

ANTECEDENTS AND CONSEQUENCES OF CUSTOMER EXPERIENCE IN SKINCARE PRODUCTS



^{1*}John David Daniel Hutasoit, ²Kurniawati, ³Yolanda Masnita

*Magister of Management, Faculty of Economics and Business,
Universitas Trisakti- Indonesia*

e-mail:

^{1*}johndavidh0710@gmail.com

²kurniawati@trisakti.ac.id

³yolandamasnita@trisakti.ac.id

ABSTRACT

This study aims to identify and measure the extent to which employee empathy, communication with staff, and transaction convenience influence the formation of brand love and brand loyalty. The unit of analysis for this research is the users or consumers of skincare products. The research method applied in this study is quantitative. Data were collected through questionnaires distributed to users of skincare products from various brands. The results indicate a positive impact of transaction convenience on customer experience, a positive effect of customer experience on brand love, and a positive influence of brand love on brand loyalty. Managers should focus on staff openness, expectation management, inventory, and improvement processes, as well as product return processes, expectation adjustments, and loyalty programs.

Keywords: *Employee Empathy; Communication; Transaction Convenience; Brand Love; Brand Loyalty*

Received : 02-08-2024

Revised : 03-02-2025

Approved : 11-02-2025

Published : 01-03-2025



©2025 Copyright : Authors

Published by): Program Studi Manajemen, Universitas Nusa Cendana, Kupang – Indonesia.

This is an open access article under license:

CC BY (<https://creativecommons.org/licenses/by/4.0/>)

INTRODUCTION

The beauty industry in Indonesia is experiencing rapid growth, with the number of companies increasing from 913 in 2022 to 1,010 by mid-2023, representing a growth rate of 21.9%. Cumulatively, from January to November 2023, the value of exports for beauty products such as cosmetics, perfumes, and skincare reached 770.8 million USD (Limanseto, 2023). The skincare sector is among the highest in demand compared to other beauty products, with a consistent increase in demand from 2010 to 2023 (Layna & Hidayat, 2023). Additionally, the target consumer base in the skincare industry has expanded to include not only women but also men and children (Chin & Harizan, 2017).

The growing target audience has intensified competition in the skincare business, making it crucial for companies to understand consumer behavior. This requires companies to develop strategies based on consumer insights to effectively navigate competition and build strong relationships with customers, fostering emotional connections that lead to brand love and, consequently, brand loyalty (Ayuningsih & Maftukhah, 2020). Conversely, companies lacking effective strategies risk falling behind in the competitive landscape (Ningrat & Yasa, 2019).

In response to competitors, researchers and business practitioners are increasingly focusing on the concept of brand love, recognizing that customer loyalty and meaningful brand relationships cannot solely depend on customer satisfaction and preferences (Palusuk et al., 2019). Instead, brand love has emerged as a critical factor in nurturing and maintaining meaningful relationships between customers and brands (Carroll & Ahuvia, 2006). Given the significance of brand love in marketing theory and practice, researchers have examined its determinants, such as trust, brand authenticity, and brand identification, and its outcomes, including loyalty, advocacy, and repeat purchases (Albert & Merunka, 2013; Carroll & Ahuvia, 2006). Achieving brand love and customer loyalty are key objectives of effective marketing strategies. It is well established that attaining customer brand love and loyalty leads to automatic benefits for the company (Fetscherin et al., 2014). According to Fetscherin et al. (2014), brand loyalty occurs when consumers have a positive attitude towards a brand and consistently repurchase its products. Repeat purchasing is a component of customer loyalty, which fundamentally starts from a consumer's affection for a particular brand. Brand love is an important marketing concept for establishing long-term, sustainable relationships between consumers and brands (Kohli et al., 2014).

Several factors influence the creation of brand love and brand loyalty, including employee empathy, communication with staff, and transaction convenience. Building brand love and customer loyalty depends on the relationship between the product, the customer and the company. These three relationships will influence each other to be able to build brand love and customer loyalty. Therefore, this study aims to explore several aspects, including: First, investigating how employee empathy affects positive customer experience. Next, evaluating how communication with staff influences customer experience. Additionally, examining how transaction convenience affects customer experience. The study will then analyze the relationship between customer experience and brand love. Finally, it will assess how brand love impacts brand loyalty.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Hofstede's Cultural Dimensions Theory

Hofstede's Cultural Dimensions Theory, specifically the Power Distance Belief (PDB), suggests that customers' beliefs or orientations toward power distance can influence their perceptions or expectations regarding the roles and behaviors of service employees. This, in turn, affects how employee empathy impacts customer emotional reactions (Choi et al., 2024). Individuals with high PDB typically endorse hierarchy and inequality, whereas those with low PDB lean toward equality and the absence of hierarchy (Lee et al., 2020). Clearly, individuals with high PDB often advocate for a hierarchical social structure and consider respect for this hierarchy as a fundamental virtue (Jain & Jain, 2018). More Specifically, people living in the societies with high power distance are reluctant to express opinions different from their authorities or bosses, belief that these on top of the power hierarchy make autocratic decisions, and accept this reality (Zemojtel-Piotrowska & Piotrowski, 2023).

