

Factors Increasing Loyalty of Local Cosmetic Brands: A Study on Generation Z in Indonesia

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ABSTRACT

Competition in the beauty industry in Indonesia raises problem of loyalty with various choices and information accessibility from the Internet. Issues also surface from Generation Z, recently reported to dominate the market as digitally savvy and tends to be disloyal to one brand. The research aimed to analyze the factors that increased brand loyalty in the local cosmetics industry, specifically from Generation Z in Indonesia, through brand love and the mediation effects of self-esteem, susceptibility to normative influence, and social media brand engagement. The research applied a quantitative approach by distributing online questionnaires and purposive sampling to 321 respondents. The data obtained were processed with Structural Equation Modeling (SEM) with Partial Least Square approach (PLS) using SmartPLS. The results show a direct relationship between brand love and brand loyalty, brand love with the mediating variables (self-esteem, susceptibility to normative influence, and social media brand engagement), and two dimensions of social media brand engagement (affective and behavioral social media brand engagement) with brand loyalty. The other two mediating variables, such as self-esteem and susceptibility to normative influence and behavioral social media brand engagement, do not affect brand loyalty. However, the mediating effect only exists through affective and behavioral dimensions in increasing brand love relationships with brand loyalty. The research contributes to Indonesia's business practitioners retaining their consumers amid intense competition by utilizing affective and behavioral factors in giving information on social media.

Keywords: brand loyalty, local cosmetic brands, Generation Z

INTRODUCTION

The development of telecommunications technology that is present in human life today comes from the Industrial Revolution 4.0. It introduces the Internet of Things using Internet networks in everyday life (Adebayo et al., 2019). The large number of Internet users who actively use social media in Indonesia is utilized by the business industry to implement digital marketing or social media marketing as a medium used to communicate with consumers and attract potential consumers. One of the industries that participates in the use of social media is the domestic beauty industry. The presence of information technology affects the meaning of beauty for women, which rises to the term Beauty 4.0. The current beauty standard tends

to be determined by public opinion on social media, such as Instagram, Facebook, and Twitter (Irwanto & Hariatiningsih, 2020). Since 2019, the Indonesian cosmetic industry has begun to continue growing with the arrival of new local brands and old brands that have had big names and reputations, such as Wardah, Emina, Make Over, Somethinc, Purbasari, and others (Populix, 2022).

Generation Z is the dominant population that will shape the future of the beauty industry in Indonesia (Alessandrina, 2022). In accordance with the development of the times, today, the market is dominated by consumers of Generation Z in this digital era (Ayuni, 2019). Generation Z and Millennials have characteristics that always want to look attractive, beautiful, and different from others

(Arsj, 2022). However, other dominant characteristics of Generation Z are that they tend to be less attached to a particular brand and prefer shopping with the best deals. Therefore, several efforts are needed to strengthen one's loyalty, especially with technological advances that can take advantage of interactions on social media and Generation Z, considered the best consumer segment for today's business (Naumovska, 2017).

Customer loyalty is difficult to achieve (Närvänen et al., 2020). Therefore, many studies try to examine what factors can increase consumer loyalty to the brand. One of them states that loyalty results from successful customer relationship management (Nastasoiu & Vandenbosch, 2019). According to Nawaz et al. (2020), nowadays, in a highly competitive business environment, businesses realize that brand love is an essential factor in developing a good relationship with consumers when dealing with a variety of products. Brand love can make consumer choices easier and more emotional. The statement is in accordance with the situation in the beauty industry, especially the cosmetics industry. There are many competitors. So, it is the basis for choosing the love brand as an independent variable in the research. Based on Le (2020), brands can encourage ideal consumer self-congruity to influence attachment to strengthen the relationship between brand love and brand loyalty. Then, it can increase loyalty by paying attention to self-esteem and susceptibility to normative influence factors in the consumer environment.

