

The Influence of Beauty Influencers, Brand Image, and Price on Customer Loyalty for OMG Cosmetic Products in Surabaya

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Abstract

The rapid digital transformation in Indonesia has fundamentally shifted social media into a primary source of brand information, significantly impacting the competitive local cosmetic industry. Despite high sales volumes, brands like OMG (Oh My Glam) face challenges with high brand-switching behavior and rising consumer vigilance regarding product safety. This study aims to analyze the influence of Beauty Influencers, Brand Image, and Price on the Customer Loyalty of OMG cosmetic products in Surabaya. Using a quantitative approach, data were collected from 100 respondents through questionnaires and analyzed using multiple linear regression. The results of the F-test confirm that Beauty Influencers, Brand Image, and Price simultaneously exert a significant positive influence on Customer Loyalty. Partially, the T-test results indicate that each variable has a significant individual impact on loyalty. Beauty influencers build trust through credible recommendations, a positive brand image encourages long-term commitment, and affordable pricing stimulates repeat purchases. The synergy of these three marketing elements is a major determinant of consumer retention in a trend-driven market. This study suggests that brands should maintain beauty influencer credibility, positive brand image and competitive pricing strategies to mitigate external risks and strengthen long-term loyalty in the digital-first era.

INTRODUCTION

The rapid transformation of digital technology has fundamentally shifted social media from a secondary communication tool into a vital element of contemporary consumer life. In early 2025, Indonesia recorded approximately 143 million active social media users, representing 50.2% of the total population, with an average daily usage exceeding three hours. This digital landscape is dominated by female users (51.3%), particularly those aged 18–44, who exhibit a high responsiveness to digital content and online shopping activities (Amalia et al., 2025). Within this environment, social networking sites act as primary sources for obtaining brand information, creating a space where intensive digital interaction shapes consumer purchasing patterns. High responsiveness among this demographic suggests that digital marketing is no longer optional but a necessity for brand survival. Consequently, the synergy between technology and user behavior serves as a foundation for the growth of modern industries in Indonesia.

Parallel to high social media exposure, public awareness regarding self-care and beauty routines has surged significantly. Approximately 75% of consumers now believe that consistent beauty rituals enhance overall well-being and self-confidence. This shift has propelled the local cosmetic industry into a positive growth trend for five consecutive years, with a projected market value of USD 9.17 billion by 2025. However, the proliferation of new brands has intensified market competition, demanding a more organized marketing management approach to achieve organizational targets (Wongkar et al., 2023). In this competitive climate, establishing long-term customer loyalty is a critical strategic position to prevent consumer attrition. As consumption

moves beyond aesthetics toward self-expression, brands must prioritize retention strategies to navigate the increasingly saturated market.

OMG (Oh My Glam), launched by PT Varcos Citra Internasional, has emerged as a formidable player in the e-commerce market since 2021. The brand achieved remarkable success by securing the third-highest sales rank during Ramadan 2024, moving over 459,606 units. To strengthen brand awareness, OMG strategically collaborated with prominent beauty influencers such as Tasya Farasya and participated in high-profile events like the 2025 Indonesia Film Festival (Mumtaza et al., 2024; Layla, 2025). These efforts serve as powerful marketing stimuli that dictate user responses and reinforce the brand's reputation for quality and affordability (Mokoginta & Mokodongan, 2024). Despite these achievements, such as holding a 15.97% market share in Shopee's lipstick category, high sales volume does not inherently guarantee enduring loyalty. Most existing literature on this brand has focused predominantly on brand awareness and initial purchase decisions, leaving a critical gap in understanding how these factors maintain consumer commitment over time. The trend-driven nature of the cosmetic industry often leads to high brand-switching behavior, necessitating a deeper look into consumer commitment.

While influencers and pricing are widely discussed, research examining the simultaneous impact of beauty influencers, brand image, and price on loyalty remains relatively limited. Beauty influencers are viewed as trusted references because they provide direct usage insights and build emotional connections with their audience (Putri et al., 2023). Their credibility has been proven to significantly influence consumer attitudes and trust toward a brand (Immanuel & Bianda., 2021). Nevertheless, consumer vigilance is rising due to BPOM's findings in late 2025, which identified 23 cosmetic products containing hazardous materials. Therefore, a strong brand image and stable pricing strategies are essential to convince consumers to remain loyal despite external risks (Safhiran, 2022; Basalamah et al., 2025). This study addresses the question of how these three marketing stimuli interact to sustain customer retention amidst a volatile market. The novelty of this research lies in its integrated analysis of the OMG brand's loyalty drivers specifically within the Surabaya region, providing a unique empirical context that combines influencer credibility with consumer safety concerns. This study aims to fill the research gap by analyzing how these variables collectively influence customer loyalty for OMG products in Surabaya amidst the digital-first era (Haykal et al., 2025).

