

The Influence Of Beauty Influencer, Brand Trust, And Brand Image On Customer Loyalty For Skincare Products On E-Commerce Shopee

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Abstract

Customer loyalty is the main aspect that companies need to study and pay attention to to retain customers. In encouraging customer loyalty, it is necessary to utilize beauty influencers nowadays because beauty influencers have a large number of followers and have an influence on social media. How a company gets its brand image is what encourages consumers to remain loyal to the company. Paying attention to brand image will have the effect of increasing interest and retaining regular customers by ensuring they can remember the characteristics of the products provided. Brand trust is another aspect that influences consumer loyalty. The higher the customer's trust, the greater the consumer's decision to buy other products or brands. Thus, the aim of this research is to examine the role of beauty influencer variables, brand trust and brand image on customer loyalty. the respondents were the people of Batu Aji. By using the Lemeshow formula to measure the sample size, namely 100 respondents. The sampling method applied in this research is non-probability sampling using a simple random sampling technique. In this research, we apply scale range analysis techniques and multiple linear regression analysis using tools such as SPSS 27 data software. Based on the T test analysis, it can be concluded that beauty influencers have a significant positive influence on customer loyalty; brand trust does not have a significant positive effect on customer loyalty; Brand image has a significant positive influence on customer loyalty.

Keywords : Beauty Influencer, Brand Image, Brand Trust, Customer Loyalty.

INTRODUCTION

Shopee is an e-commerce facility with various products that are widely used in Indonesia which provides various types of products, including beauty products such as skincare. With Shopee as an online marketplace, consumers can search for, compare and determine skincare products without having to go to a physical store, thereby increasing the convenience and affordability of purchasing skincare products. Skincare is a series of products and daily Skin care items designed to improve the condition and look of the skin (Yuliana, 2022:671).

Wardah is a local Indonesian beauty brand that specializes in halal products that are safe to use for Muslim consumers. This brand offers various skincare products that utilize natural, medically verified ingredients to meet daily skin care needs.

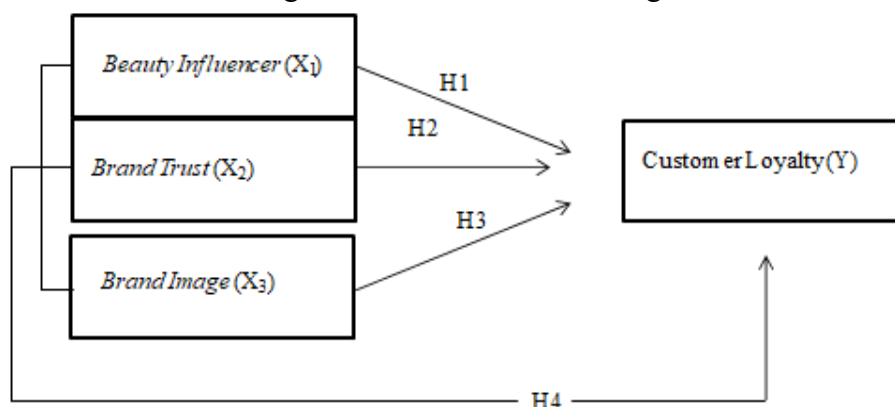
The meaning of customer loyalty can be better understood when companies can understand the conditions that impact customer loyalty in this aspect of research, which focuses on e-commerce mobile applications. Several factors that can predict customer loyalty include:

According to (Khairunnisa, 2024) Beauty influencers focus on care products such as skincare. This is a technology-based marketing approach that uses beauty influencers. Beauty influencers are a relatively new trend in the industry by introducing care products through videos or articles shared via social platforms (Lestari, 2023:60). The next aspect that can influence customer loyalty in purchasing Wardah products through Shopee e-commerce is brand trust. Trust in online transactions is formed if the parties concerned receive guarantees from other parties and can fulfill their responsibilities (Suntoro, 2020). Thus, to maintain relationships with customers, a sense of trust between sellers and customers must be maintained. Several manufacturers can build consumer trust, such as product suitability, product effectiveness in matching customer requests, product quality that meets customer expectations, and guaranteed trust. The higher the customer's trust, the greater the consumer's decision to buy other products or brands (Khasanah, 2021).

Apart from the brand trust factor, brand image also has an important role in increasing customer loyalty. Companies develop brand images to increase interest and retain regular customers by ensuring they can remember the distinctive characteristics of the products or services provided. This effort aims to strengthen loyalty and build a sense of trust in the product.

