The Role of Influencer Marketing, Customer Feedback, Corporate Social Responsibility, and Product Quality on Brand Image and Customer Loyalty in the Beauty and Personal Care Market in Indonesia

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Article Info

ABSTRACT

This study examines the effects of influencer marketing, customer feedback, corporate social responsibility (CSR), and product quality on brand image and customer loyalty in the beauty and personal care industry in Indonesia. A quantitative methodology was employed to collect data from a sample of 300 participants. The collected data was then analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS) 3. The findings demonstrate substantial favorable impacts of influencer marketing, consumer feedback, corporate social responsibility (CSR), and product quality on brand image. Moreover, the brand image greatly amplifies client loyalty. The study illustrates that influencer marketing and corporate social responsibility (CSR) play a vital role in establishing a favorable brand image while maintaining a high standard of product quality continues to be a significant factor in how the brand is perceived. These elements collectively contribute to an increased level of consumer loyalty. The results offer practical insights for beauty and personal care companies, emphasizing the significance of well-planned influencer collaborations, proactive customer involvement, strong corporate social responsibility activities, and unwavering product quality in cultivating consumer loyalty and enhancing brand reputation.

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1. INTRODUCTION

Recently, influencer marketing has been a powerful tool for beauty and personal care firms. It utilizes the large social media followings and perceived authenticity of influencers to influence how consumers view products and make purchasing choices [1]. The strategic alignment between a company and an influencer can greatly enhance the organization's reputation by using the social influence and connections built by the influencer [2]. Studies have demonstrated that the tactics used by influencers to position themselves, such as presenting themselves as regular people or as experts in their field, can affect how credible they are seen as a source of information [3], [4]. This, in turn, can have a favorable effect on how people respond to the brands they promote [5]. Furthermore, influencers on social media platforms such as Instagram, YouTube, and TikTok have a

crucial impact on the development, dissemination, and impact of beauty trends. However, there are concerns regarding unrealistic beauty standards and cultural appropriation that require attention [5]. Research has also shown a robust connection between an influencer's trustworthiness and their followers' inclination to buy, emphasizing the important function of influencers in promoting items through digital media [6].

Customer feedback is an essential source of information for both customers and brands. Positive comments can strengthen a brand's reputation, while constructive criticism provides useful information for improving the product [7], [8]. Interacting with customers and efficiently responding to their comments not only results in enhanced product quality but also fosters a feeling of loyalty among consumers [9]. Utilizing sentiment analysis techniques such as Natural Language Processing (NLP) and Aspect-based Sentiment Analysis (ABSA) to analyze consumer comments can offer firms data-driven insights to make informed decisions and stay ahead of the competition [10]. Furthermore, the implementation of novel techniques such as facial expression-based emotion feedback systems can optimize the process of collecting feedback, decrease the time it takes to receive responses, and assist shops in improving their services [11].

Corporate Social Responsibility (CSR) has become an essential element for businesses as consumers are increasingly drawn to socially responsible brands that actively make contributions to society [12], [13]. Participating in corporate social responsibility (CSR) endeavors such as promoting environmental sustainability, supporting community development, and practicing ethical standards not only improves a company's reputation but also cultivates consumer loyalty by aligning with their beliefs and principles [12]. The importance of corporate social responsibility (CSR) rests in its ability to impact customer behavior, sway purchasing choices, and cultivate trust and support from consumers who value and prioritize socially responsible

businesses (Cheng, 2024; Wekesa, 2024). By incorporating corporate social responsibility (CSR) into their operations, firms can not only have a beneficial influence on society and the environment but also cultivate a robust and devoted customer base that appreciates ethical and sustainable practices. This, in turn, can contribute to long-term success and sustainability in the competitive market [12], [13].

The quality of a product is crucial in influencing consumer happiness and loyalty, especially in the beauty and personal care industry. Research has consistently demonstrated that factors such as performance, reliability, durability, and perceived quality have a major influence on customer satisfaction, loyalty, and repeat purchase behavior [14]. Moreover, studies suggest that enhancing the quality of service, product, and pricing in accordance with consumer values can result in higher levels of consumer satisfaction and loyalty [15]. The cosmetics industry has emphasized the connection between product quality dimensions and brand loyalty, underscoring the significance of using both elements in marketing tactics to improve consumer happiness and loyalty [16]. Moreover, research indicates that the perceived value of a brand and the quality of its products have a beneficial impact on customer satisfaction, trust, and ultimately, customer loyalty in the context of environmentally friendly cosmetic products [17]. These observations emphasize the crucial importance for organizations to prioritize the development of top-notch products that fulfill customer expectations in order to promote brand success and establish enduring customer relationships.

