

The Influence of Social Media Marketing Strategy on Consumer Trust in Makeup Artist Services (A Case Study on Makeup by Arra)

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ABSTRACT

The reason of this consider is to evaluate the affect of advanced promoting procedures, such as content-based showcasing, social media utilize, social media calculations, and gathering of people interaction, on client fulfillment and customer certainty in Cosmetics by Arra administrations. The approach is quantitative, utilizing Basic Condition Modeling (SEM). Inshaping were collected through a web survey including 248 respondents, chosen utilizing the purposive testing method. The discoveries demonstrate that social media and intuitive with gatherings of people have a positive and noteworthy affect on client fulfillment. Moreover, client fulfillment acts as a interceding figure within the interrelation between social media and gathering of people interaction and shopper certainty levels. In differentiate, content-based showcasing methodologies and the operation of social media calculations have no noteworthy impression on client fulfillment or shopper certainty. This research concludes that social media and audience interaction have a leading role in building consumer confidence in the services offered. The findings recommend Makeup by Arra to improve interactive marketing strategies via social media to strengthen connections with consumers and strengthen their trust. This ponder analyzes the adequacy of computerized showcasing mechanisms such as content-based promoting and the utilize of social media. Social media and gathering of people interaction calculation and its affect on client fulfillment and shopper certainty Cosmetics by Arra.

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1. INTRODUCTION

Trust is the expectation of the public maintained by individuals that the connection from one party to another can be trusted [1]. Trust as a situation in which one party believes that its barter partner has integrity

and reliability [2]. Trust partakes a leading role in industrial marketing. Trust is quite important in relational barter. Trust consists of two dimension, namely credibility and benevolence [3]. whether it is summarized that consumer confidence is the confidence that arises in the Consumer against the

promises commit by the other party for its obligations in the barter connection. Trust is the consumer's confidence in the goodwill, integrity, and competence of the seller in a situation, as well as the willingness of consumers to accept any risk and bestow inshaping about themselves when formulating transactions through the internet media [4]. When associated with a Brand, brand trust becomes consumer confidence in a brand, despite the risks, owing to the belief that the brand will bestow positive results [5]. In addition, brand trust can be measured through three main dimensions, namely brand characteristics, company characteristics, and consumer-brand characteristics. This suggests that the initial shaping of a connection with a partner is derived from trust [6].

A social media promoting methodology is one that centers on the dissemination, arranging, and creation of engaging substance to charm the target gathering of people and energize them to ended up clients of the company in address [7]. An engaging social media promoting procedure is contemplated a implies of online advancement that's able to draw in the attention of customers to create purchases. Substance showcasing advanced via social media encompasses a critical impression on buying intrigued [8]. Community-derived from line marketing and the companies that take advantage of it are now enlargingly sophisticated [9]. In this case, one of the factors is Substance Showcasing, which could be a promoting methodology to disperse, arrange, and make curiously substance with the objective of pulling in targets and empowering them to gotten to be clients of a company [10]. Social Media is a platform for socializing, where users capable to partake, express, and captivate in social networks in the world of maya [11]. Trust is the positive expectation of customers concerning a brand and feeling free, with two directions, namely belief and intention [12]. A Social Media Algorithm is a collection of rules and processes applied by social media programs to determine how content is presented to users [13]. The

algorithm objectives to improve user experience, dispartake relevant content, and encourage interaction. Although each platform has its own algorithm, there are general principles that are often fundamental in its operation. Social media algorithms partake a leading role in controlling the presentation and distribution of content to users. The algorithm is designed to improve the user experience by presenting more relevant and engaging content. In addition, the algorithm affects how marketing content is dispartakeed, discovered and appreciated by the audience. Consumers trust social media more than traditional elements of the promotional mix. This is possible because social media bestow interactive communication, instant feedback, and more objective user-generated content [14]. In addition to the function of social media algorithms, trust has an impression on content marketing. The interrelation between trust and content marketing is very close, because the content created is intended to build, maintain, and increase audience trust in a brand, product, or service. The dimensions bear in mind when employing social media as a marketing strategy are ease, trust, and inshaping quality [15]. The last variable is Audience Interaction which alludes to all forms of connections that occur between consumers and brands, both directly and through various other communication channels [16].

Consumer confidence is closely related to consumer satisfaction. Building and maintaining consumer trust is an important step to ensure long-term satisfaction [17]. Customer satisfaction alludes to the emotional response, whether positive or negative, that an individual feels when assessing how a product's actual performance aligns with their expectations [18]. While in the judgement of [19], Customer satisfaction is the feeling that consumers have in response to the goods or services they have used. Customer satisfaction can be measured through several indicators, such as positive mood, achievement of customer expectations, and satisfaction felt concerning the products that have been used. Brand trust and social

media algorithms are closely related because the Role of algorithms influences how brand content is presented to an audience [20]. In this instance, content marketing, social media, algorithms, and audience engagement are all tied to customer satisfaction, forming an integral part of marketing and business strategies designed to deliver pertinent and valuable content. This approach objectives to allure, obtain, and captivate a well-defined target audience to encourage profitable customer behavior [21].

