

# The Impact of Social Media Marketing on Customer Loyalty: The Mediating Role of Brand Awareness in Skintific Products

Ardhya Arifah Zahro<sup>1</sup>, Ratih Hurriyati<sup>2</sup>, Puspo Dirgantari<sup>3</sup>, Francis Kortey Mac-Doqu<sup>4</sup>

<sup>1,2,3</sup>Indonesia University of Education, West Java, Indonesia, <sup>4</sup>Ghana Education Service, Ghana

Correspondence: [ardhyaarifah12@upi.edu](mailto:ardhyaarifah12@upi.edu)

## Abstract

The skincare industry in Indonesia is growing rapidly, with Skintific becoming one of the popular brands among young consumers. This study investigates the effect of social media marketing on customer loyalty among 157 Skintific users in Bandung, specifically testing the mediating mechanism of brand awareness. The analysis was conducted using Hayes' PROCESS.

Model 4 in SPSS 26, employing bootstrapping to validate the indirect effects. The result show social media marketing have a positive effect on brand awareness and customer loyalty, with brand awareness playing a significant mediator. This study fills in the gaps in previous studies on the role of brand awareness in the relationship between social media marketing and customer loyalty, using the PROCESS Hayes Model 4. The R<sup>2</sup> value for the brand awareness model was 0.7046 and the customer loyalty model was 0.8090 showed that the independent variables in this study were able to explain the variation of 70.46% and 80.90% of the dependent variables, respectively. These results confirm that the research model has a very strong explanatory power (excellent) of the phenomenon being studied. Previous research has said that social media marketing has no effect on customer loyalty but this study fills a gap in previous research that social media marketing will increase customer loyalty by adding brand awareness mediation. Social media marketing is an important strategy to build customer loyalty, especially through increasing brand awareness. Brands must optimize creative content on social media to maintain loyalty in a competitive market.

## KEYWORDS

social media marketing; customer loyalty; brand awareness.

## Introduction

In recent years, the skincare industry in Indonesia has grown very rapidly with the entry of various local and international brands. One of the brands that has managed to attract the attention of young consumers is Skintific. Skintific's success in reaching the Indonesian market cannot be separated from its aggressive social media marketing strategy, especially through the Instagram, TikTok, and Shopee Live platforms (Permatasari & Hidayat, 2023). Skintific consistently conducts digital campaigns, collaborates with influencers, creates educational content, and interacts directly with consumers through live features and comment columns (We Are Social & Hootsuite, 2023).

This research phenomenon can be explained through Relationship Marketing Theory and Customer-Based Brand Equity (CBBE). Relationship Marketing Theory emphasizes that modern marketing no longer focuses solely on a single transaction, but rather on the formation of long-term interactions between brands and consumers (Hunt & D., 1994). Social media facilitates this relationship through intensive two-way communication (Laksamana, 2020). Meanwhile, within the framework of CBBE (Keller, 1993), brand awareness is seen as the main foundation that must be built before a brand can achieve

a level of resonance or customer loyalty.

Empirical observations indicate that intensive social media marketing tends to enhance Skintific's brand awareness among Millennial and Gen Z consumers. In addition, a study from (Sari & Putri, 2022) states that social media marketing not only has an impact on increasing buying interest, but also builds long-term relationships between consumers and brands through increased trust and loyalty. Similarly, (Almohaimmed, 2019) found that social media marketing positively affects brand loyalty, and (Alanazi, 2023) reported consistent results in the context of Saudi Arabia.

Although much of the literature supports the positive impact of social media marketing, some empirical research shows inconsistent contradictory results. For example, (Poturak & Softic, 2019) indicate that social media interactions do not always have a direct impact on loyalty in the absence of strong brand equity mediation. In addition, (Duffett, 2017) highlights that in the young consumer demographic, exposure to aggressive digital marketing sometimes does not guarantee customer retention due to the high variety-seeking behavior. Moreover, (Emini & Zeqiri, 2021) noted that brand awareness and brand engagement mediate the effect of social media marketing on purchase intention, suggesting that the direct impact may be weaker without these mediators (iPrice Insights, 2023).

Based on the results of the study, a research gap was identified. Existing research often examines the direct relationship between social media marketing and loyalty, but few specifically examine how brand awareness plays a crucial role as a crucial mediator in the context of a single viral brand such as Skintific among young Indonesian consumers as highlighted by (Alaloul et al., 2020) in the banking sector – yet similar studies in the skincare context remain limited.