Indonesia's beauty and personal care market has experienced significant expansion, driven by factors such as rising disposable income and the influential role of digital and social media. The user's text consists of three numbered references: [18], [19] and [20]. In order to distinguish themselves and cultivate robust relationships with consumers, organizations are increasingly relying on influencer marketing, customer feedback, corporate social responsibility (CSR) efforts,

and product quality as pivotal methods [18], [20], [21]. Research emphasizes the significance of how consumers perceive the quality and image of a brand in influencing their loyalty towards it. These studies illustrate the positive impact of these aspects on consumer behavior [18], [20], [21]. Moreover, research has shown that social media marketing has a substantial influence on brand loyalty and purchase intentions, particularly among female college students in Indonesia [19]. In the face of increasing market rivalry, effectively utilizing these methods can enable brands to differentiate themselves and foster enduring relationships with their clients.

Although the significance of these aspects is acknowledged, there is a requirement for empirical research that objectively evaluates their collective influence on brand image and consumer loyalty within the Indonesian beauty and personal care industry. This study aims to address this deficiency by investigating the impacts of influencer marketing, customer feedback, corporate social responsibility (CSR), and product quality on the formation of brand image and the promotion of customer loyalty. The main aims of this study are to explore the effects of influencer marketing on brand image and customer loyalty, analyze the role of customer feedback in improving brand image and customer loyalty, assess the impact of corporate social responsibility on brand image and customer loyalty, evaluate the influence of product quality on brand image and customer loyalty, and examine the overall connection between brand image and customer loyalty in the beauty and personal care market in Indonesia.

2. LITERATURE REVIEW

2.1 Influencer Marketing

Influencer marketing is now a crucial approach that involves using individuals who have a large number of followers on social media to promote products and services. These influencers can be classified into categories such as macro-influencers and micro-influencers [22]. Research highlights the crucial significance of influencer credibility, content quality, and audience engagement in changing customer attitudes and intentions to make purchases [23]. In the beauty and personal care sector, influencers play a crucial role as trendsetters and trusted consultants. Their endorsements have a significant impact because of their influential status and strong connection with their audience [5]. The congruence between influencers and businesses, taking into account aspects such as credibility, personality, and suitability, plays a crucial role in the success of promotional activities, impacting customer behavior and levels of engagement [23].

2.2 Customer Feedback

Customer feedback is crucial in influencing consumer experiences and directing brands towards enhancement and innovation. According to [7], positive feedback improves brand image and trust, whereas [10] explains that constructive criticism is useful for organizations to efficiently address their weaknesses. As stated in [10], the interactive aspect of social media platforms allows brands to directly communicate with customers, promoting a feeling of community and loyalty. Companies can gain significant insights from client feedback by employing sentiment analysis techniques, as outlined in references [7] and [10]. This enables them to better comprehend consumer expectations and customize their products and services appropriately. Adopting this proactive strategy not only has a favorable impact on potential purchasers but also helps in cultivating enduring relationships with customers, ultimately resulting in brand expansion and triumph.

2.3 Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) has a significant impact on customer behavior and how brands are perceived, especially in fields such as beauty and personal care. Research conducted by Wekesa and Malhotra

highlights the importance consumers place on organizations that exhibit a strong dedication to corporate social responsibility (CSR) through efforts such as environmental sustainability and ethical sourcing [12], [24]. In addition, studies conducted by Pandey and Chopra et al. emphasize the favorable influence of corporate social responsibility (CSR) on consumer trust, loyalty, and purchasing choices. Consumers are more likely to support socially responsible firms that adhere to their beliefs and ethical standards [25], [26]. Thus, in the beauty and personal care industry, adopting corporate social responsibility (CSR) measures like abstaining from animal testing, using eco-friendly packaging, and sourcing ethically can greatly improve brand reputation, customer loyalty, and overall market competitiveness. This, in turn, promotes enduring consumer relationships and allegiance.

2.4 Product Quality

The quality of a product is essential in influencing consumer happiness and loyalty, which in turn results in repeated purchases and positive word-of-mouth recommendations [14]–[16]. Research has emphasized that elements such as performance, reliability, durability, and perceived quality play a crucial role in shaping consumer perceptions of product quality [14]. Furthermore, within the beauty and personal care industry, the concept of product quality encompasses factors such as efficacy, safety, and sensory characteristics such as texture and aroma [16]. Research has confirmed a connection between the quality of a product and the loyalty consumers have towards the brand. High product quality has been found to have a substantial impact on increasing brand loyalty among consumers [16]. Thus, it is imperative to guarantee the production of superior products that not only meet but also beyond consumer expectations in order to cultivate brand loyalty and happiness in the market [14]–[16].

