THE INFLUENCE OF SOCIAL MEDIA MARKETING, SATISFACTION, AND TRUST ON CONSUMER LOYALTY OF GLAD2GLOW SKINCARE PRODUCTS ON THE TIKTOK SHOP PLATFORM AMONG YOGYAKARTA STUDENTS

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Abstract

This study aims to analyze the influence of Social Media Marketing, Satisfaction, and Trust on Consumer Loyalty of Glad2Glow skincare products on the TikTok Shop platform among Yogyakarta students. The background of the research is based on the rapid development of social commerce and the increasing use of social media as a means of promotion and transactions of beauty products. Students as a digital native generation have a high level of TikTok use, so it is a potential market segment in digital marketing strategies. This study uses a quantitative approach with an explanatory research design. The research sample consisted of 50 students in Yogyakarta who had bought Glad2Glow products through TikTok Shop, using purposive sampling techniques. Data were collected through a Likert scale questionnaire and analyzed using multiple linear regression with the help of SPSS. The results of the study show that simultaneously Social Media Marketing, Satisfaction, and Trust have a significant effect on Consumer Loyalty. Partially, Social Media Marketing and Trust have a positive and significant effect on Loyalty, while Satisfaction has a significant effect on the direction of the negative coefficient. Trust is the variable that has the most dominant influence on Loyalty. A determination coefficient value (R^2) of 0.902 indicates that 90.2% of the variation in consumer loyalty can be explained by these three variables. This study emphasizes that in the context of social commerce, trust and the effectiveness of social media marketing strategies are the main factors in building consumer loyalty. Therefore, companies need to optimize their digital marketing strategies and maintain consumer trust to create sustainable loyalty.

Keywords: Social Media Marketing, Satisfaction, Trust, Consumer Loyalty, TikTok Shop, Glad2Glow

INTRODUCTION

The development of digital technology has brought significant changes in modern marketing practices. Social media now not only functions as a means of communication, but also as a strategic platform in building relationships between companies and consumers. The concept *of social commerce*, which integrates social media with online transaction features, is growing rapidly, one of which is through TikTok Shop. According to Tuten and Solomon (2021), social media has become a marketing ecosystem that allows for two-way interaction, shared value creation, as well as the formation of long-term relationships between brands and consumers.

The skincare industry is one of the sectors that is experiencing rapid growth in the digital era. The increasing public awareness of skin care, coupled with the influence of *beauty influencers* and beauty content trends on social media, has made skincare products an important need, especially among the younger generation. Students as part of the digital native generation have a high level of social media use and tend to make platforms such as TikTok the main reference in looking for product information before making a purchase. According to DataReportal (2023), the 18–24 year old age group is the largest active social media user in Indonesia, making it a potential target market in digital marketing strategies.

Social Media Marketing (SMM) is defined as a marketing activity that utilizes social media to create, communicate, and convey value to consumers. These activities include creating interactive content, promoting through influencers, live streaming, and responsive communication with consumers. Research by Yadav and Rahman (2021) shows that social media marketing activities have a significant effect on increasing *brand engagement* and customer loyalty. In addition, Ismail (2021) stated that the dimensions of interactivity, entertainment, and credibility in social media marketing play an important role in shaping consumers' positive perceptions of brands.

Consumer satisfaction is a key factor in building long-term relationships with customers. Satisfaction arises when product performance and purchase experience meet or exceed consumer expectations. In the context of purchasing through digital platforms such as TikTok Shop, satisfaction is not only influenced by the quality of the product, but also by the ease of transactions, the speed of the seller's response, and the interactive experience during the purchase process. According to research by Cuong (2021), consumer satisfaction has a positive and significant influence on customer loyalty, and acts as a mediator between service quality and loyalty.