However, in the midst of a large selection of products and increasingly fierce competition, not all consumers who know Skintific automatically become loyal customers. Many consumers easily switch to other brands because of more attractive promotions or new trends on social media. Consequently, this study proposes that brand awareness serves as a pivotal mediator in the relationship between social media marketing strategies and customer loyalty (S. D. Putri & Nisa, 2024). Therefore, it is important to examine more deeply how Skintific's social media marketing influences customer loyalty through brand awareness, especially among young consumers who are very active on social media. This is consistent with (Meruvishnu & Sudaryanto, 2022) and (Muchardie et al., 2016), who emphasized the role of social media marketing in building brand loyalty through customer engagement and brand awareness.

## Methods

This study uses a quantitative approach with a survey method or questionnaire to determine the influence of social media marketing on customer loyalty with brand awareness as a mediating variable in Skintific products. The analysis model used is the PROCESS Hayes Model 4 (Alhulail et al., 2019). The research population is all users of Skintific products in the city of Bandung who are active on social media, with a sample of 157 respondents selected by purposive sampling (Koatul Azahra, 2022).

Data was collected online through a digital questionnaire or Google Form which included questions about social media marketing, customer loyalty, brand awareness. The instrument was validated prior to use, yielding factor loadings > 0,05 and Cronbach's alpha > 0,05. Data were analyzed via SPSS 26 and the PROCESS macro (Model 4) using bootstrapping techniques (IBM Corp., 2019). The study

adhered to ethical standards, having obtained necessary approval and guaranteed respondent anonymity.

### Research Type

This study uses a quantitative approach with a survey method. The goal is to find out the influence of social media marketing on customer loyalty, with brand awareness as a mediating variable in Skintific products. The analysis model used is PROCESS Hayes Model 4 to test the relationship between mediation and moderation between variables (Hayes, 2022b, 2022a) (see figure 1).

### Population and Sample/Informants

The population in this study is all users of Skintific products who are domiciled in the city of Bandung and actively use social media. The number of samples in this study was 157 respondents who were selected using the purposive sampling technique, namely those who had bought Skintific products and knew about Skintific's marketing activities on social media.

### Research Location

The research was conducted in the city of Bandung, West Java. Data collection is carried out online through the distribution of digital questionnaires or Google Forms to Skintific consumers who are domiciled in Bandung (Reyhanrafif et al., 2024). Bandung was chosen due to its large youth population and high social media penetration, making it a representative location for studies on digital marketing (Raudhatul Azahra, 2022).

### Instrumentation or Tools

The main instrument used was a questionnaire based on the Likert scale of 1–5 (1 = strongly disagree, 5 = strongly agree). The questionnaire consists of several sections:

**Social Media Marketing:** Measured by a number of statements related to the intensity, quality, and creativity of Skintific marketing activities on social media. **Brand Awareness:** Measured by items related to respondents' knowledge, recognition, and memories of the Skintific brand. **Customer Loyalty:** Measured by questions related to repurchase intent, recommendations, and commitment to Skintific.

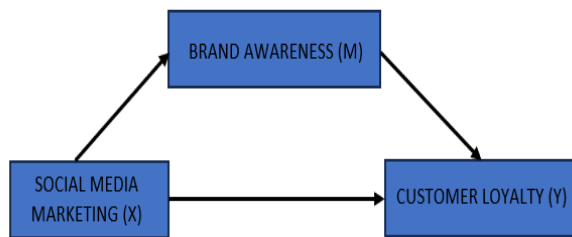
The questionnaire has been tested for validity and reliability before being used in the study.

### Data Collection Procedures

The questionnaire was compiled based on indicators that had been validated from previous research. The distribution of the questionnaire was carried out online using Google Forms and distributed through social media and the Skintific user community in Bandung. Data was collected over a period of time until the number of respondents met the target sample 157 people (Databoks Katadata, 2023). All respondents were given a brief explanation of the research objectives and voluntary participation consent.

### Data Analysis

The collected data were analyzed using the Statistical Package for Social Science (SPSS) 26. The procedure commenced with descriptive analysis and assumption checks to ensure data normality and linearity. Subsequently, validity and reliability tests were performed to verify the instrument's integrity. The primary hypothesis was tested using Hayes' PROCESS Macro (Model 4) to examine the mediation model, where social media marketing (X) influences customer loyalty (Y) through brand awareness (M). Specifically, bootstrapping with 5,000 resamples was employed to assess the significance



**Figure 1.** Conceptual Diagram of Process Hayes Model 4

of indirect effects, reporting parameter estimates,  $p$ -values, and confidence intervals.