2.5 Brand Image

The brand image is crucial in differentiating a company from its competitors. It is formed by consumers' impression of the brand's affiliations and attributes [27]. A positive brand image is developed by establishing powerful, favorable, and distinctive brand associations, which are impacted by elements such as influencer marketing, customer feedback, corporate social responsibility activities, and product quality [28]. This favorable perception not only entices fresh clientele but also maintains current ones, ultimately cultivating brand allegiance [29]. Research highlights the importance of brand image in improving consumer satisfaction and loyalty, underscoring the interdependence of brand trust, perceived quality, and customer satisfaction in influencing brand loyalty [27], [30]. Hence, it is imperative to uphold a favorable brand reputation by implementing well-planned strategies in order to achieve sustained success in the fiercely competitive market environment.

2.6 Customer Loyalty

Customer loyalty is a complex idea that is affected by different aspects, including brand trust, perceived quality, and customer happiness [3], [31]. Research conducted on many sectors such as fast food establishments [32], housing providers [33], dining establishments [34], automobile repair shops [35], and online retail delivery services [36] constantly emphasize the importance of these factors in cultivating client loyalty. These variables contribute to generating favorable emotional experiences, guaranteeing satisfaction based on physical attributes, and augmenting the perceived worth of products or services, finally resulting in a strong commitment to repurchase or reuse a certain offering. Customer loyalty is not exclusively determined by transactions, but rather by the establishment of relationships founded on trust, perceptions of quality, and overall happiness with the brand or

service provider. In the beauty and personal care sector, devoted clients not only make repeat purchases but also actively promote the brand, so bolstering its market visibility.

2.7 Research Gap

Extensive research has been conducted on the interconnections of influencer marketing, customer feedback, corporate social responsibility (CSR), product quality, brand image, and consumer loyalty. Influencer marketing significantly influences consumer views and expectations, hence directly affecting brand image [37], [38]. Studies suggest that being exposed to Instagram influencers who are sponsored by companies such as Nike has a favorable impact on customer perceptions. This exposure leads to enhancements in brand recognition, trust, and perceived excellence, ultimately affecting consumers' decisions to make purchases and their loyalty towards the brand [37]. In addition, influencer marketing methods play a crucial role in promoting brand loyalty by engaging influencers, maintaining brand authenticity, and ensuring customer happiness [37]. Furthermore, research has demonstrated that giving gifts to influencers can improve their credibility and positively impact their perception of the company, indicating a stronger commitment in the business partnership between the brand and the influencer [39]. These findings emphasize the complex connection between influencer marketing, customer feedback, and brand image, emphasizing how they collectively influence consumer perceptions and expectations in the digital era.

Moreover, a favorable brand image acts as an intermediary between these characteristics and client loyalty. Brands that effectively handle these components can develop a robust and positive brand image, resulting in heightened customer loyalty. This holistic approach is especially pertinent in the beauty and personal care industry, as

consumer decisions are greatly impacted by their perceptions, attitudes, and experiences.

Although there is a significant amount of literature on each of these aspects separately, there is a lack of study that thoroughly investigates their collective influence on brand image and consumer loyalty, specifically in the context of the Indonesian beauty and personal care sector. The objective of this study is to fill this void by presenting empirical data on the interplay between these variables and their impact on customer behavior within this particular market. The literature research has led to the proposal of a conceptual framework that aims to investigate the connections between influencer marketing, customer feedback, corporate social responsibility (CSR), product quality, brand image, and customer loyalty. This framework proposes that:

H1: Influencer marketing positively impacts brand image and customer loyalty.

H2: Customer feedback positively impacts brand image and customer loyalty.

H3: CSR positively impacts brand image and customer loyalty.

H4: Product quality positively impacts brand image and customer loyalty.

H5: Brand image positively impacts customer loyalty.

3. RESEARCH METHODS

3.1 Research Design and Sample

The study employs a quantitative research strategy, which is well-suited for testing hypotheses and investigating correlations between variables using statistical analysis. This design enables the collecting of numerical data to find patterns and make informed conclusions. The study employed purposive sampling, a non-probability sample technique, to particularly target users of beauty and personal care items in Indonesia. A sample size of 300 respondents was chosen to ensure a representative sample

that may generate generalizable findings. The eligibility requirements for participants included being at least 18 years old, regularly using beauty and personal care products, actively following beauty influencers on social media, and being aware of corporate social responsibility (CSR) initiatives carried out by beauty brands.