Transaction Convenience

Transaction convenience refers to the positive experience consumers perceive from the efficiency of the transaction process (Anggara et al., 2022). The positive impact is that consumers feel a good experience with the time efficiency caused by the transaction process (Anggara et al., 2022). On the other hand, negative impact is an inconvenience in processing transactions which will cause a bad experience for consumers (Anggara et al., 2022). Therefore, transaction convenience concerns the time and effort felt by consumers to complete transactions (Izquierdo-Yusta et al., 2014).

Employee Empathy

Employee empathy is defined as the level of understanding and empathy employees have towards customers' needs (Choi et al., 2024). Employee empathy also defined as "frontline employees' ability to understand the feelings or perspective of others" (Ngo et al., 2020), plays a crucial role in creating and delivering positive customer experiences. Thus, companies should devise a well-structured training program for service employees to perform authentic and sincere services rather than focusing exclusively on making profits (Choi et al., 2024).

Communication with Staff

Communication with staff involves creating harmonious relationships between staff and customers by providing accurate information about services or products (Anggara et al., 2022). Other research has also investigated the importance of communication with the staff in influencing customer experience in stores (Berezan et al., 2013). Well-trained staff not only provide correct information but also respond to consumer questions and concerns with empathy.

Customer Experience

Customer experience encompasses the sensations and knowledge gained, which are automatically stored in consumers' memories (Anggara et al., 2022). Customer experience is one of the main differentiators to attract customers and excel from the competitors (Bustamante & Rubio, 2017). In skincare, the consumer experience starts with the emotional sensations and knowledge acquired through various interactions with store elements, including service, product displays and arrangement, and the overall store environment. All these factors contribute to a positive experience. So companies in

various sector concerned about bringing a positive experience for their customers (Theopilus et al., 2021).

Brand Love

Brand love is viewed as a profound emotional attachment that consumers feel towards a skincare brand. It reflects a long-term relationship between consumers and the brand (Joshi & Garg, 2020). Consumers who have a sense of love for a brand have several characteristics, namely, feeling enthusiastic about owning the brand, consumers feeling attached to the brand, wanting to convey their love for the brand, and consumers tend to give positive responses and evaluations of the brand (Anggara et al., 2022). Thus, the customer experience must be built properly so that it can make consumers have a sense of love for the brand (Anggara et al., 2022).

Brand Loyalty

Brand loyalty is the positive feeling and behavioral tendency of a consumer to engage with a brand and trigger brand loyalty (Khalid et al., 2024). Brand loyalty is also a promise to continue to buy certain products and remain loyal to that brand under any circumstances (Yosef, 2017). Thus, brand loyalty refers to the level of customer attachment to a brand, so that customers will continue to use the product, even though they are faced with many offers from competitors (Ellitan, 2023).

Communication with Staff and Customer Experience

Positive engagement with staff can create a sense of comfort and confidence in customers during their store visits (Anggara et al., 2022). When customers feel valued, their experience is more satisfying. A positive shopping environment and staff interactions can enhance skincare shopping satisfaction. Employees should be friendly, responsive, and proactive in meeting customer needs. This, in turn, enhances the customer experience and builds their loyalty to the store. Thus, the first hypothesis in this study is:

H1: Communication with Staff positively affects Customer Experience

Transaction Convenience and Customer Experience

Time efficiency in faster, barrier-free transactions can enhance customer loyalty toward a service or product (Anggara et al., 2022). Simplified skincare services, aided by streamlined transaction processes, lead to a better shopping experience. For instance, payment convenience through QR Codes can enhance the payment process (Boden et al., 2020). Such conveniences create new experiences for customers, and online payment ease via QRIS is an example (Dimas et al., 2023). Thus, the second hypothesis in this study is:

H2: Transaction Convenience positively affects Customer Experience

Employee Empathy and Customer Experience

Employee empathy is defined as the ability of frontline employees to understand others' feelings or perspectives (Ngo et al., 2020), playing a crucial role in creating and delivering positive customer experiences. Customer experience emphasizes the critical role of frontline service providers in shaping their perceptions of a service brand (Choi et al., 2024). Employees who exhibit high empathy will enhance customer satisfaction and loyalty to the company. Thus, the third hypothesis in this study is:

H3: Employee Empathy positively affects Customer Experience

Customer Experience and Brand Loyalty

The impact of customer satisfaction will materialize in brand loyalty to the related product (Aiftama & Nasir, 2023). One factor influencing customer satisfaction is customer experience, which fosters repeat purchases and creates loyal customers to the product (Meesala & Paul, 2018). Skincare brands that create a pleasant and satisfying atmosphere during store visits will benefit from increased customer loyalty. Customers who have a positive experience interactions with a specific skincare brand in-store will be more likely to choose and reuse the brand (Anggara et al., 2022). Loyal skincare consumers are willing to pay significantly more to keep getting the same product (Anggara et al., 2022). Thus, the fourth hypothesis in this study is:

H4: Customer Experience positively affects Brand Loyalty

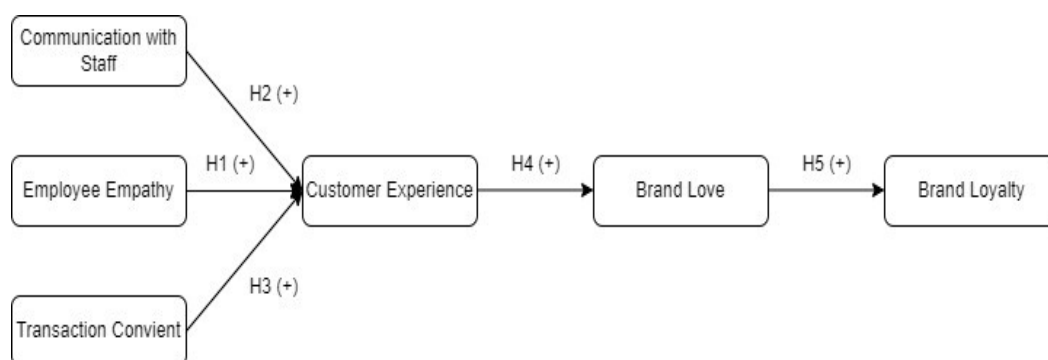
Brand Love and Brand Loyalty

Brand loyalty is formed because of regularity in buying, thus creating brand love (Wibowo & Yasri, 2023). In the skincare industry, where many products offer similar benefits, brand differentiation is key to building loyalty. Feelings arise because of a positive experience in using the brand, which has been done repeatedly (Wibowo & Yasri, 2023). Consumer behavior in repurchasing as a form of loyalty to a skincare brand results from the strong impact of the brand (Anggara et al., 2022). Brand love enhances positive feelings and behavioral tendencies, such as consumer engagement leading to brand loyalty (Zhang et al., 2020). When consumers have developed a relationship with a brand, their love for it can drive them to buy more and expect more from the brand, ultimately increasing brand loyalty (Shaikh et al., 2019). Thus, the fifth hypothesis in this study is:

H5: Brand Love positively affects Brand Loyalty

Research Framework

To achieve the loyalty of a consumer, it is necessary to have a consumer's brand love for a product driven by a pleasant customer experience, a pleasant experience obtained from good communication services from staff, empathy provided and good transactions from consumers for a company's products, which can be seen in Figure 1.



Source : Data Analyzed, 2024

Figure 1
Research Framework

METHOD

One of the method of good research is researchers effectively report their sampling techniques, ensuring greater methodological clarity and rigor in quantitative studies (Memon et al., 2025). The approach used to study the population and sample is quantitative. For sampling, this research utilizes purposive sampling. Purposive sampling

is a cornerstone of business and management research, as it enables researchers to collect data that aligns closely with specific parameters, contexts and research objectives (Memon et al., 2025). This research using a sample size ranging from 200 to 400 respondents, all of whom are users of skincare products from various brands. This respondents are exceeding the minimum recommended threshold of 200 participants for structural equation modeling (SEM) to ensure statistical power and reliability (Memon et al., 2025). Variable measurements are obtained from some indicators which can be seen in Table 1.

Tabel 1
Measurement of Variables

Variable	Indicator	Code
Communication with Staff	Staff are very polite in communicating with consumers	CS1
	Staff are good at communicating with consumers so they don't feel forced to buy products	CS2
	Staff are always willing to help consumers	CS3
Employee Empathy	The service employees give customers individual attention	EE1
	The service employees deal with customers in a caring fashion	EE2
	The service employees have the customer best interest at heart	EE3
	The service employees understand the needs of their customers	EE4
Transaction Convenient	The store provides various payment services, both cash and e-money	TC1
	The store provides a return policy facility for goods that have been purchased	TC2
	The store provides information about offers, promotions and others during transactions	TC3
Customer Experience	Consumer experience with various elements in the store according to consumer expectations	CE1
	Consumers have an interesting experience when they come to stores	CE2
	The experience of using products makes consumers happy	CE3
Brand Love	Consumers like brand products	BV1
	Product from this brand have a good quality	BV2
	Consumers love products more than other brands	BV3
Brand Loyalty	Consumers plan to repurchase products from the brand in the future	BL1
	Brand will be the main choice of consumers in the future	BL2
	Consumers are less likely to buy products from other brands if this brand is still available	BL3
	Consumers will recommend brand to others	BL4

