

The Effect of Brand Trust and Perceived Risk on Customer Loyalty Mediated by Customer Satisfaction (A Study of Daviena Skincare Customers on TikTok Shop)

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ABSTRACT

Objective: The purpose of this study is to analyze the effect of brand trust and perceived risk on customer loyalty, customer satisfaction as a mediator, for Daviena Skincare products distributed by TikTok Shop. The issue of product overclaims present in the marketing of skincare products, specifically for Indonesia generally and for Daviena Skincare in particular, contributed to consumer uncertainty, which can hamper brand trust, perceived risk, and customer loyalty. **Method:** The approach and strategy for this study are quantitative, specifically represented by surveys, with 150 respondents who are customers of Daviena Skincare, having transacted at least twice at TikTok Shop. **Results:** The findings from this study show that brand trust and perceived risk affected customer satisfaction on TikTok Shop, customer satisfaction affected customer loyalty, and brand trust and perceived risk directly affected customer loyalty. The findings show that customer satisfaction can mediate the relationship between Brand Trust, Perceived Risk, and Customer Loyalty for Daviena Skincare on TikTok Shop. **Novelty:** The development of social media and e-commerce, specifically TikTok Shop, has fueled competition in the local skincare industry in Indonesia, highlighting the role of customer satisfaction as a mediating variable in the relationship between brand trust, perceived risk, and customer loyalty for Daviena Skincare products distributed through TikTok Shop.

INTRODUCTION

Currently, technological developments are rapidly developing and have an impact on various sectors, including the information sector. This encourages consumers to get accurate and accurate information about the advertised products, so that they are more interested in trying it, including in terms of shopping, people can now shop *online* through *Marketplace* like Tik-tok Shop. Tik-Tok shop itself is a service *E-commerce* integrated in the Tik-Tok application, through Capabilities *Live Streaming* allows traders to record and broadcast videos in a *real time*, thus allowing interaction between *Live Streamer* and viewers, users can make buying and selling transactions directly on the application, by only using a mobile phone, users find it easier to choose goods including daily needs[1]. The skincare industry in Indonesia has shown significant growth in recent years. Based on data from Statista, the value of Indonesia's skincare market is estimated to reach USD 2.8 billion by 2025, with a compound annual growth rate (CAGR) of 6.5%. This growth is driven by increased public awareness of skin health, lifestyle changes, and the dominance of millennial and Gen Z consumers who are actively looking for quality products with added value such as natural *Ingredients*, halal certification, and eco-friendly packaging[2]. One of them is skin care products (skincare) have become the

needs of people around the world, skincare is designed to care for and maintain skin health, which is needed by both women and men. The development of skincare brands in Indonesia that is increasingly widespread has opened up opportunities for local brands such as Daviena Skincare.

Daviena skincare is a brand *Skincare* local company that operates in Palembang, South Sumatra and was established in 2018 This brand offers a variety of beauty products, One of which is facial care Over the last 2 years Daviena skincare has added *Reseller* in various cities in Indonesia, of course, this affects *Brand Trust* and can increase sales of Daviena Skincare products[3]. Daviena Skincare with *Positioning* as a natural, halal, and affordable skincare product, Daviena actively utilizes social media-based marketing strategies, *Influencer Endorsement*, as well as digital campaigns to reach their target consumers. However, the level of customer loyalty to Daviena's products has not yet reflected the overall success of the strategy. The sales graph of Daviena Skincare in the Tik Tok shop presented in the image below shows significant fluctuations between the number of units sold and revenue during January to July 2024, reflecting the challenges in building *Loyalty*. The peak of sales occurred in March, but was not followed by a peak in revenue, indicating that consumers are more likely to buy when there is a promotion, rather than an attachment to the brand. In contrast, the highest revenue occurred in mid-July even though fewer units were sold, which may have come from loyal customers who were willing to pay more for premium products. The sharp decline at the end of July signaled weak retention and a potential lack of strong emotional connection between customers and brands.



Figure 1. Daviena Skincare sales chart on Tik Tok Shop

Source : www.fastmoss.com

Its low phenomenon *Loyalty* Consumers of local skincare products not only occur in Daviena, but also reflect market conditions in general. According to the study of Puspitasari and Wibowo[4], only 34% of users *Skincare* local in Indonesia who declare loyalty to one brand, while the rest tend to do *Brand Switching* Due to the influence of trends, recommendations *influencers*, or curiosity about new products. This suggests that short-term strategies such as discounts or celebrity endorsements are not enough to build a strong emotional attachment with customers. Problem *Loyalty* solved with a holistic

approach with *Theory of Planned Behavior* (TPB) developed by Ajzen[5], which states that a person's intention to perform a behavior in this case loyalty to a skincare brand is influenced by three main components: attitudes towards behavior, subjective norms, and perceived control of behavior. In the context of Daviena Skincare, *Brand Trust* can be derived as a form of consumers' positive attitude towards the brand based on trust in product quality and consistency, while *Perceived Risk* represents the consumer's perception of potential losses or inconveniences when using the product. When *Brand Trust* height and *Perceived Risk* low, so consumers' intention to remain loyal to the brand tends to increase.

Loyalty Defined as a long-term commitment to purchase or use a particular product or service on a recurring basis can be demonstrated through repeated purchases, recommendations to others, and resistance to competitor influence[6]. Not only does it include repurchases, but it also includes a commitment to stick with the product in the long run and recommend it to others. Thus, building *Brand Trust* and reduce *Perceived Risk* is a key strategy to improve *Loyalty* Daviena Skincare[7]. *Loyalty* being the main key for companies to be able to compete and be ahead of the competition not only in the short term but also in the long term [8]. Therefore, focusing on customer satisfaction feeling satisfied with the products and services they received, they are more likely to come back and make a repeat purchase [6]

Brand Trust is a key factor in Customer Satisfaction, and if consumers have doubts about the safety and effectiveness of the product, they may look for other alternatives. On the other hand, if Daviena Skincare can demonstrate that their products are safe and effective, and capable of delivering the expected results, *Brand Trust* will increase[9]. On the other hand, if Daviena Skincare can demonstrate that their products are safe and effective, and capable of delivering the expected results, *Brand Trust* It is therefore important for companies to manage brand reputation well, respond proactively to negative reviews, and provide tangible evidence of product quality [10].

Improvement *Brand Trust* This serves to reduce *Perceived Risk* which often appears when consumers consider buying skincare products. When consumers feel confident that a product is not only safe but also effective, they will be more likely to ignore negative reviews and proceed with the purchase. *Perceived Risk* is the consumer's perception of uncertainty and potential negative consequences of a purchase, When the risks associated with the use of the product are minimized, *Brand Trust* will increase, which in turn can strengthen their loyalty to the brand[11].

Brand Trust can be seen as a factor that shapes a positive attitude towards the brand, while *Perceived Risk* may affect customers' perception of the safety and effectiveness of the product. When customers feel confident in the brand and have *Perceived Risk* low, they are more likely to feel satisfied with the product used. Customer satisfaction, in turn, can strengthen the intention to remain loyal to the brand. Thus, building *Brand Trust* and reduce *Perceived Risk* is a key strategy to improve *Loyalty* Daviena Skincare. *Brand Trust* plays an important role in building *Loyalty* [12]. Recent

research proves that conceptually, *Brand Trust* and *Perceived Risk* has been widely studied as a determinant *Loyalty*, but there is still limited research that directly places customer satisfaction as a mediating variable in the relationship between the two constructs to *Loyalty*[13].