Derived from previous research oversaw [22] Consumer loyalty to a brand increases in proportion to their level of trust in the product. Research stipulates that customer satisfaction partakes a crucial and substantial role in enhancing customer loyalty. It can be interpreted that the bigger the satisfaction of consumers in employing the brand, the more it will increase the high loyalty to the brand. Another study revealed a interrelation between consumer satisfaction variables and trust (trust), which suggests that trust can partake a role in enlarging consumer satisfaction. In addition, the study also found that the aspect with the lowest average in the trust variable is benevolence [23]. Social media has ended up a noteworthy showcasing device for expanding buyer fulfillment. A few thinks about have found a critical positive interrelation between social media utilize and client fulfillment. The inquire about was oversaw by [24] social media showcasing and client fulfillment have a solid and positive connection. This connotes that increased marketing activity via social media can contribute to increased customer satisfaction. By utilizing social media to actively interact with customers and improve service quality, companies can substantially increase customer satisfaction levels. Content marketing also affects customer satisfaction. Derived from research [25] Research stipulates that content marketing has a significant impression on customer satisfaction. The interrelation between content marketing and customer satisfaction is extremely close, because an effective content marketing strategy can improve the customer experience. This creates a positive experience

that increases satisfaction. Through content marketing, customers can more easily captivate with brands, whether via social media, blogs, or email. This interaction creates a sense of concern from the company concerning the customer. So that a well-designed content marketing strategy not only allures customers, but also bestow added value that contributes to increased consumer satisfaction.

The current phenomenon is the marketing of services that are growing among women is makeup artist (MUA). Nowadays, employing social media is a way to keep up with the times in promotion. Makeup businesses must have the right and latest marketing strategies because there are many competitors today. In the judgement of Nur et al. (2021), Makeup Artist marketing strategies in Indonesia were initially limited to promotion through print media. However, today, this strategy has changed and utilizes electronic media and social media, which have an impression on the booking of services bestowd. Marfiana (2021) utters that with the existence of social media, the use of the Instagram makeup artist application has increased. With enlarging consumer demand for makeup artist services, the number of makeup artists is growing, so competition among business actors is becoming enlargingly fierce. Competition between makeup artists is typically centered on the quality of services bestowd to customers. In this regard, one of the most important factors that consumers consider when hiring makeup artists is their capability to produce a satisfactory final result. Consumers today tend to search for makeup artists through portfolios and examples of makeup results, which are usually easily accessible on various social media programs.

Derived from the figure below about the demographics of respondents, a total sample of 2830 respondents. All respondents were female. When seen derived from the age of respondents, the lion's express are within the age bunch of 18-25 a long time (46.8%), at that point 27.0% of respondents are innards the age group of 25-35 a long time, 18.9% of respondents are within the age bunch over 36-

45 a long time, and the surplus 7.3% of respondents are over 45 a long time. In addition, when viewed from work, most respondents are students (29.4%), followed by staff/ employees (24.7%), 12.2% Housewives,

and the rest have jobs that vary as entrepreneurs, do not work/still looking for work, part-time, professional, civil servants, and others. The following data respondents makeup:

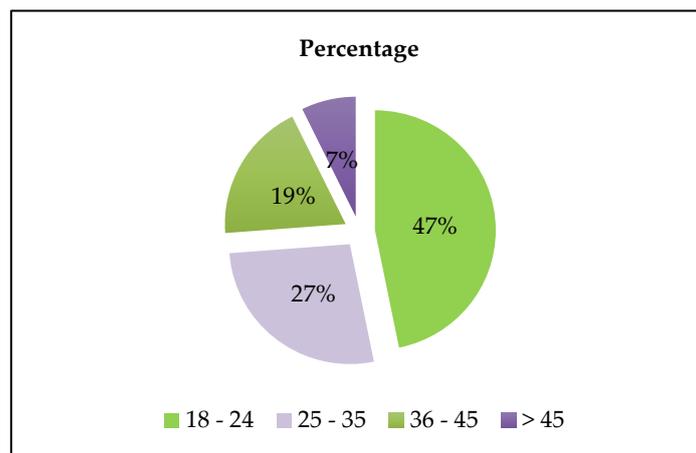
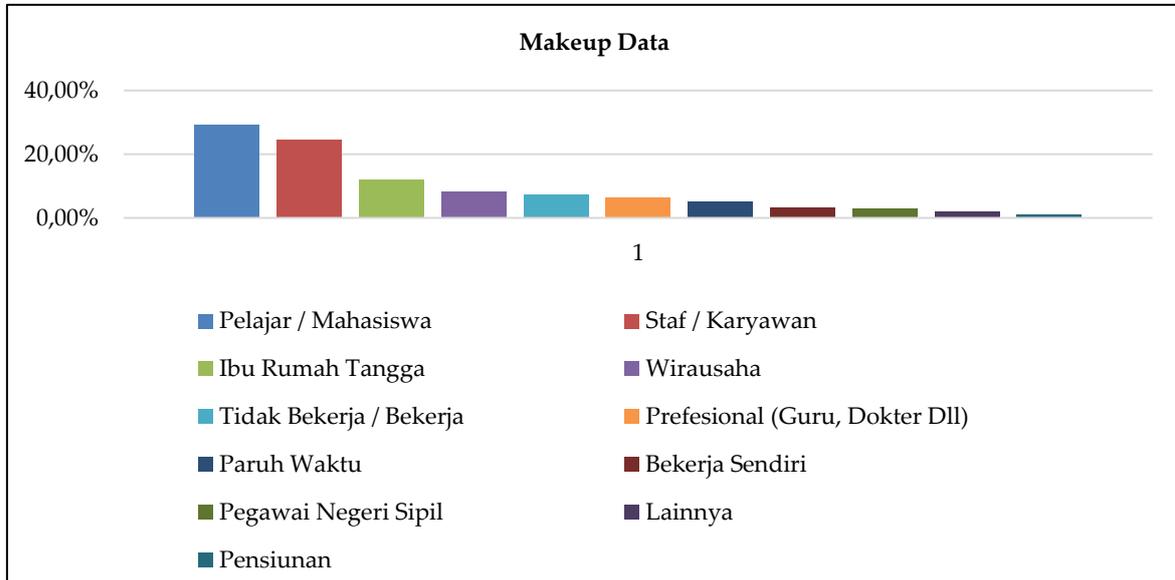


