each of its products with Avoskin's concern for the environment, nature and animals with the claim of Cruelty Free on its products. Avoskin also has a commitment to nature conservation and concern for the earth which is manifested in every product produced. Avoskin only uses natural materials that are not harmful to the environment and also uses natural materials that can be recycled for each product packaging to reduce waste. Based on the gaps and problems contained in the phenomenon, this study aims to develop previous research. This study focuses on whether social media marketing, brand trust and influencer credibility can encourage consumer customer loyalty through customer satisfaction as a mediating variable in consumers who use Instagram social media for local Avoskin skincare products

## **II. Literature Review**

### **Relationship of Social Media Marketing on Customer Satisfaction**

Currently, social media is one of the tools for communication and sales of a brand with consumers. Social media facilitates two-way communication between sellers and buyers so that it can be considered more honest with consumers because it communicates what the brand and product are offered rather than controlling its image. Research conducted by Suharto et al., (2022), Chen & Lin (2019), revealed that social media marketing has a significant positive effect on customer satisfaction. It was also found in Hanaysha's (2017) research that social media marketing plays an important role in building customer satisfaction.

H1: Social Media Marketing has a significant effect on customer satisfaction

### **Relationship of Brand Trust on Customer Satisfaction**

Brand trust is important because it helps businesses in carrying out long-term marketing activities (Kemec & Yuksel, 2021). The results of previous research conducted by Diputra & Yasa (2021) showed that trust has a positive and significant effect on satisfaction. This means that the higher the trust, the higher the customer satisfaction. The results of this study are in accordance with research conducted by Pappas et al., (2014), Shamsudi et al., (2020) that trust has a significant positive impact on customer satisfaction. Kundu & Datta (2015) concluded that trust is an important factor contributing to service quality and customer satisfaction.

H2: Brand trust has a significant effect on customer satisfaction

### **Relationship of Influencer Credibility on Customer Satisfaction**

In the context of influencer marketing, brand credibility and influencers will have a significant effect on consumer response to the ad (Lee & Kim, 2020). In line with the results of research conducted by Kar (2021) that credibility has a high effect on user satisfaction or customer satisfaction. Credibility is one of the factors that affect customer satisfaction and the results of research conducted by Attar et al., (2021) revealed that credibility has a positive effect on satisfaction. Bachri et al., (2022) explain that revealing that credibility significantly affects customer satisfaction.

H3: Influencer credibility has a significant effect on customer satisfaction

#### **Relationship of Social Media Marketing on Customer Loyalty**

Many companies today successfully develop social media marketing strategies. Social media marketing changes the view of consumers as buyers into marketers and promoters who produce, manage and share online information related to brands (Ibrahim et al., 2021). The results of research conducted by Suharto et al., (2020) said that Social media marketing has a positive influence on customer loyalty. In accordance with research conducted by Bilgin (2018) that Social media marketing has a significant positive effect on Loyalty.

H4: Social Media Marketing has a significant effect on customer loyalty

#### **Relationship of Brand Trust on Customer Loyalty**

Brand trust will reveal spontaneous customer behavior when mutual trust between the company and the customer develops. Based on research conducted by Singh (2016), an important factor for customer loyalty is brand trust. Trust impacts purchases and loyalty. The qualifications set by consumers themselves are what help build brand trust. According to the results of previous research conducted by Azizan & Yusr (2019), it is explained that brand trust has a positive effect on customer loyalty and will affect customer emotions towards products

H5: Brand trust has a significant effect on customer loyalty

#### **Relationship of Influencer Credibility on Customer Loyalty**

There are three main things to increase the level of credibility for Influencers to increase the level of credibility, namely marketing communications. The three main roles include to inform, to persuade, and to entertain. According to Gunawan et al., (2021) the results of their research explained that credibility is a variable that positively affects customer loyalty. In line with research conducted by Yulia & Ekawati (2021), there is a positive relationship between endorsers' credibility to customer loyalty, the more attractive or more famous Shopee celebrity endorsers used, the more customer loyalty. Meanwhile, research conducted by Bachri et al., (2022) explained that credibility has no effect on customer loyalty.