Currently, many brands have begun to use social media as a brand community media, as can be seen from other studies that examine the mediating effect of social media brand engagement on the relationship between brand love and brand loyalty (Fernandes & Inverneiro, 2021). However, based on Fernandes and Inverneiro (2021), the influence of three dimensions (cognitive, affective, and behavioral) in engagement with brands on social media is not significant on brand loyalty. Although consumers love and are very loyal to their favorite brands, they are not actively involved on social media, which helps to explain the influence of insignificant engagement on brand loyalty. Meanwhile, frequent interactions with brands involving thoughts and feelings about the brand are important indicators of brand love for the brand and its integration into the consumer (Batra et al., 2012). Therefore, the insignificant results in the results of Fernandes and Inverneiro (2021) related to the influence of the three dimensions (cognitive, affective, and behavioral) of social brand engagement on brand loyalty make this topic interesting to study further by combining them based on the results of Le (2020) using self-esteem and susceptibility to normative influence in seeing the impact of mediation. It is to see whether it can strengthen the relationship between brand love and brand loyalty with the existence of generational differences as the object of research, namely on Generation Z consumers in the beauty industry in Indonesia to help the local cosmetics industry to maintain their customers in the

midst of the fierce competition.

According to Kotler and Armstrong (2021), the broad definition of marketing is a managerial process that involves consumers through efforts to build strong relationships with the exchange of value between consumers and companies to get what both parties need and want. Due to the innovation of Internet penetration to all walks of life, digitalization has emerged, characterized by the presence of digital and social media, which influences the concept of marketing as something new or digital marketing (Umami & Darma, 2021). In this case, digitalization is one of the most critical areas that have become the main factor influencing and changing customer trends, relational connections, business organizations, and public activities (Keke, 2022). According to Chaffey and Ellis-Chadwick (2019), digital marketing combines technology and Internet networks. This definition is described similarly to 'electronic marketing' where both describe the management and execution of marketing by utilizing electronic media, such as websites, email, interactive TV, and wireless media, in conjunction with digital data related to customer characteristics and behavior as an advanced form of traditional communication to achieve marketing objectives.

Social media changes consumer behavior by making individuals spend more time online looking for information, communicating with other consumers about their experiences, and engaging with companies (Dwivedi et al., 2021). Since its appearance, social media has been very popular with the public because it provides functions regarding personal access to its users to input text, images, and videos that can be widely shared with all Internet users. It is stated that it can change consumer behavior by shifting consumer preferences to be more actively involved in value creation and their environment (Gillpatrick, 2019). Digital technology allows consumers to help others by providing and sharing product reviews or creating value, along with designing and adjusting information related to a product (Dwivedi et al., 2021). According to Kim and Jang (2019), consumers' personal characteristics and psychological drivers, such as self-esteem, life satisfaction, narcissism, and the need to belong, play a significant role in their intent to share intentions on social media platforms.

Brand love comes from the theory of emotional attachment (affection theory) in consumer behavior. Brand love can be defined as a state that includes the emotional attachment of consumers who are intense and positive to a brand due to the tendency of the brand to dominate consumer cognition (Cho & Hwang, 2020). Brand love can also be interpreted as a passionate and close relationship with a high level of mutual engagement and interaction between the brand and the consumer. Brand love can also be seen as a tendency to "fanaticism" (Coelho et al., 2019). The selection of brand love as an independent variable in the research is based on many studies that have proven theoretically related to the importance of the love felt

by consumers towards the brand as the main driving force of brand loyalty. According to Song et al. (2019), brand love can increase brand loyalty intensively. The first hypothesis is proposed as follows.

H1: Brand love positively influences the brand loyalty of Generation Z consumers in using local cosmetic products.

Self-esteem is an essential part of an individual's self-concept and refers to the evaluation and attitude of the individual toward themselves (Motoki et al., 2020). Self-esteem leads to self-image and brand identification, which consumers do strongly and shows the individual's emotional connection to the brand (Le, 2020). It can be interpreted that consumers will consider the brand more when it has a consistent image or personality with their ideal self-image, and they do it to meet the needs in their self-assessment (Sirgy, 2018). Consumers will spend energy, time, and money on the brands they love. This investment demonstrates the importance of the brand as an entity that can be linked to the consumer's self-concept resulting from emotional attachment to the brand (Batra et al., 2012; Rahman et al., 2021). Hence, the research proposes the second and third hypotheses.

H2: Brand love positively influences the self-esteem of Generation Z consumers in using local cosmetic products,

H3: Self-esteem positively influences Generation Z consumers' brand loyalty in using local cosmetic products.

