

The Influence of Social Media Usage on Loyalty with Customer Satisfaction & Brand Trust as Mediation Variable

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ABSTRACT

This study aims to determine (1) the effect of social media usage on customer satisfaction on wardah products. (2) The effect of social media usage on Brand Trust on Wardah products. (3) Influence of Customer Satisfaction on Customer Loyalty of Wardah products. (4) The effect of Brand Trust on @wardahbeauty Instagram customer loyalty. (5) The effect of social media usage on Wardah product customer loyalty. (6) The effect of social media usage on customer loyalty mediated by customer satisfaction. (7) The effect of social media usage on customer loyalty with brand trust as media. The population in this study were all followers of Instagram wardahbeauty and the sample in this study were users of wardah products with a minimum of one purchase. The number of samples in this study were 131 respondents. The data in this study were collected through the distribution of online questionnaires and data processing was carried out using the SmartPLS software. The results of this study indicate that (1) social media usage has a positive and significant effect on customer satisfaction. (2) social media usage has a positive and significant effect on Brand Trust. (3) Customer satisfaction on brand loyalty has a positive and significant influence. (4) Brand Trust has a positive and significant relationship with Customer Loyalty. (5) Social media usage does not have a significant effect on Customer Loyalty. (6) Social media usage has a positive and significant relationship to customer loyalty with customer satisfaction as a mediation. (7) Social media usage has a positive and significant relationship to customer loyalty with brand trust as a mediation

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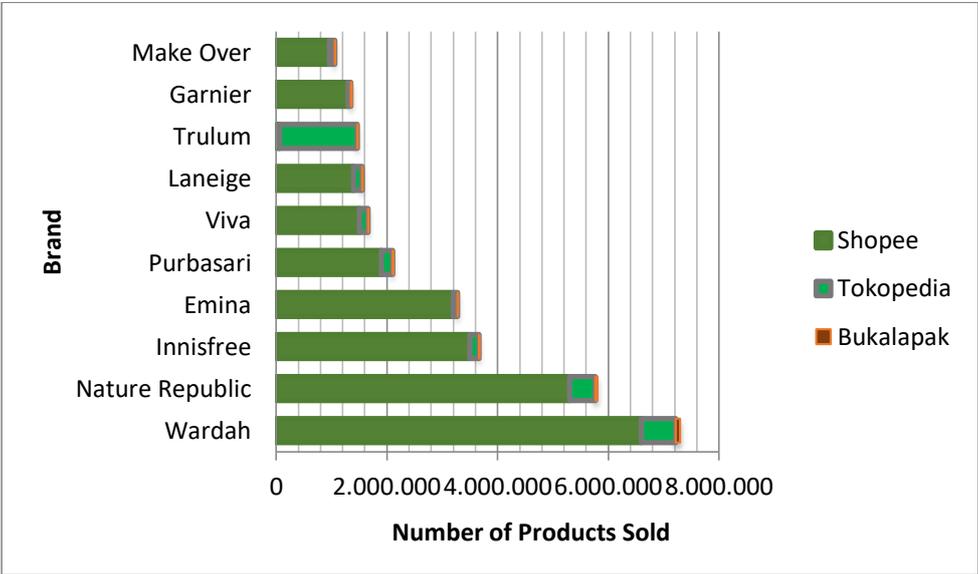
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1. Introduction

At this time the need for skincare and cosmetics in Indonesia is increasing, this is due to the increasing awareness of the Indonesian people about the importance of using skincare and cosmetics in their daily needs, the increasing need for skincare and cosmetics in Indonesia also has a positive impact on the Indonesian economy. According to Gati Wibawaningsih, Director General of Small and Medium and Multi-Industrial Industries (IKMA), Ministry of Industry, the industrial sector accounts for 1.92% of gross domestic product (GDP). The industry can achieve its export value making a significant contribution to foreign exchange. It has penetrated USD 317 million or IDR 4.44 billion in the first half of 2020, an increase of 15.2% compared to the same period. last year. With the increasing customer interest in skincare and cosmetics products, local companies engaged in the *skincare* and cosmetics industry are increasingly aggressive in marketing their products. In this increasingly modern era, *skincare* and cosmetic industry companies also use various social media in promoting and communicating with their customers.

One of the local skincare and cosmetic products that are still in demand by local and foreign communities is Wardah products, this is because Wardah is a pioneer of *local skincare* and cosmetics that carry the halal concept.

Figure 1. Beauty Brand Sales In E-Commerce



Wardah is a local cosmetic brand that has grown to foreign countries, in 2017 Wardah officially exported its products to Malaysia. Based on a survey conducted by DIGIMIND on the sales of *beauty brand* products in various e-commerce, Wardah product sales are ranked first (7.37 million), in second position followed by Nature Republic (5.80 million), and third place followed by Korean products, namely Innisfree (3.62 million).

In increasing sales of Wardah products, there are several things that are factors, including. Customer loyalty is expressed as a form of customer commitment in repurchasing products and services continuously in the future even though it is influenced by circumstances and marketing efforts that are able to influence habits (Singh et al., 2021). Customer loyalty is a customer who buys back from the same service provider, for as long as possible, continues to recommend or maintain a positive attitude towards the service provider. (Aydin et al., 2005). Loyalty can be interpreted as a customer who has a commitment to a product in the market so that it has emotional attachment so as to cause a consistent attitude in using a product.

