

## DETERMINANT FACTORS OF CONSUMER LOYALTY IN BANYUMAS COSMETICS MARKET: A CASE STUDY OF CUSHION SKINTIFIC

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### Abstract

This study explores the determinant factors of brand loyalty among Generation Z consumers in the Indonesian cosmetics market, specifically examining Skintific's cushion product users in Banyumas. As local cosmetics brands compete in an increasingly digitalized beauty industry, understanding factors that foster consumer loyalty becomes essential for sustainable growth. Using a qualitative approach, this study conducted in-depth interviews with Generation Z consumers (aged 18-25) who have been using Skintific cushion for at least three months. Thematic analysis of interview data revealed three main determinants of brand loyalty: (1) emotional attachment, characterized by consumers' feelings of pride and confidence when using the product and their perception of brand-self congruence; (2) trust in product effectiveness, built through consistent product performance, suitable ingredients for Indonesian skin types, and positive usage experiences; and (3) digital engagement, manifested through active participation in online brand communities, sharing product reviews on social media, and responding to digital marketing campaigns. The findings indicate that these three determinants work synergistically to create a comprehensive loyalty experience among young consumers. This study contributes to consumer behavior literature by providing empirical insights into loyalty formation for local cosmetics brands in emerging markets. For practitioners, the findings suggest that cosmetics brands should develop integrated strategies that simultaneously address emotional connections, product quality assurance, and meaningful digital interactions to cultivate lasting consumer loyalty.

**Keywords:** Consumer Loyalty Determinants, Generation Z Consumers, Indonesian Cosmetics Market, Digital Engagement, Emotional Attachment, Qualitative Study, Cushion Skintific

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### INTRODUCTION

The Indonesian cosmetics market has emerged as one of the most dynamic sectors in Southeast Asia, with the market projected to reach USD 2.43 billion by 2029, growing at a compound annual growth rate (CAGR) of 4.22% from 2025 to 2029 (Statista, 2024). This remarkable growth is driven by a convergence of factors including rising disposable incomes, increasing digital connectivity, and a young, beauty-conscious population. The Beauty & Personal Care market in Indonesia is significantly influenced by macroeconomic factors such as rising disposable incomes, urbanization, and changing consumer behaviors (Statista, 2024). Within this thriving landscape, Generation Z consumers have emerged as a particularly influential demographic, fundamentally reshaping how beauty brands approach marketing, product development, and customer engagement.

Generation Z, born between 1997 and 2012, represents a pivotal consumer segment in Indonesia's beauty market. Indonesia stands out in the APAC region due to its distinctive digital footprint, a prominent feature of its broad online base (Meltwater, 2024). This digitally native generation demonstrates unique consumption patterns characterized by their demand for authenticity, transparency, and values-based purchasing decisions. 45% of Gen-Z respondents said they try new brands every two to three months, yet paradoxically, Gen-Z shoppers show high levels

of loyalty, with close to 60% willing to stick with their favourites (Business of Fashion, 2024). This dual behavior of exploration and loyalty presents both opportunities and challenges for cosmetics brands seeking to establish lasting relationships with this demographic.

The digital transformation has fundamentally altered Indonesia's beauty retail landscape. TikTok Shop and its livestreaming features are ideal for beauty products, as it allows brands to connect directly with consumers, creating a seamless journey from discovery to purchase within the app itself (CosmeticsDesign-Asia, 2024). Social commerce has become particularly significant, with 21% of women aged 18-34 interacting with beauty content online in the three months leading to September 2024 (Mintel, 2024). The integration of e-commerce and social media platforms has created new touchpoints for brand-consumer interactions, enabling more personalized and engaging shopping experiences.

Despite the extensive research on consumer behavior in global cosmetics markets, there remains a significant gap in understanding the specific determinants of brand loyalty among Generation Z consumers in regional Indonesian markets. Most existing studies focus on metropolitan areas or adopt broad national perspectives, overlooking the unique characteristics of smaller cities like Banyumas. Furthermore, while previous research has examined individual factors such as product quality or pricing (Hameed & Kanwal, 2018; Yousaf et al., 2012), there is limited exploration of how emotional attachment, trust in product effectiveness, and digital engagement work synergistically to create brand loyalty in the context of local cosmetics brands.

