

BAB V

PENUTUP

5.1. Kesimpulan

Penelitian ini meneliti tentang peran kepercayaan merek dalam memediasi pengaruh aktivitas pemasaran media sosial di TikTok terhadap loyalitas merek pada produk Skintific. Data dari penelitian ini dikumpulkan dari 201 responden yang mengisi kuesioner penelitian.

Berdasarkan data yang diperoleh, mayoritas responden dalam penelitian ini berasal dari kalangan mahasiswa generasi Z. Responden pada penelitian ini terdiri dari laki-laki dan perempuan, dengan kecenderungan proporsi yang relatif seimbang. Sebagian besar dari mereka memiliki penghasilan dalam kisaran rendah hingga menengah. Dari segi pekerjaan, mayoritas responden berstatus sebagai mahasiswa, meskipun terdapat pula beberapa responden yang bekerja sebagai pegawai swasta, pegawai negeri, serta wirausahawan. Penggunaan aplikasi TikTok oleh responden terpantau cukup intens, dengan waktu penggunaan harian yang cenderung tinggi. Seluruh responden mengikuti akun resmi TikTok Skintific Indonesia (@skintific_id) dan mengaku telah membeli produk Skintific dalam tiga bulan terakhir, terutama produk perawatan kulit seperti pembersih wajah, toner, serum, pelembap, tabir surya, hingga masker wajah. Beberapa responden juga membeli produk kecantikan dan perawatan tubuh lainnya. Profil ini menunjukkan keterlibatan yang cukup aktif antara responden dengan merek Skintific melalui *platform* TikTok.

Berdasarkan hasil analisis deskriptif yang dilakukan dengan aplikasi SEM-PLS pada seluruh variabel penelitian, dapat disimpulkan bahwa sebagian besar responden penelitian memberikan respon positif pada seluruh aspek yang diteliti, sehingga hasil analisis deskriptif pada seluruh indikator berada pada kategori nilai rata-rata tinggi. Pada variabel aktivitas pemasaran media sosial, indikator "Saya dapat menemukan informasi yang saya butuhkan melalui konten TikTok Skintific" mendapat penilaian tertinggi dengan nilai rata-rata 4,030. Sedangkan indikator "Konten Skintific di TikTok menawarkan pencarian informasi yang disesuaikan

dengan kebutuhan saya" mendapai nilai rata-rata terendah yaitu 3,866. Dua variabel lainnya yakni kepercayaan merek dan loyalitas merek juga menunjukkan hasil serupa, di mana sebagian besar responden setuju bahwa merek Skintific sangat berkomitmen dan responden akan setia pada merek Skintific. Hal ini dapat dilihat dari indikator "Saya berniat untuk terus membeli produk dari Skintific" yang mendapat nilai rata-rata tertinggi yakni 4,000 pada variabel loyalitas merek.

Terdapat 4 hipotesis yang diuji pada penelitian ini dan analisis data menghasilkan temuan sebagai berikut:

1. Hasil uji menunjukkan bahwa terdapat pengaruh positif dan signifikan dari aktivitas pemasaran media sosial terhadap loyalitas merek (**H₁ diterima**). Temuan ini menunjukkan bahwa semakin menarik konten yang disajikan pada media sosial, maka semakin besar pula pengaruhnya dalam membangun loyalitas merek.
2. Hasil uji menunjukkan bahwa aktivitas pemasaran media sosial memiliki pengaruh positif dan signifikan terhadap kepercayaan merek (**H₂ diterima**). Temuan ini menunjukkan bahwa strategi pemasaran media sosial yang efektif dapat meningkatkan pandangan konsumen terhadap kredibilitas dan keandalan merek Skintific sehingga menimbulkan kepercayaan terhadap merek tersebut.
3. Hasil uji menunjukkan bahwa kepercayaan merek tidak berpengaruh positif dan signifikan terhadap loyalitas merek (**H₃ ditolak**). Salah satu kemungkinan utama dari temuan ini adalah tingginya ekspektasi konsumen terhadap hasil yang instan akibat promosi yang terlalu menjanjikan di media sosial. Jika hasil produk tidak sesuai dengan yang diharapkan konsumen, maka rasa percaya yang sudah terbentuk bisa cepat hilang dan tidak berkembang menjadi loyalitas terhadap merek. Selain itu, kondisi pasar produk *skincare* yang kompetitif dan cepat berubah juga menjadi rintangan bagi Skintific dalam membangun loyalitas merek.
4. Hasil uji menunjukkan bahwa kepercayaan merek tidak berperan dalam memediasi pengaruh aktivitas pemasaran media sosial terhadap loyalitas merek (**H₄ ditolak**). Hal ini dapat disebabkan oleh semakin kritisnya

penilaian konsumen terhadap merek Skintific, khususnya konsumen yang berasal dari kalangan Gen Z. Mereka tidak hanya tertarik pada popularitas atau estetika, tetapi juga membutuhkan informasi yang dapat meyakinkan, seperti transparansi bahan aktif, sertifikasi, uji klinis, serta pengalaman pengguna yang autentik dan konsisten. Jika konten promosi yang dilakukan Skintific tidak menyentuh aspek-aspek tersebut, maka tingkat kepercayaan yang terbentuk hanya bersifat dangkal atau sementara, sehingga tidak cukup kuat untuk menjadi jembatan antara pemasaran media sosial dan loyalitas jangka panjang.

5.2. Implikasi Manajerial

Hasil penelitian memberikan beberapa implikasi manajerial yang dapat diambil, yaitu:

- a. Berdasarkan hasil penelitian ini, aktivitas pemasaran media sosial terbukti berpengaruh positif dan signifikan terhadap loyalitas merek Skintific. Oleh karena itu, Skintific perlu secara konsisten mengoptimalkan enam elemen utama dalam strategi pemasarannya, yaitu *entertainment*, *interaction*, *trendiness*, *customization*, *word of mouth*, dan *promotion*. Upaya ini dapat dilakukan melalui penyajian konten yang menarik, menghibur, dan relevan seperti video tutorial serta tantangan viral, membangun komunikasi dua arah yang aktif dengan audiens, mengikuti tren media sosial terkini, menyesuaikan konten dengan preferensi segmen pasar, mendorong ulasan positif serta partisipasi pengguna, dan menyelenggarakan kampanye promosi menarik seperti diskon atau *giveaway*. Strategi yang terintegrasi dan berkelanjutan ini akan memperkuat keterikatan emosional konsumen serta meningkatkan loyalitas terhadap merek Skintific di tengah persaingan industri skincare yang kompetitif.
- b. Berdasarkan hasil penelitian ini, aktivitas pemasaran media sosial terbukti berpengaruh positif dan signifikan terhadap kepercayaan merek Skintific. Oleh karena itu, Skintific perlu terus mengembangkan strategi pemasaran media sosial yang tidak hanya menarik secara visual dan emosional, tetapi

juga mampu membangun persepsi positif terhadap integritas dan kredibilitas merek. Konten yang menghibur dan mengikuti tren dapat menciptakan kedekatan emosional, sementara interaksi yang responsif dan ramah membentuk kesan merek yang peduli dan jujur. Kustomisasi konten sesuai kebutuhan audiens akan meningkatkan relevansi, sedangkan WOM dari pelanggan dan *influencer* dapat memperkuat validasi sosial terhadap kepercayaan produk. Di sisi lain, promosi yang transparan dan sesuai janji akan memperkuat persepsi bahwa Skintific adalah merek yang aman dan dapat dipercaya. Dengan pengelolaan elemen-elemen tersebut secara strategis dan konsisten, Skintific dapat memperkuat fondasi kepercayaan konsumen yang pada akhirnya mendukung loyalitas jangka panjang.