#### Ethical Approval (Optional)

This research has obtained ethical approval from relevant academic institutions/institutions. Each respondent was provided with information regarding data confidentiality, the right not to reply, and the assurance that participation was voluntary. No sensitive personal data is collected and all data is used only for the purposes of this research.

## Result and Discussion

This study aims to analyze the influence of social media marketing on customer loyalty with brand awareness as a mediating variable in Skintific products in the city of Bandung. Data was collected from 157 respondents who were active on social media and analyzed using the PROCESS Hayes Model 4.

#### Key Findings

##### The Influence of Social Media Marketing on Brand Awareness

The results of the regression analysis on the effect of social media marketing on brand awareness are presented in Table 1.

Social media marketing has a positive and significant effect on brand awareness ( $b = 0.662$ ,  $SE = 0.035$ ,  $t = 19.16$ ,  $p < 0.001$ ). This means that the more intensive and effective Skintific's marketing activities on social media, the higher the level of brand awareness among consumers.

##### The Influence of Social Media Marketing and Brand Awareness on Customer Loyalty

The regression results for the effects of social media marketing and brand awareness on customer loyalty are presented in Table 2.

Social Media Marketing  $\rightarrow$  Customer Loyalty (direct effect): Koefisien = 0.3729,  $p < 0.001$

Brand Awareness  $\rightarrow$  Customer Loyalty: Koefisien = 0.4598,  $p < 0.001$

The results indicate that Social Media Marketing has a significant positive direct effect on Customer Loyalty ( $B = 0.3729$ ,  $p < 0.001$ ). Similarly, Brand Awareness was found to significantly influence Customer Loyalty ( $B = 0.4598$ ,  $p < 0.001$ ). These findings demonstrate that both aggressive social media marketing efforts and established brand putriSkintific. This shows that both marketing activities on social media and brand awareness levels play a role in building Skintific customer loyalty.

##### The Effect of Brand Awareness Mediation

The direct and indirect effects of social media marketing on customer loyalty through brand awareness mediation are presented in Table 3.

Indirect effect (SMM  $\rightarrow$  BA  $\rightarrow$  CL): 0.3045 (Bootstrapped 95% CI: [0.1883, 0.4600])

The mediation effect is significant because the confidence

interval does not contain zero. This means that brand awareness significantly mediates the influence of social media marketing on customer loyalty.

#### Strengths of the Model

$R^2$  for the brand awareness model = 0.7046 (70.46% of the BA variation is explained by SMM)

$R^2$  for customer loyalty model = 0.8090 (80.90% CL variation explained by SMM and BA)

This model is excellent at explaining the variation of the two dependent variables.

#### The Effect of Social Media Marketing on Brand Awareness

The analysis confirms that Social Media Marketing (SMM) has a substantial positive impact on Brand Awareness ( $b = 0.6622$ ,  $p < 0.001$ )<sup>1</sup>. This indicates that intensive digital engagement significantly enhances Skintific's visibility and consumer recognition in the market<sup>2</sup> (Salem & Salem, 2021).

#### Direct Effects on Customer Loyalty

Both predictors demonstrated significant positive effects on the outcome variable. SMM directly influences Customer Loyalty ( $b = 0.3729$ ,  $p < 0.001$ )<sup>3</sup>, while Brand Awareness exerts a slightly stronger direct influence on loyalty ( $b = 0.4598$ ,  $p < 0.001$ )<sup>4</sup>. These coefficients suggest that Skintific's customer loyalty is driven simultaneously by active marketing efforts and established brand familiarity.

#### The Mediating Role of Brand Awareness

Crucially, the analysis supports the mediation hypothesis. Brand Awareness significantly mediates the relationship between SMM and Customer Loyalty, with an indirect effect size of 0.3045. As the bootstrapped 95% Confidence Interval ( $b = 0.1883$ , 0.4600) does not contain zero, the mediating mechanism is statistically robust.

The results of this study show that social media marketing carried out by Skintific significantly increases brand awareness among consumers. This increase in brand awareness then contributes greatly to customer loyalty. In addition, social media marketing also has a significant direct influence on customer loyalty, although some of these influences are mediated by brand awareness. These findings underscore the importance of an integrated and consistent digital marketing strategy for building long-term relationships with customers. Consumers who are often exposed to Skintific content on social media become more familiar, remember, and ultimately more loyal to the brand (Handranata & Siswanto, 2026).

