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Analysis of the Effect of e-WOM on Brand Loyalty for Skintific Products with Consumer Satisfaction as Mediator

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electronic word of mouth; customer satisfaction; brand loyalty; skincare; S-O-R.

Abstract

Skincare has evolved into an essential necessity for consumers of all age groups, as increased awareness of skin health drives greater spending allocation. This study aims to analyze the influence of electronic word of mouth (e-WOM) on brand loyalty in Skintific products with customer satisfaction as a mediating variable. *This research is based on the Stimulus–Organism–Response (S-O-R) model, where e-WOM is positioned as a stimulus, customer satisfaction as an organism, and brand loyalty as a response. A quantitative approach with a cross-sectional design was employed in this study, involving 246 respondents who used Skintific products, obtained through the distribution of online questionnaires. Data analysis was carried out using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The results of the study show that e-WOM has a positive and significant effect on customer satisfaction and brand loyalty. In addition, customer satisfaction has been shown to mediate the relationship between e-WOM and brand loyalty, indicating that positive perceptions of online information can improve the consumer experience while strengthening their commitment to the brand. These findings affirm the importance of digital communication strategies based on consumer reviews in building brand loyalty in the competitive skincare industry, providing practical contributions to industry players in designing more effective marketing strategies through e-WOM optimization and enhancing the customer experience.*

INTRODUCTION

The skincare industry has evolved into an essential sector for consumers of various age groups, as increasing awareness of skin health encourages higher spending on skincare products. This development contributes to the rapid growth of the skincare industry, marked by the emergence of numerous local and international brands competing to meet diverse skin needs and concerns (Kumparan, 2022). According to (Katadata, 2022), the revenue of the beauty and personal care sector in Indonesia reached USD 7.23 billion in 2022 and is projected to grow by 5.81% until 2027. Skincare accounts for approximately 32% of the total beauty and personal care industry (Dwitari & Kusdibyo, 2019), supported by strong consumer preference for local products. A survey by Zap Beauty Index (2023) shows that 96% of female respondents in Indonesia prefer local skincare products over imported brands. These conditions indicate that the skincare market in Indonesia continues to grow rapidly and is becoming increasingly competitive, requiring companies to develop effective marketing strategies in order to maintain consumer trust and loyalty (Adam et al., 2023; Cheung et al., 2008).

The rapid growth of the skincare market is closely related to digital transformation, particularly the emergence of electronic word-of-mouth (e-WOM) through social media platforms. Consumers increasingly rely on online reviews, ratings, and testimonials when evaluating skincare products before making purchasing decisions. This phenomenon makes e-WOM an important factor influencing consumer perceptions and behavior, including satisfaction and loyalty toward a brand (Yang et al., 2019). Previous studies have shown that online reviews and digital communication can significantly influence consumer attitudes, trust, and purchase intentions toward a product or brand. As a result, companies are increasingly utilizing digital platforms to build stronger relationships with consumers and improve their overall customer experience.

For example, Skintific, a skincare brand, has successfully utilized digital marketing strategies through interactive communication, product innovation, and the use of social media and e-commerce platforms to influence consumer purchasing decisions (Rachmawati et al., 2023; Sari & Indriani, 2025). This strategy has positioned Skintific as one of the best-selling skincare brands in Indonesia, emphasizing customer experience that encourages satisfaction and repeat purchases (Sucihati & Budiman, 2025). The success of Skintific illustrates how effective digital engagement and positive consumer experiences can strengthen customer satisfaction and ultimately contribute to brand loyalty in the competitive skincare market.

Although previous studies have examined the influence of electronic word-of-mouth on consumer behavior, research that specifically analyzes the role of customer satisfaction as a mediating variable between e-WOM and brand loyalty in the skincare industry remains limited. Most previous studies tend to examine these variables separately without exploring the mediating role of customer satisfaction in shaping long-term consumer loyalty. This gap highlights the urgency of conducting further research to better understand how digital communication influences consumer loyalty in the rapidly growing skincare market. Therefore, this study aims to analyze the effect of e-WOM on customer satisfaction and its impact on brand loyalty among Skintific consumers. The findings of this study are expected to provide theoretical contributions to the development of digital marketing research and practical implications for skincare companies in designing effective online communication strategies to strengthen customer loyalty and maintain competitiveness in the digital era.