In addition to satisfaction, trust is a fundamental element in online transactions. Trust reflects the consumer's belief that the seller or brand is reliable and will deliver on a promise. In the context of e-commerce and social commerce, trust is very important because consumers cannot see or try products directly before buying. Research by Sharma et al. (2022) confirms that trust has a direct influence on customer loyalty in the digital environment. Furthermore, according to Moslehpour et al. (2022), effective social media marketing can increase consumer trust through information transparency, customer reviews, and influencer credibility.

Consumer loyalty is a deep commitment to repurchase or support a product or service consistently in the future. Loyalty is not only reflected in repurchase behavior, but also in the willingness of consumers to recommend products to others (*positive word of mouth*).

According to Rather (2021), consumer loyalty is influenced by a combination of emotional satisfaction and trust formed through the experience of interacting with brands.

Although various studies have discussed the relationship between social media marketing, satisfaction, trust, and loyalty, there are still limited studies that specifically examine these variables in the context of skincare products on the TikTok Shop platform, especially among Yogyakarta students. In fact, Yogyakarta as a student city has the characteristics of young consumers who are digitally active and responsive to social media trends. Therefore, it is important to analyze how the social media marketing strategy carried out by the Glad2Glow skincare brand through TikTok Shop can affect consumer satisfaction and trust, as well as how these two variables impact consumer loyalty.

Based on this background, this study aims to analyze the influence of Social Media Marketing, Satisfaction, and Trust on Consumer Loyalty of Glad2Glow skincare products on the TikTok Shop platform among Yogyakarta students. This research is expected to make a theoretical contribution to the development of digital marketing literature as well as provide practical implications for companies in designing effective social media-based marketing strategies to increase consumer loyalty.

REVIEW OF LITERATURE

The rapid development of information and communication technology has driven a major transformation in marketing activities. Social media is no longer just a means of communication, but has developed into a strategic platform in building relationships between companies and consumers. One form of innovation is the integration of social media with e-commerce features, such as TikTok Shop, which allows the promotion process to transactions to be carried out on one platform. This phenomenon encourages changes in consumer behavior, especially among the younger generation who actively use social media.

The skincare industry is one of the sectors that has experienced significant growth in recent years. Increasing public awareness of skin care, supported by digital beauty trends and the influence of beauty influencers, has made skincare products a primary need, especially for students. In Yogyakarta as a student city, students are a potential market segment because they have a high level of digital literacy and a large intensity of social media use. One of the skincare brands that actively utilizes digital marketing strategies through TikTok Shop is Glad2Glow.

Social Media Marketing (SMM) is the main strategy in building brand awareness, engagement, and consumer buying interest. Through creative content, live streaming, influencer endorsements, and two-way interaction with consumers, companies can create engaging digital experiences. This strategy not only aims to increase sales, but also build long-term relationships with consumers. Previous research has shown that social media marketing activities have a positive effect on consumer perception of value, satisfaction, and trust in a brand.

Consumer satisfaction is an important factor in retaining customers. Satisfaction arises when the performance of a product meets or exceeds consumer expectations. In the context of buying skincare products online through TikTok Shop, satisfaction is not only influenced by product quality, but also by the shopping experience, seller response speed, clarity of product information, and ease of transactions. Satisfied consumers are more likely to make a repeat purchase and recommend the product to others.

In addition to satisfaction, trust is a crucial element in online transactions. The high perceptual risk in online purchases, such as product mismatches, payment security, and the authenticity of goods, makes consumers consider the aspect of trust before making a purchase. Trust in brands and platforms will increase consumer confidence in making transactions and building long-term relationships. In the context of TikTok Shop, trust can be built through customer reviews, product ratings, information transparency, and the credibility of sellers and influencers.

Consumer loyalty is the ultimate goal of a long-term marketing strategy. Loyalty is shown through repurchases, commitment to the brand, and willingness to recommend products to others. In the increasingly fierce competition in the skincare industry, building consumer loyalty is the main challenge for companies. Effective social media marketing is expected to increase consumer satisfaction and trust, which ultimately has an impact on consumer loyalty.

