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THE EFFECT OF SOCIAL MEDIA MARKETING, STORE ATMOSPHERE, AND ELECTRONIC WORD OF MOUTH ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE IN NASHA BEAUTY, KEDIRI CITY

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ABSTRACT
The main objective of this research is to examine how social media marketing, the ambiance of the store, and electronic word of mouth impact customer loyalty at Nasha Beauty in Kediri City, with customer satisfaction playing a role as a mediator. A quantitative approach was employed, involving a survey of 100 customers who are active on social media. The research tool used was a closed questionnaire with a Likert scale, and the data was analysed using Partial Least Square (PLS) method. The findings indicated that both social media marketing and the store environment have a positive and substantial influence on customer satisfaction and loyalty. However, electronic word of mouth only had a noticeable impact on customer satisfaction and not directly on loyalty, unless through the pathway of customer satisfaction. This outcome highlights the significance of customer satisfaction as a connecting factor in developing customer loyalty. The majority of respondents were women over 20 years old, so the results of the study better represent this group. This study suggests that business actors improve the quality of interactions on social media, create a comfortable store atmosphere, and manage e-WOM optimally. Further research is expected to expand the scope of the sample and add other variables such as price and product quality for more comprehensive results.

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INTRODUCTIONS

The rapid development of information technology in the globalization era demands the business world to utilize this opportunity to market products and services more effectively. Marketing that was previously conventional has now transformed into digital marketing, which is a form of promotion using electronic devices to build brand

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awareness and reach consumers more broadly. One of the advantages of digital marketing is the ease of access to product or service information quickly and accurately by consumers.

In the current context, cosmetic and skincare products have become daily necessities, especially for women. Awareness of the importance of using skincare and cosmetic products continues to increase, driven by easy access to information through social media (Afriza, 2019). Information regarding product effectiveness, beauty trends, and user reviews is widely spread and can quickly influence consumer decisions in choosing products. This phenomenon creates an increasingly competitive beauty industry landscape, including in Indonesia (Hilmi et al., 2022).

Seeing the rapid development of cosmetics, many large companies have decided to follow the development of cosmetics in Indonesia. As a result, there are now many cosmetic stores selling a variety of skincare products with various brands and prices that compete with other stores. Research was conducted on one of the skincare stores in Kediri, namely Nasha Beauty. The issues faced by Nasha Beauty include: (1) Lack of Customer Loyalty. This is due to the absence of optimal marketing strategies to retain customers and encourage repeat purchases. (2) Competition with Foreign Products. Nasha Beauty faces the challenge of maintaining its appeal to local consumers who may be more drawn to global trends. (3) Inadequate Digital Marketing. The use of social media and Electronic Word of Mouth (E-WOM) as marketing tools may not be optimised, resulting in insufficient brand awareness and consumer purchasing interest. (4) Inconsistent Consumer Purchase Decisions. This may be influenced by perceptions of product quality, competitive pricing, and shopping experiences at the store. Therefore, Nasha Beauty must improve its strategy to attract consumers, making it easier to foster customer loyalty.

Customer loyalty is the tendency of consumers to continue buying and recommending products, and becomes the key to long-term competitive advantage (Azizah & Aransyah, 2023). This loyalty is greatly influenced by customer satisfaction, which emerges from the alignment between expectations and actual experience with products or services (Juniwati et al., 2023). Previous studies show that customer satisfaction serves as a mediator between various marketing variables and loyalty (Haykal et al., 2023; Marso & Idris, 2022; Tuti & Sulistia, 2022)

In today's digital landscape, social media and Electronic Word of Mouth (e-WOM) become important tools in shaping consumer perceptions (Ramadhan & Marpaung, 2024). e-WOM enables consumers to convey positive and negative experiences about products through digital platforms, thus influencing purchase intention and brand image (Desafitri et al., 2024). e-WOM has now become one of the most influential communication strategies in shaping consumer perceptions. e-WOM allows customers to convey their experiences openly through digital platforms such as social media, forums, and online reviews. According to Ndraha (2024), e-WOM has three main indicators: intensity, opinion valence, and information content. Research by Fietroh & Rizqi (2025) shows that e-WOM has an influence on purchase intention and quality perception, although other studies such as Dewi & Padmantyo (2025) found that the direct influence of e-WOM on loyalty is not always significant.

