

## Digital Marketing, Relationship, and Customer Trust As Key of Brand Loyalty: A Case Study of Skintific in Tangerang

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### ABSTRACT

This study examines the influence of digital marketing, relationship, and customer trust on Skintific brand loyalty in Tangerang City, amid intense competition in the beauty industry. Using a quantitative associative approach, data were collected from 223 Skintific customers selected through accidental sampling. A structured questionnaire was administered, and the data were analysed using SmartPLS 3.2.9, with tests including validity, reliability, model fit,  $R^2$ , and path coefficients. The results show that digital marketing positively and significantly increases brand loyalty by 36.7%, relationship contributes positively and significantly by 10.2%, and customer trust exerts the strongest positive and significant effect, increasing loyalty by 38.8%. These findings highlight the critical role of integrated digital engagement, sustained customer relationships, and trust-building in fostering brand loyalty in competitive markets.

### Keywords:

Digital Marketing;  
Relationship,  
Customer Trust;  
Brand Loyalty;  
Skintific

### INTRODUCTION

In the digital era, the beauty industry has experienced rapid growth, driven by shifts in consumer behaviour, with individuals increasingly seeking and sharing information through digital platforms. This transformation compels beauty brands to innovate their marketing strategies in order to maintain customer loyalty. One brand that stands out in this trend is Skintific, which has successfully built a community and established a strong reputation through digital marketing strategies, close consumer engagement, and enhanced trust. However, amidst intense competition and an abundance of product choices, sustaining customer loyalty remains a strategic challenge (Damayanti & Alexandrina, 2023).

Digital marketing plays a crucial role in fostering customer loyalty by providing easy access, broad market reach, and personalised messaging. Strategies such as social media engagement, interactive content, and data analytics strengthen relationships and enhance customer loyalty. Digital marketing involves a series of activities, processes, and corporate initiatives that utilise advancements in digital technology to create, deliver, and communicate value to consumers and other stakeholders (Dewi, 2024).

Several studies in the cosmetics industry have shown that factors such as CSR, service quality, customer engagement, brand trust, and the implementation of E-CRM can enhance customer loyalty (Ardila & Christiarini, 2023); (N. Anggraeni et al., 2024); (R. Anggraeni & Sutedjo, 2024). However, other findings reveal inconsistencies in the influence of certain variables. For example, in the case of Viva Cosmetics, product quality significantly affects loyalty, but brand image does not effectively mediate this relationship (Prasetyawati et al., 2025). Research on halal cosmetics also found that religiosity does not have a significant effect on loyalty, even though product quality and customer satisfaction play a positive role (Tuzzahra & Kurniawati, 2023). These differing results indicate a research gap to further explore how CRM, particularly E-

CRM in the cosmetics context, can maximise loyalty by considering the role of mediating and moderating variables, which have so far shown inconsistent results.

Customer trust plays a crucial role in building brand loyalty. Trust emerges when customers believe that a company delivers on its promises regarding quality, service, and data protection. Research has shown that strong trust can enhance loyalty; therefore, companies that maintain trust tend to achieve higher customer loyalty.

## **Literature Review**

### **1. Digital Marketing**

Digital marketing is a strategy for promoting and marketing products or brands through digital media platforms such as Instagram, Facebook, and others (Siregar, 2024). Digital marketing utilises the internet and technology to connect businesses with consumers through websites, search engine marketing, social media, viral campaigns, email, and affiliate marketing (Dewi, 2024). According to (Theresa & Paramita, 2023) the indicators of digital marketing are as follows:

- a. Accessibility is the manner in which users access social media platforms.
- b. Interactivity, customer communication and responsiveness to feedback received.
- c. Credibility, online advertisements can build consumer trust, demonstrating that they are reliable, competent, and credible.
- d. Informative advertisements deliver information to customers and provide an accurate description of products and services.