Source : Data Analyzed, 2024

RESULTS AND DISCUSSION

Data Analysis

The researcher distributed 336 questionnaires, of which 324 responses were used for data analysis. The remaining questionnaires could not be processed because they did not meet the requirements and there were several incomplete entries. Respondent criteria were selected based on respondents who had made purchases and used skincare products within a certain period of time which can be seen in Table 2.

Table 2
Sample Criteria

Criteria	Frequency	Percentage
Brand Purchases in Last 3 Months		
2 to 3 times	196	60.5
4 to 5 times	108	33.3
> 7 times	20	6.2
Skincare Brands Used		
Skintific	45	13.9
Wardah	32	9.9
Somethinc	22	6.8
Emina	19	5.9
Ms glow	20	6.2
Npure	6	1.9
Hanasui	5	1.5
Originote	12	3.7
Avoskin	4	1.2
Nivea	6	1.9
Cosrx	5	1.5
Vaselin	3	0.9
Bioaqua	3	0.9
Kahf	14	4.3
Madame Gie	4	1.2
Garnier	7	2.2
Deviena	2	0.6
Glad2glow	5	1.5
Make Over	7	2.2
Azarine	8	2.5
Scarlett	11	3.4
Lainnya	84	25.9

Source: SPSS, 2024

The results in Table 2 indicate that the majority of respondents made skincare brand purchases 2-3 times in the last three months, with 196 respondents accounting for 60.5% of the total. The most frequently used skincare brand was Skintific, with 45 respondents, representing over 13.9%.

After knowing the sample criteria, the next data processing is in the form of sample characteristics which can be seen in Table 3.

Table 3
Sample Characteristics

Characteristics	Frequency	Percentage
Gender		
Female	273	84.3%
Male	51	15.7%
Age		
17 - 25 years	162	50.0%
26 - 35 years	121	37.3%
36 - 45 years	23	7.1%
> 46 years	18	5.6%
Education Level		
High School	101	31.2%
Diploma	44	13.6%
Bachelor's Degree	149	46.0%
Postgraduate Degree	30	9.3%
Occupation		
Student	192	31.5%
Private Sector Employee	98	30.2%
Civil Servant	48	10.8%
Entrepreneur	35	7.56%
State-Owned Enterprise Employee	25	7.7%
Housewife	16	4.9%
Income or Allowance		
< 1.000.000 IDR	60	18.5%
1.000.000 - 2.000.000 IDR	50	15.4%
3.000.000 - 4.000.000 IDR	92	28.4%
> 5.000.000 IDR	122	37.7%

Source: SPSS, 2024

Table 3 explains that the average respondent is female with 273 people, 84.3%. For the age of respondents aged 17-25 years with 162 people, 50.0%. The average respondent also has an education level at bachelor's degree with 149 people, 46.0%. For the average occupation of respondents as students with 192 people, 31.5%. For respondent's income or allowance > 5,000,000 IDR with 122 people, 37.7%.

Validity and Reliability Testing

A valid instrument means that the tools to measure the data is valid (Fitriyanto et al., 2019). Reliability strongly refers to a definition that if an instrument is reliable enough to collect the data because it is proper, it means that whenever it is used it will produce the same result (Arikunto, 2010). Sample in this study was shared to 336 respondents, but 12 of these were excluded because they didn't meet the criteria for this research. Therefore, 324 respondents met the criteria were included in the data processing.

Descriptive Statistics

Descriptive analysis is a form of research data analysis to test the generalization of research results based on one sample (Nasution, 2017).