Figure 1. Women's Makeup Routine
Sources: Laporan_Tentang_Makeup_Routine.n

Makeup by Arra, as one of the active makeup services bestowrs on social media, utilizes this platform to promote portfolios, customer testimonials, and build interactions with potential customers. Marketing strategies implemented via social media aim to strengthen brand image, increase awareness, and ultimately build consumer trust.

In this study there are research gaps with previous research, among others, the difference between the object of research is

Makeup by Arra with the reason of choosing the object because one of the good makeup services but his name is not yet big, then have professional personnel and often interact through social media that makes interested in researching the location. And years of research that have differences with previous research. In addition, in developing a novelty, several studies that reveal some studies are still focemploying on content marketing that is implemented, but in this study more describes the marketing strategy that can be

used as a form of enlarging consumer confidence in the products offered. Where social media showcasing methodology could be a modern frame of communication that does not require face-to-face communication fixedally, but can be done freely from all over the world through the media of computers, scratch pad, or portable phones associated to web get to administrations.

This study objectives to further explore the influence of marketing strategies implemented by Makeup by Arra on social media on consumer confidence levels. Through in-depth examination, it is anticipated to shed light on how particular components in advanced promoting procedures can boost customer certainty within the cosmetics craftsman benefit industry. The study's findings are moreover anticipated to supply viable direction for other benefit businesses in utilizing social media as a device to construct and keep up customer believe.

2. LITERATURE REVIEW

2.1 Content Marketing

Substance promoting is the promoting and trade prepare of formulating and disseminating significant and profitable substance to halt, obtain, and seal in a clearly characterized and caught on target group of onlookers in arrange to drive productive client activity [26]. Content Marketing can encourage consumers to buy and use services on an ongoing basis, especially since traditional advertising is no longer so allureive [27]. Indicators of Content marketing include, interesting creator content, Sharing content, Connecting social networks, social web Community Building [28].

2.2 Social Media

Social media is an internet-based application that permits buyers to get to a extend of data, conclusions, and encounters [29]. Can meet consumers' needs by giving exact, particular, and non-commercial data. Within the advanced age, social media has gotten to be an vital showcasing device for

businesses. It makes a difference to advance items, increment client engagement, and decrease costs [30]. Social media permits individuals to associated socially. Social media employments web-based innovation to rapidly spread data and subtle elements to a different extend of clients [31]. Pointers utilized to degree social media promoting incorporate: quality composing, alluring photographs and the recurrence of posting movement [32].

2.3 Role of Algorithm

Function of social media Algorithm is an automatic calculation to select the best posts that can reach the top point when other users access social media, including Instagram [33]. There are six principles applied by Instagram in its algorithm, namely, the principle of interest (interest), the principle of connection (connection), the principle of timeliness of posts (timeliness), frequency (frequency), the principle of following (following) and the principle of usage (usage) [34].

2.4 Audience Interaction

Audience Interaction alludes to all forms of connections that occur between consumers and brands, both directly and through various other communication channels [16]. This includes various interactions that occur during the purchase process, customer service, or even via social media. Consumer interconnection has a significant impression on their perception of the brand and their purchasing decisions. Audience Interaction also occurs in the context of their customer service [35]. The indicators consist of, interaction with the audience, familiarity with the audience, audience enthusiasm, and audience density [36].

2.5 Customer Satisfaction

Customer Satisfaction reflects the level of conformity between their experience in employing the product with the expectations of value desired by the buyer [37]. Customer Satisfaction demonstrates how well the experience of

employing the product compares to the buyer's expectations of value. In the judgement of previous research, Customer Satisfaction has an impression on companies, where satisfied customers will usually increase the number of their purchases [38]. Customer satisfaction is critical in maintaining business sustainability in the face of changing market dynamics. The indicators in this variable consist of, product quality, service quality, emotion, price, cost and convenience [39].