The urgency of this research is underscored by several market dynamics. First, Chinese beauty brands have a strong presence in Indonesia's e-commerce market, with around 100 SKUs available on Sociolla and Watsons' local online store (Mintel, 2024), intensifying competition for local brands. Second, the post-pandemic shift in consumer behavior has accelerated digital adoption, with 59.3% of internet users between the ages of 16 and 64 make purchases online weekly (East Ventures, 2024). Third, customer acquisition costs continue to rise, making brand loyalty increasingly crucial for sustainable business growth.

Within this context, Skintific presents a compelling case study. Launched in 2022, this brand has achieved remarkable success by focusing on digital-first strategies and understanding Generation Z preferences. The brand's cushion product, which combines foundation, sun protection, and skincare benefits, exemplifies the trend toward multifunctional beauty products that appeal to time-conscious young consumers. The popularity of Skintific cushion in regional markets like Banyumas provides a unique opportunity to examine how global beauty trends are adapted and received in local contexts.

This study aims to explore the determinants of brand loyalty among Generation Z consumers of Skintific cushion in Banyumas. Through qualitative investigation, the research seeks to uncover how emotional attachment, trust in product effectiveness, and digital engagement contribute to loyalty formation. The findings will contribute to both theoretical understanding of consumer behavior in emerging markets and practical insights for beauty brands navigating Indonesia's dynamic cosmetics landscape.

## LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Research on consumer behaviour in the cosmetics industry has seen significant growth in the last five years, particularly in Southeast Asia, where the beauty sector has experienced substantial growth. Academic literature has shifted focus from traditional approaches that emphasized the functional attributes of products to a more complex understanding of the psychological, social, and digital factors influencing consumer behavior in the cosmetics market. Mohamed and Gadiman (2024) explored the influence of YouTube influencer credibility on cosmetic purchase intention in Malaysia. Their study found that expertise emerged as the most influential factor, with consumers trusting influencers with knowledge, especially in product categories where expertise mitigates perceived risks. Attractiveness also positively influenced purchase intention, as consumers tended

to associate aesthetically appealing influencers with higher product quality. Trust was also highlighted as a crucial factor in fostering brand loyalty, as consumers valued influencers perceived as sincere and authentic. Similarly, Abas et al. (2024) confirmed that Millennials in Malaysia are increasingly inclined to purchase organic cosmetics, driven by environmental awareness and a preference for sustainable and cruelty-free products. The study revealed that attitude, subjective norms, and perceived behavioral control were the primary factors influencing purchase intentions among Millennials, driving the green consumption movement.

In Indonesia, research on brand loyalty in the cosmetics sector has revealed unique dynamics. Kristianti et al. (2021) conducted a study on Wardah consumers in the Jabodetabek region and found that product quality and consumer satisfaction significantly impacted brand loyalty toward Wardah cosmetics. In contrast, service quality and promotions showed no significant effect. These findings were further reinforced by Dirgantari et al. (2022), who analyzed the enhancement of brand loyalty through brand benefits for Indonesian domestic skincare users. This quantitative study found that brand benefits positively influenced brand loyalty for Indonesian domestic products, offering valuable insights into consumer loyalty in the local market. Zhulkarnain et al. (2024) focused on Generation Z consumers and found that brand trust and perceived value were significant drivers of consumer loyalty toward Wardah skincare products in Jabodetabek. Their research highlighted the importance of building brand loyalty among Generation Z, which represents a significant portion of Indonesia's population and consumer market.

The halal aspect in cosmetics has also become a crucial factor in consumer motivation in Southeast Asia. Nurhayati and Hendar (2017) explored consumer demand for halal cosmetics in Indonesia and found that factors such as attitude, subjective norms, and perceived behavioral control were positively correlated with consumers' decisions to purchase halal cosmetics. Similarly, a study by Chin and Harizan (2019) on university students in Malaysia examined purchase intentions toward skincare products. The study revealed that the skincare sector had become mainstream, with skincare products showing the highest demand in Malaysia's cosmetics market. This aligns with the growth seen in other Southeast Asian markets, where skincare products are increasingly driving the overall cosmetics industry.

