Improving Brand Loyalty Through Celebrity Influencer's Credibility, Attractiveness, Online Customer Reviews and Brand Satisfaction as Mediating

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A R T I C L E   I N F O

A B S T R A C T

This study investigates the impact of internet consumer evaluations, celebrity influencers' reputation, and their beauty on brand loyalty, mediated by brand satisfaction. Using a quantitative method with PLS-SEM analysis, 150 Wardah consumers who follow Raline Shah on social media participated in this research. The results reveal that all three variables significantly affect brand satisfaction, which in turn strongly influences brand loyalty. Additionally, the link between loyalty, online reviews, and influencer traits is mediated by brand satisfaction. The findings highlight the importance of credible and attractive endorsers, as well as positive customer reviews, in building lasting brand relationships in the beauty industry.

INTRODUCTION

In the past decade, the cosmetic industry has experienced significant growth, encouraging regional businesses to increase their R&D expenditures to understand customer preferences particularly among digitally active women (Nik Mud et al., 2020). This growth has been largely influenced by digitalization, which has transformed consumer behavior and the procedures involved in purchasing purchases. In Indonesia, the cosmetic sector has shown strong momentum, recording IDR 13,287.4 trillion in transactions and 145.44 million transaction volumes on e-commerce platforms between 2018 and 2022 (Haryo Limanseto, 2023). Additionally, the Indonesian market for halal cosmetics was estimated to be worth USD 4.19 billion in 2022 and is expected to expand by at least 8% a year. In this digital era, marketing strategies have shifted dramatically, with celebrity influencers emerging as a primary approach to capture customer attention and build brand loyalty (Dissanayaka, 2021). Influencers create more personal and authentic engagement compared to traditional advertising (Freberg et al., 2011), and using celebrities as endorsers is considered one of the most effective strategies to boost brand credibility and shape positive consumer perceptions (Erdogan, 1999).

This research specifically examines Raline Shah, a celebrity influencer with a positive public image, strong charisma, and a trusted reputation among Indonesian consumers. She is actively involved in promoting cosmetic products through social media, making her an ideal figure to investigate the impact of credibility and attractiveness on brand loyalty in the beauty industry. Compared to other influencers, Raline Shah not only embodies physical beauty but also demonstrates high trustworthiness and consistent personal branding. Her position as a prominent and respected figure sets her apart from trend-driven beauty vloggers, who may appeal to niche or hedonistic audiences (Kuswati et al., 2024). Given the unique

cultural context of the Indonesian beauty market, which emphasizes modesty and religious values, choosing a figure like Raline ensures a more representative and impactful study.

This study investigates the influence of four key variables: Online customer reviews, brand loyalty, celebrity influencers' reputation, and their attractiveness, with brand satisfaction serving as the mediating variable. Influencer credibility consists of trustworthiness, expertise, and attractiveness (Ohanian, 2013), all of which are crucial in fostering consumer trust and driving purchase behavior (Koay et al., 2021). Attractiveness includes not only physical appeal but also personality, communication style, and social image, all of which contribute to emotional engagement and authenticity (Djafarova & Rushworth, 2017). Online customer reviews (OCR) also play an important part in affecting customer perceptions, as they allow potential buyers to evaluate products based on others' experiences (Cheung et al., 2008). Consumers tend to trust reviews and comments about a product or service more if they perceive the source of information to be highly credible (Indriana et al., 2022). These factors together influence brand satisfaction, which serves as an internal response that ultimately drives brand loyalty (Chaudhuri & Holbrook, 2001; Zhu et al., 2022). Brand loyalty is greatly influenced by brand satisfaction, which is an assessment of how well a product performs in comparison to or better than the expectations of the customer (Ihza et al., 2024). The theoretical foundation of this study is the S-O-R (stimulus-organization-response) concept put out by Mehrabian & Rusell (1974), where external stimuli (influencer credibility, attractiveness, OCR) affect internal evaluation (brand satisfaction), which then shapes consumer responses (brand loyalty).

