Jurnal Ekonomi dan Bisnis Jagaditha
Volume 11, Number 2, 2024
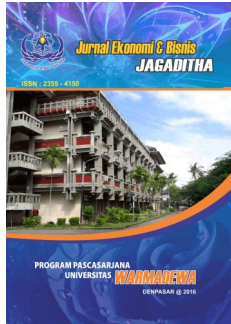
Consumer's Trust Social Media Marketing as a Moderation: Effect of Perceived Credibility of Product and Brand Resonance on Brand Loyalty

Author Name(s): Kadek Ayuk Riska Oktavenia[1], Ida Ayu Oka Martini[1]

1. Universitas Pendidikan Nasional, Indonesia

Consumer's Trust Social Media Marketing as a Moderation: Effect of Perceived Credibility of Product and Brand Resonance on Brand Loyalty

Kadek Ayuk Riska Oktavenia[1], Ida Ayu Oka Martini[1]

1. Universitas Pendidikan Nasional, Indonesia

Abstract—The aim of this research is to identify the effect of perceived credibility of product and brand resonance on brand loyalty with consumer's trust social media marketing as a moderator. The population used in this research is all Else Corset consumers with an unknown population size. The sampling technique used is non-probability sampling which can be used is accidental sampling with a sample size of 96 respondents. This research uses several questionnaire methods as data collection. The questionnaire is a written list of questions, designed with reference to data measurement instruments to measure perceived credibility of product, brand resonance, and consumer's trust in social media marketing. One method for analyzing moderating variables is moderating regression analysis. Moderated regression analysis is a regression analysis that involves moderating variables in building a relationship model. The research results show that Perceived Credibility of Product has a positive and significant effect on Brand Loyalty. Brand Resonance has a positive and significant effect on Brand Loyalty. Customer's Social Media Marketing can strengthen the Perceived Credibility of Products in Brand Loyalty. Customer's Social Media Marketing is unable to strengthen the influence of Brand Resonance on Brand Loyalty. To increase brand loyalty, companies must focus on building product credibility through high-quality products, transparent communication, and expert support. In addition, Els Korset should utilize social media marketing to strengthen the positive impact of perceived product credibility on brand loyalty. However, companies should not rely solely on social media marketing to influence brand resonance, as this has a direct and significant impact on brand loyalty.

Keywords: brand loyalty; brand resonance; consumer's trust social media marketing; perceived credibility of product;

Introduction

Social media marketing has developed as a popular strategy for promoting beauty products. This is also motivated by the level of interest generated in beauty products. This shows the time when beauty products began to develop and become increasingly popular among people today. Therefore, manufacturers are starting to flock to market their beauty products to the public and compete with other producers to influence brand loyalty.

One of the factors that influences brand loyalty, namely perceived credibility of a product, is several important factors that need to be considered in the success of consumers' trust in social media marketing. In social media marketing, consumers have their own views on what they see through social media. The perceptions they generate when seeing

advertisements about a product will influence their brand loyalty.

According to Kusuma & Wuisan (2021) the perceived credibility of a product can have a significant impact on brand loyalty. Consumers trust brands they perceive as credible, and this trust can increase brand loyalty and positive word of mouth. The perceived credibility of a product is influenced by several factors, including brand image, perceived quality, and customer satisfaction.

According to Erdem and Swait (2014), brand credibility as something that has trust and exemplary product position information contained in their brand in terms of exemplary justification of claims and spreading trust is required to consistently deliver what has been promised. Brand credibility is a multi-characteristic term that imitates brand integrity in the eyes of customers. The characteristics of this term include brand reliability in terms of claim justification, truth, and delivery of what is advertised by the manufacturer. The benefits of brand credibility build customer perception, build brand credibility, and build strong dependence between producers and customers.

Consumer credibility is also an important point in this research. Trust plays an important role in this credibility. The credibility felt by consumers towards a beauty industry will create a sense of trust within them. This credibility and sense of trust will later influence consumer decision making and purchasing interest. Bojang (2017) mentioned the importance of understanding the level of trust in e-marketing platforms or social media which can result in success or failure. In social media settings, not all components in social media can be trusted by the public. Therefore, the strategies used by beauty producers will determine the level of trust potential consumers have in them. Bruns (2018) also states that consumers' feelings of confusion and doubt about something are often based on beliefs which will later influence their buying interest and consumption behavior.