- c. Bagi konsumen, hasil penelitian ini memberikan pemahaman bahwa aktivitas pemasaran media sosial Skintific di TikTok dapat menjadi sumber informasi yang bermanfaat dalam membantu pengambilan keputusan pembelian. Konsumen diharapkan semakin aktif dan kritis dalam memanfaatkan konten-konten yang disajikan, seperti ulasan produk, edukasi pemakaian, serta promosi yang ditawarkan. Dengan mengikuti media sosial resmi Skintific, konsumen dapat memperoleh informasi terkini, membandingkan manfaat produk secara langsung, dan berpartisipasi dalam kampanye interaktif yang memberikan pengalaman lebih personal. Melalui keterlibatan ini, konsumen dapat meningkatkan kesadaran terhadap produk yang sesuai dengan kebutuhan kulit mereka, serta mendapatkan manfaat maksimal dari interaksi yang terbangun dengan merek Skintific.

5.3. Keterbatasan Penelitian

Pada penelitian ini, terdapat beberapa keterbatasan sebagai berikut:

- a. Kepercayaan merek tidak berperan sebagai variabel mediasi yang signifikan antara aktivitas pemasaran media sosial dan loyalitas merek. Hal ini menunjukkan bahwa ada kemungkinan faktor lain yang lebih berpengaruh, seperti kepuasan pelanggan atau keterlibatan emosional. Kedua variabel

tersebut bisa saja memiliki peran yang lebih kuat dalam membentuk loyalitas, namun belum diteliti dalam penelitian ini.

- b. Pada variabel loyalitas merek, terdapat dua pernyataan yang hampir sama, yaitu “Saya merupakan pengguna Skintific yang setia” dan “Saya setia pada merek Skintific”. Karena isi pernyataannya mirip, responden bisa saja menganggap keduanya memiliki arti yang sama, sehingga memberikan jawaban yang serupa. Hal ini menjadi keterbatasan karena bisa membuat hasil jawaban kurang bervariasi dan membuat data tidak cukup kuat untuk menggambarkan sikap responden terhadap loyalitas secara lebih detail.
- c. Uji *face validity* yang dilakukan dalam penelitian ini hanya melibatkan dosen pembimbing dan mahasiswa bimbingan lainnya. Tidak ada keterlibatan dari pihak eksternal atau ahli lain di bidang pemasaran atau komunikasi. Hal ini menjadi keterbatasan karena evaluasi terhadap kualitas dan kejelasan item kuesioner hanya berdasarkan sudut pandang terbatas, sehingga ada kemungkinan beberapa item yang kurang tepat tidak teridentifikasi dengan maksimal.
- d. Penelitian ini memiliki keterbatasan pada aspek penyusunan instrumen, khususnya dalam proses *face validity*. Pernyataan pernyataan seperti APMS13, APMS15, APMS16, APMS18, APMS21, LM1 DAN LM2 dalam kuesioner dihapus karena dinilai kurang relevan, terlalu umum, atau tumpang tindih dengan item lain. Misalnya, pernyataan terkait promosi yang bersifat umum, penggunaan istilah biaya transaksi yang tidak sesuai dengan konteks produk skincare, serta kalimat yang terlalu subjektif atau tidak sesuai dengan kebiasaan responden seperti membagikan ke blog. Selain itu, beberapa butir juga dihapus karena dinilai terlalu memaksa responden untuk bersikap membela merek, atau karena maknanya sangat mirip dengan pernyataan lain. Penghapusan ini dilakukan untuk menjaga kejelasan dan efektivitas instrumen, namun menjadi salah satu keterbatasan karena dapat mempengaruhi keluasan pengukuran variabel.

5.4. Saran untuk Penelitian Selanjutnya

Berdasarkan keterbatasan penelitian ini, penulis memberikan saran untuk penelitian berikutnya sebagai berikut:

- a. Penelitian selanjutnya diharapkan dapat mengeksplorasi variabel mediasi lain selain kepercayaan merek, seperti kepuasan pelanggan, keterlibatan emosional, atau pengalaman pengguna, untuk mendapatkan pemahaman yang lebih menyeluruh.
- b. Penelitian selanjutnya diharapkan lebih memperhatikan perbedaan makna antar pernyataan saat menyusun item kuesioner, agar tidak terjadi pengulangan atau kemiripan kalimat yang bisa membingungkan responden. Setiap pernyataan sebaiknya dibuat mewakili aspek yang berbeda secara jelas agar data yang diperoleh lebih bervariasi dan akurat.
- c. Penelitian selanjutnya diharapkan dapat melibatkan lebih banyak pihak dalam proses uji face validity, tidak hanya terbatas pada dosen pembimbing dan mahasiswa bimbingan saja. Dengan melibatkan ahli yang berpengalaman di bidang pemasaran digital atau komunikasi, kualitas dan kejelasan pertanyaan dalam kuesioner dapat dinilai dari berbagai sudut pandang, sehingga hasil penelitian akan lebih kuat dan dapat dipercaya.
- d. Penelitian selanjutnya diharapkan dapat menyusun pernyataan-pernyataan kuesioner yang lebih sesuai dengan kondisi nyata dan tidak terlalu mirip satu sama lain. Dengan begitu, jumlah pertanyaan yang harus dihapus bisa dikurangi, dan topik yang diteliti bisa dijelaskan dengan lebih lengkap. Peneliti juga disarankan untuk menyesuaikan kalimat pertanyaan dengan kebiasaan dan pemahaman responden, agar hasil yang didapat lebih akurat dan mewakili kenyataan.

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LAMPIRAN
LAMPIRAN 1 KUESIONER PENELITIAN
PENGARUH AKTIVITAS PEMASARAN MEDIA SOSIAL DI TIKTOK
DAN KEPERCAYAAN MEREK TERHADAP LOYALITAS MEREK
SKINTIFIC

Halo,

Perkenalkan, saya Vincent Rosadi, mahasiswa Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Dalam rangka penyusunan tugas akhir berupa skripsi, saya mohon kesediaan Bapak/Ibu/Saudara/i untuk dapat berpartisipasi dengan mengisi kuesioner ini untuk memperoleh data dan informasi yang dibutuhkan dalam penelitian skripsi saya. Penelitian ini bertujuan untuk mengetahui bagaimana aktivitas pemasaran yang dilakukan Skintific di aplikasi TikTok dapat mempengaruhi loyalitas konsumen terhadap merek tersebut, serta bagaimana kepercayaan terhadap merek berperan sebagai variabel mediasi dalam hubungan tersebut.

Kriteria responden yang dibutuhkan sebagai berikut:

1. Responden merupakan pengguna aktif media sosial TikTok.
2. Responden mengikuti akun resmi Skintific Indonesia di TikTok (@skintific_id).
3. Responden pernah membeli produk Skintific minimal 3 bulan terakhir

Pengisian kuesioner membutuhkan waktu kurang dari 10 menit. Seluruh jawaban akan dijaga kerahasiaannya dan hanya digunakan untuk keperluan akademis. Atas kesediaan dan partisipasinya, saya ucapkan terima kasih.