Framework

Figure 1 framework of thinking



Customer loyalty is a consumer dedication to a brand, shaped by awareness, perceived quality, satisfaction, and a strong sense of pride in the product, often leading to repeated buying behavior (Sasongko, 2001:106). Beauty influencer, brand trust, and brand image are part of the 3 elements that influence customer loyalty, where beauty influencers are part of the promotion while brand trust and brand image are part of the product. Based on research results from Supriyadi (2020) and (Khasanah, 2021:408) Customer loyalty is positively and significantly influenced by beauty influencers, brand trust and brand image. Hypothesis

H1: Beauty influencers significantly and positively impacts customer loyalty for skincare products on Shopee e-commerce in Batam City

H2: Brand trust significantly and positively impacts customer loyalty for skincare products on Shopee e-commerce in Batam City

H3: Brand image significantly and positively impacts customer loyalty for skincare products on Shopee e-commerce in Batam City

H3: Beauty influencer, brand trust, and brand image simultaneously have a positive effect on customer loyalty for skincare products on Shopee e-commerce in Batam City

RESEARCH METHODS

This research uses quantitative methods. Quantitative research includes data in the form of numbers, with analysis relying on statistical methods.

Sample

Questionnaires were distributed to collect data on users of Wardah products in Batam City, specifically in Batu Aji District. The population is 100 people. The sample is a component and size of the characteristics of the population. This research uses a sampling technique, namely drawing conclusions from a population to make generalizations related to it. So the minimum sample size required for research is 100 respondents. Several criteria applied by researchers in selecting respondents include:

1. Respondents aged 18 years and over
2. Respondents include Wardah product users and live in Batam City
3. Respondents have made transactions on Shopee e-commerce.

Table 1. Kriteria Skala Likert

Kriteria	Skor
Sangat Setuju	5
Setuju	4
Netral	3
Tidak Setuju	2
Sangat Tidak Setuju	1

Source : Researcher (2025)

Data collection

The purpose of data collection is to gather information that will help in the research process. The survey carried out was a questionnaire given to respondents to answer questions. Questionnaires are distributed via WhatsApp and Instagram by sharing links.

Operational variables

Table 2. Operational Definition of Variables

Variable	Operational Definition	Indicator	Scale
Beauty Influencer (X ₁)	Beauty influencers usually introduce skincare products through videos or written content uploaded to social media platforms (Lestari, 2023)	1. Trustworthy 2. Trusted Source 3. Experienced 4. Knowledgeable 5. Look attractive 6. Speak clear words Source : (Febriani, 2024)	Likert
Brand Trust (X ₂)	Brand trust is the trust that customers have in a particular brand, and it is very important for companies to establish good relationships with their customers (Hertiwi Khasanah, 2021).	1. Credibility 2. Brand Competence 3. Brand Goodness 4. Brand Reputation Source : (Sari, 2022)	Likert
Brand image (X ₃)	Brand image is a perception that exists within consumers towards a brand which is formed by consumer experiences and messages about the brand, so that an image arises within consumers. (Irawan, 2022).	1. Recognition 2. Reputation 3. Product Excellence 4. Domain Source : (Sirait, 2024)	Likert
Loyalty Customer (Y)	Loyalty is a basic commitment in making online purchases of products or services that are of interest in the future (Sasongko, 2021).	1. Repeat Purchase 2. Provide Recommendations to Others 3. Reject Others 4. Referrals 5. Consider as First Choice Source : (Hertiwi, 2021):	Likert

Source : Researcher (2025)

Data Analysis Techniques

In this research, the tests used include: Test the validity of the data, the formula used is the Pearson formula, reliability, with Cronbach's Alpha, and the normality test The data was analyzed to determine the normality level of the sample data obtained by the researcher. Additionally, a multicollinearity test was conducted to assess whether there is a high correlation between the independent variables in the multiple linear regression model. A heteroscedasticity test was performed to examine whether there is unequal variance in the residuals across observations. Multiple linear regression analysis was used to determine if the independent variables have an effect on the dependent variable. Finally, hypothesis testing was conducted using the t-test and F-test to determine whether the independent variables significantly influence the dependent variable.