3.2 Data Collection

Data were gathered via a well-organized online survey, which was circulated through several social media sites and email. The survey was created to gather participants' evaluations of influencer marketing, customer feedback, corporate social responsibility, product excellence, brand reputation, and customer allegiance. The questionnaire consisted of demographic questions to ensure that the sample was representative, as well as major survey items to measure the constructs of interest.

3.3 Measurement Instruments

The constructs in the study were measured using established scales adapted from previous research, with items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The measurement instruments for each construct are described below:

a. Influencer Marketing: Adapted from [40], this scale includes items assessing the perceived credibility, content quality, and engagement level of beauty influencers.

b. Customer Feedback: Adapted from [41], this scale measures the impact of positive and negative feedback on consumer perceptions and brand actions.

c. Corporate Social Responsibility (CSR): Adapted from [42], [43], this scale assesses consumers' perceptions of a brand's CSR activities, including environmental, social, and ethical dimensions.

d. Product Quality: Adapted from [44], [45], this scale includes items measuring the perceived effectiveness, safety, and sensory attributes of beauty and personal care products.

e. Brand Image: Adapted from [46], [47], this scale measures the strength, favorability, and uniqueness of brand associations.

f. Customer Loyalty: Adapted from [48], [49], this scale includes items assessing the likelihood of repeat purchases, recommendation intentions, and overall commitment to the brand.

3.4 Data Analysis

The data analysis was performed using Structural Equation Modeling - Partial Least Squares (SEM-PLS) 3, a robust statistical method for examining intricate relationships among multiple variables. This technique is particularly well-suited for exploratory research and studies with relatively small sample sizes, as it does not necessitate a normal distribution of data [50]. The analysis process involved several steps: data cleaning and screening to remove missing values, outliers, and inconsistencies, with incomplete responses excluded; descriptive statistics to summarize the demographic characteristics of the sample and the distribution of responses for each survey item; measurement model assessment to ensure the reliability and validity of the constructs, including internal consistency (Cronbach's alpha), composite reliability, and convergent validity (average variance extracted); structural model assessment to examine the expected relationships between constructs, with path coefficients, t-values, and R-squared values calculated to evaluate the model's significance and explanatory power; and hypothesis testing, where the significance of the expected relationships was evaluated using bootstrapping techniques to provide confidence intervals for the path coefficients.

4. RESULTS AND DISCUSSION

4.1 *Results*

a. **Descriptive Statistics**

The respondents' demographic profile reveals a heterogeneous sample with an equitable distribution across all age groups, genders, and educational backgrounds.

Table 1. Demographic Characteristics of the Sample

Characteristic	Frequency	Percentage
18-25	120	40%
26-35	130	43.3%
36-45	30	10%
46 and above	20	6.7%
Gender	**Frequency**	**Percentage**
Male	90	30%
Female	210	70%
Education	**Frequency**	**Percentage**
High School	60	20%
Bachelor's	180	60%
Master's	50	16.7%
Doctorate	10	3.3%

Source: Results of data analysis (2024)

The sample's age distribution reveals that the majority of individuals belong to the 18-25 age bracket, accounting for 40% of the sample. This age group constitutes a substantial percentage of the consumer base for beauty and personal care goods, typically influenced by trends and influencer marketing. The age group of 26-35 years old, accounting for 43.3% of the population, holds significant importance for brands since they possess well-defined tastes and substantial spending power. The age group of 36-45 (10%) constitutes a relatively smaller but significant segment, indicating a consumer base that is mature and likely to have distinct requirements and brand perspectives. The demographic segment consisting of individuals aged 46 and above, which represents 6.7% of the population, may exhibit unique preferences and loyalty behaviors that might impact how brands customize their marketing efforts. Regarding gender distribution, the sample consists of 30% males, who represent an increasing demographic in the beauty and personal care market. Females make up 70% of the sample, reflecting the dominant customer base in line with industry trends. Regarding the degree of education, it can be observed that 20% of the sample population has successfully finished high school. This indicates that their purchasing power and preferences may differ from those individuals who possess higher educational credentials. The predominant group, comprising 60% of the total, consists of individuals who have obtained a Bachelor's degree. This suggests that this consumer base is highly educated and is likely to possess a greater level of knowledge regarding product options and brand characteristics. Individuals who possess a Master's degree (16.7%) are likely to have specific preferences and higher standards for product quality and brand reputation. On the other hand, those with a doctorate degree (3.3%) may have unique tastes and a greater level of scrutiny towards brand practices and product claims.