### **2. Relationship**

Customer Relationship Management (CRM) is a strategic approach to selecting customers who provide added value through services and interactions, with the goal of optimising the company's profits (Pinaraswati et al., 2023). CRM is a process designed and implemented by companies to build long-term relationships with customers, aiming to foster loyalty and increase profitability (Imron & Ariyanti, 2023). According to (Koni'ah et al., 2023) several indicators of relationship are as follows:

- a. Satisfaction, the foundation of the company's relationship with customers, is determined by the extent to which their expectations are met.
- b. Commitment, the next stage in the relationship, is based on the company's dedication to building long-term connections with customers.
- c. Trust, customers' confidence in the company, believing it possesses integrity and reliability.
- d. Communication, strong relationships are fostered through effective communication.
- e. Problem Handling, the company's ability and approach in addressing issues, where the outcomes can influence customer loyalty, determining whether customers will continue or discontinue product usage.

### **3. Customer Trust**

Trust refers to an emotional condition in which an individual willingly accepts vulnerability, guided by the favorable perceptions, intentions, or actions of an online business operator (Fitriani et al., 2024). Customer trust is the belief that a company or brand will fulfill its promises and provide products or services that meet customer expectations (Malau & Sitanggang, 2024). According to (Bahar et al., 2024) there are four indicators of trust, as follows:

- a. Secure, when customers feel safe, their trust in the brand can be strengthened.

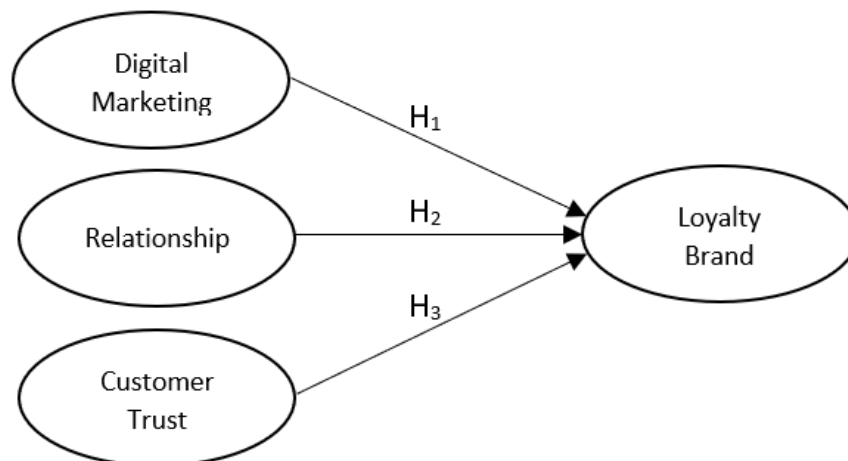
- b. Privacy, relates to consumers' perceptions of the risks associated with disclosing personal information.
- c. Experience, customer trust is influenced by their personal experiences with the brand.
- d. Information, brands must provide accurate and reliable information to build customer trust.

#### 4. Brand Loyalty

Brand loyalty can enhance long-term business performance by providing companies with opportunities to achieve higher profits (Sumarmi & Wijayanti, 2023). Brand loyalty levels vary by product type, representing both assets to leverage and marketing challenges to address. It stems from strong emotional attachment that drives repeat purchases (Gazali & Ekawanto, 2024). According to (Septiana & Nosita, 2020) the indicators of brand loyalty include the following:

- a. Repeat Purchase, customers' repeated purchases of a product.
- b. Retention, loyalty reflected in customer behavior, measurable by the frequency of product purchases.
- c. Referrals, customers' communication behavior, such as sharing their experiences with others.

#### 5. Conceptual Model and Hypothesis



**Figure 1. Conceptual Model**

- H<sub>1</sub> : Digital marketing is hypothesized to have a significant effect on Skintific's brand loyalty.
- H<sub>2</sub> : Relationship is hypothesized to have a significant effect on Skintific's brand loyalty.
- H<sub>3</sub> : Customer trust is hypothesized to have a significant effect on Skintific's brand loyalty.

#### METHOD

This study adopted a quantitative associative research design to investigate the effects of digital marketing, relationship, and customer trust on brand loyalty for Skintific in Tangerang City. Primary data were obtained via a structured questionnaire administered to 223 respondents, selected using a non-probability accidental sampling technique. The instrument, developed from operational definitions and validated indicators, employed a five-point Likert scale (1 = strongly disagree to 5 = strongly

agree) to measure the constructs. Indicators included accessibility, interactivity, credibility, and informativeness for digital marketing; satisfaction, commitment, trust, communication, and problem handling for relationship; security, privacy, experience, and information accuracy for customer trust; and repeat purchase, retention, and referrals for loyalty.

