



The role of social media activities towards brand image and its impact on satisfaction, emotional attachment, and repurchase intention in beauty products

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ABSTRACT

The beauty product industry in Indonesia has great potential, so it is important for manufacturers to be able to maintain loyal consumers in order to continue to grow. This study aims to test the effect of social media benefits, social media rewards, social media interactivity, and perceived quality on brand image, as well as the effect of brand image on emotional attachment, repurchase intention and satisfaction. Likewise with the effect of satisfaction on repurchase intention and brand commitment. This study was conducted quantitatively with a causal approach. This study was conducted on 233 Somethinc consumers obtained using purposive sampling, namely sampling with the criteria of consumers who have used Somethinc products at least once. The results of this study indicate that social media benefits, social media rewards and perceived quality have a significant and positive effect on brand image, while social media interactivity has no effect on brand image. The results also show that brand image has a significant effect on emotional attachment, repurchase intention and satisfaction, as well as a significant and positive effect of satisfaction on repurchase intention and brand commitment.

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INTRODUCTION

The personal care and beauty business, which is part of the chemical, pharmaceutical, and traditional medicine sectors, is continually growing in Indonesia. According to Statista, sales in the Beauty & Personal Care industry will reach US\$7.23 billion, or IDR 111.83 trillion (at a \$1 exchange rate of IDR 15,467.5), in 2022. The market is expected to expand yearly by 5.81% (annual growth rate from 2022 to 2027) (Mutia, 2022). In particular, the largest market sector is personal care, with a market volume of US\$3.18 billion in 2022. Skin care came in second at US\$2.05 billion, cosmetics at

US\$1.61 billion, and fragrances at US\$39 million. Consumers from the millennial generation are a consumer segment that lives in a period where technical growth is very quick; they generally utilize technology and the internet to communicate with a very big number of other people on a daily basis, at the same time (Savira, 2022).

One of the local self-care products in Indonesia is Somethinc. Somethinc Launched in May 2019, Somethinc is a local Indonesian beauty brand that focuses on skin care. The Somethinc brand's natural care products succeeded in becoming the number 1 top skincare product in the June 2022 period. Somethinc succeeded in winning the top best-selling serum brand in 2022 with sales volume at 12.25% (Rukmana, 2022). However, in the August 2022 period, the market share of Somethinc skincare products fell to 8.94% and became number 2 because the first place was occupied by Scarlett brand skincare products (Sutiani, 2022).

The change in market leadership for skincare products in just a matter of months shows that competition in the skincare industry is quite tight. So efforts are needed to increase and maintain consumer buying interest in the Somethinc brand so that in the future it can become the number 1 brand in Indonesia. This change is also based on the fact that the millennial generation and generation z are generations with behavior that changes quickly following existing trends, therefore it is important to be able to maintain the level of consumer repurchase intention. Repurchase Intention is a strong indicator of customer satisfaction and brand loyalty. If someone has a high intention to make a repeat purchase, this shows that they are satisfied with their previous experience and have a positive perception of the product or service. In the long term, a high level of Repurchase Intention can be an important factor in maintaining a stable and sustainable customer base (Ali et al., 2021). When the consumer repurchase intention is high for products from the Somethinc brand, then consumers will certainly continue to purchase the product regularly which can certainly drive sales from the company, in addition, consumers who continue to repurchase are also less likely to try products from other brands. One factor that can influence Repurchase Intention is the level of consumer satisfaction.

In the beauty industry, consumer satisfaction can determine whether a brand can compete or not because consumer satisfaction plays the most important role in encouraging consumers to continue using Somethinc products. Consumers who are happy with a brand are more likely to remember it than those who are unsatisfied (Hidyantari et al., 2022). Meisaroh et al. (2022), Ishmael & Dei (2018), and Praja & Haryono (2022) found that satisfaction has a considerable effect on repurchase intention.

The perceived quality by consumers also plays an important role, especially when there are many competitors in the beauty industry (Walangitan, 2021). Perceived quality depends on quality attributes such as color, taste, or appearance of a product. Perceived quality is defined as total excellence that primarily drives customers to purchase a product (Nguyen, 2021). Consumer emotional attachment is also important to pay attention to because emotional attachment to a brand will make consumers loyal to that brand. People can also form emotional attachments to brands. Emotional attachment explains interactions between persons and things that have a long-term impact on identity development and personal connections (Barreda et al., 2020). These ties influence customer behavior thereby increasing the company's profitability and productivity. Although customer attachment found in human relationships is stronger than in objects, the basic nature and behavioral outcomes of emotional attachment remain the same.

