
**THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND AWARENESS,
AND BRAND LOVE ON BRAND LOYALTY IN CUSTOMERS OF AZARINE
SKINCARE PRODUCTS IN THE CITY OF SURABAYA**



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Abstract

Facial care, also known as skincare, has become an important part of people's lives, especially for women. The high level of awareness among the public to care for their facial skin so that it remains healthy and well-groomed has made the beauty industry experience rapid growth, especially in Indonesia. One of the local brands in the beauty industry in Indonesia is the Azarine brand. This research was conducted to find out what factors can influence customers in purchasing skincare products from the Azarine brand. The purpose of the research is to analyze the influence of social media marketing, brand awareness and brand love on brand loyalty among customers of Azarine skincare products in the city of Surabaya. This research uses quantitative research methods with associative descriptive research. The data collection technique is in the form of a survey using a questionnaire instrument. The sample used was 160 respondents, who were taken from the research population, namely customers who have purchased Azarine skincare products who live in Surabaya City in 2024. The results of this research show that 1) Social Media Marketing, Brand Awareness, and Brand Love simultaneously influence Brand Loyalty for Azarine skincare products. 2) Social Media Marketing has a partial positive influence on Brand Loyalty for Azarine skincare products. 3) Brand Awareness has a partial positive influence on Brand Loyalty for Azarine skincare products. 4) Brand Love has a partial positive influence on Brand Loyalty for Azarine skincare products.

Keywords: Social Media Marketing, Brand Awareness, Brand Love, Brand Loyalty, Azarine

INTRODUCTION

In everyday life, facial care, known as skincare, has become an important part of people's lives, especially for women. This is due to the high level of awareness among the public to care for their facial skin so that it remains healthy and well-groomed, so that this awareness has made the beauty industry in the current era experience rapid growth, especially in Indonesia. The FMCG (Fast Moving Consumer Goods) market research platform shows that the potential for development of the local cosmetics and beauty industry is quite promising. In Indonesia itself, one of the local brands in the beauty industry that is well known is the Azarine brand, where the Azarine brand is a local brand originating from East Java, specifically in the city of Sidoarjo.



Figure 1
Azarine Product Sales Data Diagram in E-Commerce

Based on sales data collected from e-commerce Shopee, TikTok Shop, and Tokopedia official store in the period 29 July to 29 September 2024, it shows an increase in sales performance of one of Azarine's Skincare products, namely sunscreen, which is quite good, with sales growth of 10% on the Shopee platform, an increase of 6% on the Tiktok Shop platform, and an increase of 19% on the Tokopedia platform. Where total sales on the Shopee e-commerce platform reached almost 600 thousand products sold. However, in recent months, to be precise in October 2024, Azarine Skincare customers have felt worried about several products sold by this brand. Reporting from the Radarjabar.disway.id page, there was

a case of overclaim on the Azarine Niacinamide 10% Serum product and also the Azarine Retinol Smooth Glowing Serum.

With this overclaim news, what can be done by the Azarine brand to maintain customer loyalty to the products it owns. Customer loyalty towards a brand can be measured based on the customer's positive view of the image of a brand through the way the product is marketed (Social Media Marketing), the existence of customer awareness of a brand (Brand Awareness), and the emergence of customer love for a particular brand (Brand Love). The aim of implementing a social media marketing strategy in a business is to expand market share, increase company value and gain an advantage in sales competition. The greater the extent of online marketing carried out by a company, the more brand awareness can arise in the minds of consumers regarding the products of that brand.

So that through brand awareness, it can make customers feel interested in purchasing products sold by a particular brand. Creating compatibility and customer satisfaction with the products that have been used will create a feeling of love for the brand. This will be the main reason for a customer to remain loyal to the brand, which can be proven by the customer's loyalty towards purchasing products from that brand.

REVIEW OF LITERATURE

Marketing

For marketing companies, it is very important to maximize sales strategies and generate profits for the survival of the company's business, because marketing plays a very important role in meeting customer needs. According to Rachmawati in Sari & Utomo, (2021) marketing is a communication process carried out to inform consumers about a product or service with the aim of meeting consumer needs.