A. Pertanyaan Filter

1. Apakah Anda mengikuti akun resmi TikTok Skintific? (@skintific_id)
 - a) Ya
 - b) Tidak

2. Apakah Anda pernah membeli produk Skintific 3 bulan terakhir?
- a) Ya
 - b) Tidak
3. Produk Skintific apa yang Anda beli?
- a) Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)
 - b) Body Care (Body Wash)
 - c) Make Up (Cushion Foundation)
 - d) Lipcare (Lip Serum)
 - e) Lainnya
4. Berapa lama waktu yang Anda habiskan untuk membuka aplikasi TikTok?
- a) < 3 Jam
 - b) 3-4 Jam
 - c) 5-6 Jam
 - d) > 6 Jam

B. Profil Responden

- Nama : _____
- Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
- Usia : ☐ 13-28 tahun (Gen Z) ☐ 45-60 tahun (Gen X)
☐ 29-44 tahun (Gen Milenial) ☐ >60 tahun
- Pekerjaan : ☐ Mahasiswa ☐ Tidak/Belum Bekerja
☐ Pegawai Negeri/Swasta ☐ Lainnya
☐ Wirausaha
- Pendapatan : ☐ < Rp1.000.000,00
☐ Rp1.000.000,00 – Rp3.000.000,00
☐ Rp3.000.001,00 – Rp5.000.000,00
☐ > Rp5.000.000,00

C. Petunjuk Pengisian

Berilah tanda centang (✓) pada kolom yang tersedia.

Keterangan:

1. Sangat Tidak Setuju (STS)
2. Tidak Setuju (TS)
3. Netral (N)
4. Setuju (S)
5. Sangat Setuju (SS)

D. Pertanyaan Indikator Variabel Aktivitas Pemasaran Media Sosial

No.	Pernyataan	Skala				
Kustomisasi		STS	TS	N	S	SS
1.	Konten Skintific di TikTok menawarkan pencarian informasi yang disesuaikan dengan kebutuhan saya.					
2.	Konten Skintific di TikTok menyediakan layanan informasi yang disesuaikan dengan kebutuhan saya.					
3.	Konten TikTok dari Skintific memberikan informasi yang saya butuhkan.					
4.	Saya dapat menemukan informasi yang saya butuhkan melalui konten TikTok Skintific.					

No.	Pernyataan	Skala				
Hiburan		STS	TS	N	S	SS
1.	Mengikuti konten Skintific di TikTok itu menyenangkan.					
2.	Saya merasa konten Skintific di TikTok menarik.					
3.	Mengikuti akun TikTok Skintific membuat saya merasa lebih optimis dalam merawat kulit.					
4.	Mengikuti konten Skintific di TikTok memberi saya kebahagiaan.					
5.	Konten Skintific di TikTok memudahkan saya berbagi informasi dengan orang lain.					

No.	Pernyataan	Skala				
Interaksi		STS	TS	N	S	SS
1.	TikTok Skintific memungkinkan saya bertukar pendapat atau berdiskusi dengan orang lain.					
2.	Saya merasa mudah menyampaikan pendapat melalui akun TikTok Skintific.					
3.	Saya mengikuti konten TikTok Skintific untuk mengetahui kampanye promosinya.					

No.	Pernyataan	Skala				
Promosi		STS	TS	N	S	SS
1.	Informasi promosi dari Skintific di TikTok sangat berguna bagi saya.					
2.	Konten Skintific di TikTok selalu mengikuti perkembangan zaman.					

No.	Pernyataan	Skala				
<i>Word of Mouth</i>		STS	TS	N	S	SS
1.	Saya akan membagikan informasi positif tentang konten Skintific di TikTok.					
2.	Saya akan merekomendasikan Skintific kepada orang lain.					

Kepercayaan Merek

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1.	Skintific adalah merek yang jujur.					
2.	Janji-janji yang diberikan oleh Skintific dapat dipenuhi.					
3.	Skintific berkomitmen untuk memberikan kebahagiaan kepada saya.					
4.	Skintific berusaha keras untuk memberikan kepuasan kepada saya.					

Loyalitas Merek

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1.	Saya merupakan pengguna Skintific yang setia.					
2.	Skintific adalah produk <i>skincare</i> pilihan utama saya.					
3.	Saya berniat untuk terus membeli produk dari Skintific.					
4.	Saya setia pada merek Skintific.					

LAMPIRAN 2 REKAPITULASI DATA RESPONDEN

No	Apakah Anda mengikuti akun resmi TikTok Skintific? (@skintific_id)	Apakah Anda pernah membeli produk Skintific 3 bulan terakhir?	Produk skintific apa yang kamu beli?	Waktu yang dihabiskan untuk membuka aplikasi TikTok	Jenis Kelamin	Usia	Pekerjaan	Pendapatan
1	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
2	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
3	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
4	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
5	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
6	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000

7	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
8	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Make Up (Cushion Foundation)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
9	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Make Up (Cushion Foundation)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
10	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
11	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
12	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	< 3 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
13	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000

14	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Perempuan	29-44 Tahun (Generasi Milienial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000
15	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	< 3 Jam	Laki-laki	45-60 (Generasi X)	Tidak/Belum Bekerja	<Rp. 1.000.000
16	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
17	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
18	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
19	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
20	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	> 6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Wirausaha	Rp. 3.000.001 - Rp.5.000.000
21	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	>60 Tahun	Wirausaha	>Rp. 5.000.000
22	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Perempuan	45-60 (Generasi X)	Pegawai Negeri/Swasta	>Rp. 5.000.000

23	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Make Up (Cushion Foundation)	> 6 Jam	Laki-laki	45-60 (Generasi X)	Pegawai Negeri/Swasta	>Rp. 5.000.000
24	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
25	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
26	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	29-44 Tahun (Generasi Milenial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000
27	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
28	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
29	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
30	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

31	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Wirausaha	>Rp. 5.000.000
32	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
33	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	3-4 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
34	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Laki-laki	45-60 (Generasi X)	Pegawai Negeri/Swasta	>Rp. 5.000.000
35	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	< 3 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Wirausaha	Rp. 3.000.001 - Rp.5.000.000
36	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000
37	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
38	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

39	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
40	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
41	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	3-4 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
42	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
43	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
44	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
45	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
46	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
47	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen,	> 6 Jam	Laki-laki	13-28 Tahun	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

			Night Cream, Face Mask), Body Care (Body Wash)			(Generasi Z)		
48	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
49	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
50	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
51	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	> 6 Jam	Perempuan	>60 Tahun	Tidak/Belum Bekerja	<Rp. 1.000.000
52	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
53	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
54	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
55	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

56	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
57	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
58	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Perempuan	45-60 (Generasi X)	Pegawai Negeri/Swasta	>Rp. 5.000.000
59	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
60	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
61	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
62	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	< 3 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
63	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	3-4 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

64	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Perempuan	29-44 Tahun (Generasi Milienial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000
65	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
66	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
67	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
68	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
69	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Make Up (Cushion Foundation)	3-4 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
70	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
71	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

72	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Wirausaha	Rp. 3.000.001 - Rp.5.000.000
73	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
74	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000
75	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Perempuan	45-60 (Generasi X)	Tidak/Belum Bekerja	<Rp. 1.000.000
76	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
77	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
78	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
79	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
80	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen,	3-4 Jam	Perempuan	13-28 Tahun	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