METHODS

This study employs an associative quantitative research design to analyze the causal relationship between independent and dependent variables. The research focuses on OMG cosmetic consumers in Surabaya, with a sample size of 100 respondents selected through a non-probability purposive sampling technique. The respondent criteria include females residing in Surabaya who have purchased and used OMG products at least twice within the last six months. Data collection was conducted through a structured online questionnaire developed using a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." The research instrument was tested for validity using Pearson Correlation and for reliability using Cronbach's Alpha to ensure data consistency. Data analysis was performed using Multiple Linear Regression, preceded

by classical assumption tests including normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing involved the F-test for simultaneous effects and the T-test for partial effects, calculated through statistical software to ensure precision in describing the measurements.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Result

Variable	Item	R_{value}	r_{table}	Sig.	Description
Beauty Influencer (X1)	X1.1	0.592	0.196	< 0.01	Valid
	X1.2	0.592	0.196	< 0.01	Valid
	X1.3	0.653	0.196	< 0.01	Valid
	X1.4	0.669	0.196	< 0.01	Valid
	X1.5	0.680	0.196	< 0.01	Valid
	X1.6	0.713	0.196	< 0.01	Valid
Brand Image (X2)	X2.1	0.618	0.196	< 0.01	Valid
	X2.2	0.685	0.196	< 0.01	Valid
	X2.3	0.609	0.196	< 0.01	Valid
	X2.4	0.771	0.196	< 0.01	Valid
	X2.5	0.722	0.196	< 0.01	Valid
	X2.6	0.578	0.196	< 0.01	Valid
Price (X3)	X3.1	0.770	0.196	< 0.01	Valid
	X3.2	0.771	0.196	< 0.01	Valid
	X3.3	0.756	0.196	< 0.01	Valid
	X3.4	0.715	0.196	< 0.01	Valid
Customer Loyalty (Y)	Y1	0.649	0.196	< 0.01	Valid
	Y2	0.601	0.196	< 0.01	Valid
	Y3	0.726	0.196	< 0.01	Valid
	Y4	0.788	0.196	< 0.01	Valid

Source: Processed Data by the Author, 2026

The validity test was conducted to ensure that each statement item in the questionnaire is capable of accurately measuring the research variables. The r_{table} value is determined based on the degree of freedom ($df = N - 2$), resulting in $df = 98$. With $\alpha = .05$, the r_{table} value is .196. As shown in Table 1, all r_{count} values for Beauty Influencer (X1), Brand Image (X2), Price (X3), and Customer Loyalty (Y) range from .578 to .788, exceeding the threshold of .196. Therefore, all items are declared valid.

Reliability Test

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Criteria	Description
Beauty Influencer (X1)	0.726	0.60	Reliable

Brand Image (X2)	0.748	0.60	Reliable
Price (X3)	0.744	0.60	Reliable
Customer Loyalty (Y)	0.634	0.60	Reliable

Source: Processed Data by the Author, 2026

The reliability test aims to measure the consistency of the research instrument when used repeatedly over time. A variable is considered reliable if it yields a Cronbach's Alpha coefficient greater than .60, indicating that the indicators are stable and dependable. The reliability test, measured by Cronbach's Alpha, shows coefficients of .726 for X1, .748 for X2, .744 for X3, and .634 for Y. Since all values are higher than .60, the instrument is confirmed to be stable and dependable for data collection.

Normality Test

Table 3. Normality Test Result One-Sample Kolmogorov-Smirnov Test

		Unstandardize D Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.55794307	
Most Extreme Differences	Absolute	.055	
	Positif	.049	
	Negatif	-.055	
Test Statistic		.055	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.654	
	99% Confidence Interval	Lower Bound	.642
	Upper Bound	.666	

Source: Processed Data by the Author, 2026

The normality test is used to determine whether the independent and dependent variable data are normally distributed. In this study, was used the Kolmogorov-Smirnov method. Data are considered normal if the significance value is $> .05$, and abnormal if it is $< .05$. The normality test using the Kolmogorov-Smirnov method yielded an Asymp. Sig. value of .200. This value is greater than .05, indicating that the research data are normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Result

Variable	Tolerance	VIF	Description
Beauty Influencer	0,448	2.234	No multicollinearity occurs
Brand Image	0,374	2.670	No multicollinearity occurs
Price	0,556	1.797	No multicollinearity occurs

Source: Processed Data by the Author, 2026

The multicollinearity test functions to check whether there is a high correlation between the independent variables within the regression model. A good model should not have any inter-correlation, which is evidenced by a Tolerance value above 0.10 and a VIF value below 10. The multicollinearity test showed Tolerance values above .10 (.448, .374, and .556) and VIF values below 10 (2.234, 2.670, and 1.797), proving no strong correlation between independent variables.