For example, when consumers see reviews with interesting and different techniques from others on TikTok social media, they tend to find out more about the beauty products used. This is motivated by their curiosity about the product. This will also have an impact on increasing the brand image of the beauty product industry.

Then the next variable that influences brand loyalty is brand resonance. Brand resonance is defined as how strong the customer's psychological bond of trust is contained in a brand, in the level of activity carried out by the brand regarding the products that will later be produced by the brand, this activity is triggered by loyalty, speed of repeat purchases and information related to the brand, events and customer loyalty.

According to Keller (2012), brand resonance is a concept suggested to characterize brand relationships. Brand resonance refers to the nature of a consumer's relationship with a brand or more specifically, the extent to which a person feels that he or she is connected with a brand and feels harmony with the brand.

Brand resonance is the emotional and psychological connection that consumers have with a particular brand. This is the degree to which a brand is deeply embedded in a consumer's identity, values, and beliefs. Brand resonance plays an important role in building brand loyalty as it aligns a brand's values, beliefs and emotions with its target audience, thereby fostering a sense of belonging and adherence to the brand. This increased trust contributes to strengthening brand equity, which positively influences purchasing behavior and encourages brand advocacy (Rabiah & Jeffry, 2022).

Brand trust is an important factor in building brand loyalty. Companies can build consumer trust on social media related to the products or services offered, which can cause consumers to experience an emotional bond with the brand, leading to brand loyalty. This is because brand trust contributes to customers' tendencies to behave towards attitudes towards the brand, as stated by (Rabiah & Jeffry, 2022).

Social media marketing activities, such as providing relevant content, creating online communities of brand fans, and engaging in two-way interactive communications, can also have a positive impact on brand loyalty. For example, a study conducted by Erdogmus et al. (2012) revealed that brand loyalty is positively influenced by social media marketing activities.

Consumer's trust social media marketing refers to the level of confidence and trust that consumers have in the authenticity, reliability and credibility of the information and interactions they encounter on social media platforms. This trust is an important factor in determining the success of social media marketing efforts, as it influences consumers' perceptions of a brand and their willingness to engage with it (Ramadhanayanti et al 2022).

Research by Ramadhanayanti et al 2022 revealed that consumer's trust social media marketing can indeed strengthen the impact of the perceived credibility of a product on brand loyalty. This research explains that when consumers trust the information and interactions they encounter on social media platforms, they are more likely to consider those products and services to be credible and trustworthy. This trust can increase brand loyalty, as consumers are more likely to choose and remain loyal to brands they consider credible and trustworthy.

Research conducted by Hapsari (2022) found that brand resonance influences brand loyalty. Brand resonance refers to the nature of a consumer's relationship to a brand or more specifically the extent to which a person feels that he or she relates to a brand and feels a connection to it. Brand trust is consumer trust in a particular brand and is very important for companies to be able to establish good relationships with their consumers (Dharmayana & Rahanatha, 2017).

Brand resonance is a measure of the emotional connection consumers have with a brand. It is the extent to which consumers identify with a brand and feel positive towards that brand. Brand resonance can significantly influence consumer trust in social media marketing. When a brand is accepted by consumers, it helps build trust and credibility, which in turn can increase brand loyalty and positive word of mouth.

Brand loyalty towards social media marketing can be strengthened by brand resonance , which in turn can increase the perceived credibility of a product. This can increase brand loyalty, as consumers are more likely to trust and remain loyal to brands they have a strong emotional connection with.

Consumer trust in social media marketing can be strengthened by brand resonance, which in turn can increase the perceived credibility of a product. This can increase brand loyalty, as consumers are more likely to trust and remain loyal to brands they have a strong emotional connection with.

Brand loyalty is an important factor in building brand loyalty, because it contributes to customers' tendency to behave towards the brand. Consumer trust in a brand is positively related to brand loyalty Yudiabisma and Ali (2019). Marketers must carefully consider brand factors in developing trust in a brand.

Brand resonance is an important factor in building consumer trust in social media marketing. Brands should focus on creating authentic and personalized messaging, leveraging homophily, and using influencer marketing effectively to increase resonance and brand loyalty. This can increase brand loyalty and positive word of mouth, which can ultimately drive business growth.

