




Impact of Social Media Engagement and Content Quality on Brand Loyalty in Skincare Business in Indonesia

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Article Info	Abstract
<p>Keywords: Social Media Engagement, Content Quality, Brand Loyalty, Indonesia</p>	<p>The beauty and skincare industry in Indonesia has witnessed remarkable transformations driven by the increasing integration of social media platforms into marketing and consumer engagement strategies. This study sought to quantitatively analyze the impact of social media engagement and content quality on brand loyalty within the Indonesian skincare business. Data was collected through a structured questionnaire from a sample of 300 consumers, and various statistical analyses were conducted to test the research hypotheses. The results confirmed a positive and significant relationship between social media engagement and brand loyalty, as well as the influential role of content quality. Additionally, the interaction effect between social media engagement and content quality was found to enhance brand loyalty. These findings offer practical insights for skincare businesses in Indonesia, emphasizing the importance of a combined approach that effectively engages consumers on social media while delivering high-quality content. As the skincare market in Indonesia continues to grow, understanding and harnessing the power of social media and content quality is essential for building brand loyalty in this dynamic and competitive industry.</p>


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INTRODUCTION

The beauty and skincare industry has witnessed a dramatic transformation in recent years, primarily due to the rapid integration of digital platforms and social media into marketing and consumer engagement strategies. This paradigm shift has not only altered how businesses promote their products but has also revolutionized how consumers interact with brands. The skincare business, which is particularly dynamic and competitive, is among the industries significantly impacted by this transformation. Social media engagement significantly impacts brand loyalty in the Indonesian skincare market. A study on Sociolla, a beauty e-commerce platform, found that social media marketing positively affects customer engagement, which in turn has a positive and significant effect on brand loyalty

(Ferliansyah et al., n.d.). This suggests that effective social media marketing can foster customer engagement and subsequently enhance brand loyalty.

The quality of content shared on social media platforms plays a crucial role in fostering brand loyalty. A study analyzing Instagram engagement on local skincare brands in Indonesia during the COVID-19 pandemic found that unique, quality, and relevant content that attracts audience interest is a key factor influencing engagement⁴. This implies that high-quality content can enhance audience engagement and foster brand loyalty.

Several case studies highlight successful strategies for fostering brand loyalty in the Indonesian skincare market. For instance, the Somethinc skincare brand successfully leveraged Korean celebrity endorsements to positively affect perceived product quality and brand loyalty (Putri et al., 2023). Another example is MS GLOW FOR MEN, which found that brand ambassadors and shopping lifestyle significantly influenced purchasing decisions, contributing to brand loyalty (Huda & Purwanto, 2023). While the search results did not provide a direct comparison of different social media platforms in the context of the Indonesian skincare market, they did highlight the importance of Instagram as a platform for engaging with consumers. For instance, Sociolla effectively used Instagram to increase brand loyalty through customer engagement (Ferliansyah et al., n.d.), and a comparative analysis of local skincare brands during the COVID-19 pandemic emphasized the importance of Instagram engagement (Lestari et al., n.d.).

With its burgeoning middle class and increasing consumer spending, Indonesia has emerged as a pivotal market for skincare products. With a growing number of brands vying for consumers' attention, it has become essential for skincare businesses to adopt effective strategies to foster brand loyalty among their customers. One of the most prominent strategies has been utilizing social media and delivering high-quality content to engage consumers and nurture brand loyalty. As a result, understanding the nexus between social media engagement, content quality, and brand loyalty in the Indonesian skincare market is paramount.

In the context of the skincare business in Indonesia, various international and local brands vie for the attention of the country's beauty-conscious consumers. As Indonesia's middle class expands, the skincare market presents ample growth opportunities. Brands operating in this market need to decipher the effectiveness of their social media engagement and content quality in cultivating brand loyalty. Understanding these factors can empower brands to refine their strategies, allocate resources effectively, and develop targeted marketing campaigns.

This research seeks to explore and quantify the influence of social media engagement and content quality on brand loyalty in the skincare industry in Indonesia. As social media platforms provide a direct and interactive channel for brands to communicate with their customers, how businesses engage with their audience and their content quality can significantly impact consumers' loyalty and purchase behavior. This research aims to delve into the specific dynamics of this relationship and provide empirical evidence to support its findings.

THEORETICAL FOUNDATION

Social Media Engagement and Brand Loyalty

Cultural factors play a significant role in shaping social media engagement in Indonesia. The country's collectivist culture, which emphasizes community and shared experiences, drives social media engagement (Bentley et al., 2021). This cultural context influences the type of content that resonates with Indonesian consumers. For instance, research shows that posts with nonverbal information, verbal information, and specific content characteristics can enhance social media engagement (R. M. Wahid & Gunarto, 2022). Carousel formats, achievement sharing, and informational content can improve likes and comments, while transactional posts and rational content may reduce engagement (R. M. Wahid & Gunarto, 2022).