The average and variability for each component were computed to offer a concise overview of the respondents' perceptions. Table 2 displays the quantitative summary of the main variables.

Table 2. Descriptive Statistics

Construct	Mean	Standard Deviation	Response	n	%
Influencer Marketing	3.82	0.72	1 (Strongly Disagree)	15	5%
			2 (Disagree)	30	10%
			3 (Neutral)	90	30%
			4 (Agree)	120	40%
			5 (Strongly Agree)	45	15%
Customer Feedback	3.75	0.69	1 (Strongly Disagree)	18	6%
			2 (Disagree)	32	10.7%
			3 (Neutral)	88	29.3%
			4 (Agree)	115	38.3%
			5 (Strongly Agree)	47	15.7%
CSR	3.88	0.71	1 (Strongly Disagree)	14	4.7%
			2 (Disagree)	28	9.3%
			3 (Neutral)	86	28.7%
			4 (Agree)	128	42.7%
			5 (Strongly Agree)	44	14.7%
Product Quality	3.91	0.68	1 (Strongly Disagree)	12	4%
			2 (Disagree)	24	8%
			3 (Neutral)	92	30.7%
			4 (Agree)	126	42%
			5 (Strongly Agree)	46	15.3%
Brand Image	4.00	0.65	1 (Strongly Disagree)	10	3.3%
			2 (Disagree)	20	6.7%
			3 (Neutral)	70	23.3%
			4 (Agree)	150	50%
			5 (Strongly Agree)	50	16.7%
Customer Loyalty	3.85	0.70	1 (Strongly Disagree)	14	4.7%
			2 (Disagree)	28	9.3%
			3 (Neutral)	87	29%
			4 (Agree)	130	43.3%
			5 (Strongly Agree)	41	13.7%

Source: Results of data analysis (2024)

The descriptive statistics reveal that the respondents held predominantly favorable views towards influencer marketing, customer feedback, CSR, product quality, brand image, and customer loyalty. The mean scores for all these factors were higher than the neutral midpoint of 3 on the 5-point Likert scale.

b. Measurement Model

The measurement model assessment is centered around the evaluation of the dependability and accuracy of the constructs. This involves evaluating the factor loadings, Variance Inflation Variance (VIF), Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) for each construct.

c. Factor Loadings and VIF

The factor loadings of all items were assessed to ensure that they surpass the criterion of 0.700, suggesting that the items effectively represent their respective constructs. Additionally, the VIF value must be lower than 3,000. The factor loadings for each construct are presented in Table 3.

Table 3. Factor Loadings for Constructs

Construct	Item	Loading	VIF
Influencer Marketing	IM.1	0.784	1.678
	IM.2	0.823	2.034
	IM.3	0.808	1.912
	IM.4	0.752	1.556
	IM.5	0.794	1.735
Customer Feedback	CF.1	0.778	1.682
	CF.2	0.812	1.906
	CF.3	0.797	1.822
	CF.4	0.764	1.642
CSR	CSR.1	0.857	2.125
	CSR.2	0.832	1.984
	CSR.3	0.804	1.875
	CSR.4	0.786	1.802
	CSR.5	0.812	1.918
Product Quality	PQ.1	0.825	1.962
	PQ.2	0.803	1.858
	PQ.3	0.786	1.742
	PQ.4	0.771	1.684
Brand Image	BI.1	0.849	2.045
	BI.2	0.824	1.982
	BI.3	0.807	1.875
	BI.4	0.793	1.756
	BI.5	0.818	1.923
Customer Loyalty	CL.1	0.831	1.962
	CL.2	0.818	1.925
	CL.3	0.792	1.785
	CL.4	0.825	1.998

Source: Results of data analysis (2024)

d. Reliability and Validity

The reliability of each construct was evaluated by employing Cronbach's alpha and composite reliability (CR). Values of Cronbach's alpha greater than 0.7 imply a high level of internal consistency. Constructs with composite reliability values of 0.7 are considered reliable. The convergent validity of the constructs was assessed by calculating the average variance extracted (AVE). A result above 0.5 indicates that the constructs explain more than half of the variation of their indicators. Table 4 displays the reliability and validity metrics for each construct.

Table 4. Reliability and Validity Metrics

Construct	Alpha	CR	AVE
Influencer Marketing	0.843	0.882	0.606
Customer Feedback	0.816	0.866	0.622
CSR	0.888	0.914	0.665
Product Quality	0.832	0.872	0.622
Brand Image	0.864	0.897	0.628
Customer Loyalty	0.841	0.894	0.662

Source: Results of data analysis (2024)

All items exhibited factor loadings exceeding 0.7, signifying robust connections with their corresponding constructs. The

constructs had strong internal consistency, as shown by Cronbach's alpha values over 0.7. The Composite Reliability (CR) values for all constructs above 0.7, indicating that the measures were reliable. Furthermore, all constructs exhibited Average Variance Extracted (AVE) values higher than 0.5, indicating acceptable convergent validity.