With the increasingly tight conditions in the skincare and cosmetics industry, companies must be able to maintain customer loyalty to the products they market, this is so that companies do not lose their customers in the midst of intense competition in this industry. There are several factors that can increase customer loyalty to a company that will be discussed in this study, namely, customer satisfaction and brand trust. Efforts to increase customer loyalty of the company must also pay attention to how customer satisfaction with the products issued. Customer satisfaction is a major factor in driving loyalty, commitment, and trust (Rather & Hollebeek, 2019). Customer satisfaction is a sentiment that arises from the process of evaluating what is received and what is expected, including the purchase decision itself and the needs and wants associated with the purchase.

Customer satisfaction is important in marketing because it directly reflects a customer's evaluation of the purchase, consumption, and post-purchase process (Rather & Hollebeek, 2019). By meeting customer expectations and providing positive evaluations and having an impact on customer satisfaction of Wardah products, this can increase customer loyalty and can help the company to be able to survive in the midst of increasingly fierce competition. The Covid-19 pandemic, which has resulted in the weakening of the community's economy, should have caused sales of this non-primary product to decline, but this is not the case for Wardah products. It can be seen that satisfied customers can have an impact on customer loyalty to a product. Although there are many products of the same type, Wardah customers are still and consistent with the products that Wardah has given to its customers.

When viewed from several reviews from users of Wardah products, there are still many found that the products issued by Wardah have not met the satisfaction of its customers, this can be found in several blog posts and reviews conducted by beauty vloggers, who say that Wardah skincare products provide breakout side effects. However, this side effect is still covered by the lack of similar replacement products that are halal. Furthermore, the brand's trust in the reliability of the exchange partners and the integrity and is recognized for linking to other positive qualities including brand competence, consistency, honesty, responsibility and fairness, it reflects the customer's belief that the company and

its offerings are reliable and will strive to serve the best long-term interests of customers, thereby describing its positive contribution to loyalty (Rather & Hollebeek, 2019).

Wardah as a pioneer of halal skincare and cosmetics in Indonesia "The World Halal Council has named Wardah as the pioneer of Indonesian halal cosmetic brands since 1999. From the development process to production, Wardah prioritizes the quality and halal factor of the product. Continue to maintain customer trust by continuing to provide products with halal quality and ingredients in sharia and standardization of Indonesian Halal products. In the midst of the Covid-19 pandemic, many human activities that were originally carried out face-to-face are now carried out online, this can be seen from studying, working and shopping activities. The use of online media also affects customer habits, this can be used by companies that produce skincare and cosmetic products to be able to convey information and communication of their products through social media. Social media usage is the use of social media tools (such as Facebook, Google, and WeChat) to increase customer engagement, create value from customer interactions, and thus, improve bold performance (Miranda et al., 2017). Choosing the right social media platform can convey product information appropriately to customers. Based on information quoted from Instagram social media users in Indonesia spend an average of 17.5 hours per month, this shows that Instagram is the right social media to be used as a social media that can attract customer loyalty and satisfaction and with the right use of social media the company can build good brand trust in the eyes of consumers. The increasingly fierce competition condition also requires companies to use social media in promoting their products, many social media platforms are now available including Instagram, Facebook, TikTok and others. In this study, researchers will focus more on Instagram social media where Instagram wardahbeauty has many followers in the instgaram with a total of 2.9 million followers.

With a follower count of 2.9 million. The number of likes and comments contained in a number of posts on Instagram wardahbeauty is not proportional to the number of followers, not infrequently the number of likes only penetrates at 6,000 likes or even only at 2500 likes, while for comments on each post it is not uncommon to be at 30 to 50 comments only. In this all-digital world, social media can also be a medium to get information for customers and competing companies to find out the latest product developments and information. Instagram, which can be used easily by all circles, should be able to increase customer trust in the brand being marketed. But what if loyal customers do not participate in enlivening the social media of the products they use, of course this will have an impact on the company itself.

Based on an initial survey conducted on 35 respondents, it can be concluded that wardah customer loyalty is quite high, this can be seen from the percentage for the answer to the question "Are you a user of wardah products?" as much as 65.7%, the answer to the question Is "You will use wardah

products again?" A total of 51.4%, and the answer to the question "Are you willing to recommend wardah products?" As much as 80%. This survey shows that the level of respondents' desire to recommend Wardah products is quite high, when compared to the answers from Wardah product users which are only 65.7%, this can be caused by the trust of the Wardah brand which is already good, and also product advertisers who can attract customer interest.

2. Literature Review

Customer loyalty

Customer loyalty is a deep customer engagement in purchasing a product, service, brand, and organization (Wang & Wu, 2012). Customer loyalty is an important behavior that determines the future success of a brand (Christian et al., 2021). Customer loyalty has become a long-term asset that shows the good relationship between customers and service and product provider operators (Mursid & Wu, 2021). Customer loyalty is a source of profitability and competitive advantage for services and manufacturing companies. Customers are said to be loyal when they show dedication and loyalty to repurchase products and services in the future (Raza et al., 2020).

Customer Loyalty Measurement

According to Bowen & Chen (2001), customer loyalty is difficult to define in general, there are three typical approaches to measuring loyalty namely:

- 1) Behavior measurement; Behavior measurement considers constant and repetitive buying behavior as an indicator of loyalty.
- 2) Attitude measurement; Attitude is related to a sense of loyalty, and engagement.
- 3) Combined measurement; Loyalty measurement is an amalgamation of measuring customer behavior and attitudes towards product preference, changes in brand trends, frequency of purchases, determination of time of purchase, and total purchases.

Social Media Usage Indicator

There are three indicators of the use of social media usage in this study in accordance with the opinion of Odoom et al (2017), namely:

1. Interactivity

Interactivity is the extent to which two or more communicating parties can act on each other, the medium of communication and message, and the extent to which these effects are synchronous.

