

The Influence Of Customer Reviews, Customer Trust, And Customer Experience On Facetology Sunscreen Customer Loyalty In Generation Z

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Abstract

Research aim : Examination determine effect customer review, customer trust, and customer experience on sunscreen facetology customer loyalty in generation Z.

Design/Method/Approach : Using a quantitative approach and type of causality analysis. The total sample used was 100 respondents with purposive sampling technique. Data analysis was carried out by classical assumption test, multiple linear regression test, coefficient of determination, and hypothesis testing using IBM SPSS Statistics 22 program.

Research Finding : Partially customer review variable, customer trust does not significant effect on customer loyalty, while customer experience variable effect on customer loyalty. Customer review, customer trust, and customer experience simultaneously affect facetology sunscreen customer loyalty in generation Z.

Theoretical contribution/Originality : Customer loyalty occurs when individuals are accustomed to purchasing products provided and often interacts and makes purchases within a certain period of time, while remaining loyal to all offers from the company.

Practitioner/Policy implication : Examination facetology sunscreen products through shopee in maintaining and increasing customer loyalty.

Research limitation : This research examines strategies for customer loyalty with a focus on customer reviews, customer trust, and customer experience for Facetology sunscreen products for generation Z in Nganjuk Regency through Shopee.

Keywords : Customer review, customer trust, customer experience, customer loyalty.

1. Introduction

The development of increasingly advanced internet technology in various fields such as information and communication, has many benefits and positive impacts. One of the areas significantly affected is the business sector. Indonesia is one of important factors in developing the digital business [1]. This is an opportunity to build a marketplace, a marketplace is a digital platform that connects sellers with buyers online, and provides a place to promote products, and conduct transactions online [2]. Facilities in the marketplace in the form of easy payment processes, delivery estimates, products according to categories, and attractive features greatly support shopping activities [3]. According to [4], one of the many businesses that utilizes the potential of e-commerce through the implementation of the digital market segment is Shopee. Where Shopee ranks first with 250 million visitors as well as the most frequently used application for online shopping activities, and ranks first in the appstore and playstore rankings

in 2023. In addition, Shopee offers convenience through access that only uses a smartphone and is supported by simple payment methods through mobile banking or cash on delivery features (COD) [5]. Based on the developments that have occurred, it is very influential without exception in the field of the cosmetics industry. The cosmetics industry in Indonesia has a fast development path, currently beauty and good looks are something that every woman and man, especially generation Z, always crave by relying on skincare sunscreen products.

Grounded in the results of market research sourced from <https://markethac.id/>, it was found that the best-selling Sunscreen product in 2024 is Facetology Sunscreen products with the highest percentage of 14.29% of the 10 Sunscreen brands that are in great demand in Indonesia. Of a pre-survey researchers, that customers who have bought Sunscreen Facetology products tend to prefer to make purchases through Shopee with a percentage of 58.3%, at Tiktokshop 38.9%, and Mini market 2.8%. Online shopping activities currently occur continuously, if needs are met, consumers are likely to feel satisfied and will make repeat purchases in the future, making customers loyal [6]. However, feelings of loyalty in customers cannot be built in a short time, customers must get experiences and feelings of satisfaction in accordance with expectations, so that customers will be loyal and make purchases again.

Customer loyalty is an individual who regularly purchases the products offered and often interacts or makes purchases within a certain time span, by always faithfully following all offers from the company [7]. In addition, loyalty from customers is obtained because the company is able to provide good service, thus creating satisfaction and a positive image [8]. According to [9], loyalty is embedded in consumer thinking because it has a positive attitude towards the brand, the desire to buy products or services repeatedly, and even recommend them to others. Loyalty divided into 6 stages, namely suspect, prospect, customer, client, advocates, partners [10]. While customer loyalty factors include satisfaction, trust, emotional branding, and history with the company [11]. Every company is required to maintain customer loyalty, this is done in order to benefit while maintaining the company's survival [12]. The higher customer loyalty will encourage an increase in sales of Facetology sunscreen products. This is in line with previously completed "The Effect of Customer Experience and Service Quality on Consumer Loyalty of Ratu Cosmetics Store Pasuruan City" [13]. Experience partially affects the level of consumer loyalty, when the higher the positive customer experience felt by consumers, the higher the increasing in consumer. Customer loyalty is considered, because loyal customers can help businesses build and understand customer preferences, habits and needs.