			Night Cream, Face Mask), Body Care (Body Wash)			(Generasi Z)		
81	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Perempuan	29-44 Tahun (Generasi Milienial)	Wirausaha	Rp. 3.000.001 - Rp.5.000.000
82	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
83	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
84	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
85	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
86	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
87	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
88	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

89	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Make Up (Cushion Foundation)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
90	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Make Up (Cushion Foundation)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
91	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
92	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
93	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	< 3 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
94	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
95	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Perempuan	29-44 Tahun (Generasi Milenial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000

96	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	< 3 Jam	Laki-laki	45-60 (Generasi X)	Tidak/Belum Bekerja	<Rp. 1.000.000
97	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
98	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
99	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
100	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
101	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	> 6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Wirausaha	Rp. 3.000.001 - Rp.5.000.000
102	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	>60 Tahun	Wirausaha	>Rp. 5.000.000
103	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Perempuan	45-60 (Generasi X)	Pegawai Negeri/Swasta	>Rp. 5.000.000
104	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body	> 6 Jam	Laki-laki	45-60 (Generasi X)	Pegawai Negeri/Swasta	>Rp. 5.000.000

			Care (Body Wash), Make Up (Cushion Foundation)					
105	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
106	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
107	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	29-44 Tahun (Generasi Milienial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000
108	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
109	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
110	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
111	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
112	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Wirausaha	>Rp. 5.000.000

113	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
114	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	3-4 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
115	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Laki-laki	45-60 (Generasi X)	Pegawai Negeri/Swasta	>Rp. 5.000.000
116	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	< 3 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Wirausaha	Rp. 3.000.001 - Rp.5.000.000
117	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000
118	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
119	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
120	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

121	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
122	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	3-4 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
123	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
124	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
125	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
126	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
127	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
128	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

129	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
130	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
131	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
132	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	> 6 Jam	Perempuan	>60 Tahun	Tidak/Belum Bekerja	<Rp. 1.000.000
133	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
134	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
135	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
136	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

137	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
138	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
139	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Perempuan	45-60 (Generasi X)	Pegawai Negeri/Swasta	>Rp. 5.000.000
140	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
141	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
142	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
143	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	< 3 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
144	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	3-4 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

145	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Perempuan	29-44 Tahun (Generasi Milienial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000
146	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
147	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
148	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
149	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
150	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Make Up (Cushion Foundation)	3-4 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
151	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
152	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

153	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Wirausaha	Rp. 3.000.001 - Rp.5.000.000
154	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
155	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000
156	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Perempuan	45-60 (Generasi X)	Tidak/Belum Bekerja	<Rp. 1.000.000
157	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
158	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
159	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
160	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
161	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen,	3-4 Jam	Perempuan	13-28 Tahun	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

			Night Cream, Face Mask), Body Care (Body Wash)			(Generasi Z)		
162	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Perempuan	29-44 Tahun (Generasi Milienial)	Wirausaha	Rp. 3.000.001 - Rp.5.000.000
163	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
164	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
165	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
166	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
167	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
168	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
169	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

170	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Make Up (Cushion Foundation)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
171	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Make Up (Cushion Foundation)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
172	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
173	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
174	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	< 3 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
175	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
176	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Perempuan	29-44 Tahun (Generasi Milienial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000

177	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	< 3 Jam	Laki-laki	45-60 (Generasi X)	Tidak/Belum Bekerja	<Rp. 1.000.000
178	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
179	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
180	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
181	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
182	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	> 6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Wirausaha	Rp. 3.000.001 - Rp.5.000.000
183	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Laki-laki	>60 Tahun	Wirausaha	>Rp. 5.000.000
184	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	3-4 Jam	Perempuan	45-60 (Generasi X)	Pegawai Negeri/Swasta	>Rp. 5.000.000
185	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body	> 6 Jam	Laki-laki	45-60 (Generasi X)	Pegawai Negeri/Swasta	>Rp. 5.000.000

			Care (Body Wash), Make Up (Cushion Foundation)					
186	Ya	Ya	Make Up (Cushion Foundation), Lipcare (Lip Serum)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
187	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
188	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	29-44 Tahun (Generasi Milienial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000
189	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
190	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
191	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
192	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
193	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Wirausaha	>Rp. 5.000.000

194	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
195	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	3-4 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
196	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	< 3 Jam	Laki-laki	45-60 (Generasi X)	Pegawai Negeri/Swasta	>Rp. 5.000.000
197	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Lipcare (Lip Serum)	< 3 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Wirausaha	Rp. 3.000.001 - Rp.5.000.000
198	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	> 6 Jam	Laki-laki	29-44 Tahun (Generasi Milienial)	Pegawai Negeri/Swasta	Rp. 3.000.001 - Rp.5.000.000
199	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash)	> 6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	<Rp. 1.000.000
200	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask), Body Care (Body Wash), Lipcare (Lip Serum)	5-6 Jam	Perempuan	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000
201	Ya	Ya	Skincare (Face Wash, Toner, Serum, Moisturizer, Sunscreen, Night Cream, Face Mask)	5-6 Jam	Laki-laki	13-28 Tahun (Generasi Z)	Mahasiswa	Rp. 1.000.000 - Rp 3.000.000

LAMPIRAN 3 REKAPITULASI JAWABAN RESPONDEN

A P M S 1	A P M S 2	A P M S 3	A P M S 4	A P M S 5	A P M S 6	A P M S 7	A P M S 8	A P M S 9	A P M S 10	A P M S 11	A P M S 12	A P M S 13	A P M S 14	A P M S 15	A P M S 16	K M 1	K M 2	K M 3	K M 4	L M 1	L M 2	L M 3	L M 4
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LAMPIRAN 4 SmartPLS