The concept of susceptibility to normative influence identifies that a person's opinions and abilities can be influenced by others. It can be interpreted that consumers tend to buy a product due to the influence of their friends, surrounding environment, or community (Le, 2020). The influence of peer groups or the surrounding environment significantly contributes to consumer engagement (Kaur et al., 2020). It can strengthen the bond between brands and consumers through closer brand engagement (Kumar & Kumar, 2020). Based on its concept, susceptibility to normative influence increases the consumer's intention to engage and participate in group (community) purchases with similar interests and encourage others to buy the product (Sharma & Klein, 2020). In addition, according to Sharma and Klein (2020), consumers who like a brand will want to be accepted in their community and considered as members with expertise that their community recognizes. When consumers are influenced by the community, they are more likely to want to acquire products from the brand to meet a sense of ownership and acceptance based on the opinions of the brand community they follow (Coelho et al., 2019). Such behavior motivates them to be more loyal to the brand (Badrinarayanan & Sierra, 2018). The subsequent hypotheses can be seen as follows.

H4: Brand love positively influences the susceptibility to normative influence of Generation Z consumers in using local cosmetics,

H5: Susceptibility to normative influence positively influences the brand loyalty of Generation Z consumers in using local cosmetic products.

Next, social media brand engagement reflects the mutual positive interactions that consumers make towards a brand's community. It is expressed through various levels of manifestation through social media, such as affective, cognitive, and behavioral (Dessart, 2017). The affective dimension consists of an emotional bond between the consumer and the brand that forms the consumers' commitment to the brand. The cognitive dimension is consumers' motivation and interest to continue the relationship with the brand on social media based on the satisfaction received from the services provided by the brand through its social media. Furthermore, the behavioral dimension is the participation of consumers in activities initiated by or related to brands on social media. Consumers will participate voluntarily in brand engagement activities, driven by their specific needs and resources, such as time, effort, cost, and cognitive ability to engage with the brand (Osei-Frimpong et al., 2020). Social media engagement activities include reading articles, clicking like buttons on social media, making comments, or sharing specific articles related to brands through social media (Groth et al., 2018). Engaging with brand social media is part of the consumers' development of brand loyalty (Chahal et al., 2020). Hence, the research proposes next hypotheses.

H6: Brand love positively influences the social media brand engagement (affective, cognitive, behavioral) of Generation Z consumers in using local cosmetic products.

H7: Social media brand engagement (affective, cognitive, behavioral) positively influences the brand loyalty of Generation Z consumers in using local cosmetic products.

Brand loyalty is a description of consumers' positive attitude toward a brand. It encourages buying behavior (Rather, 2019). This repeated buying behavior will form a long-term relationship between consumers and brands (Milan et al., 2018). In addition to repeated purchases, the formation of brand loyalty also encourages consumers to be willing to pay a high price for a product (Bairrada et al., 2019) and affects word of mouth (Civelek & Ertemel, 2019). Brand loyalty will benefit marketing that requires less time and money to retain customers (Civelek & Ertemel, 2019). Hence, many brands compete to increase consumer loyalty, especially by implementing loyalty programs in today's digital era (McKinsey & Company, 2020). Some hypotheses are proposed as follows.

- H8: Brand love positively influences brand loyalty through the mediation of self-esteem in Generation Z consumers to use local cosmetic products,
- H9: Brand love positively influences brand loyalty through the mediation of susceptibility to normative influence of Generation Z consumers in using local cosmetic products,
- H10: Brand love positively influences brand loyalty by mediating social media brand engagement (affective, cognitive, behavioral) in Generation Z consumers to use local cosmetic products.

METHODS

The research applies a quantitative approach with deductive properties. The research with a quantitative approach tests the relationship between variables. These variables are measured using measuring instruments, which can be analyzed using statistical procedures (Creswell & Creswell, 2022). The research begins with a theory that becomes the research framework. Then, theoretical testing is carried out with the results of the data obtained and processed into research results. Based on the time dimension, this type of research is cross-sectional. The researchers conduct research by taking data at one point in time only (Neuman, 2020).

In the research, the population used is all consumers of local makeup products in Indonesia with a non-probability sampling technique, namely purposive sampling. The sample criteria are (1) users of local makeup products who have been using these local makeup products for the last six months (Santos & Schlesinger, 2021), (2) they follow the Instagram social media of the brand (Fernandes & Inverneiro, 2021), (3) they are born in 1995-2005 (Generation Z), and (4) their domicile is in Jabodetabek.

