



## The Influence of Product Quality and Electronic Word of Mouth on Customer Loyalty in Skincare Products at Sociolla Cirebon

Ristalia Indy<sup>1\*</sup>, Pebi Yanti Nobu Aq<sup>2</sup>, Yusuf<sup>3</sup>, Rahmadi<sup>4</sup>

<sup>1,2,3,4</sup>*Faculty of Economics and Business, University of Swadaya Gunung Jati, Cirebon, Indonesia*

\*Corresponding author email: [yantipebi288@gmail.com](mailto:yantipebi288@gmail.com), [yusuf@ugj.ac.id](mailto:yusuf@ugj.ac.id), [rahmadi@ugj.ac.id](mailto:rahmadi@ugj.ac.id)

---

### Abstract

The skincare industry is undergoing a swift transformation, driven by advancements in active ingredients and technology, resulting in fierce competition as new brands emerge. In today's digital environment, product quality and Electronic Word of Mouth (e-WOM) play crucial roles in fostering customer loyalty. This study attempts to investigate how these two elements impact customer loyalty toward skincare products offered at Sociolla Cirebon. Using a quantitative method with an associative approach, this study collected data from 150 participants selected through purposive sampling. Data were gathered via a structured questionnaire focusing on three main aspects: product quality, e-WOM, and customer loyalty. Various statistical analyses were conducted, including validity and reliability tests, multicollinearity and heteroscedasticity assessments, multiple linear regression analysis, T-test, F-test, and evaluation coefficient of determination ( $R^2$ ). With an  $R^2$  value of 0.943, the results show e-WOM and product quality significantly and favorably affect customer loyalty. This indicates that these two variables account for 94.3% of the variation in customer loyalty, with other factors accounting for the remaining 5.7%. In order to increase customer loyalty in a cutthroat market, these findings highlight the significance of combining excellent product quality with a skillfully managed e-WOM strategy. To maintain and increase customer retention, businesses should strategically use e-WOM and continuously improve the quality of their products.

*Keywords: Product Quality, E-Word of Mouth, Customer Loyalty, Sociolla*

---

### 1. Introduction

The beauty industry in Indonesia has witnessed remarkable growth in recent years, particularly within the skincare sector. This expansion is closely linked to the rapid advancement of digitalization, as consumers increasingly favor e-commerce platforms over traditional retail stores. Among these platforms, Sociolla has emerged as a leading beauty-focused e-commerce provider, offering a curated selection of skincare, cosmetics, and personal care products. Renowned for its commitment to authenticity and quality, Sociolla has gained consumer trust and plays a pivotal role in distribution of both international and local beauty brands (Anandia et al., 2025).

Within this competitive landscape, product quality remains a critical determinant of consumer loyalty. High-quality products not only foster brand trust but also drive repeat purchases, ensuring long-term business success. In this context, "Electronic Word of Mouth (e-WOM)" has become an influential factor in shaping consumer trust and purchase behavior. Platforms such as Instagram, TikTok, and YouTube serve as key channels where consumers seek product recommendations, reviews, and tutorials. The impact of e-WOM is particularly significant in the skincare industry, where informed consumers rely heavily on peer opinions and user-generated content. Loyalty in this sector is built on the foundation of product efficacy, consumer satisfaction, and sustained brand engagement. As one of Indonesia's largest and most comprehensive beauty retailers, Sociolla integrates both online and offline shopping experiences. Established in 2015, the company offers over 150 official brands and more than 5,000 product variations, encompassing skincare, hair care, body care, and cosmetics. Operating through three core business divisions, e-commerce, media (via the SOCO app and Beauty Journal), and brand development, Sociolla positions itself as a complete beauty ecosystem. The adoption of an Online-to-Offline (O2O) strategy enhances its competitive edge by providing seamless shopping experiences. Factors such as product authenticity, diverse selections catering to various skin types, consumer reviews, and personalized recommendations contribute to its success (Farida & Wardhana, 2021).