Despite numerous studies on influencer marketing and online reviews, gaps remain in understanding the concurrent impact of internet consumer evaluations, celebrity influencers' attractiveness, and creibility on brand loyalty mediated by brand satisfaction, especially in the beauty sector. Previous studies, such as Rosara & Luthfia (2020), focused only on one or two influencer dimensions without integrating online reviews or satisfaction. In emerging markets like Indonesia, research on this comprehensive relationship is still limited (Dalziel & De Klerk, 2020). Furthermore, while Dausat & Muthohar (2023) explored OCR and credibility's effects on purchasing intention, they did not assess how brand satisfaction mediates brand loyalty. Koesuma & Kurniawati (2022) and Alqorni & Siregar (2023) investigated influencer trust and attractiveness but overlooked the emotional and cognitive mediation through satisfaction, which is essential to the formation of loyalty.

In light of these gaps, this study offers a novel contribution by examining how celebrity influencer's credibility, attractiveness, and online customer reviews affect brand loyalty through brand satisfaction in the Indonesian beauty market. The novelty lies in integrating all key constructs into one model utilizing the S-O-R model, with the inclusion of both influencer-based and consumer-generated content. The benefits of Both theoretical and practical, this study contributes to the body of knowledge about influencer marketing by addressing mediation through satisfaction and provides actionable insights for beauty brands aiming to strengthen customer relationships in digital spaces. Therefore, this study's goal is to thoroughly examine the direct and indirect impacts of these external stimuli on brand loyalty within a culturally contextualized setting.

RESEARCH METHOD

This study uses a causal design and a quantitative methodology to examine the impact of celebrity influencer's credibility, celebrity influencer's attractiveness, and online customer reviews on brand loyalty, with brand satisfaction as a mediating variable. A causal design is suitable for describing cause-and-effect relationships between the studied variables and provides an in-depth understanding of how each factor impacts brand loyalty (Sekaran & Bougie, 2020). The quantitative method makes it possible to gather numerical data that can be statistically examined to produce objective and generalizable results (Hair et al., 2011). The data collection method employed is a survey, where respondents answer a

structured questionnaire. Survey methods are effective and efficient for collecting data from a large number of respondents within a short time frame, especially in the context of digital research. Data for this study was gathered using online questionnaires using digital questionnaires distributed to targeted respondents.

Participants in this study are people who have bought and used Wardah cosmetics, which are marketed by Raline Shah and have interacted with the influencer on social media. This population is deemed relevant for analyzing the influence of celebrity influencers on consumer behavior in the cosmetic sector. The total sample size is 150 respondents, which is adequate for quantitative analysis using structural equation modeling and partial least squares (PLS-SEM). According to Sarstedt et al. (2021), the minimum recommended sample size in PLS-SEM is the variable with the greatest number of indicators has ten times as many indications. This study includes 15 indicators, thus requiring a minimum of 150 respondents (15 x 10).

Both primary and secondary data are used in this investigation. Primary data was gathered via surveys that gauge opinions on influencer credibility, attractiveness, online reviews, brand satisfaction, and brand loyalty. Respondents rated each statement using a Likert scale. Secondary data was obtained from relevant literature to strengthen the theoretical framework. Purposive sampling is the sample technique employed, in which participants are chosen according to predetermined standards including age, frequency of use of cosmetics, and degree of engagement with the influencer on social media. This technique ensures that the study targets individuals with relevant experience to yield deeper insights into brand loyalty drivers.

Data was collected using structured questionnaires distributed to qualified respondents. The surveys used a five-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," to gauge respondents' opinions of each variable. There are five main variables in the study: The credibility of celebrity influencers, their attractiveness, Online Reviews by Customers, Brand Satisfaction, and Brand Loyalty. Each variable is operationally defined and measured using validated indicators.

Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS software was used to analyze the data, involving measurement model evaluation, structural model testing, and hypothesis testing through bootstrapping. Convergent validity was confirmed if factor loadings ≥ 0.70 and AVE ≥ 0.50, while discriminant validity was assessed using HTMT with a threshold of < 0.90. Cronbach's Alpha and composite dependability were used to assess reliability, both required to be ≥ 0.70. Multicollinearity was tested using VIF, with acceptable values < 5.0. Structural model analysis used adjusted R^2 to assess model fit, and hypothesis testing showed significance when t-statistics were ≥ 1.96, both for direct and indirect (mediating) effects.

RESULTS AND DISCUSSION

According to the demographic information gathered, young individuals between the ages of 21 and 30 made up the bulk of survey participants (63.3%), followed by those under 20 (16.7%), aged 31–35 (13.3%), and above 35 years old (6.7%). Most respondents were female (80%), indicating the suitability of Wardah's beauty products as the study object, given its primary market segment. In terms of occupation, 53.3% were students, 33.3% were employees, 10% were entrepreneurs, and 3.3% worked in other fields. Regarding monthly income, 40% earned between IDR 1,000,000 and 3,000,000, 33.3% earned less than IDR 1,000,000, while the remaining respondents earned higher. These characteristics reflect a consumer profile that is engaged, relatively young, and represents a major target market in the beauty industry.

In terms of purchasing behavior, most respondents bought Wardah beauty products twice (33.3%), followed by those who purchased once (26.7%), three times (26.7%), and more than three times (13.3%). These figures indicate relatively frequent brand engagement among users, supporting the relevance of examining the influence of celebrity influencers, online reviews, and satisfaction on brand loyalty. The

subsequent analysis in this chapter applies For evaluating complicated models with latent variables, the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach is suitable. This approach enables a comprehensive evaluation of the causal relationships between influencer credibility and attractiveness, online customer reviews, brand satisfaction, and brand loyalty for Wardah products endorsed by Raline Shah.the opening sub-chapter of the results chapter must present the characteristics of the respondents.
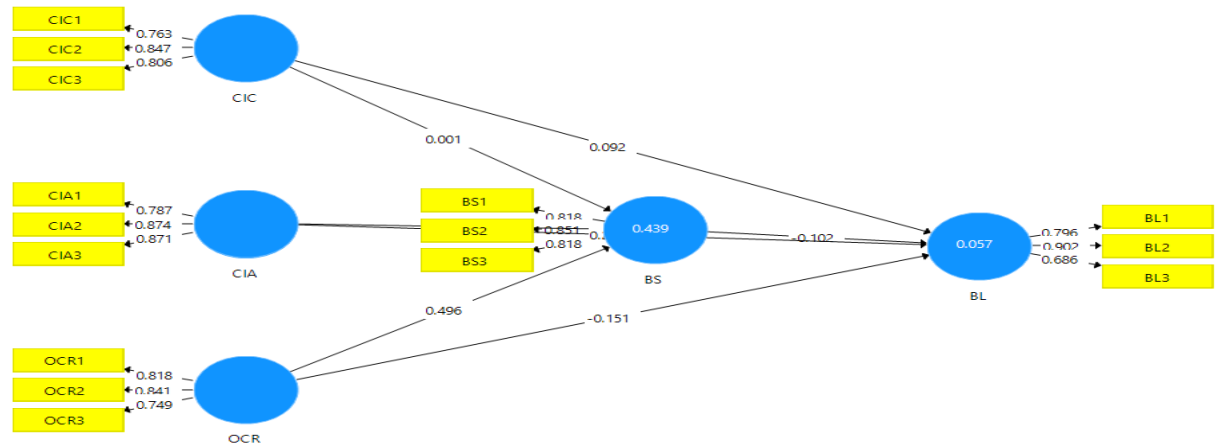
Outer Loading Analysis

Figure 1. Outer Model
Source: Processed Primary Data, 2025

Convergent Validity

Table 1. Outer Loading Values

	BL	BS	CIA	CIC_	OCR
BL1	0,796				
BL2	0,902				
BL3	0,826				
BS1		0,818			
BS2		0,851			
BS3		0,818			
CIA1			0,787		
CIA2			0,874		
CIA3			0,871		
CIC1				0,763	
CIC2				0,847	
CIC3				0,806	
OCR1					0,818
OCR2					0,841
OCR3					0,749

Source: Processed Primary Data, 2025

Based on Table 1, all indicators have outer loading values above 0.70. This indicates that all indicators consistently and validly reflect their respective constructs. These results confirm that the instruments used in this study meet the criteria for convergent validity.