Table 4
Validity Testing, Reliability Testing, and Descriptive Statistics of Research Variables

Indicator	Validity Testing		Reliability Testing		Descriptive Statistics	
	Factor Loading	Conclusion	Cronbach Alpha	Conclusion	Mean	Std. Deviation
Communication with Staff						
CS1	0.705	Valid	0.837	Reliable	4.086	0.866
CS2	0.498	Valid			4.117	0.795
CS3	0.648	Valid			4.130	0.838
Average					4.111	
Employee Emphaty						
EE1	0.773	Valid	0.659	Reliable	4.034	0.932
EE2	0.687	Valid			3.975	0.817
EE3	0.716	Valid			3.932	0.898
EE4	0.830	Valid			4.067	0.898
Average					4.002	
Transaction Convient						
TC1	0.557	Valid	0.590	Reliable	4.330	0.813
TC2	0.503	Valid			4.000	0.947
TC3	0.690	Valid			4.191	0.829
Average					4.174	
Customer Experience						
CE1	0.694	Valid	0.754	Reliabel	4.185	0.867
CE2	0.718	Valid			4.154	0.810
CE3	0.720	Valid			4.271	0.802
Average					4.203	
Brand Love						
BV1	0.709	Valid	0.773	Reliabel	4.342	0.760
BV2	0.682	Valid			4.314	0.758
BV3	0.689	Valid			4.308	0.819
Average					4.321	
Brand Loyalty						
BL1	0.706	Valid	0.727	Reliabel	4.345	0.766
BL2	0.655	Valid			4.151	0.805
BL3	0.490	Valid			3.956	0.962
BL4	0.700	Valid			4.166	0.874
Average					4.155	

Source: SPSS & AMOS, 2024

In table 4, it can be seen that with the results of the analysis of validity testing, reliability testing, and descriptive statistics, all variable indicators are valid, reliable and can be continued for testing research hypotheses.

Goodness of Fit Test

Uji goodness of fit dari model statistik menggambarkan seberapa cocok model tersebut terhadap serangkaian pengamatan (Maryam et al., 2022). Indeks goodness of fit meringkas perbedaan antara nilai yang diamati dan nilai yang diharapkan dalam model statistik (Maryam et al., 2022). Statistik goodness of fit adalah indeks goodness of fit dengan distribusi sampling yang diketahui, biasanya diperoleh dengan menggunakan metode asimtotik yang digunakan dalam pengujian hipotesis statistik (Maydeu-olivares & Forero, 2010).

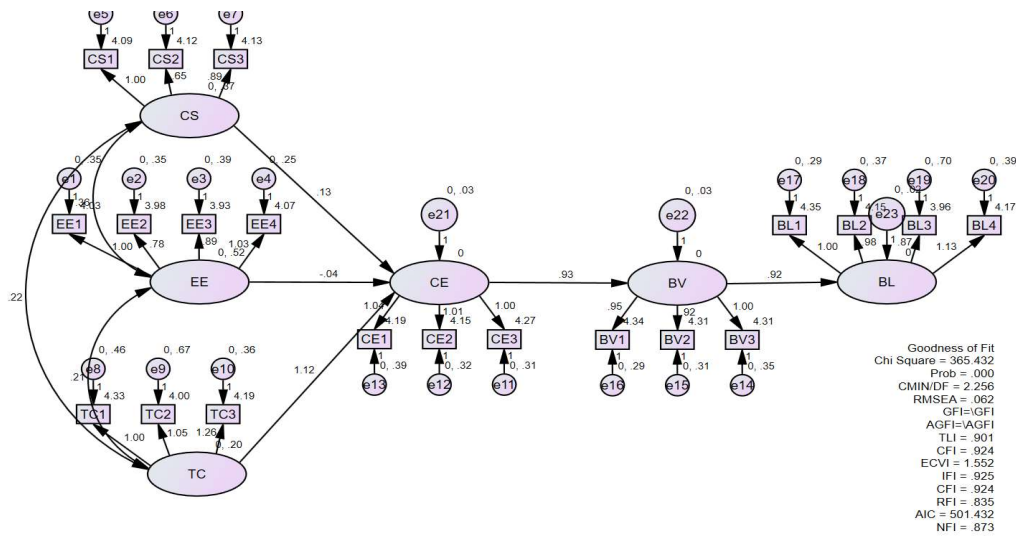
Tabel 5
Goodness of Fit Test

Type Measurement	Measurement	Value	Recommended acceptance limit	Conclusion
Absolute fit measure	ECVI	1.552	closer to saturated value than independent	Goodness of Fit
	RMSEA	0.062	≤ 0,1	Goodness of Fit
Incremental fit measure	IFI	0.925	≥ 0,90	Goodness of Fit
	NFI	0.873	≥ 0,90	Marginal of Fit
	TLI	0.901	≥ 0,90	Goodness of Fit
	CFI	0.924	≥ 0,90	Goodness of Fit
	RFI	0,835	≥0,90	Marginal of Fit
Parsimonius fit measure	CMIN/DF	2.256	Lower limit 1, upper limit 5	Goodness of Fit
	AIC	501.432	closer to saturated value than independent	Goodness of Fit

Source: Data processing using AMOS, 2024

Based on the results, among the 8 tested fit indices, several criteria met or nearly met the goodness of fit requirements, including ECVI, RMSEA, IFI, TLI, CFI, CMIN/DF, and AIC, indicating that the research can proceed.

