The Effect of Promotion and E-Service Quality in TikTok Towards Customer Loyalty of Skintific

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ABSTRACT. This thesis aims to examine the effect of promotion and e-service quality in the popular social media platform TikTok on the customer loyalty of a skincare brand called Skintific. The study will investigate the impact of promotional activities conducted by Skintific on TikTok, as well as the quality of customer service provided through this digital platform. By analyzing customer perceptions and behaviors, the research intends to shed light on how these factors contribute to enhancing or diminishing customer loyalty. The study's findings will be useful in providing valuable insights for skincare brands in leveraging TikTok as a promotional tool and maintaining customer loyalty in the highly competitive online marketplace. The results of this research can provide valuable information to Skintific and to all brands who would like to focus on carrying out marketing and maintain customer loyalty through the use of social media specifically TikTok. Several recommendations can be made based on these findings to improve Skintific's customer loyalty on TikTok. To begin, it is critical to develop effective promotional strategies that appeal to the TikTok target audience, taking into account their preferences and expectations. Furthermore, Skintific should focus on developing strong customer relationships on TikTok by actively engaging with their audience, responding to comments and messages, and sharing valuable and interesting content on a regular basis.

Keywords: Promotion; E-Service Quality; Customer Loyalty; Integrated Marketing Communication; Liaison Journal of Best; International University Liaison Indonesia

1. INTRODUCTION

The way people transact on the Internet has changed as a result of the advancement of web 2.0 technologies and social media. This behavior pattern can be seen in e-commerce during interaction activities on social networking sites, resulting in a duality of functions known as social commerce. This duality combines transactional aspects of e-commerce with social interaction on social networking sites. Social media has evolved into one of the primary communication channels that are used for describing the high traffic of interactions which are utilized for monitoring the progress of social commerce of a business. As a result, businesses may leverage social media to engage with customers and enhance sales. With that being said, as social media continue to gain popularity, it opens up wide opportunities for the development of e-businesses like Skintific and many other brands (Nisa & Hartono, 2023).

Skintific is a Canadian skincare brand. The brand Skintific stands for Skin and Scientific, it is a product made by Kristen Tveit and Ann-Kristin Stokke. This brand was marketed for the first time back in 1957 in Oslo, Norway. Over time, the production of Skintific was carried out by scientists in Canada, even though it originally came from Norway. After going through a long journey and years of experience, Kristen Tveit and Ann-Kristin Stokke have achieved amazing achievements. In 2020, the two Skintific owners managed to earn a turnover of up to EUR 13 million or around IDR 216 billion. With the achievement of this large income, Tveit and Stokke are increasingly expanding their business wings. Both of them also distribute Skintific products overseas, including in Indonesia. On 2020, Skintific entered the Indonesian market for the first time. However, outside of Indonesia, Skintific was comparatively unknown despite having a solid foundation. Social media and influencer collaborations were the main focuses of their marketing initiatives. The brand's

original product line was small and mostly comprised of serums and moisturizers prior to the creation of TikTok. In 2022, Skintific's 5X Ceramide Moisturizer went viral on TikTok. User-generated content showcasing its effectiveness in repairing damaged skin barriers propelled the brand to national and even international recognition. The virality translated into a significant sales surge. Skintific reported a 1000% increase in sales in just a few months. This is proven by the seven prestigious awards that SKINTIFIC achieved in one year. Some of them are the 'Best Moisturizer' award by Female Daily, Sociolla, Beautyhaul, and TikTok Live Awards 2022. Fueled by its success, Skintific has rapidly expanded its product portfolio, introducing cleansers, toners, sunscreens, and more. The brand is now a household name in Indonesia and is gaining traction in other Southeast Asian countries. They have also collaborated with major retailers and e-commerce platforms (CNN Indonesia, 2023).

As an established brand, Skintific must constantly develop effective marketing strategies in order to preserve its market position and increase sales. While social media transactions are anticipated to rise even further, especially in the Indonesian market, TikTok Shop has now become the most popular platform being used. Skintific sees this phenomenon and has taken action that resulted in the development of a strategy of focusing on Tiktok Shop to dominate the online market. The aim of this study is to determine whether e-service quality and promotion impacted Skintific consumers' e-loyalty in the TikTok Shop platform.

IMC, or Integrated Marketing Communications, is a contemporary method for establishing effective communication between a company and its customers. By integrating various marketing strategies, the company can generate awareness for its current and upcoming telecommunication services. Additionally, it also aims to remind and persuade customers to choose the company's products and services over those offered by competitors. (Oluwafemi & Adebi, 2018).

In the context of promotion on TikTok, Skintific can utilize IMC theory by first establishing a clear brand message and positioning that aligns with the target audience on the platform. This could include highlighting the brand's unique selling points, benefits, and values that resonate with TikTok users interested in skincare.