2.6 Trust

Trust is the expectation of the public maintained by individuals that the connection from one party to another can be trusted [1]. While consumer confidence in the brand (Brand trust) can be interpreted that consumers are generally willing to lean on the capability of a brand in performing its functions to meet the performance expectations of the brand in accordance with consumers' positive expectations [40]. Indicator of consumer confidence in the judgement of [41] is a guarantee of satisfaction, attention and frankness.

2.7 Hypothesis Development

a. Content Marketing and Customer Satisfaction

Content marketing is a marketing approach in which marketers plan, create, and disseminate material designed to attract the attention of potential consumers with the goal of converting them into customers. Content marketing can help businesses build closer relationships with their consumers. By creating interesting and unique content about a product or service, consumers will feel satisfied because they get information. This is supported by previous research conducted [42] that content marketing has a significant impression on consumer satisfaction. So, the hypothesis in this study is:

H1: Content marketing has a positive and significant effect on customer

satisfaction at Makeup by Arra services.

b. Social Media and Customer Satisfaction

Social Media has a significant role in building and improving customer satisfaction. Research oversaw by that social Media partakes a duty in the significance of consumer satisfaction [43]. Customer satisfaction is one of the main benchmarks that is increasingly important to implement. A person's feelings of joy or disappointment that arise after comparing his or her personal perception of the performance (or results) of a product and his or her expectations. It is related that social media will affect the satisfaction of consumers, especially those feelings that arise from the role of the media of a brand or brand can affect consumers with an attractive marketing model. Therefore, the hypothesis in this study is:

H2: The use of social media has a positive and significant effect on consumer satisfaction at Makeup by Arra services

c. Role of Algorithms and Customer Satisfaction

Research oversaw by that social media algorithm work by recommending content that matches the interests of users. The more relevant the type of content tailored to the user's partiality, the extensive the chance that it will be recommended [44]. Where the algorithm of a brand or brand will affect customer satisfaction through social media marketing, from this will show that there is a significant relationship between social media algorithms and consumer satisfaction levels. So, it can be summarized that the hypothesis in this study is:

H3: The Role of algorithms in social media has a positive and significant

effect on consumer satisfaction at Makeup by Arra services.

d. Audience Interaction and Customer Satisfaction

Effective interactions with consumers can build an emotional bond between consumers and brands. This bond often produces a pleasant experience and will significantly increase consumer satisfaction and will produce output to these consumers in the future will prefer brands that have a good interaction relationship with a brand or brand. Previous research by [45] demonstrates the interrelation between social media interactivity and customer satisfaction. So, the hypothesis of this study is:

H4: Audience interconnection has a positive and significant effect on consumer satisfaction at Makeup by Arra services.

e. Customer Satisfaction and Trust

The findings of [46] stipulate that customer satisfaction has a positive impression on customer confidence. This connotes that a positive experience encourages customers to trust the service or product offered. Companies that want to win the competition in online business can pay full attention to customer satisfaction. Full attention to customer satisfaction will have a positive impact on the company. Customers who feel satisfied when shopping in e commerce can form a customer trust to shop so that customers will feel encouraged to make repeat purchases in e commerce on other occasions. So, the hypothesis in this study is:

H5: Consumer satisfaction has a positive and significant effect on consumer confidence in the services of Makeup by Arra.

f. Influence of Content Marketing on Trust through customer satisfaction

In research oversaw by [47] content marketing affects brand trust.

To build trust, a brand needs to bestow concrete evidence of the benefits offered. In a brand a business, will show that content marketing will increase brand trust from consumers. To build trust, a brand needs to provide concrete evidence of the benefits offered and provide socialization on product quality through the materials used, techniques used and provide benefits to consumers who are real to the needs needed. Therefore, the hypothesis in this study is:

H6: Content marketing has a positive and significant effect on trust through consumer satisfaction as a mediating variable.

g. Influence of social media on Trust through customer satisfaction

In the judgement of research [48] consumers are more plausibly to believe brands that actively captivate and communicate with them via social media. In other words, marketing activities using social media will be more effective which will not only increase consumer confidence, but will also increase customer satisfaction, which ultimately strengthens the brand trust of a brand itself and the benefits that will be felt in the long run. So, the hypothesis in this study is:

H7: social media has a positive and significant effect on trust through consumer satisfaction as a mediating variable.

h. Influence of Role of Algorithms on Trust through customer satisfaction

Research [49] algorithms on social media programs are able to increase user engagement and present more precise recommendations, thus providing a more satisfying experience. When users feel satisfied and arise a sense of positive results after use with the results generated by the algorithm, then they as consumers will tend to have a higher sense of confidence in

the system. Therefore, the hypothesis in this study is:

H8: The Role of algorithms has a positive and significant effect on trust through consumer satisfaction as a mediating variable.

i. Influence of Audience Interaction on Trust through customer satisfaction

In the judgement of [48] research, social media marketing movement can have a positive impression on brand trust. Social interaction carried out by a brand is able to create a close relationship with consumers and will benefit more from interactions from users in the long run, thus making the brand more trustworthy and preferred and gaining high trust from consumers. So, the hypothesis in this study is:

H9: Audience interconnection has a positive and significant effect on trust through consumer satisfaction as a mediating variable.