2. Cost-effectiveness

The use of social media can help effectively implement advertising costs, because using social media no longer needs too much budgeting.

3. Compatibility

Compatibility describes the extent to which an innovation fits into current values, past practices, and the needs of potential adopters today.

Social Media Platforms

According to Kotler (2012) there are three main platforms for social media, namely:

1. Online communities and forums
2. Bloggers (individuals and networks like sugar and gawker)
3. Social networks (such as Facebook, Twitter, and Youtube).

Customer Satisfaction

Satisfaction in marketing is a feeling of customer pleasure or disappointment arising from comparing the performance and perceived expectations of a product. Many researchers reflect This feeling of satisfaction is a feeling that is generated in the process of evaluating what is received and what is expected. Customer satisfaction is the basic mental state of the customer, consisting of two parts: expectations before buying and perception of performance after purchase (Nayebpour & Bokaei, 2019). Customer satisfaction is the output, resulting from customer pre-purchases that are compared with the expected performance with the actual perceived performance and with the costs incurred (Wang & Wu, 2012). According to Nunkoo et al (2017), it is important in marketing metrics because they directly reflect a customer's evaluation of the purchase, its consumption and the post-purchase process.

Aspects of Customer Satisfaction

Mowen & Minor (2002) states that there are eight dimensions that can be done to evaluate customer satisfaction with goods and services as a whole, namely:

- a. Performance, the absolute degree of performance of goods or services on key attributes identified by the customer.
- b. The number of attributes, jumlah features or attributes provided by the basic function are those related to product selection and development.
- c. Courtesy, the way to conveys goods or services with courtesy, and respects customers as potential buyers to promote goods and services.
- d. Reability, charcoal or service may not be damaged or not functioning within a certain period of time and under certain conditions.
- e. Durability, in terms of durability, is related to the technical durability and service life of goods or services.
- f. Timeliness, toreceive and improve products or provide information or provide services.
- g. Aesthetics, physicalfeatures of a product or store, the attractiveness of the presentation of the service, and the customer's senses, such as design and color patterns.
- h. Brand equity, other positive or negative effects of your product on brand perception or quality acceptance.

Customer Satisfaction Indicators

The indicators that cause customer satisfaction Islam et al (2021) are as follows:

- a) Customers are satisfied with the products provided
- b) Customers compare products with products of other companies
- c) In general customers are satisfied with this company
- d) Exceeded customer expectations

Understanding Customer Satisfaction

Satisfaction in marketing is a feeling of customer pleasure or disappointment arising from comparing the performance and perceived expectations of a product. Many researchers reflect This feeling of satisfaction is a feeling that is generated in the process of evaluating what is received and what is expected. Customer satisfaction is the basic mental state of the customer, consisting of two parts: expectations before buying and perception of performance after purchase (Nayebpour & Bokaei, 2019). Customer satisfaction is the output, resulting from customer pre-purchases that are compared with the expected performance with the actual perceived performance and with the costs incurred

(Wang & Wu, 2012). According to Nunkoo et al (2017), it is important in marketing metrics because they directly reflect a customer's evaluation of the purchase, its consumption and the post-purchase process.

Brand trust

Brand trust is the result of a careful and well-thought-out customer process regarding a brand and can be seen as leveraging its reliability and credibility (Chinomona, 2016). Brand trust is defined as the average customer's desire to entrust the brand's ability to perform its stated functions (Chinomona, 2016). According to Şahin et al (2011), trust in brands has two dimensions. The first dimension of brand trust is reliability, which is based on technology or capability, and involves the ability and willingness to deliver on promises and meet customer needs. The second dimension includes attribution of intentions towards the brand regarding benefits and benefits for customers. Trust in the purchased brand can be seen as a use of its reputation and in return can reinforce the repeated buying behavior of customers (Şahin et al., 2011).

Brand trust indicators

According to Ahmed et al (2014), there are 5 (five) indicators that cause brand trust, namely:

1. Believe in the chosen brand
2. Relying on the brand of the selected brand
3. Honest brand
4. The brand meets expectations
5. A safe brand.

3. Method, Data and Analysis

The type of research used is causal research. For the purposes of research to obtain accurate data, the researcher decided to set a location in Padang on Instagram followers wardahbeauty in the city of Padang, and this research will be carried out in July 2021 until it is completed. The population in this study were customers who had used Wardah products and followed wardahbeauty Instagram account domiciled in the city of Padang. The researcher's sampling method uses the purposive sampling method, which is to take samples that are used on the basis of consideration of several research criteria to improve sample accuracy (Sugiyono, 2012). Some of the criteria that researchers determine are as follows:

- a. Lives in the city of Padang.
- b. Have purchased wardah products at least 1 time.

- c. Follow wardahbeauty Instagram account

Therefore, in this study, a sampling technique was used with a representative formula according to Hair et al., (2018), "Sampling can be taken depending on the number of indicators multiplied by 5 to 10". So, in this study the number of indicators used is, so the number of samples in this study is as follows: 131 samples.

4. Result and Discussion

Based on research that has been carried out by the author, therefore the results of the study were obtained in the form of descriptions of respondents and descriptions of research variables.

Characteristics of Respondents by Gender

Table 1. Characteristics of Respondents by Gender

Gender	Total	Percentage
Man	24	18,33%
Woman	107	81,67%
Total	131	100%

Source: Primary Data 2021

Based on the characteristic table of respondents above, it can be seen that the use of Wardah products is dominated by women with a presentation of 81.67% this also shows that men are still few who use skincare and cosmetic products.