Furthermore, Skintific can integrate its TikTok marketing efforts with other marketing channels such as its website, social media accounts, and email marketing. This integration ensures that the brand message and visuals are consistent across all touchpoints, reinforcing the brand's identity and strengthening its overall presence.

E-service, referring to the brand's online customer service and support, can also benefit from IMC theory on TikTok. Skintific can utilize the platform to not only promote its products but also provide customer support and engage with users in real-time. This can include responding to comments, addressing inquiries, and offering personalized skincare advice. By doing so, Skintific demonstrates a seamless and integrated customer experience on TikTok, enhancing customer satisfaction and loyalty.

Overall, leveraging IMC theory in promotion and e-service on TikTok for the brand Skintific ensures a cohesive and effective marketing strategy that maximizes the reach and impact of the brand's messaging on the platform.

2. LITERATURE REVIEW

SOCIAL MEDIA AS MARKET PLACE
Before the Internet, businesses relied on traditional marketing channels such as television, radio, and print advertising to reach their target audience. However, the internet changed everything. It gave birth to e-commerce, online marketplaces, and social media platforms. In the last several years, there has been a notable surge in the utilization of social media platforms in business marketing campaigns (Pradiptarini, 2011). According to Statista, the number of social media users worldwide is expected to reach over 4.3 billion by 2023. This means that social media platforms such as Facebook, Instagram, Twitter, and LinkedIn have evolved into virtual marketplaces (Statista, 2023).

While social media platforms offer many benefits, there are also some challenges that businesses need to be aware of. One of the biggest challenges is the competition. With millions of businesses vying for attention on social media, it can be difficult to stand out. Businesses need to be creative and strategic with their marketing campaigns to capture the attention of their target audience.

Another challenge is the constantly evolving nature of social media. Platforms such as Facebook and Instagram are constantly updating their algorithms and policies. This can make it difficult for businesses to keep up and stay relevant. Businesses need to be agile and proactive with their social media strategies to ensure that they are always adapting to the latest trends and changes.

TIKTOK

TikTok, a popular social media platform, has quickly evolved into a platform for businesses and entrepreneurs to enter a new market. TikTok, which has over a billion downloads worldwide, has a massive following of predominantly youthful people, making it a perfect platform for companies trying to target Generation Z and Millennials.

The platform's algorithm is unique in that it prioritizes engaging and interesting content. This means that if a company wants to succeed on the platform, it must develop short videos that are innovative, interesting, and relevant to the interests of its consumers. TikTok also provides marketing tools such as in-app advertising, sponsored posts, and influencer collaborations, which can all be leveraged to target specific audiences and enhance engagement.

One of the most successful ways businesses are using TikTok as a marketplace is by partnering with influencers. Influencers are users who have gained a following on the platform and can promote products or services to their audience. This has become a lucrative industry, with top TikTok influencers earning thousands of dollars per sponsored post. The popularity of these influencers has also increased the appeal of TikTok as a marketing tool for businesses, which can now leverage these influencers' audience to promote their products.

In addition to influencer partnerships, businesses are using TikTok to showcase their brand's personality and connect with their audience. This can be done through branded videos that showcase behind-the-scenes content, user-generated content that features customers using products, or by hosting challenges or contests that encourage users to create and share their own content.

As with any social media platform, TikTok also presents its own set of challenges for businesses looking to use it as a marketplace. The platform's user base is predominantly young, and brands must approach marketing on the app carefully to avoid backlash for being too promotional or inauthentic. However, with the right strategy and a commitment to authentic content that resonates with users, TikTok can be a powerful tool for businesses looking to tap into an entirely new market (Choudhary, Gautam, & Arya, 2020).

SKINTIFIC IN TIKTOK

Skintific is a popular brand on TikTok that has been gaining a lot of attention. This brand is dedicated to providing skincare information and products to those interested in maintaining healthy and beautiful skin. Skintific's products are also known for their high-quality ingredients and innovative formulations. The brand uses natural and organic ingredients whenever possible, and all of its products are free from harmful chemicals such as parabens and sulfates. This has made Skintific a popular choice among people who are looking for clean and safe skincare products that are gentle on their skin.

In addition to its quality products and effective marketing strategy, Skintific also offers excellent customer service. The brand has a dedicated customer support team that is available to answer any questions or concerns that customers may have. They also offer a 30-day money-back guarantee on their products, which gives customers peace of mind when trying out new skincare products (Mafruchah, 2023).

On their TikTok account, Skintific shares informative videos about skincare routines, product reviews, and other helpful tips for maintaining healthy skin. They also showcase their range of skincare products, including cleansers, toners, moisturizers, and serums. Furthermore, they also provide full review, as well as question and answer session regarding their products accordingly to their audience when on Live. Audiences who watch Skintific's Live on TikTok can then get assistance on choosing the type of product that suit them best.

Skintific's popularity on TikTok can be attributed to its informative and engaging content. Their videos are concise, visually appealing, and easy to understand, making them perfect for younger audiences who are new to skincare. Additionally, Skintific's commitment to natural ingredients has struck a chord with TikTok users who are increasingly mindful of what they put on their skin.