Social Media

According to Nasrullah in Rafiq, (2020) social media is a platform on the internet that allows people to interact, collaborate, share, and communicate with other people virtually, thereby forming social bonds. On social media there are features for fast dissemination of content that enable the product brand of a company to increase, thus building awareness and

brand image of the product among customers and can become a forum for customers to provide feedback.

Social Media Marketing

According to NS, Nur Annisa (2024:56) social media marketing (social media marketing) is a marketing strategy or process using social media. Therefore, Social Media Marketing is currently being used to open up wider market opportunities. Apart from that, companies that decide to use Social Media Marketing in marketing their products are able to reach a wider and more segmented target market and the costs incurred are also more economical.

Brand Awareness

According to Budiarsi et al, (2021) Brand Awareness is the customer's ability to recall the brand and form perceptions of the brand, so that ultimately it has an impact on consumers. By forming brand awareness among consumers, it is very possible for consumers to decide to buy the product and also allows consumers to make repeat purchases.

Brand Love

According to Huang in Riyasa et al, (2023) Brand love is an important part of the relationship between brands and customers, where this is the customer's feeling of love for a brand.

Brand love is also based on the customer's experience when using a brand, so if a customer has a positive experience with a brand, then the customer will love the brand more (Rodrigues *et al.*, in Kurniawati et al, 2024).

Brand Loyalty

Brand loyalty is a person's commitment to buy certain goods or services with a certain brand repeatedly, so this commitment allows a long-term relationship to be formed between the customer and the company (Madaline in Devi et al, 2023)

RESEARCH METHOD

The type of research that researchers used in this research is a quantitative research method with an associative descriptive approach. This method approach will be used by researchers to test the proposed hypothesis and it is hoped that the final results obtained will

be able to explain the influence between the independent and dependent variables. The data to be obtained from this research involves data collection techniques in the form of surveys using data measurement instruments in the form of questionnaires. The data that has been collected will then be analyzed using statistical methods in the form of numerical or numeric data to test hypotheses and produce findings using the SPSS version 26 for Windows application.

In this research, the researcher will obtain the direct data needed based on information from respondents through a questionnaire, where to measure the scale of the research variables, this research will use an interval scale using a scale weighting technique (Likert). The population in this research are all customers who purchased Azarine Skincare products who live in the city of Surabaya in 2024. The samples used were customers of Azarine products in the city of Surabaya. The population size was taken based on the number of people in Surabaya City aged 15-54 years. Based on BPS data for the city of Surabaya, the number of people aged 15-54 years is around 1,753,699 people per year 2024. So the sample size can be calculated using statistical calculations, namely by using the Slovin formula, by determining the sample using the following formula:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n : Number of Samples

N : Amount of Population

e² : Margin of error, tolerable error rate (determined amount 8%)

From the results of these calculations, it is known that the required sample size is 156,236 but is rounded up to 156 respondents. To obtain representative results, the author took a sample of 160 respondents.

Sampling techniques are used to determine which samples will be used in a study. In this research, the sampling technique used was the non-probability sampling method. The types and sources of data used in this research are primary data and secondary data. The type of primary data used in this research is in the form of a questionnaire, as well as the type of secondary data in this research in the form of data from books, journals, articles, and others.

The primary data source used in this research comes from the results of respondents' answers from questionnaires that have been given to customers who have used Azarine products.

According to Sugiyono (2022:226) in quantitative research, data analysis is an activity after data from all respondents has been collected. Activities in data analysis are grouping data based on variables and type of respondent, tabulating data based on variables from all respondents, presenting data for each variable studied, carrying out calculations to answer the problem formulation, and carrying out calculations to test the hypothesis that has been proposed. Data analysis techniques in quantitative research use statistics.

Where there are 3 types of tests used in data analysis techniques including: validity test, reliability test, and classical assumption test. In the classical assumption test, there are several things that need to be done to determine the suitability of the model for a study. A number of classic assumptions that need to be made are the normality test, multicollinearity test, and heteroscedasticity test. This test needs to be carried out to obtain the right analytical model to be used in a study.