H6: Influencer credibility has a significant effect on customer loyalty

#### **Relationship of Customer Satisfaction on Customer Loyalty**

Customer Satisfaction or actual customer satisfaction is satisfaction that makes customer sustainability to be loyal, with increased sales results, more productive assets and high return investments (Bachri et al., 2022). Previous research conducted by Yulisetiari et al., (2018), Yulisetiari & Mawarni (2021) and Slack et al., (2020) explained that customer satisfaction significantly affects loyalty. Khan et al., (2022), explained that an important concept that must be considered in building customer loyalty is customer satisfaction, and customer satisfaction has a significant influence on customer loyalty. In line with previous research by Keshavarz & Jamshidi (2018), Othman et al., (2021), Azizan & Yusr (2019), Slack (2020), Suharto et al., (2020), Dipurta & Yasa (2021), and Bachri et al., (2022) that customer satisfaction has a positive influence on customer loyalty. Meanwhile, research conducted by Khairawati (2020) said that customer satisfaction does not have a positive influence on customer loyalty.

H7: Customer satisfaction has a significant effect on customer loyalty

### **III. Method**

This type of research is explanatory research using a quantitative approach through survey methods. The population in this study as a whole is all Instagram social media users who have made purchases and used local Avoskin products. The number of samples was 111 people with a sampling technique in the form of purposive sampling. Determining the sample size, this study uses a statement (Hair et al, 2014) which assumes that the observed sample size is  $n \times 5$  variables (indicators) up to  $n \times 10$  observed variables (indicators). In this study, the number of items was 22 statement items used to measure 5 variables so that the number of this study was 110 people. This research uses the structural equation model (SEM) method with the help of statistical data of structural application program moments (AMOS 25).

### **IV. Result**

Goodness of Fit is done by using an evaluation of the outer model and inner model as follows:

**Outer Model**

The outside model in this study was measured using data validity and reliability. Data validity test is a test conducted to see the items of questions that are worthy (representative) serves to represent the variables contained in the study. It is said to be valid if the indicator in the variable has a significant loading factor, which is  $\alpha = 5\%$  or above 0.05.

**Table 1. Validity Test Result**

Variabels	Indicators	Loading Factor	Cut off	Information
Social Media Marketing	X1.1	0.624	0,05	VALID
	X1.2	0.545	0,05	VALID
	X1.3	0.667	0,05	VALID
	X1.4	0.591	0,05	VALID
	X1.5	0.656	0,05	VALID
Brand Trust	X2.1	0.711	0,05	VALID
	X2.2	0.619	0,05	VALID
	X2.3	0.755	0,05	VALID
Influencer Credibility	X3.1	0.684	0,05	VALID
	X3.2	0.733	0,05	VALID
	X3.3	0.657	0,05	VALID
Customer Satisfaction	Y1.1	0.597	0,05	VALID
	Y1.2	0.69	0,05	VALID
	Y1.3	0.606	0,05	VALID
	Y1.4	0.568	0,05	VALID
	Y1.5	0.501	0,05	VALID
Customer Loyalty	Y2.1	0.518	0,05	VALID
	Y2.2	0.662	0,05	VALID
	Y2.3	0.543	0,05	VALID
	Y2.4	0.612	0,05	VALID
	Y2.5	0.611	0,05	VALID
	Y2.6	0.626	0,05	VALID

Based on the table above, it shows that the validity value of each indicator is greater than 0.05 so that each indicator in the variables of Social Media Marketing, Brand Trust, Influencer Credibility, Customer Satisfaction and Customer Loyalty is said to be valid.

A variable is said to be reliable if the instrument can be worn and can work in different times and conditions well. Reliability gives the result of how much the measurement with relatively the same result when re-measured on the same subject. This research reliability was measured using composite (construct reliability) with a CR value of  $> 0.70$  (Ghozali, 2014: 134).