Literature Review and Hypothesis Development

According to Yulianti & Keni (2021), brand credibility has a positive effect on attitudes towards the brand and brand loyalty, while brand experience has a positive effect on brand loyalty. The research results show that brand credibility and brand experience can create

brand loyalty through the mediation of attitudes towards the brand. Other research investigates the relationship between brand credibility and brand prestige on perceived quality as moderator variables. The findings indicate that brand credibility and brand prestige can positively influence brand loyalty through perceived quality.

A similar thing was also found by Haq et al (2022) who stated that Perceived Product Credibility had a positive and significant effect on brand loyalty. When consumers perceive a product as credible, they tend to trust the brand, consider it reliable, and have a positive attitude toward the brand. This perception of credibility can increase brand loyalty, because consumers are more likely to repurchase the product and recommend it to others.

In conclusion, the perceived credibility of a product plays an important role in building brand loyalty. Brands that are perceived as credible and trustworthy are more likely to retain customers and generate positive word of mouth, which can increase sales and revenue.

H1: Perceived product credibility has a positive and significant effect on brand loyalty

Brand resonance is a concept for characterizing brand relationships. Brand resonance indicates a person's nature to have a relationship with a brand or can be interpreted as someone feeling a similarity or connection with a brand. (Duman et al., 2018). Hapsari, (2022) Brand resonance is a concept suggested to characterize brand relationships. Brand resonance refers to the nature of a consumer's relationship to a brand or more specifically the extent to which a person feels that he or she is related to a brand and feels connected to that brand. Brand trust is consumer trust in a particular brand and is very important for companies to be able to establish good relationships with their consumers (Dharmayana & Rahanatha, 2017).

Megawati et al (2019) found that brand resonance has a positive and significant effect on brand loyalty. Brand loyalty is the main commitment that consumers have to repurchase or secure a product or service from a particular brand. The relationship between brand resonance and brand loyalty can be explained through the Theory of Reasoned Action (TRA), which suggests that brand credibility, attitude towards the brand, and brand loyalty are interconnected. Based on the explanation above, the following hypothesis can be formulated:

H2: Brand resonance has a positive and significant effect on brand loyalty

Brand resonance is an important factor in building consumer trust in social media marketing. Brands should focus on creating authentic and personalized messaging, capitalizing on homophily, and using influencer marketing effectively to increase brand resonance and trust. This can increase brand loyalty and positive word of mouth, which can ultimately drive business growth.

Research conducted by Eslami (2020) found that brand credibility has a positive effect on attitudes towards the brand and brand loyalty, while brand experience has a positive effect on brand loyalty. However, this research does not explicitly state whether social media marketing mediates the influence of brand credibility on brand loyalty.

Yudiabisma and Ali's (2019) research found that social media marketing has a positive and significant effect on brand trust which ultimately influences brand loyalty. This shows that social media marketing can act as a mediator between the perceived credibility of a product and brand loyalty.

H3: Consumer's trust social media marketing strengthens the effect of perceived product credibility on brand loyalty.

Consumer trust in social media marketing can moderate the influence of brand resonance on brand loyalty. Eslami's (2020) research found that brand credibility has a positive effect on attitudes towards the brand and brand loyalty, while brand experience has a positive effect on brand loyalty. However, the research does not explicitly state whether social media marketing mediates the influence of brand resonance on brand loyalty.

Yudiabisma and Ali's (2019) research found that social media marketing has a positive and significant effect on brand trust which ultimately influences brand loyalty. This shows that social media marketing can act as a mediator between brand resonance and brand loyalty.

Another research conducted by Alhaddad (2015) found that perceived quality, brand image and brand trust are determining factors for brand loyalty. This further supports the idea that social media marketing, through its influence on brand trust, can influence brand loyalty. Based on the explanation above, the following hypothesis can be formulated:

H4: Consumer's trust social media marketing strengthens the effect of brand resonance on brand loyalty.

Methods

This research was carried out on Else Corset consumers spread throughout Indonesia. The reason the researcher chose this location is that Else Korset has been selling massively through social media Instagram and Tiktok in unique ways so that consumers believe they have trust in this brand.

The population used in this research is all Else Corset consumers with an unknown population size. The sampling technique used is non-probability sampling which can be used is accidental sampling. The criteria for taking this sample are:

Is an Else Corset consumer.

Buy Else Corset products more than once this year.

Buy Else Corset products via social media Instagram or Tiktok.