After carrying out the three classical assumption tests, you can continue by carrying out multiple linear regression analysis tests, hypothesis testing, where hypothesis testing consists of the F or simultaneous test and also the t or partial test, and the final test carried out is the coefficient of determination test (R^2).

RESULTS AND DISCUSSION

Validity Test

Table 1
Validity Test Results

Variable	Statement	Coefficient Correlation (r_{count})	Sig.	$r_{table 5\% (100)}$	Information
Social Media Marketing (X1)	X1.1	0,752	0	0,1552	Valid
	X1.2	0,711	0	0,1552	Valid
	X1.3	0,749	0	0,1552	Valid
	X1.4	0,685	0	0,1552	Valid
Brand Awareness (X2)	X2.1	0,785	0	0,1552	Valid
	X2.2	0,633	0	0,1552	Valid
	X2.3	0,784	0	0,1552	Valid

Brand Love (X3)	X2.4	0,756	0	0,1552	Valid
	X3.1	0,717	0	0,1552	Valid
	X3.2	0,732	0	0,1552	Valid
	X3.3	0,674	0	0,1552	Valid
	X3.4	0,768	0	0,1552	Valid
	X3.5	0,728	0	0,1552	Valid
Brand Loyalty (Y)	Y1	0,722	0	0,1552	Valid
	Y2	0,611	0	0,1552	Valid
	Y3	0,645	0	0,1552	Valid
	Y4	0,771	0	0,1552	Valid

In determining whether or not a research instrument is appropriate to use, a correlation coefficient significance test is usually carried out at a significance level of 0.05, where an instrument is considered valid if it correlates significantly with the total score. If the value of $r_{count} > r_{table}$ and the value is positive, then the instrument item or statement of the variable is declared valid.

Based on Table 1, it can be seen that the results of data processing for all research instruments on the variables Social Media Marketing, brand awareness, brand love and brand loyalty have a value of $r_{count} > r_{table}$, so it can be concluded that all statements on all variables are declared valid.

Reliability Test

Table 2.
Reliability Test Results

No.	Variable	Cronbach's Alpha Count	Cronbach's Alpha Minimum	Information
1	Social Media Marketing (X1)	0.696	0.60	Reliabel
2	Brand Awareness (X2)	0.726	0.60	Reliabel
3	Brand Love (X3)	0.771	0.60	Reliabel
4	Brand Loyalty (Y)	0.633	0.60	Reliabel

Data measurement is carried out using the Cronbach's Alpha method, where if the calculated Cronbach's Alpha value of a variable has a value greater than the Minimum

Cronbach's Alpha, namely 0.60, then the variable can be declared reliable in a research instrument.

Based on Table 2, it is known that the results of reliability testing of research variables show that all variables in this study have a calculated Cronbach's Alpha value that is greater than the Minimum Cronbach's Alpha, namely 0.60. So it can be concluded that this research questionnaire is reliable or has good accuracy, and is suitable for use in the next stage of data analysis.

Classical Assumption Test

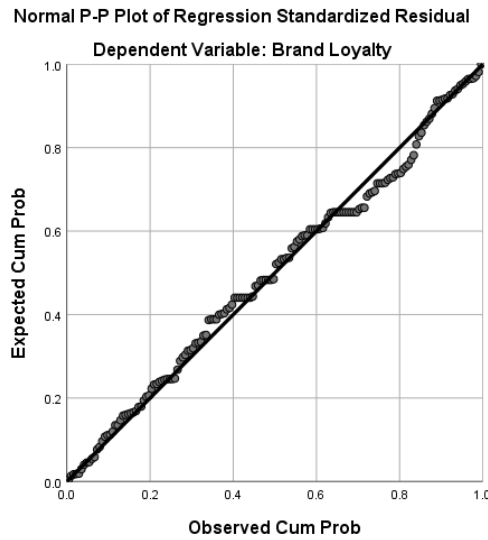
Normality Test

Table 3.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		160
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	0,99947477
Most Extreme Differences	Absolute Positive	0,065
	Negative	-0,048
Test Statistic		0,065
Asymp. Sig. (2-tailed)		.097 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the table of normality test results above, it is known that the significance value is $0.097 > 0.05$. So, it can be concluded that the data distribution in this study is normally distributed. The normality test can also be proven with the Normal Probability Plot graph, the following is a picture of the normality test results from the Normal Probability Plot graph.

