

ANALYSIS OF SOCIAL MEDIA MARKETING AND INFLUENCER ENDORSEMENT ON CONSUMER LOYALTY THROUGH CUSTOMER SATISFACTION IN PURCHASING MUSLIM FASHION PRODUCTS IN E-COMMERCE

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Abstract

The purpose of this study is to determine directly and indirectly the relationship between social media marketing and influencer endorsement on customer loyalty through customer satisfaction. The population in this study are all Muslim fashion consumers who shop in e-commerce such as Shopee, Tokopedia, Lazada, and Bilibli, the number of which could not be known with certainty. The sample withdrawal used is accidental sampling, distributing questionnaires using google forms. The research sample was taken using the Zikmund formula so that a sample size of 150 respondents was obtained. Data analysis was carried out using structural equation modeling (SEM) techniques with Smart-PLS analysis tools to test the direct and indirect relationships between these variables. The results explain that social media marketing directly has a significant effect on customer satisfaction, influencer endorsement directly has a significant effect on customer satisfaction, social media marketing directly has a significant effect on customer loyalty, influencer endorsement directly has a significant effect on customer loyalty, customer satisfaction directly has a significant effect on customer loyalty, social media marketing indirectly has a significant effect on customer loyalty through customer satisfaction and then influencer endorsement indirectly has a significant effect on customer loyalty through customer satisfaction.

Keywords: *Social Media Marketing, Influencer Endorsement, Customer Satisfaction, Customer Loyalty*

1. INTRODUCTION

E-commerce in Indonesia has experienced rapid growth in recent years. With increasing internet penetration and smartphone usage, people are increasingly accustomed to conducting transactions online. E-commerce platforms such as Shopee, Tokopedia, Lazada, and Bukalapak have become part of people's lifestyle in fulfilling their daily needs. Ease of access, various payment methods, and many attractive promos have further increased people's interest in shopping online. In addition, the COVID-19 pandemic is also a factor in accelerating the development of e-commerce, due to limitations in physical shopping activities. With the continuous development of technology and innovation, e-commerce is expected to increasingly dominate the trade industry in Indonesia.

Muslim fashion in Indonesia is growing rapidly along with the increasing public awareness of fashion styles that comply with sharia principles. Indonesia as one of the countries with the largest Muslim population in the world has a very potential market for the Muslim fashion industry. The trend of hijab and syar'i clothing is increasingly in demand, both by young people and adults. Various local designers have contributed in presenting design innovations that are still fashionable but still in accordance with Islamic values. Support from the government through Indonesia Fashion Week and Muslim Fashion Festival also boosts the growth of this industry. Not only growing offline, Muslim fashion is now also increasingly dominating the e-commerce market.

Medan City as one of the largest cities in Indonesia has experienced significant growth in the e-commerce industry. Medan residents are increasingly accustomed to the concept of online shopping because of the convenience offered by various platforms. In addition, more and more business actors are switching to online systems to reach a wider consumer base. With the ever-growing digital infrastructure and increasing public trust in online transactions, e-commerce is becoming an increasingly popular sector in Medan City. Muslim fashion in Medan City is growing rapidly along with the increasing public interest in clothing that is in accordance with Islamic values. Many local boutiques and brands have emerged to meet consumer demand. Not only available offline, various Muslim fashion products are also widely marketed through e-commerce platforms. The existence of online marketplaces makes it easier for Medan residents to get quality Muslim fashion products at more competitive prices.

In the digital era, marketing strategies through social media and endorsements by influencers are important elements in building customer loyalty. However, not all marketing strategies implemented can produce maximum impact. Some consumers feel dissatisfied with the information conveyed through social media, while influencer endorsements are sometimes considered less relevant. In addition, the many choices of products in e-commerce also make competition increasingly tight. Therefore, it is important to understand the extent to which social media marketing and influencer endorsements can influence customer loyalty through customer satisfaction.

Customer loyalty is a customer's commitment to continue buying products from a brand repeatedly (Yum & Yoo, 2023; Mofokeng, 2023; Zhu et al., 2024). Customer loyalty is not only formed from good product quality, but also positive experiences during the purchasing process and interactions with the brand. In e-commerce, factors such as ease of transaction, speed of delivery, and responsive customer service are very influential in forming customer loyalty. Although Muslim fashion is increasingly popular in e-commerce, challenges in building customer loyalty still occur. Many consumers easily switch to other brands due to various factors, such as more attractive promotions from competitors or dissatisfaction with the services provided. In addition, the lack of emotional attachment to the brand is also a factor that makes it difficult to form customer loyalty.