This research uses several questionnaire methods as data collection to data measurement instruments to measure perceived credibility of products, brand resonance, and consumer's trust in social media marketing. The method for analyzing moderating variables is moderating regression analysis or moderated regression analysis using SPSS.

 Is there any research stating this, support with some research if available

 Give a perspective how massive the product sold, or how many tags in social media, in search result is this brand in the top 10 of search to support this massive selling statement?

Result and Discussion

Hypothesis Test Results

Moderating Regression Analysis (MRA)

MRA uses an analytical approach that maintains sample integrity and provides a basis for controlling the influence of moderator variables. MRA is a special application of multiple linear regression where the regression equation contains elements of interaction (multiplication of two or more independent variables). The MRA test is used to determine whether the moderating variable will strengthen or weaken the relationship between the independent variable and the dependent variable. The regression test results are shown in Table 1.

Table 1. Moderated Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Standar Error	Beta		
1 (Constant)	.473	.526		.899	.371
Perceived Credibility of Product	.480	.101	.432	4.761	.000
Brand Resonance	.360	.100	.268	3.611	.000
Perceived Credibility of Product *Customer's Social Media Marketing	.032	.013	.280	2.442	.017
Brand Resonance* Customer's Social Media Marketing	.003	.012	.024	.234	.816

Primary Data, 2024

Based on the results of multiple linear regression analysis as presented in Table 1, the structural equation is as follows:

$$Y = a + \beta 1\ X1 + \beta 2\ X2 + \beta 3 X1.M + \beta 4 X2.M + \varepsilon$$

$$Y = 0.473 + 0.432\ X1 + 0.268\ X2 + 0.280\ X1.Z + 0.024$$

The independent variables Perceived Credibility of Product (X1) and Brand Resonance (X2) have no contribution (constant) to the dependent variable, namely Brand Loyalty, so the amount of Brand Loyalty (Y) is 0.473.

The regression coefficient value of the variable Perceived Credibility of Product (X1) is 0.432, which means that if Perceived Credibility of Product (X) increases by one point, Brand Loyalty (Y) will increase by 0.473 units assuming other variables are constant.

The regression coefficient value for the Brand Resonance (X2) variable is 0.268, which means that if Brand Resonance (X2) increases by one point, Brand Loyalty (Y) will increase by 0.268 units assuming the other variables are constant.

The regression coefficient value of the interaction variable between Perceived Credibility of Product (X1) and Customer's Social Media Marketing (M) is 0.280, which means that if the interaction variable between Perceived Credibility of Product (X1) and Customer's Social Media Marketing (M) increases by one point then Brand Loyalty (Y) will increase by 0.280 units assuming other variables are constant.

The regression coefficient value of the interaction variable between Brand Resonance (X2) and Customer's Social Media Marketing (M) is 0.024, which means that if the interaction variable between Brand Resonance (X2) and Customer's Social Media Marketing (M) increases by one point then Brand Loyalty (Y) will increase by 0.024 units assuming other variables are constant.

Coefficient of Determination Test Results (R2)

The coefficient of determination test is used to see the magnitude of the influence contribution given by the independent variable simultaneously to the dependent variable. The results of the coefficient of determination test are shown in Table 2.

Table 2. Coefficient of Determination Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827[a]	.684	.670	.955566196000000

Primary Data, 2024

The test results provide results where the R2 value (coefficient of determination) in Table 2 is 0.684. This means that variations in Brand Loyalty (Y) in Els Korset can be influenced significantly by the variables Perceived Credibility of Product (X1), Brand Resonance (X2), interaction of Perceived Credibility of Product (X1) with Customer's Social Media Marketing (M) and Brand interaction Resonance (X2) with Customer's Social Media Marketing (M) was 68.4 percent while the remaining 31.6 percent was explained by other factors.

Hypothesis Test Results (t Test)

Table 3. Moderated Regression Test Results

Model	t-value	Sig.
(Constant)	0.899	0.371
Perceived Credibility of Product	4.761	0.000
Brand Resonance	3.611	0.000
Perceived Credibility of Product *Customer's Social Media Marketing	2.442	0.017
Brand Resonance* Customer's Social Media Marketing	0.234	0.816

Primary Data, 2024

Hypothesis testing in this research is based on the t test results presented in Table 4.13 which can be explained as follows:

The Effect of Perceived Credibility of Product on Brand Loyalty

Based on the results of multiple regression analysis regarding the influence of Perceived Credibility of Product on Brand Loyalty, a significance value of 0.000 was obtained with a t value of 4.761. A significance value of 0.000 < 0.05 indicates that H1 is accepted. These results mean that Perceived Credibility of Product has a positive and significant effect on Brand Loyalty.