Discriminant Validity

Table 2. AVE (Average Variance Extracted)

Variable	Average Variance Extracted (AVE)	Description
BL	0,639	Valid
BS	0,687	Valid
CIA	0,714	Valid
CIC	0,650	Valid
OCR	0,646	Valid

Source: Processed Primary Data, 2025

All of the constructions' AVE values, which range from 0.639 to 0.714, are over 0.50. Given that each concept accounts for over 50% of the variation in the indicators, this suggests that the study's constructs have significant convergent validity.

Reliability Test

Table 3. Reliability Test

Variable	Composite Reliability
BL	0,840
BS	0,868
CIA	0,882
CIC	0,847
OCR	0,845

Source: Processed Primary Data, 2025

Based on Table 3, all constructs in Composite reliability values for this study are more than 0.80, ranging from 0.840 to 0.882. This demonstrates that the indicators inside each latent variable consistently assess the desired notion and that all constructs satisfy the requirements for very excellent dependability. Thus, all constructs are declared reliable for use in the model.

In addition to composite reliability, construct reliability testing is also supported by Cronbach's Alpha, which is a traditional indicator for assessing the internal consistency of a construct. A value for Cronbach's Alpha of at least 0.70 is generally considered adequate, although in exploratory contexts, values above 0.60 may still be acceptable. The Cronbach's Alpha test findings in this study are presented in the following table:

Table 4. Cronbach's Alpha

Variable	Cronbach's Alpha
BL	0,749
BS	0,772
CIA	0,799
CIC	0,734
OCR	0,725

Source: Processed Primary Data, 2025

Table 4's findings demonstrate that every construct has Cronbach's Alpha values above the 0.70 cutoff, ranging from 0.725 to 0.799. Therefore, it can be concluded that each construct has adequate

internal consistency, which reinforces the results of the previous composite reliability test. This high reliability supports the validity of the measurements used in the study.

Multicollinearity Test

Table 5. Collinearity Statistics (VIF)

	VIF
BL1	1,507
BL2	1,463
BL3	1,524
BS1	1,535
BS2	1,682
BS3	1,564
CIA1	1,420
CIA2	2,125
CIA3	2,091
CIC1	1,375
CIC2	1,459
CIC3	1,610
OCR1	1,519
OCR2	1,574
OCR3	1,300

Source: Processed Primary Data, 2025

All indicators have VIF values below 2.2, proving that the model does not include any detrimental multicollinearity. This suggests that each indicator does not excessively overlap with others and is free from measurement bias.

Inner Loading Analysis
R-Square Test

Table 6. R-Square Results

	R Square	*R Square Adjusted*
BL	0,057	0,031
BS	0,439	0,428

Source: Processed Primary Data, 2025

According to Table 6's data processing results, the modified R^2 value for the Brand Satisfaction (BS) construct is 0.428, meaning that the credibility, attractiveness, and online customer evaluations of celebrity influencers account for 42.8% of the variation in Brand Satisfaction. However, the adjusted R^2 value for Brand Loyalty (BL) is just 0.031, indicating that only around 3.1% of the variance in brand loyalty can be directly explained by the variables in the model; the remainder is probably impacted by factors outside the model. A R^2 value of around 0.25 is regarded as weak, whereas values close to 0.50 are classified as moderate, according Sarstedt et al. (2020). Thus, it can be said that while the model's direct predictive power for brand loyalty is still weak, most likely because of indirect impacts through brand satisfaction, its predictive power for brand satisfaction is rather good.

