

BRAND INTERACTIVITY AND INVOLVEMENT ON CONSUMER BRAND ENGAGEMENT AND BRAND LOYALTY: MEDIATED BY BRAND TRUST STUDY ON SKINTIFIC

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Abstract: This study aimed to determine the effect of brand interactivity and involvement in driving social media customer brand engagement and brand loyalty with the mediating effect of brand trust on the beauty brand Skintific. primary data was gathered using questionnaires with 7 Likert scales online. The sampling method uses the Non-probability Sampling purposive sampling technique. The data processing results were obtained from 226 respondents who are users of Skintific and followers of Skintific on TikTok and Instagram. Using the Second Order Construct Analysis method with the WARP-PLS 8.0 program, which is part of the Structural Equation Model (SEM), The results of this study indicate that brand interactivity and brand involvement have a positive and significant effect on customer brand engagement. Furthermore brand trust partially mediates the influence of customer brand engagement through brand loyalty for Skintific brand.

Keywords: beauty industry, brand interactivity, brand involvement, brand loyalty, brand trust, customer brand engagement

INTRODUCTION

The area of marketing is always changing, with more interactive two-way communication channels that allow for deeper customer-brand relations replacing the one-way mass media and traditional broadcast advertising approaches ([Wang 2021](#)).

This condition is supported by the advances in technology that make communication between customers and brands easier. Technology advancement consists of the growth of Internet users, especially social media users. According to the data from [APJII](#) (*Asosiasi Penyelenggara Jasa Internet*

Indonesia), in 2024, the number of Internet users in Indonesia reached 221.563.479 users.

The rise in internet users mainly consists of increased social media users. In Indonesia, the five most used social media platforms are WhatsApp, Instagram, Facebook, TikTok, and Telegram ([We Are Social 2024](#)). Among Indonesia's top five most used social media platforms, Instagram and TikTok are currently the most effective open and interactive platforms that enable easier communication between brands and customers. interactive technology platforms, usually called social media, enable the implementation of marketing tactics that will support two way communications

([Mukherjee and Banerjee, 2019](#)). This platform becomes a tool to reinforce interaction between brand and customer and also develop brand awareness ([Kabadayi and Price 2014](#)). Additionally, interactive platform will facilitate direct communication ([Busalim, et al. 2021](#)), re-engaging and meaningful customer interactions.

The beauty industry is one of the industries that benefit from the expansion of social media. In Indonesia, the beauty industry has experienced significant growth in recent years, with numerous brands emerging and dominating the market. According to data from Statista, In 2024, the revenue in the beauty and personal care industry in Indonesia is predicted to be \$9.17 billion, and it is projected to rise annually by 4.02% (CAGR 2024 - 2029).

Skintific is one of the brands that take advantage of this effectiveness of the social media platform. Skintific is a beauty brand company from China that launched in Indonesia at the beginning of 2022. Skintific implements interactive marketing and has gained substantial followers, mainly on Instagram and TikTok, by using creative and engaging techniques. Interactivity through Socialmedia will impact customer brand engagement ([Hinson et al. 2019](#)). According to [Brodie et al. \(2013\)](#) Customer brand engagement involves various cognitive, emotional, and behavioral activities that customers perform as part of their connection with a brand.

Skintific uses TikTok to build relations with its audience through live streaming and regularly creates content to introduce its products. TikTok has become a powerful tool for brands to build relations with consumers, especially in Indonesia. This social media platform allows users to express themselves creatively through short-form video content. Skintific's interactive live-streaming sessions serve as a dynamic platform for two-way communication between the brand and its consumers.

In addition to TikTok, Instagram is also a popular choice for businesses to communicate

between brands and consumers, fostering emotional connections and relationships. Although Instagram's hype is not as high as it used to be compared to TikTok's current popularity, it remains a sustainable platform with a significant user base, making it an excellent platform for building and developing a business.

Table 1 shows the comparison of the 5 Top beauty brands according to Compass.co.id. Skintific became the first place on Top Brand in 2024 based on Compass.co.id dashboard. it also has 998k Instagram followers, 3.3m TikTok followers, and 4.5m TikTok official store sales. But compared to Wardah, The Originote, MsGlow, and Somethinc, Skintific is still in the middle of each. Skintific Instagram followers are below Wardah, MsGlow, and Somethinc, Skintific TikTok followers are below Somethinc followers, and Skintific TikTok shop sales are below The Originote.

