



## **The Role of Social Media Marketing and Customer Experience in Enhancing Customer Loyalty: A Case Study of MS Glow**

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### **Abstract**

This study analyzes the influence of Social Media Marketing (SMM) and Customer Experience (CE) on Customer Loyalty (CL), with Customer Satisfaction (CS) as a mediating variable at MS Glow Garut. The findings reveal that SMM does not directly affect CL but has a significant impact on CS, which subsequently enhances customer loyalty. This confirms that effective social media marketing can improve customer satisfaction, ultimately strengthening loyalty. Conversely, CE has a direct impact on CL, indicating that positive customer experiences, such as personalized services and seamless transactions, play a crucial role in fostering loyalty. However, the effect of CE on CL is also partially mediated by CS, suggesting that customer satisfaction is a key factor in maintaining long-term loyalty. The implications of this study suggest that an effective marketing strategy in the beauty industry should combine interactive social media marketing with superior customer experiences. Brands need to develop community-driven engagement programs, customer education initiatives, and proactive post-purchase services to enhance satisfaction and build long-term relationships with their customers.

**Keywords:** Social Media Marketing, Customer Experience, Customer Satisfaction, Customer Loyalty, Beauty Industry

## **1 Introduction**

The use of social media in Indonesia has increased significantly in recent years. According to Riyanto (2023), more than 160 million people in Indonesia were social media users in 2023, with a penetration rate of 59% of the total population. This data indicates a broad adoption of digital technology within society. Platforms such as Instagram, Facebook, and TikTok have become primary tools for companies to interact with customers, replacing traditional marketing strategies with digital marketing. This transformation allows businesses to reach a wider audience at a lower cost (Riyanto, 2023).

The increased usage and interaction through social media have significantly contributed to customer loyalty (Nuraini, 2022). Customer loyalty plays a crucial role in digital marketing strategies and is a key factor in business sustainability (Senta, 2023). It not only reflects customer satisfaction but also their willingness to continue using a company's products or services. Loyal customers tend to contribute more to company revenue through repeat purchases and word-of-mouth recommendations (Khairawati, 2020).

According to Rahman and Fitri (2022), customer loyalty can reduce competitors' influence and help businesses maintain stable financial performance. Furthermore, customer loyalty plays an essential role in operational efficiency, as acquiring new customers is more expensive than retaining existing ones.

Thus, many companies focus on fostering and maintaining customer loyalty by leveraging social media as an effective marketing tool.

Customer loyalty is a crucial asset for companies, especially in highly competitive industries such as the beauty industry (Rahman & Fitri, 2022). Customer loyalty is a vital element in this sector, where competition is intense, and trends change rapidly. Customers often have numerous choices of products and brands, making it challenging to build and sustain loyalty. Loyalty not only affects retention and purchase frequency but also the likelihood of customers recommending the brand to others. In the beauty industry context, positive experiences and the value offered by a brand significantly determine whether customers remain loyal or switch to competitors (Tun Ganyang, 2019).

One of the key factors influencing customer loyalty is customer satisfaction. Customer satisfaction refers to the level of contentment customers feel after comparing their expectations with the actual experience. High customer satisfaction levels can create positive experiences that strengthen long-term relationships between customers and businesses. Satisfied customers tend to have greater trust in the company and are more likely to remain loyal (Sucihati & Suhartini, 2022).

One of the leading players in Indonesia's beauty market is MS Glow, which stands for Magic for Skin, a beauty brand under PT. Kosmetika Cantik Indonesia. Established in 2013, MS Glow has become one of the most popular skincare brands in the market. Initially selling products online, the company has gained the trust of millions of customers, driving its continuous product development and expansion (MS Glow, 2022).

In 2021, MS Glow was recognized by the Indonesian World Records Museum (MURI) as the beauty brand with the largest sales network, reaching 78,147 offline sales points (Nada & Kartika, 2021). However, in 2024, MS Glow faced a significant decline in sales, primarily due to internal conflicts among its founders. This instability affected its brand performance across e-commerce platforms, as reflected in declining product sales and revenue across various categories. The internal split led to market uncertainty, reducing customer trust and impacting the sales performance of its flagship products, including facial cleansers, which experienced a 37% drop in the first half of 2024 compared to the previous year (Kompas, 2024).