Data were analyzed using SmartPLS version 3.2.9. The analysis comprised descriptive statistical summaries, measurement model assessment (outer model) to evaluate convergent validity, discriminant validity, and reliability, and structural model assessment (inner model) to examine multicollinearity, coefficient of determination ( $R^2$ ), path coefficient significance. This methodological approach ensured that the results were statistically valid, reliable, and robust, thereby providing a solid empirical basis for testing the proposed hypotheses.

## RESULTS AND DISCUSSION

This study involved 223 respondents, with a strong predominance of female participants (93.7%), reflecting the gender characteristics of the skincare market and indicating that the findings are particularly representative of Skintific's primary consumer segment in Tangerang City. The majority of respondents were young adults aged 18–24 years (52%), followed by those aged 25–35 years (42.2%), suggesting that the study primarily captures the perceptions of digitally active consumers who are highly responsive to social media marketing, brand–consumer interactions, and trust-building mechanisms such as reviews or influencer endorsements. The limited representation of respondents over 35 years highlights that generalizations to older consumers should be made with caution.

Respondents were distributed across various areas of Tangerang City, with the highest proportions from Tangerang (16.6%), Cipondoh (12.1%), and Karawaci (11.2%), suggesting that urban consumers with relatively easy access to shopping centers and digital information are overrepresented. Consequently, the findings primarily reflect consumer behavior in these urban areas, and future research is recommended to employ more geographically balanced sampling to enhance external validity.

Regarding brand awareness, respondents first encountered Skintific mainly through friends or family (32.3%), followed by online advertisements (31.8%), social media (27.8%), and e-commerce platforms (8.1%). This emphasizes the continued importance of word-of-mouth (WOM) as a social relationship that strengthens trust in the brand and promotes loyalty, even within the context of widespread digital marketing. While social media and online advertising also contribute significantly, the relatively minor role of e-commerce suggests that personal recommendations and persuasive digital interactions have greater influence on consumer perception. Methodologically, variables such as age, gender, and source of information can be included as control or moderator factors to examine how digital marketing, brand–consumer relationships, and customer trust interact to shape brand loyalty among Skintific consumers in Tangerang City.

### 1. Descriptive Statistical Analysis

The descriptive statistical analysis based on a survey of 223 Skintific customers in Tangerang City showed no missing data, indicating that the dataset is complete and suitable for further processing and analysis. All responses exhibited standard deviation

values that did not exceed their respective means, suggesting the absence of significant extreme values in the data.

**Table 1.** Descriptive Analysis Results

	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
DM1	0.000	3.906	4.000	2.000	5.000	0.823	-1.022	-0.066
DM2	0.000	3.848	4.000	2.000	5.000	0.748	-0.815	0.063
DM3	0.000	3.888	4.000	2.000	5.000	0.776	-0.965	0.024
DM4	0.000	3.682	4.000	2.000	5.000	0.729	-0.580	0.225
DM5	0.000	3.695	4.000	2.000	5.000	0.755	-0.648	0.196
R1	0.000	3.587	4.000	2.000	5.000	0.715	-0.398	0.282
R2	0.000	3.534	3.000	2.000	5.000	0.726	-0.314	0.272
R3	0.000	3.668	4.000	2.000	5.000	0.762	-0.568	0.153
R4	0.000	3.525	3.000	2.000	5.000	0.720	-0.279	0.203
R5	0.000	3.641	4.000	2.000	5.000	0.725	-0.670	0.456
CT1	0.000	3.691	4.000	2.000	5.000	0.835	-0.676	-0.015
CT2	0.000	3.830	4.000	1.000	5.000	0.762	0.928	-0.558
CT3	0.000	3.753	4.000	2.000	5.000	0.824	-0.640	-0.094
CT4	0.000	3.735	4.000	2.000	5.000	0.818	-0.567	-0.118
CT5	0.000	3.650	4.000	2.000	5.000	0.806	-0.580	0.047
L1	0.000	3.717	4.000	2.000	5.000	0.818	-0.588	-0.079
L2	0.000	3.709	4.000	1.000	5.000	0.847	-0.426	-0.115
L3	0.000	3.664	4.000	1.000	5.000	0.830	-0.209	-0.247
L4	0.000	3.659	4.000	2.000	5.000	0.798	-0.575	0.054
L5	0.000	3.682	4.000	2.000	5.000	0.864	-0.764	-0.006