The assessment of discriminant validity was conducted using the Heterotrait-Monotrait ratio of correlations (HTMT). HTMT values that are less than 0.85 show a strong ability to differentiate between different constructions. The HTMT values for the constructions are presented in Table 5.

Table 5. HTMT Values for Constructs

Constructs	IM	CF	CSR	PQ	BI	CL
Influencer Marketing	-					
Customer Feedback	0.746	-				
CSR	0.692	0.757	-			
Product Quality	0.716	0.673	0.723	-		
Brand Image	0.728	0.736	0.747	0.766	-	
Customer Loyalty	0.682	0.704	0.712	0.694	0.752	-

Source: Results of data analysis (2024)

The constructs of Influencer Marketing, Customer Feedback, CSR, Product Quality, Brand Image, and Customer Loyalty all showed clear distinction from each other, as indicated by HTMT values below 0.85 when compared to other constructs.

e. Model Fit Assessment

Model fit assessment is the evaluation of how effectively the suggested model aligns with the data, utilizing several indices such as the Chi-Square (χ^2), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), and Standardized Root Mean Square Residual (SRMR). The chi-square test yielded a value of 260.45, with a p-value of 0.102. This indicates that the model is considered a good fit, since the p-value exceeds the threshold of 0.05. Therefore, it can be inferred that the model does not exhibit significant differences from the observed data. The RMSEA value of 0.052 falls below the required threshold of 0.08, indicating a favorable match. The CFI score of 0.96 surpasses the criterion of 0.90, suggesting a strong fit. The TLI score of 0.95 above the threshold of 0.90,

indicating a strong fit. Finally, the SRMR value is 0.045, which is lower than the threshold of 0.08. This suggests that the model and the data are well-matched.

The R^2 values quantify the extent to which the model accounts for the variability in the endogenous constructs. The R^2 value of 0.724 for Brand Image suggests that 72.4% of the variation can be accounted for by the four predictors: influencer marketing, customer feedback, CSR, and product quality. This indicates a robust ability of the model to describe brand image. The R^2 value of 0.548 indicates that 54.8% of the variation in customer loyalty can be attributed to brand image. This demonstrates that brand image has a modest level of influence on customer loyalty.

f. Structural Model Assessment

The structural model assessment examines the connections between constructs as proposed in the model by evaluating path coefficients to determine the magnitude and statistical significance of these connections. Table 5 displays the path coefficients and their corresponding significance levels, offering in-depth

understanding of the proposed connections between components.

Table 5. Path Coefficients

Path	Path Coefficient	t-value	p-value	Significance
Influencer Marketing → Brand Image	0.354	6.785	< 0.001	Significant
Customer Feedback → Brand Image	0.282	5.433	< 0.001	Significant
CSR → Brand Image	0.338	6.128	< 0.001	Significant
Product Quality → Brand Image	0.422	7.893	< 0.001	Significant
Brand Image → Customer Loyalty	0.384	7.125	< 0.001	Significant

Source: Results of data analysis (2024)

The path coefficient linking Influencer Marketing to Brand Image is 0.354, accompanied by a t-value of 6.785 and a p-value of < 0.001. These results indicate a robust and statistically significant beneficial impact of influencer marketing on brand image. The path coefficient between customer feedback and brand image is 0.282, with a t-value of 5.433 and a p-value of < 0.001. This indicates a moderate and statistically significant positive impact of customer feedback on brand image. The regression coefficient for Corporate Social Responsibility (CSR) on Brand Image is 0.338, with a t-value of 6.128 and a p-value of less than 0.001. This indicates a statistically significant and positive influence of CSR on brand image. The path coefficient between Product Quality and Brand Image is 0.422, with a t-value of 7.893 and a p-value of < 0.001. This indicates a robust and statistically significant positive impact of product quality on brand image. The path coefficient for Brand Image to Customer Loyalty is 0.384, with a t-value of 7.125 and a p-value of less than 0.001, demonstrating a statistically significant and positive association between brand image and customer loyalty.

