



The influence of digital marketing interaction on generation z consumer loyalty on local beauty products

Yudi Limbar Yasik¹, Muhamad Malik Mutoffar², Ridwan³, Jasa Ginting⁴

^{1,2}Faculty of Industri Creative, Bandung Technology University, Indonesia

³Study Program of Islamic Banking, Sekolah Tinggi Agama Islam Siliwangi Bandung, Indonesia

⁴Study Program of Accounting, Politeknik Negeri Medan, Indonesia

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ABSTRACT

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This study tried to look into how digital marketing interactions affect things on Generation Z consumer loyalty towards local beauty products in Indonesia. Regarding the digital transformation, Generation Z exhibits a strong tendency to engage actively in interactive communication with brands. This research adopted a quantitative explanatory approach using a survey methodology. Data were collected from 120 respondents aged 18–27 years who had used local beauty products within the last six months and were digitally active. The research instrument consisted of closed-ended questionnaires measured on a five-point Likert scale. Validity and reliability tests confirmed that the instrument met the required statistical standards. Tests of classical assumptions, encompassing normality, multicollinearity, and hetero-scedasticity, also confirmed that the regression model was statistically valid. A simple linear regression analysis revealed that digital marketing interaction significantly and positively influenced consumer loyalty. The regression coefficient is 0.532, and the significance level is 0.000. The R Square value is 0.521, which means that 52.1% of the variation in consumer loyalty is explained by the model. The findings highlight the strategic importance of enhancing interactive digital marketing to foster emotional bonds and long-term loyalty among Generation Z consumers. This research adds value to existing knowledge by emphasizing interaction quality over mere digital presence.

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Corresponding Author:

Muhamad Malik Mutoffar,
Departement Teknik Informatika,
Universitas Teknologi Bandung,
Jl. Soekarno-Hatta No. 378 Bandung, Jawa Barat, 40235, Indonesia
Email: malik@utb-univ.ac.id

1. INTRODUCTION

In the modern marketing ecosystem, the development of digital technology has changed the way businesses do business and interact with their consumers, especially in Indonesia's local beauty industry. Today's consumers not only receive information in the contemporary marketing ecosystem, but also actively participate in the marketing process facilitated by digital interactions (N & Neerajakshi, 2024)(Yunianto et al., 2023). The increasing number of business actors, the better quality of products, and the increasing

awareness of the importance of local products can lead to increasingly fierce competition in the local beauty industry in Indonesia (Wantah & Mandagi, 2024)(Malik Mutoffar et al., 2024)(Wang, 2024). Studies show that digital literacy and digital technology are essential to improve the relationship between brands and consumers, increase brand awareness, and increase consumer loyalty (Fahira & Djamaludin, 2023)(Patria et al., 2023).

The emergence of local products, particularly in the field of Skincare and Bodycare, has shown that local brands can take over market share even though international brands have taken over (Yanti et al., 2023)(Safwan et al., 2022). However, one of the main issues faced by local beauty brands is customer loyalty stability. Many customers, especially Generation Z, easily switch from brands due to trends, viral promotions, and advice from digital influencers (Nugroho et al., 2024) (Sari et al., 2024).

In relation to customer loyalty, research on digital marketing has become very important, especially due to technological advances and changes in consumer behavior caused by online interaction and social media (Alwan & Alshurideh, 2022; Guo et al., 2023). Ismail's study shows that digital marketing increases customer loyalty, but does not study interaction, which is a hallmark of Web 2.0 (Aldi & Adisaputra, 2024) (Sharma, 2024). In a broader context, Shareef et al. studied digital engagement and its effects on brand trust and loyalty(Aityassine et al., 2022)(CHERNIAVSKA & Kaznodii, 2024). However, the focus of this study lies on the banking and retail industries, which may differ from the behavior in the beauty industry (Purwanto et al., 2022) (Putra et al., 2023).

The study shows that there is still a lack of research to specifically explain how interactions in digital marketing affect Gen Z customer loyalty, especially on local beauty products in Indonesia (Mandung, 2024; Wongkar et al., 2024a). The focus of this study is on the interactive elements of digital marketing, such as two-way responses on social media, live commerce, and content created by UGC users, which have not been widely discussed in similar studies proposing quantitative approaches.

The main issue raised in this study is whether digital marketing interaction has a significant effect on Generation Z consumer loyalty to local beauty products? To answer this question, this study proposes a survey-based empirical approach to Gen Z consumers who are active users of local beauty products, by measuring their perception of the intensity and quality of digital marketing interactions they experience with the brand.