The purpose of this study is to analyze the influence of electronic word-of-mouth (e-WOM) on customer satisfaction among consumers of Skintific products. In addition, this study aims to examine the effect of electronic word-of-mouth (e-WOM) on brand loyalty among consumers of Skintific products. This research also aims to analyze the influence of customer satisfaction on brand loyalty among consumers of Skintific products. Furthermore, this study aims to investigate the role of customer satisfaction as a mediating variable in the relationship between electronic word-of-mouth (e-WOM) and brand loyalty among consumers of Skintific products.

RESEARCH METHOD

This study adopted a quantitative research approach with an explanatory research design to examine the relationships between electronic word of mouth (e-WOM), customer satisfaction, and brand loyalty toward Skintific skincare products. The research applies a

cross-sectional design, in which data were collected at a single point in time to analyze the relationships among the variables investigated.

The population of this study consisting of at least 200 consumers who have used Skintific skincare products. The sample was selected using a purposive sampling technique based on specific criteria, namely individuals who have experience using Skintific products and have accessed product-related information through social media platforms. Data were collected using a structured questionnaire distributed online through Google Forms. The research instrument was developed based on measurement indicators adapted from previous studies and was assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The collected data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach through SmartPLS software. This analytical method was employed to evaluate both the measurement model (outer model) and the structural model (inner model), enabling the assessment of construct validity, reliability, and the relationships between variables in order to test the proposed research hypotheses.

Table 1. Indicators and Statement Sizes

Variable	***First order construct***	**Indicator**	**Statement Size**	
Electronic word of mouth is communication between consumers that allows the sharing of experiences and opinions about products or brands. With technological advancements, WOM has evolved into Electronic Word-of-Mouth (eWOM), which is reviews or recommendations that are disseminated *through online media such as blogs, forums, and e-commerce (Andriani & Puspita, 2021).*	1.Information credibility	IC1	I consider the information of reviews about Skintific on social media to be a reliable source. (Al Adwan (2020)	Likert scale Interval (1-5) 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
		IC2	User reviews of Skintific on social media provide informative explanations of their experience using Skintific (Camilleri, 2023)	
		IC3	I find the information from people related to Skintific products on social media convincing enough to influence my perception (Camilleri, 2023)	
		IC4	Online reviews shared by others on social media regarding Skintific products are accurate (Joudeh, et.al, 2024)	
	2.Information Quantity	IQn 1	The number of consumers who share their recommendations related to Skintific on social media has helped me a lot (Matute et al. (2016) on Al	

			Adwan (2020)	
		IQn2	The high number of reviews on social media about Skintific helped me in making well-considered purchasing decisions (Joudeh,et.al,2024)	
		IQn3	I feel that a lot of social media content from Skintific users contains information about Skintific products (Joudeh, et.al, 2024).	
	3.Information Quality	IQ1	All Skintific related reviews on social media are reliable (Camilleri,2023)	
		IQ2	The existence of word-of-mouth reviews on social media provides clear information about Skintific that can help in decision-making (Joudeh, et.al, 2024)	
		IQ3	Consumer reviews of Skintific products on social media are relevant to my needs (Eid (2011) and Park and Kim (2003) on Al Adwan (2020))	
		IQ4	Consumer reviews related to Skintific products on social media can be easily understood by me (Eid (2011) and Park and Kim (2003) on Al Adwan (2020))	
Customer Satisfaction embodies consumers' emotional responses regarding the extent to which the product or service they purchase meets their needs (Camilleri, 2023)	-	CS1	I love using word-of-mouth information on social media before deciding to buy Skintific products (Joudeh, et.al,2024)	Likert scale Interval (1-5) 1. Strongly disagree 2. Disagree 3. Neutral 4. Setuju 5. Strongly agree
		CS2	I enjoy interacting with others on social media before making the decision to buy Skintific products (Joudeh,et.al,2024)	

		CS3	The information I get from consumer reviews about Skintific on social media has always helped me get the right product for my needs (Joudeh, et.al,2024)	
		CS4	Overall, I am satisfied with the information from consumer reviews on social media regarding Skintific products (Joudeh, et.al,2024)	
Brand Loyalty is a form of emotional bond and customer commitment to a certain brand, which is often reflected in consistent repurchase behavior (Kurniawan, 2017).	-	BL1	I often buy Skintific products (Laura and Thaib (2025)	Likert scale Interval (1-5) 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
	-	BL2	I tend to choose to use Skintific products over other similar brands (Laura and Thalib, 2025)	
	-	BL3	I often recommend skintific products to others including friends and family (Laura and Thalib, 2025)	
	-	BL4	I believe that Skintific has better quality than its competitors (Laura and Thalib, 2025)	
	-	BL5	I will buy Skintific products again if there is a similar need in the future	