Social media marketing has proven to be an effective strategy for boosting customer loyalty. According to Sutrisno (2024), social media marketing significantly influences customer loyalty by increasing customer engagement and the intention to continue using a company's products or services. Similarly, Mehmood and Fiaz (2023) found a strong positive relationship between social media marketing and customer loyalty, as confirmed by regression model findings. However, despite its impact, social media marketing does not guarantee long-term customer retention, as other factors such as customer experience and satisfaction also play crucial roles (Mehmood & Fiaz, 2023).

Customer experience is another important determinant of customer loyalty (Pratama & Adriyanto, 2023). Customer experience encompasses not only product or service quality but also every interaction between the customer and the brand. Firdaus et al. (2024) highlighted that a satisfying customer experience strengthens loyalty by enhancing satisfaction. Providing a consistent and positive experience fosters strong and lasting customer relationships. Conversely, a lack of understanding of customer preferences and needs can lead to negative experiences, diminishing loyalty and prompting customers to switch brands (Brand, 2023).

Kurhayadi et al. (2022) also emphasized that customer experience significantly impacts customer loyalty. Customers who have positive experiences are more likely to repurchase from the same brand, reinforcing loyalty. Udayana et al. (2022) further support this by demonstrating that customer experience has a direct and significant effect on customer satisfaction, which in turn influences loyalty (Firdaus et al., 2024).

However, there is conflicting evidence regarding the direct impact of social media marketing on customer loyalty. Pradana and Aditya (2023) found that while customers' perceptions of online shopping and word-of-mouth marketing significantly influence purchasing behavior, social media marketing alone does not have a direct impact on loyalty. This suggests that while social media marketing can drive initial consumer interest and engagement, it does not necessarily translate into long-term loyalty. Additionally, no clear correlation has been found between social media marketing and brand awareness, raising questions about the effectiveness of viral marketing strategies in fostering customer loyalty (Nurcahyani & Sigit, 2022).

This issue is also evident in MS Glow, where the company experienced a significant decline in sales after the COVID-19 pandemic, with sales dropping by 20-30%. One primary reason for this decline was the diminished effect of social media marketing, which was highly effective during the pandemic. As product popularity waned, customers sought alternatives or returned to their previous products. Additionally, the emergence of numerous competing beauty brands post-pandemic intensified market competition, making it difficult for MS Glow to maintain its market share (Rizka, 2024).

Given the limited research on MS Glow that examines the combined impact of social media marketing and customer experience on customer loyalty, particularly among MS Glow customers, this study aims to bridge this gap. Most prior studies have analyzed these aspects separately or in different contexts. Some research has focused on social media marketing (Mehmood & Fiaz, 2023; Sutrisno, 2024), customer experience (Firdaus et al., 2024; Rizqiningsih & Widodo, 2021), and customer loyalty (Khairawati, 2020). Additionally, conflicting research findings suggest that neither social media marketing nor customer experience alone significantly impacts customer loyalty.

Thus, this study seeks to address this research gap by integrating these two variables within a single research framework. Understanding the interplay between social media marketing and customer experience is crucial for companies aiming to retain market share and enhance customer loyalty. Recent studies indicate that an effective interaction between these two elements leads to higher conversion rates and increased customer engagement (Rahmawati & Astuti, 2024).

Therefore, the primary objective of this study is to analyze the impact of social media marketing and customer experience on customer loyalty concerning MS Glow products at the MS Glow Central Garut store. This research is expected to provide deeper insights into the factors influencing customer loyalty in the digital era.

## **2 Literature Review**

### **2.1. Social Media Marketing and Customer Loyalty**

Social media marketing plays a significant role in shaping consumer behavior and brand loyalty. Studies have found that social media interactions enhance customer engagement, increase brand trust, and lead to higher customer retention rates (Mehmood & Fiaz, 2023). Brands that effectively use social media marketing strategies tend to establish stronger relationships with their customers, resulting in repeat purchases and positive word-of-mouth recommendations (Sutrisno, 2024). However, Pradana and Aditya (2023) argue that while social media marketing influences customer engagement, it does not necessarily translate into long-term customer loyalty.

