

THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND LOYALTY AMONG GLAD2GLOW CONSUMERS IN MADIUN

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Abstrak

Tujuan penelitian ini adalah untuk menganalisis dan menguji pengaruh dimensi *entertainment*, *interaction*, *trendiness*, *customization*, dan *Electronic Word of Mouth* (e-WOM) dalam *Social Media Marketing Activities* terhadap *brand loyalty* pada konsumen produk *skincare* Glad2Glow di TikTok. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *non-probability sampling*, dengan jumlah sampel sebanyak 384 responden. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan analisis regresi linier berganda menggunakan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa: 1) *Entertainment* berpengaruh positif dan signifikan terhadap *brand loyalty*. 2) *Interaction* berpengaruh positif dan signifikan terhadap *brand loyalty*. 3) *Trendiness* berpengaruh positif dan signifikan terhadap *brand loyalty*. 4) *Customization* berpengaruh positif dan signifikan terhadap *brand loyalty*. 5) *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap *brand loyalty*. 6) SMMA yang meliputi *Entertainment*, *Interaction*, *Trendiness*, *Customization*, dan *e-WOM* berpengaruh terhadap *brand loyalty*.

Kata Kunci: *Social Media Marketing Activities, Brand Loyalty, Entertainment, Customization, Trendiness, Electronic Word of Mouth.*

Abstract

The purpose of this study is to analyze and test the influence of the dimensions of entertainment, interaction, trendiness, customization, and Electronic Word of Mouth (e-WOM) in social media marketing activities on brand loyalty among consumers of Glad2Glow skincare products on TikTok. The sampling technique used in this study was non-probability sampling, with a sample size of 384 respondents. The research method used was a quantitative approach with multiple linear regression analysis using SPSS software. The results of this study indicate that: 1) Entertainment has a positive and significant effect on brand loyalty. 2) Interaction has a positive and significant effect on brand loyalty. 3) Trendiness has a positive and significant effect on brand loyalty. 4) Customization variable has a positive and significant effect on brand loyalty. 5)

Electronic Word of Mouth has a positive and significant effect on brand loyalty. 6) SMMA (including Entertainment, Interaction, Trendiness, Customization, and e-WOM) have an effect on brand loyalty.

Keywords: *Social Media Marketing Activities, Brand Loyalty, Entertainment, Customization, Trendiness, Electronic Word of Mouth*

A. INTRODUCTION

Changes in people's lifestyles have made skincare a part of daily life. Growing awareness of skin health and appearance has driven the growth of the skincare industry in Indonesia and intensified competition among brands. Advances in digital technology and social media have, in turn, transformed how consumers access information and interact with brands. TikTok has become one of the most widely used platforms for marketing skincare products through educational content, reviews, recommendations, live streams, and various trend driven content. One brand that has thrived on this platform is Glad2Glow. According to data from Kalodata (2025), Glad2Glow ranks first on the list of the 10 most popular skincare and beauty brands on TikTok, with a market share of 3.16%. Additionally, data from FindNiche (2026) ranks the official Glad2Glow Indonesia account first on the list of the Top 100 TikTok Beauty & Personal Care Shops in Indonesia, with sales volume reaching 15.10 million units. This indicates Glad2Glow's high popularity and active marketing efforts on TikTok.

A brand's popularity on social media is not only related to its ability to attract consumers attention but also to its ability to maintain relationships, thereby fostering brand loyalty. According to Mowen & Minor (2018), brand loyalty refers to consumers positive attitudes, commitment, and willingness to continue purchasing a particular brand in the future. For Glad2Glow products, loyalty is evident in consumers tendency to make repeat purchases, use various products within the same brand, and share their experiences on social media. One factor that can influence brand loyalty is Social Media Marketing Activities (SMMA). Kim & Ko (2012) define SMMA as marketing activities conducted via social media aimed at communicating brand value, building relationships with consumers, and influencing consumer

behavior. Yadav & Rahman (2017) developed a framework for measuring SMMA based on five dimensions: entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM). These five dimensions are relevant to TikTok's characteristics because they enable brands to present entertaining content, interact with consumers, keep up with trends, provide information tailored to consumer needs, and encourage the sharing of experiences and recommendations among users.