Current studies tend to test direct influences *Brand Trust* and *Perceived Risk* against *Loyalty*, without elaborating on a post-purchase evaluation mechanism that explains how those perceptions translate into long-term loyal behaviors[14]. In addition, empirically, the findings related to the influence of *Brand Trust* and *Perceived Risk* against *Loyalty* shows inconsistent results, particularly in the context of online purchases of high-engagement and high-risk products such as cosmetics. Some studies show that *Brand Trust* does not always produce *Loyalty* When the consumption experience has not met consumer expectations, so customer satisfaction plays a key role as a key mechanism that bridges the relationship [15]. *Perceived risk* in the digital context often affects *Loyalty* indirectly through effective evaluation, including satisfaction and follow-up trust, rather than as a direct predictor[16].

By identifying these gaps, this study aims to make a significant contribution to the existing literature and provide practical insights for skincare marketers in managing *Brand Trust* and *Perceived Risk* to increase *Loyalty*.

Problem Formulation

1. Does *Brand Trust* have a significant effect on Customer Satisfaction?
2. Does *Perceived Risk* have a significant effect on Customer Satisfaction?
3. Does Customer Satisfaction have a direct effect on *Loyalty*?
4. Does *Brand trust* have a direct effect on *Customer Loyalty*?
5. Does *Perceived Risk* have a significant effect on *Customer Loyalty*?
6. Does Customer Satisfaction mediate the relationship between *Brand Trust* and *Loyalty*?
7. Does Customer Satisfaction mediate the relationship between *Perceived Risk* and *Loyalty*?

Research Questions

How does *Brand Trust* and *Perceived Risk* affect *loyalty* mediated by Daviena Skincare Customer Satisfaction (a study on Skincare Overclaim Tik Tok Shop customers)?

Research Objectives

To find out the influence of *Brand Trust* and *Perceived Risk* on *Loyalty* Mediated by Daviena Skincare Customer Satisfaction (a study on Skincare Overclaim Tik Tok Shop customers)

Categories SDGs

In accordance with this phenomenon, it is related to the problem of customer satisfaction with skincare *Overclaim* daviena, the researcher was interested in taking a research entitled "The influence of *Brand Trust* and *Perceived Risk* On *Skincare* Against *Loyalty* in

Mediation By Customer Satisfaction (study on customers *Skincare Overclaim tik tok shop*) "Sustainable Development Goal (SDG) 12 are Responsible Consumption and Production (*responsible consumption and production*). <https://sdgs.un.org/goals/goal12>

1. Brand Trust

Brand Trust defined as consumers' belief that a brand will meet their expectations and act with integrity. According to Kotler [6], *Brand Trust* It can be defined as the consumer's belief that a particular brand will meet their expectations and deliver the promised benefits. *Brand Trust* includes two main elements: reliability (*reliability*) and integrity (*integrity*). Reliability refers to a brand's ability to deliver a consistent and quality product or service, while integrity has to do with the brand's honesty and transparency in communicating with consumers. Indicators used in this study[6] :

1. Product Quality: Kotler emphasizes that product quality is one of the key factors that build *Brand Trust*. High-quality products tend to increase consumer trust, as they feel that the brand can meet their needs and expectations.
2. Customer Experience: The positive experiences that consumers have when interacting with brands, whether through purchasing or after-sales service, contribute to the formation of *Brand Trust*. Kotler states that a satisfying experience can create greater loyalty and trust in the brand.
3. Brand Reputation: A good brand reputation, which is built through effective communication and relationship management with consumers, also plays an important role in building *Brand Trust*. Brands that are known to have a positive reputation tend to be more trusted by consumers.
4. Transparency and Honesty: Kotler emphasizes the importance of transparency in brand communication. Brands that are honest in conveying information about their products and services, including the potential risks and benefits, will find it easier to gain the trust of consumers.

2. Perceived Risk

Perceived Risk It is interpreted as the uncertainty felt by consumers over the consequences of purchases made by them. This perception prevents consumers from making a purchase to avoid losses (Khasbulloh and Suparna) [17]. In addition, *Perceived Risk* explained as an important factor for a consumer to identify several dimensions *Perceived Risk*, including financial risk, functional risk, social risk, and psychological risk (Bhatia & Puri)[18]. All three are described sequentially as fear that the value of the money that has been sacrificed is not in accordance with the quality offered, the imperfection of the product, and the public's opinion regarding the user after the product is used[19]. Indicators used in this study[18] :

1. Financial Risk, Customer perception of the possibility of losing money due to unsatisfactory product purchases The customer's level of concern that the price of the product is not commensurate with the quality received.

2. **Social Risk**, Customer perception of how the use of the product will affect other people's view of them. Customers' concerns that the purchased product may affect their social status or reputation in the Society.
3. **Psychological Risk**, Discomfort or stress felt by customers due to customer satisfaction taken. The level of concern the customer has about the emotional impact of the purchase, such as regret or disappointment after using the product.
4. **Functional Risk**, Customer uncertainty regarding whether the product will perform according to the promised expectations and specifications. The level of customer concern about the possibility that the product does not meet the desired needs or goals.

3. Customer Satisfaction

Customer satisfaction is defined as a feeling of pleasure or displeasure that results from a comparison between customer expectations and the performance of a product or service received. According to Kotler and Keller, customer satisfaction is the result of a customer experience that is influenced by a variety of factors, including the quality of products, services, and interactions with brands[6]. Peter and Olson state that customer satisfaction is an important concept in the concept of marketing and consumer research, it is a common opinion that if customers feel satisfied with a product or brand, they are likely to continue buying and using it and tell others about their pleasant experience with the product[20]. Indicators used in this study[21]:

1. **Product Quality**, The level of satisfaction customers with the quality of the product received compared to their expectations Customer perception of the product's durability, reliability, and performance.
2. **Quality of Service**, The level of customer satisfaction with the services provided, including the speed, responsiveness, and friendliness of the staff The extent to which the service meets or exceeds customer expectations.
3. **Interaction with the Brand**, Quality of the customer experience when interacting with the brand, both through *online* and *offline channels* The level of comfort and convenience that the customer feels when communicating with the brand.

4. Loyalty

According to Oliver [22], *Loyalty* It can be defined as a strong commitment from a customer to continue buying products or services from a particular brand, despite the influence of external factors that can change their behavior. Oliver distinguishes between attitude loyalty (*Attitudinal Loyalty*) and behavioral loyalty (*Behavioral Loyalty*). Attitudinal loyalty reflects positive feelings and emotional commitment to the brand, while behavioral loyalty refers to the tangible act of buying a product repeatedly. Indicators used in this study[22]:

1. **Customer Satisfaction**: Satisfaction is a major factor that affects loyalty. Oliver argues that satisfied customers tend to be more loyal, because they feel that the product or service they receive meets or exceeds their expectations.

2. Commitment: Commitment is an important element in loyalty. Oliver stated that customer commitment to the brand can be divided into two types: *affective commitment* and *calculative commitment*. Affective commitment deals with emotional feelings towards the brand, while calculative commitment deals with rational considerations, such as the cost of moving to another brand.
3. Perception of Value: The perception of value perceived by customers also contributes to loyalty. Oliver emphasizes that customers will be more loyal if they feel that the value they receive from a product or service is worth the cost incurred.
4. Customer Experience: A positive experience during interaction with a brand, both in the purchase process and after-sales service, can increase loyalty. Oliver points out that a satisfying experience can create a stronger relationship between customers and brands.