Fundamentally, the reason why Skintific has become a favorite among TikTok users is because of its marketing strategy. The brand has been very active on the platform, regularly collaborating with popular TikTok influencers to create engaging content that showcases their products. This has helped the brand gain a loyal following, especially among younger consumers who are active on the platform.

CUSTOMER LOYALTY

Customer loyalty is defined as the willingness of a customer to keep purchasing products or services from a business. It is an important aspect of any business, whether big or small. It reflects the level of satisfaction and trust that a customer has with a particular business or brand. Customer loyalty is forged through consistent positive experiences with a particular business or brand. This can be achieved through various means, such as providing quality products or services, offering excellent customer service, maintaining fair pricing, and delivering products or services on time (Riyadi et al., 2023, 3).

IMC theory is a modern way of ensuring an efficient two-way communication between the business and the customer. IMC as a strategic instrument for attracting and keeping long-term customers. It also recommends that leaders in the E-industry rank their strategies according to the IMC dimension that contributes most to the criterion of interest, allocating budgets for the best promotional mix that will meet the organization's long- and short-term goals with a beta and high coefficient. It was found that there is predictive power for customer loyalty among the five independent variables (direct marketing, publicity, sales promotion, advertising, and consumer buying decision). (Oluwafemi & Adebi, 2018).

There are benefits for businesses that prioritize customer loyalty. Firstly, loyal customers tend to spend more money on a particular product or service, which can significantly boost a business's sales. Secondly, they represent a steady source of revenue, which is crucial for the long-term success of a business. Additionally, loyal customers are more likely to recommend a business or brand to family and friends, which helps to increase the customer base.

One effective way of fostering customer loyalty is by implementing a loyalty program. Loyalty programs offer various rewards and incentives to customers who make repeat purchases or engage in other specific behaviors, such as referring new customers. Rewards can come in different forms, such as discounts, exclusive access to events or products, or free items after a certain number of purchases.

Implementing a loyalty program is one powerful strategy to increase customer loyalty. Customers who make repeat purchases or carry out other certain activities, including suggesting new customers, can take advantage of a variety of incentives and benefits offered by loyalty programs. Rewards can take a variety of shapes, including discounts, exclusive access to occasions or merchandise, or free gifts after a particular amount of transactions.

In brief, consumer loyalty is essential for a company's success and growth. Businesses can form deep relationships with their customers and create long-term loyalty by providing high-quality products or services and great customer service. A loyalty program can also be an excellent strategy for retaining clients and keeping them returning for more.

POSITIVE WORD OF MOUTH

Positive word-of-mouth in marketing refers to the spread of positive information about a product, a service, or a brand through personal recommendations given by satisfied customers. This marketing is widely regarded as one of the most effective ways to build up brand awareness, credibility, and customer loyalty.

When customers recommend a product to their peers or leave positive reviews on social media platforms, it not only attracts new customers but also helps to retain existing ones. Positive word-of-mouth marketing can also provide several advantages over traditional marketing strategies. Firstly, it is much more cost-effective as it doesn't require any advertising expenses. Secondly, it enjoys a higher level of credibility as it comes from genuine customers rather than the brand itself.

Businesses must focus on providing excellent customer experiences to create positive word of mouth. This includes offering high-quality items, providing timely customer service, and engaging in individualized interactions. It also entails taking customer feedback carefully and addressing any concerns that customers may have (Maisam & Mahsa, 2016).

Summing up, positive word-of-mouth marketing is a powerful technique that can assist businesses in increasing brand awareness, credibility, and client loyalty. Companies that focus on offering outstanding customer experiences can encourage their consumers to provide good comments, which can lead to more sales and a better brand reputation.

REPURCHASE FROM THE PLATFORM

In today's competitive marketplace, retaining loyal customers is essential for businesses to sustain and grow. A loyal customer is not only a repeat buyer but also an ambassador who promotes the brand. Therefore, businesses strive to maintain customer loyalty as it directly affects the repurchase intention of customers.

Furthermore, consumers who are loyal are more likely to spend more money on their purchases than first-time buyers. Customer lifetime value (CLV) is the term used to describe
this effect. Because loyal customers are willing to spend a greater price on the brand's products or services, their CLV is higher than that of a first-time customer. As a result, firms should work hard to keep their loyal consumers because they contribute significantly to overall income.

A study conducted by Jones and Nurmi (2016) found a positive relationship between customer loyalty and repurchase intention. The study revealed that customers who perceive high satisfaction and loyalty toward a brand are more likely to have a positive repurchase intention. Additionally, customers who were loyal to the brand were more satisfied with their purchase and had a higher perceived value of the products or services offered.