The Effect of Brand Resonance on Brand Loyalty

Based on the results of multiple regression analysis related to Brand Resonance on Brand Loyalty, a significance value of 0.000 was obtained with a t value of 3.611. A significance value of 0.000 < 0.05 indicates that H2 is accepted. These results mean that Brand Resonance has a positive and significant effect on Brand Loyalty.

The Effect of Perceived Credibility of Product on Brand Loyalty with Customer's Social Media Marketing as a moderator

Based on the results of the hypothesis test, the significance value of the interaction of the Perceived Credibility of Product variable with Customer's Social Media Marketing shows the number 0.017, which means it is smaller than the significant value (0.017 < 0.05), indicating that H3 is accepted. This means that the Customer's Social Media Marketing variable can strengthen the effect of Perceived Credibility of Product in Brand Loyalty.

The Effect of Brand Resonance on Brand Loyalty with Customer's Social Media Marketing as a moderator

Based on the results of the hypothesis test, the significance value of the interaction variable between Brand Resonance and Customer's Social Media Marketing shows a figure of 0.816, which means it is greater than the significance value (0.0816 > 0.05), indicating that

H4 is rejected. This means that the Customer's Social Media Marketing variable is not able to strengthen the effect of Brand Resonance on Brand Loyalty.

Conclusion

Perceived Credibility of Product and Brand Resonance are important factors in influencing Brand Loyalty for Els Korset. The existence of a positive and significant relationship between Perceived Credibility of Product and Brand Loyalty shows that increasing Perceived Credibility of Product can cause an increase in Brand Loyalty. Likewise, the positive and significant relationship between Brand Resonance and Brand Loyalty indicates that fostering strong emotional relationships with customers can also contribute to increasing Brand Loyalty.

Furthermore, this research reveals that Customer's Social Media Marketing can moderate the impact of Perceived Credibility of Products on Brand Loyalty. This implies that an effective social media marketing strategy can strengthen the positive effect of Perceived Credibility of Product on Brand Loyalty. However, this research also finds that Customer's Social Media Marketing does not moderate the influence of Brand Resonance on Brand Loyalty, indicating that Brand Resonance has a direct and significant influence on Brand Resonance regardless of social media marketing efforts.

These findings have significant implications for Els Korset's marketing strategy. To increase brand loyalty, companies must focus on building product credibility through high-quality products, transparent communication, and expert support. In addition, Els Korset should utilize social media marketing to strengthen the positive impact of perceived product credibility on brand loyalty. However, companies should not rely solely on social media marketing to influence brand resonance, as this has a direct and significant impact on brand loyalty.

References

Aaker, David, (2015). Manajemen Ekuitas Merek, Mitra Utama, Jakarta.

Abdul Hamid, Mokhammad Natsir, & Harianto Respati. (2022). Pengaruh Customer Trust dan Customer Satisfaction Terhadap Brand Loyalty Melalui E-WOM. *SKETSA BISNIS*, *9*(1), 102-113. https://doi.org/10.35891/jsb.v9i1.2800.

Alhaddad, Abdullah, (2015), "A Structural Model of The Relationships Between Brand Image, Brand Trust and Brand Loyalty," Marketing and International trade Department, Higher Institude of Business Administration, Syria-Damascus.

Andreas, Julius. (2022). Pengaruh *Brand Credibility* Terhadap *Word of Mouth* Melalui *Customer Satisfaction* Dan *Customer Loyalty* Pada Giant Hypermarket di Surabaya. JUMMA. 1(4).

Bojang, I. (2017). Determinants of trust in B2C e-commerce and their relationship with consumeronline trust: A case of Ekaterinburg, Russian Federation. *Journal of Internet Banking and Commerce*, *22*, 1-59.

Bruns, I. (2018). Perceived authenticity and trust in social media-driven influencer marketing and their influence on intentions-to-buy of 18-24-year-olds in Ireland. *Unpublished Master's Thesis).* Dublin Business School, Ireland.

Chadijah, & Mayasari, I. (2020). Analisis Brand Resonance: Studi Pada Restoran Martabak Puas. Tesis Terpublikasi.