There are 64 questions as indicators used in the questionnaire, so the minimum number of respondents required is 320 people. Brand love has 23 indicators taken from Bagozzi et al. (2017). Then, self-esteem has 4 indicators taken from Rosenberg (1965). Susceptibility to normative influence has 7 indicators from Bearden et al. (1989). Next, social media brand engagement has 22 indicators from Dessart (2017), and brand loyalty consists of 8 indicators from Ramaseshan and Stein (2014.) The research uses a 7-point Likert scale according to Le (2020). Measurement of strongly disagree answers is represented by number 1, and strongly agree is represented by number 7.

Before processing the main data, the research looks at the results of the pretest stage to ensure that the indicators used in the questionnaire can measure variables and continue to the main test stage based on the validity test results. All indicators and variables should have a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy value above 0,5, Bartlett's test value below 0,05, and Cronbach's alpha value above

0,7 to be stated as valid and reliable for the main test (Malhotra, 2007)

Data processing uses Structural Equation Modeling (SEM) analysis with a Partial Least Square (PLS) approach based on the needs of samples that are not too large following research indicators. It can also simultaneously test a series of dependency relationships, evaluate the extent to which variables can measure their constructs, and represent latent constructs (Hair et al., 2021). Two models are used in SEM-PLS analysis: the measurement model (outer model) and the structural model (inner model). The measurement model (outer model) determines the relationship between the latent variable and the observed indicator. Meanwhile, the structural model (inner model) determines the relationship between the independent and dependent latent variables (Wong, 2019). Measurements of mediation or indirect influence apply a bootstrapping method with 5.000 samples and a biased corrected 95% Confidence Interval (CI) to test the significance of the indirect effects of the mediator variables (Preacher & Hayes, 2008).

RESULTS AND DISCUSSIONS

A descriptive analysis of 321 respondents shown at Table 1 (see Appendices) shows that 97,2% of respondents are female, and 2,8% are male. Based on age, it has 24,9% with 17–19 years, 51,7% with 20–23 years, and 23,4 with 24–27. Around 55,8% of the respondents are students with a duration of 1–3 hours of social media usage (55,1%) and live in Jakarta (48,6%). The most widely used local cosmetic brands are Wardah (25,9%), Somethinc (19,6%), and Emina (15,3%).

The researchers use the bootstrapping method to look at the R^2 coefficient (R-square) value and the blindfolding method for the predicted Q^2 value. It finds out the strength of the model in explaining endogenous latent variables and the degree of significance of the path coefficient to predict the relationship between exogenous and endogenous latent variables and evaluate structural models. Based on these results in Table 2 (see Appendices), the R^2 value of the most significant latent variable is brand loyalty, with 0,652. About 65,2% of the latent variable of brand loyalty are explained by the latent variable used in the research. The remaining 34.8% is explained by other variables not contained in the research. Then, the entire latent variable shows a number greater than 0 for the Q^2 value. The model is fit, or the model is relevant to be studied.

Table 3 (see Appendices) shows that the validity and reliability tests in model measurement are carried out to see whether each indicator of each latent variable is consistent in measuring its respective latent variable. To be considered reliable, each latent variable must have a composite reliability and Cronbach's alpha value above 0.7 and an Average Variance Extracted

(AVE) value above 0.5 (Wong, 2019). Meanwhile, the Fornell-Larcker criterion should be above 0,7 to be considered valid. The results show that all variables are valid and reliable.

Next, direct influence analysis at this stage is carried out to see the relationship between exogenous and endogenous latent variables. It looks at the original sample value (path coefficient) and t-statistics based on the original sample value. If the result is positive, there is a positive relationship. Then, if the t-statistical value is more than 1,65, it has a significant relationship to the endogenous latent variable (Wong, 2019).

Table 4 (see Appendices) shows that many of them are acceptable based on hypotheses of direct influence because they have positive original sample values (path coefficients) and higher t-statistical values than 1,65. The relationship is also significant. Meanwhile, several hypotheses are rejected. There is no influence of self-esteem, susceptibility to normative influence, and cognitive social media brand engagement on brand loyalty because the t-statistical value is lower than 1,65, so it is insignificant.

Based on the indirect influence, Table 5 (see Appendices) shows that two hypotheses are acceptable because they have a positive original sample value (path coefficient) and a higher t-statistical value than 1,65. The relationship is also significant. So, there is a mediating influence of affective and behavioral social media brand engagement on the influence of brand love on brand loyalty. It also implies no mediating influence of self-esteem, susceptibility to normative influence, and cognitive social media brand engagement on brand love to brand loyalty.