Another study by Agustin and Singh (2005) found that loyalty programs have a positive impact on customer loyalty, which, in turn, influences repurchase intention. Rewards and incentives offered through loyalty programs motivate customers to maintain their relationship with the brand and encourage them to make repurchases (Agustin & Singh, 2005).
Therefore, customer loyalty has a significant impact on the repurchase intention of customers. Loyal customers are more likely to have a positive repurchase intention due to the trust established by the brand, their experience is consistently positive, and their willingness to pay a premium price for the brand's products or services. Therefore, businesses should prioritize customer retention programs to maintain customer loyalty and improve the overall revenue of the business.

DECREASE LOYALTY TOWARD COMPETITORS

The loyalty of the customers directly affects the company's sales, revenue, and reputation. A loyal customer not only makes repeat purchases but also recommends the company's products or services to others. Moreover, a loyal customer becomes an advocate and brand ambassador for the company. They help a business to grow its clientele base, and in turn, increase its market share. Price sensitivity may come into play since discounts or promotions offered by rival businesses may entice buyers to switch (Gupta, Iyer, & Kamakura, 2009).

The impact of customer loyalty on decreasing loyalty to competitors is due to various reasons. One significant reason is that loyal customers are less likely to switch to competitors. This is because they have a strong emotional attachment to the company and its products or services. They trust the quality and value provided by the company to meet their needs and expectations. Hence, they do not see a reason to switch brands or try something new.

PROMOTION

Promotion is a vital aspect of marketing that aims to create awareness, interest, and demand for a product or service. Marketing campaigns that effectively promote products or services can help businesses gain new customers, build brand recognition, and increase revenue. The effects of promotion on marketing are widespread and can have significant impacts on a business's success. Promotion can help in Increasing customer awareness; Promotional activities like advertising, social media campaigns, and sponsorships aim to increase customer awareness of a product or service. When customers are aware of a product or service, they are more likely to purchase it.

When the term "promotional mix" is used, a variety of tools and components of this mix emerge, such as public relations, sales promotion, personal selling, and advertising the conventional business message. Conversely, various communication elements, such as telemarketing, internet marketing, and direct marketing, lead to different dimensions of the marketing mix. Moreover, beginning in the 1980s, a large number of organizations were eager to use a variety of strategic marketing tools in order to monitor the state of the market and try to incorporate a

promotional program for communication (Shithila, 2021).

The classic marketing mix of four elements: product, price, place, and promotion, combines with the fundamental functions of marketing. However, the modern marketing mix adds three more elements: the physical environment, process, productivity, and quality. These elements form the basis of a comprehensive program that facilitates communication with the target market. For many years, the modern business world has served as a dominant force in mass media advertising, carrying out promotional tasks in numerous organizations. Most notably, an increasing number of organizations are realizing the value of IMC and coordinating additional marketing program elements with promotional elements, resulting in a more effective and efficient use of mass communication programs. The idea behind IMC is to help marketers effectively communicate with the target consumer of the company while also introducing the product (Shithila, 2021).

ADVERTISING

Advertising promotion is a cost-effective and efficient way to reach a broad audience. Effective advertising promotion can lead to an increase in sales, as more customers become aware of the products or services being offered and are convinced to make a purchase. Advertising promotion can help to improve the brand image and reputation, which can lead to increased customer loyalty and trust. Effective advertising promotion can provide a competitive advantage by differentiating the brand from its competitors and creating a unique selling proposition. Advertising promotion is a cost-effective way to reach a large audience. With the right message and tactics, businesses can achieve greater returns on their investment.

Succinctly, advertising promotion is a critical component of marketing for any firm or organization. It provides numerous advantages such as enhanced visibility, increased sales, improved brand image, competitive advantage, and cost-effectiveness. Businesses must utilize the correct strategies and mediums to efficiently reach their target audience in order to obtain the greatest outcomes (Shimp, 2007).

DISCOUNTS

Discount promotions can take the shape of a percentage off the standard price, a predetermined amount of the total purchase amount, free shipping, or even a packaged deal. Seasonal sales, holiday specials, and special event sales are the most popular sorts of discount promotions. There are many benefits to offering discount promotions in marketing strategy. Firstly, it attracts a larger customer base, leading to increased sales and revenue. Discount promotions increase foot traffic and website visitors, thereby allowing businesses to reach new customers who may have been hesitant to try their products or services at the regular price (Shimp, 2007).

Secondly, offering discount promotions can help to retain existing customers. Consumers are always searching for ways to save money, and they appreciate it when a business offers a good deal. Thirdly, discount promotions can help businesses to clear out inventory by selling excess stock. Finally, discount promotion is critical to a company's overall marketing plan. It is a tried-and-true approach for attracting, retaining, and rewarding customers that may give numerous benefits when implemented appropriately.