By this condition, we know that even though Skintific has used interactive marketing on social media and became the first place on Top Brand in 2024, the result of followers and official TikTok shop sales still competes with other beauty brands. A detailed review of the literature in the field of social media reveals that the influence of brand interactivity and brand involvement on customer brand engagement has rarely been examined ([France, et al. 2016](#); [Gligor, et al. 2019](#); [Read et al. 2019](#)). Furthermore, the influence of brand interactivity and brand involvement on customer brand engagement needs to be analyzed more deeply in the beauty industry, particularly in the social media context.

Customer engagement fosters profitable relationships between customers and service providers, strengthening client loyalty via trust. ([Samarah et al. 2022](#); [Li et al. 2020](#); [So et al. 2016](#)). Building brand trust largely influenced by continuously positive attitudes and expectations about a brand ([Samarah et al. 2022](#)). In the case of beauty brands, the expectation that the consumers usually wonders is the compatibility of the product with their skin

condition, and this expectation can be fostered by communication that the brand delivered. Therefore, brands need to build trust with their customer to develop brand loyalty, especially in the context of social media (Raji et al. 2019). When consumers consistently have positive experiences and develop favorable perceptions of a brand, they consider it dependable and consistent with their wants and beliefs.

Furthermore, Brand loyalty can be measured by a customer's level of emotional commitment to a brand and how frequently they make repeat purchases (Liu et al. 2012). A close emotional connection demonstrates a profound understanding of the brand's principles, and regular repeat business demonstrates a customer's consistent preference and commitment. When combined, these measures offer an in-depth comprehension of brand loyalty that considers both behavioral and emotional factors.

The model for this research is a replication of the previous research conducted by [Tariq Samarah, Pelin Bayram, Hasan Yousef Aljuhmani, Hamzah Elrehail in 2021](#) entitled "The role of brand interactivity and Involvement. in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust" The research focuses on transportation industry using Royal Jordanian Airlines as the object, while this study is focused on beauty industry especially Skintific in Indonesia.

Therefore, in the context of social media marketing, the author was motivated to examine the study entitled "Brand Interactivity and

Involvement on Consumer Brand Engagement And Brand Loyalty: Mediated By Brand Trust", in order to address this and close the gap in the literature.

The grand theory in this research is the Self-Congruity Theory. Self-congruity refers to a psychological process where individuals assess how their self-concept (e.g., actual self, ideal self, or social self) aligns with their perception of a brand's image, particularly its personality or the image of its users. (Sirgy 2018). It means that the consumer tends to love some brand if the brand image reflects their personality or self-image. The models have the objective of forecasting consumer behavior characteristics such as product (brand or store) attitude, intention, behavior, and loyalty. In other words, the stronger the connection between the brand's image or personality and the consumer's self-concept, the greater the probability that customers will be satisfied with the brand, trust the firm behind it, continue to repurchase, and suggest the brand to others. (Sirgy, 2018). Additionally, self-congruity directly impacts the increase of product involvement (Kressmann et al. 2006).

According to Sirgy (2018), Research has shown that self-congruity influences consumption behavior, which is pre-purchase and post-purchase behavior, the pre-purchase behavior includes consumer attitude toward the product, and willingness to purchase the brand while the post-purchase behavior includes brand satisfaction, brand trust, brand commitment, and word-of-mouth related to the brand.

Table 1. Skintific Competitor Analysis

Top Brands Rank	Brands	Followers		TikTok Shop Sales
		Instagram	TikTok	
1	Skintific	998k	3.3m	4.5m
2	Wardah	3m	1.5m	3.2m
3	The Originote	170k	2m	16.3m
4	MsGlow	1.8m	459.2k	512.4k
5	Somethinc	1.4m	3.8m	3.6m

Source: Compass.co.id, Instagram and TikTok insight, Accessed December 27, 2024

Brand Interactivity

[France et al. \(2016\)](#) described perceived brand interactivity as the customer's view of the brand's accessibility and truly willingness to engage with the customer. According to [Labrecque \(2014\)](#), Perceived brand interactivity refers to a brand's rely on the user's perception of participating in a two way or mutual communication with its public image. Furthermore, Perceived interactivity refers to the user's sense of interaction, that arises from user behaviors such as sharing and spreading information and experiences [\(Li et al. 2021\)](#). In the context of social media, the brand uses and develops interaction by using social media platforms that will facilitate the establishment of trust and connections between the parties involved in communication [\(Chan and Guillet 2011\)](#).