Sociolla is a trusted retailer in Indonesia, offering 100% BPOM-certified and authentic products. It provides a wide selection of both local and international beauty and personal care items. With the support of technology and innovation, Sociolla now operates an e-commerce platform that customers can access anytime from home. Shoppers can choose to buy products online 24/7 or visit the nearest Sociolla store. This shows that Sociolla uses an omnichannel strategy, combining online and offline shopping into a smooth, connected experience. For instance, customers can check product availability in any Sociolla store through the website and choose to buy it in person. On the other hand, they can visit a physical store to try product testers and then place an order online (Suputra & Kusumawati, 2023).

## 2. Literature Review

### 2.1. Product Quality

Quality, as defined by Munggaran and Danial (2020), is the sum of a product or service's characteristics that determine its capacity to satisfy both explicit and implicit needs. A "requirement" is defined as the terms specified in a contract and the prerequisites that must be established in advance. In contrast, Nafiah and Trihudyatmanto (2021) define product quality as a dynamic state that encompasses items, services, people, procedures, and the environment, all of which ought to fulfill or surpass the expectations of customers (Gunawan, 2022).

Product quality refers to characteristics of a product or service that demonstrate its capacity to meet the needs and preferences of customers, both explicit and implicit (Septivianto & Sarwoko, 2024). Product quality includes various attributes such as durability, reliability, performance, and aesthetic appeal. Companies that invest in improving these attributes are likely to positively impact customer loyalty higher product quality leads to increased customer loyalty (Abigail et al., 2024a).

Product quality can be defined as a product's capacity to perform its intended function optimally, encompassing various aspects such as durability, reliability, innovation, strength, comfort, and other attributes related to packaging, maintenance, and overall performance, as explained by Luthfia. Every manufacturer must strive to enhance the quality of its products to achieve market targets and meet consumer demands. High product quality serves as a fundamental factor in attaining customer satisfaction, which is the primary objective of marketing activities. According to Schiffman and Kanuk, product quality refers to a company's ability to create distinctive characteristics or specific functions in its products, enabling consumers to recognize and differentiate them from competitors' offerings (Nurhikmat, 2023).

Product quality defined Grace et al., 2021 The main focus of improving product quality is to deliver greater value to customers. According to Keller and Kotler (2019), a product's functional performance, which provides benefits to users, is closely linked to its quality. Product quality is often associated with attributes such as durability (reliability), user-friendliness (effectiveness), adaptability (the ability to be improved or updated to reduce costs), and other features that add value (Lina, 2022). The ability of a product to successfully carry out its intended purpose, including features like dependability, durability, and ease of use, is referred to as product quality. In order to attain the intended degree of quality, a product needs to continuously satisfy consumers and uphold strict standards (Ristanti et al., 2024).

According to Kotler and Armstrong, the purchasing process follows a structured and systematic sequence comprising five key stages: (1) problem recognition, where consumers identify a need or issue requiring resolution; (2) information search, during which consumers gather relevant data about products or services that may address their needs; (3) evaluation of alternatives, wherein consumers compare and assess different product options; (4) the purchase decision stage, where consumers make their final choice and complete the transaction; and (5) the post-purchase stage, during which consumers assess their level of satisfaction with the product or service and decide whether to repurchase or recommend it to others (Selvia et al., 2022).

### 2.2 Electronic Word of Mouth

"Positive or negative" remarks made by customers regarding a good, service, or other item via online media are known as "electronic word-of-mouth", or "E-WOM" (Srivastava & Sivaramakrishnan, 2021). According to Version et al., 2021, The term "electronic word-of-mouth" (eWOM) refers to unofficial consumer communications about the features or applications of a product, service, or item that are conducted online Version et al. (2021) "Electronic word-of-mouth (eWOM)" is the informal exchange of information about the qualities or experiences of a product, service, or item between customers via online platforms. Similarly, Puspita et al. (2024) describe eWOM as customer-generated positive or negative reviews shared online, which have the potential to influence others' purchasing decisions.