On the other hand, Social Media Marketing (SMM) becomes an important part of promotional strategy. SMM enables companies to reach broader market segments through interactive content (Makna & Amron, 2023). Damayanti et al. (2021) states that SMM effectiveness can be measured through indicators: content creation, content sharing, connection, and community building. Nevertheless, research by Rachmadhaniyati & Sanaji (2021) shows that the direct influence of SMM on customer satisfaction can be insignificant, thus indicating the need for mediating variables in that relationship.

Besides digital experience, store atmosphere also influences consumer decisions. Store atmosphere includes physical elements such as lighting, layout, aroma, music, and colors that can shape consumer perception and comfort (Kotler et al., 2021). Research by Marso & Idris (2022) proves that store atmosphere significantly influences customer satisfaction and loyalty. However, in different contexts such as cafes, Nuryanto & Darpito (2024) shows that the influence of store atmosphere can vary depending on business type and customer preferences.

Based on this description, this research is important to address literature gaps by integrating digital experience variables (SMM and e-WOM) and physical experience (store atmosphere) in one comprehensive model to explain their influence on customer loyalty, with customer satisfaction as a mediating variable. The local context of Nasha

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Beauty Kediri will provide practical contribution in developing multichannel customer experience-based marketing strategies in the beauty industry.

METHODS

The study was carried out at Nasha Beauty in Kediri, with a specific focus on social media marketing, store ambiance, and electronic word-of-mouth as factors influencing customer loyalty. Customer satisfaction was also considered as a mediator in the connection between these factors and customer loyalty at Nasha Beauty in Kediri. This study employs quantitative techniques. The quantitative approach focuses on testing theories or hypotheses by measuring research variables numerically and analysing data using fixed procedures and systematic modelling with quantitative methods. This approach aims to achieve more accurate measurement results of respondents' responses, enabling numerical data to be analysed using the smart PLS ver.3 Sugianto method in (Tbp et al., 2025).

The research location was at Nasha Beauty Store, located at Jl. Tembus Ngronggo Kec. Kota, Kediri City, East Java 64127. The research was conducted in August 2024. This research uses non-probability sampling technique, with purposive sampling approach as the sample selection method. The selection of this technique is based on the consideration that researchers deliberately choose respondents who meet certain criteria, namely Nasha Beauty consumers in Kediri City who actively follow Nasha Beauty's social media and have made product purchases at the store. This non-random sample selection aims to ensure that the data obtained comes from individuals who are relevant to the research variables, namely social media marketing, store atmosphere, electronic word of mouth, customer satisfaction, and customer loyalty. This purposive sampling technique is appropriate for the quantitative approach used in the research, because data is collected from respondents who are believed to be able to provide credible information that aligns with the study focus (Sugiyono, 2021). The sample size is determined by referring to the formula from Hair et al. (2019), which is five times the number of research indicators: 20 indicators x 5 = 100 respondents. Therefore, 100 respondents are considered adequate to be analyzed using SmartPLS version 3 software, which is known to be flexible in handling small to medium sample sizes in modeling relationships between latent variables.