Brand Involvement

According to [Zaichkowsky \(1985\)](#) as cited in [Samarah et al. \(2022\)](#) Involvement is defined as "the person's perceived relevance of the object based on inherent needs, values, and interests." [Bian and Haque \(2020\)](#) also describe Brand involvement as the consumer's enthusiasm or interest for a particular brand. Brand Involvement is also described as the degree of emotional connection or interest that the consumers hold toward a specific brand (Martin 1998, as cited in [Elsharnouby et al., 2021](#)). It can be concluded that brand involvement is a condition when a person is interested and attracted to a brand that has relevance to their own needs, values and interests.

Brand Trust

Van Tonder (2016), as cited in [Danibrata \(2019\)](#), explained that trust refers to the way customers view the honesty of a company in relation to its product or brand. According to [Dumanauw and Soediono \(2015\)](#) Trust grows through past experiences and previous interactions, as it often develops

naturally over time through a person's process of learning and understanding. According to [\(Haudi et al. 2022\)](#) Brand trust is the connection between a customer and a brand, built on the belief that the brand is dependable and will meet the customer's needs and interests. This expectation will be held by individual to the brand therefore [Ebrahim \(2020\)](#) defined brand trust as the desire consumers to rely on the brand's capacity to execute as promised.

Customer Brand Engagement

Customer engagement refers to the process by which customers contribute value to a company, either directly or indirectly [\(Pansari and Kumar 2017\)](#) [Zheng et al. \(2022\)](#). define Customer engagement as the activities consumers carry out on social media in response to brand-related content, including reacting, commenting, sharing, and creating user-generated content. [Hollebeek et al. \(2019\)](#) described customer engagement as the commitment of cognitive, emotional, behavioral, and social resources by customers during or in relation to specific brand interactions.

Brand Loyalty

Brand loyalty can be described as consumer commitment to a brand or product, which arises because of a sense of satisfaction so that consumers believe and create awareness of the product in the minds of consumers [\(Santoso and Prasastyo 2021\)](#). According to [Triandewo and Yustine, \(2020\)](#) brand loyalty is a commitment to make long-term repeat purchases and provide recommendations for the company's products to colleagues and relatives with only one brand. Furthermore. [\(Edith Ebele Agu et al. 2024\)](#) also describe Brand loyalty as the degree to which as the extent customers repeatedly purchase products or services from a particular brand over time, despite competitor efforts to attract them.

The Influence of Brand Interactivity on Customer Brand Engagement

Perceived brand interactivity is characterized by a user's perception of engaging in two-way communication with a digital persona, based on this understanding, our study examines perceived brand interactivity by considering both the speed of responses and the nature of messages exchanged ([Labrecque 2014](#)). According to [Song and Zinkhan \(2008\)](#) a fast response and high-quality messages enhance perceived communication. When consumers interact with specific brands, the brands should provide consistent and reliable support for networking activities, such as sharing photos, videos, and also direct communication. the interactivity of social media usually becomes the company's advantage in strengthening the relations with its customers, leading to the development of customer engagement ([Gligor et al. 2019](#)). When customers view the brand as interactive, they feel appreciated and motivated to interact with it ([France et al. 2016](#)). The limited number of studies about and lack of research to define the concept led this research to find the influence of interactivity on the higher CBE in social media. based on the discussion above, the following research hypotheses are proposed:

H₁: Perceived brand interactivity influences customer brand engagement on Skintific's social media.

The Influence of Brand Involvement on Customer Brand Engagement

Involvement is defined as the "person's perceived relevance of the object based on inherent needs, values, and interests" ([Zaichkowsky, 1985](#)). Although brand involvement is frequently connected in the literature with consumer engagement, the two conceptions are different. ([Harrigan et al. 2017](#)). Involvement frequently implies about personal choice, relevance, and importance of the brand, whereas engagement involves cognitive, emotional, and behavioral components of the

brand. ([So et al. 2014](#)). Empirical studies show the impact of brand involvement on customer-brand engagement. ([Hollebeek et al. 2014](#)) In the case where the customer's interest and personal relevance are necessary requirements for engagement ([France et al. 2016](#)). This suggests that when consumers are highly involved, experience high interest, and perceive personal relevance in a brand, they are more likely to develop a brand experience and engage with it. Based on this discussion, the following research hypotheses are presented:

H₂: Brand involvement influences customer brand engagement on Skintific's social media

The influence of Customer Brand Engagement on Brand Trust

Customer engagement is essential to drive brand trust ([Brodie and Hollebeek 2011](#)). Previous research by [Bowden \(2009\)](#) as cited in [Samarah et al. \(2022\)](#) suggests that highly engaged consumers demonstrate positive attitudes and a high level of trust towards the brands they are engaged with. According to [Brodie et al. \(2011\)](#) Customer engagement is also related to customer and brand experience, emotion, creativity, collaboration, learning, and also brand community contact. while consumer trust refers to the subject's expectation for prospective value given by knowledge sharing ([Qiang et al. 2018](#)). As a result, members' contributions to the process of knowledge interaction in terms of thought, emotion, and conduct might boost their sense of community trust ([Chen et al. 2022](#)). Based on the above discussion, the following research hypotheses are proposed:

H₃: Customer brand engagement influences brand trust on Skintific's social media.