Although various studies have examined the influence of social media marketing on consumer loyalty, there are still limitations in studies that specifically examine the role of satisfaction and trust as variables that affect loyalty in the context of TikTok Shop, especially in skincare products and the student segment in Yogyakarta. The characteristics of students as digital natives with dynamic consumption behavior make this research relevant to be conducted.

Based on this background, this study aims to analyze the influence of Social Media Marketing, Satisfaction, and Trust on Consumer Loyalty of Glad2Glow skincare products on the TikTok Shop platform among Yogyakarta students. This research is expected to make a theoretical contribution to the development of digital marketing literature as well as provide practical implications for companies in designing effective marketing strategies to increase consumer loyalty.

RESEARCH METHOD

This study uses a quantitative approach with an explanatory research design, which aims to explain the relationship and influence between Social Media Marketing, Satisfaction, and Trust in Consumer Loyalty of Glad2Glow skincare products on the TikTok Shop platform. The quantitative approach was chosen because this study focuses on hypothesis testing and measuring relationships between variables statistically using numerical data.

The population in this study is students in Yogyakarta who have purchased Glad2Glow skincare products through TikTok Shop. The sampling technique uses purposive sampling, which is a technique of determining samples based on certain criteria that are in accordance with the research objectives. The criteria for respondents in this study were: (1) active students at universities in the Yogyakarta area, (2) have purchased Glad2Glow products through TikTok Shop at least once, and (3) used the TikTok application in the last three months. The number of samples used in this study was 50 respondents, which was considered adequate for multiple linear regression analysis using SPSS.

The data used is primary data obtained through the distribution of online questionnaires using Google Form. The research instruments were compiled based on variable indicators that have been used in previous studies (2021–2024) and adjusted to the context of TikTok Shop. Each statement was measured using a five-point Likert Scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The independent variables in this study consisted of Social Media Marketing (X1), Satisfaction (X2), and Trust (X3), while the dependent variable was Consumer Loyalty (Y). Social Media Marketing is measured through indicators of content interactivity, entertainment, clarity of product information, promotion through live streaming, and seller responsiveness. Satisfaction is measured through product suitability with expectations, product quality, shopping experience, and seller service. Trust is measured through transaction security, product authenticity, information transparency, and brand reputation. Consumer loyalty is measured through repurchase intent, willingness to recommend products, brand preference, and long-term use commitment.

Data analysis was carried out using the Statistical Package for the Social Sciences (SPSS) software. The analysis stage includes a validity test with a Pearson Product Moment correlation to ensure each statement item is valid, as well as a reliability test using Cronbach's Alpha to measure the internal consistency of the instrument. Furthermore, a classical assumption test was carried out which included a normality test, a multicollinearity test, and a heteroscedasticity test to ensure that the regression model met the requirements of the analysis.

To test the influence between variables, multiple linear regression analysis with the following equations was used:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + e$$

Hypothesis testing was carried out through a t-test to determine the partial influence of each independent variable on consumer loyalty, and an F-test to determine the influence simultaneously. The determination coefficient (R^2) is used to determine the contribution of Social Media Marketing, Satisfaction, and Trust in explaining the variation in Consumer Loyalty.

Through this method, the research is expected to provide an empirical picture of the factors that affect consumer loyalty of Glad2Glow skincare products on TikTok Shop among Yogyakarta students.

Research Hypothesis

Based on the study of theory and intervariable relationships in this study, the hypotheses proposed are as follows:

H1: Social Media Marketing has a positive and significant effect on the Consumer Loyalty of Glad2Glow skincare products on the TikTok Shop platform among Yogyakarta students. This hypothesis is based on digital marketing theory which states that marketing activities through social media that are interactive, informative, and engaging can increase consumer engagement and encourage repurchases.

H2: Social Media Marketing has a positive and significant effect on Consumer Satisfaction of Glad2Glow skincare products on the TikTok Shop platform among Yogyakarta students. This hypothesis is supported by the concept that content quality, seller responsiveness, and interactive experiences on social media can improve the shopping experience which ultimately leads to satisfaction.