Figure 2 shows the conceptual framework of the research conducted by connecting several interrelated variables so that the relationship between each variable will be known.



Source : AMOS, 2024

Figure 2
Structural Equating Modelling

Hypothesis Testing and Discussion

Hypothesis testing is a method for testing a claim or hypothesis about a parameter in a population, using data measured in a sample (Poletiek, 2013). By conducting a hypothesis test, a researcher can certainly answer questions by stating rejection or acceptance of the hypothesis (Anuraga et al., 2021).

Table 6
Hypotesis Testing

	Hypothesis	Estimate	P	Conclusion
H1	Communication with Staff have a positive effect on Customer Experience	0.133	0.575	Unsupported
H2	Employee Emphaty have a positive effect on Customer Experience	-0.044	0.681	Unsupported
H3	Transaction Convenient has a positive effect on Customer Experience	1.120	0.000	Supported
H4	Customer Experience have a postive effect on Brand Love	0.933	0.000	Supported
H5	Brand Love have a positive effect on Brand Loyalty	0.924	0.000	Supported

Source : Data Processed, 2024

Hypothesis 1

The analysis shows an estimation coefficient of 0.133, indicating that an increase in communication with staff is associated with an increase in customer experience, and vice versa. However, the p-value of 0.575 (greater than 0.000) suggests that these results are inconsistent with the theory and indicate that the Communication with Staff have no a positive effect on Customer Experience.

Hypothesis 2

The analysis reveals an estimation coefficient of -0.044, suggesting that an increase in employee empathy actually decreases customer experience, and vice versa. The negative coefficient contradicts the theory, indicating that the hypothesis claiming a positive effect of employee empathy on customer experience is not supported.

Hypothesis 3

The analysis shows an estimation coefficient of 1.12, meaning that an increase in transaction convenience enhances customer experience, and vice versa. With a p-value of 0.000, which is less than 0.05, so Transaction Convenient have a positive effect on Customer Experience.

Hypothesis 4

The analysis reveals an estimation coefficient of 0.933, indicating that an increase in customer experience is positively related to an increase in brand love, and vice versa. With a p-value of 0.000, which is less than 0.05, so Customer Experience have a positive effect on Brand Love.

Hypothesis 5

The analysis shows an estimation coefficient of 0.924, meaning that an increase in brand love positively influences brand loyalty, and vice versa. With a p-value of 0.000, which is less than 0.05, so Brand Love have a positive effect on Brand Loyalty.

CONCLUSION AND SUGGESTION

Based on the research and analysis presented, it can be concluded that transaction convenience has a positive effect on customer experience. Additionally, customer experience positively impacts brand love, and brand love, in turn, positively influences brand loyalty. This indicates that when skincare users experience ease in payment processes, quick service, and product accessibility, it leads to customer satisfaction and fosters long-term relationships between customers and the skincare brand. However, no positive effect was found between communication with staff and employee empathy on customer experience. Recently, consumers have increasingly relied on social media and information rather than direct communication (Zygiaris et al., 2022). Employee empathy does not universally affect customer experience; sometimes, technological focus leads to diminished importance of employee empathy, replacing interactions with more empathetic employees (Ranieri et al., 2024).

For future research, it is recommended to expand the respondent base beyond the skincare context to apply findings to other service settings involving substantial customer contact (Choi et al., 2024). From a managerial perspective, attention should be given to improving communication with staff by being more open and informative rather than forceful when providing skincare information. Managers should also focus on enhancing employee empathy by showing greater concern for customers, such as offering skincare product trials as an attractive option. For transaction convenience, managers need to address product returns if there are mismatches with customer expectations, replacing them with other products or offering alternative options. Managers should focus on aligning expectations with customer desires, including requesting information from customers as part of the customer experience variable. For brand love, continuous product improvement, addressing side effects, and releasing new models can be pursued.

To foster brand loyalty, managers might consider implementing customer loyalty points, expanding brand membership lists, or introducing other loyalty reward programs.