E-SERVICE QUALITY

IMC should be employed in concert to improve the customer's ideal post-purchase assessment. In the meantime, consistency raises customer satisfaction with goods and services, while interaction affects loyalty to the company and ease of use of retail services. Closer customer interactions can provide the business with more insight into the needs and desires of its customers, even though IMC interactivity has no direct impact on customer satisfaction. The company can use this information going forward to give the customer better value. Customers, meanwhile, might view the potential for an interactive conversation as more care and attention from the retailer. Customers perceive higher-quality services when they feel that the company is listening to them (Butkouskaya, Oyner, & Kazakov, 2022).

While the advent of online platforms has transformed the way businesses interact with customers. The modern customer expects businesses to offer an online service that is efficient, reliable, and personalized. It is now a common trend for customers to rely on e-services when purchasing goods and services. The quality of the e-service provided plays a crucial role in determining customer loyalty. E-service quality can be termed as the set of attributes associated with the online service that determines the level of customer satisfaction. Most customers prefer e-

services that are user-friendly, interactive, and efficient (Riyadi et al., 2023, 4).

To remain competitive, businesses rely on client loyalty. A loyal consumer not only returns to buy goods and services, but they also spread the word about the company. As a result, firms must prioritize enhancing e-service quality because it has a substantial impact on consumer loyalty (Riyadi et al., 2023, 4). Customer satisfaction leads to loyalty when e-services are of high quality. Customers are more likely to be loyal to organizations that provide high-quality e-services, resulting in repeat purchases. A satisfied consumer might become a brand advocate and recommend the company to their friends and family.

RELIABILITY

The reliability of e-services can be affected by several factors, such as system downtime, technical issues, and slow response time. If the e-service is unavailable or slow, customers may have to wait longer than usual to complete their transactions. This delay can frustrate customers and lead to negative experiences. Customers are more likely to return to the same provider for future needs when e-services are reliable, resulting in customer loyalty. A dependable e-service also assists firms in developing a strong brand image that might attract new clients. Customers who believe that a company's e-service delivery meets their expectations are more likely to promote the company to their colleagues, increasing the likelihood of future business growth (DAM & DAM, 2021).

Finally, the reliability of e-services is critical for fostering client loyalty. Customers who believe that a company's e-service will provide consistent results are more inclined to utilize it again or, in some situations, promote it to others. As a result, businesses should invest in dependable e-services to provide their clients with a hassle-free experience.

RESPONSIVENESS

The success of these e-services is also determined by how responsive they are to the needs of their clients. In e-services, responsiveness refers to providing timely and suitable responses to customer inquiries or complaints, which can lead to improved customer loyalty.

Prompt and correct responses to consumer inquiries are an important part of responsiveness in e-

services. Customers want businesses to respond quickly, especially when they have critical situations that require care. Failure to respond to their issues in a timely manner might lead to irritation, causing customers to go to competitors. The usage of chatbots or automated email responses can demonstrate attentiveness to client inquiries.

The responsiveness of e-services toward customers' needs is a critical aspect of ensuring customer loyalty. By focusing on prompt responses to inquiries, handling complaints as necessary, and implementing reward programs for customer engagement, businesses can improve the quality of their e-services to increase customer retention (DAM & DAM, 2021).

3.   METHODOLOGY

Starting with the identification of the problem, the background and specifics of the subject are covered, leading up to the conclusion and suggestions, after which the findings are presented and carefully examined.

In order to provide a quantitative overview of the data, this thesis used the un-descriptive method of analysis. The formula and features of data sampling have already been gathered with the aid of application program tools.

Table 1. Model Fit Criteria

criteria goodness of model fit	the standard value that recommended		
	according to (Santoso, 2018)	according to (Ghozali, 2018)	according to (Ghifary, 2021)
chi-square (x2) as a tool testing to see the model fitness	small x^2 value from model = better	small x^2 value from model = better	
P- Value	bigger p - value = Better	p-value $\geq$ 0.05 = Better	-
CMIN/ DF (normed chi-square)	CMIN/DF $\leq$ 5 = better	CMIN/DF $\leq$ 2 = better	-
RMSEA (Root Mean Square Error of Approximation)	RMSEA $\leq$ 5 = better	RMSEA $\leq$ 0.08 = better	RMSEA $\leq$ 5 = better
GFI (Goodness of Fit Index)	GFI value closer to 1 = Better	GFI value closer to 1 = Better	GFI value closer to 1 = Better
AGFI (Adjusted Goodness of Fit Index)	AGFI closer to 1 = Better	AGFI closer to 1 = Better	AGFI closer to 1 = Better
TLI (Tucker Lewis Index)	TLI value closer to 1 = Better	TLI value closer to 1 = Better	TLI value closer to 1 = Better
CFI (Comparative Fit Index)	CFI value closer to 1 = Better	CFI value closer to 1 = Better	CFI value closer to 1 = Better
NFI (Normal Fit Index)	NFI $\geq$ 0,09 = better	-	-
PNFI (Parsimonious Goodness Fit Index)	bigger PNFI value = Better	bigger PNFI value = Better	-
PGFI (Parsimonious Goodness Fit Index)	bigger PGFI value = Better	bigger PGFI value = Better	-