Dabas, Swati, Sharma, S., & Manaktola, K. (2021).Adoption of digital marketing tools in inde- pendent businesses: experiences of restaurant entrepreneurs in India and United Kingdom. *Worldwide Hospitality and Tourism Themes, 13*(2), 214–35. doi: 10.1108/whatt-09-2020-0120.

Dharmayana, I. M. A., and Gede B. Rahanatha. (2017). Pengaruh Brand Equity, Brand Trust, Brand

Preference, dan Kepuasan Konsumen terhadap Niat Membeli Kembali. *E-Jurnal Manajemen Universitas Udayana*, vol. 6, no. 4.

Duman, T., et al. (2017). "The role of affective factors on brand resonance: Measuring customer- based brand equity for the Sarajevo brand." Journal of Destination Marketing & Management.

Erdem T, Swait J (2014). Brand Credibility, Brand Consideration, and Choice. Journal of Consumer Research, 311 (1), 191-198.

Erdogmus, I., & Budeyri-Turan, I. (2012). The role of personality congruence, perceived quality and prestige on ready-to-wear brand loyalty. Journal of Fashion Marketing and Management, 16, 399- 417.

Eslami, Sara. 2020. The effect of brand experience on brand equity and brand loyalty through the mediating role of brand awareness, brand image and perceived quality. Archives of Pharmacy Practice, 11(S1), 98- 104.

Febriane, R., Wibowo, W., & Agrippina, Y. R. (2023). The Influences of Perceived Credibility and Consumer Attitude Towards Purchase Intention of Some by Mi's YouTube User Generated Content. In Advances in Economics, Business and Management Research. Atlantis Press International BV.

Ferdinand, Augusty. 2014. Metode Penelitian Manajemen. BP Universitas Diponegoro. Semarang.

Ghozali, Imam. 2018. Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro: Semarang.

Ginting, Robby Abigail Martinus (2022) *Pengaruh Trustworthiness dan Perceived Quality pada Brand Credibility dan Dampaknya pada Customer Loyalty Konsumen Produk Minyak Kemiri.* Ringkasan Skripsi thesis, STIE YKPN.

Hapsari, B. C. and S. R. Tri Astuti, "PENGARUH KERAGAMAN PRODUK DAN PROMOSI PENJUALAN TERHADAP MINAT BELI ULANG DI TOKO ONLINE LAZADA DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL INTERVENING," *Diponegoro Journal of Management*, vol. 11, no. 2.

Haq, M.I.U., Khaliq Alvi, A., Somroo, M.A., Akhtar, N. and Ahmed, A. (2022), "Relationship of brand credibility and brand loyalty: the mediating effects of attitude toward brand", *Journal of Economic and Administrative Sciences*, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/JEAS-08-2021-0142.

Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., & Rangaswamy, A., et al. (2010). The Impact of New Media on Customer Relationships. Journal of Service Research.

Hirschmann, R. (2018). *Share of Respondents Who Indicated They Were Most Interested to See the Following Beauty Products as Part of a Collaboration with A Celebrity, as of November 2018.* Statista, City. https://doi.org/10.2991/978-94-6463-076-3.

Irshad, M., Ahmad, M.S. and Malik, O.F. (2020). *Understanding consumers' trust in social media marketing environment.* International Journal of Retail & Distribution Management, Vol. 48 No. 11, pp. 1195-1212. https://doi.org/10.1108/IJRDM-07-2019-0225.

Keller, Kevin L. 2013. Strategic Brand Management; Building, Measuring, and Managing Brand Equity. Fourth Edition Harlow, English: Pearson Education Inc.

Kim, J. H., & Song, H. (2022, May 3). The influence of perceived credibility on purchase intention via competence and authenticity. *International Journal of Hospitality Management, 90*(2), 102617.

Kim, J.-H., Youn, H., & Rao, Y. (2017). Customer responses to food-related attributes in ethnic restaurants. *International Journal of Hospitality Management, 61*, 129–139. https://doi.org/10.1016/j.ijhm.2016.11.00.

Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management, 28*(1), 144–156. https://doi.org/10.1016/j.ijhm.2008.06.010.

Kusuma, Alvin, Universitas Pelita, Harapan Dewi, Surya Wuisan, (2021) 'Effect of Brand Credibility To Word of Mouth Via Customer Satisfaction and Customer Loyalty At Hypermart Cyberpark Karawaci', Jurnal Ilmu Manajemen, 18.1.