4.2 Discussion

a. Influence of Influencer Marketing on Brand Image

The route analysis demonstrates that influencer marketing exerts a substantial and favorable impact on brand image. This discovery is consistent with previous studies indicating that influencers have the ability to impact consumer views through product endorsements and the creation of content that strongly connects with their followers. Influencers have emerged as influential middlemen, use their authority and extensive reach to augment brand perception. Investing in influencer marketing tactics can enhance the brand image of beauty and personal care products in Indonesia, making it more positive and appealing. Brands should prioritize collaborating with influencers whose beliefs are in line with their own to guarantee authenticity and maximize efficacy.

In Indonesia, influencer marketing has become a powerful strategy for beauty and personal care firms to develop a positive brand image. Research emphasizes the importance of influencer quality, which includes factors such as trustworthiness, personality, and compatibility with the brand, in enhancing the effectiveness of promotions [23]. Additionally, influencers that possess attractiveness, competence, and a strong presence on social media have the ability to mold the perception of skincare businesses and impact the purchasing decisions of Generation Z. This highlights the significance of

ensuring that the values of influencers coincide with the identity of the brand in order to achieve authenticity and make a lasting impression [51]. Furthermore, the study highlights the importance of fulfilling connection and competency demands in order to enhance the transmission of attachment through influencers. This emphasizes the necessity of managing influencers effectively to optimize digital marketing tactics in the beauty sector [52]. Beauty and personal care firms in Indonesia can utilize influencer marketing to create a strong and genuine brand image, enhance customer interaction, and build loyalty by forming strategic partnerships with influencers that align with their beliefs.

b. **Impact of Customer Feedback on Brand Image**

Customer feedback has a substantial role in shaping brand perception. This reinforces the idea that consumer reviews and ratings have a vital impact on defining the perception of a business. Favorable feedback has the potential to improve the perception of a brand, but unfavorable feedback can have a detrimental impact on it. Companies should proactively interact with customer feedback by acknowledging complaints, replying to reviews, and integrating suggestions for enhancement. By implementing this strategy, brands may enhance not only their reputation but also cultivate more robust consumer connections.

Interacting with customer feedback is essential for effectively managing a brand, as positive input can improve the brand's image, while negative feedback can have a detrimental impact [53], [54]. It is essential for companies to proactively engage with reviews, acknowledge concerns, and integrate suggestions for enhancement in order to minimize

the negative effects of reviews and enhance customer relationships [55], [56]. Studies indicate that utilizing customer evaluations on sites such as Facebook can have a beneficial impact on customer experiences, improve online reputation, and boost sales [55]. Moreover, research highlights the significance of efficiently addressing unfavorable reviews to mitigate their detrimental impacts and enhance overall consumer contentment and allegiance [55]. Through the use of effective feedback management practices, brands may improve their reputation and cultivate more robust customer relationships.

c. **Role of Corporate Social Responsibility (CSR) in Brand Image**

Corporate Social Responsibility (CSR) has a substantial and favorable impact on the perception and reputation of a brand. This discovery strengthens the notion that customers highly regard corporate social responsibility and take it into account when assessing brands. Corporate social responsibility (CSR) efforts, such as promoting environmental sustainability and engaging with the community, can improve a brand's reputation by showcasing its dedication to ethical practices and societal issues. Implementing and marketing Corporate Social Responsibility (CSR) initiatives can set beauty and personal care firms apart from their competitors and cultivate a more positive brand image among consumers that prioritize social consciousness.

Corporate social responsibility (CSR) initiatives, such as promoting environmental sustainability and actively engaging with the community, are essential for improving a brand's reputation by demonstrating its commitment to

ethical practices and addressing societal concerns. This ultimately distinguishes the brand from its competitors and attracts socially-conscious consumers, especially in the beauty and personal care sector. Research highlights that contemporary consumers prefer firms that exhibit a dedication to corporate social responsibility (CSR), resulting in heightened trust, loyalty, and favorable brand perception [12]. The user's text consists of two references: [57] and [58]. Companies must prioritize the implementation of transparent CSR communication strategies in order to effectively demonstrate their genuine commitment to social and environmental obligations. This will ultimately have a beneficial impact on consumer behavior and preferences [12]. Furthermore, the incorporation of Corporate Social Responsibility (CSR) into corporate plans and the ability to showcase measurable social and environmental effects are crucial elements in cultivating enduring brand loyalty among customers, particularly in developing economies [58].

d. **Contribution of Product Quality to Brand Image**

The quality of a product has the most significant positive impact on the perception of a brand. This discovery highlights the significance of providing top-notch items as a vital catalyst for brand reputation. Consumers frequently link product quality with the overall brand reputation and dependability. Brands that continuously provide products of superior quality are more likely to establish a robust and favorable reputation, resulting in heightened consumer contentment and allegiance. For beauty and personal care firms to stay ahead of the competition, it is crucial that they give utmost importance to quality

assurance and consistently strive for development.