The influence of Customer Brand Engagement on Brand Loyalty

According to Verhoef et al. (2010) as cited in [Samala and Katkam \(2020\)](#) CBE is considered to be dualistic, focusing on both the

customer's involvement and promotional elements like loyalty, retention, and positive word of mouth, all of which are contained in the co-creation of customer value. There are two ways to describe brand loyalty either behavioral or attitudinal loyalty ([Chaudhuri and Holbrook 2001](#)). Following previous studies by [Samarah et al. \(2022\)](#) this study will focus on the behavioral aspects of brand loyalty. According to [Wang et al. \(2011\)](#) as cited in [Yun et al. \(2021\)](#), Behavioral loyalty is the process of consistently buying and using the same good or service over time. Highly engaged consumers have been found to exhibit greater loyalty behavior ([France et al. 2016](#)). If consumers engage with the brand, consumers will choose the engage brand rather than another brand ([Susanti, et al. 2021](#)). Therefore, customer brand involvement leads to an increased level of behavioral motives of loyalty. ([Harrigan et al. 2017](#)) However, past research has demonstrated that customer participation has an impact on the formation of behavioral brand loyalty; this study will look into the context of social media in the beauty sector. We proposed the following hypothesis:

H4: Customer brand engagement influences behavioral brand loyalty on Skintific's social media

The influence of Brand Trust on Brand Loyalty

[Ebrahim \(2020\)](#) defined brand trust as the desire of consumers to depend on the brand's capacity to execute as promised, trust will create and give opportunities for the company to develop long-term relationships with customers. It is more important in online conversations than in face-to-face ones. ([Ebrahim 2020](#)). It represents the willingness of consumer to be part of online interactions and participation in social media ([Pentina et al. 2013](#)). This concept also positively related to customer experience and satisfaction ([Urban et al. 2000](#)). ([Samarah et al. 2022](#)) stated that trust positively influences brand loyalty. These statements emphasize that trust affects loyalty.

Based on the previous discussion, the following research hypotheses are put forward:

H5: Brand trust influences brand loyalty on Skintific's social media.

The influence of brand engagement on Brand Loyalty through brand trust

Customer brand engagement not only plays a crucial role in directly predicting brand loyalty but also serves as a key factor in enhancing brand trust and fostering customer loyalty ([He et al. 2012](#)). According to [Dessart \(2017\)](#), trust is essential to describe the relationship and the influence of engagement on loyalty. Customer engagement fosters positive and beneficial mutual exchange interactions between customers and service providers, which enhances their mutual trust. ([Sashi 2012](#)). brand engagement has become a major effect on brand trust, and trust has become the most important influence on brand loyalty, As a result, numerous studies have been conducted to explore the relationship between customer brand engagement and brand loyalty, with customer trust acting as the mediating factor.

According to research from [Yolanda and Keni \(2022\)](#) brand loyalty can increase when the customer brands engagement has increased the brand trust variable. therefore trust plays a crucial role in understanding the connection between engagement and loyalty ([Hollebeek 2011](#)). Based on the above discussion, the following research hypotheses are put forward:

H6: Brand trust mediates the influence of customer brand engagement towards brand loyalty on Skintific's social media.

RESEARCH METHOD

This research employs a quantitative methodology of Descriptive and Causal Research. descriptive studies are typically conducted to gathering data that detail the attributes of objects such as individuals, organizations, products or brands, events or situations ([Sekaran and Bougie, 2020, 56](#)). Furthermore, Causal Research is the research

that aims to determine whether or not certain factors influence changes in other variables by providing an explanation ([Sekaran and Bougie, 2020, 57](#))

According to [Sekaran and Bougie \(2020, 222\)](#) The population is the totality of the subjects, events, or interesting objects that the researcher wants investigate. This research population are people at least 17 years old who are users of Skintific product and follow Skintific social media account.