Kotler and Armstrong (2018:515) define e-WOM as a modern form of advertising that leverages digital platforms to disseminate consumer experiences and information regarding a product or service. e-WOM encompasses various types of online content, including websites, advertisements, mobile applications, videos, emails, blogs, social media, and event-based marketing campaigns. Through e-WOM, consumers can share their experiences and reviews, influencing the purchasing decisions of others. In this context, e-WOM also provides opportunities for companies, such as Sociolla through its SoCo application, to directly respond to customer reviews and feedback, thereby enhancing customer

perceptions and fostering positive relationships. As a result, e-WOM serves as an effective tool for reputation building and increasing consumer awareness of a product or service (Manajemen et al., 2024).

According to Ibrahim et al. (2022), organizations should manage the use of public social networking sites like Facebook and Instagram, while encouraging the use of internal social networking platforms to enhance employee connectivity and boost work efficiency. Strong relationships between businesses and their followers can also be cultivated through social media. Actively answering queries and comments from customers and attending to their concerns helps to foster a favorable brand experience (Mulkan et al., 2023)

E-WOM, or electronic media dissemination of information, refers to positive or negative consumer reviews of products or services shared online (Simangunsong & Putri, 2025). Any private message a customer shares with others, including current or potential clients, about their interactions with a financial service provider via online channels is referred to as “e-word of mouth.” (Dangaiso et al., 2024). E-WOM is accessible to all consumers, allowing them to share their experiences with products and services across diverse social and geographical groups. As a result, e-WOM is widely recognized as a credible and influential source of information (Nguyen et al., 2024)

### 2.3 Customer Loyalty

Rochim & Imelda (2020:7) customer loyalty can be defined as a long-term commitment on the part of customers to keep using or buying the goods or services they prefer. This commitment remains unaffected by situational factors or marketing efforts that might persuade them to switch to other products or services (Wati & Widayatmoko, 2024). Similarly, Mody (2019:67) describes customer loyalty as both a desire and an obligation to repeatedly use a service over an extended period. It reflects a customer's dedication to a service, which in turn strengthens the customer-provider relationship due to their ongoing needs.

The willingness of a customer to keep buying and recommending a product after being pleased with its quality and usage is known as customer loyalty (Abigail et al., 2024b). According to Rudzewicz & Strychalska-Rudzewicz, 2021, customer loyalty is defined as the act of making a purchase based on a product's *sadar pilihan*, not because of a lack of interest or a decline in the *pilihan*. According to Asraf Danarkusuma et al., 2024, customer loyalty is the ideal situation in which clients are satisfied with the services they receive, as evidenced by regular *ulang purchases*.

Customer loyalty is more closely related to behavior than to attitude. A loyal customer demonstrates consistent purchasing behavior, which Astriana (2019) defines as a pattern of non-random purchases made repeatedly over time by one or more decision-making units. According to Muljani (2021), loyalty is reflected in the act of repurchasing the same brand repeatedly, which may occur for various reasons, such as brand preference, lack of alternatives, or affordability (Gunawan, 2022).

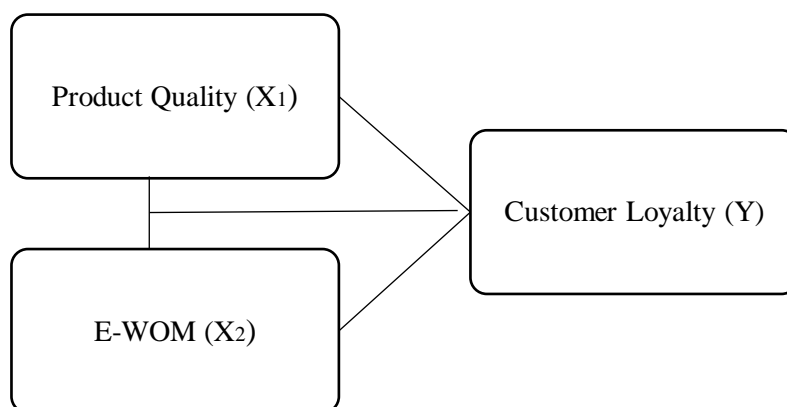
A key element and a reliable indicator of customer loyalty is perceived value. When consumers feel that a good or service fulfills or surpasses their expectations, they are more likely to remain loyal (Ilyas et al., 2021). Customer quality refers to how well customers can interact with and contribute to the service process, which enhances service value and customer loyalty (Al-Shorman et al., 2022).