Source: Processed data (2025)

## 2. Evaluation of Measurement Model – Outer Model

### a. Convergent Validity

The data presented in Table 2 indicate that all loading factor values exceed 0.7. This suggests that each indicator has a strong correlation with the construct it represents, thereby meeting the criteria for convergent validity. Consequently, the constructs of each variable are considered valid and suitable for use in testing the research hypotheses.

**Table 2.** Result of Outer Loading

	Customer Trust (X <sub>3</sub> )	Digital Marketing (X <sub>1</sub> )	Loyalty (Y)	Relationship (X <sub>2</sub> )
CT1	0,925			
CT2	0,822			
CT3	0,904			
CT4	0,828			
CT5	0,841			
DM1		0,815		
DM2		0,825		
DM3		0,842		
DM4		0,861		
DM5		0,898		
L1			0,936	
L2			0,867	
L3			0,853	
L4			0,874	
L5			0,923	
R1				0,900
R2				0,959

	<i>Customer Trust</i> (X <sub>3</sub> )	<i>Digital Marketing</i> (X <sub>1</sub> )	<i>Loyalty</i> (Y)	<i>Relationship</i> (X <sub>2</sub> )
R3				0,866
R4				0,916
R5				0,851

Source: Processed data (2025)

#### b. Validity and Reliability

The construct reliability test results presented in Table 3 show that all variables in this study have Cronbach's alpha values greater than 0.6, composite reliability values exceeding 0.7, and AVE values above 0.5. This indicates that all variables meet the criteria for good reliability, confirming their suitability for use in subsequent hypothesis testing.

**Table 3.** Result of Validity and Reliability

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>	<i>Conclusion</i>
<i>Customer Trust</i>	0,915	0,937	0,748	Valid & Reliable
<i>Digital Marketing</i>	0,903	0,928	0,720	Valid & Reliable
<i>Loyalty</i>	0,935	0,951	0,794	Valid & Reliable
<i>Relationship</i>	0,940	0,955	0,808	Valid & Reliable

Source: Processed data (2025)

#### c. Discriminant Validity

The HTMT values for all research variables, as presented in the Heterotrait-Monotrait Ratio (HTMT) table, are below 0.9. This indicates that each item in the research instrument satisfies the criteria for discriminant validity (Prastowo et al., 2024).

**Table 4.** Heterotrait-Monotrait Ratio (HTMT)

	<i>Customer Trust</i> (X <sub>3</sub> )	<i>Digital Marketing</i> (X <sub>1</sub> )	<i>Loyalty</i> (Y)	<i>Relationship</i> (X <sub>2</sub> )
<i>Customer Trust</i> (X <sub>3</sub> )	0,865			
<i>Digital Marketing</i> (X <sub>1</sub> )	0,602	0,849		
<i>Loyalty</i> (Y)	0,653	0,662	0,891	
<i>Relationship</i> (X <sub>2</sub> )	0,432	0,600	0,490	0,899

Source: Processed data (2025)

### Evaluation of Measurement Model – Inner Model

#### a. Collinearity Statistic

Table 5 shows that the Inner VIF values for all variables are below 5. Therefore, it can be concluded that there is no indication of multicollinearity among the variables.