REFERENCES

- Afiftama, I., & Nasir, M. (2023). The Effect of Brand Image, Brand Trust and Customer Experience on Brand Loyalty. *Jurnal Ilmiah Manajemen Kesatuan*, 12, 191-202.
- Albert, N., & Merunka, D. (2013). The Role of Brand Love in Consumer Brand Relationships. *Journal of Consumer Marketing*.
<https://doi.org/10.1108/07363761311328928>.
- Anggara, A. K. D., Ratnasari, R. T., & Osman, I. (2022). How store attribute affects customer experience, brand love and brand loyalty. *Journal of Islamic Marketing*, 14(11), 2980–3006. <https://doi.org/10.1108/JIMA-01-2022-0002>.
- Anuraga, G., Indrasetianingsih, A., Athoillah, M. (2021). Pelatihan Pengujian Hipotesis Statistika Dasar dengan Software R. *Jurnal BUDIMAS*, 3(2).
- Arikunto, S. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Arsyad, A. (2015). *Media Pembelajaran*. Jakarta: PT RajaGrafindo Persada.
- Ayuningsih, F., & Maftukhah, I. (2020). The Influence of Product Knowledge, Brand Image, and Brand Love on Purchase Decision through Word of Mouth. *Management Analysis Journal*, 9(4). DOI 10.15294/maj.v9i4.40796
- Bahadur, W., Aziz, S., & Zulfiqar, S. (2018). Effect of Employee Empathy on Customer Satisfaction and Loyalty During Employee Customer Interactions: The Mediating Role of Customer Affective Commitment and Perceived Service Quality. *Cogent Business and Management*, 5(1), 1–21.
<https://doi.org/10.1080/23311975.2018.1491780>.
- Berezan, O., Carola, R., Tanford, S., Kim, Y.S. (2013). Evaluating Loyalty Constructs Among Hotel Reward Program Members Using eWOM”, *Journal of Hospitality and Tourism Research*, 37(4), 1-28.
- Boden, J., Maier, E., & Wilken, R. (2020). The Effect of Credit Card Versus Mobile Payment on Convenience and Consumers’ Willingness to Pay. *Journal of Retailing and Consumer Services*.
- Bustamante, J. C., & Rubio, N. (2017). Measuring Customer Experience in Physical Retail Environments. *Journal of Service Management*, 28(5), 884-913. doi: 10.1108/josm-06-2016-0142.
- Carroll, B. A. and Ahuvia, A.C. (2006), Some Antecedents and Outcomes of Brand Love. *Marketing Letters*, 17(2), 79-90.
- Chin, T. K., & Harizan, S. H. M. (2017). Factors Influencing Consumers’ Purchase Intention of Cosmetic Products in Malaysia. *International Journal of Business and Innovation*, 3(1), 1-15.
- Choi, L., Kim, M. R., & Kim, S. (2024). The Role of Employee Empathy in Forming Brand Love: Customer Delight and Gratitude as Mediators and Power Distance Belief as a Moderator. *Journal of Service Management*, 35(3), 381–407.
<https://doi.org/10.1108/JOSM-09-2023-0391>.
- Dimas, F. A., Wisnalmawati, & Istanto, Y. (2023). Pengaruh Perceived Transaction Convenience dan Perceived Risk Terhadap Behavioural Intention Dimediasi Oleh Personal Innovativeness. *Jurnal Muhammadiyah Manajemen Bisnis*, 4(2), 47.
<https://doi.org/10.24853/jmmb.4.2.47-54>.
- Ellitan, L. (2023). Increasing Brand Loyalty Through Brand Image, Brand Love and Brand Experience. *International Journal of Multidisciplinary Research and Publications*,