Reviews a source of assessment a product where reviews are given after purchasing products from customers [14]. Customer review is an evaluation in the form of product reviews given by consumers about their experience buying products on marketplace sites and is considered credible because it contains the experiences of consumers who really feel the product [15]. Consumer confidence in buying the desired item increases when customer reviews are supported by pictures and video tutorials on how to use and package the product [16]. Based on previous research, customer reviews have a significant impact on Shopee customer loyalty in Ciayumajakuning [17]. Through reviews, consumers can share their experiences about the products they have bought and used. The relationship between customer review variables and customer loyalty forms a hypothesis that customer reviews that are widely available on various Shopee platforms are the main source of information that helps Generation Z in assessing Facetology sunscreen products. Positive reviews can increase the perception of value and satisfaction with the product, which then has an impact on increasing customer loyalty. By paying attention and responding to consumer reviews, companies are able to build stronger relationships with consumers and create better experiences in the future.

In addition to customer reviews, online customer trust important consumers [18]. Customer trust is a form of trust that a person will get what is expected in an exchange partner [7]. Consumer trust includes the main foundation in creating long-term relationships with consumers. Strong trust will encourage consumers, remain loyal the brand. Based on previous research, it was found that customer trust has a positive effect on customer loyalty in using Tokopedia in Batam [19]. Meanwhile, the results of other studies show that customer trust does not show a significant effect on customer loyalty for Shopee application users [20]. The results of these two studies show that for some customers trust does not affect customer loyalty. While for others remains a factor in customer loyalty. The relationship between customer trust variables and customer loyalty forms the hypothesis that customer trust in a brand is the foundation for building a strong relationship between consumers and companies. If consumers believe that the products they use are safe, effective, and live up to their claims, they are more likely to continue using and recommending the product and customers will be loyal.

Apart from customer review and customer trust, customer experience also influences customer loyalty. Customer experience is an overall picture of consumer interactions and perceptions of a product throughout the relationship cycle between seller and buyer [21]. Customer experience is also defined as direct or indirect subjective reactions or feelings towards the company and its relationship with the product [22]. Consumers can experience shopping through Shopee with various conveniences. If consumers are not satisfied with a product, then consumers are unlikely to make a repurchase. Results of previous, customer experience positive beauty brand customer loyalty on the Tiktok platform [23], while other studies state no have a significant relationship with Ella Skin Care customer loyalty [24]. This shows that there are differences in consumer responses to consumer experience. Some consumers prefer to buy products based on the experience of buying cosmetic products, while some consumers directly buy products without any prior experience. The relationship between customer experience variables and customer loyalty forms the hypothesis that customer experience felt by consumers in every interaction with a product, starting from purchasing, using the product, to after-sales service, can positively strengthen consumer emotions and connections to the product and ultimately encourage loyalty.

The difference between previous research lies in the variables used, the variables used by previous researchers used customer satisfaction, service quality and brand trust, while researchers used customer review variables, customer trust, and customer experience. Another distinguishes object of research, previous research used the object of Ella Skin Care at Gentan Branch [24], other studies used the object Ratu Cosmetics Store Pasuruan City [13], the researcher used the object Facetology sunscreen on generation Z at Shopee.

The relationship between customer review, customer trust, and customer experience towards customer loyalty form a hypothesis that has a close relationship. Simultaneously, all three are believed to be able to provide a stronger and more comprehensive influence on customer decisions to remain loyal to a product. Positive and consistent reviews not only provide an overview of product quality, but also become one of the triggers for the formation of customer trust. When customers read positive experiences from other consumers, they will feel more confident that the product is safe, quality, and reliable. This formed trust can then strengthen the consumer experience when they begin to interact directly with the product. So this study has the aim of analyzing review variables, customer trust, customer the level of loyalty partially or simultaneously Facetology sunscreen products in generation Z.