Indicators													
Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cramér-von Mises p value
BAMS1	1	MET	0	3.866	4.000	1.000	5.000	1.000	5.000	1.044	0.856	-1.079	0.000
AMS2	2	MET	0	3.940	4.000	1.000	5.000	1.000	5.000	1.045	0.865	-1.089	0.000
AMS3	3	MET	0	3.875	4.000	1.000	5.000	1.000	5.000	1.003	0.924	-1.036	0.000
AMS4	4	MET	0	4.030	4.000	1.000	5.000	1.000	5.000	1.052	0.681	-1.089	0.000
AMS5	5	MET	0	3.940	4.000	1.000	5.000	1.000	5.000	1.061	0.971	-1.121	0.000
AMS8	6	MET	0	3.897	4.000	1.000	5.000	1.000	5.000	1.016	0.803	-1.007	0.000
AMS7	7	MET	0	3.953	4.000	1.000	5.000	1.000	5.000	1.043	1.240	-1.189	0.000
AMS8	8	MET	0	3.897	4.000	1.000	5.000	1.000	5.000	1.045	0.798	-1.022	0.000
AMS9	9	MET	0	3.927	4.000	1.000	5.000	1.000	5.000	1.062	1.467	-1.286	0.000
AMS10	10	MET	0	3.922	4.000	1.000	5.000	1.000	5.000	1.023	0.430	-0.915	0.000
AMS11	11	MET	0	4.004	4.000	1.000	5.000	1.000	5.000	1.040	1.177	-1.212	0.000
AMS12	12	MET	0	3.892	4.000	1.000	5.000	1.000	5.000	1.063	0.954	-1.104	0.000
AMS13	13	MET	0	3.931	4.000	1.000	5.000	1.000	5.000	1.060	1.240	-1.237	0.000
AMS14	14	MET	0	3.802	4.000	1.000	5.000	1.000	5.000	1.112	0.224	-0.888	0.000
AMS15	15	MET	0	3.871	4.000	1.000	5.000	1.000	5.000	1.079	0.346	-0.942	0.000
AMS16	16	MET	0	4.004	4.000	1.000	5.000	1.000	5.000	0.963	1.284	-1.117	0.000
KM1	17	MET	0	3.914	4.000	1.000	5.000	1.000	5.000	1.047	0.477	-0.983	0.000
KM2	18	MET	0	3.944	4.000	1.000	5.000	1.000	5.000	1.047	1.186	-1.181	0.000
KM3	19	MET	0	3.927	4.000	1.000	5.000	1.000	5.000	1.110	0.804	-1.149	0.000
KM4	20	MET	0	3.931	4.000	1.000	5.000	1.000	5.000	1.032	0.921	-1.070	0.000
LM1	21	MET	0	3.879	4.000	1.000	5.000	1.000	5.000	1.088	0.623	-1.011	0.000
LM2	22	MET	0	3.953	4.000	1.000	5.000	1.000	5.000	1.051	0.957	-1.114	0.000
LM3	23	MET	0	4.000	4.000	1.000	5.000	1.000	5.000	1.067	1.573	-1.351	0.000
LM4	24	MET	0	3.987	4.000	1.000	5.000	1.000	5.000	1.065	1.012	-1.182	0.000

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Aktivitas Pemasaran Media Sosial	0.963	0.964	0.966	0.643
Kepercayaan Merek	0.840	0.841	0.893	0.676
Loyalitas Merek	0.855	0.859	0.902	0.698

Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix

	Aktivitas Pemasaran Media Sosial	Kepercayaan Merek	Loyalitas Merek	
Aktivitas Pemasaran Media Sosial				
Kepercayaan Merek	0.793			
Loyalitas Merek	0.780	0.663		

R-square - Overview

	R-square	R-square adjusted
Kepercayaan Merek	0.514	0.512
Loyalitas Merek	0.512	0.508

Outer loadings - Matrix			
	Aktivitas Pemasaran Media Sosial	Kepercayaan Merek	Loyalitas Merek
AMS10	0.806		
AMS11	0.800		
AMS12	0.788		
AMS13	0.791		
AMS14	0.786		
AMS15	0.799		
AMS16	0.804		
AMS2	0.815		
AMS3	0.809		
AMS4	0.815		
AMS5	0.808		
AMS6	0.818		
AMS7	0.788		
AMS8	0.807		
AMS9	0.849		
KM1		0.834	
KM2		0.834	
KM3		0.805	
KM4		0.814	
LM1			0.819
LM2			0.874
LM3			0.803
LM4			0.843
RAMS1	0.738		

Discriminant validity - Cross loadings			
	Aktivitas Pemasaran Media Sosial	Kepercayaan Merek	Loyalitas Merek
AMS10	0.806	0.568	0.580
AMS11	0.800	0.596	0.622
AMS12	0.788	0.593	0.546
AMS13	0.791	0.591	0.580
AMS14	0.786	0.556	0.519
AMS15	0.799	0.533	0.504
AMS16	0.804	0.653	0.632
AMS2	0.815	0.610	0.600
AMS3	0.809	0.630	0.511
AMS4	0.815	0.555	0.614
AMS5	0.808	0.535	0.563
AMS6	0.818	0.568	0.592
AMS7	0.788	0.596	0.590
AMS8	0.807	0.520	0.569
AMS9	0.849	0.599	0.574
KM1	0.639	0.834	0.482
KM2	0.579	0.834	0.457
KM3	0.575	0.805	0.449
KM4	0.561	0.814	0.470
LM1	0.602	0.447	0.819
LM2	0.629	0.555	0.874
LM3	0.537	0.401	0.803
LM4	0.604	0.474	0.843
RAMS1	0.738	0.454	0.496

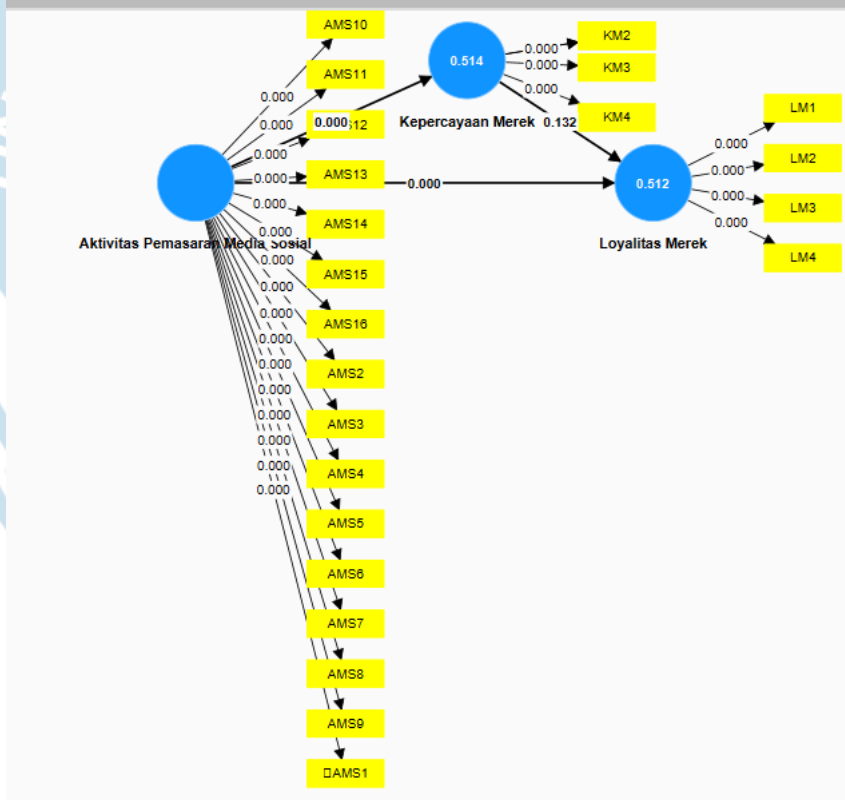
Path coefficients - Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
Aktivitas Pemasaran Media Sosial -> Kepercayaan Merek	0.717	0.719	0.046	15.512	0.000
Aktivitas Pemasaran Media Sosial -> Loyalitas Merek	0.630	0.632	0.075	8.360	0.000
Kepercayaan Merek -> Loyalitas Merek	0.114	0.116	0.075	1.508	0.132

Specific indirect effects - Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
Aktivitas Pemasaran Media Sosial -> Kepercayaan Merek -> Loyalitas Merek	0.082	0.083	0.055	1.476	0.140

Graphic



Article

The Effect of Social Media Activities on Brand Loyalty for Banks: The Role of Brand Trust

Sulaiman
Althuwaini

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Abstract: The aim of this research was to examine the impact of social media marketing activities on brand trust and brand loyalty in the banking sector. Based on an online survey of 252 users who follow banking services suppliers on social media located in Saudi Arabia, data were gleaned and analyzed via Smart-PLS (3.0). The findings showed that social media marketing activities, namely customization, entertainment, and promotions, were reported to have the highest impact on trust and loyalty. This study emphasizes the role of trust as mediating brand loyalty in social media marketing. The implications for marketing managerial and future research are discussed.