The technic that used in this research to get the sample is non-probability purposive sampling. According to [Sekaran and Bougie \(2020,232\)](#) non-probability sampling systems means, there are no probabilities related to selecting items from the population as sample subjects. This indicates that it is not possible to confidently apply the study's conclusions from the sample to the entire population. The purposive sampling technique is used when researchers already have individual targets with characteristics appropriate to the research. ([Sekaran and Bougie, 2020, 248](#)).

The operationalization of the scales used in this research was based on previous research, with items measured on seven-point Likert scales. Likert scale measures attitudes, opinions, and perceptions toward social phenomena defined by researchers as

variables. These variables are represented by indicators, which form the basis for creating statements or questions in the research instrument ([Sugiyono, 2023, 146](#)). This research uses a 7 point Likert scale. Munshi 2014 7-point Likert scale can reduce measurement errors and increase precision. ([Munshi, 2014](#)). The Likert scale employed in this research includes the following options: (1) strongly disagree, (2) disagree, (3) slightly disagree, (4) Neutral, (5) slightly agree, (6) agree, (7) Strongly agree.

This Research used Primary Data sources. Primary sources are data that the researcher collects directly for the specific purpose of the study. ([Sekaran and Bougie, 2020, 49](#)). To employ the data, the method used for data collection was a questionnaire.

The number of respondents that were used in this research was 226 respondents. The sample size was determined based on sample size guidelines from 2 statisticians. According to [Sekaran and Bougie 2020 \(249\)](#) "A sample size of greater than 30 and less than 500 is appropriate for most research". [Solimun et al. \(2017, 121\)](#) say that there is a rule of thumb that can be used to determine a large sample in WarpPLS: (1) Ten times the number of variables, and (2) Ten times the number of structural paths in the inner model.

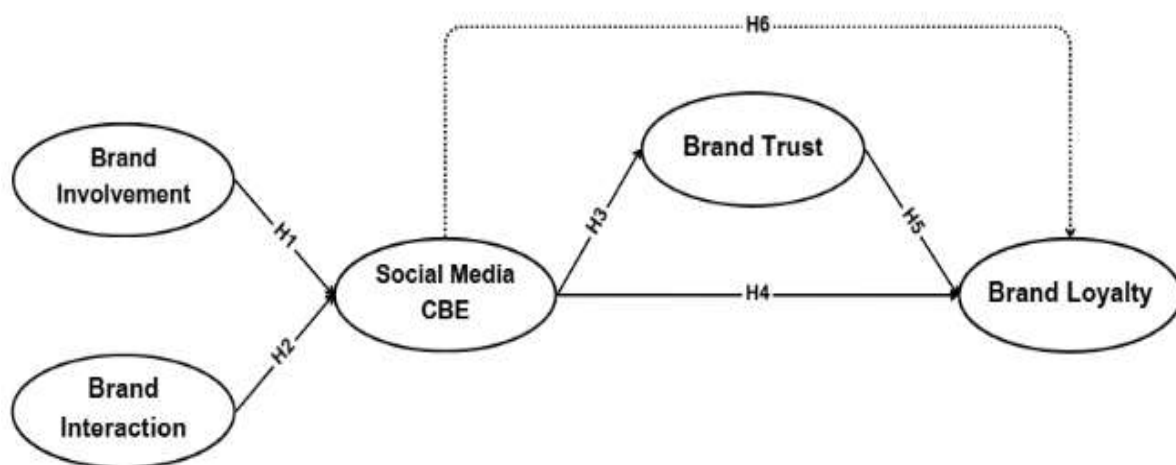


Figure 1. Research Model

Therefore, a sample size of 226 can meet the criteria because the minimum sample size is 50 - 60. In addition, a sample size of 226 is also acceptable and in accordance with most research because these measurements fall within the minimum sample range, which is greater than 30 and less than 500 ([Sekaran Bougie 2020, 249](#)).

All data that has been collected will be calculated using WarpPLS8.0 (Partial Least Square) software because the researcher wants to examine the relationship between variables simultaneously, and the method does not rely on assumptions. The statistical methods used in testing the research hypothesis are Descriptive statistics, the Outer Model test (Validity and Reliability test), the Inner model Test (Significance, Q2, R-square), and the Hypotheses Test.

RESULTS AND ANALYSIS

Based from the table 3, It can be concluded on reflective indicator that all loading factor ≥ 0.7 (Valid), and the value of AVE ≥ 0.5 (Valid). While the reliability measurement, all

composite reliability's value shows ≥ 0.7 and for Cronbach's Alpha's value ≥ 0.5 . from this results, it can be concluded that all variables has suitable and fit indicator.