1.1. Statement of Problem

The main issue in this analysis is how customer reviews, customer trust, and customer experience affect Facetology sunscreen customer loyalty among Generation Z. Generation Z increasingly relies on online information, including reviews from other consumers, to shop. In addition, trust and positive experiences gained from previous interactions with the product can also influence their attitude towards loyalty. Dynamics of these three factors and Facetology sunscreen products has not been widely studied, especially in age groups that have different consumption habits and preferences. Therefore, this study aims to determine the influence of customer reviews, customer trust, and customer experience can contribute to increasing Facetology sunscreen customer loyalty in generation Z.

1.2. Research Objectives

Established on the statement, to analyze the effect on the variables of customer review, customer trust, and customer experience customer loyalty partially Facetology sunscreen products in generation Z. As well as to analyze review, customer trust, and customer experience simultaneously Facetology sunscreen products in generation Z.

2. Method

This analysis uses a quantitative strategy because it can produce data in the form of measurable numbers and allows for objective and large-scale analysis. In addition, the results of quantitative research tend to be more precise and can be easily retested by other researchers, considering that the methods used are standard and systematic. The research sources of information is primary data. Research technique used is causality associative research, which of explaining two or more variables which include the relationship between independent and dependent variables. The population in this study focused on all Generation Z consumers in Nganjuk Regency who had purchased Facetology sunscreen products at least twice. The selection of this criterion was based on the consideration that a purchase made only once does not sufficiently reflect the consumer's experience with the product as a whole, because it is most likely only an initial trial. Meanwhile, consumers who have purchased the product at least twice show indications of satisfaction and a tendency to become loyal customers.

The sampling technique in this study used Nonprobability sampling, where this sampling provides an equal opportunity for each member to be selected as a sample member. So the sampling method used by the researcher is Purposive sampling because of the flexibility in selecting respondents and researchers can adjust the selection criteria according to the research objectives. Specific criteria in this study include respondents aged 12-27 years, respondents are male and female, and have purchased Facetology sunscreen products at least 2 times. The number of samples used was 100 respondents based on the sampling technique using the lemeshow formula because the population in Nganjuk Regency is not yet known for sure. The Lemeshow Formula can be explained as follows:

$$n = \frac{b^2 1 - a / 2 p(1 - p)}{a^2}$$

Description:

n = Number of Samples

Z = z score at 95% confidence = 1.96

P = maximum estimate = 0.5

d = alpha (α) 0.01 or sampling error = 10%

By applying the formula above, the number of samples can be calculated as follows:

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,04 = 100$$

The researcher decided to take a sample of 100 respondents, with the condition that the sample size should not be less than the specified minimum limit. This is done so that calculation results with a larger sample will produce more accurate data. This study used a questionnaire instrument distributed using Google Form media and distributed to respondents via WhatsApp using a linkert scale. After data collection, validity and reliability tests were using IBM SPSS Statistics 22 software.

3. Results and Discussion

Results

3.1 Classical Assumption Testing

3.1.1 Normality Test

The normality test is used independent dependent variable are normally distributed or not.

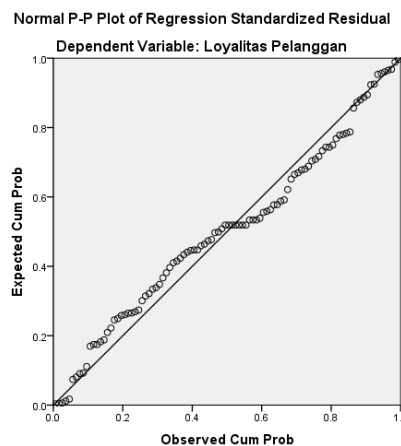


Figure 1. Probability Plot Result

Source: SPSS output data, 2024

A Probability Plot can be used to assess normality, if the data points align closely with the diagonal line, it indicates that all variables are normally distributed.