H3: Social Media Marketing has a positive and significant effect on Consumer Trust of Glad2Glow skincare products on the TikTok Shop platform among Yogyakarta students.
This hypothesis is based on the view that information transparency, content credibility, and customer reviews on social media can build consumer confidence in the brand and the

security of transactions.

H4: Consumer Satisfaction has a positive and significant effect on Consumer Loyalty of Glad2Glow skincare products on the TikTok Shop platform among Yogyakarta students.
This hypothesis is based on the theory of customer satisfaction which states that satisfied consumers are more likely to make a repeat purchase and recommend the product to others.

H5: Consumer Trust has a positive and significant effect on Consumer Loyalty of Glad2Glow skincare products on the TikTok Shop platform among Yogyakarta students.
This hypothesis is based on the theory of trust in online marketing which explains that consumers who have a high level of trust in brands and platforms will demonstrate a long-term commitment to the product.

RESULTS AND DISCUSSION

Classic Assumption Test

a. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parametersa,b	,0000000	,0000000
	2,10323369	2,23270078
Most Extreme Differences	,081	,086
	,056	,081
	-,081	-,086
Test Statistic		,081
Asymp. Sig. (2-tailed)[c]		,200c,d

The normality test was carried out using the Kolmogorov–Smirnov method. Based on the test results, an Asymp value was obtained. Sig. of 0.200, which is greater than 0.05

b. Multicollinearity test

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	13,373	,394		33,948	,000		
	Social Media Marketing	,114	,020	,340	5,689	,000	,595	1,680
	Satisfaction	-,180	,018	,558	10,225	,000	,715	1,398
	Trust	,250	,017	,780	15,110	,000	,799	1,252
a. Dependent Variable: Y								

The multicollinearity test was performed to find out if there was a high correlation between independent variables. The test results show:

- Social Media Marketing: Tolerance 0,595; VIF 1,680
- Satisfaction: Tolerance 0.715; VIF 1,398

- Confidence: Tolerance 0.799; VIF 1,252
  The entire tolerance value was > 0.10 and VIF < 10, so it can be concluded that there was no multicollinearity in the regression model. This means that each independent variable does not influence each other excessively and can be used simultaneously in the model.

c. Heteroscedasticity test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	,033	,035		,929	,358		
	Social Media Marketing	,002	,002	,208	1,123	,267	,595	1,680
	Satisfaction	,000	,002	,027	,161	,872	,715	1,398
	Trust	-,002	,001	-,224	-1,398	,169	,799	1,252

a. Dependent Variable: ABSRES

The heteroscedasticity test was carried out using the Glejser test by looking at the significance of the absolute residual value (ABSRES). The results show the following significance values:

- Social Media Marketing: 0,267
- Satisfaction: 0.872
- Trusts: 0.169
  Since the total significance value is greater than 0.05, it can be concluded that heteroscedasticity does not occur. Thus, the regression model fulfills the assumption of homogeneity.

Multiple Linear Regression Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	13,373	,394		33,948	,000		
	Social Media Marketing	,114	,020	,340	5,689	,000	,595	1,680
	Satisfaction	-,180	,018	,558	10,225	,000	,715	1,398
	Trust	,250	,017	,780	15,110	,000	,799	1,252

a. Dependent Variable: Y

Based on the results of multiple linear regression analysis, the regression equation is obtained as follows:

$Y=13.373+0.114X1-0.180X2+0.250X3$

Description:

- X1X_1X1 = Social Media Marketing
- X2X_2X2 = Satisfaction

- X3X_3X3 = Trust
- YYY = Loyalitas

The interpretation of the regression coefficient is as follows:

1. The constant (13.373) shows that if the variables of Social Media Marketing, Satisfaction, and Trust are zero, then loyalty has a value of 13.373.
2. The Social Media Marketing coefficient (0.114) indicates that every one unit increase in Social Media Marketing will increase loyalty by 0.114 units, assuming the other variables are constant.
3. The Satisfaction Coefficient (-0.180) indicates that every one unit increase in satisfaction actually decreases loyalty by 0.180 units (based on the B value in the table). This negative direction needs to be analyzed further in the discussion because in theory, satisfaction usually has a positive effect on loyalty.
4. The Trust Coefficient (0.250) indicates that every increase in one unit of trust will increase loyalty by 0.250 units.