## 3. Research methods

This inquiry adopts a quantitative framework, employing an associative method to discern the connection between product quality and e-WOM in shaping customer loyalty toward skincare products procured through Sociolla Cirebon. The study's population comprises individuals who have engaged in such purchases, while the sample is drawn through purposive sampling, ensuring the selection of respondents with direct experience in both acquiring and utilizing these skincare products within a defined timeframe. In total, 150 participants were enlisted to provide insights into their purchasing behaviors and brand allegiance.

Data is gathered using both “primary and secondary” sources. Direct primary data collection from respondents is accomplished through carefully constructed questionnaires, capturing their firsthand experiences and perceptions. In contrast, secondary data is drawn from esteemed journals, scholarly volumes, and other literary works, serving as a wellspring of knowledge that lends depth and context to the study's foundation. The study focuses on two independent variables: product quality (measured through conformance, features, performance, reliability, and style) and e-WOM (assessed through intensity, valence of opinion, and content). The dependent variable, customer loyalty, is evaluated based on behavior, attitude, and engagement with the product or service. To ensure the research instruments are reliable and valid, several statistical tests are carried out. Validity is checked using the Pearson Correlation to verify the accuracy of the measurement tools, while reliability is measured with Cronbach's Alpha to confirm data consistency. Additionally, classical assumption tests are performed to maintain the quality of the analysis. The heteroscedasticity test makes sure that the error variances stay constant without any patterns that could skew the results, the multicollinearity test finds any problematic correlations between independent variables, and the normality test determines whether data follows a “normal distribution”.

This inquiry employs multiple linear regression analysis to unravel degree to which product quality and e-WOM influence customer loyalty. The hypothesis is examined through t-tests, which discern the individual effect of each independent variable, while F-tests determine their combined impact. Additionally, by measuring the degree to which these variables account for changes in customer loyalty, the study uses the  $R^2$  to shed light on the intricate relationship between e-WOM and product quality in influencing customer loyalty in the skincare market of Sociolla Cirebon.



**Figure 1:** Research Model

## 4. Results and Discussion

### 4.1 Result

#### 4.1.1 Validity test

In this research, with a total of 150 respondents ( $n = 150$ ), the r-table value is determined as 0.1603, derived from the degrees of freedom (df), calculated as “ $df = n - 2 = 150 - 2 = 148$ , at a 5% (0.05) significance level”.

**Table 1a :** The Validity Test Table for Product Quality, E-WOM, and Customer Loyalty

Variable	Statement	r Calculated	r Table	Description
<b>Product Quality (X1)</b>	X1.1	0.693	0.1603	Valid
	X1.2	0.670	0.1603	Valid
	X1.3	0.585	0.1603	Valid
	X1.4	0.709	0.1603	Valid
	X1.5	0.680	0.1603	Valid
	X1.6	0.645	0.1603	Valid
	X1.7	0.630	0.1603	Valid
	X1.8	0.674	0.1603	Valid
	X1.9	0.706	0.1603	Valid
	X1.10	0.713	0.1603	Valid
	X1.11	0.714	0.1603	Valid
<b>Electronic Word of Mouth (X2)</b>	X2.1	0.564	0.1603	Valid
	X2.2	0.698	0.1603	Valid
	X2.3	0.785	0.1603	Valid
	X2.4	0.714	0.1603	Valid
	X2.5	0.821	0.1603	Valid
	X2.6	0.795	0.1603	Valid
	X2.7	0.804	0.1603	Valid

**Table 1b** : The Validity Test Table for Product Quality, E-WOM, and Customer Loyalty

Variable	Statement	r Calculated	r Table	Description
Customer Loyalty (Y)	X2.8	0.668	0.1603	Valid
	X2.9	0.723	0.1603	Valid
	X2.10	0.621	0.1603	Valid
	Y1.1	0.566	0.1603	Valid
	Y1.2	0.483	0.1603	Valid
	Y1.3	0.463	0.1603	Valid
	Y1.4	0.462	0.1603	Valid
	Y1.5	0.448	0.1603	Valid
	Y1.6	0.428	0.1603	Valid
	Y1.7	0.401	0.1603	Valid
	Y1.8	0.495	0.1603	Valid
	Y1.9	0.522	0.1603	Valid
	Y1.10	0.511	0.1603	Valid