3.1.2 Multicollinearity Test

This examination is conducted to assess whether the independent variables in the regression model exhibit any correlation.

Table 1. Multicollinearity Result

Coefficients ^a	
Model	Collinearity Statistics

		Tolera nce	VIF
1	Customer Review	.599	1.668
	Customer Trust	.430	2.324
	Customer Experience	.495	2.019

Source: SPSS output data, 2024

The tolerance value on the customer review variable tolerance 0,599, customer trust 0,430, and customer experience 0,495 is greater than 0,10. While the VIF valuee on the customer review variable is 1.668, customer trust is 2.324, dan customer experience is 2.019 < dari 10. So multicollinearity does not occur multicollinearity.

3.1.3 Heteroscedasticity Test

Strives to identify if there is an uneven variance in the residuals across various observations.

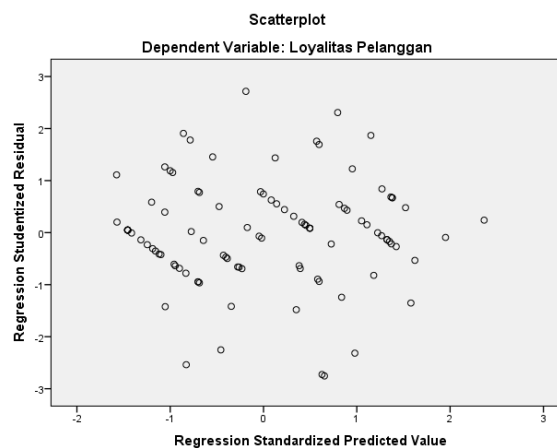


Figure 2. Heteroscedasticity Result

Source: SPSS output data, 2024

The results of the heteroscedasticity test demonstrate that the distribution is random and lacks any particular pattern. Consequently, it can be inferred that the regression model does not exhibit heteroscedasticity.

3.2 Multiple Linear Regression Analysis

The following are the results:

Table 2. Multiple Linear Regression Result

		Coefficients ^a		T	Sig.
Model		Unstandardized Coefficients	Standardiz ed Coefficients		
		B	Std. Error Beta		
1	(Constant)	.288	2.162	.133	.894

Customer Review	.064	.054	.094	1.178	.242
Customer Trust	.087	.087	.094	1.002	.319
Customer Experience	.476	.062	.673	7.694	.000

Source: SPSS output data, 2024

Below are the results of the multiple linear regression analysis:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

$$= 0.288 + 0.064x_1 + 0.087x_2 + 0.476x_3 + e$$

The following explanation applies to the data's outcomes:

- The value is 0,228, when independent variable (customer review, customer trust, customer experience) is assumed to 0, the dependent variable (customer loyalty) 0,288.
- The coefficient β_1 on (X1) is 0,064 indicating that, assuming customer trust (X2) and customer experience (X3) are constant, every one unit of customer review the value of customer loyalty by 0,064.
- The coefficient β_2 on (X2) of 0,087 indicates that, assuming customer review (X1) and customer experience (X3) are constant, then each increase in customer trust by one unit will increase the value of customer loyalty by 0,087.
- The coefficient β_3 on (X3) of 0,476 indicates that assuming customer review (X1) and customer trust (X2) are constant, each increase in customer experience customer loyalty by 0,476.

The conclusion of the above is that the customer review variable (X1) has a positive effect on customer loyalty, so that an increase in (X1) will cause a decrease in customer loyalty (Y) of 0,064. The customer trust (X2) variable has a positive influence on customer loyalty (Y) but is relatively small at 0,087. Meanwhile, the customer experience variable (X3) has a relatively large positive effect on customer loyalty (Y) of 0,476.

3.3 Test Coefficient of Determination (Adjusted R^2)

Examining the magnitude of the coefficient of determination (Adjusted R^2) is a useful way to see how the independent variable affects the dependent variable. The adjusted $R^2 < 1$ and $0 < 1$ is the coefficient of determination.

Table 3. Coefficient of Determination Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.637	.625	1.162

Source: SPSS output data, 2024

Based on the results of the coefficient of determination test, the Adjusted R Square result is 0,625 or 62,5%. So that by 62.5%, while the other 37.5% is explained by other variables not examined in the study.