Conceptual Framework

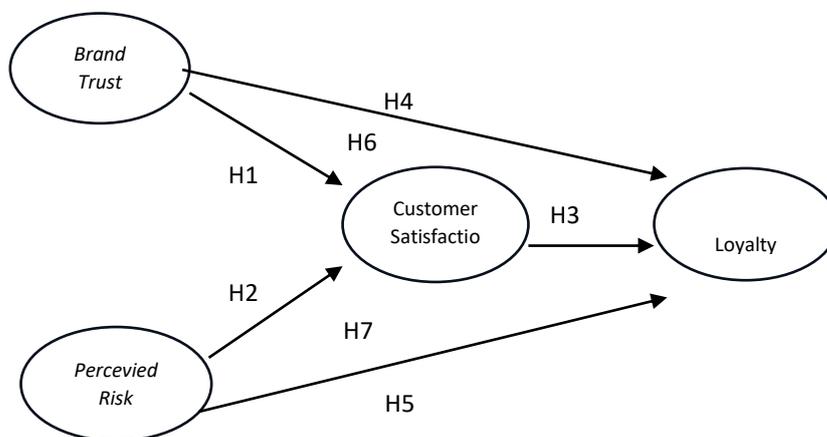


Figure 2. Conceptual framework.

Relationships Between Variables

The Influence of Brand Trust on Customer Satisfaction in Overclaim Skincare Customers on TikTok Shop

Kotler & Keller *Brand Trust* is the consumer's belief that a brand is reliable and will deliver on its promises. Meanwhile, customer satisfaction is the feeling of being happy or disappointed that arises after comparing expectations with the actual performance of a product or service [6]. The higher it is *Brand Trust* So the higher the level of customer satisfaction. Satisfaction also amplifies the effects *Brand Trust* on Customer Satisfaction [23]. This trust arises from the perception that the brand will deliver on its promise of quality and behave reliably [24]. *Loyalty* increase indirectly through customer satisfaction, making *Brand Trust* as a key long-term relationship strategy in the Skincare industry. Previous research results stated that a strong positive and significant influence between *Brand Trust* On customer satisfaction [25].

H1: Brand Trust has a positive and significant effect on Customer Satisfaction on Overclaim skincare on TikTok Shop.

The Effect of Perceived Risk on Customer Satisfaction on Overclaim Skincare Customers on TikTok Shop

Perceived Risk is the consumer's perception of the potential experienced or the risks that may occur due to the use of Overclaim skincare products. Perceived risks, such as side effects or unproven product claims, may lower customer satisfaction levels but if the product is proven after the use of the product, Customers who are satisfied with the product or service are likely to return to make a purchase and recommend the brand to others.[26]. When customers feel risks (e.g. side effects, quality doubts), but the brand is able to provide good assurance and education, customers become more satisfied[27]. Previous research results stated that there was a strong positive and significant effect between *Perceived Risk* On customer satisfaction [28], [29].

H2: Perceived Risk has a positive and significant effect on Customer Satisfaction on Overclaim skincare on TikTok Shop.

The Effect of Customer Satisfaction on Overclaim skincare Customer Loyalty on TikTok Shop

Customer satisfaction is the result of consumer evaluation of the skincare products used. When customers are satisfied with a skincare product, it means that their experience meets or exceeds their expectations[22]. satisfied subscribers are more likely to show *Loyalty*, i.e. purchase continuity, brand loyalty, and recommendations to other consumers[30]. Previous research results stated that a strong positive and significant influence between satisfaction with *Loyalty*[29]. This statement is supported by previous research that proves that customer satisfaction has a significant positive effect on *Loyalty*[31].

H3: Customer Satisfaction has a positive and significant effect on Overclaim skincare customer loyalty on TikTok Shop.

The Influence of Brand Trust on Overclaim skincare customer loyalty on TikTok Shop.

Brand Trust has a direct influence on *Loyalty*. Consumers who believe in brands tend to remain loyal and choose the brand even though there are other alternatives in the market[32]. *Brand Trust* has a positive and significant influence on *Loyalty* skincare products. The higher the level *Brand Trust*, the higher the brand loyalty[33]. Previous studies have shown that there is a strong positive and significant correlation between *Brand Trust* against *Loyalty*[34]. This statement is supported by previous research that proves that *Brand Trust* has a significant positive effect on *Loyalty*[35].

H4: Brand Trust has a positive and significant effect on Overclaim skincare customer loyalty on TikTok Shop.

The Effect of *Perceived Risk* on *Overclaim* skincare customer loyalty on TikTok Shop

Perceived Risk Low can also contribute to a positive experience. If consumers feel safe and satisfied with the products they use, they will be more likely to share positive experiences with others[17]. *Perceived Risk* directly affect *Loyalty* Product Customers *Skincare* The lower the sense of risk through information, ease of return, social proof the higher *Loyalty*. Previous research results stated that there was a strong positive and significant effect between *Perceived Risk* against *Loyalty*[36]. This statement is supported by previous research that proves that *perceived risk* has a significant positive effect on *Loyalty*[37].

H5: *Perceived Risk* has a positive and significant effect on *Overclaim* skincare customer loyalty on TikTok Shop

Customer Satisfaction mediates the relationship between *Brand Trust* and *Overclaim* skincare customer loyalty on TikTok Shop

When a customer has *Brand Trust* tall ones, they tend to feel more satisfied with the products they use. This trust creates confidence that the product will meet their expectations, thus enhancing a positive experience when using the product. This high satisfaction then contributes to the increase *Loyalty*. Satisfied customers are more likely to make a repeat purchase and recommend the product to others [25]. The results of the study show that *Brand Trust* has a positive and significant effect on customer satisfaction, and customer satisfaction mediates the relationship between *Brand Trust* against *Loyalty* [38], [39] [40].

H6: *Customer Satisfaction* mediates the relationship between *Brand trust* and *Overclaim* skincare customer loyalty on TikTok Shop

Customer Satisfaction mediates the relationship between *Perceived Risk* and *Overclaim* skincare customer loyalty on TikTok Shop

Customer Satisfaction mediates the relationship between *Perceived Risk* and *Loyalty*. When customers feel *Perceived Risk* high, their satisfaction can decrease, which in turn reduces *Loyalty* Likewise, customers who feel that the level of risk they face is low and are satisfied with the product or service tend to return to purchase and recommend the brand to others. Customer satisfaction is the level at which a product or service meets or exceeds customer expectations[26]. It covers the customer's overall experience with the brand, from the purchase process to the use of the product. High satisfaction is often associated with positive experiences, product quality, good customer service, and perceived value. Conversely, if the company can reduce *Perceived Risk* and improve customer satisfaction, then *Loyalty* will increase. This suggests that companies should focus on strategies to manage perceived risks and improve customer satisfaction to build *Loyalty* Powerful[36]. This statement is supported by previous research that proves Customer Satisfaction mediates the relationship between *Perceived risk* and *Loyalty*[41].

H7: Customer Satisfaction mediates the relationship between Perceived Risk and Overclaim skincare customer loyalty on TikTok Shop

RESEARCH METHOD

This research method aims to analyze the influence of *Brand Trust* and *Perceived Risk* against *Loyalty*, with customer satisfaction as a mediating variable. This study uses a quantitative approach to evaluate the relationship between the various variables studied, emphasizing the collection of data in the form of numbers which are then analyzed using statistical techniques. This approach was chosen because it can produce more objective results and allow for conclusions[42]. According to Hair et al.[43] , in quantitative research that uses statistical analysis, *margin of error* commonly used ranges from 5% to 10%. In this study, the margin of error used was 5%. The respondent criteria are 1). Be at least 19 years old 2). Have purchased online at the same time as a user of Daviena Skincare products at least twice in the last six months. According to Hair et al. The number of samples in the study is at least 10 of the number of indicators[44]. In this study, the formula is used:

$$\begin{aligned} \text{Sample} &= n \times k \\ &= 10 \times 15 \\ &= 150 \end{aligned}$$

With this calculation, with a sample of 150 respondents, it is considered appropriate to carry out data processing using *PLS-SEM*. This study uses four main variables, namely *Brand Trust*, *Perceived Risk*, *Loyalty*, and Customer Satisfaction. In this study, the data was analyzed using *Partial Least Square Structural Equation Modeling (PLS-SEM)* through *SmartPLS 3.0 software*.