### **2.2. Customer Experience and Its Impact on Customer Loyalty**

Customer experience encompasses all interactions that a consumer has with a brand throughout the customer journey. A positive customer experience enhances satisfaction, strengthens emotional bonds with the brand, and increases customer retention (Firdaus et al., 2024). According to Kurhayadi et al. (2022), brands that provide exceptional customer experiences are more likely to retain loyal customers.

However, Puspokusumo et al. (2022) suggest that while customer experience positively impacts satisfaction, its direct effect on customer loyalty is not always significant.

### 2.3. Customer Satisfaction as a Mediating Factor

Customer satisfaction is a crucial mediator in the relationship between marketing efforts and customer loyalty. Satisfied customers are more likely to remain loyal and advocate for a brand, leading to higher brand equity (Udayana et al., 2022). Research by Rizqiningsih and Widodo (2021) highlights that customer satisfaction significantly strengthens the relationship between customer experience and loyalty. However, some studies argue that external factors such as pricing and competition may weaken this mediating effect (Nurchayani & Sigit, 2022).

### 2.4. Research Hypotheses

Based on the literature review and research framework, the following hypotheses are formulated:

1. Social media marketing positively influences customer loyalty at MS Glow Central Garut.
2. Customer experience positively influences customer loyalty at MS Glow Central Garut.
3. Customer satisfaction positively influences customer loyalty at MS Glow Central Garut.
4. Customer satisfaction mediates the influence of social media marketing on customer loyalty at MS Glow Central Garut.
5. Customer satisfaction mediates the influence of customer experience on customer loyalty at MS Glow Central Garut.

## 3 Research Method

This study explores the impact of social media marketing and customer experience on customer loyalty, with customer satisfaction acting as a mediating variable at MS Glow Central Garut. As a well-known beauty brand in Indonesia, MS Glow operates in a highly competitive market where customer loyalty plays a crucial role in sustaining business growth. The study aims to assess how digital marketing efforts and customer interactions influence long-term customer retention.

A quantitative approach is adopted, utilizing an explanatory research design to establish causal relationships between the variables. The population includes all MS Glow users at the Central Garut outlet, while the sample consists of individuals who have actively purchased MS Glow products within the last three months. The research employs non-probability sampling with a purposive sampling technique, ensuring that only relevant respondents are selected, thus reducing bias and increasing data reliability.

The study utilizes both primary and secondary data. Primary data is collected through structured questionnaires, incorporating a Likert scale to measure respondents' perceptions of social media marketing, customer experience, satisfaction, and loyalty. Secondary data is gathered from existing literature, reports, and industry studies on digital marketing and consumer behavior. Descriptive analysis is conducted to examine respondent characteristics, including gender, age, education level, occupation, purchasing frequency, and preferred social media platforms. Findings show that 93.9% of respondents are female, with the dominant age group being 20-29 years old (44.7%), followed by consumers over 40 years old (28.1%). Educational background also plays a role, with 43.9% holding a bachelor's degree (D4/S1), and 40.4% of respondents being employees.

The statistical analysis is conducted using Partial Least Squares - Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. This method is chosen due to its ability to handle complex models and latent variables effectively. The outer model analysis ensures the validity and reliability of the measurement model, examining factors such as convergent validity, discriminant validity, composite

reliability, and Cronbach's alpha. The inner model analysis assesses structural relationships among variables, including R-square values, effect size ( $f^2$ ), and predictive relevance ( $Q^2$ ). Hypothesis testing is conducted using the bootstrapping resampling method, with statistical significance determined by p-values ( $p < 0.05$ ).

The research also evaluates consumer purchase behavior. Results indicate that 40.4% of respondents purchase MS Glow products monthly, demonstrating strong brand loyalty. However, 28.3% buy the products only every few months, suggesting potential areas for improvement in retention strategies. Most respondents receive product information through word-of-mouth (59.8%), highlighting the importance of leveraging customer advocacy alongside social media platforms such as Instagram (53.5%) and TikTok (41.2%).

The study is conducted from July 2024 to February 2025, covering various stages such as proposal submission, data collection, analysis, and final reporting. Insights gained from this research will provide strategic recommendations for MS Glow and other beauty brands to enhance digital marketing effectiveness, customer engagement, and overall brand loyalty.