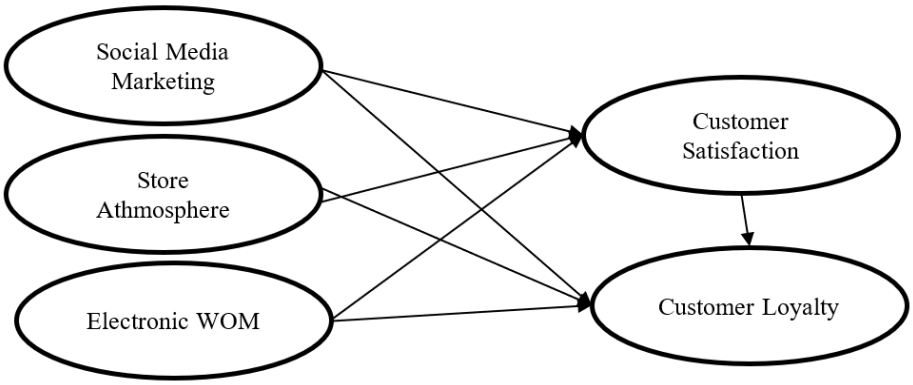

Figure 1. Theoretical Framework

H1 Customer Satisfaction → Customer Loyalty, Customer satisfaction significantly increases customer loyalty.
H2 Electronic WOM → Customer Satisfaction, E-WOM has a significant influence on increasing customer satisfaction.
H3 Electronic WOM → Customer Loyalty, E-WOM does not have a significant direct influence on customer loyalty.

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H4 Social Media Marketing → Customer Satisfaction, Social media marketing does not have a significant direct impact on customer satisfaction.
H5 Social Media Marketing → Customer Loyalty, Social media marketing has a significant direct influence on increasing customer loyalty.
H6 Store Atmosphere → Customer Satisfaction, Store atmosphere significantly increases customer satisfaction.
H7 Store Atmosphere → Customer Loyalty, Store atmosphere also has a significant direct effect on customer loyalty.

RESULTS AND DISCUSSIONS

Research Results

Respondent Description

Based on the respondent description results, the majority of participants in this study were aged ≥ 20 years, namely 79 people or 79% of the total 100 respondents. Meanwhile, respondents under the age of 20 numbered 21 people or 21%. This indicates that most respondents are young adults who generally have good experience and understanding of the products or services being studied. In terms of gender, female respondents dominated with 76 people (76%), while males numbered 24 people (24%). This proportion indicates that female respondents participated more than males in completing this questionnaire. Overall, the characteristics of the respondents in this study were dominated by women aged 20 years and above, which could influence their perspectives and assessments of the variables studied.

Table 1. Description of Respondents

Age Group	Total	Percentage (%)
< 20 years old	21	21.0%
≥ 20 years old	79	79.0%
Female	76	76.0%
Male	24	24.0%

Validity and Reliability Test

All the constructs in Table 2 have been found to satisfy the criteria for validity and credibility, as shown by the results of the validity and credibility assessment of the five research variables: Customer Loyalty, Customer Satisfaction, Electronic Word of Mouth (e-WOM), Store Atmosphere, and Social Media Marketing. The external load values for each indicator are greater than 0.70, indicating a strong representation of their respective constructs. Moreover, the Average Variance Extracted (AVE) for each variable is higher than 0.50, suggesting that the indicators explain over half of their variance. This meets the requirements for convergent validity.

Table 2. Validity & Reliability Test Result

Variables Name	Outer Loading	Cronbach's Alpha	Composite Reliability (rho_a)	AVE	Description
Customer Loyalty		0.697	0.699	0.622	Reliable & Valid
CL1	0.806				Valid
CL2	0.749				Valid
CL3	0.727				Valid
CL4	0.713				Valid
Customer Satisfaction		0.743	0.758	0.562	Reliable & Valid
CS1	0.779				Valid
CS2	0.782				Valid

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CS3	0.804				Valid
Electronic WOM		0.826	0.831	0.741	Reliable & Valid
EWOM1	0.878				Valid
EWOM2	0.857				Valid
EWOM3	0.847				Valid
Store Atmosphere		0.660	0.660	0.746	Reliable & Valid
SA3	0.737				Valid
SA4	0.889				Valid
SA6	0.858				Valid
Social Media Marketing		0.776	0.808	0.690	Reliable & Valid
SMM1	0.866				Valid
SMM3	0.861				Valid

In terms of reliability, all variables have Cronbach's Alpha and Composite Reliability (rho_a) values above 0.60. However, two constructs, Customer Loyalty and Store Atmosphere, have Cronbach's Alpha values below the minimum limit, but both are still acceptable for exploratory research. After these validity and reliability criteria are met, it can be concluded that the research measurement instrument as a whole is suitable for measuring the intended constructs.