Analysis selection *PLS-SEM* justified by its suitability for testing theoretical frameworks characterized by complex structural models that include many constructs, indicators, or relational models, while also providing a viable solution when faced with limited sample sizes and complex models consisting of multiple constructs and a large number of items[44].

This analysis includes two phases of examination: assessment of the measurement model (*Outer model*) and structural model evaluation (*Inner model*) [44].

Test the outer model aim to test indicators (*Variable manifests*) against latent variables. Validity and reliability tests based on the output of the external model testing to ensure that the indicators used are truly valid and reliable in measuring latent variables. An indicator is considered to have convergent validity if its load factor value exceeds 0.7 and the value of *Average Variance Extracted(AVE)* is above 0.5. Meanwhile, reliability is measured through internal consistency by paying attention to the value of *Cronbach's Alpha(CA)*, *Composite Reliability(CR)*, and *Rho_A*, which must each be more than 0.7 [44].

Test inner model It is carried out to evaluate the relationships between latent variables that have been formulated in the hypothesis. In the analysis of this structural

model, it was tested how much influence between latent variables corresponded to the initial assumption. Some of the indicators used in the inner model assessment include the *R-Square* and the level of significance. *R-Square Value* shows how much contribution independent variables make in explaining dependent variables, with criteria of 0.67 indicating a strong influence, 0.33 moderate, and 0.19 weak. Meanwhile, the significance of the relationship was tested using the *t-value(two-tailed)*, with a threshold of 1.65 for a significance level of 10%, 1.96 for 5%, and 2.58 for 1% [44].

Table 1. Operational Definition

Variable	Indicator	Item
<i>Brand Trust (BT)</i> [6]	1. Product Quality 2. Customer Experience. 3. Brand Reputation. 4. Transparency and Consumer Honesty.	1. I believe that Daviena Skincare has good product quality. 2. I am sure that Daviena Skincare pays attention to the needs of its customers. 3. I feel safe using Daviena Skincare products. 4. I believe Daviena Skincare provides honest information about its products.
<i>Perceived Risk (PR)</i> [18]	1. Financial Risk 2. Social Risk 3. Psychological Risk 4. Functional Risks	1. I feel that buying products through TikTok Shop is not safe. 2. I feel doubtful about the overclaims from Daviena Skincare. 3. I was worried that I would regret it after buying this product. 4. I'm worried that Daviena Skincare products aren't suitable for my skin.
Customer Satisfaction (KP) [21]	1. Product Quality 2. Quality of Service 3. Interaction with Brands	1. Daviena Skincare products have quality that meets my expectations. 2. I was satisfied with the service when I bought Daviena Skincare on TikTok Shop. 3. I often pay attention to the content shared by these brands.
<i>Loyalty (L)</i> [22]	1. Customer Satisfaction 2. Customer Commitment 3. Perception of value 4. Customer Experience	1. I am satisfied because Daviena Skincare makes the skin brighter as promised. 2. I prefer Daviena over other similar brands. 3. The cost of Daviena Skincare is comparable to the results I felt. 4. My experience with Daviena Skincare made me want to buy again.

RESULTS AND DISCUSSION

An overview of the characteristics of respondents in this study was obtained through analysis of several demographic aspects, such as gender, age, and profession. The background of respondents who participated in filling out the questionnaire can be understood through this information. The presentation of detailed demographic data of respondents is outlined in the following table:

Table 2. Respondent Demographics

Categories	Item	Quantity	Introduce yourself
Gender	Male	12	8,1%
	Women	138	91,9
Age	17-19 Years	67	45%
	20-28 Years	66	44,3%
	29-34 Years	14	9,4%
	35-40 Years	3	1,3%
Final Education	Junior High School/Equivalent	10	6,7%
	High School/Vocational School/Equivalent	99	66%
	Diploma	14	9,3%
	Bachelor (S1)	27	18%
Jobs	Student/Student	90	60%
	Self-employed	38	25,3%
	PNS	14	9,3%
	Private Employees	8	5,3%
Revenue	< IDR 1,000,000	46	30,7%
	IDR 1,000,000 - IDR 2,000,000	36	24%
	IDR 2,000,000 - IDR 3,000,000	38	25,3%
	IDR 3,000,000 - IDR 4,000,000	22	14,7%
	IDR 4,000,000 - IDR 5,000,000	4	2,7%
	> IDR 5,000,000	4	2,7%

Based on the data in Table 1, the majority of respondents in this study were female (91.9%), while men were only 8.1%. In terms of age, the 19-23 year old group was the most (45%), followed by the 24-28 year old age group (44.3%), followed by 29-34 years old (9.4%) and 35-40 years old (1.3%). In the last education, respondents came from junior high school/equivalent (6.7%), most of them high school/vocational/equivalent (66%), followed by diplomas (9.3%) and bachelor's (18%). In terms of professions, most of the respondents were students or students (60%), continued Self-employed (25.3%), as well as other professions such as civil servants (9.3%), Private Employees (5.3%), and other

categories (9.4%), furthermore, in the income category the most dominated was in the range <Rp.1,000,000 (30.7%) then Rp 1,000,000-Rp 2,000,000 (24%) then Rp 3,000,000-4,000,000 (14.7%) followed by the income of Rp 4,000,000-Rp5,000,000 (2.7%) and >5,000,000 (2.7%) in a smaller proportion. This composition shows that respondents are dominated by the younger generation with educational backgrounds that are in accordance with the focus of the research.

Research Results

Data Analysis

Data analysis was carried out by applying the PLS-SEM method using SmartPLS3.0 software. This process is divided into two stages, namely the testing of the measurement model (*Outer model*) and structural models (*Inner model*)[44].

Testing Measurement Model (Outer Model)

Testing *Outer Model* The aim is to establish specifications and evaluate the extent of the relationship between latent variables and their constituent indicators. This step includes testing for convergent validity, discriminant validity, and composite reliability. To measure the validity of the convergence, the value of outer loading or loading factor is used. An indicator is said to meet convergent validity if its load factor value is more than 0.7[44].

Table 3. *Outerloading*

	<i>Brand Trust</i>	<i>Customer Satisfaction</i>	<i>Loyalty</i>	<i>Perceived Risk</i>
BT.1	0,948			
BT.2	0,928			
BT.3	0,907			
PR.1				0,837
PR.2				0,709
PR.3				0,825
PR.4				0,784
L.1			0,873	
L.2			0,848	
L.3			0,895	
L.4			0,744	
KP.1		0,905		
KP.2		0,867		
KP.3		0,853		

Source : SmartPLS 3.0 processed data (2025)

Based on the loading factor values shown in the table above, all indicators of each variable in this study show values above 0.7. This shows that each of these indicators meets the validity criteria and is worthy of further analysis. In addition to using a loading factor, the validity of the indicator can also be tested through a convergent validity value

measured by *Average Variance Extracted* (AVE). The AVE value can be seen in Table 3 below.

Table 4. *Convergent Validity(AVE)*

	<i>Average Variance Extracted</i> AVE	Remarks
<i>Brand Trust</i>	0,860	Valid
<i>Customer Satisfaction</i>	0,765	Valid
<i>Loyalty</i>	0,709	Valid
<i>Perceived Risk</i>	0,625	Valid

Source : SmartPLS 3.0 processed data (2025)

Table 3 shows that the *Average Variance Extracted* (AVE) of all variables in this study exceeded 0.5. The fulfillment of these values is an indicator that the convergent validity of each variable has been fulfilled properly, so that its validity can be stated [44]. The following table presents the second method used in the measurement of construct validity.