4. RESULT

The case processing summary table below illustrates how the reliability analysis of the data shows that approximately 100% (one hundred percent) of the data out of the 271 respondents in the studies are deemed valid. The case processing summary and descriptive statistical findings for the 271 research participants are listed below:

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	271	100.0
	Excluded[a]	0	.0
	Total	271	100.0

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.939
Bartlett's Test of Sphericity	Approx. Chi-Square	1852.949
	df	21
	Sig.	.000

The results of the test, which were conducted using IBM SPSS Statistics software, is 0.939 or 93.9% valid. This could imply that, of the 271 respondents the author has gathered, at least roughly 93.9% are essentially capable of understanding the questions the author has posed to them and responding in the manner that the author had originally intended. Given that the results are significantly higher than the minimum threshold of 0.50 or 50%, the outcome can be deemed excellent. Significant sampling adequacy is indicated by this number, which was also anticipated before the study. As a result, the sampling was deemed sufficient for additional testing.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.955	.955	7

The results of the test is 0.959 or 95.9% Reliable. Based on Cronbach's Alpha, the reliability statistics show that the data are considered to be 95.9% reliable. Based on standardized items, regardless of respondent differences, 95.9% of the 271 respondents are giving comparable answers. Given that the results are significantly higher than the minimum threshold of 0.50 or 50%, the outcome can be deemed acceptable.

Communalities

	Initial	Extraction
Adver	1.000	.866
Disc	1.000	.889
Reli	1.000	.879
Resp	1.000	.900
Pow	1.000	.888
Repur	1.000	.914
Decl	1.000	.852

Extraction Method: Principal Component Analysis.

According to Vogt (2005), An analysis of communalities can display the relationships between each variable. A variable with a communality of 1 would, for instance, have no unique variance at all or an explained variance that is entirely the result of other variables. Conversely, a variable that has a variance that cannot be explained by any other variable has zero communality (Field, 2017). The majority of the variables seem to be fairly related, based on the communalities table in Table 17. Only one variable, Power Distance, has a communality value below 75%; all other variables have values above 70%. In the meantime, with 86.8%, 85.9%, and 85.8%, respectively, the highest ones are Political Barriers, Masculinity, and Uncertainty Avoidance.

There are strong correlations between the remaining variables, as evidenced by their likewise significantly high values between 75% and 85%.

In order to ascertain the reciprocal relationship between the three variables namely promotion, e-service quality, and customer loyalty. The parameters are estimated using the maximum likelihood estimation procedure, a probabilistic framework for automatically identifying the probability distribution and parameters that best describe the observed data.
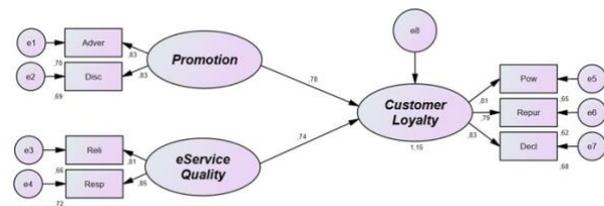
			Estimate	S.E.	C.R.	P	Label
Customer_Loyalty	<---	Promotion	,578	,057	10,171	***	par_5
Customer_Loyalty	<---	eService_Quality	,536	,055	9,777	***	par_6
Disc	<---	Promotion	1,000				
Adver	<---	Promotion	1,021	,065	15,747	***	par_1
Resp	<---	eService_Quality	1,000				
Reli	<---	eService_Quality	,994	,065	15,214	***	par_2
Pow	<---	Customer_Loyalty	1,000				
Repur	<---	Customer_Loyalty	1,022	,050	20,238	***	par_3
Decl	<---	Customer_Loyalty	1,120	,052	21,611	***	par_4

The chart above shows a classic "linear regression" model we used to forecast a numerical variable based on our data. To find the best fitting line, we employed "maximum likelihood estimation," a sophisticated technique that identifies the most likely probability distribution and its parameters for the observed data. From the tables, we can see the regression of the variables and sub-variables, mainly between the two major variables, Hofstede Cultural Dimensions and international trade barriers. It is shown that the regression of Promotion towards Customer Loyalty is 0.578 or 57.8%, meaning an increase of 1 in Promotions increases Customer Loyalty Index by 0.578. On the other hand, the regression of E-Service Quality towards Customer loyalty Index is 0.536 or 53.6%, meaning an increase of 1 in E-Service Quality increases Customer Loyalty Index by 0.536. Nonetheless it can be further standardized using the IBM SPSS AMOS, which controls reporting of standardized parameter estimates such as in the standardized regression weights.