Hypothesis Testing
Path Coefficient Test

Table 7. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BS -> BL	0,652	0,652	0,053	12,351	0,000
CIA -> BL	0,489	0,493	0,073	6,692	0,000
CIA -> BS	0,124	0,125	0,052	2,378	0,018
CIC -> BL	0,135	0,138	0,063	2,157	0,031
CIC -> BS	0,245	0,242	0,064	3,860	0,000
OCR-> BL	0,652	0,652	0,053	12,351	0,000
OCR -> BS	0,489	0,493	0,073	6,692	0,000

Source: Processed Primary Data, 2025

All effects in the model are statistically significant at the 5% significance level, as shown by Table 7, which clearly shows that all evaluated routes have t-statistic values larger than 1.96 and p-values less than 0.05. The impact of online customer reviews on brand satisfaction ($\beta = 0.489$; $t = 6.692$; $p = 0.000$) and brand satisfaction on brand loyalty ($\beta = 0.652$; $t = 12.351$; $p = 0.000$) are two examples of the substantial impacts. Furthermore, there is a substantial impact of the variable Celebrity Influencer's Credibility (CIC) on both Brand Satisfaction ($\beta = 0.245$; $p = 0.000$) and Brand Loyalty ($\beta = 0.135$; $p = 0.031$). The majority of the previously put forward direct hypotheses are supported by these observations, indicating that influencer credibility, attractiveness, and customer reviews can directly influence both brand satisfaction and brand loyalty.

DISCUSSION

The Influence of Celebrity Influencer's Credibility on Brand Satisfaction

The analysis results show that a celebrity influencer's credibility has a favorable and noteworthy impact on brand satisfaction. This means that when consumers perceive an influencer like Raline Shah as knowledgeable, trustworthy, and reputable, they are more likely to feel satisfied with the promoted product—in this case, Wardah beauty products. This result is in line with the investigation of Koay et al. (2021), which explained that influencer credibility can enhance consumer confidence and positive brand perception, leading to satisfaction. Additionally, this is backed by Bandara et al. (2020), who stated that influencer credibility increases perceived value toward the endorsed brand.

The Influence of Celebrity Influencer's Attractiveness on Brand Satisfaction

The test results show that an influencer's attractiveness significantly affects brand satisfaction. Influencers who possess physical beauty and a pleasant personality, such as Raline Shah, are proven to enhance emotional appeal and foster a pleasant brand experience. This aligns with Djafarova & Rushworth (2017), who found that highly attractive influencers are better at building emotional connections with consumers, which in turn increases satisfaction. Zhu et al. (2022) also stated that influencer attractiveness affects satisfaction by increasing perceived value.

The Influence of Online Customer Reviews on Brand Satisfaction

The study findings indicate that Online Customer Reviews (OCR) significantly influence brand satisfaction. Positive and credible reviews from previous users help shape positive expectations, which later translate into satisfaction after product use. These results are in line with Ansori et al. (2022), who noted that perceived usefulness and argument quality in OCR can enhance consumer trust and satisfaction. Cheung et al. (2008) similarly found that convincing reviews help shape positive brand perceptions, leading to increased satisfaction.

The Influence of Influencer's Credibility on Brand Loyalty

It has been demonstrated that there is a substantial direct correlation between brand loyalty and influencer credibility. This suggests that influencers' knowledge and trust may establish an emotional connection between customers and the company, which will eventually lead to loyalty. This is in line with Badjor (2021), who found that influencer credibility is crucial in building brand attachment and long-term loyalty. Hwang & Jeong (2016) also stated that credibility forms the foundation of consumer trust, which leads to loyalty toward recommended brands.

The Influence of Celebrity Influencer's Attractiveness on Brand Loyalty

Although the influencer's attractiveness does not have a strong direct effect on brand loyalty, the results indicate a significant indirect effect through brand satisfaction. This suggests that consumers become loyal to a brand when they first feel satisfied, influenced by their attraction to the influencer's characteristics. Weismueller et al. (2020) showed that influencer attractiveness increases consumer engagement and brand attachment, which eventually leads to loyalty. Djafarova & Rushworth (2017) also asserted that emotional connections formed through attractiveness have long-term effects on customer loyalty.