## 4 Result and Discussion

### 4.1 Analysis of SEM-PLS

The analysis of Structural Equation Modeling-Partial Least Squares (SEM-PLS) involves evaluating the measurement model (outer model) and the structural model (inner model) to determine the validity, reliability, and significance of the proposed relationships.

#### 1) Outer Model Evaluation

Convergent validity is confirmed when the loading factor values exceed 0.7 (Wingdes, 2019). The study found that most indicators for Social Media Marketing (SMM), Customer Experience (CE), Customer Satisfaction (CS), and Customer Loyalty (CL) met this threshold. However, one indicator (CL11) was removed due to a low loading factor below 0.7. Discriminant validity is assessed through cross-loading values, ensuring that each indicator correlates more strongly with its respective construct than with others. Table 1 presents the Average Variance Extracted (AVE) values, which must exceed 0.50 for adequate discriminant validity (Cao, 2023).

Table 1. Average Variance Extracted (AVE) for Constructs

Construct	AVE
Customer Experience (X2)	0.785
Customer Loyalty (Y)	0.690
Customer Satisfaction (M)	0.738
Social Media Marketing (X1)	0.719

Since all AVE values exceed 0.50, the measurement model demonstrates sufficient validity. Additionally, Composite Reliability (CR) values were above 0.7, ensuring model reliability (Cheung et al., 2024).

#### 2) Inner Model Evaluation

The inner model assesses the causal relationships between constructs using path coefficients and significance levels. The R-Square values, which measure the explanatory power of exogenous variables

on endogenous variables, indicate that Social Media Marketing and Customer Experience explain 77.9% of the variance in Customer Satisfaction and 73.3% of the variance in Customer Loyalty. This suggests that customer satisfaction plays a crucial mediating role in driving customer loyalty.