There are several things that can increase consumer satisfaction, perceived quality and emotional attachment, such as the brand image of the products being sold. Research conducted by Araújo et al. (2023), Tirtayasa et al. (2021) and Chen & Wu (2022) show that brand image has a significant influence on Satisfaction. Likewise, Severi and Ling (2013) and Hou and Wonglorsaichon (2016) shown that brand image influences perceived quality. Barreda et al. (2020) and Haris et al. (2022) demonstrate that brand image has a considerable impact on emotional

connection. Zunaini et al. (2021), Prakasa Restuputra & Rahanatha (2020), and Kim et al. (2018) found that brand image influences repurchase intention.

In the current era of digitalization, consumers tend to look for information via social media when buying a product. So that activities on social media will enable consumers to obtain information which will then form an image about the brand they are looking for. Barreda et al. (2020) and Agustina & jauharry (2023) say that social media activities consisting of Social Media Benefits, Social Media Rewards and Social Media Interactivity are related and can influence brand image. This research aims to analyze the influence of the independent variables, namely Social Media Benefits, Social Media rewards, Social Media Interactivity and Perceived quality on the dependent variables, namely emotional attachment, Repurchase Intention and Brand Commitment. With intervening variables, namely brand image and satisfaction.

RESEARCH METHOD

This research employs a quantitative approach. This investigation utilized 233 samples that were successfully gathered directly. The sample approach utilized is non-probability sampling with purposive sampling, with criteria for customers who have used Somethinc brand beauty goods at least once in the last six months and live in Jabodetabek. Data was acquired using primary data sources, namely surveys, and secondary sources including previously published journal articles, reports, and written documents.

Repurchase intention consists of 5 indicators adopted from Ali & Bhasin (2019), while satisfaction consists of 3 indicators adopted from Chen et al. (2020), Social media interactivity consists of 4 indicators adopted from Barreda et al. (2020), Social media benefits consist of 3 indicators adopted from Barreda et al. (2020), Social media rewards consist of 3 indicators adopted from Barreda et al. (2020), Perceived quality consists of 4 indicators adopted from Rizwan et al. (2014), Brand commitment consists of 5 indicators adopted from Rizwan et al. (2014), Brand image consists of 10 indicators adopted from Bidari & Kurniawan (2023). The data analysis method is carried out using SEM-PLS. The indicator is considered valid if the outer loading value is above 0.4, AVE is above 0.5, the variable is considered reliable if Cronbach's alpha is above 0.7 and composite reliability is above 0.7. The hypothesis is accepted if the t-statistic value is above 1.65 and the p-value is below 0.05 (one-tailed)

RESULTS AND DISCUSSION

The respondent profile in this study can be seen in table 1 below.

Table 1. Descriptive Profile Respondents

Criteria	Frequency	Percentage
Woman	223	95.71%
Man	10	4.29%
Jakarta	70	30.04%
Depok	27	11.59%
Tangerang	124	53.22%
Bogor	10	4.29%
Bekasi	2	0.86%
17 - 26 Year	117	52.36%
27 - 37 Year	116	52.36%
Private Employee	156	66.95%
Housewife	30	12.88%

Self-Employed	13	5.58%
Civil Servant	16	6.87%
Student	5	2.15%

The measurement model (outer model) utilizes confirmatory factor analysis (CFA) to assess the validity and reliability of latent components. The first test in the outer model is convergent validity. The results of convergent validity are as follows.