Table 5. *Discriminant Validity (Fornell-Larcker Criterion)*

	<i>Brand Trust</i>	<i>Satisfaction Customers</i>	<i>Loyalty</i>	<i>Perceived Risk</i>
<i>Brand Trust</i>	0,928			
<i>Customer Satisfaction</i>	0,507	0,875		
<i>Loyalty</i>	0,610	0,700	0,842	
<i>Perceived Risk</i>	0,583	0,556	0,765	0,790

Source : SmartPLS 3.0 processed data (2025)

The bolded numbers in the table above represent the square root value of the AVE, while the other numbers show the correlation between constructs. Since the square root value of AVE is higher than the correlation between constructs, it can be concluded that the model has met the criteria of discriminant validity and thus is declared valid [44].

Table 6. *Discriminant Validity (CrossLoadings)*

	<i>Brand Trust</i>	<i>Satisfaction Customers</i>	<i>Loyalty</i>	<i>Perceived Risk</i>
BT.1	0,948	0,462	0,555	0,552
BT.2	0,928	0,470	0,567	0,547
BT.3	0,907	0,477	0,574	0,522
PR.1	0,586	0,502	0,660	0,837
PR.2	0,384	0,317	0,552	0,709
PR.3	0,461	0,524	0,585	0,825

PR.4	0,392	0,393	0,617	0,784
L.1	0,586	0,520	0,873	0,724
L.2	0,476	0,513	0,848	0,647
L.3	0,572	0,589	0,895	0,729
L.4	0,407	0,752	0,744	0,456
KP.1	0,513	0,905	0,663	0,579
KP.2	0,384	0,867	0,646	0,484
KP.3	0,426	0,853	0,511	0,370

Source : SmartPLS 3.0 processed data (2025)

Based on the cross loading table above, it can be seen that each indicator has a higher value on the variables it measures compared to the other variables. This shows that each indicator clearly distinguishes between one construct and another, so that it can be concluded that the instrument in this study has met the criteria for discriminant validity. After the validity test is performed, the next stage is to measure the reliability of the internal consistency of the construct. This measurement is based on the *Cronbach's Alpha*, *composite reliability (rho_a)*, and *composite reliability (rho_c)*, with a minimum threshold of 0.7[44]. The following are the results of the reliability test in this study

Table 7. Composite Reliability

	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	Remarks
<i>Brand Trust</i>	0,919	0,919	0,949	Reliable
Customer Satisfaction	0,848	0,864	0,907	Reliable
<i>Loyalty</i>	0,861	0,868	0,907	Reliable
<i>Perceived Risk</i>	0,799	0,809	0,869	Reliable

Source : SmartPLS 3.0 processed data (2025)

Based on Table 6 *Composite Reliability*, all latent variables in this study showed a value *Cronbach's Alpha*, *rho_A*, and *Composite Reliability* above the minimum limit of 0.70. This indicates that each construct has a good level of internal consistency and is able to measure the concepts being studied reliably. The Brand Trust variable has a value *Cronbach's Alpha* by 0.919, *rho_A* 0.919, and *Composite Reliability* 0.949, which indicates a very high level of reliability. The Customer Satisfaction variable also shows good reliability with a *Cronbach's Alpha* 0,848, *rho_A* 0.864, and *Composite Reliability* 0.907. Furthermore, the Loyalty variable has a value *Cronbach's Alpha* 0,861, *rho_A* 0.868, and *Composite Reliability* 0.907, which indicates that the constituent indicators are consistent in measuring *Loyalty*. Variable *Perceived Risk* Shows value *Cronbach's Alpha* 0,799, *rho_A* 0.809, and *Composite Reliability* 0.869, which also met the criteria *Reliability*. Thus, it can be concluded that all variables in this study are declared reliable, making them suitable for further structural model testing[44].

Testing Measurement Model (Inner Model)

A framework for predicting the cause-and-effect relationship between latent variables is described by the inner model. The existence of such relationships is estimated through the statistical value of the T-parameter test resulting from the use of the *Bootstrapping*. The estimation strength between latent variables or constructs is described by the inner model[44].

R-Square Test(R2)

Coefficient of determination (*R-Square*) as a way of knowing the extent of the construct *Endogenous* can be explained from the construct *Exogons*. Values between 0 and 1 are expected in the value of the determination coefficient (*R-Square*). Structural testing of the model begins with knowing the value of the *R-Sqaure* In each endogenous latent variable becomes the predictive power in the structural model. Value *R-Square* of 0.67, categorized as strong. 0.33, categorized as moderate or moderate. 0.19, categorized as weak[44]. Test results *R-Square* Can be presented in Table 7.

Table 8. *R-Square Test Result (R2)*

	<i>R Square</i>	<i>R Square Adjusted</i>
Customer Satisfaction	0,360	0,351
Loyalty	0,708	0,702

Source : SmartPLS 3.0 processed data (2025)

based on the opinion of Hair et al., the value of *Square(R²)* is used as an evaluator of the level of significance of the relationship between variables or constructs. The R-square value has three criteria: 0.67 is categorized as strong, 0.33 is categorized as moderate or moderate, and 0.19 is categorized as weak[44]. The table shows that the R-Square value for the Customer Satisfaction variable is 0.351, while for the *Loyalty* 0.702 is included in the category.

F-Square (f2)

F-square(f2) used to assess the quality of the model, where the *effect size* ≥ 0.02 indicates that the model is considered weak, ≥ 0.15 is considered good enough (moderate), and ≥ 0.35 is considered large [45]. From the data processing in this study, it was obtained *F-Square (f2)*:

Table 9. *F Square Test*

	Satisfaction Customers	<i>Loyalty</i>
Brand Trust	0,079	0,047
Customer Satisfaction	0,281	
Perceived Risk	0,161	0,446

Source : SmartPLS 3.0 processed data (2025)

Based on the results of the *F-Square* (f^2) test shown in the Table, it is known that the *Brand Trust* variable has a value of f^2 of **0.079** for Customer Satisfaction and **0.047** for *Loyalty*, which shows that the influence of *Brand Trust* is in the **small** category. Furthermore, the *Perceived Risk* variable has an f^2 value of **0.161** for Customer Satisfaction which indicates *a moderate* effect, and an f^2 value of **0.446** for *Loyalty* which is included in the category of **large effects**. Meanwhile, the **Customer Satisfaction** to *Loyalty* variable had a value of f^2 of **0.281**, which indicates *a moderate* influence.

Thus, it can be concluded that the variables that contribute the greatest effect in explaining variability *Loyalty* is *Perceived Risk*, followed by Customer Satisfaction, while *Brand Trust* has the least influence on Satisfaction Customers and *Loyalty*[44].

Path Coefficient

Hypothesis testing in this study was carried out to determine the direction and significance of the influence between the variables tested in the structural model. This analysis aims to evaluate the causal relationship between the variables *Exogons* and the variable *Endogenous* based on the results of data processing using the *Partial Least Square* (PLS). Sample initial value, value *T-Statistics*, and the p value is used to view the path coefficient test. The initial value of the sample can be said to be in accordance with the direction of the hypothesis and has a positive influence if the value is in a positive number. Value *T-Statistics* shows that the model can be used to see the hypothetical influence of each of the relationship paths between exogenous and endogenous variables. If the *t*-statistic value is greater than the *t*-table, then the exogenous latent variable is considered to have an influence on the endogenous latent variable. Based on $\alpha = 5\%$ with the two-sided test direction, the *t*-table is 1.96, which indicates that the hypothesis is accepted if the value *t*-statistic greater than 1.96. However, the hypothesis for p value is acceptable if p value is less than 0.05[44].