Figure 2.
Normal Probability Plot Graph



Multicollinearity Test

Table 4.
Multicollinearity Test Results

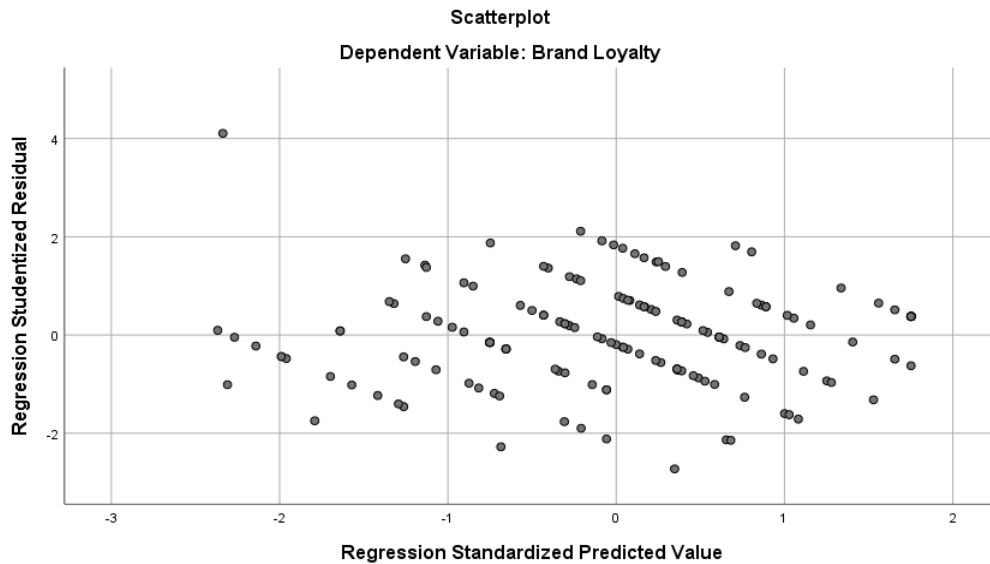
Coefficients^a			
Model	Collinearity Statistics		
		Tolerance	VIF
1 (Constant)			
Social Media Marketing		0,532	1,879
Brand Awareness		0,505	1,979
Brand Love		0,489	2,046

a. Dependent Variable: Brand Loyalty

From the table of multicollinearity test results above, it can be seen that the VIF value for each variable is < 10. The tolerance value obtained for each variable shows a number > 0.10. So it can be said that the variables used in this research do not have symptoms of multicollinearity between independent variables.

Heteroscedasticity Test

Figure 3.
Scatterplot Hasil Uji Heteroskedastisitas



Based on Figure 3, it can be seen that the data processed in SPSS produces dots that are spread randomly and do not form a clear pattern. To strengthen the testing of this research, the heteroscedasticity test can also be tested using the Glejser Test, where if the significance value is > 0.05 , then heteroscedasticity does not occur, but if the significance value is < 0.05 , then heteroscedasticity occurs.

Table 5.
Glejser Test Heteroscedasticity Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,427	0,547		2,608	0,010
Social Media Marketing	-0,044	0,039	-0,122	-1,129	0,260
Brand Awareness	0,048	0,037	0,146	1,314	0,191
Brand Love	-0,035	0,032	-0,122	-1,082	0,281

a. Dependent Variable: absresid

From the table of Glejser test results, it can be seen that the significance value of each independent variable in this study shows a number > 0.05 . Therefore, it can be concluded that the variables in this study do not have heteroscedasticity.

Multiple Linear Regression Analysis

Table 6.
Multiple Linear Regression Analysis Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	<i>Sig.</i>
	B	Std. Error	Beta		
1 (Constant)	2,261	0,867		2,608	0,010
Social Media Marketing	0,347	0,061	0,364	5,674	0,000
Brand Awareness	0,134	0,058	0,151	2,295	0,023
Brand Love	0,310	0,051	0,409	6,112	0,000

a. Dependent Variable: Brand Loyalty

Based on table 6, the coefficient values obtained for each variable are:

The constant value (α) of 2.261 is a constant or condition when the brand loyalty variable has not been influenced by other variables, namely the social media marketing variables (X1), brand awareness (X2), and brand love (X3).