**Table 2. Reliability Test Result**

Variable	Composite	
	Construct Reliability	Information
Social Media Marketing	0,79	Reliable
Brand Trust	0,85	Reliable
Influencer Credibility	0,73	Reliable
Customer Satisfaction	0,77	Reliable
Customer Loyalty	0,77	Reliable

Based on the table above, it shows that the construct reliability value of each indicator is more than 0.70 so that all indicators in this study are said to be reliable.

**Inner Model**

The inner model test or structural model is tested to see the relationship between constructs, significance values. Inner model evaluation can be done in three ways. The three ways are applied by looking at the structural

equations, goodness of fit, the results of direct and indirect hypothesis calculations. The results of testing the Structural Equation Model (SEM) with AMOS 24, produce the following structural equation model:

**Table 3.** Results of Structural Equation Calculations

<b>Structural Equation 1</b>	
$Y_1 = a + b_1X_1 + b_2X_2 + b_3X_3 + e$	
Customer Satisfaction =	$= a + 0,952 \text{ Social Media Marketing} + 0,212 \text{ Brand Trust} + 0,335 \text{ Influencer Credibility} + 0,289$
<b>Structural Equation 2</b>	
$Y_2 = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4Y_1 + e$	
Customer Loyalty =	$a + 0,88 \text{ Social Media Marketing} + 0,258 \text{ Brand Trust} + 0,975 \text{ Influencer Credibility} + 1,209 \text{ Customer Satisfaction} + 0,002$

Information:

- 1) The error or residual structural equation one is 0.289 obtained from 1–0.711 taken from Squared Multiple Correlations.
- 2) The error or residual structural equation two is 0.002 obtained from 1–0.98 taken from Squared Multiple Correlations.

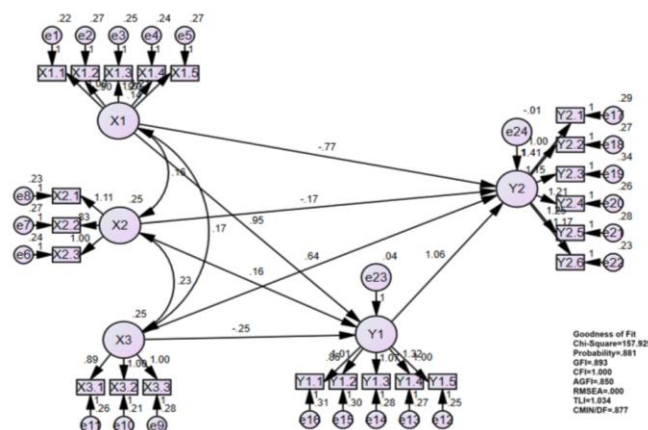
Model testing on the Structural Equation Model (SEM) aims to see the suitability of the structural equation 1 and structural equation 2 models used. The results of model conformity testing in this study are presented in table 4:

**Table 4.** Result Goodness of Fit

Goodness of Fit Indices	Cut off Value	Calculation Result	information
$X^2$ Chi-square	It is expected to be greater than $X^2$ at df = 222	157,929	Marginal
Probability	$\geq 0,05$	0,881	Good
CMIN/DF	$\leq 2,00$	0,877	Good
RMSEA	$\leq 0,08$	0,000	Good
GFI	$\geq 0,90$	0,893	Marginal
AGFI	$\geq 0,90$	0,850	Marginal
TLI	$\geq 0,95$	1,034	Good
CFI	$\geq 0,95$	1	Good

Based on the results of Table 4, it is known that the eight criteria used to assess the feasibility or absence of a model turned out to be three marginal criteria and five good criteria. If one or two goodness of fit criteria are found that have met so that it can be said to be a good model (Solimun, 2006). The suitability of the structural equation 1 and structural equation 2 models used is acceptable and the conclusion is that there is a conformity between the model and the data used.