Laddawan Lekmat & Christopher Selvarajah & Chandana Hewege, 2018. "Relationship between Market Orientation, Entrepreneurial Orientation, and Firm Performance in Thai SMEs: The Mediating Role of Marketing Capabilities," International Journal of Business and Economics, School of Management Development, Feng Chia University, Taichung, Taiwan, vol. 17(3), pages 213-237.

Lim, Young-shin, Brandon Van Der Heide (2015). *Evaluating the Wisdom of Strangers: The Perceived Credibility of Online Consumer Reviews on Yelp.* Journal of Computer-Mediated Communication, Volume 20, Issue 1, Pages 67–82, https://doi.org/10.1111/jcc4.12093.

Loanata, T., & Tileng, K. G. (2016). Pengaruh Trust dan Perceived Risk pada Intention To Use Menggunakan Technology Acceptance Model (Studi Kasus Pada Situs E-Commerce Traveloka). Juisi, 2(1), 1–10. https://journal.uc.ac.id/index.php/JUISI/article/view/117/110.

Lorence, V., & Fuady, I. (2023). PENGARUH PERCIEVED CREDIBILTY OF CONSUMERS, PERCIEVED IMAGES OF CONSUMERS, DAN CONSUMER'S TRUST DALAM SOCIAL MEDIA MARKETING TERHADAP MINAT BELI PRODUK KECANTIKAN. *Jurnal Manajemen Pemasaran*, *17*(1), 11-16. https://doi.org/10.9744/jmp.17.1.11-16.

LOVA, Tina Kurnia and RAHARJO, Susilo Toto (20 June 2023), *PENGARUH SOCIAL MEDIA MARKETING DAN BRAND EXPERIENCE TERHADAP PURCHASE DECISION KONSUMEN PADA PRODUK KOSMETIK DAN BRAND TRUST SEBAGAI MEDIATOR (Studi pada Konsumen Somethinc). Tesis Universitas Diponogoro.*

Mariati Tirta Wiyata, Elisya Pramana Putri & Ce Gunawan. (2020). Pengaruh Customer Experience, Ease of Use, dan Customer Trust Terhadap Repurchase Intention Konsumen Situs Jual Beli Online Shopee. *Cakrawala Repositori IMWI.* 3(1), 11-21.

Maura, Nadya Desna (2022) Analisis Pengaruh Brand Experience dan Brand Innovation Terhadap Brand Loyalty dengan Brand Trust sebagai Variabel Mediasi pada Pelanggan Grace and Glow di Surabaya. Undergraduate thesis, Universitas Dinamika.

Megawati, Puspa Leni, and Jumiatul Mulya. (2019). *The Effect of Brand Resonance Towards Brand Loyalty of Smartphone Users in Indonesia: The Mediating Roles of Brand Satisfaction and Brand*. International Journal of Innovation, Creativity and Change. Volume 5, Issue 6.

Mehrabian, A., & Russell, J. A. (1974). An Approach to Environmental Psychology. Massachussets: MIT Press.

Muñoz, C. L., & Wood, N. T. (2015). Update status: The state of social media marketing curriculum. *Journal of Marketing Education, 37*(2), 88–103. https://doi.org/10.1177/0273475315586596.

Naufal, Muhammad Najmuddin and Dr. Moechammad Nasir, SE., M.M. (2022) *Analisis Pengaruh Brand Resonance Dan Brand Credibility Terhadap Brand Loyalty Yamaha Lexi Di Kota Surakarta.* Thesis, Universitas Muhammadiyah Surakarta.

Nur Megawati, N.S. (2019) "Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Minat Pembelian Pada Online Shop (Studi Kasus: Pelanggan Online Shop Lazada Pada Mahasiswa Feb Unila)", skripsi. Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Lampung.

Panigrahi, SK, Azizan, NAB, & Al Shamsi, IR (2021). Product Innovation, Customer Satisfaction, and Brand Loyalty of Using Smartphones Among University Students: PLS–SEM Approach. Indian Journal of Marketing, 51(1), 8-25.

Rabiah, Arbi Siti dan Jeffry. (2022). Faktor-Faktor Yang Mempengaruhi Brand Loyalty Pada Smartphone Realme di Jakarta. *Jurnal Ekonomi dan Bisnis (E-QIEN).* 10(1), 336-341.