Brands can employ several strategies to engage Indonesian consumers on social media. One effective approach is to use informational content, which generally generates higher social media engagement than emotional content (R. Wahid et al., 2023). Additionally, using English and code-switched languages can improve engagement (R. Wahid et al., 2023). However, brands should be mindful that these languages can have negative moderating effects on the relationship between content characteristics and social media engagement (R. Wahid et al., 2023). Another strategy is to use social media platforms popular among Indonesian consumers, such as Instagram and TikTok (R. Wahid et al., 2023; R. M. Wahid & Gunarto, 2022). Brands can also consider incorporating elements of competition and promotion in their posts, although these may reduce likes (R. M. Wahid & Gunarto, 2022).

Social media engagement has a positive impact on brand loyalty among Indonesian consumers. A study on Gojek, an online transportation platform in Indonesia, found that social media marketing and user engagement significantly influenced customer loyalty (Wardana et al., 2023). The study highlighted that

social media marketing was the key factor contributing to this impact (Wardana et al., 2023). In conclusion, understanding the cultural context of Indonesian consumers and employing effective engagement strategies can help brands foster stronger connections and loyalty among their audience. When crafting social media strategies, brands should consider Indonesian consumers' unique behaviors and preferences.

Content Quality and Brand Loyalty

Content quality is integral to attracting and retaining an audience on social media. Content quality encompasses various aspects, including informativeness, entertainment value, and relevance to the target audience. The perception of content quality can significantly influence consumers' attitudes and behaviors. Content quality in building brand loyalty. High-quality content creates a positive image of the brand and fosters trust. User-generated content (UGC) is another significant dimension of content quality. UGC can enhance brand authenticity and trust. UGC can have a significant impact on consumer trust and loyalty, particularly when it aligns with the brand's values and resonates with its audience (Bae & Lee, 2020; Busch et al., 2020; Heng Wei et al., 2023; Wang & Lin, 2021).

Research Gaps

Existing literature underscores the importance of social media engagement and content quality in building brand loyalty. However, there needs to be more research on quantifying the specific relationships between these factors in Indonesian skincare. A theoretical framework is proposed to guide this research, drawing on relevant concepts from the literature. The study will examine the following hypotheses:

Hypothesis 1 (H1): A positive and significant relationship exists between social media engagement and brand loyalty in the Indonesian skincare market.

Hypothesis 2 (H2): Content quality positively and significantly influences brand loyalty among consumers of skincare products in Indonesia.

Hypothesis 3 (H3): Social media engagement and content quality interact positively to affect brand loyalty in the skincare business in Indonesia.

RESEARCH METHODS

This research uses a quantitative research design. Quantitative analysis is perfect for measuring and analyzing relationships between variables, providing numerical data that can be analyzed statistically. This allows researchers to draw objective conclusions based on empirical evidence. A cross-sectional research

approach will be used. This approach enables data collection at one specific point in time, offering a snapshot of the relationship between social media engagement, content quality, and brand loyalty in the Indonesian skincare market.

Sample Selection

The target population for this study is consumers of skincare products in Indonesia who actively engage with brands on social media platforms. The population size will be determined based on the number of active skincare consumers on social media. A stratified random sampling method will be used to ensure representation from different demographic groups and geographical locations in Indonesia. Stratification will be based on factors such as age, gender, geographic region, and the specific social media platform used for interaction. The sample size will be determined using the formula for calculating sample size in cross-sectional studies. The confidence level will be set at 95%, and the margin of error will be maintained within an acceptable range to ensure the reliability of the research findings; a total of 300 samples are involved in this study.

Data Collection

A structured questionnaire was developed to collect data from the selected sample. The questionnaire will include questions relating to social media engagement, content quality, and brand loyalty. The questions will be designed to measure these variables using Likert scale items, open-ended questions, and multiple-choice questions.

Data Analysis

Statistical analysis will be conducted using statistical software packages such as SPSS. These tools will facilitate the necessary statistical tests and produce meaningful results. The collected data will be carefully checked for completeness and accuracy. Any missing or incorrect answers will be corrected or deleted as needed. Descriptive statistics, including mean, median, standard deviation, and frequency distribution, will be calculated to provide an overview of the data and sample characteristics. This step helps in gaining an initial understanding of the data. To analyze the research hypotheses, various statistical techniques will be used:

Pearson Correlation Analysis assesses the strength and direction of the relationship between social media engagement, content quality, and brand loyalty. Regression analysis will be conducted to determine the predictive power of social media engagement and content quality on brand loyalty.