Table 10. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results	Hypothesis
<i>Brand Trust</i> -> Customer Satisfaction	0,276	0,270	0,090	3,089	0,002	Positive and significant effect	Accepted
<i>Perceived Risk</i> -> Customer Satisfaction	0,395	0,405	0,091	4,366	0,000	Positive and significant effect	Accepted
Customer Satisfaction -> <i>Loyalty</i>	0,358	0,352	0,063	5,681	0,000	Positive and significant effect	Accepted
<i>Brand Trust</i> -> <i>Loyalty</i>	0,150	0,152	0,067	2,242	0,025	Positive and significant effect	Accepted
<i>Perceived Risk</i> -> <i>Loyalty</i>	0,478	0,480	0,067	7,190	0,000	Positive and significant effect	Accepted
<i>Brand Trust</i> -> Customer Satisfaction -> <i>Loyalty</i>	0,099	0,095	0,035	2,801	0,005	Positive and significant effect	Accepted
<i>Perceived Risk</i> -> Customer Satisfaction -> <i>Loyalty</i>	0,142	0,143	0,042	3,345	0,001	Positive and significant effect	Accepted

Source : SmartPLS 3.0 processed data (2025)

1. H1 = The *Brand Trust* variable on Customer Satisfaction resulted in an *Original Sample value* of 0.276, a T-Statistic value of 3.089 with a P-Value of $0.002 < 0.05$. **Therefore, it can be concluded that *Brand Trust* has a positive and significant effect on Customer Satisfaction. So that H1 can be declared accepted.** The higher the level of consumer trust in a brand, the greater the sense of security and confidence felt in the purchase process, thus having an impact on increasing customer satisfaction.
2. H2 = The *Perceived Risk* to Customer Satisfaction variable resulted in an *Original Sample value* of 0.395, a T-Statistic value of 4.366 with a P-Value of $0.000 < 0.05$. **Therefore, it can be concluded that *Perceived Risk* has a positive and significant effect on Customer Satisfaction. So that H2 can be declared accepted.** The higher the risk reduction felt by consumers in the purchase process, the higher the level of satisfaction felt after making a purchase.
3. H3 = In the variable Customer Satisfaction to *Loyalty*, the *Original Sample value* was 0.358, the T-Statistic value was 5.681 with a P-Value of $0.000 < 0.05$. **So it can be concluded that Customer Satisfaction has a positive and significant effect on Loyalty. So that H3 can be declared accepted.** The higher the customer satisfaction level, the stronger the *loyalty* to the brand. Satisfied customers don't just show a tendency to make a repeat purchase.
4. H4 = In the variable *Brand Trust* to *Loyalty*, the *Original Sample value* was 0.150, the T-Statistic value was 2.242 with a P-Value of $0.025 < 0.05$. **So it can be concluded that *Brand Trust* has a positive and significant effect on Loyalty. So that H4 can be declared accepted.** The higher the level of consumer trust in a brand, the greater the tendency of consumers to make repeat purchases, recommend the brand to others, and show resistance to the influence of competitors.
5. H5 = The *Perceived Risk* to *Loyalty* variable resulted in an *Original Sample value* of 0.478, a T-Statistic value of 7.190 with a P-Value of $0.000 < 0.05$. **Therefore, it can be concluded that *Perceived Risk* has a positive and significant effect on Loyalty. So that H5 can be declared acceptable.** The higher the risk reduction felt by consumers in the purchase process, the higher the *Loyalty* to the brand.
6. H6 = In the *Brand Trust* variable, mediating the relationship between *loyalty* and Customer Satisfaction resulted in an *Original Sample value* of 0.099, a T-Statistic value of 2.801 with a P-Value of $0.005 < 0.05$. **Therefore, it can be concluded that *brand trust* has a positive and significant effect on *loyalty* mediated by customer satisfaction. So that H6 can be declared accepted.** Customer Satisfaction is able to mediate the relationship between *Brand Trust* and *loyalty*, the higher the increase in *brand Brand Trust* will increase customer satisfaction so as to encourage the formation of *Loyalty*.
7. H7 = In the *Perceived Risk* variable, mediating the relationship between Customer Satisfaction and *Loyalty* resulted in an *Original Sample value* of 0.142, a T-Statistic value of 3.345 with a P-Value of $0.001 < 0.05$. **Therefore, it can be concluded that *Perceived Risk* has a positive and significant effect on customer satisfaction mediated by Loyalty. So that H7 can be declared accepted.** Customer Satisfaction is able to mediate

the relationship between *Perceived Risk* and *Loyalty*, the higher the risk reduction felt by customers will increase satisfaction so that it has an impact on increasing *Loyalty*.

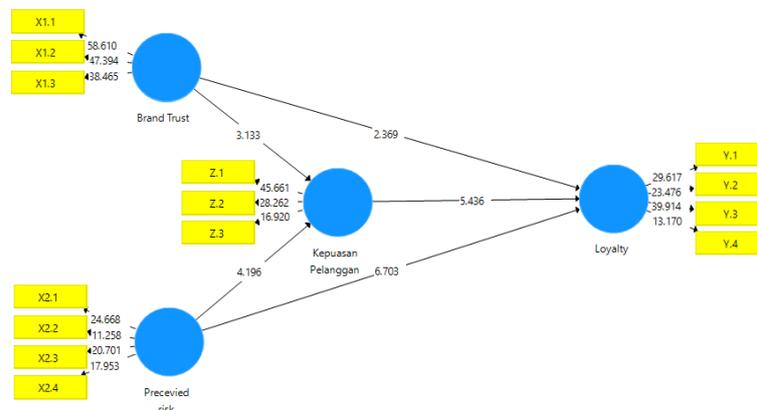


Figure 5. Smart PLS Bootstrapping Results (2025)

Discussion

1. Brand Trust Affects Customer Satisfaction

Based on the results of the study, it shows that *Brand Trust* has a positive and significant effect on customer satisfaction. *Brand trust* is formed through consistency of product quality, transparency of information conveyed, and reliable service, which ultimately makes consumers believe that the brand is able to meet expectations and minimize potential losses. *Brand Trust* is an important determinant in building customer satisfaction through the formation of a positive attitude. The results of this study also show that *Brand Trust* functions as a psychological mechanism that is able to reduce *Perceived Risk* and strengthen consumer confidence in taking customer satisfaction. When consumers have a high level of trust in a brand, they tend to be less concerned about possible product failures or information mismatches, so the post-purchase evaluation process results in higher levels of satisfaction.

These findings enrich the existing literature by affirming the strategic role of *Brand Trust* in shaping customer satisfaction, especially in a digital marketing environment that is loaded with information and potential uncertainty. Theoretically, these findings support and strengthen *the Theory of Planned Behavior (TPB)*, especially in the *attitude toward behavior* component. Within the framework of the SDG, consumer attitudes towards a behavior are formed from positive or negative evaluations based on their beliefs. *Brand Trust* in this study plays a role as the main foundation in forming a positive attitude of consumers towards customer satisfaction, *Brand Trust* plays a role as the main foundation in forming a positive attitude of consumers towards customer satisfaction, because the sense of security and confidence that emerges is able to reduce the negative impact of *overclaims* and encourage a more favorable assessment of Daviena Skincare.

This shows that the relevance of *Theory of Planned Behavior* Stay strong in explaining the formation of customer satisfaction, especially when *Brand Trust* is a key factor in building a positive attitude of consumers towards customer satisfaction which

proves that *Brand Trust* have a positive and significant effect on customer satisfaction, especially through the mechanism of decreasing *Perceived Risk* and increased consumer confidence in the process of taking customer satisfaction. The results of this study are in line with the findings of previous research, which stated that *Brand Trust* Positive and significant effect on customer satisfaction [46] , [47],[48] .

2. *Perceived Risk* Affects Customer Satisfaction

Based on the results of the study, it shows that *Perceived Risk* has a significant effect on customer satisfaction. These findings indicate that *Perceived Risk* can appear in various forms, such as financial risk, product risk, information risk, and transaction security risk, which has the potential to cause concern and uncertainty for consumers.