Path Analysis Test

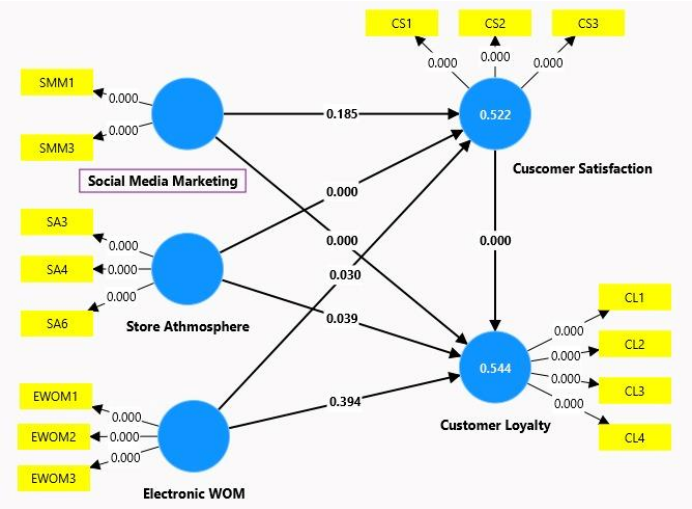

Figure 2. T-test

Table 3. Path Analysis Test

The Influence of Variables	Direct Influence	Indirect Influence	Total
E-WOM on Customer Satisfaction	0,249		0,249
E-WOM on Customer Loyalty	-0,11	0,249 × 0,486 = 0,121	0,011
Store Atmosphere on Customer Satisfaction	0,472		0,472
Store Atmosphere on Customer Loyalty	0,207	0,472 × 0,486 = 0,229	0,436
Social Media Marketing on Customer Satisfaction	0,101		0,101

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Social Media Marketing on Customer Loyalty	0,294	0,101 × 0,486 = 0,049	0,343
Customer Satisfaction on Customer Loyalty	0,486		0,486

1. E-WOM on Customer Satisfaction

e-Word of Mouth has a clear, positive impact on Customer Happiness by 0.249. This suggests that as customers share more positive feedback electronically, their satisfaction levels increase. The statistical analysis, with a t-statistic of 2.173 and a p-value of 0.030 (less than 0.05), confirms the significance of this effect. Therefore, e-Word of Mouth significantly contributes to shaping customer satisfaction.

2. E-WOM on Customer Loyalty

The immediate impact of electronic word-of-mouth on customer loyalty is insignificant, with a p-value of 0.394 (> 0.05). Nonetheless, e-WOM does have an indirect impact on customer loyalty through customer satisfaction, with a moderate effect size. The overall effect is a minimal positive value, suggesting that e-WOM's influence on customer loyalty is only noticeable when satisfaction comes into play.

3. Store Atmosphere on Customer Satisfaction

Store Atmosphere has a strong direct effect on customer satisfaction of 0.472, with a p-value of 0.000, making it statistically significant. This indicates that the better the store atmosphere (comfort, lighting, music, etc.), the higher the level of customer satisfaction.

4. Store Atmosphere on Customer Loyalty

The direct effect of Store Atmosphere on loyalty is 0.207, while the indirect effect through Customer Satisfaction is 0.229 (0.472 × 0.486), resulting in a total effect of 0.436. This indicates that store atmosphere significantly influences customer loyalty both directly and indirectly. The p-value for this direct effect is also significant (0.039 < 0.05).