Heteroscedasticity Test

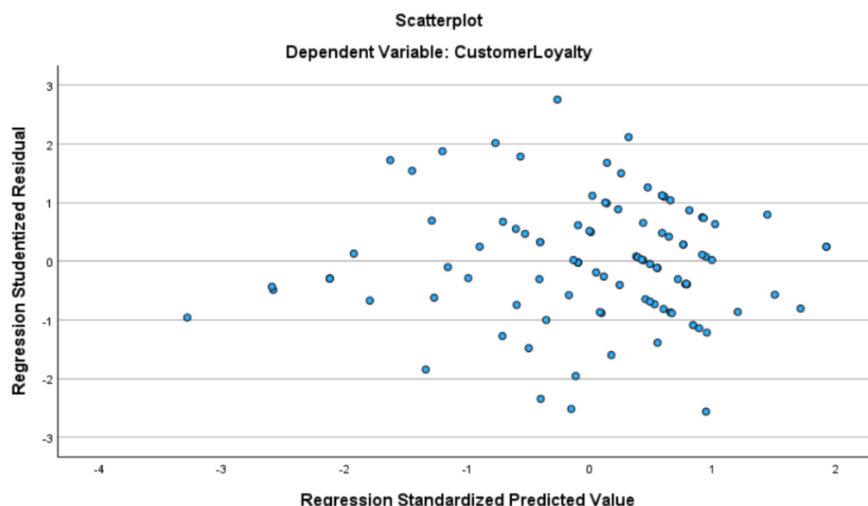


Figure 1. Results of Heteroscedasticity Test with Scatterplot
Source:Processed Data by the Author, 2026

Heteroscedasticity test is required to ensure consistent residual variance in a regression model. Using a scatterplot, the absence of heteroscedasticity is confirmed if points are randomly dispersed above and below number 0 on the Y-axis, forming no specific pattern. The heteroscedasticity test, visualized through a scatterplot, showed data points randomly dispersed above and below the 0 mark on the Y-axis, confirming a consistent residual variance. The multiple linear regression analysis was applied to determine the direction and magnitude of the influence exerted by the independent variables on customer loyalty. Based on the calculated regression coefficients, it is evident that Beauty Influencer (X1), Brand Image (X2), and Price (X3) all contribute positively to the dependent variable that is Customer Loyalty (Y). The resulting equation suggests that any improvement in the quality of beauty influencer, brand image, or pricing strategies will lead to a proportional increase in the loyalty of OMG cosmetic users. This mathematical model provides a clear foundation for understanding how these marketing elements interact to retain customer loyalty in Surabaya

Multiple Linear Regression Analysis Test

Table 5.

Multiple Linear Regression Analysis Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.707	1.330		1.283	.203
Beauty Influencer	.273	.074	.371	3.683	<.001
Brand Image	.186	.076	.271	2.458	.016
Price	.207	.090	.209	2.307	.023

Source: Processed Data by the Author, 2026

A multiple linear regression test was conducted to determine whether two or more independent variables influence a single dependent variable. In this study, the test was conducted to determine how Beauty Influencer (X1), Brand Image (X2), and Price (X3) influence Customer Loyalty (Y). The multiple linear regression analysis was applied to determine the direction and magnitude of the influence exerted by the independent variables on customer loyalty. Based on the calculated regression coefficients, it is evident that Beauty Influencer (X1), Brand Image (X2), and Price (X3) all contribute positively to the dependent variable that is Customer Loyalty (Y). The resulting equation suggests that any improvement in the quality of beauty influencer, brand image, or pricing strategies will lead to a proportional increase in the loyalty of OMG cosmetic users. This mathematical model provides a clear foundation for understanding how these marketing elements interact to retain customer loyalty in Surabaya

F Test (Simultaneous Test)

Table 6. F Test Result (Simultaneous Test Result)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	310.299	3	103.433	41.323	<.001 ^b
Residual	240.291	96	2.503		
Total	550.590	99			