Characteristics of Respondents by Age

The characteristics of respondents by age can be seen in the table below:

Table 2. Characteristics of Respondents by Age

Gender	Total	Percentage
17-26 Years old	117	89,31%
27-36 Years old	10	7,63%
37-45 Years old	0	0
> 45 Years old	4	3,05%

Source: Primary Data 2021

Based on the table above, it can be seen that the respondents in this study were dominated by respondents with the age of 17-26 years, thus the most wardah products were at the age of 17-26 or could be categorized as teenagers.

Characteristics of Respondents by Occupation

The characterization of respondents by occupation can be seen in the table below:

Table 3. Characteristics of Respondents by Occupation

Gender	Total	Percentage
Student	101	77,09%
Government employees	1	0,76%
Self-employed	10	7,63%
Private employees	7	8,34%
Housewife	6	4,58%
Doctor	3	2,29%
Ex-student	1	0,76%
Freelancing	1	0,76%
Profession	1	0,76%
Total	131	100%

Source: Primary Data 2021

Based on the description in the table above, it can be seen that the jobs that make up the majority of the respondents in this study are students / students with a total of 101 respondents or equal to 77.09% thus the most users of Wardah products have jobs as students.

Characteristics of Respondents Based on Income

The characteristics of respondents based on income can be seen from the table below:

Table 4. Characteristics of Respondents Based on Income

Income	Total	Percentage
< 1.000.000	68	51,91%
1.000.001-2.500.000	31	23,66%
2.500.001-4.000.000	11	8,39%
4.000.001-5.000.000	13	9,92%
>5.000.001	8	6,10%
Total	131	100%

Source: Primary Data 2021

It can be seen from the table above that the characteristics of respondents in this study are dominated by respondents with an income of < Rp. 1,000,000, this can be seen from the number of respondents as many as 68 people or equal to 51.91%. This shows that the use of Wardah products is a society that earns less than Rp.1,000,000

Characteristics of Respondents Based on Domicile

Characteristics of respondents based on domicile can be seen from the table below:

Table 5. Characteristics of Respondents by Domicile

Domicile	Total	Percentage
Padang	86	86,64%
Outside the city of Padang	45	34,36%
Total	131	100%

Source: Primary Data 2021

Based on the table above, it is known that the majority of respondents in the study were domiciled in the city of Padang with a total of 86 respondents or equal to 86.64% thus Wardah users in this study were mostly domiciled in the city of Padang.

Description of Indicator Frequency

This study aims to analyze how much influence *Social media usage has*, on customer loyalty mediated by customer satisfaction and brand trust as mediation on the wardahbeauty Instagram in the city of Padang. Data collection from each variable in the form of a frequency distribution where respondents give an assessment according to the actual situation. This study was based on 216 respondents.

Social Media Usage (X_1)

The variable frequency distribution of social media usage consists of 10 statement items used. The frequency distribution of social *media usage* variables can be seen in the table below:

Table 6. Frequency Distribution of Variable Social Media Usage (X_1)

No	Statement	Mean	TCR	Kategori
1	Statement 1	4,07	81,38%	Very Strong
2	Statement 2	4,03	80,62%	Strong
3	Statement 3	3,99	79,84%	Strong
4	Statement 4	4,21	84,28%	Very Strong
5	Statement 5	4,16	83,2%	Very Strong
6	Statement 6	4,18	83,66%	Very Strong
7	Statement 7	4,2	83,96%	Very Strong
8	Statement 8	4,02	80,46%	Strong
9	Statement 9	4,08	81,52%	Very Strong
10	Statement 10	4,19	83,82%	Very Strong
	AVERAGE	4,11	82,27%	Strong

Source: Primary Data 2021

Judging from table 6 of this study, it shows that the average value obtained from the statement on the social media usage variable (X_1) is 4.11 with a Respondent Achievement Rate (TCR) of 82.27%, this value is in the very strong category. This shows that *social media usage* on Instagram wardahbeauty very strong.

Frequency Distribution of Customer Satisfaction Variables

The frequency distribution of customer satisfaction variables consists of 4 statement items used. The frequency distribution of customer satisfaction variables can be seen in the table below.

Table 7. Distribution of Customer Satisfaction Variable Frequency (Z_1)

No	Statement	Mean	TCR	Kategori
1	Statement 1	4,11	82,14	Very Strong
2	Statement 2	3,91	78,62	Strong
3	Statement 3	4,09	81,84	Very Strong
4	Statement 4	4,05	80,92	Strong
	AVERAGE	3,03	80,88	Strong

Source: Primary Data 2021

Judging from table 7 of this study, it shows that the average value obtained from the four statements on the customer satisfaction variable (Z_1) is 3.03 with a Respondent Achievement Rate (TCR) of 80.88%, this value is in the strong category. This shows that customer satisfaction with Wardah products is strong.

Brand Trust Variable Frequency Distribution

The frequency distribution of customer satisfaction variables consists of 6 statement items used. The frequency distribution of brand confidence variables can be seen in the table below

Table 8. Frequency Distribution of Brand Trust Variable (Z_2)

No	Statement	Mean	TCR	Kategori
1	Statement 1	4,19	83,82	Very Strong
2	Statement 2	4,11	82,14	Very Strong
3	Statement 3	4,10	81,98	Very Strong
4	Statement 4	4,05	81,06	Very Strong
5	Statement 5	4,21	84,12	Very Strong
6	Statement 6	4,14	82,74	Very Strong
	AVERAGE	4,13	82,64	Very Strong

Source: Primary Data 2021

Judging from table 8 of this study, it shows that the average value obtained from the four statements on the brand trust variable (Z_2) is 4.13 with a Respondent Achievement Rate (TCR) of 82.64%, this value is in the strong category. This shows that the brand's trust in Wardah products is very strong.