Perceived risk is an important factor that affects customer satisfaction because it is directly related to consumer security and confidence in taking customer satisfaction. When consumers feel a high level of risk, they tend to be more cautious and have low expectations of the outcome of the purchase, so the post-purchase experience has the potential to result in lower levels of satisfaction. On the other hand, if the perceived risk can be minimized, consumers will feel more comfortable and confident, which ultimately increases customer satisfaction.

The results of this study also show that *perceived risk* functions as a psychological mechanism that influences consumer evaluation of the purchase experience. Consumers who face high levels of risk tend to experience anxiety and doubt, so the post-purchase evaluation process becomes less optimal and has an impact on decreased satisfaction. *Perceived risk* not only affects initial customer satisfaction, but also contributes to the overall assessment of the consumption experience.

These findings enrich the existing literature by affirming the strategic role of *perceived risk* in shaping customer satisfaction, especially in a digital marketing environment that is loaded with information and potential uncertainty. In the digital context, the limitations of direct interaction and information asymmetry increase consumer sensitivity to risk, so that *Perceived Risk* management is a crucial factor in creating a satisfactory customer experience.

Theoretically, these findings support and reinforce *Theory of Planned Behavior* (TPB), especially in the *attitude toward behavior*. Within the framework of SDGs, consumer attitudes towards a behavior are formed based on positive or negative evaluations based on their beliefs. *Perceived risk* In this study, it plays a role as a negative belief that can form a less favorable attitude towards customer satisfaction. The higher the level *perceived risk* What consumers feel is mainly functional risk, information risk, and psychological risk is increasingly negative consumer attitudes towards brands, which ultimately has an impact on low customer satisfaction levels. This condition is becoming increasingly relevant in the context of Daviena Skincare's digital marketing, where consumers are exposed to the phenomenon *Overclaim*, i.e. product claims that are excessive and not fully in accordance with the actual performance of the product. *Overclaim* magnify information uncertainty and improve *Perceived Risk*, thus negatively influencing consumer attitudes

in the post-purchase evaluation process. Thus, the results of this study prove that *Perceived Risk* significantly affect customer satisfaction through attitude formation mechanisms and evaluation of post-purchase experience. These findings are also in line with previous studies that have stated that *Perceived Risk* negative and significant effects on customer satisfaction, especially in the context of purchases on digital platforms and *E-commerce*. The results of this study are in line with the findings of previous research which stated that *Perceived Risk* Positive and significant effect on customer satisfaction [49],[17],[13].

3. Customer Satisfaction Affects Loyalty

Based on the results of the study, it is shown that customer satisfaction has a positive and significant effect on *loyalty*. This satisfaction is formed through a consumption experience that meets or exceeds consumer expectations, both in terms of product quality, ease of transaction process, and quality of service received. When customers are satisfied, they tend to develop a positive assessment of the brand, which encourages the intention to make a repeat purchase as well as a willingness to recommend the brand to others. Thus, customer satisfaction is an important determinant in building *Loyalty* in a sustainable manner. The results of this study also show that customer satisfaction functions as a psychological mechanism that strengthens consumers' emotional attachment to brands. Satisfied customers will have a higher level of trust and convenience, thus lowering the tendency to move to another brand despite being faced with various alternatives. In these conditions, the positive experience obtained by consumers becomes the main basis for post-purchase evaluation, which further encourages the formation of *Loyalty* in the long term.

These findings enrich the existing literature by affirming the strategic role of customer satisfaction in shaping *loyalty*, particularly in a competitive and choice-laden digital marketing environment. Satisfaction not only plays a role as the end result of the consumption process, but also as a key factor that determines the sustainability of the relationship between consumers and brands.

Theoretically, these findings support and reinforce *Theory of Planned Behavior (TPB)*, especially in the components *attitude toward behavior*. Within the framework of SDGs, an individual's attitude towards a behavior is formed based on the evaluation of perceived experiences. Customer satisfaction in this study acts as a positive evaluation of the consumption experience, which forms a favorable attitude towards the brand and encourages continued behavioral intentions in the form of repurchase and loyalty. This shows that the relevance of *Theory of Planned Behavior* Stay strong in explaining the formation *Loyalty*, especially when satisfaction is a major factor in building a positive consumer attitude towards a brand. The results of this study are in line with the findings of previous research which stated that customer satisfaction has a positive and significant effect on *Loyalty*, where satisfied customers tend to show long-term commitment, resistance to competitors' offers, as well as a tendency to maintain a relationship with the brand. The results of this study are in line with the findings of previous research which

stated that Customer Satisfaction has a positive and significant effect on *Loyalty* [50], [51], [52].

4. The Influence of Brand Trust on Loyalty

Based on the results of the study, *Brand Trust* have a positive and significant effect on *Loyalty*. *Brand Trust* is the main determinant *Brand Loyalty*, either in the form of loyalty attitude (*Attitudinal Loyalty*) and behavioral loyalty (*Behavioral Loyalty*). Consumer trust in daviena skincare products is formed through repeated positive experiences, consistency of product quality, and honest and transparent brand communication, so that consumers are encouraged to maintain a long-term relationship with the brand. *Brand Trust* serves as a strengthening psychological mechanism *Loyalty* through the formation of positive attitudes, the reduction of uncertainty, and increased commitment to the brand. In the context of digital marketing that is competitive and loaded with alternative options, *Brand Trust* is a strategic factor that is able to keep consumers loyal despite promotional pressure from competitors. Theoretically, these findings support and strengthen *Theory of Planned Behavior* (TPB), especially in the *attitude toward behavior*. Within the framework of the SDGs, consumer attitudes towards a behavior are formed from a positive evaluation of the beliefs they have regarding the benefits and consequences of that behavior. *Brand Trust* In this study, it acts as the foundation for forming a positive attitude of consumers towards brands, which is further reflected in loyal behavior, such as repurchases and recommendations to other parties. The sense of security and confidence that arises from this trust encourages consumers to maintain purchasing behavior even when faced with various brand alternatives. This shows that the relevance of *Theory of Planned Behavior* Stay strong in explaining the formation *Loyalty*, especially when *Brand Trust* is the main factor in building consumer attitudes and behavioral intentions. The results of this study are in line with the findings, [53], [54] and [55] which proves that *Brand Trust* have a positive and significant effect on *Brand Loyalty* by strengthening the emotional bond and commitment of consumers to the brand.

5. Perceived Risk has a positive and significant effect on Loyalty

Based on the results of the study, it is shown that *Perceived Risk* has a positive and significant effect on *Loyalty*. These findings indicate that the lower the level of risk that consumers feel in the buying process, the higher *the loyalty* to the brand. *The perceived risk* is related to the level of uncertainty felt by consumers regarding product quality, transaction security, and suitability of the information received, which ultimately affects consumers' confidence in maintaining a long-term relationship with the brand. When perceived risks can be minimized through quality assurance, clarity of information, and a reliable service system, consumers tend to feel safer and more comfortable, thus encouraging loyal behaviors such as repurchases and recommendations to other parties.

Perceived Risk is an important determinant in building *Loyalty* through the formation of a positive attitude towards the brand. The results of this study also show that *Perceived Risk* functions as a psychological mechanism that influences consumers' evaluation of the sustainability of the relationship with the brand. When consumers judge

that the risks that may arise from using a product or service are relatively low, they tend to have a stronger belief to stick with the same brand and are less likely to switch to competitors. Thus, good risk management is able to strengthen consumer commitment and create long-term loyalty.

These findings enrich the existing literature by affirming the strategic role of *Perceived Risk* in shaping *Loyalty*, particularly in the context of digital marketing that is loaded with information, alternative choices, and potential uncertainty. Theoretically, the results of this study support and strengthen *the Theory of Planned Behavior* (TPB), especially in the *attitude toward behavior component*. Within the framework of the SDGs, consumer attitudes towards a behavior are formed through positive or negative evaluations based on their beliefs. *Perceived Risk* in this study plays an evaluative factor that influences consumer attitudes towards the sustainability of customer satisfaction, where low risk encourages a more favorable assessment of the brand and strengthens the intention to remain loyal.