In a more recent study on consumer behavior, Macheke et al. (2024) analyzed the impact of online customer reviews and celebrity endorsements on young female consumers' purchase intentions. They concluded that social influence significantly governs consumer decision-making, driven by both informational and normative social motives. Consumers tend to base their purchase decisions on the experiences of early adopters within their social networks and the desire to conform to societal expectations. Their study suggests that purchase intention directly influences the likelihood of a consumer making a purchase, with stronger intentions leading to higher purchase frequency. Despite the variety of studies conducted in Southeast Asia, several gaps remain. For example, many existing studies focus on well-established brands like Wardah, L'Oréal, and Olay, while research on emerging brands such as Skintific is still limited. Additionally, there is a lack of research on the impact of social commerce platforms like TikTok Shop on emotional attachment and long-term brand loyalty. While studies such as those by Macheke et al. (2024) suggest the increasing role of social media in shaping consumer behavior, research has yet to explore how these platforms influence consumer loyalty in a more comprehensive manner. Finally, there has been limited investigation into how the combination of product innovation, effective digital marketing strategies, and an in-depth understanding of Generation Z consumer behavior can foster strong brand loyalty in a relatively short period.

The uniqueness of the present study lies in its focus on Skintific's cushion as a case study, representing a new phenomenon in Indonesia's cosmetics industry. Unlike previous studies that employed quantitative approaches focusing on established brands, this research uses a qualitative approach to explore the underlying dimensions of consumer experience. Specifically, the study aims to understand the emotional attachment, trust in product effectiveness, and active consumer involvement in digital marketing campaigns. The combination of these three dimensions has not

been thoroughly studied before in the context of Indonesia's cosmetics market, and this research is expected to contribute significantly both theoretically and practically to the local cosmetics industry.

### **Hypothesis**

Consumer loyalty for Skintific's cushion product among Generation Z consumers in Indonesia is shaped by three main determinants that work synergistically: (1) emotional attachment, which includes the feelings of pride and confidence consumers experience when using the product and their perception of brand-self congruence; (2) trust in product effectiveness, which is built through consistent product performance, visible results, and ingredient suitability for Indonesian skin types; and (3) digital engagement, which is reflected in consumers' active participation in online brand communities, sharing product reviews on social media, and responding to digital marketing campaigns. While aggressive digital marketing strategies can significantly enhance brand awareness, true loyalty is formed when these three factors are integrated authentically into the consumer experience.

### **RESEARCH METHODS**

This study adopts a qualitative approach with a case study design to explore consumer motivations and brand loyalty for Skintific's cushion product. The choice of a qualitative approach was made to understand the psychological, social, and digital factors influencing consumer behavior, which cannot be effectively captured through quantitative methods alone. The target population for this research consists of Generation Z consumers in Banyumas who have used the Skintific cushion for at least three months. Participants were selected based on specific criteria, including being aged 18-25, having independent purchasing power, and being active users of cosmetics. Purposive sampling was employed to select participants who met these criteria. The sample size was determined based on the principle of data saturation, meaning data collection ceased when no new significant information emerged from the interviews.

Data collection was primarily conducted through in-depth semi-structured interviews, which allowed the researcher to explore topics that arose spontaneously while maintaining a focus on the main research themes. Each interview lasted between 30-45 minutes and was recorded with the participants' consent. In addition to the interviews, social media observations were also performed to gather contextual insights about consumer behavior, such as their interactions with brand-related content on platforms like Instagram and TikTok.

The collected data was analyzed using thematic analysis, facilitated by NVivo software to assist with the coding and categorization process. The analysis proceeded through several stages, starting with auto-coding to identify frequently occurring keywords such as "Skintific cushion," "reviews," and "marketing." In the next phase, open coding was applied to inductively label meaningful units of data. These codes were then grouped into broader themes during axial coding, including themes such as Purchase Motivation and Consumer Attitudes. In the final stages of the analysis, selective coding was employed to explore the relationships between the categories and develop a holistic understanding of the phenomenon under study. Additionally, query analysis was conducted using NVivo's matrix coding feature to examine specific patterns and relationships between the variables that emerged during the coding process.