Validity test results presented in table indicate that all 11 statements related to product quality meet the criteria for research instrumentation, as their calculated correlation values exceed the r table threshold of 0.1603. Similarly, the analysis confirms that 10 statements concerning electronic word of mouth also satisfy the validity requirements, demonstrating correlation coefficients surpassing the same threshold. Likewise, the assessment of customer loyalty reveals that all 10 statements within this variable are deemed valid, further reinforcing their suitability for use as research instruments.

#### 4.1.2 Reliability Test

**Table 2** : Research Instrument Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.898	10

In course of this inquiry, the measure of reliability was scrutinized through “IBM SPSS Statistics version 26”, wherein Cronbach’s Alpha stood as guiding beacon of internal coherence. A standard was set, decreeing that no instrument should fall below the threshold of 0.60, lest its steadiness be called into question. The findings, steadfast in their clarity, revealed that each variable bore a Cronbach’s Alpha surpassing this mark, thus lending credence to the integrity of every statement and affirming their rightful place within the fabric of this scholarly endeavor.

#### 4.1.3 Multicollinearity and Normality Tests

**Table 3** : Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	0.71362677
Most Extreme Differences	Absolute	0.066
	Positive	0.036
	Negative	-0.066
Test Statistic		0.066
Asymp. Sig. (2-tailed)		0.200 <sup>c,d</sup>

a. Test distribution is Normal.

- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

**Table 4 : Multicollinearity Test**

<b>Coefficients<sup>a</sup></b>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.239	0.560		2.212	0.028		
Product Quality	0.625	0.013	0.973	49.661	0.000	0.994	1.006
E-WOM	0.068	0.010	0.127	6.491	0.000	0.994	1.006

a. Dependent Variable: Customer Loyalty

The Kolmogorov-Smirnov test, a measure of normality, reveals an Asymp Sig two-tailed value of two hundred thousandths, a figure that rises beyond the customary threshold of five hundredths. Such a result bears testimony to the notion that the residuals within this study's regression model conform to the expected patterns of normal distribution. In a further pursuit of statistical rigor, an inquiry into multicollinearity unfolds, wherein the measure of product quality stands with a tolerance value of nine hundred ninety-four thousandths, an expanse well beyond the prescribed lower bound, while its Variance Inflation Factor, a modest measure of one and six thousandths, lingers far beneath the accepted upper bound. This, in turn, dispels all apprehensions of undue correlation between independent variables. The same steadfast pattern emerges within the measure of electronic word of mouth, mirroring the preceding findings and strengthening the assertion that no lurking multicollinearity disturbs the integrity of the regression model.

#### 4.1.4 F Test

**Table 5 : F test ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1276.413	2	638.207	1236.375	0.000 <sup>b</sup>
Residual	75.880	147	0.516		
Total	1352.293	149			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), E-WOM, Product Quality

From figures inscribed within the annals of F column, it's observed that calculated F value ascends to formidable height of one thousand two hundred thirty-six and three hundred seventy-five thousandths, towering far above the modest threshold set forth by the F table at a mere three and six hundredths. This disparity, coupled with a significance level that dwindles to the vanishing point of naught, decisively below the established boundary of five hundredths, this leads to the alternative hypothesis being accepted in place of the null hypothesis. Thus, it can be said with confidence that customer loyalty is significantly and favorably impacted by both product quality and electronic word-of-mouth.

#### 4.1.5 T-test

**Table 6 : T Test Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.239	0.560		2.212	0.028		
Product Quality	0.625	0.013	0.973	49.661	0.000	0.994	1.006
E-WOM	0.068	0.010	0.127	6.491	0.000	0.994	1.006

a. Dependent Variable: Customer Loyalty

From the findings of the t-test, the following assertions may be drawn with measured certainty.