Customer satisfaction refers to the level of consumer satisfaction with the products or services received (Eckert et al., 2022; Mainardes et al., 2023; Manyanga et al., 2022). Customer satisfaction plays an important role in forming loyalty because satisfied customers are more likely to make repeat purchases. Factors such as product quality, ease of transaction, competitive prices, and interaction with brands on social media can affect customer satisfaction. Customer satisfaction with Muslim fashion products on e-commerce is often influenced by expectations of the products purchased. Some consumers feel disappointed if the product received does not match the description or image displayed. In addition, factors such as late delivery, lack of after-sales service, and slow response from the seller can also reduce customer satisfaction.

Social media marketing plays an important role for consumers in various aspects of daily life (Kedi et al., 2024; Chowdhury et al., 2024). Through this marketing strategy, consumers can easily access information about the products or services they need, compare prices, read reviews, and even interact directly with brands. In addition, social media provides convenience in seeking recommendations from friends or influencers they trust, so that purchasing decisions become more focused (Pandey et al., 2018; Emini, 2021). With interesting, educational, and relevant content, consumers also get a more enjoyable shopping experience, not just a transaction. The speed of response from brands on social media also increases customer satisfaction, because they feel heard and cared for. Not only that, social media marketing also creates emotional involvement between brands and consumers, so that customer loyalty can be formed. With this easy access to information and communication, social media is not only a marketing tool, but also a bridge

that strengthens the relationship between consumers and businesses.

Social media marketing is a marketing strategy that utilizes social media platforms to reach more consumers. With social media, brands can more easily interact with customers, build brand awareness, and increase sales through engaging content. Elements such as the use of paid advertising, organic content, and customer interaction are important factors in the success of a social media marketing strategy. Although many Muslim fashion brands are active in marketing through social media, there are still several obstacles in its implementation. One of them is the lack of customer involvement in the content created. In addition, some marketing strategies on social media tend to focus too much on promotions without building more personal communication with customers.

Influencer endorsements play a significant role in consumer decisions because they build trust and a stronger emotional connection than traditional advertising (Dinh & Lee, 2022; Janssen et al., 2022). Consumers tend to trust the opinions of influencers they follow more because they feel close to them and consider them as friends or role models. When an influencer recommends a product, consumers see it as a more authentic testimonial, not just a marketing strategy. Influencers also often present reviews in a more engaging and relatable way, making the product more acceptable (Pradhan et al., 2023; Tanwar et al., 2022). In a digital world full of information, influencer recommendations also help consumers filter their choices more quickly and efficiently. This factor is further strengthened by the community that influencers build, where followers feel like they are part of a group that shares similar interests. In this way, influencer endorsements are not just about promotion, but also shape consumers' experiences and preferences in the long term.

Influencer endorsement is a marketing strategy that involves influential figures on social media to promote a product. The influence of an influencer can help increase brand credibility and build customer trust. Choosing the right influencer greatly influences the effectiveness of this strategy, especially in targeting relevant audiences. Although influencer endorsement is an effective marketing strategy, there are still some challenges in its implementation. Some consumers feel that recommendations from influencers do not always reflect the quality of the product objectively. In addition, if the influencer chosen does not align with the brand's values, the effectiveness of the campaign can be reduced.

With the development of e-commerce and Muslim fashion in Indonesia, digital marketing strategies such as social media marketing and influencer endorsement are becoming increasingly important in building customer loyalty. However, challenges such as less than optimal customer satisfaction, ineffective marketing strategies, and low customer loyalty are problems that must be overcome. Therefore, this study will analyze how social media marketing and influencer endorsement affect customer loyalty through customer satisfaction in purchasing Muslim fashion products on e-commerce.