Frequency Distribution of Customer Satisfaction Variables

The frequency distribution of the customer satisfaction variable consists of the 3 statement items used.

The frequency distribution of customer satisfaction variables can be seen in the table below.

Table 9. Distribution of Customer Loyalty Variable Frequency (Y_1)

No	Statement	Mean	TCR	Kategori
1	Statement 1	4	80	Strong
2	Statement 2	3.9	78.94	Strong
3	Statement 3	4	80	Strong
	AVERAGE	3.98	79.65	Strong

Source: Primary Data 2021

From table 9, this study shows that the average value obtained from the four statements on the customer loyalty variable (Y1) is 3.98 with a Respondent Achievement Level (TCR) of 79.65, this value is included in the strong category. This shows that customer loyalty to Wardah products is strong.

Data Analysis

Validity test

Validity testing in this study used two methods of measurement, namely convergent validity and discriminant validity.

Convergent Validity

Validity testing in this study used two methods of measurement, namely convergent validity and discriminant validity. Convergent validity criteria according to (Chin, 1998) the Average Variance Extract (AVE) value is > 0.5 and the Outer Loading is > 0.7. Convergent validity can be seen from the outer loading value greater than 0.7 with the condition that the AVE is greater than 0.5.

Table 10. Outer Loading

	Customer Satisfaction (Z₁)	Social Media Usage (X₁)	Brand Trust (Z₂)	Customer Loyalty (Y₁)
Brand Trust 1			0,832	
Brand Trust 2			0,876	
Brand Trust 3			0,876	
Brand Trust 4			0,875	
Brand Trust 5			0,869	
Brand Trust 6			0,791	
Customer Loyalty 1				0,886
Customer Loyalty 2				0,889
Customer Loyalty 3				0,901
Customer satisfaction 1	0,858			
Customer satisfaction 2	0,647			
Customer satisfaction 3	0,896			
Customer satisfaction 4	0,87			
Social Media Usage 1		0,835		
Social Media Usage 10		0,826		
Social Media Usage 2		0,75		
Social Media Usage 3		0,714		
Social Media Usage 4		0,815		
Social Media Usage 5		0,804		
Social Media Usage 6		0,76		
Social Media Usage 7		0,834		
Social Media Usage 8		0,794		
Social Media Usage 9		0,81		

Source: Primary Data 2021

From the results of data processing in Table 10, the Customer Satisfaction indicator has an outer loading value below 0.7, so this indicator was removed from the study and re-estimated.

Table 1. Output AVE

	Average Variance Extracted (AVE)
Customer satisfaction (Z1)	0,678
Social Media Usage (X1)	0,632
Brand Trust (Z2)	0,729
Customer Loyalty (Y1)	0,796

Source: Primary Data 2021

From table 11 it can be seen that Social Media Usage, Customer Satisfaction, Brand Trust, and Customer Loyalty have met the validity requirements of building a research model, because the AVE value is above 0.5. But the initial outer loading value shows that there are several indicators whose value is below 0.7, so it needs to be revised again. Following are the final Smart PLS Outer Loading and AVE Output values.

Table 12. Final Outer Loading Output

	Customer Satisfaction (Z ₁)	Social Media Usage (X ₁)	Brand Trust (Z ₂)	Customer Loyalty (Y ₁)
Brand Trust 1			0,832	
Brand Trust 2			0,876	
Brand Trust 3			0,876	
Brand Trust 4			0,875	
Brand Trust 5			0,869	
Brand Trust 6			0,791	
Customer Loyalty1				0,885
Customer Loyalty2				0,889
Customer Loyalty3				0,901
Customer Satisfaction1	0,876			
Customer Satisfaction3	0,908			
Customer Satisfaction4	0,883			
Social media usage 1		0,835		
Social media usage 10		0,826		
Social media usage 2		0,75		
Social media usage 3		0,714		
Social media usage 4		0,815		
Social media usage 5		0,804		
Social media usage 6		0,76		

Social media usage 7	0,835
Social media usage 8	0,794
Social media usage 9	0,81

Source: Primary Data 2021

Based on table 19 after deleting the indicators that have a value below 0.7 and the social media usage indicator 3 which has the smallest value, the outer loading value of all large variable indicators of 0.714 is obtained, then the convergent validity of all indicators is said to be valid.

Tabel 13. Output AVE

	Average Variance Extracted (AVE)
Customer Satisfaction (Z ₁)	0,791
Social Media Usage (X ₁)	0,632
Brand Trust (Z ₂)	0,729
Customer Loyalty (Y ₁)	0,796

Source: Primary Data 2021

Based on table 20, it is obtained that the AVE value of all variables in the table above is 0.5, then convergent validity is said to be valid.

Discriminant Validity

Discriminant validity relates to the principle that measures of different constructs should not be highly correlated.