Source: (Laura and Thalib ,2025), (Joudeh,et.al,2024) (Camilleri,2023)

Technical Data Analysis

Evaluation of the Outer Model

The evaluation of the outer model aims to test the quality of the data through the validity and reliability test of the construct. Convergent validity was assessed based on the outer loading value (> 0.70) and the Average Variance Extracted (AVE) value (> 0.50), which showed that the indicator was able to adequately represent the construct (Abdillah & Hartono, 2015; Suryanto, 2022). The Discriminant validity method is used to ensure that each construct has a clear difference from the other. In addition to the AVE criteria, this study uses the Heterotrait–Monotrait Ratio (HTMT) approach as a stricter method in detecting discriminant validity (Ab Hamid et al., 2017; Roemer et al., 2021). The reliability of the construct was tested using Cronbach's Alpha and Composite Reliability values, with a minimum limit of ≥ 0.70 indicating a good level of internal consistency (Sanaky et al., 2021).

Inner Model Evaluation

An internal model evaluation was carried out to test the relationship between latent variables in the research model (Musyaffi et al., 2022).

R^2 (coefficient of determination)

The strength of the model is explained through the value of R^2 (coefficient of determination) which shows the ability of exogenous variables to explain endogenous variables, with strong (0.75), moderate (0.50), and weak (0.25) (Chin, 1998) value criteria.

Path Coefficient

Furthermore, the path coefficient was used to assess the direction and strength of influence between latent variables, while the hypothesis test was carried out using t-statistical values and bootstrapping p-values. The relationship is stated to be significant if the t-statistical value > 1.96 at a significance level of 5%.

Analysis of First and Order Construct

In this study, electronic word-of-mouth (e-WOM) is treated as a second-order construct formed by three first-order constructs, namely information quality, information credibility, and information quantity. This approach is used to comprehensively represent e-WOM. Second-order construct analysis was carried out using a two-stage approach, where the score of the first-order construct was used as an indicator for second-order constructs. This approach was chosen because it can minimize residual errors and produce more accurate estimates than the repeated indicator approach (Peng & Lai, 2012).

RESULTS AND DISCUSSION

This study involved 246 respondents who were consumers of Skintific skincare products and filled out an online questionnaire. Most respondents have purchased and used Skintific products, while 9.8% have not used them directly but have become familiar with the brand through various sources of information. Most of the respondents (93.9%) had read Skintific reviews and recommendations on social media, indicating high exposure to electronic word-of-mouth (e-WOM). Respondents came from various major cities in Indonesia with the dominance of urban areas, as well as dominated by productive age individuals with high to upper secondary education levels. The most purchased Skintific product is moisturizer, followed by serums and cleansers. Overall, the characteristics of the respondents show the relevance and validity of the research data in analyzing the influence of e-WOM on Skintific consumer behavior.

Description of Statistics

Table 2. Descriptive Statistics of Electronic Word of Mouth, Brand Loyalty, and Customer Satisfaction

Construct	Indicator	Mean	Standard Deviation (STD)	Remarks
Electronic Word of Mouth				
Information Credibility	IC1	3.944	0.996	High
	IC2	3.667	1.219	High
	IC3	3.737	1.216	High
	IC4	3.522	1.049	High
	IQ2	3.642	1.053	High
	IQ3	3.776	1.053	High
	IQ4	3.832	1.215	High

	IQn2	3.772	1.183	High
	IQn3	3.681	0.877	High
Brand Loyalty	BL1	3.431	1.201	High
	BL2	3.379	1.340	High
	BL3	3.371	1.186	High
	BL4	3.457	1.144	High
	BL5	3.724	1.126	High
Customer Satisfaction	CS1	3.664	1.214	High
	CS2	3.323	1.035	High

Source: Primary processed data from SMARTPLS of Description of Statistics

Statistical Descriptive Table, data taken from PLS "*Indicator Data-Descriptives*"