Multiple studies provide robust evidence for this claim. (Khan et al., 2022) found SMM positively linked to brand loyalty among clothing brand consumers, with brand awareness partially mediating this relationship. (Bigin, 2018) further substantiated these findings, analyzing 547 brand followers and demonstrating that SMM effectively influences brand awareness and loyalty. Consistently, (Ahmed & Hussain, 2018) showed SMM significantly impacts brand loyalty, with brand consciousness partially mediating this relationship. While (PUSPANINGRUM, 2020) highlighted the mediating role of brand trust. (S. W. D. G. Putri & Nilowardono, 2021) also demonstrated the influence of social media marketing on purchase decisions, which is closely related to loyalty. Social media marketing as a driving tool to develop a brand engagement strategy that not only provides awareness about the product/service but also creates a loyal following for Them (Ahmed et al., 2019).

#### Interpretation of Key Findings

The results of this study demonstrate that social media marketing (SMM) has a significant positive effect on both brand awareness (BA) and customer loyalty (CL) for Skintific users in Bandung. The statistical analysis shows that SMM strongly

**Table 1.** Outcome Variabel Brand Awareness

Outcome Variable: Brand awareness						
Model	coeff	se	t	p	LLCI	ULCI
Constant	0.2711	0.8658	0.3131	0.7546	-1.4393	1.9815
SMM	0.6622	0.0346	19.1646	0.0000	0.5939	0.7305

**Table 2.** Outcome Variabel Customer Loyalty

Outcome Variable: Customer Loyalty						
Model	coeff	se	t	p	LLCI	ULCI
Constant	3.8455	0.6946	5.5361	0.0000	2.4732	5.2178
SMM	0.3729	0.0510	7.3142	0.0000	0.2722	0.4737
BA	0.4598	0.0646	7.1139	0.0000	0.3321	0.5875

**Table 3.** Outcome Direct and Indirecy Effect of X on Y

Outcome Variable: Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
0.3729	0.0510	7.3142	0.0000	0.2722	0.4737
Indirect effect (s) of X on Y					
	Effect	BootSE	BootLLCI	BootULCI	
BA	0.3045	0.0695	0.1883	0.4600	

increases brand awareness (coefficient = 0.6622,  $p < 0.001$ ), indicating that the more actively Skintific engages in social media marketing, the more likely consumers are to recognize and remember the brand. Furthermore, both SMM and BA have significant direct effects on customer loyalty. SMM directly increases customer loyalty (coefficient = 0.3729,  $p < 0.001$ ), while brand awareness also has a strong positive effect on loyalty (coefficient = 0.4598,  $p < 0.001$ ). This means that not only does social media marketing encourage customers to remain loyal, but it also does so by enhancing their awareness of the brand.

The mediation analysis reveals that brand awareness significantly mediates the relationship between social media marketing and customer loyalty (indirect effect = 0.3045, 95% CI [0.1883, 0.4600]). This suggests that a substantial portion of the impact of social media marketing on loyalty occurs because social media activities first increase brand awareness, which in turn fosters greater loyalty. Overall, these findings highlight the importance of social media marketing as a strategic tool for building both brand awareness and customer loyalty. For Skintific, investing in creative and consistent social media campaigns is not only effective for immediate engagement but also for cultivating long-term customer relationships through enhanced brand recognition (Afifah & Utari, 2025). The results also reinforce the theoretical understanding that brand awareness is a crucial pathway through which marketing activities translate into loyal customer behavior.

**Comparison with Previous Studies**

The results of this study are consistent with previous studies that stated that social media marketing can increase brand awareness and customer loyalty in the skincare industry Alaloul et al. (2020). Studies by Amelia et al. (2023) and Sari & Putri (2022) also found that brand awareness plays an important role as a mediator in the relationship between digital marketing activities and customer loyalty.

Thus, this study strengthens the empirical evidence that brand awareness is key in building customer loyalty through social media marketing.

**Recommendations for Future Research**

Based on this research, there are several recommendations for future research so that the understanding of the influence of social media marketing on customer loyalty through brand awareness of skincare products such as Skintific can be expanded.