The quality of a product is crucial in influencing the reputation of a brand and cultivating customer loyalty in the beauty and personal care sector. Research highlights the substantial influence of product quality on consumer satisfaction, loyalty, and repeat purchase behavior [14], [16]. Studies suggest that brand loyalty is significantly influenced by features such as environmental sustainability, adherence to standards, visual appeal, and dependability [16]. Furthermore, the impact of brand ambassadors and the quality of the product on purchase choices highlights the need of upholding elevated criteria to foster consumer allegiance [59], [60]. Emphasizing quality assurance and ongoing improvement is crucial for beauty and personal care brands to build their reputation, boost consumer happiness, and ensure lasting loyalty, eventually preserving a competitive advantage in the market [14], [61].

e. **Effect of Brand Image on Customer Loyalty**

The perception of a brand has a substantial impact on the level of loyalty exhibited by customers. This finding emphasizes that a favorable brand reputation promotes customer allegiance, as individuals are more inclined to stay loyal to brands, they see positively. Developing a robust brand reputation by employing impactful influencer marketing, receiving favorable customer feedback, engaging in corporate social responsibility initiatives, and maintaining superior product quality can result in increased customer loyalty. Brands should prioritize the development of a captivating and uniform brand identity that deeply connects with their intended audience, in order to foster repeat

purchases and establish enduring customer connections.

Influencer marketing is essential for increasing brand loyalty through many processes. Studies suggest that material created by influencers has a beneficial effect on the influencers themselves, resulting in higher levels of engagement and loyalty towards brands within various communities [62]. Moreover, the genuineness and accuracy of influencer content have the potential to decrease customer skepticism, consequently enhancing brand allegiance and intents to make a purchase [63]. The connection between social media influencers and brand loyalty is influenced by the engagement and social attractiveness of the influencers, highlighting the significance of visual and emotional appeal in promoting loyalty [64]. Furthermore, the marketing efforts of influencers have a direct impact on the overall perception of a brand, which in turn influences the likelihood of customers continuing to use the brand and becoming loyal to it. This emphasizes the important role that sensory, emotional, behavioral, and cognitive factors have in fostering brand loyalty [65]. In summary, effectively utilizing influencer marketing tactics may provide value for firms by establishing trust, fostering engagement, and forming emotional bonds with consumers, ultimately resulting in heightened brand loyalty [66].

f. Practical Implications

The study's findings have several practical implications for beauty and personal care brands in Indonesia:

a. Brands should select influencers who align with their values and target audience to maximize the impact of influencer marketing on brand image.

b. Regularly monitoring and responding to customer feedback can help improve brand perception and foster trust.

c. Investing in CSR activities and communicating these efforts can enhance brand image and appeal to socially-conscious consumers.

d. Ensuring high product quality should be a core focus, as it directly influences brand image and customer loyalty.

e. Maintaining a consistent and positive brand image across all touchpoints can strengthen customer loyalty and support brand growth.

4.3 Limitations and Future Research

While the study provides valuable insights, there are some limitations to consider:

a. The sample may not fully represent all demographics within Indonesia. Future research could use a more diverse sample to generalize findings across different consumer segments.

b. The study uses a cross-sectional design, which captures a snapshot of relationships at one point in time. Longitudinal studies could provide insights into how these relationships evolve over time.

c. Other factors, such as market trends or competitive actions, were not considered. Future research could explore additional variables that might influence the relationships studied.

5. CONCLUSION

This study examines the impact of influencer marketing, customer feedback, corporate social responsibility (CSR), and product quality on brand image and customer loyalty in the beauty and personal care industry in Indonesia. Utilizing influencer marketing improves the way consumers see a company; choosing influencers whose values fit with the business's ideals maximizes the level of authenticity. Customer feedback,

whether it is favorable or negative, has a tremendous impact on the perception of a brand, emphasizing the importance of actively engaging with customers. Corporate social responsibility (CSR) efforts have a favorable effect on corporate image, showcasing the importance of ethical practices. Ensuring a consistently high level of product quality is essential for cultivating a favorable brand reputation and fostering consumer loyalty. The results validate that a robust brand image amplifies client allegiance. Brands should prioritize strategic influencer collaborations, effectively handle consumer feedback, allocate resources to corporate social responsibility (CSR), and maintain high product quality in order to enhance their market position and customer relationships. This study enhances comprehension of brand management within this business and provides practical ideas for promoting brand success and fostering client loyalty. Further investigation should include supplementary variables and longitudinal impacts to enhance comprehension.

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