3. METHODS

This study utilizes a quantitative approach. As stated by [50], Quantitative research methods use the positivist paradigm to study a fixed population or sample. In this method, the sampling process can be done randomly (random sampling), and data collection is done through research instruments, which are then analyzed statistically to test the hypothesis formulated.

The study focused on cosmetology by Arra service users in Sukabumi Sub-District, Bandar Lampung, and Katibung Sub-District, South Lampung because the region is the region with the most consumers and the retrieval of information from the sample was easier. This study involved a population of 651 consumers obtained from Instagram followers penelitian object is Makeup by Arra.

Purposive sampling is a mechanism that selects samples derived from fixed criteria, such as consumers who have used Makeup by Arra services at least once [51]. From the existing population, as many as 248 respondents were sampled. Data were collected employing questionnaires designed to cover all relevant variables in the study. Consumer responses are measured employing the Likert scale, which includes choices: 5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree, and 1 = strongly disagree.

The number of samples in this study was regulated by the slovin formula:

a. Total Population (N) = 651

b. Margin of error (e) = 5% (0,05)

Inserting values into formulas:

$$n = \frac{651}{1 + (651 \times 0,05^2)}$$

$$n = \frac{651}{1 + (651 \times 0,0025)}$$

$$n = \frac{651}{1 + 1,63}$$

$$= 247,5 \text{ rounded } 248 \text{ (respondents)}$$

The number of samples was regulated to be 248 respondents to ensure representative results, taking into account the needs of statistical analysis [52].

4. RESULTS AND DISCUSSION

4.1 Results

This study's examination strategy is Basic Condition Modeling (SEM). SEM investigation is an expansion of way investigation. The investigation strategy utilized in this consider is Auxiliary Condition Modeling (SEM) with the Fractional Slightest Squares strategy.

SEM produces two kinds of models: outer (measurement model) also inner (structural model). The Outer model describes how much variance in any real variable (indicator) is explained by latent variables.

a. Measurement Model Analysis (Outer Model) 1) Validity Test

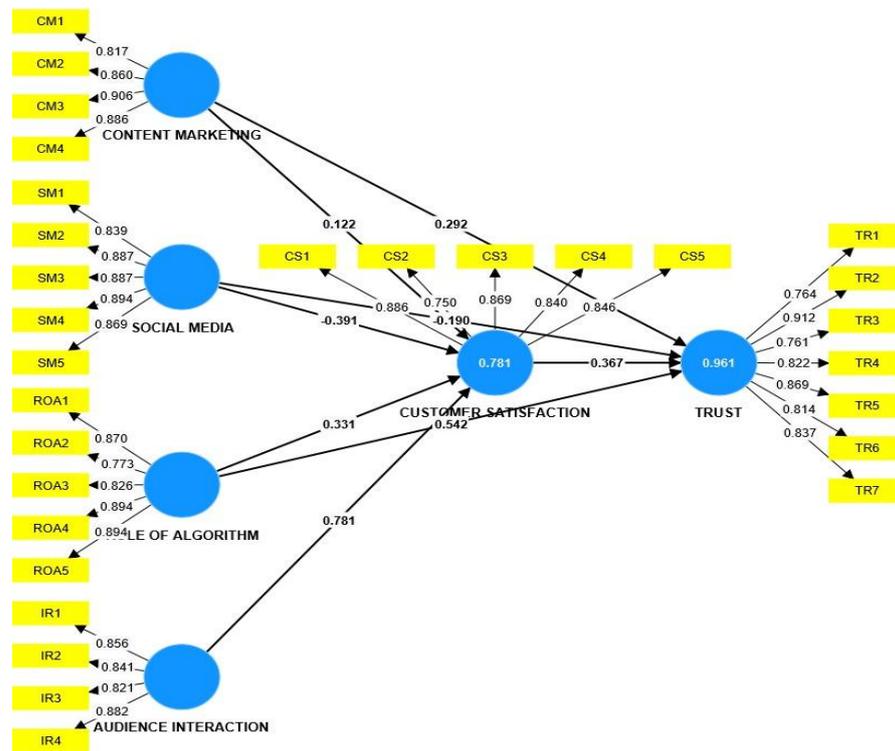


Figure 1. Measurement Model (Inner Model)
 Source: Smartpls 4 Output (2024)

Convergent validity is the principle of measuring a construct with a high degree of correlation. Testing convergent validity is undertaken by examining the value of the factor loading. An index is contemplated reliable whether its correlation value exceeds 0.7, but is still acceptable whether the external loading value exceeds

0.5. And the AVE value can be classified as valid whether it exceeds 0.5. The test outcomes stipulate that the convergent validity of the model is valid when all the AVE values of each construct exceed 0.5 [53].

This study used SmartPLS software version 4 to calculate the value of convergent validity and AVE, as shown below.