Keywords: social media marketing; brand trust; brand loyalty

1. Introduction

Social media marketing (SMM) is the practice of using social media to attain organizational goals for businesses (Felix et al. 2017, p. 123). SMM has been investigated using many methods and from many perspective by various researchers (Kim and Ko 2012; Seo and Park 2018). Customers are more drawn to brands that produce enjoyable consumer and service experiences. Marketers have selected social media as a crucial channel for reaching their target market. Users of social media may connect, communicate, and have discussions with people there. This indicates that businesses on social media are in a unique position to offer engaging and heartfelt experiences. In the banking industry, social media has become a preferred interactive choice to provide customers contact and communication. Banks can get closer to customers by developing a presence on social media. In addition, social and digital innovations allow banks to reach their actual and prospective customers with unique and memorable brand experiences (Khan et al. 2016).

As banks have attempted to integrate new innovations channels, there has also been a gradual shift in informational and transactional touchpoints between banks and their customers. Social media enables businesses to contact and communicate with customers in a more cost-effective and efficient way than traditional channels (Khanum et al. 2016). It provides multiple opportunities for customer interaction through likes, comments, shares, and views of products (Ahmed et al. 2018). When companies connect with customers through social media, they can achieve customer retention and loyalty (Kim and Ko 2012). Companies can interact with customers at any time, and also user-generated content can be facilitated. Therefore, social media marketing supports companies to achieve marketing strategies to sustain businesses. According to Laroche et al. (2012), when a brand implements effective marketing efforts and relevant content, it will positively affect customer loyalty.

Despite increased scholarly interest, quantifying the influence of social media marketing activities on a brand's success remains an ongoing issue, despite the fact that social media offers new opportunities and advantages for brand management (Kaplan and Haenlein 2010; Habibi et al.



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a better understanding by investigating the impact of social media marketing activities (entertainment, interaction, trendiness, customization, word of mouth and promotion) on the brand, in particular brand loyalty. The main research question is:

- What is the impact of the elements of social media marketing activities that influence customers' brand loyalty?

The structure of this study is as follows: the literature review discusses the main concepts, followed by the presentation of the research model and hypotheses. The next part of the study describes the research methodology, and then data analysis and results are outlined. After that, the discussion part is presented. In the final part of this study, theoretical and managerial implications as well as research limitations and future research directions are discussed.

2. Literature Review

2.1. Social Media Marketing

Social media is represented by online platforms and groups that promote social interaction by allowing users to share their thoughts, experiences, and observations (Alalwan et al. 2017). Social media provides tremendous potential to engage buyers individually, as well providing as a way to cement the customer–brand relationship (Ismail et al. 2018). It provides frequent communication with other users to disperse information and creates awareness among people. Users of social media can readily share their brand experiences and exposure and exchange information with one another, influencing brand preferences and boosting brand information among other community members (Laroche et al. 2012). According to Lim et al. (2020), social media is an interaction medium that allows for the development of trust, which is crucial for the establishment of brand equity. Social media networks involve users using social media with the purpose of connecting with people (Ebrahim 2019).

A considerable amount of research has been published on social media's benefits. For example, Laroche et al. (2012) expressed that social media facilitates information sharing and enhances customers' bonds with each other, and it strengthens customers' relationships with the brand, the product, the company and other customers. Through a large-scale social network, social media provides a unique chance for word-of-mouth marketing usage to a massive audience, boosting consumer-to-consumer communications and expanding brand awareness (Kozinets et al. 2010). Social media and businesses unlock tremendous potential by personalizing brands, increasing capital and influencing the buyer's willingness to buy (Lim et al. 2020).

Many business sectors keep in continual contact with their customers by using social media for marketing and promotion. It is critical to establish and apply marketing activities in social media to obtain efficient and functional value in a company's marketing activities (Bilgin 2018).

Previous studies have indicated different attempts to conceptualize social media marketing activities in different business sectors (Sharawneh 2020; Bilgin 2018; Ibrahim and Aljarah 2018; Seo and Park 2018; Yadav and Rahman 2017; Kim and Ko 2012). Kim and Ko (2012) identified five dimensions pertaining to social media marketing activities (SMMA); trendiness, entertainment, interaction, word of mouth and customization. These factors were studied in a luxury fashion brand. Seo and Park (2018) conducted a study within the airline service industry by investigating entertainment, interaction, trendiness, customization and perceived risk as social media marketing activities. Yadav and Rahman (2017) developed and validated five perceived SMMA scales for interactivity, informativeness, personalization, trendiness, and word of mouth. Other researchers have also examined social

media marketing activities differently depending on the purpose of their study (Bilgin 2018; Ismail et al. 2018).

Social media is considered a valuable source for providing entertainment to consumers. Entertainment represents the fun and pleasure derived from using social media (Alalwan et al. 2017). The dimension of interaction describes how users contribute to brands on social media platforms. Trendiness refers to a brand the capability of collaborating and providing new and up-to-date topics on social media (Naaman et al. 2011). Kim and Ko (2012) showed that “newest information” and “trendy” are two important phrases that reflect trendiness. Customization as a component refers to the act of cultivating customer satisfaction based on the contact between the business and individual users (Seo and Park 2018). Word of mouth is the exchange of product- and brand-related marketing messages and meanings (Loureiro et al. 2017). This involves exchanging opinions about a brand with other users and disseminating brand information through the publishing of photos, videos, or stories. Users tend to consider purchasing a brand according to recommendations or experiences from followers on social media. The advertising as a component refers to advertising and promotional campaigns that businesses have implemented through social media to increase sales and develop the customer portfolio. Promotional campaigns and online advertisements were reported as crucial components of SMM activities (Bilgin 2018; Alalwan et al. 2017).

2.2. Brand Trust

Trust has been viewed as a fundamental variable in the exchange network between a company and its customers. Brand trust refers to the state where consumers are willing to rely on the brand because of its reliability and integrity to perform its stated function (Chaudhuri and Holbrook 2001). It denotes confidence that the relational participant in a trade will not take advantage of another’s vulnerabilities. As a result, instinctively trusting a brand implies a high likelihood or expectation that the brand would result in favorable outcomes for the consumer. There are a number of studies which addressed the role of trust in the online environment (Laroche et al. 2012). Trust acts as a mechanism for reducing consumers’ perceived risk in e-commerce. It reduces the perceived risk of facing a negative outcome of an interaction by lowering information complexity (Mayer et al. 1995).

In a study conducted by Habibi et al. (2014) where they investigated how brand community on social media can influence brand trust, the findings showed that three brand community relationships (i.e., customer–brand, customer–product, and customer– company) positively influence brand trust. However, the findings also showed that the relationship between customers and other customers negatively influences brand trust. Different consumers join social media brand communities to gain vital knowledge or to better use the brand’s products or services, regardless of whether they have prior experience with the brand. Consumers who have had positive experiences with the brand and are familiar with it are more likely have positive attitudes toward the brand’s honesty and responsibility, which can positively affect their perception of the brand and facilitate the process of forming associations with it (Habibi et al. 2014).