To ensure the validity and credibility of the findings, several strategies were employed. Member checking was performed by sharing preliminary analysis with a subset of participants to verify the accuracy of the researcher's interpretation of their experiences. Data triangulation was achieved by combining insights from interviews with observations made on participants' social media activities, which helped to cross-verify the consistency of reported behaviors. Reflexivity was maintained through continuous memoing, where the researcher documented personal reflections and insights gained during data collection and analysis, helping to address potential biases.

Ethical approval was obtained from the relevant institutional ethics committee, and all participants provided informed consent. The study ensured the confidentiality and anonymity of

participants, with personal identifiers removed or disguised in the final analysis. Participants were also informed of their right to voluntarily participate in the study and their ability to withdraw at any time without any negative consequences.

The study has several limitations. First, its focus on a single product—Skintific’s cushion—and a specific demographic group, Generation Z in Banyumas, may limit the generalizability of the findings to other cosmetic products or different demographic groups. Second, the use of purposive sampling introduces the possibility of selection bias, as participants who agreed to participate may possess certain characteristics that are not fully representative of the broader population.

## RESULTS AND DISCUSSION

The analysis of qualitative data collected from Generation Z consumers using Skintific’s cushion product provides valuable insights into the dynamics of consumer motivation and brand loyalty within the context of intensive digital marketing. In-depth interviews were conducted with five participants, each representing a diverse background in terms of education, profession, and age. These participants were asked 15 questions regarding their motivations, personality, self-concept, lifestyle, information processing, consumer learning, and attitudes toward the product. Each interview lasted between 30 and 45 minutes, offering rich data for analysis.

To analyze the data, NVivo software was used, employing a systematic qualitative analysis procedure. The analysis began with auto-coding based on keyword frequency, followed by the identification of key themes and sub-categories. A mind map was created to visualize the relationships between the identified themes, while matrix coding queries were employed to explore the relationships between categories. This approach provided an in-depth understanding of how various factors interconnect to influence brand loyalty among Generation Z consumers.

The auto-coding process identified several frequently occurring keywords across the interviews. Key terms such as "Skintific cushion," "review," "friends," "marketing," "practical," "shade," "confidence," "promotion," "quality," and "social status" stood out. These keywords highlighted the various aspects of the consumer experience with the product and brand. The frequent mention of terms like "review" and "friends" points to the significant role of social factors in the decision-making process. Consumers placed high value on the recommendations from their social circles, reinforcing the credibility of personal word-of-mouth over commercial endorsements. Meanwhile, the words "practical" and "quality" indicated that despite the pervasive digital marketing environment, functional aspects of the product remain critical in the consumer’s evaluation process.

In terms of the themes identified, the first major theme revolves around purchase motivation, which emerged as a complex interplay of various factors. Practicality and ease of use were highlighted as essential drivers for choosing Skintific’s cushion. Generation Z consumers, characterized by their mobile and fast-paced lifestyle, valued products that were compact and easy to use in their dynamic daily routines. The strong influence of recommendations from friends and family further solidified the importance of traditional word-of-mouth, which was considered more credible than professional influencer endorsements. Although intensive marketing raised awareness about the product, it did not necessarily translate into purchases, revealing a gap between brand exposure and actual consumer loyalty. Furthermore, self-actualization and confidence were psychological motivations that consumers sought to fulfill through the use of cosmetics, indicating that the product served not only functional but also emotional needs. Social status also emerged as a motivational factor, though it was not always explicitly stated by the participants.

The second theme, focusing on personality and lifestyle, explored how the consumers’ values and lifestyles influenced their relationship with the Skintific brand. Generation Z consumers demonstrated a high level of awareness regarding beauty and makeup, indicating that they are well-informed and critical of marketing claims. Their active lifestyle, including activities such as sports, singing, and traveling, required a product that was both practical and adaptable. The ease of use and portability of the cushion aligned well with these consumer needs. There was also a growing awareness of sustainable products, suggesting a shift in consumer attitudes toward considering

environmental and social responsibility when making purchasing decisions. Although sustainability was not yet the dominant factor, it signaled a shift in values that may influence future consumer choices.

The third theme, information management, revealed how Generation Z consumers processed and evaluated information when making purchase decisions. TikTok and Instagram emerged as the primary sources of information about cosmetic products, but consumers expressed a high degree of skepticism toward content produced by professional influencers. Personal reviews, particularly from friends and family, were considered far more credible than influencer endorsements, reflecting the sophisticated information literacy of Generation Z consumers. They were able to discern between authentic, user-generated content and paid advertisements, highlighting a shift in trust dynamics within the beauty industry.