The construction of the concept framework is obtained by combining the inner model and the outer models using AMOS Software as shown in figure 1 below:



**Table 5.** Hypothesis Test Results

Connection	Regression Weights				Information
	Estimate	S.E	C.R	P	
X <sub>1</sub> → Y <sub>1</sub>	-0.076	0.155	-0.489	0.625	Insignificant
X <sub>2</sub> → Y <sub>1</sub>	0.729	0.156	4.668	***	Significant
X <sub>3</sub> → Y <sub>1</sub>	0.361	0.15	2.405	0.016	Significant
X <sub>1</sub> → Y <sub>2</sub>	0.257	0.115	2.228	0.026	Significant
X <sub>2</sub> → Y <sub>2</sub>	-0.179	0.14	-1.28	0.201	Insignificant
X <sub>3</sub> → Y <sub>1</sub>	0.259	0.117	2.213	0.027	Significant
Y <sub>1</sub> → Y <sub>2</sub>	0.695	0.103	6.743	***	Significant

Based on the table above, it shows that that all results from hypothesis testing show if the p value is more than 5% (0.05) predetermined significance value. Furthermore, H1 is rejected which states that social media marketing has a insignificant effect on customer satisfaction. This can be known from the path coefficient of -0.076 with a t-value or CR of -0.489 at a P value of  $0.625 \geq 0.05$ . H2 is accepted which states that brand trust has a significant effect on customer satisfaction. This can be known from the path coefficient of 0.729 with t-value or CR 4.668 at P value of  $*** \leq 0.05$  then H3 is accepted and it can be concluded that influencer credibility has a significant effect on customer satisfaction. This can be known from the path coefficient of 0.361 with t-value or CR 2.405 at P value of  $0.016 \leq 0.05$  then H3 is accepted. Social media marketing has a significant effect on customer loyalty. This can be known from the path coefficient of 0.257 with a t-value or CR of 2.228 at a P value of  $0.026 \leq 0.05$  then H4 is accepted. H5 is rejected which states that brand trust has a insignificant effect on customer loyalty. This can be known from the path coefficient of -0.179 with a t-value or CR of -1,28 at a P value of  $0.201 \geq 0.05$ . Influencer credibility has a significant influence on customer loyalty. This can be known from the path coefficient of 0.269 with t-value or CR 2.213 at P value of  $0.027 \leq 0.05$  then H6 is accepted. Customer satisfaction have a significant effect on customer loyalty. This can be known from the path coefficient of 0.695 with t-value or CR 6,473 at P value of  $*** \leq 0.05$  then H7 is accepted.

Then, to find out the results of the mediating role of the variable of e-service quality, this study used the Sobel test as follows.

**Table 6.** Sobel Test Results

Connection	Sab	z count	z table	Information
X <sub>1</sub> → Y <sub>1</sub> → Y <sub>2</sub>	0.506925	1.993756	1,96	Signifikan
X <sub>2</sub> → Y <sub>1</sub> → Y <sub>2</sub>	0.61211	2.016526	1,96	Signifikan
X <sub>3</sub> → Y <sub>1</sub> → Y <sub>2</sub>	0.498587	2.063411	1,96	Signifikan

Based on the result of the Sobel test, it is known that the value of z count > z table for all variable with intervening variable, so it can be concluded that customer satisfaction is able to mediate the relationship between social media marketing, brand trust and influencer credibility to customer loyalty.

## V. Discussion

### The Effect of Social Media Marketing on Customer Satisfaction

The results showed that social media marketing did not affect on consumer satisfaction. Consumers can be interested in advertisements uploaded on social media that suit consumer needs. The better the advertising offered, the more attractive it is to consumers. However, consumer satisfaction cannot be achieved only by attractive advertising. Consumers must experience directly the products from Avoskin in order to feel satisfaction, so the social media marketing variables in this study as a whole do not have a significant influence on customer satisfaction. The results of this discussion show differences in results with previous studies. Research conducted by Suharto et al., (2022), Chen & Lin (2019), revealed that social media marketing has a significant positive effect on customer satisfaction. In addition, Hanaysha's research (2017) that social media marketing plays an important role in building customer satisfaction

### The Effect of Brand Trust on Customer Satisfaction

The results of the analysis show that brand trust has an affect on customer satisfaction. If consumers already have trust, consumers will depend and rely on a brand's products. Kundu & Datta (2015) concluded that trust is an important factor contributing to service quality and customer satisfaction. The results of this study are in accordance with previous research conducted by Diputra & Yasa (2021) which said that trust has a positive and significant effect on satisfaction. This means that the higher the trust, the higher the customer satisfaction. Pappas et al., (2014), Shamsudi et al., (2020) explained that trust has a significant positive impact on customer satisfaction