**Table 5.** Collinearity Statistic (VIF)

	<i>Loyalty</i> (Y)
<i>Customer Trust</i> (X <sub>3</sub> )	1,588
<i>Digital Marketing</i> (X <sub>1</sub> )	2,020
<i>Loyalty</i> (Y)	
<i>Relationship</i> (X <sub>2</sub> )	1,582

Source: Processed data (2025)

#### b. Coefficient of Determination (R<sup>2</sup>)

Table 6 shows that the coefficient of determination (R<sup>2</sup>) for the loyalty variable (Y) is 0.547. This indicates that the independent (exogenous) variables—digital



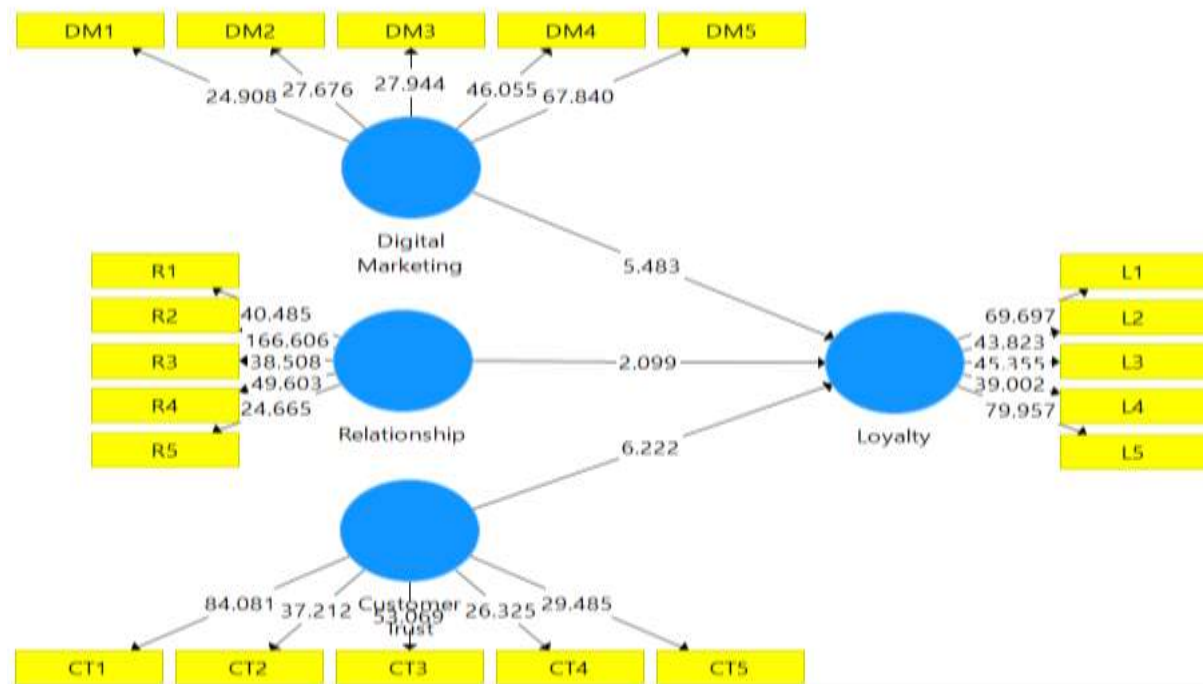
marketing, relationship, and customer trust—collectively explain 54.7% of the variance in the dependent (endogenous) variable, loyalty, while the remaining 45.3% is influenced by factors outside the scope of this study.

**Table 6.** Coefficient of Determination ( $R^2$ )

	<i>R Square</i>	<i>R Square Adjusted</i>
Loyalty (Y)	0,547	0,541

Source: Processed data (2025)

### c. Path Coefficient (Bootstrapping)



**Figure 2.** Output Bootstrapping  
 Source: Processed data (2025)

**Table 7.** Path Coefficient

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>
Customer Trust -> Loyalty	0,388	0,388	0,061	6,340	0,000
Digital Marketing -> Loyalty	0,367	0,363	0,066	5,600	0,000
Relationship -> Loyalty	0,102	0,106	0,050	2,062	0,045

Source: Processed data (2025)

Table 7 presents the coefficient of determination ( $R^2$ ) for the loyalty variable (Y), which is 0.547. This means that the independent (exogenous) variables digital marketing, relationship, and customer trust jointly explain 54.7% of the variance in the dependent (endogenous) variable, loyalty, while the remaining 45.3% is influenced by factors outside the scope of this study.