Based on the research results in Figure 1 (see Appendices), brand love positively affects brand loyalty. H1 is accepted. The result is in line with Le (2020) and Fortes et al. (2019), showing that brand love positively influences brand loyalty. Love-based relationships are strongly linked to brand loyalty (Khamitov et al., 2019). The more the consumers are satisfied with a brand, the more it will make them spread excellent and positive sentences related to the brand (word of mouth) (Wirtz et al., 2019). However, the result is contrary to Generation Z consumer's reputation. Generation Z is globally notorious for a bad reputation in terms of brand loyalty. Generation Z is considered less loyal and a more unstable customer than previous generations (Cagnin & Nicolas, 2022). However, Generation Z consumers can become loyal to the brand by looking at the two dimensions of brand loyalty: attitudinal and behavioral. The attitudinal loyalty affects behavioral loyalty (Cagnin & Nicolas, 2022). When Generation Z consumers pay attention to several factors, such as value for money, omnichannel experiences, and entertaining content in building their relationship with the brand, it increases the tendency to loyalty. Generation Z consumers are more likely to see brand loyalty as an emotional bond based on a sense of love for the brand they buy, not as a series of transactions (Kekes-Szabo, 2022).

Then, brand love positively affects self-esteem.

H2 is acceptable and corresponds to the previous research result. When consumers love a brand, their identity becomes connected to their favorite brand. Then, there is an overlap of the consumer's identity with that brand, which can describe themselves (Le, 2020).

The result states that there is no influence of self-esteem on brand loyalty. So, H3 is rejected and contrary to the results of Le (2020). However, the result is possible and can be supported by the results of Mandas and Silfiyah (2022), indicating that Generation Z customers generally tend to have low self-esteem. It has an impact on the occurrence of Fear of Missing Out (FOMO). FOMO is the anxiety of someone leaving behind an interesting event happening elsewhere, and this anxiety is often triggered by posts seen on social media (Hayran et al., 2020). It can occur due to being influenced by several factors, such as age, gender, and unmet psychological needs (Widiyastono & Santi, 2021). The result can also be supported by a statement from Beyens et al. (2016) that based on gender, women have a higher tendency to FOMO compared to men. It is according to the dominant respondents in the research (women) in using local cosmetic products. This argument can also be supported by a statement from Widiyastono and Santi (2021) that women have a higher need to relate to others and are more willing to be perceived by their environment. Then, it makes them more stressed out if they do not follow trends on social media, resulting in a sense of FOMO because women make up the majority of the respondents in the research.

Next, brand love positively affects susceptibility to normative influence. The results state that H4 is acceptable and follows the results of Le (2020). If a consumer loves a brand, that consumer wants to engage in a group situation that brings together fellow lovers of the brand. This statement is also supported by Rahman et al. (2021) that brand love can also take the form of a willingness to actively engage in shared value-creation behaviors within the brand community. The brand community can be seen as a place where members can discuss all topics amicably and find help and support when they need information related to the same brand (Coelho et al., 2019).

There is no influence of susceptibility to normative influence on brand loyalty. So, H5 is rejected and contrary to Le (2020). According to Le (2020), when consumers feel welcome in their environment because they buy and have the same goods as their environment with fellow fans of the same brand, they will be more loyal to related brands that are considered suitable for their closest environment. However, the characteristics of Generation Z do like the search for peer-reviewed information related to a brand but tend to be individualist and do not attach importance to the acceptance of others nearby in basing purchasing decisions. They also tend to follow existing trends so that they have an impact on loyalty (Agrawal, 2022).

Next, brand love positively influences affective, cognitive, and behavioral dimensions of social media

brand engagement in using local cosmetic products by Generation Z consumers in Jabodetabek. The results state that H6 is acceptable and follows the research results of Fernandes and Inverneiro (2021). A statement also supports this result that brand love consists of indicators, such as thinking about a brand, involving various resources, and interacting with the brand. It also indicates attachment and engagement to the brand to illustrate the relationship between brand love and customer engagement (Batra et al., 2012). It is also part of the three dimensions of social media brand engagement: affective, cognitive, and behavioral (Fernandes & Inverneiro, 2021).