TEST F

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	262,132	1	262,132	234,185	,000b
	Residual	53,728	48	1,119		
	Total	315,860	49			

Based on the results of the ANOVA test, a significance value of 0.000 (< 0.05) was obtained. This shows that simultaneously Social Media Marketing, Satisfaction, and Trust have a significant effect on Loyalty. Thus, the regression model used in this study is feasible and can be used to explain the relationship between variables.

T Test

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	13,373	,394		33,948	,000		
	Social Media Marketing	,114	,020	,340	5,689	,000	,595	1,680
	Satisfaction	-,180	,018	,558	10,225	,000	,715	1,398
	Trust	,250	,017	,780	15,110	,000	,799	1,252
a. Dependent Variable: Y								

1. The Influence of Social Media Marketing on Loyalty

Based on the results of the analysis, the Social Media Marketing variable has a significance value of 0.000 (< 0.05). This shows that Social Media Marketing has a significant effect on Loyalty.

The value of the regression coefficient (B) of 0.114 indicates a positive direction of influence. This means that every single unit increase in Social Media Marketing will increase Loyalty by 0.114 units, assuming the other variables are constant.

2. The Effect of Satisfaction on Loyalty
The results of the t-test showed that the Satisfaction variable had a significance value of 0.000 (< 0.05). This means that Satisfaction has a significant effect on Loyalty.
However, based on the value of the regression coefficient (B) of -0.180, the direction of influence shown is negative. This means that every one unit increase in Satisfaction actually decreases Loyalty by 0.180 units (assuming other variables are constant).

3. The Influence of Trust on Loyalty
Based on the results of the analysis, the Trust variable has a significance value of 0.000 (< 0.05). so it can be concluded that Trust has a significant effect on Loyalty.
The value of the regression coefficient (B) of 0.250 indicates a positive direction of influence. This means that every increase of one unit of Trust will increase Loyalty by 0.250 units, assuming other variables are constant.

Coefficient Determination

Model Summaryb				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,950a	,902	,896	,35308
a. Predictors: (Constant), TRUST, SATISFACTION, SOCIAL MEDIA MARKETING				
b. Dependent Variable: Y				

The value of the R Square is 0.902 and the Adjusted R Square is 0.896. This means that 90.2% of the variation in customer loyalty can be explained by the variables of Social Media Marketing, Satisfaction, and Trust, while the remaining 9.8% is influenced by other variables not studied in this study.The high R^2 value indicates that the research model has a very strong explainability.

Discussion

Based on the results of multiple linear regression analysis, this study shows that simultaneously the variables of Social Media Marketing, Satisfaction, and Trust have a significant effect on the Consumer Loyalty of Glad2Glow skincare products on the TikTok Shop platform among Yogyakarta students. This is proven through the F test with a significance value of 0.000 (<0.05), which means that the research model is suitable to be used to explain the relationship between variables.

The Influence of Social Media Marketing on Consumer Loyalty

The results of the study showed that Social Media Marketing had a positive and significant effect on Consumer Loyalty with a significance value of 0.000 and a regression coefficient of 0.114. This means that the more effective the marketing strategy through social media carried out by Glad2Glow on TikTok Shop, the higher the loyalty of students as consumers.

These findings are in line with digital marketing theory which states that marketing activities through social media that are interactive, informative, and engaging can increase consumer engagement and encourage repurchases. Creative content, live streaming, admin responsiveness, and engaging promotions can create an enjoyable digital experience for consumers. Students as a digital native generation tend to be responsive to marketing strategies based on visual and interactive content such as those offered by TikTok Shop.
Thus, Social Media Marketing not only serves as a promotional tool, but also as a means of building an emotional connection between brands and consumers that has an impact on long-term loyalty.