Rahmi, E. D. &Aditya, S. (2017). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil dan Menengah (UMKM), di Kelurahan Malaka Sari, Duren Sawit. Jurnal Pemberdayaan Masyarakat Madani, 1 - 17.

Ramadhanayanti, Dwi Apriza, Gita Novianti Suliawan, Meta Limesa, Ina Agustini Murwani. (2022). *The Impact of Founder's Perceived Credibility in Social Media on Customer-Brand Engagement to Improve Customer Satisfaction and Brand Loyalty in Indonesian Fashion SMEs.* Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 5, No 2. 9134-9147.

Raut, U. R., Pawar, P. A., Brito, P. Q., & Sisodia, G. S. 2019. Mediating model of brand equity and its application. Spanish Journal of Marketing – ESIC. 23(2):295–318.

Rebelo, M. F. (2017). How influencers' credibility on Instagram is perceived by consumers and its impact on purchase intention. Journal Institucional da Universidade Católica Portuguesa.

Riadi, Edi. (2016). Statistika Penelitian (Analisis Manual dan IBM SPSS). Edisi 1. Yogyakarta: ANDI.

Seyeoin Hong & Matthew Pittman. (2019). *E-WOM anatomy of online product reviews: interaction effects of review number, valence, and star ratings on perceived credibility.* International Journal of

Advertising The Review of Marketing Communications. Volume 39, 2020 - Issue 7.

Solimun, Achmad, Adji. R. F, Nurjannah. 2017. Metode Statistika Multivariat Pemodelan Persamaan Struktural (SEM) Pendekatan WarpPLS. Malang: UB Press.

Sugiyono. (2014). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Suriyadi, Florencia Irena. (2021). Pengaruh Perceived Information Quality, Dan Endorser Credibility Terhadap Purchase Intention Dengan Brand Trust Sebagai Variabel Intervening; Produk Scarlett Whitening. *Jurnal Strategi Pemasaran*. 8(2), 1-15.

Umeogu. B. (2012). Source Credibility: A Philosophical Analysis. Open Journal of Philosophy 2012. Vol. 2, No. 2, 112-115.

Upamannyu, Nischay K. et al. 2015. The Effect of Customer Trust on Customer Loyalty and Repurchase Intention: The Moderating Influence of Perceived CSR, International Journal of Research in IT, Management and Engineering, Vol. 5: 1-30.

Vivian Lorence, Ikhsan Fuady, Pengaruh Percieved Credibilty Of Consumers, Percieved Images Of Consumers, Dan Consumer's Trust Dalam Social Media Marketing Terhadap Minat Beli Produk Kecantikan, Jurnal Manajemen Pemasaran, Vol. 17, No. 1, April 2023, 11—16 doi: https://doi.org/10.9744/pemasaran.17.1.11-16 p-ISSN 1907-235X / e-ISSN 2597-615X.

Wibisono, H. D., & Khasanah, I. (2022). Analisis Pengaruh Brand Experience Terhadap Brand Loyalty Dengan Brand Resonance dan Brand Reputation Sebagai Variabel Intervening. *JURNAL STUDI MANAJEMEN ORGANISASI, 17*(2), 27-38. https://doi.org/10.14710/jsmo.v17i2.39177.

Wischhover, C. (2018, September 18). "Natural" beauty products are huge now because of a fear of chemicals. Vox. https://www.vox.com/the-goods/2018/9/18/17866150/natural-clean-beauty-products-feinstein-cosmetics-bill-fda.

Yudiasbisma, Djodi Pratama dan Achmad Manshur Ali. (2019). *Analysis of The Factors Forming The Brand Equity in an Accredited A College in The City of Bandung and Its Influence on Brand Image*. e-Proceeding of Management: Vol.6, No.1. Page 82.

Yulianti and Keni. (2021). *Source Credibility, Perceived Quality, and Attitude Towards Brand as Predictor on Purchase Intention of Local Beauty Products.* Proceedings of the tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021). Atlantis-press. DOI: 10.2991/aebmr.k.220501.074.

Zainab, Siti, Novie Handajani, and Hendrata Wibisana. 2020. "Analysis and Mapping of Changes in Salinity Concentration Influence by Acidity Value in Kwanyar Coastal, Bangkalan Madura District." 2020:127–32. doi: 10.11594/nstp.2020.0519.