In H7, the results for affective (a) and behavioral (c) dimensions are accepted and contrary to the results of Fernandes and Inverneiro (2021). According to Fernandes and Inverneiro (2021), the three dimensions of social media brand engagement do not affect brand loyalty. However, the result of the cognitive (b) dimension is rejected following the results of Fernandes and Inverneiro (2021). The different results are due to the difference in generations used as the focus of the study. The research focuses on Generation Z as the research object, while Millennial is used in previous research by Fernandes and Inverneiro (2021). These results may occur due to the characteristics of Generation Z. They tend to be lazy and find solutions as quickly as possible through the Internet related to a brand in information search activities (Agrawal, 2022). Generation Z also tends to think about something other than the usefulness of the products they buy, so they easily purchase products that are not needed or even needed without much thought (Kusuma, 2021). Thus, causing the cognitive dimension in social media brand engagement to be found not affecting Generation Z's brand loyalty.

The research results imply that H8 related to the influence of brand love on brand loyalty through self-esteem mediation is rejected. It is contrary to Le (2020) that self-esteem has a mediating impact on the relationship between brand love and brand loyalty. Self-esteem increases brand loyalty when consumers fall in love with a brand. Then, brand love leads to brand loyalty, which increases repeated purchase intentions and word of mouth. However, research on the relationship between self-esteem as a mediator and the relationship between brand love and brand loyalty is still limited (Le, 2020). The result is also affected by H3, which shows a tendency to low self-esteem in Generation Z due to the influence of social media that encourages FOMO. Then, it affects loyalty. Moreover, the majority of respondents are women in the research. According to Widiyastono and Santi (2021), women have a higher need to relate to others and are more willing to be perceived by their environment. It makes them vulnerable to stress if they do not follow trends on social media, giving rise to a sense of FOMO, which impacts loyalty.

Then, the result also states that H9 related to the influence of brand love on brand loyalty through the mediation of susceptibility to normative influence is

rejected. It is also contrary to the Le (2020), showing a mediating impact of susceptibility to normative influence on the relationship between brand love and brand loyalty. Consumer loyalty will be higher if the consumer is in an environment or community that likes the same brand. The consumer feels welcome in the community. However, research on the relationship between susceptibility to normative influence as the mediator and the relationship between brand love and brand loyalty is still limited (Le, 2020). Usually, consumers will buy products to earn praise from others and the social recognition of peer groups. Moreover, H5 states no susceptibility to normative influence relationship to brand loyalty based on the characteristics of Generation Z. They follow trends regardless of acceptance from others and tend to be individualist in decision-making (Agrawal, 2022).

Last, the results also mention that brand love positively affects brand loyalty through the mediation of the affective and behavioral dimensions. So, it proves that there is partial mediation. However, the cognitive dimension is rejected. The research results differ from Fernandes and Inverneiro (2021). Here, there is no mediation from the three dimensions of social media brand engagement on the relationship between brand love and brand loyalty. When consumers love a brand, they are encouraged to engage emotionally and act by commenting, pressing the 'like' button, and others as a form of engagement with the brand, which further increases loyalty. Meanwhile, there is no mediation from the cognitive dimension of social media brand engagement, according to Fernandes and Inverneiro (2021). As stated by Leckie et al. (2016), activities requiring concentration and thinking in receiving brand-related information negatively impact brand loyalty.

CONCLUSIONS

The research states that brand love positively influences self-esteem, susceptibility to normative influence, and social media brand engagement of Generation Z consumers in using local cosmetic products. However, self-esteem, susceptibility to normative influence, and one dimension of social media brand engagement (cognitive) have no influences on the brand loyalty of Generation Z consumers. It shows no mediating effect of self-esteem, susceptibility to normative influence, and the cognitive dimension in social media brand engagement on relationships of brand love and brand loyalty of Generation Z consumers to use local cosmetic products. These results can occur due to the characteristics of Generation Z. They tend to follow trends but do not attach importance to social acceptance. They also avoid activities requiring a complicated thinking process to find information online.

The research findings have managerial implications for local cosmetic brands. It can make better use of social media as a platform for engaging with consumers by focusing on influencing followers'

feelings toward brands and enticing them to engage in conversation with both brands and one another. It can be done to increase emotional factors and consumer engagement behavior, which can increase loyalty, by actively creating simple interactions with customers by responding to their questions on a regular basis, making recommendations, seeking their opinions on social media platforms like Instagram, and offering loyalty and referral programs.

Furthermore, according to the research, local cosmetic brands may develop promotional items that emphasize the brand's unique selling point and how it relates to consumer identity. To lessen consumers' intentions of buying products from other brands, brands may also improve their current line of products by constantly monitoring trends, demands, and aspirations. Local cosmetic companies may additionally enhance the community by engaging consumers in activities, such as creating promotional items that ask for and reveal feedback from consumers to grab the interest of potential customers. This situation will motivate customers to interact with brands by sharing reviews and supporting local cosmetic companies.