5. Social Media Marketing on Customer Satisfaction

Social Media Marketing has a direct effect on customer satisfaction of 0.101, but this value is not statistically significant (p-value = 0.185 > 0.05). This shows that marketing through social media is not yet strong enough to directly shape customer satisfaction, perhaps due to uninteresting or inconsistent content.

6. Social Media Marketing on Customer Loyalty

The direct effect is 0.294, which is significant (p-value = 0.000). Additionally, there is an indirect effect through customer satisfaction of 0.049 (0.101 × 0.486), resulting in a total effect of 0.343. This means that social media plays a crucial role in building loyalty, both directly and through enhanced satisfaction.

7. Customer Satisfaction on Customer Loyalty

Customer Satisfaction has a large and significant direct effect on Customer Loyalty of 0.486 (p-value = 0.000). This shows that customer satisfaction is the most dominant factor that shapes loyalty. When customers are satisfied, they tend to make repeat purchases, recommend the brand, and remain loyal to it.

Discussion

This study shows that digital marketing approaches through social media, store atmosphere, and electronic recommendations (e-WOM) play a significant role in building customer loyalty at Nasha Beauty. These three factors contribute to increasing customer satisfaction, which ultimately has a positive impact on loyalty. These findings emphasise the importance of the overall customer experience, both in the digital and physical worlds, as the basis for building long-term relationships between brands and their consumers.

Store atmosphere has been proven to have a major impact on customer satisfaction levels. A comfortable and attractive atmosphere, designed with aesthetic elements such as lighting, scent, layout, and music, can create an

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emotionally enjoyable shopping experience. This builds positive perceptions of the brand and increases satisfaction after direct interaction within the store. This positive experience serves as a solid foundation for customers to return for future purchases, demonstrating the long-term impact of store atmosphere on customer loyalty. This aligns with the views of Kotler and Keller, who emphasise the importance of physical store elements such as lighting, scent, layout, and music in creating brand image and shopping comfort. These findings are also in line with Marso and Idris (2023), who show that store atmosphere influences loyalty through satisfaction. In the context of Nasha Beauty, the store atmosphere is not only a space for transactions, but also part of a brand experience strategy that strengthens customer emotional attachment.

Electronic recommendations (e-WOM) also have a significant influence on customer satisfaction levels. When consumers read positive reviews or experiences from others online, it increases their trust in the brand and forms better expectations. Although e-WOM does not directly create loyalty, its indirect impact through customer satisfaction is crucial. This shows that e-WOM is more effective when customers have already experienced the real benefits of the product, making the reviews they receive relevant and influential. This finding aligns with the theory that third-party information perceived as unbiased can influence consumer decisions more strongly when combined with satisfying personal experiences. Additionally, this study reinforces the findings of Dewi & Padmantyo (2025), who stated that the influence of e-WOM on loyalty is indirect and stronger when mediated by customer satisfaction. Desafitri et al. (2024) also emphasise that e-WOM builds positive consumer perceptions through authentic reviews that can be accessed quickly via the internet. The trust that arises from the online experiences of others is an important factor in shaping consumer expectations of a brand.

Unlike the two previous variables, social media marketing shows interesting results. Although it does not directly increase customer satisfaction, social media promotion has a direct influence on loyalty. This indicates that a brand's presence and activity on social platforms can create an emotional connection with customers, even without a satisfying direct consumption experience. For example, social media campaigns that are engaging, interactive, or entertaining can build strong emotional connections, which ultimately lead to loyalty. On the other hand, the lack of direct influence on satisfaction indicates that social media content needs to be optimised so that it is not only visually appealing but also relevant and provides value to the audience. These results are consistent with the findings of Rachmadhaniyati and Sanaji (2021), which show that promotion on social media does not always increase satisfaction but is capable of building emotional connections that strengthen brand loyalty. These findings also support the results of (Makna & Amron, 2023), who state that interactivity, community, and entertainment value in social media content play a role in creating long-term relationships between customers and brands. Therefore, the role of SMM should be understood not only as an informative promotional tool but also as a means of building brand identity and emotional connections.