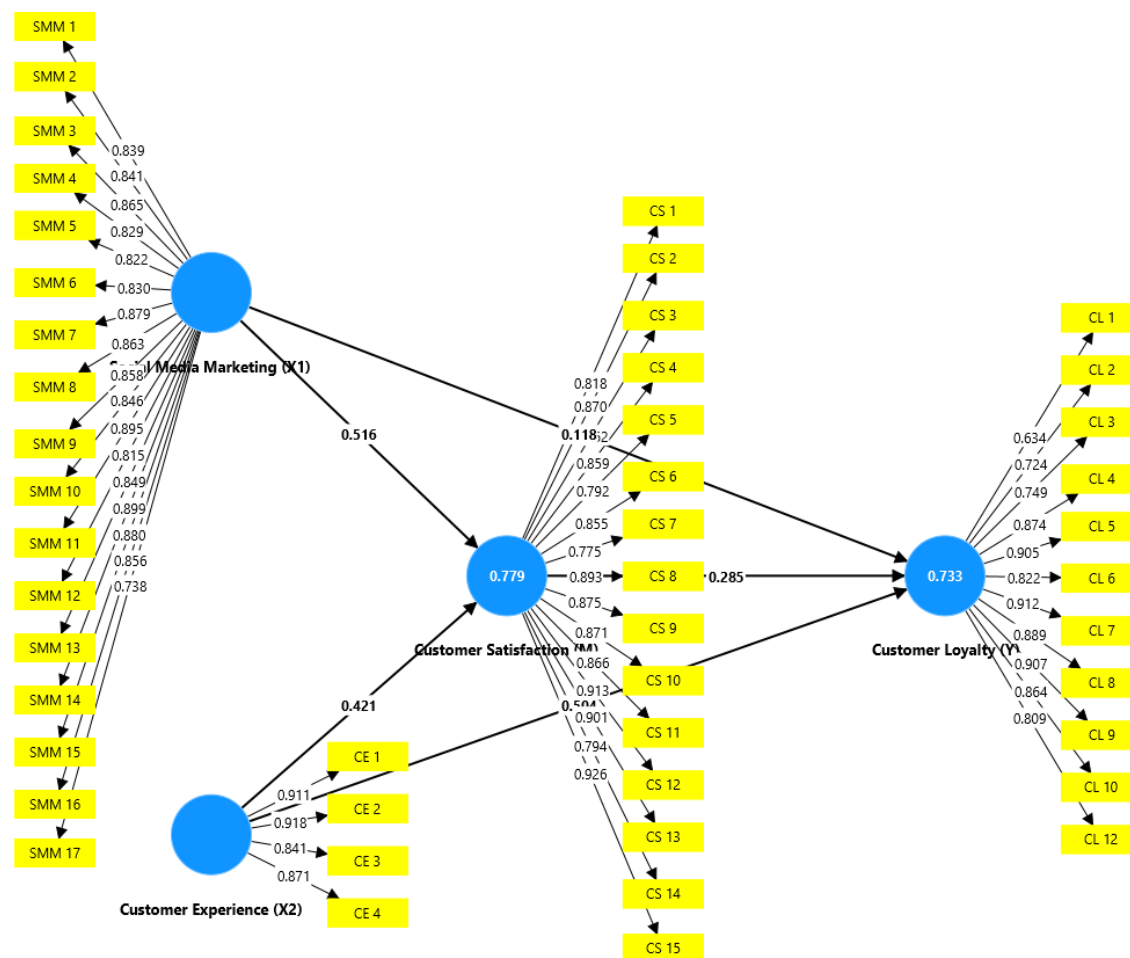


Figure 1. Structural Model (Inner Model) Results

Path coefficient analysis confirms that Customer Experience ( $\beta = 0.504$ ,  $p < 0.01$ ) significantly influences Customer Loyalty, whereas Social Media Marketing ( $\beta = 0.118$ ,  $p = 0.372$ ) does not show a direct significant effect. However, social media marketing significantly influences Customer Satisfaction ( $\beta = 0.516$ ,  $p < 0.01$ ), which, in turn, has a positive effect on Customer Loyalty ( $\beta = 0.285$ ,  $p < 0.05$ ).

Table 2. Hypothesis Testing Results (Path Coefficients and Significance)

Hypothesis	Path	Coefficient ( $\beta$ )	T-statistic	P-value
H1	SMM $\rightarrow$ CL	0.118	0.893	0.372
H2	CE $\rightarrow$ CL	0.504	3.759	0.000
H3	SMM $\rightarrow$ CS	0.516	6.003	0.000
H4	CE $\rightarrow$ CS	0.421	5.428	0.000
H5	CS $\rightarrow$ CL	0.285	2.127	0.033
H6	SMM $\rightarrow$ CS $\rightarrow$ CL (Mediation)	0.147	2.009	0.045
H7	CE $\rightarrow$ CS $\rightarrow$ CL (Mediation)	0.120	1.842	0.066



## 4. 2 Discussion

### 1) The Role of Social Media Marketing in Customer Loyalty

The findings reveal that Social Media Marketing (SMM) does not directly impact Customer Loyalty ( $p = 0.372$ ). This result aligns with Pradana & Aditya (2023), who found that while social media marketing enhances engagement, it does not necessarily lead to long-term loyalty. However, its indirect influence via Customer Satisfaction is significant ( $p = 0.045$ ), indicating that effective social media marketing strategies can increase customer satisfaction, which then strengthens loyalty. This suggests that while social media marketing alone may not be sufficient to create loyal customers, it plays a crucial role in shaping their satisfaction levels. Firmansyah et al. (2023) highlight that interactive content, quality engagement, and consistent messaging can significantly enhance customer satisfaction, leading to stronger retention. This aligns with MS Glow's case, where users reported positive perceptions of social media engagement yet lacked a strong commitment to repeat purchases.

Several key indicators of social media marketing significantly contribute to customer satisfaction. Content creation and quality (SMM3, SMM4, SMM14) are essential factors that shape brand perception. High-quality, informative, and visually appealing content improves credibility and engagement (Rahmawati & Astuti, 2024). Customers are more likely to engage and share content that resonates with their needs, strengthening satisfaction. If MS Glow enhances the relevance and depth of its content, it could improve overall satisfaction levels. Moreover, user interaction and responsiveness (SMM7, SMM10, SMM11) play a crucial role in how customers perceive the brand. Prompt and personalized responses on platforms like Instagram and TikTok create a sense of value and appreciation, enhancing satisfaction (Sonawane, 2024). Customers who feel heard and valued are more likely to develop positive associations with the brand.