Nevertheless, there are several research limitations. First, the research does not focus on one specific brand, so the results are more general. Second, it is conducted in the areas that only represent several regions in Indonesia. Third, the research questionnaire limits the respondents' answers to screen questions about the duration option in using cosmetic products. The online interaction that is mentioned in the questionnaire can lead to assumptions and misperceptions by the respondents when filling out the questionnaire.

Further research can be done by paying attention to some research limitations by using only one brand so that the analysis can be carried out more deeply and specifically. Further research can also be aimed at other social media, such as Twitter or TikTok. It will be better if it is carried out more broadly or in other areas to see differences in respondents' characteristics. Further research can be done in other industries, such as luxury goods. It can add moderation variables related to influencers or endorsers on local cosmetic brands. Moreover, the research questionnaire should pay attention to providing other options to see the specific answers from respondents and provide clear directions for respondents to imagine the interactions with brands intended in the questionnaire.

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APPENDICES

Table 1 Respondents Profiles

Respondents' Profile	Category	Frequency	Percentage
Gender	Female	312	97,2%
	Male	9	2,8%
Age	17-19	80	24,9%
	20-23	166	51,7%
	24-27	75	23,4%
Education	Elementary school	1	0,3%
	Junior high school	1	0,3%
	High school	155	48,3%
	Bachelor's degree	161	50,2%
	Master's degree	3	0,9%
Occupation	Student	179	56,0%
	Civil Servant	7	2,0%
	Employee	83	26,0%
	Entrepreneur	12	4,0%
	Part Timer (Freelance)	23	7,0%
	Housewife	7	2,0%
	Others	10	3,0%
Duration of Social Media Usage	<1 hour	27	8,4%
	1-3 hour	177	55,1%
	>3 hour	117	36,5%
Domicile	Jakarta	156	48,6%
	Bogor	42	13,1%
	Depok	39	12,1%
	Tangerang	50	15,6%
	Bekasi	34	10,6%
Brand of Cosmetics Used	Wardah	83	25,9%
	Somethinc	63	19,6%
	Emina	49	15,3%
	Make Over	26	7,8%
	BLP Beauty	18	5,6%
	ROSE ALL DAY	16	5,0%
	Dear Me Beauty	14	3,4%
	Y.O.U	11	3,4%
	Others	41	14%

Table 2 The Results of R² and Predicted Q² Values

Variables	R-Square	Predicted Q ²
Affective Social Media Brand Engagement	0,636	0,632
Behavioral Social Media Brand Engagement	0,480	0,476
Brand Loyalty	0,652	0,525
Cognitive Social Media Brand Engagement	0,449	0,444
Self-esteem	0,195	0,187
Susceptibility to Normative Influence	0,248	0,238

Table 3 Validity and Reliability Test Results

Variable	AVE	Cronbach's Alpha	Composite Reliability	Fornell-Larcker Criterion
Brand Love	0,595	0,938	0,946	0,771
Self-esteem	0,717	0,869	0,910	0,847
Susceptibility to Normative Influence	0,623	0,898	0,920	0,789
Affective	0,681	0,882	0,914	0,825
Cognitive	0,734	0,927	0,943	0,943
Behavioral	0,890	0,938	0,960	0,857
Brand Loyalty	0,624	0,914	0,930	0,790

Table 4 Direct Influence Hypothesis Test Results

Variable	Path Coefficient	T-Statistics (O/STDEV)
Brand Love → Self-Esteem → Brand Loyalty	0,027	1,457*
Brand Love → Susceptibility to Normative Influence → Brand Loyalty	0,012	0,489*
Brand Love → Affective Social Media Brand Engagement → Brand Loyalty	0,293	5,362
Brand Love → Cognitive Social Media Brand Engagement → Brand Loyalty	0,052	0,951*
Brand Love → Behavioral SMBE → Brand Loyalty	0,172	2,949

Note: (*) t-statistical value is lower than 1,65, hypothesis is rejected.