2. LITERATURE REVIEW

Customer Loyalty

Customer loyalty is a customer's loyalty to a brand, product, or service demonstrated through repeat purchases and consistent preferences (Bhaskar & Kumar, 2016; Urdea & Constantin, 2021). This loyalty is formed when customers have a continuous positive experience, so that they not only continue to use the same product or service but also recommend it to others (Othman et al., 2020; Yadav & Rahman, 2018; Banerji & Singh, 2024). In a competitive business world, customer loyalty is a valuable asset because loyal customers tend to be more difficult to switch to other brands even though there are cheaper or more attractive offers from competitors. There are several levels of customer loyalty, from satisfied customers who simply buy out of habit, to advocate customers who actively recommend a product or service to others (Alzyoud et al., 2024; Felix & Rembulan, 2023). The most loyal customers often become brand advocates, sharing their positive experiences on social media, and defending the brand in the face of criticism or intense competition. Therefore, building customer loyalty is not only about maintaining product quality, but also providing an exceptional experience and creating a more personal relationship (Ye et al., 2023; Akil & Ungan, 2022; Sheu & Chang, 2022).

Customer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment that arises after customers compare their expectations with their actual experiences when using a product or service (Liu & Kao, 2022; Masyhuri, 2022; Avania & Widodo, 2022). This satisfaction is an important benchmark for businesses in assessing the quality of service they provide. If customers are satisfied, they tend to repurchase and recommend the product or service to others (Lee et al., 2022; Miao et al., 2022). Conversely, dissatisfaction can cause customers to switch to competitors. Customer satisfaction is not just the result of a quality product, but also reflects the overall customer experience (Vasic et al., 2021; Dong, 2021). Factors such as responsiveness of customer service, speed of delivery, ease of transaction, and the value provided by the product greatly influence customer satisfaction. Therefore, companies must understand customer needs and expectations in order to provide the best service (Kawa & Światowiec-Szczepańska, 2021; Rashid & Rasheed, 2024; Kagwa, 2024).

Social Media Marketing

Social media marketing (SMM) is a digital marketing strategy that utilizes social media platforms to promote products, services, or brands to a wider audience (Bashar et al., 2024; Kedi et al., 2024). With billions of active users across platforms such as Facebook, Instagram, Twitter, TikTok, and LinkedIn, social media has become a highly effective tool in increasing brand awareness and engaging with customers directly (Moedeen et al., 2024; Chowdhury et al., 2024). The main goal of social media marketing is to increase business visibility, build relationships with customers, and increase sales or conversions. Through engaging content, targeted advertising campaigns, and active engagement, businesses can build customer loyalty and expand their reach without geographical boundaries (Daga et al., 2024; Kim & Baek, 2024). Social media marketing involves a variety of strategies, from creating quality content, using influencers, community-based marketing, to paid advertising. The content presented must be relevant to the target audience, entertaining, informative, or provide added value in order to attract attention and increase engagement (Khanom, 2023; Meliawati et al., 2023; Chan et al., 2023).

Influencer Endorsement

Influencer endorsement is a form of promotion where someone who has a large influence on social media or other digital platforms recommends a product or service to their audience (Li et al., 2023; Zhou et al., 2024). These influencers can come from various fields, such as beauty, health, technology, and lifestyle. The endorsements they make aim to increase brand awareness and encourage their followers to use the products or services being promoted. Influencers have the advantage of building close relationships with their followers (Ren et al., 2023; Macheka et al., 2024). They are often considered trustworthy and have high credibility in their respective fields. Therefore, when they recommend a product, the audience tends to trust and be more motivated to buy compared to conventional advertising (Vidani et al., 2023; Herrando & Martín-De Hoyos, 2022). This makes influencer endorsement an effective marketing strategy for many brands. Using influencers as part of a marketing strategy has many advantages. In addition to increasing brand awareness, this strategy also helps build consumer trust and accelerate purchasing decisions. Because influencers have high engagement with their audiences, the products they recommend tend to get more attention compared to traditional advertising (Janssen et al., 2022; Hudders & De Jans, 2022; Dinh & Lee, 2022).