The fourth theme, consumer learning, focused on how previous experiences with competitor products influenced consumers' loyalty to Skintific's cushion. Negative experiences with brands like Wardah, Makeover, and Somethinc played a pivotal role in shaping consumers' perceptions and appreciation of Skintific's product. Key advantages of the product, such as ease of application, color accuracy, and long-lasting makeup, were identified as important differentiators that set Skintific apart from other brands in the market. These functional benefits served as benchmarks for consumers when evaluating the product's quality.

The fifth theme, consumer attitudes, revealed a general positive outlook toward Skintific's cushion, with most consumers expressing willingness to recommend the product to others. However, some participants remained neutral due to ethical concerns about the brand, particularly relating to social issues surrounding the company's operations. This underscores the complexity of consumer loyalty in today's market, where product satisfaction alone may not be enough to guarantee long-term loyalty if ethical concerns arise.

The analysis confirmed that personal recommendations from friends and family were the most influential in purchase decisions, while intensive marketing on social media contributed to brand awareness but did not always correlate with long-term loyalty. This finding reveals a paradox in contemporary digital marketing strategies: while increased promotional intensity can enhance brand visibility, it can also diminish credibility if not managed thoughtfully.

**Query Data**

<b>Purchase Information</b>	<b>Review From Friends/Family</b>	<b>Social Media Marketing</b>
Practical & Compact	√	
Recommendation from Friends/Family	√	
Intensive Marketing		√
Self-Actualization & Status	√	√

Figure 1. Query Data Table

the table illustrates that personal recommendations from friends and family have the most significant influence on purchasing decisions, while social media marketing helps raise awareness but does not always drive loyalty or conversions. Additionally, self-actualization and status are influenced by both sources, emphasizing the importance of a balanced approach in marketing strategies.

Reflecting on the findings, several conclusions can be drawn. First, Generation Z consumers value personal recommendations over professional endorsements, highlighting the power of word-of-mouth in driving consumer behavior. Second, the practicality and functionality of the product are paramount, with consumers seeking products that align with their busy, on-the-go lifestyles. Third, self-actualization and confidence are critical psychological needs that the product helps fulfill. Lastly, while intensive marketing is important for raising brand awareness, it must be balanced with authenticity to prevent consumer fatigue and maintain long-term loyalty.

Skintific's cushion product has been positively received by Generation Z consumers, primarily due to its practicality, quality, and the influence of personal recommendations. However, over-reliance on intensive marketing strategies and social issues related to the brand could impede consumer loyalty. To foster lasting brand loyalty, it is recommended that Skintific balance digital marketing efforts with community engagement, emphasize sustainability and ethical practices in promotions, and prioritize user-generated content as a primary marketing strategy.

The findings of this study offer significant contributions to the understanding of consumer behavior and brand loyalty within the context of intensive digital marketing, particularly in the cosmetics industry. The results support and expand the theoretical framework of brand loyalty in the digital era.

First, the study reinforces social proof theory, which asserts that consumers tend to follow behaviors exhibited by others they consider similar to themselves. The findings highlight an important nuance in this theory by revealing a credibility hierarchy within social proof. Specifically, recommendations from close personal circles, such as friends and family, carry greater weight than commercial endorsements. This insight deepens our understanding of social influence in contemporary digital marketing, suggesting that in the digital age, consumer trust is more readily extended to organic, personal recommendations than to influencer marketing.

Second, this research advances our understanding of the paradox of intensive marketing in the digital age. The study confirms that while intensive digital marketing strategies can significantly enhance brand awareness, excessive exposure can result in a backlash effect, where consumer skepticism arises about the brand's authenticity. These findings contribute to marketing communication theory by identifying a threshold beyond which marketing effectiveness starts to decline. Thus, brands must manage the intensity of their marketing efforts carefully, balancing visibility with authenticity to prevent consumer fatigue.