2.3. Brand Loyalty

The benefits of loyal customers are well documented in the marketing literature. Loyal customers tend to make a greater volume of purchases on a more frequent basis, are less prone to defecting to a competitor, and through word-of-mouth communication will recruit more customers for the organization (Yoo and Bai 2013). While no formal definition for customer loyalty has been established, it appears that most scholars agree that the construct of customer loyalty includes both a behavioral and an attitude dimension. Behavioral loyalty relates to consumers’ repurchasing behavior or intent regarding a specific brand, while attitudinal loyalty relates consumers’ perception of specific products or services. Focusing on these two perspectives, brand

loyalty is defined in this study as the deeply held commitment toward rebuying the brand in the future, regardless of situational factors (Chaudhuri and Holbrook 2001). Based upon this definition, behavioral loyalty tends to lead to a high market share, while attitudinal loyalty leads to higher relative brand value (Taylor et al. 2004).

In online research, several antecedents of customer loyalty have already been identified (Ariffin et al. 2021; Nguyen and Khoa 2019; Yee and Faziharudean 2010). Due to the characteristics of the online environment, companies need to focus on factors allied with the online setting, such as interactivity, convenience, relevance, perceived value and customization (Zhu and Chang 2016; Jahn and Kunz 2012). Previous studies have confirmed the relationship between the positive influence of social media marketing activities and brand loyalty (Ibrahim 2021; Ebrahim 2019). Such online activities are brand stimuli which affect the experiences of consumers and strengthen their relationship with the service providers, which as a result improve their behavioral responses, which can be represented by loyalty and satisfaction (Laroche et al. 2012). This pertains to the swiftness of communication and information that is exchanged via social media. Social networks are an attractive marketing tool for companies to provide a new landscape for increasing relationships with customers (Ebrahim 2019). Based on the previous discussion, this study proposed the following hypotheses and Figure 1 shows the research model:

H1: Social media marketing activities have a significant positive effect on brand loyalty.

H2: Social media marketing activities have a significant positive effect on brand trust.

H3: Brand trust has a significant positive effect on brand loyalty.

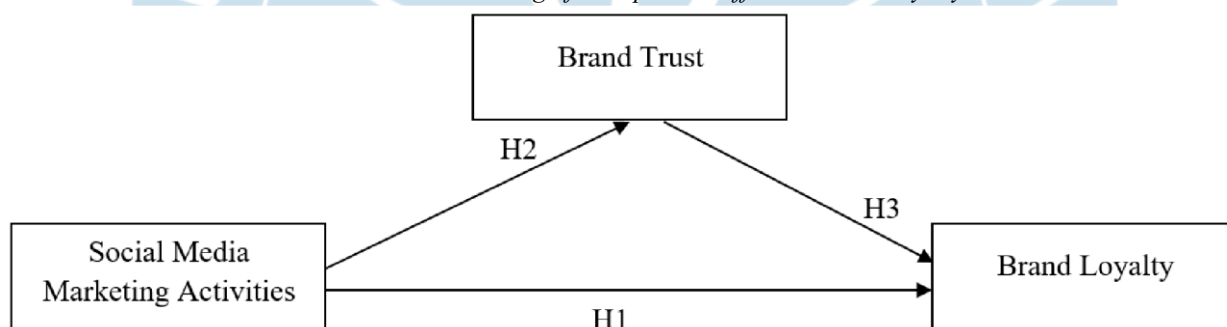


Figure 1. Research model.

3. Methodology

This study targeted social media users and it applied a quantitative approach. A survey was developed based on previous studies on social media marketing (Bilgin 2018; Kaur et al. 2018; Seo and Park 2018; Yadav and Rahman 2017; Kim and Ko 2012; Yoo et al. 2000). Brand trust items were gathered from (Chaudhuri and Holbrook 2001), and brand loyalty items were developed in accordance with (Ebrahim 2019; Yoo et al. 2000; Aaker 1991). Measurements of variables used a 5-point Likert-scale, from 1 ‘strongly disagree’ to 5 ‘strongly agree’.

The primary data were collected using a self-administrated online questionnaire, and all the items were developed and adapted from previous studies. The questionnaire went through a revision by a panel of researchers during the pilot study. The aim was to check the validity of the measurement items. The questionnaire consisted of three main parts; the first contained a brief introduction of the questionnaire’s purpose, the second was related to the respondents’ demographic profile, and the third was divided into three subsections; the first was related to measuring social media activities, the second to measuring brand trust and the third to measuring brand loyalty. The questionnaire was published online using Google Forms. The setting was adjusted to allow respondents to answer all the questions before going onto the next part. The

study targeted commercial Saudi Arabian banks' individual customers in a social media context over the period of three months from April 2022 to June 2022. The link to the survey was distributed among different users of social media who followed their banking service providers. Respondents were asked to add their bank's name in the first part of the questionnaire. The population of this study included social media users. Considering information limitations regarding users in the population, the convenience sampling method was applied, which is a sampling method that is not based on probability. A total of 283 questionnaires were received, 252 of which were complete and valid for statistical analysis. Table 1 shows the demographic characteristics of the respondents.

Table 1. Demographic profile.

Characteristics	N	%
Gender		
Male	88	34.9
Female	164	65.1
Age Group (yr.)		
18–20	78	31
21–30	130	51.6
31–40	40	15.9
41–50	2	0.8
51–60	2	0.8
Job Status		
Employed	56	22.2
Freelancer	14	5.6
Student	176	69.8
Others	6	2.4
Education Status		
Bachelor level	164	65.1
Master level	4	1.6
PhD level	2	0.8
Others	82	32.5
Twitter Usage		
Daily	156	61.9
Weekly	32	12.7
Monthly	4	1.6
In need	60	23.8

Twitter Experience		
Less than a year	34	13.5
2–5 year	90	35.7
6–10 year	90	35.7
+10 year	38	15.1

3.1. Data Analysis

Following Hair et al. (2019), a two-step procedure was implemented to run Smart-PLS analysis 3.0 developed by Ringle et al. (2005), a measurement model and a structural model.

3.2. Measurement Model

Hair et al. (2019), and Herjanto et al. (2021) proposed testing internal consistency reliability, convergent validity, and discriminant validity in the measurement model analysis. The Cronbach's alpha was calculated to measure internal consistency reliability, and a value with a range of 0.716 to 0.923 (see Table 2) was obtained. Standardized factor loadings, composite reliability, and the average variance extracted (AVE) were calculated (Anderson and Gerbing 1988). Factor loading for each construct ranged from 0.644 to 0.926. The composite reliability (CR) ranged from 0.824 to 0.946, and the average variance extracted (AVE) ranged from 0.542 to 0.856, and thus was above the recommended level of 0.50 (Anderson and Gerbing 1988; Hair et al. 2019). The Fornell–Larcker procedure (Fornell and Larcker 1981) and the heterotrait–monotrait (HTMT) method (Henseller et al. 2016) were followed to test discriminant validity (see Table 3). The results of the Fornell–Larcker calculation justified that the square root of AVE between each set of the construct was higher than the association estimated between constructs, thus demonstrating that discriminant validity was recognized (Fornell and Larcker 1981). The heterotrait–monotrait (HTMT) ratio of associations clarified that all values of HTMT were lower than the proposed level of 0.85, thus allowing us to declare acceptable discriminant validity for all constructs (Hair et al. 2019).