- a) First, it is evident from table that calculated t-value, soaring to an impressive forty-nine and six hundred sixty-one thousandths, far surpasses the t-table threshold of a mere one and nine hundred sixty-seven thousandths. Accompanied by a significance level reduced to naught, well beneath the prescribed margin of five hundredths, this revelation dictates the dismissal of the null hypothesis, allowing the alternative supposition to take its rightful place. Thus, it stands affirmed that product quality exerts a discernible and favorable influence upon the unwavering devotion of customers.
- b) Likewise, the evidence unfurls yet again in favor of a second conclusion. The calculated t-value, standing firm at six and four hundred ninety-one thousandths, exceeds the same t-table boundary, supported by an identical significance level of absolute naught. The null hypothesis is “inevitably rejected and its alternative is accepted” as a result of such unquestionable evidence, affirming that “electronic word of mouth, too, holds a substantial and affirmative sway over customer loyalty”.

## 4.2 Discussion

### 4.2.1 Effect of Product Quality ( $X_1$ ) on Customer Loyalty ( $Y$ )

This study emphasizes how important high quality products are to building devoted customers. Product quality has a regression coefficient of 0.625, according to multiple linear regression analysis. This indicates that customer loyalty rises by 0.625 for every unitary improvement in product quality. Moreover, the partial significance test (t-test) further substantiates this relationship. The computed t-value, reaching an imposing 49.661, far surpasses the critical threshold of 1.976. With an unwavering significance level of 0.000, well below conventional limit of 0.05, these results offer undeniable proof that product quality serves as a cornerstone in fortifying customer allegiance.

### 4.2.2 The Effect of E-WOM ( $X_2$ ) on Customer Loyalty ( $Y$ )

Customer loyalty is significantly shaped by electronic word of mouth, even though it has less of an impact than product quality. Customer loyalty increases by 0.068 for every unit increase in e-WOM, according to the regression coefficient for e-WOM, which is 0.068. This assertion finds further validation in the partial significance test, where the computed t-value of 6.491 surpasses the critical threshold of 1.976. Given the significance level of 0.000 well below the 0.05 threshold the results confirm that positive e-WOM enhances consumer trust and strengthens brand loyalty, thereby reinforcing the lasting connection between a brand and its customers.

### 4.2.3 The Combined Influence of Product Quality ( $X_1$ ) and E-WOM ( $X_2$ ) on Customer Loyalty ( $Y$ )

The synergy between product quality and e-WOM serves as a pivotal strategy in fostering customer satisfaction and long-term loyalty. High-quality products, reinforced by positive digital discourse, enhance consumer trust, facilitate brand differentiation, and drive sustained engagement. This study aligns with prior research (Frida Yanti Sirait et al., 2023), affirming that both factors significantly influence customer loyalty. When product excellence is coupled with strong e-WOM, it creates a reinforcing cycle of trust and advocacy, attracting new consumers while strengthening existing relationships. Thus, businesses must integrate superior product quality with strategic e-WOM management to sustain competitive advantage in the evolving skincare industry (Kadi et al., 2021).

## 5. Conclusion

The study's results reveal significant impact of both product quality and e-WOM in fostering customer loyalty toward skincare products available at Sociolla Cirebon. Superior product quality fosters deep consumer satisfaction, which, in turn, nurtures steadfast brand allegiance. When customers perceive notable benefits, dependable efficacy, and an aesthetically pleasing design, they are inclined to remain loyal, repurchase the product, and enthusiastically endorse it to others. Beyond this, e-WOM emerges as a formidable force in shaping trust, as glowing testimonials and favorable discourse across social media and digital marketplaces fortify a brand's credibility and solidify consumer devotion in an arena brimming with fierce competition. The availability of reliable and engaging user-generated content significantly impacts purchasing decisions, increasing the likelihood of sustained customer loyalty. The greater the interaction and accessibility of accurate product-related information, the stronger the inclination of potential customers to make a purchase and remain committed to the brand. Statistical analysis underscores the substantial combined impact of product quality and e-WOM, contributing 94.3% to customer loyalty, demonstrating their simultaneous and dominant influence. Given these insights, companies such as Sociolla must continuously enhance product quality while

strategically managing customer reviews and interactions across digital platforms. By implementing this approach, businesses can strengthen customer loyalty and sustain a competitive advantage in the ever-changing skincare industry.