Previous research has yielded results that are not entirely consistent regarding the impact of SMMA on brand loyalty. Fadhillah et al. (2024) found that social media marketing activities influence consumer loyalty toward eco-friendly skincare products. Yudha et al. (2025) also demonstrated that social media marketing activities influence brand loyalty on the TikTok platform, while Purwianti & Fionna (2023) found that the effect of SMMA on brand loyalty is related to brand awareness, brand trust, and brand love. The findings of Khusniah et al. (2024), Nailufar & Yoestini (2023), Lestari & Sharif (2023), and Ade et al. (2024) also indicate a positive influence of social media marketing activities on various marketing outcomes. Conversely, Ahmada et al. (2026) found that SMMA does not have a significant direct effect on brand loyalty and that its influence manifests through brand trust and perceived value. Baihaqi et al. (2024) also demonstrated that the effect of SMMA on brand loyalty occurs through mediating variables such as brand trust and brand equity. These differing results indicate that the impact of SMMA on brand loyalty still needs to be examined across different subjects and contexts.

B. METHOD

A population is the domain of generalization consisting of objects or subjects that possess certain quantities and characteristics defined by the researcher (Sugiyono, 2023). The population in this study consists of all consumers of Glad2Glow skincare products in Madiun. A sample is a subset of the population that shares the same characteristics and size. The sample in this study consists of 384 respondents who are consumers of Glad2Glow skincare products in Madiun.

C. RESULTS AND DISCUSSIONS

Descriptive Statistical Test

Tabel 1. Results of Descriptive Statistical Tests

Variabel	Mean	Category
Entertainment	3.78	Very High
Interaction	3.75	Very High
Trendliness	3.76	Very High
Customization	3.74	Very High
Electronic Word of Mouth	3.74	Very High
Brand Loyalty	3.74	Very High

Source: Processed Data (2026)

Based on Table 1, all research variables fall into the “very high” category. The highest average score was for the “entertainment” variable at 3.78, while the lowest scores were for the “customization,” “electronic word of mouth,” and “brand loyalty” variables, each at 3.74. These results indicate that respondents gave Glad2Glow very high ratings for its social media marketing activities and brand loyalty.

Validity Test

A validity test was conducted to determine the instrument’s ability to measure the research variables. The instrument was deemed valid if the calculated r value $>$ the table r value and the significance level < 0.05 .

Tabel 2. Results of Validity Test

Variabel	Number of Indicators	Range of Calculated r	r Table	Sig.	Notes
Entertainment	6	0.749-0.873	0.100	0.000	Valid
Interaction	6	0.745-0.854	0.100	0.000	Valid
Trendliness	6	0.774-0.877	0.098	0.000	Valid
Customization	6	0.792-0.877	0.100	0.000	Valid
Electronic Word of Mouth	8	0.758-0.833	0.100	0.000	Valid
Brand Loyalty	8	0.725-0.904	0.100	0.000	Valid

Source: Processed Data (2026)

Based on Table 2, all indicators for each variable have calculated r values greater than the table r values and significance levels of $0.000 < 0.05$. Thus, all indicators are deemed valid.

Reliability Test

A reliability test was conducted to determine the consistency of the research instrument in measuring the variables under study. The instrument was deemed reliable if the Cronbach's Alpha value was greater than 0.70.

Tabel 3. Results of Reliability Test

Variabel	Cronbach's Alpha	Number of Items	Notes
Entertainment	0.900	6	Reliabel
Interaction	0.918	6	Reliabel
Trendliness	0.905	6	Reliabel
Customization	0.902	6	Reliabel
Electronic Word of Mouth	0.931	8	Reliabel
Brand Loyalty	0.934	8	Reliabel

Source: Processed Data (2026)

Based on Table 3, all variables have Cronbach's Alpha values greater than 0.70. Thus, all research instruments are deemed reliable.