Source: Processed Data by the Author, 2026

The F-test is conducted to verify if all independent variables, when tested together, have a significant impact on the dependent variable. This test confirms the overall goodness-of-fit of the research model in explaining the phenomenon of customer loyalty. The F-test results show a significance value of <0.001, meaning it is less than 0.05, and the calculated F_{value} is 41.323, which is greater than the F_{table} of 2.699. Therefore, it can be concluded that H_0 is rejected and H_1 is accepted. This means that all independent variables (beauty influencer, brand image, and price) together have an influence on the dependent variable (customer loyalty).

t Test (Partial Test)

Table 7. t Test Result (Partial Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.707	1.330		1.283	.203
Beauty Influencer	.273	.074	.371	3.683	<.001
Brand Image	.186	.076	.271	2.458	.016
Price	.207	.090	.209	2.307	.023

Source: Processed Data by the Author, 2026

The T-test is used to determine the individual (partial) influence of Beauty Influencer (X1), Brand Image (X2), and Price (X3) on Customer Loyalty (Y). This test employs a significance level of 0.05. If the significance value is less than 0.05, the variable is considered to have a significant effect on the dependent variable. The partial hypothesis test (T-test) confirms that each independent variable which is Beauty Influencer, Brand Image, and Price has a significant individual impact on Customer Loyalty, which is proven by the t-counts exceeding t-table (1.985) and significance levels (p-values) for all variables being lower than .05.

DISCUSSION

The Simultaneous Influence of Beauty Influencers, Brand Image, and Price on Customer Loyalty

Based on the F-test results, it is evident that the three variables exert a simultaneous influence on customer loyalty. This is proven by an *F*value of 41.323, which exceeds the *F*table of 2.699, and a significance value of < .001, which is lower than .05. These results lead to the conclusion that beauty influencers, brand image, and price simultaneously provide a significant influence on customer loyalty.

The Partial Influence of Beauty Influencers on Customer Loyalty

The hypothesis testing results (H2) in this study indicate that the Beauty Influencer variable (X1) has a significant influence on Customer Loyalty (Y). This is observed in the *t*-test results, where the *t*value of 3.683 is greater than the *t*table of 1.985, and the significance value is < .001, which is lower than .05. Therefore, H2 is accepted, meaning that beauty influencers are proven to have a significant impact on customer loyalty. It can be concluded that the more convincing, informative, and engaging a beauty influencer is in promoting OMG cosmetic products, the more confident consumers become in remaining loyal to the brand. Currently, beauty influencers have become a commonly implemented marketing tactic, particularly in the digital era dominated by social media. Many consumers look for honest reviews, tutorials, or cosmetic product recommendations from beauty influencers. When an influencer provides honest, informative, and relatable reviews during product usage, it can enhance consumer loyalty toward OMG cosmetic products.

This finding is supported by previous research conducted by Novri Gferi Yanti and Nora Piti Nainggolan (2025), titled “The Influence Of Beauty Influencer, Brand Trust, And Brand Image On Customer Loyalty For Skincare Products On E-Commerce Shopee,” which also demonstrated that beauty influencers have a significant influence on customer loyalty.

The Partial Influence of Brand Image on Customer Loyalty

The hypothesis testing results (H3) in this study indicate that the Brand Image variable (X2) has a significant influence on Customer Loyalty (Y). This condition is reflected in the *t*-test results, where the *t*value of 2.458 is greater than the *t*table of 1.985, and the significance value is .016, which is lower than .05. Consequently, H3 is accepted, meaning that brand image is proven to have a significant effect on customer loyalty. It can be concluded that the more positive, strong, and convincing the brand image of OMG cosmetic products, the greater the consumer loyalty toward the brand. Currently, brand image is a crucial component of marketing strategy, particularly in the digital era where consumer knowledge and perceptions are heavily influenced by social media. Many consumers evaluate a product based on its brand reputation, the experiences of other users, and the impression or image built by the company. When the OMG brand is able to project a positive, trustworthy image that aligns with consumer needs, it fosters confidence and reassurance in consumers to continue using the products. Thus, a positive brand image can drive increased customer loyalty toward OMG cosmetic products.

This finding is supported by previous research conducted by Rista Adhalia Fani and Indah Respati Kusumasari (2025), titled “The Influence of Brand Image, Price, and Product Quality on Customer Loyalty to Glad2Glow Products (A Study of Glad2Glow Instagram Followers).” Based on their analysis, it was determined that brand image has a significant influence on customer loyalty.