Tabel 14. Cross Loading Model

	Customer Satisfaction (Z ₁)	Social Media Usage (X ₁)	Brand Trust (Z ₂)	Customer Loyalty (Y ₁)
Brand Trust 1	0,758	0,705	0,832	0,629
Brand Trust 2	0,771	0,704	0,876	0,741
Brand Trust 3	0,71	0,711	0,876	0,69
Brand Trust 4	0,742	0,724	0,875	0,77
Brand Trust 5	0,694	0,718	0,869	0,714
Brand Trust 6	0,6	0,618	0,791	0,651
Customer Loyalty 1	0,68	0,661	0,729	0,885
Customer Loyalty 2	0,717	0,603	0,701	0,889
Customer Loyalty 3	0,719	0,7	0,764	0,901
Customer Satisfaction 1	0,876	0,726	0,684	0,662
Customer Satisfaction 3	0,908	0,748	0,745	0,654
Customer Satisfaction 4	0,883	0,716	0,796	0,786
Socialmedia Usage 1	0,724	0,835	0,712	0,633
Social media usage 10	0,711	0,826	0,659	0,608
Social media usage 2	0,611	0,75	0,611	0,639
Social media usage 3	0,623	0,714	0,629	0,648

Social media usage 4	0,633	0,815	0,634	0,581
Social media usage 5	0,617	0,804	0,619	0,541
Social media usage 6	0,53	0,76	0,57	0,487
Social media usage 7	0,62	0,835	0,679	0,54
Social media usage 8	0,718	0,794	0,691	0,572
Social media usage 9	0,705	0,81	0,67	0,571

Source: Primary Data 2021

Table 14 presents the cross-loading values that discriminant validity indicates that the variable scores for the indicators are higher than the variable scores for other indicators. It can be concluded that all the indicators tested in the study were declared valid.

Testing the cross-loading value must be supported by the root results of the average variance extract (AVE) on the latent variable correlations to strengthen the discriminant validity test. Following are the results of testing the AVE roots on the latent variable correlations shown in table 22, namely:

Table 15. Output of AVE Root Test on Latent Variable Correlation

	Kepuasan Pelanggan (Z1)	Social Media Usage (X1)	Kepercayaan Merek (Z2)	Loyalitas Pelanggan (Y1)
Customer Satisfaction (Z ₁)	0,889			
Social Media Usage (X ₁)	0,84			
Brand Trust (Z ₂)	0,836	0,822	0,854	
Customer Loyalty (Y ₁)	0,791	0,751	0,821	0,892

Source: Primary Data 2021

From table 15 it can be seen that the correlation of indicators shows that the correlation of indicators to the variables is greater than the correlation of indicators of other variables. This means that the discriminant validity test is declared valid. Where the latent construct predicts that the indicators in the block are better than the indicators in other blocks. Based on the output of the outer loading, AVE, cross loading and AVE roots on the latent variable correlations above, it can be concluded that all indicators are declared valid.

Reliability Test

Reliability measurement is done by looking at the output value of composite reliability. Following are the results of reliability testing on each latent variable with the help of the SmartPLS software.

Table 16. Cronbach Alpha

	Cronbach's Alpha	Composite Reliability
Customer Satisfaction (Z ₁)	0,868	0,919
Social Media Usage (X ₁)	0,935	0,945
Brand Trust (Z ₂)	0,925	0,942

Customer Loyalty (Y_1)	0,872	0,921
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Source: Primary Data 2021

Based on table 16 shows that the variable has good reliability or is able to measure its construct. A variable with sufficient reliability can have Cronbach alpha > 0.6 and composite reliability > 0.7 (Sofyani & Umy, 2019)

Reflective Construct Structural Model Testing

Structural model testing can be done if all indicators in the research model can be declared valid and meet the needs of validity and reliability tests. To illustrate how big the relationship between variables is, it can be seen by looking for the value of r square (R^2). R squared is a number that ranges from 0 to 1 which indicates the magnitude of the combination of exogenous variables affecting the value of the endogenous variables. The closer to number one, the model produced by the regression will be better. Following are the results of the R Square test:

Table 17. Value of R Square

	R Square
Customer Satisfaction (Z_1)	0,674
Brand Trust (Z_2)	0,668
Customer Loyalty (Y_1)	0,711

Source: Primary Data 2021

Based on table 17 shows that the R square value of the Customer Satisfaction variable is 0.674, this value states that the Customer satisfaction variable can be explained by the social media usage variable of 67.4% while the remaining 31.6% is explained by other variables not present in the study this. In addition, the R Square value of the brand trust variable is 0.668, this value states that the customer satisfaction variable can be explained by the social media usage variable by 66.8%, and the remaining 33.2% is explained by other variables not included in this study. Finally, Table 24 shows that the R square value of the customer loyalty variable is 0.711, this value states that the customer loyalty variable can be explained by the social media usage variable of 71.1% and the remaining 28.9% is explained by other variables not present in the study this.

Hypothesis testing

To see the results of the main effect hypothesis test, you can do this by looking at the Path Coefficients, where the P-Value must be below 0.05.

Table 18. Path Coefficient

	Original Sample	T Statistics	P Values
Customer Satisfaction (Z_1) -> Customer Loyalty (Y_1)	0,299	2,847	0,005

Social Media Usage (X_1) -> Customer Satisfaction (Z_1)	0,84	19,846	0
Social Media Usage (X_1) -> Brand Trust (Z_2)	0,822	16,665	0
Social Media Usage (X_1) -> Customer Loyalty (Y_1)	0,093	1,008	0,314
Brand Trust (Z_2) -> Customer Loyalty (Y_1)	0,495	4,881	0

Source: Primary Data 2021

From table 18 above, you can see the results of *statistical* analysis using PLS, it can be concluded that:

- 1) Social media usage (X_1) has a significant effect on customer satisfaction (Z_1)

Based on the table of 18 social media usage variables, the t-statistics value was 19.846 or >1.96 , the p value was 0 or 0.05 and the original sample value was 0.84. The results of the study identified that the first hypothesis, namely social media usage of customer satisfaction, had a significant positive result so that the first hypothesis could be accepted.

- 2) Social media usage has a significant effect on brand trust

Based on table 18 social media usage variables, the t-statistical value was 16.665 or >1.96 , the p value was 0 or < 0.05 and the original sample value was 0.822. The results of the study identified that the second hypothesis, namely social media usage, has a significant effect on brand trust and is acceptable.