			Estimate
Customer_Loyalty	<---	Promotion	,776
Customer_Loyalty	<---	eService_Quality	,741
Disc	<---	Promotion	,831
Adver	<---	Promotion	,835
Resp	<---	eService_Quality	,846
Reli	<---	eService_Quality	,814
Pow	<---	Customer_Loyalty	,805
Repur	<---	Customer_Loyalty	,788
Decl	<---	Customer_Loyalty	,825

Size of Correlation	Interpretation
± 0.91 to ± 1.00 (± - 0.91 to ± - 1.00)	Very high positive (negative) correlation
± 0.71 to ± 0.90 (± - 0.71 to ± - 0.90)	High positive (negative) correlation
± 0.51 to ± 0.70 (± - 0.51 to ± - 0.70)	Moderate positive (negative) correlation
± 0.31 to ± 0.50 (± - 0.31 to ± -.50)	Low positive (negative) correlation
± 0.00 to ± 0.30 (± 0.00 to ± - 0.30)	Little if any correlation

The level of correlation between the variables is indicated by the values of the standardized regression weight in the above table. With a reciprocal value of 0.846, e-service quality and responsiveness have the strongest correlation. Promotion and advertisement have the second-highest positive correlation, followed by promotion and discount (0.831), and customer loyalty and decreased loyalty to competitors (0.825). On the other hand, the least correlated variables are e-service quality and customer loyalty, with a still-relatively-high value of 0.741. None of the remaining factors exhibit negative correlation, all of which have strong positive correlations.

The correlation between promotion and customer loyalty shows a value of 0.78 which indicates a positive correlation between promotion and customer loyalty. On the other hand, e-service quality also have a positive impact on the customer loyalty with a result of 0.74. The positive value indicates that when promotions are to be increased, thus, the customer loyalty will also increase.

The result corresponds to the theory that it is ever-crucial for Skintific to utilize the IMC theory of marketing if they wish to increase customer loyalty towards the brand. Integrated Marketing Communication (IMC) theory and customer loyalty are a powerful duet in today's competitive landscape. IMC acts as the conductor, harmonizing various communication channels like advertising, social media, public relations, and sales into a unified message. This consistent melody resonates with customers, fostering trust and understanding. As customers experience this seamless communication across platforms, a sense of familiarity and emotional connection with the brand deepens, paving the way for loyalty.

In line with Duncan's (Duncan, 2002) perspective on Integrated Marketing Communication (IMC), fostering customer loyalty necessitates a shift beyond fragmented messages to the creation of meaningful dialogues. This implies seamlessly blending all communication channels, from advertising to social media, to deliver a consistent brand narrative that resonates deeply with customers. As they experience this unified storytelling across touchpoints, a sense of trust and emotional connection emerges, laying the foundation for loyalty. Consistent engagement through interactive platforms cultivates a two-way communication flow, allowing brands to understand and address customer needs, further strengthening the bond. Consequently, effective IMC, as defined by Duncan, transcends promotional tactics, and becomes a strategic tool for nurturing long-term relationships and unwavering customer loyalty.

As per proxy, the correlation between Promotion and both Advertisement and Discounts shows a value of 0.83 which indicates a positive correlation between Promotion and both Advertisement and Discounts, when Advertisement or Discounts increases, Promotion also increases at a significant value. Meanwhile, Reliability and Responsiveness also shows a positive significant correlation with E-Service Quality with a value of 0.81 and 0.85 respectively. In another word an increase in Reliability and Responsiveness will be followed by an increase in E-Service Quality at a significant value.

The goal of hypothesis testing is to determine the degree to which variables influence one another, thereby confirming the research hypothesis. The parameter estimates from the completed analysis are summarized here and are shown in the accompanying table:

Variable			Unstandardized Estimate	Standardized Estimate	Note
Promotion	→	Customer Loyalty	0.58	0.78	Significant

Based on the coefficient values in the table above, the results of hypothesis testing can be explained as follows:

The hypotheses being tested are:
H0: Promotion does not have a significant influence in affecting customer loyalty toward Skintific.
H1: Promotion does have a significant influence in affecting customer loyalty toward Skintific.

The high value of 0.78 for the standardized regression coefficient associated with the Promotion variable indicates a robust correlation with Customer Loyalty, exceeding the pre-defined rule of thumb for significance. Hence, the null hypothesis (H0) of no effect can be confidently rejected. This means that Promotion variable has a significant effect on the Customer Loyalty variable of the brand Skintific. So, H1 can be accepted. In conjunction to that, the positive coefficient value means that the Promotions get, the higher the chance Skintific's customer will be loyal to the brand.

Variable			Unstandardized Estimate	Standardized Estimate	Note
eService Quality	→	Customer Loyalty	0.54	0.74	Significant

Based on the coefficient values in the table above, the results of hypothesis testing can be explained as follows:
The hypotheses being tested are:
H0: E-Service quality does not have a significant influence in affecting customer loyalty toward Skintific.
H2: E-Service quality does have a significant influence in affecting customer loyalty toward Skintific.

The statistically significant association between E-service quality (0.74 standardized coefficient) and Customer Loyalty validates the null hypothesis (H0) rejection and solidifies our acceptance of H2, suggesting a reciprocal influence where high quality fosters loyalty and vice versa.