Third, the study enriches the understanding of the multi-dimensional nature of brand loyalty. The results confirm that loyalty is not solely driven by product satisfaction but rather by a complex combination of functional satisfaction, emotional attachment, and social validation. These findings align with the evolving concept of brand loyalty, shifting from a transactional to a relational paradigm, in which loyalty is fostered through emotional connections and social recognition in addition to functional benefits.

From a practical standpoint, the study offers actionable insights for digital marketers in the cosmetics industry. The prominence of personal recommendations in influencing purchase decisions suggests that marketing strategies should prioritize facilitating and amplifying organic word-of-mouth rather than relying solely on paid endorsements. User-generated content and community-building strategies are particularly relevant in this context, where the brand acts as a facilitator, enabling consumers to share authentic experiences. This approach not only proves to be more cost-effective than traditional influencer marketing but also enhances credibility among consumers, especially Generation Z.

Additionally, the findings underscore the importance of product practicality in shaping consumer decisions. Features such as portability, ease of application, and versatility were identified as key differentiators that can establish a long-term competitive advantage. For product development teams, this highlights the need to prioritize functional benefits that align with the dynamic, mobile lifestyles of Generation Z. Cosmetics brands must ensure that their products cater to consumers' desire for efficiency and convenience in their daily routines.

This study also contributes to a deeper understanding of the unique characteristics of Indonesian consumers, particularly in Banyumas, within the cosmetics industry. Despite being digital natives and highly active on social media, Generation Z consumers in Banyumas continue to maintain strong communal values, where the opinions of close friends and family significantly influence their purchasing decisions. This highlights the cultural specificity of consumer behavior in Indonesia, suggesting that global marketing strategies must be adapted to local cultural contexts. Brands

seeking success in Indonesia, especially in regions like Banyumas, must take these cultural nuances into account to engage effectively with local consumers.

Skintific's ability to capture a significant market share in a relatively short period can be understood in light of the study's findings. The brand has successfully combined product excellence with an intensive digital marketing strategy, appealing to Generation Z consumers. However, this success also comes with the risk of market oversaturation. The study indicates that while there is an open window of opportunity for new brands in the cosmetics market, their long-term success will depend on their ability to maintain product quality and authenticity. Skintific's rapid growth reflects the importance of balancing innovative marketing strategies with the continuous improvement of product offerings to sustain consumer loyalty.

This study provides important theoretical and practical contributions to the understanding of brand loyalty in the digital marketing era. It highlights the critical roles of social influence, product practicality, and emotional attachment in driving loyalty, offering valuable insights for marketers seeking to build sustainable relationships with Generation Z consumers. Additionally, the study emphasizes the need for cultural sensitivity in marketing strategies, particularly in emerging markets like Indonesia. The findings also underscore the importance of balancing digital marketing with authentic engagement and product excellence to foster long-term brand loyalty.

## CONCLUSION

This study successfully validates the proposed hypothesis that consumer loyalty among Generation Z consumers toward Skintific's cushion product in Banyumas, Indonesia, is determined by the synergistic interaction of three critical factors: emotional attachment, trust in product effectiveness, and digital engagement. The empirical evidence demonstrates that these determinants function interdependently to foster sustained consumer loyalty, extending beyond mere product satisfaction to encompass emotional fulfillment and meaningful brand-consumer interactions. Notably, the findings reveal that personal recommendations from trusted social circles significantly outweigh influencer marketing effectiveness, while intensive marketing campaigns risk inducing consumer fatigue that potentially undermines long-term loyalty objectives. These insights challenge conventional digital marketing assumptions and underscore the importance of authentic relationship-building over aggressive promotional strategies.

While this research provides substantial theoretical and practical contributions to consumer loyalty literature, several limitations necessitate future investigation. The scope's restriction to a single product category and specific geographical context limits generalizability, warranting expansion across diverse cosmetic segments and cross-cultural comparative studies throughout Southeast Asia. Longitudinal research designs would enhance understanding of loyalty evolution as brands mature and encounter intensified competitive pressures. Furthermore, quantitative validation through larger-scale survey methodologies could strengthen the qualitative findings and provide statistical robustness to the proposed model. The study's cultural specificity, particularly regarding Generation Z consumer behavior in Banyumas, presents opportunities for broader regional analyses that could inform culturally-sensitive marketing strategies. These research directions will advance both academic knowledge and practical applications in contemporary digital marketing contexts.

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