Normality Test

A normality test is conducted to determine whether the residuals in the regression model are normally distributed. The test is performed using the One-Sample Kolmogorov-Smirnov Test. The data are considered normally distributed if the Asymp. Sig. (2-tailed) value > 0.05 .

Tabel 4. Results of the One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.26353781
Most Extreme Differences	Absolute	.106
	Positive	.062
	Negative	-.106
Test Statistic		.106
Asymp. Sig. (2-tailed)		.092 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Data (2026)

Based on Table 4, the Asymp. Sig. (2-tailed) value of 0.092 is greater than 0.05. Thus, the residuals in the regression model are normally distributed and satisfy the normality assumption.

Multicollinearity Test

A multicollinearity test is conducted to determine whether there is correlation among the independent variables in the regression model. The test is performed by examining the Tolerance and Variance Inflation Factor (VIF) values. The model is considered free of multicollinearity if the Tolerance value is > 0.10 and the VIF is < 10 .

Tabel 5. Results of the Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Entertainment	.406	2.463
	Interaction	.416	2.403
	Trendiness	.344	2.907
	Customization	.464	2.155
	Electric Word of Mouth (e-WOM)	.404	2.475

a. Dependent Variable: Brand Loyalty

Source: Processed Data (2026)

Based on Table 5, all independent variables have Tolerance values > 0.10 and VIF values < 10 . Thus, the regression model does not exhibit multicollinearity.

Heteroscedasticity Test

A heteroscedasticity test is conducted to determine whether there is unequal variance in the residuals of the regression model. The test is performed using the Glejser test. The regression model is considered free of heteroscedasticity if the significance value is > 0.05 .

Tabel 6. Results of the Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.739	1.113		1.562	.119
	Entertainment	.097	.061	.021	1.596	.111
	Interaction	.042	.037	.009	1.126	.142
	Trendiness	.089	.053	.109	1.671	.098
	Customization	.027	.029	.001	.921	.351
	Electric Word of Mouth (e-WOM)	.058	.045	.020	1.286	.132

a. Dependent Variable: Abs Res

Source: Processed Data (2026)

Based on Table 6, all independent variables have significance values > 0.05 . Therefore, the regression model is free of heteroscedasticity.

Autocorrelation Test

An autocorrelation test is conducted to determine whether there is a correlation between the residuals of a given period and those of the previous period. The test is performed using the Durbin-Watson method. The model is considered to be free of autocorrelation if the DW value falls between du and $4 - du$.

Tabel 7. Results of the Autocorrelation Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.914 ^a	.835	.831	2.182

Source: Processed Data (2026)

Based on Table 7, the Durbin-Watson statistic is 2.182. With a sample size of 384 and five independent variables, the du value is 1.704. This value satisfies the criterion $1.704 < 2.182 < 2.296$ ($4 - du$), so it can be concluded that the regression model does not exhibit autocorrelation.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effects of entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM) on brand loyalty.

Tabel 8. Results of the Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.972	1.113		3.569	.000
	Entertainment	.464	.061	.396	7.609	.000
	Interaction	.201	.037	.253	5.438	.000
	Trendiness	.418	.053	.436	7.892	.000
	Customization	.155	.029	.176	5.338	.000
	Electric Word of Mouth (e-WOM)	.287	.045	.336	6.386	.000

a. Dependent Variable: Brand Loyalty

Source: Processed Data (2026)

The regression equation obtained is as follows:

$$Y = 3.972 + 0.464X_1 + 0.201X_2 + 0.418X_3 + 0.155X_4 + 0.287X_5 + e$$

Based on this equation, all independent variables have positive regression coefficients, indicating that an increase in entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM) will increase consumer brand loyalty toward Glad2Glow skincare products. The trendiness variable has the greatest influence with a beta coefficient of 0.436, followed by entertainment (0.396), electronic word of mouth (0.336), interaction (0.253), and customization (0.176).

t-Test

The t-test is used to determine the partial effect of each independent variable on brand loyalty. A variable is considered to have a significant effect if the calculated t-value is greater than the critical t-value and the significance level is less than 0.05.