Beyond direct interactions, community engagement and word-of-mouth (SMM17, SMM8) contribute to customer satisfaction by fostering authenticity. Encouraging user-generated content (UGC) and influencer collaborations strengthens perceived authenticity, which is a key factor in modern digital marketing (Ghriga et al., 2016). Customers tend to trust peer recommendations more than traditional advertisements, reinforcing the idea that MS Glow should focus on organic endorsements from satisfied customers. Additionally, virality and reach (SMM9, SMM12) are critical in social media marketing strategies. While viral campaigns can attract massive attention, without sustained customer relationships, engagement remains transactional. Ensuring continued relevance and emotional connection within viral content can solidify satisfaction, making customers more likely to return.

To optimize its social media marketing efforts, MS Glow must focus on several strategic improvements. Personalization is key—tailoring content based on customer preferences and behavior patterns will strengthen emotional connections and satisfaction. Additionally, strengthening two-way interactions through live Q&A sessions, interactive polls, and proactive comment engagement can deepen customer relationships and trust. Finally, leveraging influencer authenticity through collaborations with micro-influencers and trusted figures will reinforce brand credibility and relatability.

### 2) Customer Experience as a Key Driver of Loyalty

Unlike social media marketing, Customer Experience ( $\beta = 0.504$ ,  $p < 0.01$ ) significantly impacts Customer Loyalty, emphasizing that quality interactions between customers and the brand are critical for fostering repeat purchases. This finding aligns with Firdaus et al. (2024), who assert that positive brand experiences establish emotional connections that lead to long-term engagement and retention. Customers who receive personalized consultations (CE1, CE4), seamless transactions (CE3), and high-quality interactions (CE2) are more likely to remain loyal. This supports the findings of Lemon &

Verhoef (2016), who highlight that superior customer experience across multiple touchpoints increases customer satisfaction and engagement, ultimately boosting brand loyalty. In the case of MS Glow, ensuring smooth customer journeys—both online and offline—can reinforce trust and commitment, making customers more inclined to continue purchasing from the brand.

A deeper look at sensory experience (CE1, CE2) reveals that the way customers perceive the physical and digital aspects of a brand significantly affects their emotional attachment. Aesthetic appeal and product quality enhance trust and loyalty, as customers tend to associate well-packaged, premium-feeling products with reliability (Ta et al., 2022; Klaus & Maklan, 2013). In MS Glow's case, ensuring that packaging, store ambiance, and online visuals align with high-end expectations can strengthen customer experience. Additionally, affective experience (CE3, CE4)—which involves emotional responses to service quality and product performance—plays a major role in influencing loyalty. Customers who feel valued through responsive service and tailored recommendations develop a deeper brand connection, reinforcing their likelihood of remaining loyal (Mostaghel et al., 2019; Homburg et al., 2017).

However, the study also reveals that Customer Experience's impact on Customer Loyalty is partially mediated by Customer Satisfaction ( $p = 0.066$ , not significant). This suggests that while experience alone can influence loyalty, satisfaction acts as a reinforcing mechanism rather than a direct determinant. This finding is consistent with Claudia et al. (2020) and Verhoef et al. (2009), who argue that customer experience forms the foundation for loyalty, but satisfaction determines the strength and longevity of this relationship. For instance, even if customers enjoy an excellent in-store experience, dissatisfaction with pricing (CS4), product consistency (CS5), or customer service (CS7) can weaken their loyalty over time (Grewal et al., 2020). Thus, MS Glow should ensure that the overall experience—from purchase to post-sales service—is seamless, reliable, and exceeds expectations to maintain strong customer commitment.

Moreover, brand attachment (CE3, CE4) plays a crucial role in customer retention. When customers feel emotionally connected to a brand, they are more likely to defend it, recommend it, and remain loyal despite market competition (Bialowolski et al., 2020; Park et al., 2010). This is particularly relevant in industries with high emotional involvement, such as beauty and skincare, where customers form deep connections with brands based on perceived identity and self-expression (Keller, 2013). MS Glow can enhance this attachment through community-building initiatives, loyalty programs, and personalized engagement on both digital and physical touchpoints.