Table 2. Convergent Validity

Variable	Indicator	Outer Loading	AVE	CR
<i>Brand Commitment</i>	BC.01	0.784	0.721	0.928
	BC.02	0.892		
	BC.03	0.881		
	BC.04	0.863		
	BC.05	0.822		
<i>Brand Image</i>	BI.01	0.437	0.699	0.958
	BI.02	0.902		
	BI.03	0.862		
	BI.04	0.798		
	BI.05	0.790		
	BI.06	0.920		
	BI.07	0.910		
	BI.08	0.835		
	BI.09	0.912		
	BI.10	0.884		
<i>Emotional Attachment</i>	EA.01	0.775	0.628	0.910
	EA.02	0.804		
	EA.03	0.868		
	EA.04	0.730		
	EA.05	0.699		
	EA.06	0.865		
<i>Perceived Quality</i>	PQ.01	0.840	0.813	0.945
	PQ.02	0.958		
	PQ.03	0.940		
	PQ.04	0.863		
<i>Repurchase Intention</i>	RP.01	0.725	0.613	0.887
	RP.02	0.880		
	RP.03	0.811		
	RP.04	0.651		
	RP.05	0.826		
<i>Social Media Benefit</i>	SMB.01	0.850	0.782	0.935
	SMB.02	0.927		
	SMB.03	0.887		
	SMB.04	0.871		
<i>Social Media Interactivity</i>	SMI.01	0.846	0.746	0.936
	SMI.02	0.870		
	SMI.03	0.807		
	SMI.04	0.887		
	SMI.05	0.906		
<i>Social Media Rewards</i>	SMR.01	0.908	0.683	0.915
	SMR.02	0.798		
	SMR.03	0.796		
	SMR.04	0.810		
	SMR.05	0.814		
<i>Satisfaction</i>	ST.01	0.813	0.687	0.868
	ST.02	0.868		
	ST.03	0.803		

The results of the convergent validity test demonstrate that numerous indicators are invalid since their values are less than 0.700. According to Hair et al. (2017), indicators with outer loading values ranging from 0.400 to 0.700 can be utilized in research as long as the AVE value is more than 0.500. In this study, discriminant validity is tested using the HTMT value. The HTMT ratio is the ratio of the correlation between characteristics to the correlation within traits. If the value in the table indicates a value below 0.90, it can be considered legitimate.

Table 3. Discriminant Validity Test

Variable	BC	BI	EA	PQ	RI	SMB	SMI	ST	SMR
Brand Commitment									
Brand Image	0.873								
Emotional Attachment	0.690	0.759							
Perceived Quality	0.649	0.792	0.472						
Repurchase	0.792	0.856	0.623	0.653					
SM Benefit	0.665	0.702	0.619	0.493	0.572				
SM Interactivity	0.597	0.643	0.527	0.576	0.601	0.845			
Satisfaction	0.744	0.873	0.579	0.947	0.858	0.546	0.631		
Sm Rewards	0.507	0.588	0.636	0.305	0.501	0.796	0.655	0.398	

Based on the discriminant validity test findings and the HTMT ratio requirement of <0.90 , all variables in this study are considered totally valid. The next test is the reliability test. The reliability test is conducted by examining the composite reliability value. It is considered trustworthy if the predicted composite reliability value exceeds 0.6 (Hair et al., 2017). The Cronbach alpha is predicted to be higher than 0.7. The composite reliability test yielded the following results.

Table 4. Reliability Test

Variable	Cronbach's alpha	Composite reliability (rho_c)
Brand Commitment	0.903	0.928
Brand Image	0.948	0.958
Emotional Attachment	0.880	0.910
Perceived Quality	0.922	0.945
Repurchase	0.841	0.887
SM Benefit	0.907	0.935
SM Interactivity	0.916	0.936
Satisfaction	0.772	0.868
Sm Rewards	0.885	0.915

The composite reliability results show that the Cronbach alpha value can be declared reliable with a value > 0.70 . The evaluation of the inner model can be seen from several indicators, including the coefficient of determination (R²) and Model Fit. The results of the structural model displayed by Smart PLS in this study are as follows:

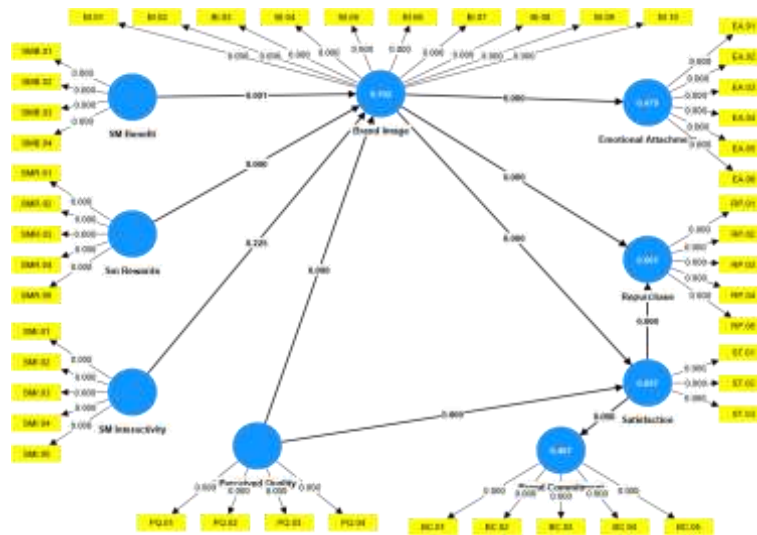


Figure 1. Model Research

The multicollinearity test aims to test the correlation between independent variables in the regression model. A good model is one that does not have multicollinearity. In this study, to detect the occurrence of multicollinearity in the regression model is by looking at the Variance Inflation Factor (VIF) value.

Table 5. Multicollinearity Test

Variable	Brand Image	Emotional Attachment	Repurchase	Satisfaction
Brand Commitment				
Brand Image		1.00	2.26	2.17
Emotional Attachment				
Perceived Quality	1.47			2.17
Repurchase				
SM Benefit	3.44			
SM Interactivity	3.01			
Satisfaction			2.26	
Sm Rewards	2.09			

With the results of the multicollinearity test having a value below 5.00, it can be stated that there is no multicollinearity. The results of the R2 calculation in this study are as follows:

Table 6. R-Square Test

Variable	R-square	R-square adjusted
Brand Commitment	0.407	0.405
Brand Image	0.702	0.697
Emotional Attachment	0.479	0.477
Repurchase	0.661	0.658
Satisfaction	0.697	0.695

At an r-square value brand image has a 70.3% influence on brand commitment, perceived quality, repurchase, social media benefits, social media interactivity, satisfaction and social media rewards. repurchase intention has a 66.3% influence on social media benefits, brand image, satisfaction, brand commitment. On satisfaction has a 69.8% influence on brand image, perceived

quality, brand commitment, and repurchase. This f-square test is conducted to determine the goodness of the model.

The T-test aims to test the independent variables that affect the dependent variables individually. t-statistic is used to test the significance of the hypothesized path. In this study the hypothesis is accepted if the t-statistic is above 1.65 and the p-value is below 0.05. The following are the results of the partial test.

Table 7. Hypothesis Test

	Hypothesis	Original sample	T statistics	P values	Decision
H1	Brand Image -> Emotional Attachment	0.692	17.120	0.000	Supported
H2	Brand Image -> Repurchase	0.618	9.473	0.000	Supported
H3	Brand Image -> Satisfaction	0.343	5.068	0.000	Supported
H4	Satisfaction -> Repurchase	0.240	3.753	0.000	Supported
H5	Satisfaction -> Brand Commitment	0.638	16.574	0.000	Supported
H6	SM Benefit -> Brand Image	0.260	3.177	0.001	Supported
H7	SM Rewards -> Brand Image	0.250	4.306	0.000	Supported
H8	SM Interactivity -> Brand Image	-0.049	0.756	0.225	Not Supported
H9	Perceived Quality -> Brand Image	0.570	12.429	0.000	Supported
H10	Perceived Quality -> Satisfaction	0.550	8.207	0.000	Supported

The brand image variable has a significant effect on emotional attachment with a T statistic value (17.120 > 1.65) and a p value (0.000 < 0.05). These results indicate that the brand image variable has a significant effect on emotional attachment. A good brand image has a psychological role in consumers (Santoso, 2020). A good brand will create an image in the minds of consumers that leads to purchase intentions. Brand emotional attachment is defined as a bond that connects consumers to a brand that is characterized by feelings of affection, connection, and passion for the brand (Dwivedi et al., 2019). When consumers perceive a brand as a symbol of their beauty, lifestyle, and aspirations, they tend to feel a stronger emotional connection. For example, if a brand is known for positive values such as quality, trust, and care, consumers will feel more comfortable and confident in using the product. A strong brand image can also evoke a sense of identity and pride, as consumers feel they are part of a larger community. As a result, this emotional connection can increase consumer loyalty and fidelity to the brand. Research conducted by Barreda et al. (2020), Manyiwa et al. (2018) and Haris et al. (2022) shows that brand image has a significant influence on emotional attachment.