3.4 Hypothesis Testing

3.4.1 T-Test (Partial Test)

Based on the foundation for decision making, H_a is rejected if $t_{count} < t_{table}$ H_0 . At the same time, H_a is allowed if $t_{count} > t_{table}$ H_0 .

Table 4. Partial Test Result

Coefficients ^a			
Model		T	Sig.
1	(Constant)	0.133	0.894
	Customer Review	1.178	0.242
	Customer Trust	1.002	0.319
	Customer Experience	7.694	0

Source: SPSS output data, 2024

- Customer review variable (X1), obtained a significance value of $0.242 > 0,05$ with $t_{count} 1.178 < t_{table} 1.984$, then H_0 is accepted, H_a is rejected. So it is concluded that customer review does not have a significant influence on Facetology sunscreen customer loyalty.
- Customer trust variable (X2), obtained a significance value of $0,319 > 0.05$ with $t_{count} 1.002 < t_{table} 1.984$, so H_0 is accepted, then H_a is rejected. So it can be concluded that customer trust does not have a significant influence on Facetology sunscreen customer loyalty.
- Customer experience variable (X3), obtained a significance value of $0,000 < 0.05$ with $t_{count} 7.694 > t_{table} 1.984$. Consequently, H_a is accepted after H_0 is rejected. Thus, it can be said that customer loyalty to Facetology sunscreen is somewhat influenced by the customer experience.

3.4.2 F-Test (Simultaneous Test)

The results of the simultaneous test or F-test are in the table below:

Table 5. Simultaneous Test Result

ANOVA ^a					
Model		Sum of Squares	Df	Mean Square	F
1	Regression	227.082	3	75.694	56.040
	Residual	129.668	96	1.351	
	Total	356.750	99		

Source: SPSS output data, 2024

The aforementioned F-test findings show that the probability value of significance is $0,000 < 0,05$. This study's F-Table is 2.70. The table's F-Test yields results that are $56.040 > 2,70$. The findings then indicate that the likelihood value is lower. and the F_{count} value is higher than the significance value and F_{table} . It may be inferred that consumer loyalty to Facetology sunscreen is significantly impacted by the factors of customer review, customer trust, and customer experience all at once.

Discussion

The following is an explanation of each variable:

1. The Effect of Customer Review on Sunscreen Facetology Customer Loyalty

This study examines the variable of customer loyalty to Facetology sunscreen. H_0 is approved and H_a is denied based on the results of a significance value of $0,242 > 0,05$,

with $tcount\ 1.178 < ttable\ 1.984$. This indicates that the customer review variable has no discernible or partial impact on the loyalty of Facetology sunscreen customers.

In contrast to previous research that consumer reviews have a significant influence on customer loyalty of Shopee Ciayumajakuning users [17]. Also, it is not in accordance with the theory that customer review is an evaluation in the form of product reviews given by consumers regarding their experience buying products on marketplace sites and is considered credible because it contains the true consumer experience of the product [15]. This difference occurs because not all consumers respond to reviews the same way. Although customer reviews are often considered as a source of information that is considered to influence customer loyalty, on the other hand, it can be influenced by other aspects that vary. So that customer reviews have not fully played in increasing and for Facetology sunscreen products.

2. The Effect of Customer Trust on Sunscreen Facetology Customer Loyalty

Customer loyalty to Facetology sunscreen is not significantly impacted by the study's variable. H_0 is accepted and H_a is rejected, as demonstrated by the findings of the significance value of $0,319 > 0,05$, with $tcount\ 1.002 < ttable\ 1.984$. This indicates that there is no discernible or substantial impact on the loyalty of Facetology sunscreen customers. Demonstrate that client loyalty declines and that consumer trust in Facetology sunscreen is maintained.