Based on the results of the descriptive statistical analysis above, all constructs and dimensions of the study showed a mean value above 4.00 with a standard deviation below 1.00, which indicates that the respondents' responses were positive and relatively homogeneous. The electronic word-of-mouth (e-WOM) construct consisting of information credibility, information quality, and information quantity is in the high category, showing that information about Skintific on social media is considered credible, quality, and available in adequate quantities. In addition, the customer satisfaction and brand loyalty variables also show an average score in the agree category to high, which reflects the level of satisfaction and positive consumer loyalty tendencies. Overall, these descriptive findings provide a strong empirical basis for continuing the analysis at the evaluation stage of the measurement model (outer model)

Outer Model Test

Table 3. Calculation Results for Validity and Reliability Test (Outer Model)

Construct	Indicator	Outer Loading	AVE	CR	Alpha	Remarks
Electronic word of mouth						
Information Credibility	IC1	0.891	0.703	0.904	0.858	Valid
	IC2	0.868				
	IC3	0.822				
	IC4	0.767				
Information Quantity	IQn1	0.799	0.693	0.693	0.778	Valid
	IQn2	0.843				
	IQn3	0.854				
Information Quality	IQ1	0.711	0.665	0.665	0.830	Valid
	IQ2	0.828				
	IQ3	0.839				
	IQ4	0.875				
	IQ4	0.875				
Brand Loyalty	BL1	0.772	0.691	0.918	0.888	Valid
	BL2	0.856				
	BL3	0.842				
	BL4	0.814				
	BL5	0.868				
Customer	CS1	0.905	0.700	0.903	0.855	Valid

Satisfaction	CS2	0.723

Convergent Validity Test

The convergent validity test was carried out to assess the ability of the indicator to represent the measured construct, which was evaluated through the outer loading and Average Variance Extracted (AVE) values. The results of data processing using SmartPLS 4 show that all indicators in the electronic word-of-mouth construct (information credibility, information quality, and information quantity), brand loyalty, and customer satisfaction have an outer loading value above 0.70. In addition, all constructs also showed AVE values above 0.50, 0.703 (information credibility), 0.603 (information quantity), 0.665 (information quality), 0.691 (brand loyalty), and 0.700 (customer satisfaction), respectively. Thus, all indicators are declared to meet the criteria of convergent validity and are suitable for use in the research model.

Construct Reliability Test

The construct reliability test aims to ensure the internal consistency of the indicators in measuring the same construct, which is assessed through the Composite Reliability (CR) and Cronbach's Alpha values. The test results showed that the entire construct had a CR value and Cronbach's Alpha above 0.70, which indicates a good level of reliability. Konstruk information credibility has a CR value of 0.904 and alpha of 0.858, information quality of 0.693 and 0.778, and information quantity of 0.665 and 0.830. Meanwhile, construct brand loyalty has a CR value of 0.918 and alpha of 0.888, and customer satisfaction has a CR value of 0.903 and alpha of 0.855. Thus, all constructs in this study are declared reliable and the measurement model is acceptable.

HTMT Ratio

Table 4. Discriminant Validity Test Results Using the Fornell–Larcker Criterion

Construct	**e-WOM**	**Information Credibility**	**Information Quality**	**Information Quantity**	**Brand loyalty**	**Customer Satisfaction**
e-WOM	-	0.988		0.985	0.886	0.886
Information Credibility	-	-	1.088	1.088	0.855	0.830
Information Quality	-	0.905	-	1.115	0.821	0.825
Information Quantity	-	0.917	0.898	-	0.856	0.876
Brand loyalty		-	-		-	-
Customer Satisfaction	0.886	-	-	-	0.889	-

Based on the results of the Heterotrait–Monotrait Ratio (HTMT) test on the measurement model, several construct pairs showed HTMT values that exceeded the conservative limit of 0.90, especially in the relationship between the dimensions of electronic word-of-mouth (e-WOM), namely between information credibility, information quality, and

information quantity. This relatively high HTMT value indicates a conceptual proximity between the dimensions of e-WOM, which is acceptable considering that this study uses a second-order construct with a repeated indicators approach, where the indicators in the first-order construct are reused to form a second-order construct. Hair et al. (2021) explain that in hierarchical models like this, high HTMT values are frequent and do not automatically indicate a failure of discriminant validity. Therefore, the discriminatory validity of this research model can still be considered adequate, as long as the interpretation is carried out in the context of a second-order model and the research objectives are predictive

Structural Model Analysis (Inner Model)