The brand image variable has a significant effect on repurchase with a T statistic value (9.473 > 1.65) and p value (0.000 < 0.05). The results of this study are in accordance with previous research by Zunaini et al. (2021), Sutanto & Kussudyarsana (2024), Restuputra & Rahanatha (2020) and Kim et al. (2018). A strong and positive brand image instills trust in the minds of consumers. When consumers believe in the quality and credibility of a brand, they are more likely to repurchase the product. Second, a consistent and attractive brand image can increase consumer loyalty, because they feel the brand understands and represents their needs and values. Third, a good brand image is often associated with previous positive experiences, which strengthens consumers' intention to repeat purchases. Overall, a positive brand image creates a strong emotional connection and drives repeat purchase intentions.

The brand image variable has a significant effect on satisfaction with a T statistic value (5.068 > 1.65) and a p value (0.000 < 0.05). The results of this study are in accordance with previous research by Araújo et al. (2023), Tirtayasa et al. (2021), Chen & Wu (2022) Büyükdag (2021), and Praja & Haryono (2022). When the product meets or exceeds these expectations, consumers are satisfied with their purchase. In addition, brands with a good image are often associated with positive values such as trust, reliability, and innovation, all of which contribute to a positive consumer experience. Satisfaction is also influenced by emotional factors; consumers who feel

emotionally connected to a brand are more likely to be satisfied with the product. As a result, a strong brand image can significantly increase consumer satisfaction (Araújo et al., 2023). So if a brand has a very good brand image, consumers tend to feel satisfied with having used the products or services from that brand.

The satisfaction variable has a significant effect on repurchase with T statistic values ($3.753 > 1.65$) and p value ($0.000 < 0.05$). The results of this study are in accordance with previous research by Meisaroh et al. (2022), Ishmael & Dei (2018), Praja & Haryono (2022), Praja & Haryono (2022) and Tufahati et al. (2021). The results of this study are also in accordance with the theory of customer satisfaction is one of the important structures used to explain consumer behavior (Büyükdag, 2021). Satisfaction influences consumer behavior and loyalty attitudes after consumption, with pleased customers being less price sensitive, more shielded from rivals, and perceived as more loyal than unsatisfied customers. As a result, pleased customers are more likely to buy the same product again.

The Satisfaction variable has an effect on brand commitment with a T statistic value ($16.574 > 1.65$) and a p value ($0.000 < 0.05$). These results are supported by previous studies by Purwiati (2023), Prawira (2021), and Suwanto (2021). The theory of Anabir (2023), states that satisfaction is defined as the pleasurable realization that occurs when a customer's needs, desires, or goals are met. In other words, satisfaction is the customer's perception that consuming a product or service provides results that meet the standards of pleasure.

The social media benefit variable has a significant effect on brand image with a T statistic value ($3.177 > 1.65$) and a p value ($0.001 < 0.05$). The results of this study are in accordance with previous research by Haris et al. (2022). The results of this study are also in accordance with the theory that the use of social media can provide benefits to its users, such as benefits in the form of useful information when consumers are at the evaluation stage of buying products from which brand (Hanaysha, 2022). When social media users obtain information about a product, the brand image of the product will automatically be formed due to the information obtained by the user.

The social media rewards variable has a significant effect on brand image with a T statistic value ($4.306 > 1.65$) and a p-value ($0.000 < 0.05$). These results indicate that the social media rewards variable has a significant effect on the brand image of Somethinc users. The results of this study are in accordance with previous research by Barreda et al. (2020) and Haris et al. (2022). The findings of this study also support the Social Media Rewards Theory, which refers to the extent to which social media users earn financial incentives and other advantages (Barreda et al., 2020). Psychological and financial benefits can inspire consumers to buy more, increase consumer image, and positively evaluate the brand.

The social media interactivity variable does not affect brand image with a T statistic value ($0.756 < 1.65$) and p value ($0.292 > 0.05$). These results indicate that the social media benefit variable does not affect the brand image of Somethinc users. These results are supported by previous research by Rizki (2023) and Latifah (2023). The average respondent's answers regarding the Social Media Interactivity and Brand image variables showed an agreed answer, indicating that most Somethinc users may have a positive perception of the interactions they have through social media with the brand. However, these findings indicate that although users feel that interactivity on social media is an important aspect, it does not have a significant impact on Somethinc's brand image. Respondents' agreement on this variable means that they agree that Social Media Interactivity is present and may provide a positive experience, but it does not directly change or improve their perception of brand image. This is in line with previous research which shows that although social media interactivity can create engagement, it does not always have a significant effect on emotional attachment or brand image. Interactivity on social media may play a greater role in increasing brand awareness or providing a pleasant customer experience, but it is not enough to change the overall brand image. Brand image is more influenced by other factors such as

product quality, overall experience with the brand, and the perceived value of the product or service.