The analyze obtained previous that consumer trust still not show partial of Shopee application users [20]. It differs from other studies, though, which found that consumer loyalty to Tokopedia in Batam is positively and significantly impacted by customer trust [19]. In addition, it is not in line with the theory that states that customers are a form of belief that someone will be able to find what is expected in their exchange partners [7]. Consumer not necessarily the main with consumers, high trust not fully able to encourage consumers to make repeated purchases, provide positive recommendations, and remain loyal the brand.

3. The Effect of Customer Experience on Sunscreen Facetology Customer Loyalty

The customer loyalty of Facetology sunscreen is significantly impacted by this study. H_0 is rejected while H_a is approved based on the results of a significance value of $0.000000 > 0.005$, with $tcount\ 7.694 < ttable\ 1.984$. This indicates that there is a rather noteworthy impact of the consumer loyalty to Facetology sunscreen is influenced by the consumer trust variable. According to this, a pleasant customer experience has a significant impact on customer loyalty since it fosters a positive environment and forges a close relationship between customers and products, both of which increase the possibility that customers will stick around.

This research is inversely proportional to previous research that customer experience has no significant effect on Ella Skin Care customer loyalty [24]. However, in accordance with previous research which explains that consumer experience has an effect on the loyalty of beauty brand customers on the Tiktok platform [23]. Accordance with the theory which explains that customer experience refers to the overall interaction and perception of customers towards a product during the entire cycle of their relationship [21]. This illustrates that some generation Z in Nganjuk Regency have a high perception of the of Facetology sunscreen products. A positive perception of the product purchase experience indicates that consumers feel interested and comfortable with the product based on consumer experience. Therefore, consumer important role in increasing and maintaining customer loyalty.

4. The Effect of Customer Review, Customer Trust, and Customer Experience on Facetology Customer Loyalty

Customer loyalty is significantly impacted by customer reviews, customer trust, and customer experience all at the same time, according to the analysis's F-test significance value of $0.00000 < \text{the significance threshold of } 0.05$, or 5%. With a coefficient of determination (Adjusted R Square) of 0.625, the three independent variables account for 62.5% of customer loyalty, with additional factors not included in the study accounting for the remaining 37.5%. In light of this, Facetology sunscreen was created to satisfy the demands of sunscreen product users, particularly members of generation Z in Nganjuk Regency who buy products on Shopee. This influence arises from the positive experiences experienced by consumers the theory of customer loyalty, explaining that someone who has become accustomed to buying promoted products and interacting frequently over a period of time, remains loyal to following all company offerings [7].

4. Conclusion

Facetology sunscreen client loyalty in generation Z is based on customer reviews, customer trust, and customer experience. According to the results, the variable has no discernible impact on Facetology sunscreen among Generation Z. This occurs as a result of different consumer reactions to reviews. Although customer reviews are often considered a source of information that can influence customer loyalty, on the other hand, it can be influenced by other factors that vary. The results of other findings explain that the variable of customer trust partially also has no influence on Facetology sunscreen customer loyalty in generation Z. This shows that consumer trust is not necessarily the main foundation in building long-term relationships with consumers, and high trust is not fully able to encourage consumers repeated purchases, provide positive recommendations, and remain loyal product.

In the meantime, generation Z customers' loyalty to Facetology sunscreen is significantly impacted by the experience variable. This shows how certain members of Generation Z in Nganjuk Regency have a positive opinion of Facetology sunscreen products as consumers. A favorable opinion of the Facetology sunscreen product buying experience indicates that customers are intrigued and at ease using the brand. Consequently, customer experience plays a significant part in fostering and preserving client loyalty. The variables of customer review, customer trust, and customer experience simultaneously impact customer loyalty of Facetology sunscreen in generation Z, with a significant value of $0.0000 < 0.05$.

This research opens up further opportunities, especially in the same field of study. This study only uses a questionnaire method and is limited to the environment in Nganjuk Regency, for further research the sample used can be wider in order to produce more accurate research. The results showed compared to customer reviews, and customer trust in Facetology sunscreen products purchased through shopee. Therefore, it is hoped that the company can maintain the customer experience that has been felt to be in accordance with consumer expectations and increase customer review and customer trust for customer consideration to become loyal.

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