Table 5. Hypothesis Testing Results of the Relationships Between Research Variables

Relationships Between Variables	Original Sample	T Statistics	P Values	Remarks
eWOM → Customer Satisfaction	0.761	17.370	0,000	Significant
eWOM → Brand Loyalty	0.824	7.237	0,000	Significant
Customer Satisfaction → brand loyalty	0.261	2.870	0,004	Significant

The results of the path coefficient test showed that all relationships between the research variables were positive and significant, with a t-statistical value that exceeded the threshold of 1.96. This indicates that the structural model has a consistent relationship pattern and is worthy of further analysis. Specifically, customer satisfaction has a positive effect on brand loyalty with a coefficient of 0.261 (T = 2.870). In addition, customer satisfaction is the main predictor of electronic word-of-mouth (e-WOM) with a coefficient of 0.761 (T = 17.370). Meanwhile, e-WOM also had a positive and significant effect on brand loyalty with a coefficient of 0.630 (T = 7.237). These findings show a strong and mutually reinforcing relationship between constructs in the research model.

Table 6. R-Square Analysis (R^2)

Construct	R-square	Interpretation
Electronic word of mouth	0.579	Significant
Customer Satisfaction	-	-
Brand loyalty	0.716	Significant

Evaluation of the R-Square (R^2) value was carried out to assess the predictive ability of the structural model in explaining the variance of the endogenous construct. Based on the criteria of Hair et al. (2021), the R^2 value of 0.75 was categorized as strong, 0.50 moderate, and 0.25 weak. In this research model, electronic word-of-mouth (e-WOM) and brand loyalty are endogenous constructs, while customer satisfaction acts as pure exogenous constructs so

that they do not have an R^2 value. The results of data processing using SmartPLS showed that the e-WOM construct had an R^2 value of 0.579, which indicated a moderate predictive ability of customer satisfaction, while brand loyalty obtained an R^2 value of 0.716, which showed that the variation in brand loyalty can be explained together by customer satisfaction and e-WOM with a relatively strong predictive level. Overall, these findings suggest that structural models have adequate predictive capabilities and are consistent with the proposed theoretical framework.

Analisa First and Second Order Construct

Analyzes First Order

Based on the results of data processing using SmartPLS, all indicators in the first-order construct showed an outer loading value above 0.70, which indicates that all indicators have met the criteria of convergent validity and have a strong contribution in representing latent constructs. There are no indicators with loading values below the minimum limit, so no elimination of indicators is required, and measurement models are acceptable.

Overall, the constructs of Information Credibility, Information Quality, and Information Quantity each show high and consistent loading values, which indicates that respondents view aspects of credibility, quality, and quantity of information as important elements in shaping the perception of electronic word-of-mouth. Thus, the first-order measurement model is considered to have a strong indicator structure and is suitable for second-order construct testing and structural model analysis (inner model).

Analysis of Second Order

Second-order construct analysis is carried out because electronic word-of-mouth (e-WOM) is modeled as a multidimensional construct formed by three first-order constructs, namely information quality, information credibility, and information quantity. Based on the results of bootstrapping on SmartPLS, all dimensions of forming e-WOM have an outer loading value above 0.70 and are statistically significant (t-statistic > 1.96; p-value < 0.05). These findings show that the perception of e-WOM is validly represented by the quality of information, the credibility of the source, and the quantity of reviews that consumers receive. Thus, the e-WOM construct is shown to be significantly formed through these three dimensions and is feasible to be used as a second-level construct in the research model.

Meanwhile, brand loyalty and customer satisfaction are modeled as first-level constructs that are measured directly through its reflective indicators. The bootstrapping results showed that all indicators in the two constructs had an outer loading value above 0.70 and were significant, indicating convergent validity and good measurement reliability. Overall, the evaluation results show that the e-WOM construct as a second-order construct as well as brand loyalty and customer satisfaction as first-order constructs have met the required measurement criteria. Therefore, the measurement model is declared feasible and can be proceeded to the stage of structural model analysis and hypothesis testing.