The social media marketing regression coefficient value (X1) is 0.347, indicating that every 1 unit increase in the social media marketing variable will increase brand loyalty by 0.347.

The brand awareness regression coefficient (X2) value is 0.134, indicating that every 1 unit increase in the brand awareness variable will increase brand loyalty by 0.134.

The brand love regression coefficient value (X3) is 0.310, indicating that every 1 unit increase in the brand love variable will increase brand love by 0.310.

Hypothesis Testing

F Test (Simultaneous)

Table 7.
F Test Results

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	306,161	3	102,054	100,233	.000 ^b
	Residual	158,833	156	1,018		
	Total	464,994	159			
a. Dependent Variable: Brand Loyalty						
b. Predictors: (Constant), Brand Love, Social Media Marketing, Brand Awareness						

Based on Table 7, it can be seen that the resulting Fcount is 100.233, where the Ftable in this study is 2.662. So, the value of $F_{count} > F_{table}$ is $100.233 > 2.662$. And it can also be seen that the significance value in the F test results table is $0.000 < 0.05$. So it can be concluded that Social Media Marketing, Brand Awareness, and Brand Love simultaneously influence Brand Loyalty.

t Test (Partial)

Table 8.
t Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2,261	0,867		2,608	0,010
	Social Media Marketing	0,347	0,061	0,364	5,674	0,000
	Brand Awareness	0,134	0,058	0,151	2,295	0,023
	Brand Love	0,310	0,051	0,409	6,112	0,000
a. Dependent Variable: Brand Loyalty						

Based on Table 8, it can be seen that each of the t-count values and the significant values of the independent variables. The ttable in this study is 1.975. From the table above, it can be explained that the influence of each independent variable on the dependent variable is:

The Social Media Marketing variable (X1) has a t-count value of 5.674 > ttable 1.975 and has a significant value of 0.000 < 0.05. So, with this, it can be seen that the Social Media Marketing variable (X1) has a partial positive influence on the Brand Loyalty variable (Y).

The Brand Awareness variable (X2) has a tcount value of 2.295 > ttable 1.975 and has a significant value of 0.023 < 0.05. So, with this, it can be seen that the Brand Awareness variable (X2) has a partial positive influence on the Brand Loyalty variable (Y).

The Brand Love variable (X3) has a tcount value of 6.112 > ttable 1.975 and has a significant value of 0.000 < 0.05. So, with this, it can be seen that the Brand Love variable (X3) has a partial positive influence on the Brand Loyalty variable (Y).

Coefficient of Determination Test (R²)

Table 9.
Coefficient of Determination Test Results (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	0,658	0,652	1,00904
a. Predictors: (Constant), Brand Love, Social Media Marketing, Brand Awareness				
b. Dependent Variable: Brand Loyalty				

Based on table 9, it can be seen that the value of R Square is 0.658, which means that Brand Loyalty can be explained by the independent variable Social Media Marketing. Brand Awareness and Brand Love were 66%, and 34% were influenced by other variables outside of this research.

CONCLUSION

Based on the results of research data processing using the SPSS application, it can be concluded that: The social media marketing variables (X1), brand awareness (X2), and brand love (X3) simultaneously have a significant influence on the brand loyalty variable (Y).The

social media marketing variable (X1) has a positive and significant effect on the brand loyalty variable (Y). The brand awareness variable (X2) has a positive and significant effect on the brand loyalty variable (Y). The brand love variable (X3) has a positive and significant effect on the brand loyalty variable (Y).

So, the results obtained can show that the theories used in this research can be proven from the theories used and from previous research reference sources which say that there is an influence between Social Media Marketing, Brand Awareness, and Brand Love on Brand Loyalty from the Azarine skincare brand which is felt directly by customers. Researchers who will use this research journal as a reference are expected to be able to search for objects in other regions or cities so that the population distribution can be more varied.

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