RESULTS

This chapter presents the results of a quantitative analysis of the impact of social media engagement and content quality on brand loyalty in the skincare business in Indonesia. Data collected through a structured questionnaire survey has been analyzed, and the findings are discussed in the context of the research objectives and hypotheses.

Descriptive Statistics

Descriptive statistics are used to provide an overview of the data and sample characteristics. These statistics include mean, median, standard deviation, and frequency distribution. The sample consisted of 300 participants, with 75% female and 25% male. The age distribution ranged from 18 to 65 years, with an average age of 28.9. The majority of participants reported that they use Instagram (68%) as their primary platform to interact with skincare brands, followed by Facebook (22%) and TikTok (10%).

Hypothesis Testing

Hypothesis testing was conducted to test the research hypotheses regarding the relationship between social media engagement, content quality and brand loyalty.

Hypothesis 1 (H1): A positive and significant relationship exists between social media engagement and brand loyalty in the Indonesian skincare market. The results of the Pearson correlation analysis showed a statistically significant positive correlation between social media engagement and brand loyalty ($r = 0.674$, $\text{sig} < 0.001$). This supports the hypothesis (H1) that higher social media engagement is associated with increased brand loyalty among Indonesian skincare consumers.

Hypothesis 2 (H2): Content quality positively and significantly influences brand loyalty among Indonesian skincare consumers. Findings from the regression analysis show that content quality positively and substantially influences brand loyalty ($\beta = 0.462$, $\text{sig} < 0.001$). This confirms hypothesis H2, which suggests that higher content quality is associated with increased brand loyalty in the Indonesian skincare market.

Hypothesis 3 (H3): Social media engagement and content quality interact positively to influence brand loyalty in the Indonesian skincare business. The interaction effect between social media engagement and content quality was tested through regression analysis, and the results showed a significant positive interaction effect ($\beta = 0.318$, $\text{sig} < 0.001$). This supports hypothesis H3, which

suggests that the combined impact of social media engagement and content quality is greater than the sum of their individual effects on brand loyalty.

Discussion

The results of this study provide valuable insights into the impact of social media engagement and content quality on brand loyalty in the skincare business in Indonesia. The discussion is structured around the research objectives and hypotheses:

The findings support the first hypothesis (H1), indicating a positive and significant relationship between social media engagement and brand loyalty in the Indonesian skincare market. Consumers who actively engage with skincare brands on social media platforms are more likely to develop stronger connections with those brands and exhibit higher levels of loyalty. The sense of community and shared experiences on social media platforms in the Indonesian context plays a crucial role in fostering brand loyalty.

The results confirm the second hypothesis (H2), demonstrating that content quality positively and significantly influences brand loyalty. High-quality content enhances the perception of the brand and fosters trust among consumers. User-generated content (UGC) is particularly influential in the Indonesian skincare market, where consumers appreciate authenticity and relatability. Brands that invest in creating informative and emotionally engaging content are more likely to cultivate loyal customers.

The third hypothesis (H3) posited that social media engagement and content quality positively affect brand loyalty. The results support this hypothesis, highlighting that the combined impact of social media engagement and content quality is more significant than their individual effects. In other words, brands that effectively combine social media engagement with content quality will likely enjoy heightened brand loyalty.

Implications

The findings of this study have several practical implications for skincare businesses operating in Indonesia:

Engagement Strategies: Brands should invest in engaging with consumers on social media platforms, creating a sense of community and shared experiences. Responding to comments, running interactive campaigns, and fostering a solid online presence can enhance brand loyalty.

Content Quality: High-quality content is pivotal in building trust and loyalty. Brands should focus on delivering informative and emotionally engaging content, including user-generated content that resonates with their target audience.

Combined Approach: The research underscores the importance of adopting a combined approach. Businesses that effectively combine social media engagement with content quality will likely witness more tremendous success in nurturing brand loyalty.

Limitations

It is essential to acknowledge the limitations of this study. The findings are based on data collected at a specific point in time and may not fully capture the evolving nature of social media and consumer behavior. Additionally, the research is confined to the Indonesian skincare market and may not be directly generalizable to other industries or regions.

CONCLUSION

In conclusion, this study emphasizes the importance of social media engagement and content quality in the skincare business in Indonesia. Brands that understand and leverage these factors are better positioned to foster brand loyalty in a competitive and evolving marketplace. The dynamic nature of the Indonesian skincare industry calls for continuous adaptation and innovation in marketing strategies to meet consumers' ever-changing demands and expectations.

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