This shows that the relevance of *Theory of Planned Behavior* Stay strong in explaining the formation *Loyalty*, especially when perceived risk management is a key factor in building a positive consumer attitude towards the brand. These findings are in line with previous research that stated that *Perceived Risk* has a significant effect on *Loyalty*, especially through the mechanism of increasing consumer sense of security, trust, and confidence in maintaining a long-term relationship with the brand. The results of this study are in line with the findings of previous research which stated that *Perceived Risk* have a positive and significant effect on *Loyalty* [56],[57],[58].

6. Customer satisfaction mediates the relationship between *Brand Trust* and *skincare customer loyalty*

Based on the results of the study, it is shown that customer satisfaction significantly mediates the relationship between *Brand Trust* and *Loyalty* skincare. These findings indicate that *Brand Trust* in brands does not necessarily drive *Loyalty* directly, but rather first forms a high level of customer satisfaction, which then has implications for strengthening *Loyalty*. *Brand Trust* formed through consistency of product quality, transparency of information about skincare ingredients and benefits, and reliable service is able to create a positive consumption experience, so that consumers feel that the brand can meet expectations and minimize the potential risk of using the product.

In this context, customer satisfaction acts as a psychological mechanism that bridges the influence of *Brand Trust* on *Loyalty*. Consumers who have a high level of trust in a skincare brand tend to feel greater satisfaction after using the product, which is reflected in positive assessments of product performance, safety, and suitability for skin needs. This satisfaction further drives loyal behaviors, such as repurchases, willingness to recommend products to others, and resilience to competitor brand offers.

Theoretically, these findings support and strengthen *the Theory of Planned Behavior* (TPB), especially in the *attitude toward behavior component*. Within the framework of the SDGs, consumer attitudes towards a behavior are formed through the evaluation of

previous experiences based on beliefs and perceived outcomes. *Brand Trust* in this study serves as the basis for forming a positive attitude, which is then strengthened through customer satisfaction as a result of post-purchase evaluation. This positive attitude encourages consumers to maintain purchasing behavior and build long-term loyalty to skincare brands.

Thus, customer satisfaction becomes an important determinant that explains how *Brand Trust* can be translated into *Loyalty*. Trust without being backed by real satisfaction is potentially not strong enough to build lasting loyalty. These findings enrich the existing literature by affirming the strategic role of customer satisfaction as a mediating variable in the relationship between *Brand Trust* and *Loyalty*, especially in the skincare industry which is heavily influenced by the factors of safety, trust, and experience of using the product. The results of this study are also in line with the findings of previous research which stated that *Brand Trust* have a positive and significant effect on *Loyalty* through customer satisfaction as the main mediator [59],[60], [4].

7. Customer Satisfaction mediates the relationship between *Perceived Risk* and *Overclaim* skincare customer loyalty on TikTok Shop

Based on the results of the study, it is shown that customer satisfaction significantly mediates the relationship between *Perceived Risk* and *Loyalty* skincare overclaim on TikTok Shop. These findings indicate that the level of risk felt by consumers in the purchase process does not directly determine *loyalty*, but rather primarily affects the level of customer satisfaction as a result of post-purchase evaluation. *Perceived Risk* in this context is related to uncertainty about *overclaims* of products, the safety of skincare use, and the inconsistency of information conveyed through promotional content on digital platforms.

Perceived risk that is well managed, for example through clarity of product information, user experience that meets expectations, and after-sales service response, can reduce consumer concerns and increase customer satisfaction. Conversely, when perceived risks are not negatively realized after product use, consumers tend to give a positive assessment of the overall consumption experience. In these conditions, customer satisfaction acts as a psychological mechanism that bridges the influence of *Perceived Risk* on *Loyalty*.

The results of this study also show that customer satisfaction functions as a key factor in converting *Perceived Risk* into loyal behavior. Consumers who feel satisfied even though they previously had *Perceived Risk* tend to continue to make repeat purchases, maintain relationships with sellers or brands, and show resistance to competitor influence. This confirms that *loyalty* is not only determined by the low perceived risk, but also by how the risk is evaluated through actual consumption experience.

Theoretically, these findings support and strengthen *the Theory of Planned Behavior* (TPB), especially in the *attitude toward behavior component*. Within the framework of SDGs, consumer attitudes towards a behavior are formed from positive or negative evaluations of perceived experiences. *Perceived Risk* in this study affects consumer attitudes indirectly

through customer satisfaction, where a satisfactory product use experience is able to form a positive attitude towards customer satisfaction, even though there were previously concerns or uncertainties.

Thus, customer satisfaction becomes an important determinant that explains how *Perceived Risk* can be translated into *Loyalty* in the context of digital marketing that is loaded with information and potential misinformation, such as in the case of skincare overclaim on TikTok Shop. These findings enrich the existing literature by affirming the strategic role of customer satisfaction as a mediating variable in the relationship between *Perceived Risk* and *Loyalty*, as well as demonstrating that relevance *Theory of Planned Behavior* Stay strong in explaining the formation *Loyalty* in a social media-based e-commerce environment [16],[61] [14].

CONCLUSION

Fundamental Finding : Based on the results of the study, it can be concluded that Brand Trust and Perceived Risk have a positive and significant effect on Daviena Skincare's customer loyalty on TikTok Shop, with Customer Satisfaction acting as a mediating variable that strengthens the relationship. Customer satisfaction has proven to be a post-purchase evaluative mechanism that bridges Brand Trust and Perceived Risk with loyal behavior, especially in the context of skincare that is prone to overclaim issues on the TikTok Shop platform, where a positive user experience is able to reduce Perceived Risk and increase long-term loyalty. Theoretically, the results of this study strengthen the relevance of the Theory of Planned Behavior (TPB), especially in the attitude toward behavior component, by emphasizing that Brand Trust and Perceived Risk play a role in shaping positive consumer attitudes which further increase satisfaction and loyalty.

Implication : In practical terms, these findings provide managerial implications for Daviena Skincare to continue to build consumer trust through information transparency, realistic product claims, quality consistency, as well as strengthening product education and safety evidence to minimize Perceived Risk, with customer satisfaction as the main focus of marketing strategy.

Limitation : However, this study has limitations in the scope of objects and the use of data based on respondent perceptions, so the generalization of results is still limited. Data collection was carried out once in a period of time, so the study has not been able to describe changes in trust, perceived risk, and loyalty in a sustainable manner. In addition, the study only focused on one local skincare brand and one digital platform, so the results could not be fully generalized to other brands, markets, or platforms that had different characteristics. The research data was obtained through questionnaires based on respondent perceptions, which has the potential to cause bias in assessment, especially on trust and risk variables. On the other hand, the research model is still limited to a few key variables, while other relevant factors in the context of social commerce such as influencer influence, online consumer reviews, brand image, perceived value, and regulatory aspects have not been analyzed.

Future Research : Therefore, further research is recommended to expand the object and number of

respondents, add other variables such as price, product quality, influencer promotion, or electronic word of mouth (e-WOM), and use a mixed methods approach to obtain a more comprehensive understanding of skincare consumer behavior on digital platforms. The next study is recommended to use a longitudinal research design to be able to capture changes in trust, perceived risk, and loyalty over a certain period of time, especially in the context of dynamic social commerce. In addition, the scope of research can be expanded by involving more than one skincare brand, different e-commerce platforms, or different market contexts to improve the generalization of findings. Future research is also recommended to include other relevant variables, such as influencer credibility, electronic word of mouth, brand image, perceived value, and regulatory factors, so that the research model becomes more comprehensive.

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