RESULTS**Validity Test**

Table 3. Validity Test Results

Statement	r_{count}	r_{table}	Information
X _{1.1}	0,570	0,1966	Valid
X _{1.2}	0,563		
X _{1.3}	0,598		
X _{1.4}	0,641		
X _{1.5}	0,524		
X _{1.6}	0,546		
X _{1.7}	0,331		
X _{1.8}	0,552		
X _{1.9}	0,573		
X _{1.10}	0,635		
X _{1.11}	0,466		
X _{1.12}	0,500		
X _{2.1}	0,562	0,1966	Valid
X _{2.2}	0,509		
X _{2.3}	0,484		
X _{2.4}	0,552		
X _{2.5}	0,508		
X _{2.6}	0,573		
X _{2.7}	0,556		
X _{2.8}	0,600		
X _{3.1}	0,666	0,1966	Valid
X _{3.2}	0,675		
X _{3.3}	0,582		
X _{3.4}	0,351		
X _{3.5}	0,623		
X _{3.6}	0,612		
X _{3.7}	0,723		
X _{3.8}	0,503		
Y ₁	0,621	0,1966	Valid
Y ₂	0,620		
Y ₃	0,742		
Y ₄	0,628		
Y ₅	0,589		
Y ₆	0,741		
Y ₇	0,750		
Y ₈	0,734		
Y ₉	0,743		
Y ₁₀	0,582		

Source : SPSS Data Processing 27, 2025

It can be described that the calculated r value for all statements related to the Beauty Influencer, Brand Trust, Brand Image and Customer Loyalty variables exceeds the r_{table} of 0.1966 ($df = 98$). So according to the data of the validity test, the calculated r_{value} for all items is $>$ than the r_{table} and all instrument items are declared to be valid.

Uji Relabilitas

Table 4. Reliability Test Results

Variables	Crobach' Alpha	N of Items
Beauty influencer (X ₁)	.776	12

Brand Trust (X ₂)	.659	8
Brand image (X ₃)	.741	8
Customer Loyalty (Y)	.868	10

Source : SPSS Data Processing 27, 2025

The variables Beauty Influencer, Brand Trust, Brand Image and Customer Loyalty achieved a Cronbach's Alpha value exceeding the predetermined criteria value of 0.600. Thus, the customer loyalty variable (Y), which consists of 10 statements, shows high reliability.

Normality Test

Table 5. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	6,40282908
Most Extreme Differences	Absolute	,063
	Positive	,060
	Negative	-,063
Test Statistic		,063
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source : SPSS Data Processing 27, 2025

According to the results of table 3, the variables Beauty Influencer, Brand Trust, Brand Image and Customer Loyalty reached Monte Carlo Sig. 0.200 > 0.05. Therefore, it can be identified that the results meet a normal distribution.

Multicollinearity Test

Table 6. Multicollinearity Test Results

Model	Unstandardized Coefficients		Coefficients ^a		t	Sig.	Collinearity Statistic	
	B	Std. Error	Standardized Coefficients	Beta			Tolerance	VIF
1 (Constant)	-2.161	4.690			-.461	.646		
Beauty Influencer	.421	.133	.340		3.169	.002	.371	2.694
Brand Trust	-.364	.191	-.196		-1.904	.060	.405	2.471
Brand Image	1.027	.148	.635		6.960	.000	.515	1.943

- a. Dependent Variable: customer loyalty
- Source : SPSS Data Processing 27, 2025

The data shows that the VIF (Variance Inflation Factor) for the three independent variables, namely beauty influencer, brand trust, and brand image is below 10, with a tolerance value of more than 0.1. This proves According to table 6, it can be concluded that for each variable in the regression approach.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	7.050E-17	.072		.000	1.000
	Beauty Influencer	.000	.002	.000	.000	1.000
	Brand Trust	.000	.003	.000	.000	1.000
	Brand Image	.000	.002	.000	.000	1.000

a. Dependent Variable: Unstandardized Residual
 Source : SPSS Data Processing 27, 2025

The data above shows that the beauty influencer variable (X_1) reaches significance with a value of 1,000, as do the brand trust variables and brand image variables with a value of 1,000. Thus, it can be said that the independent variables do not show significant symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Table 8. Results of Multiple Linear Analysis

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	-2.161	4.690		-.461	.646
	Beauty Influencer	.421	.133	.340	3.169	.002
	Brand Trust	-.364	.191	-.196	-1.904	.060
	Brand Image	1.027	.148	.635	6.960	.000

a. Dependent Variable: customer loyalty
 Source : SPSS Data Processing 27, 2025

$$Y = -2,161 + 0,421X_1 + -0,364X_2 + 1,027X_3.$$

b1: when beauty influencers increase, customer loyalty increases.

b2: when brand trust increases, customer loyalty decreases.

b3: when the brand image increases, customer loyalty increases.