5. CONCLUSION

The research question and additional hypotheses based on the preceding chapter will be concluded in this conclusion and recommendation chapter. Additionally, a detailed discussion of the recommendations and a summary of all the findings will follow.

The path diagram demonstrates that, with values of coefficient correlation of 0.78 for promotion and 0.74 for e-service quality, both the promotion and e-service quality variables have a significant positive relationship towards customer loyalty of the brand Skintific. It demonstrates that running a sufficient number of promotions and offering excellent online customer service are key factors in keeping Skintific's customers devoted to the brand. It is accurate since two crucial marketing strategies are e-service quality and promotions. Therefore, as can be seen from the results, there is a significant correlation between all of the promotion and e-service quality variables.

This study confirms the significant influence of both promotions and e-service quality on customer loyalty for Skintific, aligning with the principles of integrated marketing communication (IMC). The high path coefficients, 0.78 for promotions and 0.74 for e-service quality, underscore the synergy achieved when marketing efforts seamlessly blend across channels. Effective promotions, when intertwined with exceptional online service experiences, create a unified brand narrative that resonates with customers. This cohesive approach fosters trust, engagement, and ultimately, loyalty. Furthermore, the significant correlation between promotion and e-service quality variables themselves reinforces the IMC perspective. By recognizing these elements as interconnected tactics within a holistic marketing strategy, Skintific can orchestrate impactful customer journeys that nurture loyalty and cultivate sustained brand success.

This concludes the paragraph by linking the observed results to the broader concept of IMC and emphasizing its crucial role in driving customer loyalty for Skintific. Additionally, this research paper also proven how effective digital marketing platform specifically TikTok is in this modern era. Skintific used to be a relatively small and unknown brand as stated in chapter one of this study, but as the brand emerged to TikTok, the sudden exposure has made the brand successful, and their customers loyalty is then impacted in a positive manner. In conclusion, this study has provided compelling evidence for the significant influence of both promotions and e-service quality on customer loyalty towards the Skintific brand. The high standardized regression weight coefficients, exceeding the established rule of thumb, confirm the rejection of the null hypotheses for both variables. This implies that implementing effective promotional strategies and prioritizing excellent e-service quality are crucial drivers for fostering customer loyalty within the Skintific brand. By strategically leveraging these key factors, Skintific can cultivate a loyal customer base, leading to sustained brand success and market competitiveness.

Referring to the Path results, customer loyalty of the brand Skintific can be concluded to as highly affected by factors like promotions and e-service quality. There are several reasons for this finding. First, customer loyalty can be built by satisfying the customers' needs and wants such as simply being reliable and responsive. Also, by implementing various ways of promotions like advertisements and giving discounts. However, if none of these efforts are made, it will turn the customers around, when customers are no longer loyal to Skintific, those existing customers will easily turn to the other competitors in the market.

Thus, with regards to this finding, there are several recommendations which can be useful for Skintific and also could possibly be applied to any brand in different business sectors in order to improve their performance in keeping their customers loyal to the brand. Based on these findings, Skintific should prioritize a two-pronged approach to cultivate customer loyalty.

Firstly, enhance promotional strategies by implementing targeted and data-driven promotional campaigns across various channels, including social media, influencer marketing, and loyalty programs. Offer personalized discounts, bundles, and flash sales to create a sense of excitement and exclusivity. Optimize campaign timing and messaging to resonate with specific customer segments.

Secondly, Elevate e-service quality by Investing in improving customer service responsiveness, resolution efficiency, and overall online experience. Train customer service representatives to provide empathetic and personalized support. Leverage automation tools to streamline communication and offer self-service options for convenience. Foster a positive online community

through social media engagement and feedback mechanisms. By strategically integrating these efforts, Skintific can craft a unified customer journey that fosters trust, engagement, and ultimately, unwavering loyalty. This loyal customer base will translate into enhanced brand reputation, repeat purchases, and sustained market competitiveness in the long run.

Lastly, to improve the thesis, future researchers could focus on how the involvement of influencers on TikTok affects customer loyalty towards Skintific. This could include studying the types of influencers promoting Skintific, their follower demographics, and the effectiveness of their promotional efforts. Hence to find out will marketing with the involvement of influencer in the same platform more helpful than promoting through Skintific's official account. This is so as TikTok is known for its influencers who have a significant impact on user behavior and preferences.

6.　REFERENCE

References are written using the APA format, justify alignment, the first row is without indentation, while the second row and the rest are using 1cm indentation. References must be in the form of scientific papers that have been reviewed and published. If it is in the form of a book, at least consists of the author, year, title, city, and publisher. If in the form of a journal, at least consists of the author, year, title, name of the journal, and page. If it is in the form of a proceeding, at least consists of the author, year, title, name of publication, page, city, and publisher. Belows are some examples of references writing. References are written in 10 pt Times New Roman with single line space.

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