- 3) Customer satisfaction has a significant effect on customer loyalty

Based on table 18, it can be seen that the customer satisfaction variable obtained a t-statistic of 2.847 or >1.96 , a p value of 0.005 or <0.05 and an original sample value of 0.299. The results of this study identify that the hypothesis of this study has a positive and significant effect, with this the third hypothesis, namely customer satisfaction, has a significant effect on customer loyalty.

- 4) Brand trust has a significant effect on customer loyalty

Based on table 18, it can be seen that the brand trust variable obtained t-statistics of 4.881 or >1.96 , p value value 0 or < 0.05 and original sample value 0.495. The results of this study identified that the research for the fourth hypothesis, namely the influence of brand trust on customer loyalty, is acceptable, this is evidenced by positive test results.

- 5) Social media usage (X_1) has a significant effect on customer loyalty (Y_1)

Judging from table 18 social media usage obtained a t-statistics value of 1.008 with a p value of 0.314 greater than 0.05 ($0.314 > 0.05$) and an original sample value of 0.093, it was concluded that the fifth hypothesis was rejected, namely social media usage (x_1) had a positive and insignificant effect on customer loyalty (Y_1).

Furthermore, a hypothesis test of the mediation effect can be carried out, which can be done with the Indirect Effect, where the P-Value must be below 0.05 (Sofyani & Umy,2019) .

Table 19. Inderect Effects

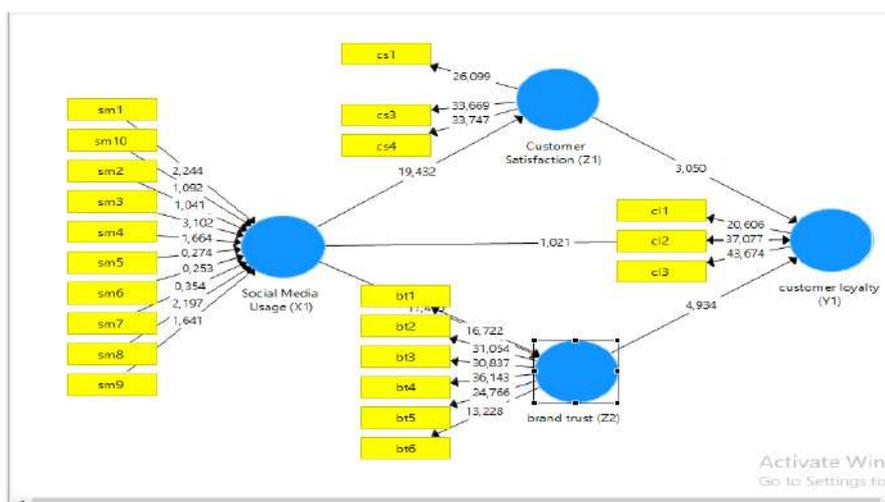
	Original Sample	T Statistics	P Values
Social Media Usage (X ₁) -> Customer Satisfaction (Z ₁) -> Customer Loyalty (Y ₁)	0,251	2,785	0,006
Social Media Usage (X ₁) -> Brand Trust (Z ₂) -> Customer Loyalty (Y ₁)	0,407	4,667	0

Source: Primary Data 2021

From table 19 above, you can see the results of *statistical* analysis using PLS, it can be concluded that:

1. Social media usage (X₁) has a significant effect on customer loyalty (Y₁) mediated by customer satisfaction(Z₁). Based on table 19, it can be seen that the relationship of variable social media usage (X₁) to customer loyalty (Y₁) mediated by customer satisfaction (Z₁) has a positive and significant relationship, this is evidenced by the results of research on hypothesis testing in table 26 with the value of the original sample of 0.251, the value of t statistics 2.785 and the value of p values 0.006.
2. Social media usage (X₁) positively affects customer loyalty(Y₁) mediated by brand trust(Z₂). Based on table 19, it is proven that the variable social media usage against customer loyalty mediated by brand trust has a significant positive relationship, this is shown by the calculation results in hypothesis testing showing the value of the original sample which is positive value, namely 0.407 and T Statistics value 4.667 > 1.96, and for p-values 0 < 0.05. Thus, this hypothesis of seven is accepted.

Figure 2. Final model of PLS output



Discussion

The Effect of Social Media Usage on Customer Satisfaction.

Analysis based on data on the hypothesis that states that social media usage has a positive and significant effect on customer satisfaction received, because the t-statistics value is 19.846 or > 1.96 and the p-value is 0 or < 0.05 . The results of the study identified that overall the variable social media usage has a significant effect on the customer satisfaction variable users on Instagram Wardahbeauty in the city of Padang. Research conducted by Agnihotri et al (2016), social media usage has a positive effect on customer satisfaction, where the regression coefficient of variable social media usage to customer satisfaction is 2,538 and is positive. shows that social media usage has an influence in increasing customer satisfaction on sales in Business to Business (B2B). In addition, this research is also supported by previous research conducted by Hanaysha (2017), this research examines how the influence of social media usage on the satisfaction of fast food customers in Malaysia, the results of this study show that social media usage has a positive and significant influence on customer satisfaction.

The Effect of Social Media Usage on Brand Trust

The results of this study show that the variable social media usage on brand trust obtained T Statistics of 16,665 or > 1.96 with a significance value or P Value of 0 or < 0.05 , so this study succeeded in proving the second hypothesis (H2) that social media usage has a positive and significant impact on brand trust. this proves that the better the use Social media usage, the better the brand's trust in the brand. This research supports a research conducted by Zhang & Li, (2019) where social media usage has a positive influence on brand trust. Research conducted by Hafez (2021) on the banking sector shows that social media usage has a significant effect on brand trust.