Research can add other variables such as brand trust and customer engagement. Using mixed methods to gain a deeper understanding with interviews or group discussions can be done. The scope of the study can also be extended to other cities and compare several skincare brands. Longitudinal design is recommended to observe changes in customer behavior. The research can also explore the effectiveness of each social media platform and the types of social media marketing content that affect brand awareness and customer loyalty.

**Conclusion**

This study concludes that social media marketing is an important strategy in building customer loyalty, both directly and through increasing brand awareness. The practical implication is that skincare brands like Skintific need to continue to optimize creative, consistent, and educational social media content to strengthen brand awareness and customer loyalty amid dynamic industry competition. The main message of this study is that investment in social media marketing not only impacts short-term sales, but also builds a foundation of long-term customer loyalty through strong brand awareness, as emphasized in classic marketing literature (Kotler & Keller, 2016)

**References**

Afifah, N. N., & Utari, D. T. (2025). THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON SKINTIFIC PRODUCTS: PLS-SEM APPROACH. *Barekeng*,

19(2), 1157-1168. <https://doi.org/10.30598/barekengvol19iss2pp1157-1168>

- Ahmed, Q. M., & Hussain, I. (2018). Examining Brand Loyalty & Brand Consciousness through the lens of Social Media Marketing. *Asia Proceedings of Social Sciences*, 2(3), 86–91. <https://doi.org/10.31580/apss.v2i3.278>
- Ahmed, Q. M., Qazi, A. H., I., & Ahmed, S. (2019). Impact of social media marketing on brand loyalty: The Mediating Role of Brand Consciousness. *Journal of Managerial Science*, 13(2), 73–80.
- Alaloul, Liew, & Wan Abdullah Zawawi, K. (2020). Social Media Marketing and Customer Loyalty: Mediating Role of Brand Awareness in the Banking Sector. *Journal of Cleaner Production*, 244, 1186.
- Alanazi, T. M. (2023). Impact of social media marketing on brand loyalty in Saudi Arabia. *International Journal of Data and Network Science*, 7(1), 107–116. <https://doi.org/10.5267/j.ijdns.2022.11.012>
- Alhulail, H., Dick, M., & Abareshi, A. (2019). The influence of word of mouth on customer loyalty to social commerce websites: Trust as a mediator. *Advances in Intelligent Systems and Computing*, 843, 1025–1033. [https://doi.org/10.1007/978-3-319-99007-1\\_95](https://doi.org/10.1007/978-3-319-99007-1_95)
- Almohaimmed, B. M. A. (2019). The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective. *Journal of Business & Retail Management Research*, 13(4), 146–157. <https://doi.org/10.24052/JBRMR/V13IS04/ART-13>
- Amelia, R., Fadhilah, N., & Pratiwi, D. (2023). Pengaruh Brand Awareness dan Brand Image terhadap Loyalitas Konsumen Produk Skincare di Indonesia. *Jurnal Manajemen Dan Bisnis*, 14(2), 101–112.
- Bilgin, Y. (2018). *Business & management studies: an international journal*. 1, 128–148. <https://doi.org/10.15295/bmj.v6i1.229>
- Databoks Katadata. (2023). *Pengguna E-Commerce di Indonesia Tembus 196 Juta Orang pada 2023*. <https://databoks.katadata.co.id>
- Duffett, R. G. (2017). *Influence of social media marketing communications on young consumers' attitudes*. 18(1), 19–39. <https://doi.org/10.1108/YC-07-2016-00622>
- Emini, A., & Zeqiri, J. (2021). The Impact of Social Media Marketing on Purchase Intention in a Transition Economy: The Mediating Role of Brand Awareness and Brand Engagement. *ENTRENOVA - ENTERPRISE RESEARCH INNOVATION*, 7(1), 262–272. <https://doi.org/10.54820/FDOR9238>
- Handranata, Y. W., & Siswanto, J. F. (2026). The role of social media marketing content features in building brand trust and influencing purchase decision of healthy food and beverage products. *International Journal of Data and Network Science*, 10(1), 233–240. <https://doi.org/10.5267/j.ijdns.2025.9.024>
- Hayes, A. F. (2022a). *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach* (3rd ed.). The Guilford Press.