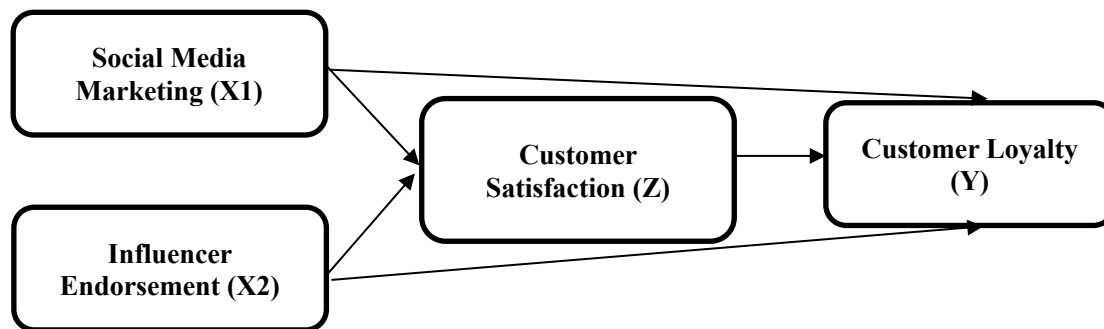


Figure 1. Conceptual Framework

Source: By Researcher (2025)

3. MATERIALS AND METHODS

This type of research is causal associative research. Causal associative research aims to determine the relationship or association between two or more variables. This type of research is usually used to see if there is a relationship, correlation, or influence between the variables studied, and how strong the relationship is (Sugiyono, 2021). The types of data used are primary data and secondary data obtained from questionnaires. The population in this study are all Muslim fashion consumers who shop in e-commerce such as Shopee, Tokopedia, Lazada, and Blibli, the number of which could not be known with certainty. The sample withdrawal used is accidental sampling, distributing questionnaires using google forms. The research sample was taken using the Zikmund formula so that a sample size of 150 respondents was obtained. Data analysis was carried out using structural equation modeling (SEM) techniques with Smart-PLS analysis tools to test the direct and indirect relationships between these variables.

4. RESULTS AND DISCUSSION

a. Outer Model

Convergent Validity

Convergent Validity is an indicator that is assessed based on the correlation between the item score / component score and the construct score, which can be seen from the standardized loading factor which describes the magnitude of the correlation between each measurement item (indicator) and its construct. Individual reflexive measures are said to be high if they correlate > 0.7 with the construct to be measured but the outer loading value between 0.5 - 0.6 is considered sufficient (Hair et al., 2017).

Table 1. Test Results Loading Factor

Variable	Statement Item	Outer Loading	Description
Customer Loyalty (Y)	CL1	0.831	Valid
	CL2	0.817	Valid
	CL3	0.862	Valid
	CL4	0.843	Valid
	CL5	0.811	Valid
Customer Satisfaction (Z)	CS1	0.827	Valid
	CS2	0.829	Valid
	CS3	0.871	Valid
	CS4	0.861	Valid
	CS5	0.805	Valid
Social Media Marketing (X1)	SMM1	0.854	Valid
	SMM2	0.897	Valid

Variable	Statement Item	Outer Loading	Description
	SMM3	0.882	Valid
	SMM4	0.832	Valid
	SMM5	0.857	Valid
Influencer Endorsement (X2)	IE1	0.845	Valid
	IE2	0.822	Valid
	IE3	0.884	Valid
	IE4	0.840	Valid
	IE5	0.833	Valid

Sources: Smart-PLS (2025)

Based on Table 1. above, it is known that there are several statement items that are eliminated because they do not meet the requirements, so that after re-processing the data, all of the statement items above have an outer loading value > 0.7 .

Discriminant Validity

Discriminant Validity is a measurement model with reflexive indicators assessed based on crossloading measurements with constructs. If the correlation between the construct and the measurement item is greater than the size of the other constructs, it shows that their block size is better than the other blocks. Meanwhile, according to another method for assessing discriminant validity, namely by comparing the squareroot value of average variance extracted (AVE) (Hair et al., 2017).

Table 2. Test Results Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Customer Loyalty	0.771
Customer Satisfaction	0.764
Social Media Marketing	0.789
Influencer Endorsement	0.740

Sources: Smart-PLS (2025)

Based on Table 2. above, it is known that the AVE (Average Variant Extracted) value of each variable is greater than 0.7. So it can be concluded that the variables or constructs used are valid.

Composite Reliability and Cronbach's Alpha

Composite reliability is an indicator for measuring a construct which can be seen in the latent variable coefficients view. To evaluate composite reliability, there are two measuring tools, namely internal consistency and Cronbach's alpha. In this measurement, if the value achieved is > 0.70 , it can be said that the construct has high reliability. Cronbach's Alpha is a reliability test that is carried out to strengthen the results of composite reliability. A variable can be declared reliable if it has a Cronbach's alpha value > 0.70 (Hair et al., 2017).