Table 2. Construct validity.

Constructs	Items	Factor Loadings	α	CR	AVE
Customization (CUS)	My bank's social media offer a customized information search	0.914	0.923	0.946	0.813
	My bank's social media provide customized service	0.893			
	The social media of my bank provided the information that I needed	0.920			
	The information that I need can be found in the social media of my bank	0.880			
Entertainment (ENT)	Following my bank's social media is fun	0.807	0.863	0.907	0.708
	Content of my bank's social media seems interesting	0.840			
	Following my bank's social media brings me hopefulness	0.888			
	Following my bank's social media brings me happiness	0.830			
	My bank's social media enables information-sharing with others	0.804			
		0.764		0.864	0.679

Interaction (INT)	Conversation or opinion exchange with others is possible through my bank's social media	0.857			
	It is easy to provide my opinion through my bank's social media	0.812			
	I follow my bank's social media for promotional campaigns	0.838	0.846	0.896	0.684
Promotion (PRO)	I like social media promotions published by my bank's social media	0.811			
	Promotional information on my bank's social media is useful	0.852			
	My bank frequently offers price discounts	0.807			
Word of Mouth (WOM)	Content of my bank's social media is the newest information	0.926	0.832	0.923	0.856
	Using my bank's social media is very trendy	0.925			
	I would like to upload content from my bank's social media on my blog	0.674	0.716	0.824	0.542
	I am going to spread positive WOM about my bank's social media	0.825			
	I will recommend my bank to other customers	0.788			
	I will point out the positive aspects of my bank if anybody criticizes it	0.644			
	My bank is honest	0.831	0.856	0.903	0.699
Trust	My Bank's promises are real	0.876			
	My bank works for my happiness	0.785			
	My bank works hard to satisfy me	0.851			
Loyalty	I will suggest my bank to other consumers	0.837	0.914	0.934	0.702
	I would love to recommend my bank to my friends	0.879			
	I consider myself to be loyal to my bank	0.858			
	My bank would be my first choice	0.865			
	I intend to keep purchasing the services offered by my bank	0.732			
	I am loyal to my bank	0.846			

Table 3. Discriminant validity.

Construct	CUS	ETN	INT	Loyalty	PRO	TRE	Trust	WOM
Fornell-Larcker Criterion								
CUS	0.902							
ETN	0.621	0.842						
INT	0.671	0.613	0.824					
Loyalty	0.417	0.411	0.327	0.838				
PRO	0.561	0.598	0.568	0.338	0.827			
TRE	0.699	0.544	0.688	0.468	0.572	0.925		
Trust	0.406	0.399	0.298	0.776	0.337	0.400	0.836	
WOM	0.552	0.665	0.537	0.582	0.545	0.585	0.517	0.736
Heterotrait-Monotrait Ratio (HTMT)								
CUS								
ETN	0.694							
INT	0.792	0.751						
Loyalty	0.454	0.468	0.384					
PRO	0.633	0.696	0.706	0.393				
TRE	0.797	0.638	0.760	0.535	0.681			
Trust	0.452	0.464	0.363	0.769	0.395	0.474		
WOM	0.660	0.730	0.712	0.715	0.691	0.749	0.656	

3.3. Structural Model

Following Hair et al.'s (2019) recommendations, three methods for reporting structural model were calculated: original sample (β), coefficient of determination (R^2), and effect size (f^2). Table 4 shows the hypotheses testing. Social media marketing activities have a significant relationship with trust and loyalty, and thus H1 and H2 were accepted ($\beta = 0.490$ $\beta = 0.188$). Trust has a significant relationship with a loyalty, and thus H3 was accepted ($\beta = 0.684$). For the coefficient of determination, loyalty was explained at a rate of 63% by trust ($R^2 = 0.629$) and social media marketing activities ($R^2 = 0.240$). The size effect (f^2) values demonstrate that social media marketing activities have a high effect on trust (0.316) and a low effect on loyalty (0.072), while trust has a high effect on loyalty (0.400).

Table 4. Structural model.

Hypotheses	Beta	t-Statistics	p-Values	R ²	f ²	Supported
H1. Social Media Marketing Activities → Trust	0.490	6.860	0.000	0.629	0.316	Yes
H2. Social Media Marketing Activities → Loyalty	0.188	3.759	0.000	0.240	0.072	Yes
H3. Trust → Loyalty	0.684	13.973	0.000	0.240	0.400	Yes

4. Discussion

The results of this study shed light on social media marketing activities' impact on enhancing important branding objectives including brand trust and brand loyalty, adding to the expanding body of literature in the field. It remains difficult to measure and conceptualize SMM activities (Yadav and Rahman 2017). Several studies in the earlier literature verified the characteristics of social media marketing activities produced by Kim and Ko (2012). The activities that drive consumers to use social media are defined by the overall influence of these factors. In this study, findings showed that social media marketing activities have a positive effect on brand trust and brand loyalty. Customization was proved to have the highest impact on trust and loyalty (0.278), followed by entertainment (0.231), promotions (0.208), WOM (0.200), and interaction (0.156), while trendiness had the lowest impact (0.149). From the consumer point of view, users engage in online platforms in order to obtain tailored services and entertaining content while they share their experiences and recommendations with others. This supports previous studies such as Lim et al. (2020) and Ebrahim (2019). For a positive impact on the brand, the communication efforts must be interactive, customized and entertaining. This model also confirms that SMM activities enrich brand trust and have an important role in producing brand loyalty. Consumers who trust the brand's SMM activities the most are more likely to recommend the brand. This is an important contribution of this study, as loyal customers hold revisiting intentions toward the bank's social media platform, triggered by updated SMM activities.

4.1. Theoretical and Managerial Implications

This study attempts to contribute to the current literature on social media marketing and brand loyalty and has distinct theoretical implications. Initially, a unique model which comprises six features of social media marketing activities was developed to verify their impacts on brand loyalty. By looking at the extant literature, it can be noticed that these dimensions were used separately in different studies. This paper measures their impact on brand loyalty collectively and aims to provide better insights for Middle East region, as previous studies on this particular topic are scarce. In theory, the findings are consistent with the social media literature in that social media marketing activities have a significant relationship with trust and loyalty. The conclusions have important marketing implications for those working in the banking sector. The findings demonstrate that marketing professionals in the banking sector brands should use social media marketing activities to sustain loyalty. The results particularly support the significance of using interactive and informative social media content to increase consumers' loyalty to banking brands. In this context, banks should pay attention to the design of social media activities that support customer engagement, ensuring they are original and creative.

4.2. Limitation and Future Research Directions

This paper has some limitations that can be taken into account in subsequent investigations. First, this study used a quantitative approach to gather consumer data from Saudi Arabia, which may limit the generalizability of the findings. Future research can take into consideration a longitudinal design to get around this limitation and collect information for the chosen variables from consumers across various cultural backgrounds. This study was conducted in Saudi Arabia, and so it is suggested for researchers to perform a comparative study in other regions. Second, the research domain was in the banking industry; consequently, future studies can focus on other industry domains to confirm these findings. Finally, six components of social media marketing activities were tested to determine their impacts on brand loyalty. Consequently, upcoming studies can examine other elements, such as mediator variables (i.e., customer satisfaction) or moderator variables (i.e., customer characteristics).

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