### The Effect of Influencer Credibility on Customer Satisfaction

The results of the analysis show that influencer credibility has an affect on customer satisfaction. Influencers are micro-celebrities who share their daily lives with visual and textual expression and advertise

products through social media (Kemeç & Yüksel, 2021). An influencer can be someone who comes from bloggers, vloggers, journalists, academics, professionals, celebrities, or regular social media users who have a certain number of followers. The credibility of influencers can be seen from how they share information with their followers. The results of this study are in accordance with the results of research conducted by Kar (2021) that credibility has a high effect on user satisfaction. Attar et al., (2021) revealed that credibility has a positive effect on satisfaction. Bachri et al., (2022) explain that revealing that credibility significantly affects customer satisfaction.

### **The Effect of Social Media Marketing on Customer Loyalty**

The results show that social media marketing has an affect on customer loyalty. Social media marketing changes the view of consumers as buyers into marketers and promoters who produce, manage and share online information related to brands (Ibrahim et al., 2021). Ads from Avoskin products on Instagram have succeeded in influencing consumers. This statement is supported by the results of respondents' characteristics, namely consumers know Avoskin products from social media, especially Instagram. As many as 99 respondents or 89.2% of respondents know Avoskin products from Instagram. This shows that social media marketing is very important to do, in addition to increasing loyalty from consumers, marketing through social media also increases consumer knowledge about Avoskin products. The results of this study are in accordance with the results of research conducted by Suharto et al., (2020) and Bilgin (2018) that Social media marketing has a positive influence on customer loyalty.

### **The Effect of Brand Trust on Customer Loyalty**

The results showed that brand trust did not affect on consumer loyalty. According to Bilgin (2018) consumer loyalty is a consumer's commitment to buy back a company's products and services, regardless of all competitors' business actions and commit to becoming a client of that business regularly in the future. Consumers who have loyalty to a product need many factors to provide confidence to continue to use the same product and have a match for a product. Avoskin is a skincare product for skin health, so consumers in determining their loyalty to Avoskin products need many other factors. The results of this discussion show differences in results with previous studies. Research conducted by Singh (2016) and Azizan & Yusr (2019) explains that brand trust has a positive effect on customer loyalty.

### **The Effect of Influencer Credibility on Customer Loyalty**

The results show that influencer credibility has an affect on customer loyalty. Influencer credibility is to consider a party as a credible party means that the person or entity is trusted and trustworthy (AlFarraj et al., 2021). Credibility influencer is someone who has influence on his followers on social media and is considered credible can provide an objective opinion about a particular object. The credibility of influencers who market or inform Avoskin products is important because it will be an impression for consumers in determining which products to choose and maintain. The selection of influencers who have credibility in their fields is certainly something that needs to be considered for Avoskin companies because it will have an impact on consumer loyalty as in this study. The results of this study are in accordance with the results of research conducted by Gunawan et al., (2021) and Yulia & Ekawati (2021), namely that there is a positive relationship between credibility and customer loyalty.

### **The Effect of Customer Satisfaction on Customer Loyalty**

The results show that customer satisfaction has an affect on customer loyalty. Consumer satisfaction is the satisfaction that consumers get for the sustainability of consumers being loyal to a product (Bachri et al., 2022). Consumers who have loyalty will have a foothold on a brand over time and consumers will want that brand over other brands (Othman et al., 2021). In this study, consumers who are satisfied with Avoskin products will have loyalty to Avoskin products. The loyalty of these customers will certainly increase the profit of the company. Therefore, it is important for companies to pay attention to factors that can increase loyalty and continue to improve products for consumer satisfaction. The results of this study are in accordance with the results of research conducted by Yulisetiari et al., (2018), Yulisetiari & Mawarni (2021), Slack et al., (2020), Khan et al., (2022), Keshavarz & Jamshidi (2018), Othman et al., (2021), Azizan & Yusr (2019), Slack (2020), Suharto et al., (2020), Dipurta & Yasa (2021) and Bachri et al., (2022) that customer satisfaction has a positive influence on customer loyalty.