- 6, 220-224.
- Fetscherin, M., Boulanger, M., Souki, G. Q., & Goncalves Filho, C. (2014). The Effect of Product Category on Consumer Brand Relationships. *The Journal of Product and Brand Management*, 23(2), 78–89.
<https://doi.org/https://doi.org/10.1108/JPBM-05-2013-0310>
- Fitriyanto, J. N., Widjanarko, D., Khumaedi, M. (2019). Validity and Reliability Test of Assesment Instrument of the Suitability of Electric Power Steering Media. *Journal of Vocational Career Education*, 4(1), 61-69.
- Jain, S. S. and Jain, S. P. (2018), Power Distance Belief and Preference for Transparency”, *Journal of Business Research*, 89, 135-142. doi: 10.1016/j.jbusres.2018.04.016.
- Joshi, R., & Garg, P. (2020). Role of Brand Experience in Shaping Brand Love. *International Journal of Consumer Studies*, 28(2), 200-215.
- Khalid, A., Awan, R. A., Ali, R., & Sarmad, I. (2024). The Antecedent Cognitions of Brand Love and Its Impact on Brand Loyalty: the Moderating Role of Sustainability Marketing. *Corporate Governance (Bingley)*, 24(3), 609–626.
<https://doi.org/10.1108/CG-06-2023-0230>.
- Kohli, G. S., Melewar, T. C., Yen, D. A. (2014). Investigating the Strategic Marketing Significance of Brand Love in Developing and Nurturing Consumer Brand Relationships via Film Branding: A Brandscape Perspective. *The Marketing Review*, 14(4), 382-404.
- Izquierdo-Yusta, A., Martínez-Ruiz, M. P., Alvarez-Herranz, A. (2014), What Differentiates Internet Shoppers from Internet Surfers?, *The Service Industries Journal*, 34(6), 530-549.
- Layna, I. A., & Hidayat, A. (2023). The Role of Brand Love in Mediating the Effect of Brand Experience on Brand Loyalty and Willingness to Pay for Green Skincare Products in Indonesia. *Journal of Economics, Management and Trade*, 29(10), 50-58 DOI: 10.9734/jemt/2023/v29i101141 .
- Lee, H., Lalwani, A. K., Wang, J. J. (2020), Price No Object!: The Impact of Power Distance Belief on Consumers’ Price Sensitivity, *Journal of Marketing*, 84(6), 113-129. doi: 10.1177/ 0022242920929718.
- Limanseto, H. (2023). Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy. *Kemenko Perekonomian*.
<https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspor-dan-turut-mendukung-penguatan-blue-economy>.
- Maryam, U., Somayasa, W., Ruslan., Gubu, L., Jufra. (2022). Estimasi Parameter dan Uji Goodness of Fit untuk Data Biner Berpasangan. *Jurnal Matematika, Komputasi dan Statistika*, 2(1).
- Maydeu-olivares, A., & Forero, C. G. (2010). Goodness of Fit Testing. *International Encyclopedia of Education*, 7, 190–196. <https://doi.org/10.1016/B978-0-08-044894-7.01333-6>.
- Meesala, A., & Paul, J. (2018). Service Quality, Consumer Satisfaction and Loyalty in Hospitals: Thinking for the Future. *Journal of Retailing and Consumer Services*, 40(14), 261–269. <https://doi.org/10.1016/j.jretconser.2016.10.011>.
- Memon, M. A., Thurasamy, R., Ting, H., Cheah, J. (2025). Purposive Sampling: A Review and Guidelines for Quantitative Research. *Journal of Applied Structural Equation Modeling*, 9(1).
- Nasution, L.M. (2017). Statistik Deskriptif. *Jurnal Hikmah*, 14(1).

- Ningrat, S. & Yasa, N. K. (2019). The Effect of Advertising and Celebrity Endorsement on Purchase Intention with Brand Awareness as Intervening Variable. *American Journal of Humanities and Social Sciences Research*, 3(10), 221-231.
- Ngo, L. V., Nguyen, T. N. Q., Tran, N. T., & Paramita, W. (2020). It Takes Two to Tango: the Role of Customer Empathy and Resources to Improve the Efficacy of Frontline Employee Empathy. *Journal of Retailing and Consumer Services*, 56.
- Palusuk, N., Koles, B., & Hasan, R. (2019). All You Need is Nrand Love: a Critical Review and Comprehensive Conceptual Framework for Brand Love. *Journal of Marketing Management*. <https://doi.org/10.1080/0267257X.2019.1572025>.
- Poletiek, F. H. (2013). *Hypothesis-Testing Behaviour*. Psychology Press.
- Ranieri, A., Bernardo, I. D., Mele, C. (2024). Serving Customers Through Chatbots: Positive and Negative Effects on Customer Experience, 34(2), 2055-6225. DOI 10.1108/JSTP-01-2023-0015
- Shaikh, A. S. H., Bhutto, M., Rani, F., Samo, F., & Bhutto, T. (2019). Young Buyers: Shopping Enjoyment and Obsessive-Compulsive Buying. *Young*, 11, 129-139.
- Sugiyono. 2014. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Theopilus Y., Yogasara, T., Theresia C., Ardine, D. (2021). Customer Experience Analysis of Cosmetics Retail Store on Millennial Women, 13, 29-45.
- Wibowo, A.R & Yasri. 2023. The Influence Of Brand Love On Brand Loyalty Through Self Esteem And Susceptibility To Normative Influence As Moderation Variables To Consumers Iphone Product Users In Padang City. *Jurnal Manuhara :Pusat Penelitian Ilmu Manajemen dan Bisnis* 1(4), 181-197.
- Yosef, A. S.. (2017). Pengaruh Brand Association, Brand Loyalty, Brand Awareness, dan Brand Image terhadap Brand Equity pada Brand Happy Baby.
- Zhang, S., Peng, M. Y. P., Peng, Y., Zhang, Y., Ren, G., & Chen, C. C. (2020). Expressive Brand Relationship, Brand Love, and Brand Loyalty for Tablet pcs: Building a Sustainable Brand. *Frontiers in Psychology*, 11.
- Zygiaris, S., Hameed, Z., Alsubaie, M. A., Rehman S. U. (2022). Service Quality and Customer Satisfaction in the Post Pandemic World: A Study of Saudi Auto Care Industry, 13. <https://doi.org/10.3389/fpsyg.2022.842141>