Furthermore, perceived value (CS6, CS9) plays a crucial role in reinforcing loyalty. Customers need to feel that their investment in MS Glow products is justified by tangible benefits, such as superior product efficacy, long-lasting results, or exclusive member perks (Parasuraman et al., 2005; Zeithaml, 1988). Research by Chandler & Lusch (2015) suggests that companies that effectively communicate their value proposition through experiential marketing strategies are more likely to achieve sustainable loyalty.

Customer Experience is a dominant driver of loyalty, but satisfaction acts as an important intermediary. To maximize customer retention, MS Glow should focus on enhancing personalized interactions, ensuring seamless service quality, and maintaining emotional engagement with customers. By leveraging brand attachment, product reliability, and high perceived value, MS Glow can create a loyal customer base that continues to choose the brand over competitors (Grewal & Roggeveen, 2020). Strengthening experiential marketing strategies and continuously improving customer interactions will be key to sustaining brand loyalty in a competitive beauty industry.

### 3) The Mediation Role of Customer Satisfaction

Customer Satisfaction serves as a critical intermediary between Social Media Marketing (SMM) and Customer Loyalty (CL) as well as between Customer Experience (CE) and Customer Loyalty (CL).



The findings suggest that Social Media Marketing does not directly impact Customer Loyalty ( $p = 0.372$ ), but it significantly influences Customer Satisfaction ( $p = 0.000$ ), which in turn positively affects Customer Loyalty ( $p = 0.033$ ). This aligns with Mehmood & Fiaz (2023), who emphasize that while digital marketing enhances brand visibility, it does not always secure long-term loyalty unless it enhances customer satisfaction.

### **The Role of Customer Satisfaction in Strengthening Social Media Marketing's Influence**

Social Media Marketing's effect on Customer Satisfaction is largely determined by engagement (SMM1, SMM4), content relevance (SMM5), and responsiveness (SMM7, SMM8). Customers are more likely to be satisfied when brand interactions on social media feel personal, informative, and interactive. This supports Kim & Ko (2012), who found that social media marketing effectiveness depends on how well it fosters an interactive and engaging consumer experience. Moreover, Customer Engagement Theory (Hollebeek et al., 2019) states that brands that encourage participation and feedback on social media can significantly boost customer satisfaction and trust, which eventually leads to greater brand loyalty.

Additionally, content quality (SMM3, SMM6) and authenticity (SMM10, SMM12) play an essential role in customer perception. Customers feel more satisfied when content is relevant, engaging, and provides value, such as beauty tutorials, user-generated content, or testimonials that reinforce credibility. Studies by Dwivedi et al. (2021) highlight that brands that maintain a consistent, high-quality content strategy tend to build higher levels of trust and satisfaction, which ultimately translates into stronger brand loyalty.

Another key element is brand responsiveness (SMM7, SMM8, SMM9)—how quickly and effectively a brand addresses customer queries, complaints, or feedback on social media. Chahal & Dutta (2015) found that timely responses to customer inquiries significantly enhance satisfaction levels, as customers appreciate brands that acknowledge and value their concerns. In the case of MS Glow, improving response times and ensuring personalized engagement can enhance Customer Satisfaction, ultimately leading to higher Customer Loyalty.

### **Customer Satisfaction as a Mediator Between Customer Experience and Customer Loyalty**

While Customer Experience ( $\beta = 0.504$ ,  $p < 0.01$ ) significantly influences Customer Loyalty, its effect is partially mediated by Customer Satisfaction ( $p = 0.066$ , not significant). This indicates that while a positive customer experience can foster brand loyalty, satisfaction plays a reinforcing role in ensuring that loyalty is sustained over time. One of the strongest predictors of satisfaction is service quality (CS4, CS6, CS8). When customers feel that they are receiving consistent, high-quality service, their level of satisfaction increases, making them more likely to remain loyal (Grewal & Roggeveen, 2020). Tangible aspects of customer experience (CE1, CE3, CE4)—such as store ambiance, online platform usability, and customer support—also play a crucial role. Zeithaml et al. (2002) argue that the perceived ease of transactions, product accessibility, and personalized attention contribute significantly to customer satisfaction and indirectly boost brand loyalty.