The Partial Influence of Price on Customer Loyalty

The hypothesis testing results (H4) in this study indicate that the Price variable (X3) has a significant influence on Customer Loyalty (Y). This is observed in the *t*-test results, where the *t*value of 2.307 is greater than the *t*table of 1.985, and the significance value is .023, which is lower than .05. It can be concluded that the more affordable, competitive, and aligned the price is with the quality and benefits provided, the more it will drive consumer loyalty for OMG cosmetic products. Consumers tend to compare price with the perceived quality and benefits before deciding to remain loyal to a product. When the price of OMG products is perceived as reasonable, affordable, and commensurate with the quality received, consumers feel more satisfied and comfortable. This sentiment increases their confidence to consistently purchase and use the products in the long term. Thus, appropriate pricing serves as a crucial element in enhancing customer loyalty toward OMG cosmetic products.

This finding is supported by previous research conducted by Charolina Theresia Reza & Indahwati (2024), titled “The Influence of Brand Trust, Perceived Quality, and Price on Customer Loyalty of Maybelline Cosmetics (A Study on Active Students of the Faculty of Economics and Business, Universitas Wijaya Kusuma Surabaya).” Based on the analysis, it was determined that price has a significant influence on customer loyalty.

The results of this study demonstrate that the combination of digital marketing stimuli—specifically beauty influencers, brand image, and price—is a critical determinant of customer loyalty for OMG products in Surabaya. Beauty Influencer (X1) emerged as the most dominant factor influencing loyalty ($t = 3.683$). This finding aligns with the research by Putri et al. (2023), suggesting that credible influencers like Tasya Farasya do not just drive initial sales but build an emotional bond that encourages repeat purchases. In the context of Surabaya’s digital-first market,

consumers rely heavily on these trusted figures to navigate through the high volume of available options.

Furthermore, Brand Image (X2) shows a significant positive impact ($sig. = .016$), supporting the earlier claims by Immanuel & Bianda (2021) regarding the importance of brand credibility. The success of OMG in positioning itself as a high-quality yet affordable brand has created a "safety net" for consumers. This reputation is particularly vital given the rising consumer vigilance following the recent BPOM (2025) findings on hazardous materials in other cosmetic products. A strong brand image convinces consumers that OMG is a safe and reliable choice, thereby preventing them from switching to competitors.

Lastly, the significant influence of Price (X3) with $t = 2.307$ and $sig. = .023$ confirms that the "price-to-quality" ratio remains a primary driver for retention among price-sensitive segments in Surabaya. This supports Safhiran (2022), who noted that stable pricing strategies are essential for maintaining loyalty in a competitive market. When price is perceived as fair and remains stable, consumers are less likely to be tempted by trial offers from new brands. In conclusion, the integration of these three factors creates a robust retention strategy that allows local brands like OMG to sustain their market share despite the volatility of the digital cosmetic industry.

CONCLUSION

Conclusion

Based on the results of the study and the subsequent discussion, it can be critically concluded that Beauty Influencer (X1), Brand Image (X2), and Price (X3) collectively and individually serve as significant determinants of Customer Loyalty (Y) for OMG cosmetic products in Surabaya. The simultaneous effect, proven by an F value of 41.323 ($sig. < .001$), indicates that a holistic marketing strategy integrating digital persona, brand reputation, and competitive pricing is essential for sustaining market share.

Individually, Beauty Influencer ($t = 3.683$) stands as the most dominant factor, suggesting that emotional branding through credible figures has moved the body of knowledge beyond mere transactional marketing into the realm of digital relationship management. Furthermore, the positive impact of Brand Image ($sig. = .016$) and Price ($sig. = .023$) reinforces the theory that in a volatile market—especially post-BPOM safety findings—consumers prioritize brands that offer a balance of perceived safety and economic value. This research contributes to the field by demonstrating that local brands can effectively compete with established players by leveraging digital-first marketing stimuli to foster long-term commitment.

Limitations and Suggestions

Despite its findings, this study has several limitations that should be noted for future generalization. First, the research scope is limited to 100 respondents within the Surabaya region, which may not fully represent the diverse consumer behavior across Indonesia. Second, this study

focused solely on a single brand (OMG), potentially overlooking different loyalty dynamics in premium or niche cosmetic categories.

Based on these implications, several recommendations are proposed:

1. For Consumers: Consumers should remain critical in synthesizing information from influencers, ensuring that product choices are based on a balanced evaluation of personal needs, brand safety, and price-to-quality ratios to maintain long-term satisfaction.
2. For Future Researchers: Further studies are encouraged to expand the geographical scope and increase the sample size to provide a more comprehensive national perspective. Additionally, subsequent research could explore other moderating variables, such as product quality or brand trust, and employ qualitative approaches or different analytical methods to uncover deeper psychological drivers of brand switching in the cosmetic industry.

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