The Effect of Customer Satisfaction on Customer Loyalty

The results of this study show that the variable customer satisfaction with customer loyaliyas shows a positive relationship where the original sample value is 0.299 and the statistical T value is 2.847 or > 1.96 with a P value of 0.005 or < 0.05 . This study shows that the third hypothesis (H3) shows a positive relationship. Research conducted by Delafrooz et al (2017) also showed that satisfaction gives positive results to customer loyalty on social media, this research was conducted on the use of social media in making sales transactions. This research is also supported by research conducted by Deng et al (2010) this research examines mobile instant messages in China with the result that customer satisfaction with customer loyalty does have positive and significant results.

The Effect of Brand Trust on Customer Loyalty

The results of this study show that brand trust has a positive and significant relationship with customer loyalty, this can be seen from the original sample value of 0.495 and the T statistic value of 4.881 or > 1.96 with a P value of 0 or < 0.05, from two calculation results proving that the fourth hypothesis (H4) has positive and significant results. This research is supported by research conducted by Singh et al (2021), in the study stated that their trust has a positive and significant relationship with customer loyalty with the results of calculating T statistics of 2,571 or >1.96 and with P value < 0.05. The higher the brand trust, the better the customer loyalty to a product. This research is also strengthened by research conducted by Rather & Hollebeek (2019), this research shows that customer loyalty is influenced by brand trust. Research conducted by Sharifi & Esfidani (2014), proves that customer loyalty is influenced by brand trust.

The Effect of Social Media Usage on Customer Loyalty

The results of this study show that the variable social media usage has no influence on customer loyalty, this is indicated by the original sample value of 0.495 T statistics of 1.008 or < 1.96 with a P value of 0.314 or > 0.05, so this study does not prove that the fifth hypothesis (H5) has a positive but not significant influence on customer loyalty. The results of this study are not the same as the research conducted by Gamboa & Gonçalves (2014), because in the research stated that social media usage has a significant effect on customer loyalty. This can be defined as the better the social media usage, the better the customer loyalty to a product. Another research that supports this research is Yadav & Rahman (2018), which examines that there is a positive relationship between social media usage and customer loyalty.

The effect of social media usage on customer loyalty with customer satisfaction as mediation

From this study, it can be seen that the relationship of variable social media usage (X_1) to customer loyalty (Y_1) mediated by customer satisfaction (Z_1) has a positive and significant relationship, this is evidenced by the results of research on hypothesis testing with a value of the original sample of 0.251, a t statistics value of 2.785 and a p value 0.006. This research is supported by previous research conducted by Gamboa & Gonçalves (2014), which examined the relationship of social media usage to Zara customer loyalty with a case study of Zara's Facebook fanpage, this study states that there is an important relationship between the use of social media and the loyalty of customers with the mediation of customer satisfaction. This research is supported by Mohd-Any et al (2019), this research shows that there is an indirect relationship found in social media usage to customer loyalty mediated

by customer satisfaction, and this study states that the relationship between these three variables is a significant relationship.

The Effect Of Social Media Usage on Customer Loyalty With Customer Satisfaction As Mediation

Based on the hypothesis test analysis, it is proven that the variable social media usage against customer loyalty mediated by brand trust has a positive and significant relationship, this is shown by the calculation results in the hypothesis testing showing the value of the original sample which is positive value, namely 0.407 and the T Statistics value of $4.667 > 1.96$, and for the p-values $0 < 0.05$. Thus, this hypothesis of seven is accepted. This research is supported by research conducted by Zhang & Li (2019), which examines how the use of social media in a business to business (B2B) environment in this study said that social media usage has a positive and significant relationship to customer loyalty by using trust as mediation. Research conducted by Orzan (2016), proves that there is a positive relationship between social media usage and loyalty mediated by brand trust.

Conclusion

Based on the results of the analysis of social media usage hypothesis testing on customer loyalty with customer satisfaction and brand trust as a mediation on Instagram wardahbeauty in the city of Padang as follows.

1. The effect of social media usage on customer satisfaction can be seen that variable social media usage has a positive and significant effect on customer satisfaction of wardah products in the city of Padang.
2. The influence of social media usage on brand trust in wardah products. variable social media usage has a positive and significant effect on brand trust in wardah products in the city of Padang.
3. The effect of customer satisfaction on customer loyalty of wardah products. variable customer satisfaction has a positive and significant effect on customer loyalty of wardah products in the city of Padang.
4. The effect of brand trust on customer loyalty of wardah products. variable brand trust has a positive and significant effect on customer loyalty of wardah products in the city of Padang.
5. The effect of social media usage on customer loyalty on wardah's instagram products. variable social media usage does not have a positive and significant effect on customer loyalty of wardah products in the city of Padang, this could be due to the demographics of different respondents and the level of social media use of each person tends not to be the same between one another.

6. The effect of social media usage on customer loyalty with customer satisfaction as mediation. It can be known that social media usage has a positive and significant relationship with customer loyalty with customer satisfaction as mediation, this shows that social media usage cannot affect customer loyalty directly, if social media usage is used properly and optimally it will affect customer satisfaction and will automatically increase customer loyalty the products issued by Wardah.
7. The influence of *social media usage* on customer loyalty with brand trust as mediation. *social media usage* has an influence on customer loyalty with brand trust as the mediation, thus if the use of social media is used creatively, and maximize it will help increase brand trust and will indirectly increase customer loyalty to products produced by Wardah.

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