According to table 4 it can be concluded that the discriminant validity has been fulfilled, as the square root of the AVE in the diagonal column is greater than the inter-construct correlations in the corresponding column.

Therefore, the research instrument is considered valid. The First Order Construct have fulfilled the requirements so that the next step can be continued. The recapitulation of the validity and reliability of the Second - Order can be seen in the Table 5.

Based on the result in Table 5, it can be concluded on the reflective indicator that all loading factors are > 0.70 (valid) and the value of AVE is > 0.5 (Valid). For the reliability measurement, all-composite reliability values show > 0.70 and for Cronbach Alpha's value is > 0.70 . it can be concluded that all of the latent variables have suitable and fit indicators.

Table 2. Descriptive Statistics of Respondents

Explanation		Frequency
Age	17 - 24 years old	158
	25 - 34 years old	36
	35 - 44 years old	16
	> 44 years old	16
Gender	Male	27
	Female	199
Occupation	Employee	44
	Student	143
	Entrepreneur	39
Income	Rp 1.000.001 - Rp 2.000.000	104
	Rp 2.000.001 - Rp 4.000.000	61
	Rp 4.000.001 - Rp 6.000.000	29
	> Rp 6.000.000	32

Source: Output SPSS

Table 3. Outer Model Measurement (First-Order)

Variable	Indicator	Convergent Validity	Average Variance Extracted	Composite Reliability	Cronbach's Alpha
Cognitive	COG1	0.902	0.785	0.916	0.863
	COG2	0.887			
	COG3	0.869			
Affective	AFF1	0.866	0.729	0.915	0.876
	AFF2	0.872			
	AFF3	0.853			
	AFF4	0.823			
Activation	ACT1	0.901	0.834	0.938	0.900
	ACT2	0.925			
	ACT3	0.914			

Source: Output WarpPLS 8.0

Table 4. Discriminant Validity (Fornell Larcker) (First Order)

	COG	AFF	ACT
COG	(0.886)	0.714	0.691
AFF	0.714	(0.854)	0.656
ACT	0.691	0.656	(0.913)

Source: Output WarpPLS 8.0

According to Table 6, it can be concluded that discriminant validity has been fulfilled, and the root of AVE on the diagonal column is above the inter-construct correlations in the same column. This means that the instrument used in this research is valid

Table 7 shows that the value of R square, Customer Brand Engagement (CBE) = 0.605, Brand Trust = 0.614, and Brand Loyalty = 0.588. it can be concluded that all of the R squares > 0.5 show good predictive relevance. The Q square result of this research, Customer Brand awareness = 0.607, Brand Trust = 0.610, and Brand Loyalty = 0.591. the Q square. 0 shows that the research model has a good predictive relevance. The Goodness of fit model can also be analyzed through model fit and quality indices that can be seen the table 8.

According to the table 8, the results of *average path coefficient* (APC), *average R-squared* (ARS), *average adjusted R-squared*

(AARS), *average VIF* (AVIF), *Average Full Collinearity VIF* (AFVIF), *Indeks Tenenhaus GoF* (GoF), *Sympsons's paradox ratio* (SPR), *R-squared contribution ratio* (RSCR), *Statistical suppression ratio* (SSR), *Nonlinear bivariate causality direction ratio* (NLBCDR), all of each have suitable with the criteria and can be accepted.

According to table 9, it can be seen that the direct effect between variables H1, H2, H3, H4, H5, and H6 have p-value < $\alpha = 0.05$, t-value > t-table (1.96). It can be concluded that the hypothesis can be accepted. The dependent variable influences the independent variable.

The mediation variable analysis of brand trust between Customer Brand Engagement and Brand Loyalty shows a p-value < 0.001. It means that there are significant influences. On the direct effect, Path Coefficient value = 0.79 and the indirect effect, Path Coefficient value = 0.41.