According to the explanation above, it can be stated that the beauty influencer and brand image variables reach Sig values. < 0.05 , then beauty influencers and brand image influence

customer loyalty. Meanwhile, the brand trust variable reaches a Sig value. > 0.05, then brand trust has no influence on customer loyalty.

T Test

Table 9. T Test Results

		Coefficients ^a		Standardized		
		Unstandardized Coefficients		Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	-2.161	4.690		-.461	.646
	Beauty Influencer	.421	.133	.340	3.169	.002
	Brand Trust	-.364	.191	-.196	-1.904	.060
	Brand Image	1.027	.148	.635	6.960	.000

a. Dependent Variable: Loyalitas Pelanggan
 Source : SPSS Data Processing 27, 2025

Based on table 6, it can be concluded that the beauty influencer and brand image variables have a t_{count} value > t_{table} value, so beauty influencers and brand image have a significant influence on customer loyalty. Meanwhile, brand trust has a t_{count} value < t_{table} value, so it can be stated that brand trust there is no significant effect on customer loyalty.

F Test

Table 10. F Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1040.693	3	346.898	45.882	.000 ^b
	Residual	725.817	96	7.561		
	Total	1766.510	99			

a. Dependent Variable: Loyalitas Pelanggan
 b. Predictors: (Constant), Brand Image, Brand Trust, Beauty Influencer
 Source : SPSS Data Processing 27, 2025

This matter that the significant value is 0.000 < 0.05. This data confirms that independent variables such as beauty influencer, brand trust, and brand image simultaneously have a significant effect on customer loyalty.

DISCUSSION

The Influence of Beauty Influencers on Customer Loyalty

The data confirms the influence between beauty influencers and customer loyalty is significant and positive for Wardah products in Batam City. This can be proven from the t_{count} value of 3.169 > t_{table} value of 1.984 as well as the significant value of 0.002 < 0.05. This is in line with previous findings (Sirait, 2024) which confirms that promotions carried out by beauty influencers on the influencer's popularity and experience Play an important part in increasing customer loyalty to a product.

The Influence of Brand Trust on Customer Loyalty

In this study, the opposite findings were found. This research identified that there is no positive and significant correlation is found between the brand trust variable and customer loyalty. This is because the t_{count} value is 1.904 which is less than the t_{table} value of $0.060 > 0.05$. Therefore, Brand Trust does not play a crucial role in customer loyalty in purchasing products.

This statement is consistent with findings previously carried out by (Prawira, 2021). This research confirms that the size of consumer trust in a particular product does not increase or decrease consumer loyalty to a product.

The Influence of Brand Image on Customer Loyalty

Analysis of the study shows that the brand image and customer loyalty variables have a positive and significant relationship between Wardah products in Batam City. This is confirmed by t_{count} with a value of 6.960 which passes t_{table} 1.984, which is significant $0.000 < 0.05$. This is similar to previous findings carried out by (Prawira, 2021). This research confirms that the higher the Brand Image in the eyes of customers, the higher the level of customer's loyalty to the product.

The Influence of Beauty Influencers, Brand Trust and Brand Image on Customer Loyalty

Beauty influencer, brand trust, and brand image when considered together, significantly and positively affect customer loyalty for Wardah products in Batam City. This is proven by F_{count} with a value of 45,882, exceeding F_{table} with a value of 2.70, also reaching a significant value of $0.000 < 0.05$.

CONCLUSION

According to the discussions and evaluations that have been carried out, there are a number of summaries in this research that contain significant data regarding the influence of the beauty influencer variable on customer loyalty for purchasing Wardah products. Another finding in the data analysis is that the brand trust It appears that the variable does not significantly influence customer loyalty in purchasing Wardah products.

Data analysis also confirms the finding that the brand image variable and customer loyalty variable have a significant influence on purchasing Wardah products. There is also a comprehensive analysis that confirms that the variables beauty influencer, brand trust, and brand image simultaneously have a significant impact on customer loyalty when purchasing Wardah products.

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