## References

- Abigail, J., Sari, V. P., & Saputra, D. (2024a). The Influence of Product Quality and Online Shopping Experience (OSE) on Consumer Loyalty Through Customer Satisfaction on Local Skincare Products. *Procedia Computer Science*, 234(2023), 537–544. <https://doi.org/10.1016/j.procs.2024.03.037>
- Abigail, J., Sari, V. P., & Saputra, D. (2024b). The Influence of Product Quality and Online Shopping Experience (OSE) on Consumer Loyalty Through Customer Satisfaction on Local Skincare Products. *Procedia Computer Science*, 234(2023), 537–544. <https://doi.org/10.1016/j.procs.2024.03.037>
- Al-Shorman, H. M., Al-Zyadat, A. T., Khalayleh, M. A., Al-Quran, A. Z., Alhalalmeh, M. I., Mohammad, A., & Al-Hawary, S. I. (2022). Digital Service Quality and Customer Loyalty of Commercial Banks in Jordan: the Mediating Role of Corporate Image. *Information Sciences Letters*, 11(6), 1887–1896. <https://doi.org/10.18576/isl/110604>
- Anandia, N., Purnomo, W., & Setiawan, N. Y. (2025). *Product Monitoring of Emina Sun Battle SPF 30 PA +++ on Sociolla Based on Sentiment Analysis Results*. 9(4), 1–10.
- Asraf Danarkusuma, A., Harianto, E., & Sutanto, J. (2024). The Impact Of Price, Service Quality And Trust On Customer Loyalty Through Customer Satisfaction In Automotive Industry. *Business and Accounting Research (IJEBA) Peer Reviewed-International Journal*, 8(2), 290–306.
- Dangaiso, P., Mukucha, P., Makudza, F., Towo, T., Jonasi, K., & Jaravaza, D. C. (2024). Examining the interplay of internet banking service quality, e-satisfaction, e-word of mouth and e-retention: a post pandemic customer perspective. *Cogent Social Sciences*, 10(1). <https://doi.org/10.1080/23311886.2023.2296590>
- Farida, D. A., & Wardhana, A. (2021). *PENGARUH KUALITAS PELAYANAN DAN KEPERCAYAAN KONSUMEN TERHADAP THE EFFECT OF INDIVIDUAL CHARACTERISTICS AND NON PHYSICAL WORK*. 8(5), 6194–6201.
- Frida Yanti Sirait, Mulyana Fitri, & Chuzaimah Batubara. (2023). Analysis of the Influence of Electronic Word of Mouth and Product Quality on Repeat Purchase of Halal Safi Cosmetics. Syarikat: Jurnal Rumpun Ekonomi Syariah, 6(2), 450–464. [https://doi.org/10.25299/syarikat.2023.vol6\(2\).13654](https://doi.org/10.25299/syarikat.2023.vol6(2).13654)
- Grace, E., Girsang, R. M., Simatupang, S., Candra, V., & Sidabutar, N. (2021). *Product Quality and Customer Satisfaction and*. 1(2), 69–78.
- Gunawan, I. (2022). CUSTOMER LOYALTY: The Effect Customer Satisfaction. *Experiential Marketing and Product Quality. KINERJA: Jurnal Manajemen Organisasi Dan Industri*, 1(1), 35–42.
- Ilyas, G. B., Munir, A. R., Tamsah, H., Mustafa, H., & Yusriadi, Y. (2021). The Influence Of Digital Marketing And Customer Perceived Value Through Customer Satisfaction On Customer Loyalty. *Journal of Legal, Ethical and Regulatory Issues*, 24(8), 1–14.
- Kadi, D. C. A., Purwanto, H., & Ramadani, L. D. (2021). The influence of E-Promotion, E-WOM and location on consumer satisfaction through purchasing decisions as intervening variables. *Management and Business Review*, 5(2), 224–238. <https://doi.org/10.21067/mbr.v5i2.5833>
- Lina, R. (2022). Improving Product Quality and Satisfaction as Fundamental Strategies in Strengthening Customer Loyalty. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 2(1), 19–26. <https://doi.org/10.37481/jmneb.v2i1.245>
- Manajemen, P. S., Ekonomi, F., & Pamulang, U. (2024). *THE INFLUENCE OF E-WOM AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY AT PT . LASTANA EXPRESS INDONESIA LAZADA ELOGISTICS KELAPA DUA TANGERANG THE INFLUENCE OF E-WOM AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY AT PT . LASTANA EXPRESS INDONESIA LAZADA ELO*. 2237–2246.
- Mulkan, R., Muhammad, A., Adam, & Mahdani. (2023). the Influence of E-Word of Mouth and E-Service Quality on Customer Loyalty Mediated By Customer Satisfaction (Study on Rakan Raja Tour & Travel). *International Journal of Business Management and Economic Review*, 06(06), 52–63. <https://doi.org/10.35409/ijbmer.2023.3532>
- Nguyen, X. H., Nguyen, T. T., Anh Dang, T. H., Dat Ngo, T., Nguyen, T. M., & Anh Vu, T. K. (2024). The influence of electronic