The main finding of this study is the role of customer satisfaction as a mediator. Satisfaction has been proven to be an important pathway connecting how store atmosphere and e-WOM shape loyalty. This confirms that loyalty is not determined by a single point of contact, but is the result of consistent and comprehensive positive experiences. When customers feel satisfied after interacting with both the physical store and its online reputation, they will tend to be loyal to the brand. Conversely, if satisfaction levels are not achieved, the influence of promotions or store atmosphere will be limited in creating loyalty.

This study deepens our understanding of how various aspects of marketing, both digital and physical, interact to create customer loyalty through satisfaction. The findings also emphasise the significance of integrating online strategies (social media and e-WOM) with face-to-face experiences (store atmosphere) as a comprehensive way to build lasting customer relationships. For marketing managers, the results of this study provide strategic guidance that efforts to increase loyalty should prioritise the creation of real satisfaction, not just temporary promotions. These findings reinforce the literature stating that loyalty is not formed by a single interaction but rather the accumulation of

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consistent positive experiences (Juniwati et al., 2023; Haykal et al., 2023). Satisfied customers tend to form emotional bonds, make repeat purchases, and recommend the brand to others.

By understanding that store atmosphere and e-WOM can enhance satisfaction, and that social media marketing has a direct influence on loyalty, companies can formulate more effective and personalised marketing strategies. This research also encourages further investigation into other variables that may function as triggers or connectors, such as product quality, price, or brand image. Additionally, these findings emphasise the importance of continuously monitoring customer satisfaction as an early indicator of ongoing loyalty.

The implications of these results underscore the importance of integrating physical and digital experiences in marketing strategies. In a competitive and dynamic market landscape, marketing success cannot rely on a single communication channel. Brands need to deliver consistent messaging, enjoyable in-store experiences, and positive online reviews to create a sustainable loyalty ecosystem. Thus, a holistic approach and comprehensive customer experience are key to building long-term relationships between brands and their consumers.

CONCLUSION

The results of the study conducted at Nasha Beauty Kediri indicate that the store atmosphere has a strong and significant direct impact on customer satisfaction. A comfortable and attractive store environment can significantly enhance customer satisfaction. E-WOM also has a positive and significant influence on customer satisfaction, but it does not directly affect customer loyalty without satisfaction as an intermediary. In other words, positive experiences shared through social media sharpen customer satisfaction, and it is this satisfaction that is the key to building customer loyalty. Overall, this study confirms that customer loyalty at Nasha Beauty can be effectively enhanced by creating customer satisfaction derived from a pleasant shopping experience in the store, effective E-WOM management, and optimising digital marketing strategies. Customer satisfaction plays a crucial role as a mediating variable, as without satisfaction, the influence of other variables on loyalty becomes weak or insignificant. Therefore, the company's primary focus should be on creating customer satisfaction to ensure loyalty is sustained and provides long-term benefits for the company.

This study has several limitations. First, the research was conducted at only one store, Nasha Beauty in Kediri City, so the results may not be generalisable to other stores or regions. Second, the sample size was limited to 100 respondents and was dominated by women aged 20 and above, thus failing to adequately represent the entire potential customer segment. Third, the variables studied were limited to social media marketing, store atmosphere, e-WOM, and customer satisfaction, without considering other external factors such as price, product quality, or market trends that could also influence customer loyalty. Therefore, future researchers are advised to expand the scope of the study to include more stores or different regions to make the results more generalisable. In addition, using a more diverse sample in terms of age, gender, and socioeconomic background can increase the external validity of the research. Researchers can also add other relevant variables, such as price, product quality, or promotions, to obtain a more comprehensive picture of the factors that influence customer loyalty.

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