As shown in the table above, the Original Sample values, p-values, and t-statistics were examined to assess the influence of each variable as follows:

- a. The effect of digital marketing on loyalty has a positive Original Sample value of 0.367, a p-value of 0.00 ( $< 0.05$ ), and a t-statistic of 5.60 ( $> 1.96$ ). Therefore,  $H_1$  is accepted, indicating that digital marketing ( $X_1$ ) has a significant effect on loyalty, contributing to a 36.7% increase in loyalty.
- b. The effect of relationship on loyalty has a positive Original Sample value of 0.102, a p-value of 0.04 ( $< 0.05$ ), and a t-statistic of 2.06 ( $> 1.96$ ). Thus,  $H_2$  is accepted, showing that relationship ( $X_2$ ) has a significant effect on loyalty, contributing to a 10.2% increase in loyalty.
- c. The effect of customer trust on loyalty has a positive Original Sample value of 0.388, a p-value of 0.00 ( $< 0.05$ ), and a t-statistic of 6.34 ( $> 1.96$ ). Consequently,  $H_3$  is accepted, demonstrating that customer trust ( $X_3$ ) has a significant effect on loyalty, contributing to a 38.8% increase in loyalty.

The regression equation in this study, based on the table above, is as follows:

$$Y = 0,367. X_1 + 0,102. X_2 + 0,388. X_3 + \varepsilon$$

$$\text{Loyalty} = 0,367. \text{digital marketing} + 0,102. \text{relationship} + 0,388. \text{customer trust} + \varepsilon$$

## Discussion

### 1. The Effect of Digital Marketing on Brand Loyalty

The analysis results indicate that digital marketing has a positive and significant effect on Skintific brand loyalty, with a coefficient value of 0.367. This finding suggests that digital strategies such as social media promotions, interactive content, and influencer campaigns play an important role in strengthening consumers' emotional connection with the brand. This supports previous studies which have shown that digital marketing can enhance customer engagement and effectively expand brand awareness in the modern marketing landscape. Skintific appears to successfully leverage digital platforms to build brand appeal, reinforce perceived quality, and facilitate two-way communication that brings consumers closer to the brand.

### 2. The Effect of Relationship on Brand Loyalty

The relationship variable also has a positive effect on brand loyalty, albeit with a smaller contribution of 0.102. This finding emphasizes that personal, responsive, and consistent interactions remain relevant in fostering long-term relationships between brands and consumers. However, the relatively low contribution of relationship suggests that in the digital era, transactional or content-based interactions often take precedence over traditional interpersonal relationships. This implies that companies need to adapt their relational strategies to the characteristics of digital consumers, who tend to prefer speed, convenience, and platform-based interactions.

### 3. The Effect of Customer Trust on Brand Loyalty

Customer trust emerges as the most dominant variable, with a coefficient value of 0.388. Consumers' trust in product quality, brand authenticity, and service consistency serves as a fundamental basis for building loyalty. This finding aligns with previous literature emphasizing that trust acts as a bridge between positive experiences and long-term commitment. In the context of Skintific, the successful cultivation of trust appears to stem not only from product quality but also from transparent information, customer testimonials, and authenticity guarantees reinforced by their digital presence.



## CONCLUSION

The results of this study indicate that customer trust is the most dominant factor in shaping Skintific brand loyalty in Tangerang City, followed by digital marketing and relationship. These findings reinforce the argument that successfully building loyalty depends not only on creative digital marketing strategies but also on the ability to maintain consumer trust through product quality, information transparency, and service consistency. Practically, Skintific can integrate digital campaigns with strategies that emphasize brand credibility and interactions that foster emotional connections to maximize customer retention.

Theoretically, this study contributes to the development of a customer loyalty model by positioning trust as a key variable that strengthens the impact of digital marketing strategies and customer relationships. The integration of these three variables enhances understanding that loyalty in the digital era results from the synergy between technological approaches, relational factors, and consumers' psychological perceptions. This opens opportunities for developing marketing theories that are more adaptive to digital-generation consumer behavior, which prioritizes information credibility and ease of service access.

For future research, it is recommended to explore mediating or moderating variables such as customer satisfaction, digital engagement, or brand image to better understand the mechanisms underlying the relationships among variables. Additionally, comparative studies across industries or regions are needed to test the consistency of this model in different contexts. Such approaches are expected to produce a more comprehensive conceptual model and strategic recommendations that accommodate the dynamic behavior of consumers in an increasingly competitive global market.

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