Tabel 9. Results of the t-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.972	1.113		3.569	.000
	Entertainment	.464	.061	.396	7.609	.000
	Interaction	.201	.037	.253	5.438	.000
	Trendiness	.418	.053	.436	7.892	.000
	Customization	.155	.029	.176	5.338	.000
	Electric Word of Mouth (e-WOM)	.287	.045	.336	6.386	.000

a. Dependent Variable: Brand Loyalty

Source: Processed Data (2026)

Based on Table 9, all independent variables have a positive and significant effect on brand loyalty because they have a calculated t-value > 1.966 and a significance level of 0.000 < 0.05. Thus, H1, H2, H3, H4, and H5 are accepted. The “trendiness” variable has the highest t-value, namely 7.892, making it the variable with the strongest partial effect on brand loyalty compared to the other independent variables.

F-test

The F-test is used to determine the simultaneous effect of independent variables on the dependent variable. The independent variables are considered to have a simultaneous effect if the calculated F-value is greater than the table F-value and the significance level is less than 0.05.

Tabel 10. Results of the F-Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5444.960	5	1088.992	175.042	.000 ^b
	Residual	26.600	378	.070		
	Total	5471.560	383			
a. Dependent Variable: Brand Loyalty						
b. Predictors: (Constant), Electric Word of Mouth (e-WOM), Customization, Trendiness, Interaction, Entertainment						

Source: Processed Data (2026)

Based on Table 10, the calculated F-value of 175.042 is greater than the critical F-value of 2.696, with a significance level of $0.000 < 0.05$. Thus, entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM) simultaneously have a positive and significant effect on brand loyalty. These results indicate that H6 is accepted.

Coefficient of Determination (R²)

The coefficient of determination (R²) is used to determine the ability of independent variables to explain the variation in the dependent variable.

Tabel 10. Results of the R²

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.914 ^a	.835	.831	2.182

Source: Processed Data (2026)

Based on Table 11, the R-Square value is 0.835, or 83.5%. This indicates that entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM) collectively account for 83.5% of the variation in brand loyalty, while 16.5% is explained by other factors outside the research model.

D. CONCLUSIONS

Based on the research findings, it can be concluded that social media marketing activities including entertainment, interaction, trendiness, and customization as well as electronic word of mouth (e-WOM) play a role in increasing brand loyalty among consumers of Glad2Glow skincare products on TikTok in Madiun. Engaging and entertaining content, positive interactions with consumers, the ability to keep up with trends, content tailored to the audience's needs, and the sharing of reviews and recommendations via social media can encourage consumers to continue choosing and using Glad2Glow products. Overall, the research findings indicate that the effective implementation of social media marketing activities and the establishment of positive communication among consumers can strengthen consumer loyalty toward the brand.

This study has limitations regarding its research subjects and scope, as it focuses solely on consumers of Glad2Glow skincare products who use TikTok in Madiun. Therefore, the findings cannot yet be generalized to consumers in other regions or to different skincare brands. Additionally, the study used a questionnaire as a data collection tool, so the information obtained depends on the respondents' perceptions and answers. Future research is recommended to expand the study area and subject population and to consider other variables that may influence brand loyalty so that the research results provide a broader picture.

E. SUGGESTIONS

Future research is recommended to include other variables that may influence brand loyalty, such as customer experience and brand trust, given that consumer experience and trust can play a role in shaping loyalty to skincare products. In addition, future research could expand the geographical scope of the study, not only limited to the city of Madiun but also covering the Madiun Residency or other cities, thereby providing a broader picture of consumer behavior and allowing for comparisons of consumer characteristics across regions.

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