### **The moderating Role of Customer Satisfaction in the Relationship between Social Media Marketing and Customer Loyalty**

Based on the results of the indirect influence test using the sobel test, customer satisfaction significantly mediates the influence of social media marketing on customer loyalty. Hanaysha (2017) explained that social

media marketing plays an important role in building customer satisfaction. The customer satisfaction variable can be a partial mediating variable between social media marketing and customer loyalty, because the direct relationship between social media marketing and customer loyalty is significant and after accounting for the indirect relationship using the sobel test between social media marketing and customer loyalty through customer satisfaction is significant. Suharto et al., (2020) said that Social media marketing has a positive influence on customer loyalty. Previous research by Keshavarz & Jamshidi (2018), Othman et al., (2021), Azizan & Yusr (2019), Slack (2020), Suharto et al., (2020), Dipurta & Yasa (2021), and Bachri et al., (2022). The results of this study show that indirectly social media marketing has an indirect effect on customer loyalty through customer satisfaction.

### **The moderating Role of Customer Satisfaction in the Relationship between Brand Trust and Customer Loyalty**

Based on the results of the indirect influence test using the sobel test, there is a significant indirect influence between brand trust on customer loyalty through customer satisfaction. The relationship between brand trust and customer loyalty is not significant and after indirect testing using the sobel test between brand trust and customer loyalty through customer satisfaction is significant. So that the customer satisfaction variable can mediate perfectly (full mediation). The results of this study are different from previous research, based on research conducted by Singh (2016), an important factor for customer loyalty is brand trust. However, this study successfully explains that brand trust can affect customer loyalty by mediating customer satisfaction.

### **The moderating Role of Customer Satisfaction in the Relationship between Influencer Credibility and Customer Loyalty**

The results of an indirect test using the sobel test on influencer credibility on customer loyalty with customer satisfaction as mediation show significant results that there is an indirect influence between influencer credibility on customer loyalty through customer satisfaction. The customer satisfaction variable can be a partial mediating variable between influencer credibility and customer loyalty, because the direct relationship between influencer credibility to customers is significant and after an indirect test using the sobel test between influencer credibility and customer loyalty through customer satisfaction is significant. The results of this study reinforce the results of previous studies. Customer satisfaction can not only affect customer loyalty, but can also be a mediating variable between influencer relationships, credibility, and customer loyalty.

## **VI. Conclusion**

The results of this study have answered the objectives described earlier, namely to obtain empirical evidence of the influence of social media marketing, brand trust and influencer credibility on customer loyalty, both directly and indirectly by mediating customer satisfaction. Social media marketing did not affect on consumer satisfaction. This influence shows that not always a good social media marketing can satisfy customers, because customers must experience directly the products from Avoskin in order to feel satisfaction. In addition, brand trust and influencer credibility have a significant effect on e-customer loyalty. These results reveal that If consumers already have trust and the better influencer credibility, the greater the impact on the customer satisfaction. Then, social media marketing and influencer credibility have a significant effect on customer loyalty, which reveal if these two variables empirically help customers have loyalty to Avoskin. Meanwhile brand trust did not affect on consumer loyalty. Consumers who have loyalty to a product need many factors to provide confidence to continue to use the same product and have a match for a product.

Findings regarding the effect of social media marketing, brand trust and influencer credibility on customer loyalty by mediating customer satisfaction have an important role for the management of local brand Avoskin. The results of this study support the effect of customer Avoskin on customer loyalty, so the marketing of Avoskin needs to be encouraged to revive all customer satisfaction in Avoskin's products. This study uses three independent variable, namely social media marketing, brand trust and influencer credibility. Future studies can incorporate the impact of other variables that can affect customer loyalty so that future research can add other variables that can increase interest in customer loyalty. Future researchers can also explore the effect of research variables on different product skincare objects and on different social media, so that they can add to the variety of empirical evidence in the field of social media marketing.

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