Table 5 Indirect Influence Hypothesis Test Results

Variable	Path Coefficient	T-Statistics (O/STDEV)
Brand Love → Self-Esteem → Brand Loyalty	0,027	1,457*
Brand Love → Susceptibility to Normative Influence → Brand Loyalty	0,012	0,489*
Brand Love → Affective Social Media Brand Engagement → Brand Loyalty	0,293	5,362
Brand Love → Cognitive Social Media Brand Engagement → Brand Loyalty	0,052	0,951*
Brand Love → Behavioral SMBE → Brand Loyalty	0,172	2,949

Note: (*) t-statistical value lower is than 1,65, hypothesis is rejected.

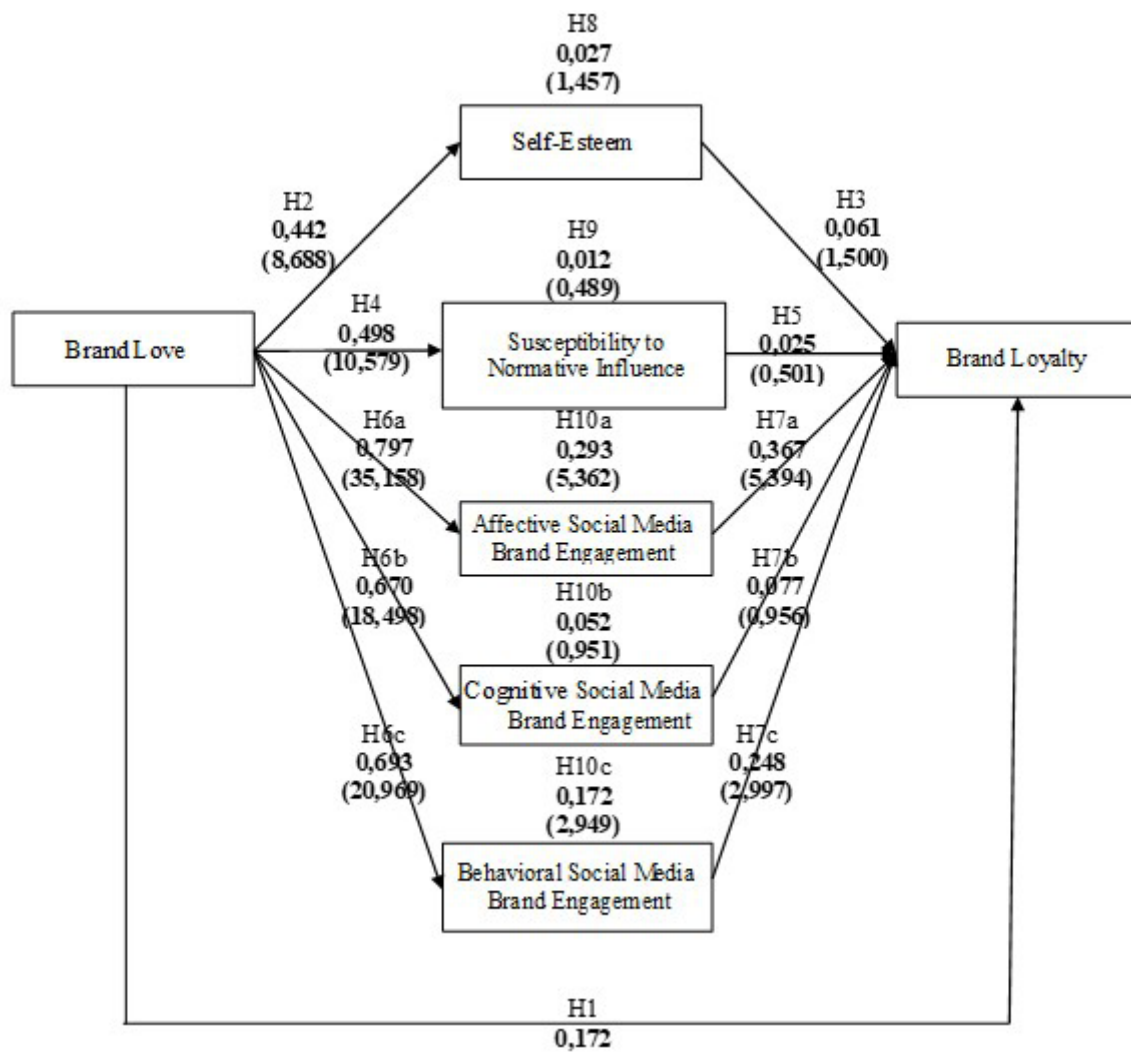


Figure 1 Hypothesis Test Results