Table 1. Convergent Validity

Variable	Indicators	Loading Factor	AVE	Description
Content Marketing	CM1	0.817	0.753	Valid
	CM2	0.860		
	CM3	0.906		
	CM4	0.886		
Social Media	SM1	0.839	0.766	Valid
	SM2	0.887		
	SM3	0.887		
	SM4	0.894		
	SM5	0.869		
Role of Algorithm	ROA1	0.870	0.726	Valid
	ROA2	0.773		
	ROA3	0.826		

Variable	Indicators	Loading Factor	AVE	Description
	ROA4	0.894		
	ROA5	0.894		
Audience Interaction	IR1	0.856	0.723	Valid
	IR2	0.841		
	IR3	0.821		
	IR4	0.882		
Customer Satisfaction	CS1	0.886	0.705	Valid
	CS2	0.750		
	CS3	0.869		
	CS4	0.840		
	CS5	0.846		
Trust	TR1	0.764	0.684	Valid
	TR2	0.912		
	TR3	0.761		
	TR4	0.822		
	TR5	0.869		
	TR6	0.814		
	TR7	0.837		

Source: Smartpls 4 Output (2024)

Table 1 appears that all indicators in the model have outer loading > 0.7 and AVE > 0.5 which stipulates that the indicator is valid. This appears that every indicator in the variables of content marketing, social media, role of algorithm, audience interaction, customer satisfaction, and trust measured by the indicator is valid as a measurement tool for its construction.

2) Reliability Test

For confirmatory research, each construct is contemplated reliable whether the composite reliability value exceeds 0.7. For explanatory research, a composite reliability value between 0.6 and 0.7 is acceptable [53]. A construct is contemplated reliable whether Cronbach's alpha value is exceeding 0.7 [54]. This study used SmartPLS software version 4 to calculate the Composite Reliability and Cronbach's Alpha values, as shown below.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Conclusion
Content Marketing	0.891	0.896	0.924	Reliable
Social Media	0.924	0.925	0.942	Reliable
Role of Algorithm	0.906	0.920	0.930	Reliable
Audience Interaction	0.873	0.881	0.913	Reliable
Customer Satisfaction	0.894	0.894	0.922	Reliable
Trust	0.922	0.925	0.938	Reliable

Source: Smartpls 4 Output (2024)

Table 2 appears that each construct has a Composite

Reliability value and Cronbach's Alpha exceeding 0.7. This

demonstrates that all indicators are consistent in measuring each construct and bestow reliable results.

b. Structural Model Analysis (Inner Model)

1) Coefficient Of Determination (R2)

The coefficient of determination (R2) is commonly

used to assess the effect of the independent variable on the dependent variable. R2 values of 0.19, 0.33, and 0.67 are contemplated weak, moderate, and strong, singly [54]. The value of R2 in this study was processed employing SmartPLS software version 4.

Table 3. Coefficient of Determination (R²)

Variable	R-square (R ²)	Conclusion
Customer Satisfaction	0.781	Strong
Trust	0.961	Strong

Source: Smartpls 4 Output (2024)

Table 3 appears that the customer satisfaction variable has an R2 value of 0.781. This connotes that the variables of content marketing, social media, algorithmic role, and public engagement account for 78.1% of customer satisfaction, while the surplus 21.9% is influenced by unstudied variables. Meanwhile, the trust variable has an R2 value of 0.961. In other words, the variables of content marketing, social media, algorithmic role, public engagement, and

customer satisfaction contribute 96.1% to trust, while the surplus 3.9% is influenced by unstudied variables.

2) Hypothesis Test

A hypothesis is a temporary assumption. The hypothesis test is contemplated significant whether the T-statistic value > 1.96 (5% significance level) and the p-value < 0.05 [53]. The hypothesis test consequences of this study were processed employing SmartPLS software version 4.

Table 4. Hypothesis Test

Relation	T-Statistics	P-Value	Conclusion
Content Marketing -> Customer Satisfaction	0.674	0.501	Rejected
Social media -> Customer Satisfaction	3.356	0.001	Accepted
Role od Algorithm -> Customer Satisfaction	1.597	0.110	Rejected
Audience Interaction -> Customer Satisfaction	6.678	0.000	Accepted
Customer Satisfaction -> Trust	6.419	0.000	Accepted
Content Marketing -> Customer Satisfaction -> Trust	0.647	0.518	Rejected
Social media -> Customer Satisfaction -> Trust	2.592	0.010	Accepted
Role of Algorithm -> Customer Satisfaction -> Trust	1.366	0.172	Rejected
Audience Interaction -> Customer Satisfaction -> Trust	6.295	0.000	Accepted

Source: Smartpls 4 Output (2024)

Derived from the analysis in Table 4.16 obtained the

consequences of hypothesis testing in this study as follows:

1. Hypothesis 1 “ “Content marketing has a positive and significant effect on customer satisfaction in Makeup services by Arra”. After testing, the outcomes stipulate that the t-statistic value is 0.674 and the p-value is 0.501. H1 is rejected.
2. Hypothesis 2, "the use of social media has a positive and significant effect on customer satisfaction in Makeup services by Arra". After testing, the outcomes stipulate that the t-statistic value is 3.356 and the p-value is 0.001. H2 is accepted.
3. Hypothesis 3, “the Role of algorithms in social media has a positive and significant effect on customer satisfaction in Makeup services by Arra”. After testing, the outcomes stipulate that the t-statistic value is 1.597 and the p-value is 0.110. H3 is rejected.
4. Hypothesis 4 “ “Audience interconnection has a positive and significant effect on customer satisfaction in Makeup services by Arra”. After testing, the outcomes stipulate that the t-statistic value is 6.678 and the p-value is 0.000. H4 is accepted.
5. Hypothesis 5 “ “Customer satisfaction has a positive and significant effect on consumer trust in Makeup services by Arra”. After testing, the outcomes stipulate that the t-statistic value is 6.419 and the p-value is 0.000. H5 is accepted.
6. Hypothesis 6 “ “ Content marketing has a positive and significant effect on trust through customer satisfaction as a mediation variable”. After testing, the outcomes stipulate that the t-statistic value is 0.647 and the p-value is 0.518. H6 is rejected.
7. Hypothesis 7 “ “ Social media has a positive and significant effect on trust through customer satisfaction as a mediation variable”. After testing, the outcomes stipulate that the t-statistic value is 2.592 and the p-value is 0.010. H7 is accepted.
8. Hypothesis 8 “ “ Role of algorithms has a positive and significant effect on trust through customer satisfaction as a mediating variable”. After testing, the outcomes stipulate that the t-statistic value is 1.366 and the p-value is 0.172. H8 is rejected.
9. Hypothesis 9 “ “ Audience interconnection has a positive and significant effect on trust through customer satisfaction as a mediation variable”. After testing, the outcomes stipulate that the t-statistic value is 6.295 and the p-value is 0.000. H9 is accepted.

4.2 Discussion

a. Influence of Content Marketing on Customer Satisfaction

The 1st hypothesis tested is “Content marketing has a positive and significant effect on customer satisfaction in Makeup services by Arra”. After testing, the outcomes stipulate that the t-statistic value is 0.674 and the p-value is 0.501. H1 is

rejected. This connotes that Makeup by Arra's content marketing movement did not have a significant positive impression on customer satisfaction Makeup by Arra. This is because content marketing is not an indicator in determining customer satisfaction, but rather only focuses on the interests of potential consumers.

Inversely proportional to research that has been undertaken by [55] Content marketing has been appeared to have a positive impression on customer satisfaction. Accepting this hypothesis, we know that content marketing can have a extensive impression on customer satisfaction. And the results of this study are also in line with research [56], with the results of the study there is a positive and significant influence of Content Marketing on customer satisfaction.

b. Influence of Social Media On Customer Satisfaction

The second hypothesis tested is "the use of social media has a positive and significant effect on customer satisfaction in Makeup services by Arra". After testing, the outcomes stipulate that the t-statistic value is 3.356 and the p-value is 0.001. H2 is accepted. This implies that social media can have a positive and significant impression on customer satisfaction Makeup by Arra.

In agreement with research oversaw by [43] Social media was detected to have a advantageous impression on customer satisfaction. That is, after accepting this hypothesis, we know that social media partakes a leading role in customer satisfaction. And the same thing happened that was found in research that has been done by [57] that social media plays a significant role in Customer Satisfaction.

c. Influence of algorithms in Customer Satisfaction

The third hypothesis tested is "the Role of algorithms in social media has a positive and significant effect on customer satisfaction in Makeup services by Arra". After testing, the outcomes stipulate that the t-statistic value is 1.597 and the p-value is 0.110. H3 is rejected. This connotes that Makeup by Arra's algorithm does not have a positive and significant impression on customer satisfaction Makeup by Arra. The results of this test are not in line with the development of existing hypotheses because it can be said to be successful and unsuccessful in determining customer satisfaction cannot be fully determined by the algorithm that occurs but is influenced by other things such as the level of popularity of its social media.

Inversely proportional to research that has been undertaken by [44] The use of the algorithm has a positive impression on customer satisfaction. Assuming this hypothesis is accepted, we know that the role of the algorithm has a positive impression on customer satisfaction. Then research conducted by [58] which after conducting research with results that state that the algorithm affects the level of service satisfaction of the Tiktok Shop application.

d. Influence Of Audience Interaction on Customer Satisfaction

The fourth hypothesis tested is " Audience interconnection has a positive and significant effect on customer satisfaction in Makeup services by Arra". After testing, the outcomes stipulate that the t-statistic value is 6.678 and the p-value is 0.000. H4 is accepted. In other words, public interaction can improve customer satisfaction Makeup by Arra.

In agreement with research that has been oversaw by [59] It was

detected that public interconnection has a positive impression on customer satisfaction. That is, after accepting this hypothesis, we know that public interconnection has a positive and significant impression on customer satisfaction.

e. Influence of Customer Satisfaction on Trust

The fifth hypothesis tested is "Customer satisfaction has a positive and significant effect on consumer trust in Makeup services by Arra". After testing, the outcomes stipulate that the t-statistic value is 6.419 and the p-value is 0.000. H5 is accepted. This connotes that consumer satisfaction with Makeup by Arra can increase their trust in the brand.