Another critical factor is perceived value (CS5, CS9, CS11). Customers are satisfied when they believe that the benefits they receive outweigh the costs. Parasuraman et al. (2005) emphasize that perceived value is a strong predictor of satisfaction, especially in competitive industries like beauty and skincare. If MS Glow can highlight the long-term benefits, affordability, and superior quality of its products, it can enhance customer satisfaction and reinforce loyalty.

Moreover, emotional attachment (CS7, CS10) plays a crucial role in converting satisfaction into loyalty. Customers who feel emotionally connected to a brand are less likely to switch to competitors (Park et al., 2010; Bialowolski et al., 2020). For instance, when customers feel that MS Glow understands their

beauty needs and consistently meets their expectations, they are more inclined to continue purchasing from the brand, even in the face of market competition.

### **Bridging the Gap: Strengthening the Satisfaction-Loyalty Link**

Although Customer Satisfaction mediates the relationship between Social Media Marketing and Customer Loyalty, the same does not hold true for Customer Experience and Customer Loyalty ( $p = 0.066$ , not significant). This suggests that while positive brand experiences shape consumer perception, they do not always translate directly into long-term satisfaction. Klaus & Maklan (2013) propose that while customer experience is essential for short-term engagement, long-term loyalty requires continuous reinforcement through personalized interactions, quality assurance, and post-purchase engagement. This means that MS Glow should not only focus on delivering excellent customer experiences but also ensure that post-purchase support, follow-ups, and reward programs are in place to sustain satisfaction levels. Implementing loyalty programs, exclusive member benefits, and continuous engagement campaigns can help bridge the gap between satisfaction and loyalty (Grewal et al., 2020).

## **5 Conclusion and Recommendation**

### **5.1 Conclusion**

This study explores the impact of Social Media Marketing and Customer Experience on Customer Loyalty, with Customer Satisfaction acting as a mediating factor in the case of MS Glow Central Garut. The findings reveal several key insights. The study finds that Social Media Marketing does not directly influence Customer Loyalty. This suggests that while social media marketing strategies enhance engagement, they must effectively increase customer satisfaction to foster long-term loyalty.

Unlike Social Media Marketing, Customer Experience has a strong and direct effect on Customer Loyalty. Customers who experience personalized consultations, seamless transactions, and high-quality interactions are more likely to remain loyal. However, the mediation analysis suggests that the relationship between Customer Experience and Loyalty is partially influenced by Customer Satisfaction indicating that a positive experience alone does not always guarantee long-term commitment. Customer Satisfaction significantly mediates the relationship between Social Media Marketing and Customer Loyalty but does not fully mediate the link between Customer Experience and Loyalty. This indicates that satisfaction plays a crucial role in reinforcing customer engagement but is not always sufficient to sustain loyalty on its own.

The results highlight that interactive content, high-quality engagement, and responsive brand communication enhance satisfaction, which in turn strengthens loyalty. Brands like MS Glow must refine their content strategies to ensure a seamless and engaging customer journey across digital and offline touchpoints. Overall, the study confirms that while digital marketing efforts such as Social Media Marketing can drive short-term engagement, long-term loyalty requires deeper emotional connections fostered through superior Customer Experience and Satisfaction.

### **5.2 Recommendation**

Based on the findings, several strategic recommendations are proposed to enhance customer retention and brand loyalty for MS Glow:

- 1) Focus on interactive content (e.g., live Q&A, polls, user-generated content) to deepen engagement.
- 2) Improve content quality and relevance to match customer preferences, ensuring high engagement rates.

- 3) Provide personalized consultations and tailored recommendations to improve brand interactions.
- 4) Bridging the satisfaction-loyalty gap requires a strategic approach that enhances customer engagement beyond the point of purchase. Implementing post-purchase follow-ups, such as personalized emails, satisfaction surveys, or exclusive offers, can strengthen brand commitment by making customers feel valued and supported. Additionally, providing educational content on product usage, including tutorials, skincare tips, and expert recommendations, can increase perceived value by helping customers maximize the benefits of MS Glow products. Furthermore, developing community-driven engagement programs, such as online forums, ambassador programs, and exclusive membership perks, fosters a sense of belonging and loyalty among customers. These initiatives create deeper emotional connections, reinforcing customer satisfaction and encouraging long-term brand loyalty.

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