Analysa Hypothesis

Table 7. Relationships Between Variables

Relationships Between Variables	Path Coefficient	T Statistics	P Values	Remarks

eWOM → Customer Satisfaction	0.761	17.730	0,000	Significant
eWOM → Brand Loyalty	0.630	7.237	0,000	Significant
Customer Satisfaction → Brand Loyalty	0.261	2.870	0,004	Significant

Table 8. Table of Customer Satisfaction Mediation on e-WOM and Brand Loyalty

Relationships Between Variables	Indirect effect	STDEV	T Statistics	P Values	Remarks
e-WOM → Customer Satisfaction→ Brand loyalty	0.480	0.081	5.925	0,000	Significant

The Influence of Electronic Word of Mouth on Customer Satisfaction

Based on the test results in Table 4.6, electronic word of mouth (e-WOM) has a positive and significant effect on customer satisfaction, with a path coefficient value of 0.761, t-statistic of 17.730, and p-value of 0.000 (< 0.05). The findings of this study indicate that electronic word-of-mouth (e-WOM) has a significant influence on customer satisfaction toward Skintific products. This result is consistent with previous studies which found that online reviews and social media interactions play an important role in shaping consumer perceptions and satisfaction with a brand. For example, Yang et al. (2019) reported that positive e-WOM significantly improves consumer trust and satisfaction. Similarly, Rachmawati et al. (2023) highlighted that digital engagement through social media can strengthen customer experiences and influence consumer attitudes toward skincare brands. Skintific primarly hired different celebrities to become their muses for their products. These similarities indicate that e-WOM remains a crucial factor influencing customer satisfaction in the digital marketplace

These findings are supported by the characteristics of respondents who are dominated by active social media users, who routinely read reviews before making a purchase, so that e-WOM plays an important role in shaping customer satisfaction.

H1: Electornic Word of Mouth has an effect on customer satisfaction

The Influence of Electronic Word of Mouth on Brand Loyalty

The bootstrapping results showed that e-WOM had a positive and significant effect on brand loyalty, with a path coefficient value of 0.630, t-statistic of 7.237, and p-value of 0.000. These findings indicate that consumer reviews and recommendations in digital media can strengthen consumer trust and commitment to remain loyal to the Skintific brand. Consumers tend to be more trusting and encouraged to make repeat purchases on brands that have positive and transparent reviews.

H2: Electronic word of mouth affects brand loyalty

The Effect of Customer Satisfaction on Brand Loyalty

The results of the analysis showed that customer satisfaction had a positive and significant effect on brand loyalty, with a path coefficient value of 0.261, t-statistic of 2.870, and p-value of 0.004 (< 0.05). These findings show that the high level of satisfaction with Skintific products contributes directly to increased consumer loyalty. The more satisfied consumers are with the experience of using a product, the more likely they are to make a repeat purchase and recommend the brand.

H3 : Customer Satisfaction Affects Brand Loyalty

The Effect of Customer Satisfaction Mediation between e-WOM and Brand Loyalty

Based on the results of the indirect effect test, customer satisfaction was proven to mediate the relationship between e-WOM and brand loyalty with an indirect coefficient value of 0.480, t-statistic of 5.925, and p-value of 0.000. In addition, e-WOM's direct influence on brand loyalty remains significant, which shows that the mediation that occurs is partial. This indicates that e-WOM not only affects brand loyalty directly, but also through increased customer satisfaction as an evaluative mechanism. Thus, H4 is accepted, where customer satisfaction strengthens the influence of e-WOM on brand loyalty without eliminating the direct influence of e-WOM itself.

H4: eWOM affects brand loyalty by mediating customer satisfaction.

CONCLUSION

The study using Partial Least Squares Structural Equation Modeling (PLS-SEM) with a two-stage approach concludes that electronic word-of-mouth (e-WOM) has a positive and significant effect on customer satisfaction and brand loyalty toward Skintific products, with customer satisfaction also acting as a partial mediator in the relationship between e-WOM and brand loyalty. These results support the Stimulus–Organism–Response (S-O-R) theory, showing that e-WOM functions as a stimulus that influences consumers' internal states, leading to behavioral responses in the form of stronger brand loyalty. The research contributes to digital marketing and consumer behavior literature by highlighting satisfaction as a key mechanism linking online information exposure to long-term loyalty. Practically, skincare companies can leverage credible online reviews, collaborate with micro-influencers, provide high-quality product information, and maintain supportive services to enhance satisfaction and foster brand advocacy. However, the study is limited to Skintific consumers, suggesting that future research should expand to other skincare brands, consider additional variables such as brand trust or perceived value, and adopt mixed-method approaches to gain deeper insights into the influence of e-WOM on brand loyalty in the digital marketplace.

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