In agreement with research that has been oversaw by [60] Customer satisfaction was detected to have a positive effect on customer satisfaction. That is, by accepting this hypothesis, we know that customer satisfaction is proven to increase consumer trust. This is also in line with research from [61] that said customer satisfaction will occur when their expectations are met. When a customer feels good about a brand, they will also feel confident about the brand. Customer satisfaction alone will lead to trust.

f. Influence of Content Marketing on Trust through Customer Satisfaction

The sixth hypothesis tested is "Content marketing has a positive and significant effect on trust through customer satisfaction as a mediation variable". After testing, the outcomes stipulate that the t-statistic value is 0.647 and the p-value is 0.518. H6 is rejected. This connotes that Makeup by Arra's content marketing failed to increase customer trust. This means that the presence of good, interesting, informative, and interactive content cannot directly affect consumer confidence when making a choice because there are other factors that

influence such as the quality of the products and services offered.

Inversely proportional to research that has been undertaken by [62] Content marketing has been appeared to have a positive impression on trust. With this hypothesis accepted, it is acknowledged that the content marketing bestowed can have a positive impression on trust. And this study is also not in line with research from [63] that said content marketing has a significant effect on consumer confidence.

g. Influence of Social Media on Trust through Customer Satisfaction

The seventh hypothesis tested "Social media has a positive and significant effect on trust through customer satisfaction as a mediation variable". After testing, the outcomes stipulate that the t-statistic value is 2.592 and the p-value is 0.010. H7 is accepted. This implies that social media can have a positive and significant impression on consumer trust concerning Makeup by Arra.

In agreement with research that has been oversaw by [64] Social media is believed to have a positive impression on trust. With the acceptance of this hypothesis, it is acknowledged that social media partakes a positive and significant role in trust. This result is also in line with [65], from the analysis obtained information that social media marketing activities were able to have a positive impact on the trust included in the millennial category.

h. Influence of role of algorithms on trust through customer satisfaction

The eighth hypothesis tested is "Role of algorithms has a positive and significant effect on trust through customer satisfaction as a mediation variable". After testing, the outcomes stipulate that the t-statistic value is 1.366 and the p-value is 0.172. H8 is rejected. This implies that the role of

algorithms created or bestowed by Makeup by Arra does not have a positive and significant impression on consumer trust in Makeup by Arra. It can be seen from the way the algorithm system provides unique content to each user and can have a positive or negative impact on internet users, it can even be said that each impact has the same impact.

As in this study in line with research from [66] which is to say that algorithms have a negative impact on user or consumer confidence. And not in line with research [67] which states that algorithms affect trust.

i. Influence of Audience Interaction on Trust through Customer Satisfaction

The ninth hypothesis tested is " Audience interconnection has a positive and significant effect on trust through customer satisfaction as a mediation variable". After testing, the outcomes stipulate that the t-statistic value is 6.295 and the p-value is 0.000. H9 is accepted. This connotes that Makeup by Arra's audience interconnection has a positive and significant impression on enlarging customer trust in Makeup by Arra.

In agreement with research that has been oversaw by [68] It was detected that audience interconnection has a positive impression on trust. By accepting this hypothesis, we know that audience interconnection has a direct, positive and significant impression on consumer trust. Research results from [69] showing live streaming shopping (LSS) on Instagram social media has a significant direct influence on online consumer confidence with an influence contribution of 51%, the influence contribution is large enough to make live streaming shopping an alternative strategy for business actors to provide a place for audience interaction which leads to increasing consumer confidence.

5. CONCLUSION

Derived from the comes about of investigate and discourse that has been undertaken by the analyst, when seen from the esteem of the coefficient of assurance (R²) on the variable client fulfillment incorporates a esteem of R² of 0.781, meaning that client fulfillment can be clarified by 78.1% by the variable substance showcasing, social media, part of calculation, and gathering of people interaction. The surplus 21.9% is explained by another complement. The R² value for the trust variable is 0.961, indicating that the variables content marketing, social media, algorithmic role, audience interaction, and customer satisfaction can explain 96.1% of trust. While the rest is affected by other variables. The study's findings revealed that social media and customer satisfaction, audience interaction and customer satisfaction, customer satisfaction and trust, social media and trust via customer satisfaction, and audience interaction and trust via customer satisfaction all have a positive and significant impact. Meanwhile, content marketing and customer satisfaction, the role of algorithms and customer satisfaction, content marketing and trust through customer satisfaction, and the role of algorithms and trust through customer satisfaction did not have a positive and significant impact.

Since social media and public engagement have a positive impression on customer satisfaction and trust, Makeup by Arra is recommended to continue engaging with consumers via social media to continue improving customer satisfaction and trust in Makeup by Arra. to conduct regular evaluations of the strategies used by Makeup by Arra.

Researchers can then combine the variables that have been studied. It is recommended to conduct more in-depth follow-up research on another complement that affect customer satisfaction and trust, as well as a more in-depth analysis of another complement that may affect, involve deeper psychological aspects, and bestow more comprehensive insights.

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