Table 5. Outer Model Measurement (Second Order)

Variable	Indicator	Loading Factor	AVE	CR	Cronbach Alpha
Brand Involvement	INV1	(0.846)	0.665	0.908	0.873
	INV2	(0.865)			
	INV3	(0.861)			
	INV4	(0.736)			
	INV5	(0.761)			
Brand Interactivity	INT1	(0.769)	0.723	0.929	0.903
	INT2	(0.868)			
	INT3	(0.910)			
	INT4	(0.876)			
	INT5	(0.822)			
Customer Brand Engagement	Iv_COG	(0.903)	0.791	0.919	0.868
	Iv_AFF	(0.888)			
	Iv_ACT	(0.878)			
Brand Trust	BT1	(0.866)	0.717	0.884	0.802
	BT2	(0.831)			
	BT3	(0.843)			
Brand Loyalty	BL1	(0.766)	0.686	0.916	0.884
	BL2	(0.838)			
	BL3	(0.891)			
	BL4	(0.863)			
	BL5	(0.777)			

Source: Output WarpPLS 8.0

Table 6. Discriminant Validity (AVE) (Fornell Larcker Criterion)

	INV	INT	CBE	BT	BL
INV	(0.815)	0.683	0.719	0.671	0.752
INT	0.683	(0.850)	0.680	0.613	0.630
CBE	0.719	0.680	(0.889)	0.765	0.728
BT	0.671	0.613	0.765	(0.847)	0.714
BL	0.752	0.630	0.728	0.714	(0.828)

Source: Output WarpPLS 8.0

Table 7. R Square and Q Square Predictive Relevance

Variable	R-Squared (R ²)	Q-Squared (Q ²)
CBE	0.605	0.607
Brand Trust	0.614	0.610
Brand loyalty	0.588	0.591

Source: Output WarpPLS 8.0

Table 8. Model Fit and Quality Indices Result

Model Fit & Quality Indices	Results	Fit Criteria	Explanation
Average path coefficient (APC)	=0.488, $P \leq 0.001$	$P < 0,05$	Accepted
Average R-squared (ARS)	=0.602, $P \leq 0.001$	$P < 0,05$	Accepted
Average adjusted R-squared (AARS)	=0.599, $P \leq 0.001$	$P < 0,05$	Accepted
Average block VIF (AVIF)	=2.345,	acceptable if ≤ 5 , ideally ≤ 3.3	Accepted
Average full collinearity VIF (AFVIF)	=2.867,	acceptable if ≤ 5 , ideally ≤ 3.3	Accepted
Tenenhaus GoF (GoF)	=0.657,	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	High
Simpson's paradox ratio (SPR)	=1.000,	acceptable if ≥ 0.7 , ideally = 1	Accepted
R-squared contribution ratio (RSCR)	=1.000,	acceptable if ≥ 0.9 , ideally = 1	Accepted
Statistical suppression ratio (SSR)	=1.000,	acceptable if ≥ 0.7	Accepted
Nonlinear bivariate causality direction ratio (NLBCDR)	=1.000,	acceptable if ≥ 0.7	Accepted

Source: Output WarpPLS 8.0

Table 9. Summary of Path Coefficient and P-value

Independent Variable	Dependent Variable	Path Coefficient	P-Value	T- Value	Conclusion
Brand Interaction	Consumer Brand Engagement	0.372	<0.001	5.989	Supported
Brand Involvement	Consumer Brand Engagement	0.475	<0.001	7.784	Supported
CBE	Brand Trust	0.783	<0.001	13.569	Supported
CBE	Brand Loyalty	0.409	<0.001	6.615	Supported
Brand Trust	Brand Loyalty	0.398	<0.001	6.437	Supported

Source: Output WarpPLS 8.0

According to Kock (2011;2013) as cited in [Sholihin and Ratmono\(2021,113\)](#), if the path coefficient value in the second step is below the path coefficient value in the first step, but the p-

value is still significant, it means that the mediation hypothesis is supported in the form of partial mediation effect of brand trust between CBE and brand Loyalty.