Table 3. Test Results Cronbach's Alpha & Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability
Customer Loyalty	0.811	0.872
Customer Satisfaction	0.836	0.873
Social Media Marketing	0.874	0.924
Influencer Endorsement	0.881	0.911

Sources: Smart-PLS (2025)

Based on Table 3. above, it is known that each research variable has a Cronbach's alpha and composite reliability value > 0.70 . Based on the results obtained, it can be stated that the variables used in the study are declared reliable.

Fornell-Larcker Criterion

Table 4. Test Results Fornell-Larcker Criterion

	Customer Loyalty	Customer Satisfaction	Social Media Marketing	Influencer Endorsement
Customer Loyalty	0.845			
Customer Satisfaction	0.773	0.823		
Social Media Marketing	0.767	0.754	0.823	
Influencer Endorsement	0.738	0.732	0.769	0.819

Sources: Smart-PLS (2025)

Table 4. above shows that the correlation value of the association construct is higher than the other constructs so that it can be said that the model has good discriminant validity. In this case, the FL Criterion value which has the lowest value is influencer endorsmeent 0.819 which is greater than other correlations.

b. Inner Model

Inner model analysis is usually also called inner relation or structural model and substantive theory which describes the relationship between latent variables based on substantive theory. Changes in the value of R-square can be used to assess the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect (Hair et al., 2017).

Table 5. Test Results R-Square (R²)

Variabel	R Square (R ²)
Customer Satisfaction	0.812
Customer Loyalty	0.648

Sources: Smart-PLS (2025)

Based on Table 5. above, the R Square value for the customer satisfaction variable is 0.812, this means that the percentage of the influence of social media marketing and influencer endorsement on customer satisfaction is 81.2%, while the remaining 18.8% is explained by other variables not examined in this study. Furthermore, the R Square value for the customer loyalty variable is 0.648, this means that the percentage of the influence of organizational social media marketing, influencer endorsement and customer satisfaction on customer loyalty is 64.8%, while the remaining 35.2% can be explained by other variables not examined in this study.

c. Hypotesis Test

Direct Effect

Table 6. Test Results Direct Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Deviation Standard (STDEV)</i>	<i>T Statistic (O/STDEV)</i>	<i>P Values</i>
Social Media Marketing -> Customer Satisfaction	0.417	0.376	0.325	3.323	0.000
Influencer Endorsement -> Customer Satisfaction	0.277	0.247	0.254	2.418	0.000
Social Media Marketing -> Customer Loyalty	0.338	0.322	0.338	3.275	0.000
Influencer Endorsement -> Customer Loyalty	0.279	0.252	0.274	2.408	0.000
Customer Satisfaction -> Customer Loyalty	0.373	0.344	0.245	3.117	0.000

Sources: Smart-PLS (2025)

Based on Table 6. above the test results can be used to answer the hypothesis in this study. Hypothesis testing in this study by looking at the coefficient path (original sample), t-statistic value or p-value. With a significance of 5%, the hypothesis can be accepted if the t-statistic > t-table 1.65 ($n-k = 120-4 = 116$ at 0.5/5%) or the p-value < 0.05. The direct effect can be explained as follows:

- X1 to Z: T-Statistic value ($|O/STDEV|$) = 3.323 and P-Values = 0.000 < 0.05, meaning that social media marketing directly has a significant effect on customer satisfaction.
- X2 to Z: T-Statistic value ($|O/STDEV|$) = 2.418 and P-Values = 0.000 < 0.05, that is, influencer endorsement directly has a significant effect on customer satisfaction.
- X1 to Y: T-Statistic value ($|O/STDEV|$) = 3.275 and P-Values = 0.000 < 0.05, meaning that social media marketing directly has a significant effect on customer loyalty.
- X2 to Y: T-Statistic value ($|O/STDEV|$) = 2.408 and P-Values = 0.000 < 0.05, meaning that influencer endorsement directly has a significant effect on customer loyalty.
- Z to Y: T-Statistic value ($|O/STDEV|$) = 3.117 and P-Values = 0.000 < 0.05, meaning that customer satisfaction behavior directly has a significant effect on customer loyalty.