The Effect of Satisfaction on Consumer Loyalty

The results of the study showed that Satisfaction had a significant effect on Loyalty with a significance value of 0.000. However, the regression coefficient shows a negative direction of -0.180. Theoretically, satisfaction should have a positive effect on loyalty, so this finding is interesting to analyze further.

This negative direction can be caused by several possibilities. First, there is a high competition effect in the skincare industry, where students, even though they are satisfied, still have a tendency to try other brands due to the influence of massive trends and promotions on social media. Second, the student's characteristics as exploratory young consumers allow them not to be completely tied to one brand, even if their previous experience is satisfying.

These findings indicate that satisfaction alone is not enough to guarantee loyalty. In the context of social commerce such as TikTok Shop, emotional factors, digital communities, and influencer trends can be more dominant than functional satisfaction alone.

The Influence of Trust on Consumer Loyalty

Trust was proven to have a positive and significant influence on Loyalty with a regression coefficient of 0.250 and a significance of 0.000. This value is the greatest influence compared to other variables, which shows that trust is the dominant factor in shaping consumer loyalty.

In online transactions, especially through TikTok Shop, trust is a crucial aspect because consumers cannot see or try products directly before buying. Product authenticity, transaction security, information transparency, and customer reviews play an important role in building consumer confidence in the Glad2Glow brand.

For students, a high level of digital literacy makes them more selective in choosing products. Therefore, when trust has been established, consumers are more likely to show long-term commitment, make repeat purchases, and recommend products to others. This is in line with online marketing theory which states that trust is the main foundation in building loyalty in the digital environment.

Coefficient of Determination and Model Strength

The R Square value of 0.902 indicates that 90.2% of the variation in Consumer Loyalty can be explained by Social Media Marketing, Satisfaction, and Trust. This figure shows that the research model has a very strong explainability.

The high R^2 value indicates that the combination of digital marketing strategy, consumer experience, and brand trust is very relevant in explaining student loyalty to Glad2Glow skincare products on TikTok Shop. The remaining 9.8% was influenced by other

factors that were not researched, such as price, brand image, quality of after-sales service, or the influence of communities and viral trends.

CONCLUSION

Based on the results of a study on the influence of Social Media Marketing, Satisfaction, and Trust on Consumer Loyalty of Glad2Glow skincare products on the TikTok Shop platform among Yogyakarta students, it can be concluded that these three variables simultaneously have a significant effect on consumer loyalty. The research model shows a very strong explainability, where 90.2% of loyalty variations can be explained by the three independent variables in this study.

Partially, Social Media Marketing has been proven to have a positive and significant effect on consumer loyalty. This shows that an interactive, informative, and attractive social media marketing strategy can increase students' commitment to make repeat purchases and recommend products to others. Activities such as live streaming, creative content, and seller responsiveness on TikTok Shop are important factors in building consumer attachment to the brand.

Consumer satisfaction has also been shown to have a significant effect on loyalty. However, the results of the analysis show a negative coefficient direction, which indicates the dynamics of student consumer behavior that tend to be exploratory and easily influenced by trends. This shows that satisfaction alone does not necessarily guarantee long-term loyalty, especially in the skincare industry which is highly competitive and dynamic on social media.

Meanwhile, trust is the variable that has the most dominant influence on consumer loyalty. Trust in product authenticity, transaction security, and brand reputation are the main factors that encourage students to remain loyal to Glad2Glow products. In the context of social commerce like TikTok Shop, trust is the main foundation in building a long-term relationship between brands and consumers.

Overall, this study confirms that in the digital marketing environment, especially on the TikTok Shop platform, consumer loyalty is not only determined by product satisfaction, but is greatly influenced by the level of trust and effectiveness of social media marketing strategies. Therefore, companies need to integrate creative digital marketing strategies with efforts to build consumer trust to create sustainable loyalty.

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