- Hayes, A. F. (2022b). *PROCESS: A Versatile Computational Tool for Observed Variable Mediation, Moderation, and Conditional Process Modeling (Version 4.2)*. <http://www.processmacro.org>
- Hunt, R. M. M., & D., S. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224297503900305>
- IBM Corp. (2019). *IBM SPSS Statistics for Windows, Version 26.0*. IBM Corp.
- iPrice Insights. (2023). *Map of E-Commerce Indonesia*. <https://iprice.co.id/insights/mapofecommerce/>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Khan, F., Mehmood, A., & Talat, A. (2022). The Impact of Social Media Marketing, Perceived Quality and Brand Awareness on Consumer's Brand Loyalty in Pakistan. *Pakistan Journal of Psychological Research*, 37(4), 533–550. <https://doi.org/10.33824/PJPR.2022.37.4.32>
- Koatul Azahra, C. W. (2022). Analisis Studi Kelayakan Bisnis Dalam Aspek Produksi. *VISA: Journal of Visions and Ideas*, 2(3), 133. <https://doi.org/10.47467/visa.v2i2.960>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Laksamana, P. (2020). I Will Always Follow You: Exploring the Role of Customer Relationship in Social Media Marketing. *International Review of Management and Marketing*, 10(3), 22–28. <https://doi.org/10.32479/irmm.9662>
- Meruvishnu, J. R., & Sudaryanto, B. (2022). Analisis Pengaruh Social Media Marketing Instagram Shopee Terhadap Brand Loyalty Dengan Customer Engagement Sebagai Variabel Intervening. *Diponegoro Journal Of Management*, 11(3), 9–14. <http://ejournal3.undip.ac.id/index.php/djom/index>
- Muchardie, B. G., Yudianta, N. H., & Gunawan, A. (2016). Effect of Social Media Marketing on Customer Engagement and its Impact on Brand Loyalty in Caring Colours Cosmetics, Martha Tilaar. *Binus Business Review*, 7(1), 83. <https://doi.org/10.21512/bbr.v7i1.1458>
- Permatasari, A. N. I., & Hidayat, A. M. (2023). Pengaruh Social Media Marketing Tiktok dan Kualitas Produk terhadap Keputusan Pembelian Produk Camille Beauty. *Jurnal Informatika Ekonomi Bisnis*, 5, 350–355. <https://doi.org/10.37034/infbev.v5i2.250>
- Poturak, M., & Softic, S. (2019). Influence of social media content on consumer purchase intention: Mediation effect of brand equity. *Eurasian Journal of Business and Economics*, 12(23), 17–43. <https://doi.org/10.17015/ejbe.2019.023.02>
- PUSPANINGRUM, A. (2020). Social Media Marketing and Brand Loyalty: The Role of Brand Trust. *Journal of Asian Finance, Economics and Business*, 7(12), 951–958. <https://doi.org/10.13106/jafeb.2020.vol7.no12.951>
- Putri, S. D., & Nisa, K. (2024). The Role of Brand Awareness as a Mediator in the Relationship Between Social Media Marketing and Customer Loyalty of Skincare Brands. *Jurnal Riset Ekonomi Dan Bisnis*, 19(1), 44–59.
- Putri, S. W. D. G., & Nilowardono, S. (2021). The Influence of Brand Image, Service Quality, and Social Media Marketing on Purchase Decision at Restaurant Navy Seals Surabaya. *Quantitative Economics and Management Studies*, 2(4), 251–260. <https://doi.org/10.35877/454RI.qems322>
- Raudhatul Azahra, C. W. (2022). Analisis Studi Kelayakan Bisnis Dalam Aspek Produksi. *VISA: Journal of Visions and Ideas*, 2(3), 133. <https://doi.org/10.47467/visa.v2i2.960>
- Reyhanrafif, M. D., Mani, L., Nitular, A. P., Criswanto, H., & Rahyadi, I. (2024). Optimizing Distribution Channels: How Digital Marketing Communication Enhances Trust and Loyalty in Indonesian Banking. *Journal of Distribution Science*, 22(8), 1–15. <https://doi.org/10.15722/jds.22.08.202408.1>
- Salem, S. F., & Salem, S. O. (2021). Effects of Social Media Marketing and Selected Marketing Constructs on Stages of Brand Loyalty. *Global Business Review*, 22(3), 650–673. <https://doi.org/10.1177/0972150919830863>
- Sari, N. P., & Putri, A. W. (2022). The Effect of Social Media Marketing on Customer Loyalty with Brand Trust as a Mediation Variable in the Skincare Industry. *Journal of Marketing Research*, 10(1), 35–47.
- We Are Social, & Hootsuite. (2023). *Digital 2023: Indonesia*. <https://datareportal.com/reports/digital-2023-indonesia>