- word of mouth and perceived value on green purchase intention in Vietnam. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2023.2292797>
- Nurhikmat, A. (2023). Determination of Customer Satisfaction and Customer Loyalty with Price and Product Quality: Literature Review. *KarismaPro*, 13(2), 75–86. <https://doi.org/10.53675/karismapro.v13i2.1050>
- Ristanti, V., Haryati, T., & Igo, A. (2024). The Effect Of Product Quality And Promotion On Purchase Decision. *Jurnal Ilmiah Manajemen Kesatuan*, 12(3), 547–554. <https://doi.org/10.37641/jimkes.v12i3.2519>
- Rudzewicz, A., & Strychalska-Rudzewicz, A. (2021). The Influence of Brand Trust on Consumer Loyalty. *European Research Studies Journal*, XXIV(Special Issue 3), 454–470. <https://doi.org/10.35808/ersj/2439>
- Selvia, M., Tumbel, A. L., Djemly, W., Harga, P., Kualitas, D. A. N., Terhadap, P., Pembelian, K., Selvia, M., Tumbel, A. L., & Djemly, W. (2022). *PRODUK KOSMETIK SCARLETT WHITENING PADA MAHASISWI FAKULTAS EKONOMI DAN BISNIS THE EFFECT OF PRICE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF SCARLETT WHITENING PRODUCTS ON STUDENTS OF THE FACULTY OF ECONOMICS AND Jurnal EMBA Vol . 10 No . 4 Oktober 2. 10(4)*, 320–330.
- Septivianto, B., & Sarwoko, E. (2024). The Influence of Service Quality on Customer Loyalty through Customer Satisfaction Mediation. *Journal La Bisecoman*, 5(3), 351–364. <https://doi.org/10.37899/journallabisecoman.v5i3.1295>
- Simangunsong, A. S., & Putri, S. E. (2025). *Analysis of E-WOM and E-Trust on E-Satisfaction and E-Loyalty of Shopee Users*. 4(3), 1179–1192.
- Srivastava, M., & Sivaramakrishnan, S. (2021). The impact of eWOM on consumer brand engagement. *Marketing Intelligence and Planning*, 39(3), 469–484. <https://doi.org/10.1108/MIP-06-2020-0263>
- Suputra, C. S., & Kusumawati, N. (2023). Factors That Influence Impulsive Buying Behavior at Sociolla. *Asian Journal of Research in Business and Management*, 5(3), 24–36. <https://doi.org/10.55057/ajrbm.2023.5.3.3>
- Version, A., Commons, C., & Works, A. D. (2021). *Uwl repository*.
- Wati, A. K., & Widayatmoko. (2024). The Influence Of Trust, Customer Satisfaction And Electronic Word Of Mouth On Customer Loyalty At PT Delta Nusantara Persada The Influence Of Trust, Customer Satisfaction And Electronic Word Of Mouth On Customer Loyalty At PT Delta Nusantara Persa. *Tri Bhakti Business Management Journal*, 3(1), 35–55. <https://ejurnal.stietribhakti.ac.id/index.php/JMB/article/view/379/253>