The Influence of Online Customer Reviews on Brand Loyalty

The results show that OCR has a direct and significant effect on brand loyalty. Consumers who read trustworthy and positive online reviews tend to feel more confident in their purchasing decisions, which ultimately fosters brand loyalty. These findings are in line with Park et al. (2007), who found that OCR plays an important role in building engagement and satisfaction, which in turn drives loyalty. Susan & Schuff (2010) also emphasized that the volume and credibility of reviews enhance consumer confidence, contributing to long-term loyalty.

The Influence of Brand Satisfaction on Brand Loyalty

This study confirms that brand satisfaction is the strongest factor influencing brand loyalty. Consumers who are satisfied with their experience using Wardah products tend to show a high tendency for repeat purchases and recommendations. This supports the theory of Chaudhuri & Holbrook (2001), which stated that brand satisfaction is the foundation of attitudinal and behavioral loyalty. Dagger & David (2012) also emphasized that satisfaction acts as a bridge toward brand advocacy, which is a higher form of loyalty.

Brand Satisfaction as a Mediator of the Influence of Influencer's Credibility on Brand Loyalty

Influencer credibility has an indirect effect on brand loyalty through brand satisfaction as a mediator. In other words, consumer trust in the influencer enhances satisfaction with the brand, which then leads to loyalty. This finding is consistent with Lou & Yuan (2019), who revealed that satisfaction is a key psychological mechanism linking perceived influencer credibility with consumer loyalty. Bandara et al. (2020) also found that satisfaction can strengthen the relationship between influencer credibility and loyalty.

Brand Satisfaction as a Mediator of the Influence of Influencer's Attractiveness on Brand Loyalty

The attractiveness of the influencer has an indirect impact on brand satisfaction and brand loyalty. This shows that consumer attraction to an influencer's appearance and personality encourages brand satisfaction, which in turn enhances loyalty. This is supported by Djafarova & Rushworth (2017), who found that emotional connection and engagement with attractive influencers promote brand satisfaction and loyalty. Zhu et al. (2022) also affirmed that brand satisfaction is a key pathway linking influencer attractiveness to loyalty.

Brand Satisfaction as a Mediator of the Influence of Online Customer Reviews on Brand Loyalty

The effect of OCR on brand loyalty is significantly mediated by brand satisfaction. Consumers who read positive reviews tend to build high expectations which, when met, result in satisfaction and subsequently generate loyalty. This finding aligns with Park et al. (2007), who stated that brand satisfaction arises from expectations shaped by customer reviews. Susan & Schuff (2010) also stated that informative and credible reviews can strengthen the link between expectations and actual experience, thereby enhancing loyalty.

CONCLUSION

The study concludes that online customer evaluations, celebrity influencers' legitimacy, and their beauty all have a big impact on brand loyalty, either directly or indirectly through brand satisfaction. Influencer credibility directly improves brand happiness and brand loyalty, according to the SEM-PLS investigation, while influencer attractiveness influences loyalty indirectly through satisfaction. Online customer reviews play a dual role, contributing directly to loyalty and indirectly by enhancing satisfaction. Among all variables, brand satisfaction emerged as the most dominant factor in driving loyalty, highlighting its mediating role in converting external perceptions into sustained consumer commitment toward the brand.

Despite these findings, the study has several limitations, such as its focus on a single influencer (Raline Shah) and one brand (Wardah), This can restrict how far the findings can be applied. The cross-sectional form makes it more difficult to record how customer behavior evolves over time, and the quantitative method using closed-ended questionnaires does not allow for deeper qualitative insights. Therefore, future studies are encouraged to apply a longitudinal approach, expand the scope to include various product categories and influencers, and incorporate additional variables such as brand trust, customer engagement, or perceived value. Practically, companies should select influencers who are not only visually appealing but also credible and aligned with the brand's identity, while also encouraging consumers to leave online reviews and focusing on enhancing customer experiences to build strong brand satisfaction and loyalty.

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