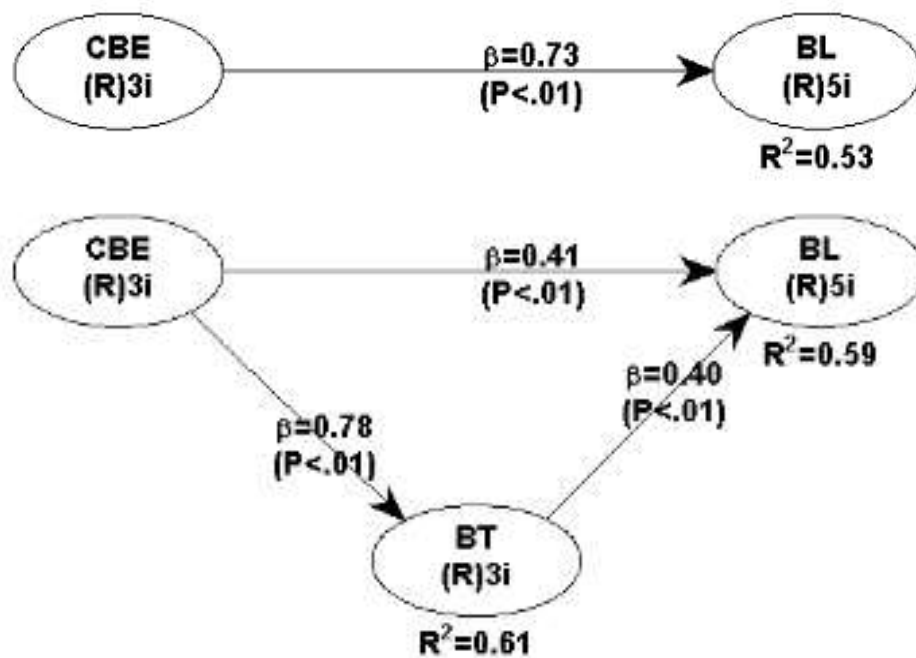


Figure 2. Mediation Test

CONCLUSIONS

After comprehensive data collection, processing, and analysis, the ensuing conclusions were derived: (1) Skintific's Brand Interactivity has a positive, significant direct influence on its Customer Brand Engagement. (2) Skintific's Brand Involvement has a positive, significant direct influence on its Customer Brand Engagement. (3) Skintific's Customer Brand Engagement has a significant positive direct influence on its brand trust. (4) Skintific's Customer Brand Engagement has a positive, significant direct influence on its brand loyalty. (5) Skintific's Brand Trust has a positive, significant direct influence on its Brand Loyalty. (6) Skintific's Customer Brand Engagement has a positive significant indirect influence on its Brand Loyalty. the mediation hypothesis is supported in the form of a partial mediation effect of brand trust between CBE and Brand Loyalty. All of the findings support the previous study by [Samarah et.al. \(2022\)](#)

This study has several limitations: (1) Time limitations in respondent collection resulted in a total sample of only 226 participants. (2) There are limitations of time, cost, and energy, so this research only uses online distribution. (3) The limited number of journals discussing the relationship and influence between variables creates a constraint in obtaining references as a basis for study.

From the existing limitations, the recommendations that can be made are: (1) Future research should allocate a longer data collection period. Collaborating with institutions or organizations could also help reach a broader audience more efficiently. (2) Future studies should consider a hybrid approach, combining online and offline data collection methods. (3) Researchers should explore alternative sources such as conference proceedings, industry reports, or unpublished theses.

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No.	Variable	Part	Questions	Source
1.	Brand Involvement	-	<ol style="list-style-type: none"> 1. Skintific brand means a lot to me 2. Skintific brand is significant to me 3. For me personally, Skintific brand is important 4. I am interested in Skintific 5. I am involved with Skintific 	Samarah et al. (2022)
2.	Brand Interactivity	-	<ol style="list-style-type: none"> 1. Skintific listens to what I have to say 2. Skintific allows me to communicate directly 3. Skintific would respond to me quickly 4. Skintific would respond to me efficiently 5. Skintific will talk back to me if I post a message 	Samarah et al. (2022)
3.	Brand Loyalty	-	<ol style="list-style-type: none"> 1. I would say positive things about Skintific to other people 2. I would recommend Skintific to someone who seeks my advice efficiently 3. I would encourage friends to make a purchase with Skintific. 4. I would encourage relatives to make a purchase with Skintific. 5. I would make more purchases with Skintific in the next few years 	Samarah et al. (2022)
4.	Brand Trust	-	<ol style="list-style-type: none"> 1. Skintific gives me everything that I expect from the product 2. I rely on Skintific 3. Skintific brand never disappoints me 	Samarah et al. (2022)
5	Customer Brand Engagement	Cognitive	<ol style="list-style-type: none"> 1. Using Skintific brand gets me to think about it 2. I think about Skintific brand a lot when I'm using it 3. Using Skintific brand stimulates my interest to learn more about it 	Samarah et al. (2022)
		Affection	<ol style="list-style-type: none"> 1. I feel very positive when I use Skintific. 2. Using Skintific products makes me happy 3. I feel good when I use Skintific brand 4. I'm proud to use Skintific products. 	Samarah et al. (2022)
		Activation	<ol style="list-style-type: none"> 1. I spend a lot of time using Skintific products, compared to other brands 2. Every time I use a skincare brand, I usually use Skintific products 3. I use Skintific products the most 	Samarah et al. (2022)

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