Indirect Effect

Table 7. Test Results Indirect Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Social Media Marketing -> Customer Satisfaction -> Customer Loyalty	0.289	0.264	0.275	3.223	0.000
Influencer Endorsement -> Customer Satisfaction -> Customer Loyalty	0.324	0.377	0.152	2.417	0.000

Sources: Smart-PLS (2024)

Based on Table 7. above, it is known that social media marketing indirectly has a significant effect on customer loyalty through customer satisfaction with a p-value of 0.000 < 0.05. Furthermore, it is known that influencer endorsement indirectly has a significant effect on customer loyalty through customer satisfaction with a p-value of 0.000 < 0.05.

Total Effect

Table 8. Test Results Total Effect

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Deviation Standard (STDEV)</i>	<i>T Statistic (O/STDEV)</i>	<i>P Values</i>
Social Media Marketing -> Customer Satisfaction -> Customer Loyalty	0.471	0.355	0.277	2.873	0.000
Influencer Endorsement -> Customer Satisfaction -> Customer Loyalty	0.326	0.269	0.219	2.168	0.000

Sources: Smart-PLS (2025)

Based on Table 8. above, it can be synthesized that the total effect value is as follows:

- The total effect of social media marketing relationships directly and indirectly has a significant effect on customer loyalty through customer satisfaction with a T-statistics value ($|O/STDEV|$) of 4.173 with p-values of 0.000 < 0.05.

- b. The total effect of influencer endorsement relationship directly and indirectly has no significant effect on customer loyalty through customer satisfaction with the T-statistics value ($O/STDEV$) is 1.838 with p-values $0.000 < 0.05$.

5. CONCLUSION AND SUGGESTION

Based on the results of the research discussion above, it can be concluded that:

- a. Social media marketing directly has a significant effect on customer satisfaction.
- b. Influencer endorsement directly has a significant effect on customer satisfaction.
- c. Social media marketing directly has a significant effect on customer loyalty.
- d. Influencer endorsement directly has a significant effect on customer loyalty.
- e. Customer satisfaction directly has a significant effect on customer loyalty.
- f. Social media marketing indirectly has a significant effect on customer loyalty through customer satisfaction.
- g. Influencer endorsement indirectly has a significant effect on customer loyalty through customer satisfaction.

Based on the above conclusions, the following suggestions can be made:

- a. For social media marketing for Muslim fashion consumers in e-commerce, focus on inspiring and educational content. Use high-quality visuals that showcase products in various styles and situations, such as daily wear, formal events, or modern modest styles. Utilize Muslim influencers to build credibility and expand reach. Posting interactive content such as polls, Q&A, or mix & match tutorials can increase engagement. Don't forget to use relevant hashtags and capitalize on Islamic trends, such as Ramadan or Eid outfits. Build a community by sharing positive values and customer stories to create strong brand loyalty.
- b. Influencer endorsement can be an effective strategy in reaching Muslim fashion consumers in e-commerce, provided it is done right. Choose influencers who have values and styles that match your target market, so that the message feels more authentic and relatable. Transparency is also important make sure the influencer actually uses and likes the products they promote to maintain audience trust. In addition, focus on storytelling that illustrates how the product can support the modern Muslim lifestyle, such as modest fashion that remains stylish and comfortable. Active interaction with followers can also increase engagement, create loyalty, and encourage faster purchase decisions.
- c. To increase customer satisfaction in Muslim fashion e-commerce, make sure the product quality matches the description and photos displayed. Transparency in materials, sizes, and product details is very important so that customers are not disappointed. A quick and friendly response to questions or complaints can also build trust. In addition, offer a convenient shopping experience, such as easy site navigation, flexible payment options, and a fast and secure shipping process. Don't forget to provide attractive promos or loyalty programs to make customers feel appreciated. With good service, customers will not only be satisfied but also loyal to your brand.
- d. To increase customer loyalty for Muslim fashion consumers in e-commerce, focus on a personalized and valuable shopping experience. Provide loyalty programs such as reward points or special discounts for loyal customers. Offer responsive customer service, including style consultation or product recommendations according to their preferences. Build a community through social media with inspirational content, such as mix & match tips for syar'i clothing or modest wear trends. Transparency in materials, production processes, and customer reviews are also important to build trust. In addition, provide surprises such as small gifts or thank you notes upon purchase to increase customers' emotional attachment.

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