The perceived quality variable has a significant effect on brand image with a t-statistic value ($12.429 > 1.65$) and a p value ($0.000 < 0.05$). The results of this study are in accordance with previous research by Barreda et al. (2020), Haris et al. (2022) and Agustina & Jauharry (2023). The results of this study are also in accordance with the theory that the experience of social media interactivity can shape perceptions of brands in the minds of consumers (Agustina & Jauharry, 2023). Social media communication also greatly influences the formation of brand image in the minds of consumers (Büyükdağ, 2021). Interactions carried out via social media will make consumers not directly discuss the brand, which will certainly increase consumer involvement with the brand, and of course this will form an image in the minds of consumers.

The perceived quality variable has a significant effect on satisfaction with a T statistic value ($8.207 > 1.65$) and a p value ($0.000 < 0.05$). These results are in accordance with previous research by Nguyen (2021), Ardiansyah & Setiawan (2022) and Praja & Haryono (2022), Hanifati & Salehudin (2021), and Valensia & Candy (2022). This result is also in accordance with the theory that Perceived quality is the suitability of product quality with function, product comfort when used, suitability of the price issue with the value of the product, and the psychological criteria of product price for customers (Ardiansyah & Setiawan, 2022). While satisfaction occurs when the expectations of customers can be met by the quality of the product. Therefore, Perceived quality is something that consumers pay attention to before consumers feel satisfied.

CONCLUSION

The results of the study showed that 9 out of 10 hypotheses in this study were accepted, only social media interactivity was unable to significantly and positively influence brand image. However, social media benefits, rewards and perceived quality have a positive effect on brand image and satisfaction. Brand image also has a positive effect on emotional attachment, repurchase intention, and satisfaction. And satisfaction has a positive effect on repurchase intention and brand commitment. The results of this study are expected to be input for managers to be able to study consumer behavior, especially in increasing repurchase intention through the factors analyzed. The results of this study can also be input for managers in the beauty industry in studying consumer behavior.

The managerial implications of this study are as follows. First, decision makers on the Somethinc brand need to improve brand image to increase emotional attachment, repurchase intention and satisfaction. Companies can improve brand image by focusing on product innovation development and communication to form an image that Somethinc products are innovative products. Somethinc needs to continue to innovate by launching new products that follow the latest beauty trends and meet consumer needs. Companies also need to improve satisfaction to increase repurchase intention and brand commitment. Companies can improve by purchasing experience and strengthening consumer confidence in their products. To improve the purchasing experience, Somethinc can optimize the purchasing process both online and offline by ensuring easy navigation, speed of delivery, responsive customer service, and attractive product packaging. Finally, companies need to improve social media benefits, rewards and perceived quality to improve brand image. Social media benefits can be improved by focusing on strategies to increase consumer pride in sharing their experiences on social media. Where in the post-covid era, social media is one of the largest channels that can be utilized by managers. To achieve this, Somethinc can implement several managerial steps. First, Somethinc can launch a social media campaign that inspires and motivates consumers to share their positive experiences with Somethinc products. social media rewards can be improved by improving psychological reward strategies to strengthen

brand image. First, Somethinc needs to create a loyalty or reward program that not only offers material rewards but also psychological rewards. For example, Somethinc can create a “Brand Ambassador” or “Beauty Enthusiast” program where consumers who actively contribute or interact on their social media are given special recognition. Perceived quality can be improved by focusing on improving and strengthening consumers’ perceptions of product quality. Somethinc can evaluate and ensure that their product quality control is consistent and well-maintained from upstream to downstream. This includes the production process, quality control, raw material selection, and product testing procedures before being launched to the market. Ensuring that each product meets high quality standards will provide a strong foundation for building positive consumer perceptions of the Somethinc brand. It is hoped that further research can add several variables that may influence repurchase intention, in addition, it is hoped that further research can conduct research on various different social classes to be able to further analyze how respondents’ behavior differs.

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