The new value of this research lies in focusing on the interactivity dimension in digital marketing strategies, not just the existence of media or digital content(Antczak, 2024; Purnamasari et al., 2024). In addition, Generation Z-specific approaches and local brand contexts make a strong empirical contribution to understanding consumer behavior in the digital age, particularly in the rapidly growing local cosmetics industry (Dhungana, 2024; Wongkar et al., 2024b; Zhang et al., 2024).

Thus, this manuscript offers scientific innovation in the form of integration between *generational digital behavior* and *interactive marketing approaches*, which have not been explained in detail in previous studies, especially in the context of the Indonesian market. This research aims to enhance the digital marketing literature and serve as a practical reference for businesses in proactively fostering consumer loyalty through high-quality digital interactions.

2. RESEARCH METHOD

This study uses a quantitative approach with an explanatory design, which aims to explain the causal relationship between the variables of digital marketing (X) interaction and the loyalty of Generation Z (Y) consumers to local beauty products. This design was chosen because it is suitable for testing hypotheses that have been formulated and objectively measuring the influence between variables. This research was carried out systematically and structured in several stages. The initial phase involves the articulation

of the problem and hypothesis, specifically that digital marketing interactions are presumed to positively impact Gen Z consumer loyalty towards local beauty items. Based on this formula, the research variables were then determined, namely the independent variable (X) is digital marketing interaction and consumer loyalty (Y) as the dependent variable.

A research tool in the form of a closed questionnaire was created based on theoretical indicators that had already been checked in earlier studies. This tool uses a 1 to 5 scale to find out how much respondents agree with the statements. Once the tool was made, a small group of people tried it out to check if the questions were clear and consistent. The results were checked using Corrected Item-Total Correlation to make sure the questions were valid and Cronbach's Alpha to ensure they were reliable (Hair et al., 2019). The primary data collection was conducted via the dissemination of online surveys through social media and pertinent Gen Z community channels. The purposive sampling technique was used to ensure that respondents were individuals who met the criteria by being 18–27 years old, digitally active, and had used local beauty products in the last 6 months.

The data that has been collected is then cleaned (data cleaning) to avoid duplication and incomplete data. After the data is clean, a gradual data analysis is carried out, starting with a test the strength and reliability of the overall instrument, and the following subsequent procedure involved the conventional assumption tests, specifically the normality test (employing the Kolmogorov-Smirnov method), multicollinearity assessment (utilizing VIF and Tolerance values), and heteroscedasticity evaluation (using the Glejser test). To test the hypothesis, a simple linear regression analysis was used which aimed to find out the extent to which digital marketing interaction variables affected Gen Z consumer loyalty. The end of this process is the interpretation of the results and the drawing of conclusions. The findings were analyzed to compile theoretical and practical contributions, and offer recommendations for the enhancement of more efficacious digital marketing techniques within the local beauty sector.

2.1 Data Acquisition

Primary data in this study was obtained from Gen Z respondents in Indonesia through an online survey distributed during the research period. To ensure the quality of the data, a purposive sampling method was used with a total of 120 targeted respondents. The data is processed using SPSS statistical software.

3 RESULTS AND DISCUSSIONS

3.1 Results

The results of this study show that digital marketing interactions, especially through engagement on social media and user-generated content (UGC), have a significant effect on Generation Z consumer loyalty to the local beauty industry. These findings are in line with previous research that highlighted the importance of interactive digital marketing in building brand loyalty (Mandung, 2024). However, it is different from the findings in other sectors, such as retail and banking (Purwanto et al., 2022). The beauty industry exhibits unique consumer behaviors, where product loyalty is more influenced by personal relationships through social media influencers and content co-creation.

From a theoretical perspective, this research reinforces the concept that trust and engagement in digital marketing can build long-term loyalty (Aldi & Adisaputra, 2024). The positive effects of digital marketing interactions on loyalty in this study are consistent with previous research in other sectors, which also showed a strong correlation between the quality of engagement and consumer trust (Alwan & Alshurideh, 2022; Guo et al., 2023). The

research also provides new insights into the local beauty industry, where cultural factors and the growing demand for personalized experiences are driving engagement.

Practically, local beauty brands can use these findings to improve their digital marketing strategies. For example, brands can focus on building direct two-way communication with consumers on social media and encouraging UGC through incentives such as gifts or exclusive content. Additionally, partnerships with influencers should be used to strengthen trust and increase brand loyalty. The main limitation of this study is its reliance on a digitally savvy sample of Gen Z consumers, which may not be representative of the entire Gen Z population in Indonesia. Further research may explore other demographic groups or compare the influence of digital marketing in other industry sectors.

a. Data Cleaning and Initial Processing

The initial research process began with data collection through the distribution of online questionnaires to Generation Z respondents who use local beauty products. From a total of 125 data collected, a *data cleaning* process was carried out to filter out incomplete, duplicate, or inconsistent data. After screening, 120 valid data were obtained and ready for further analysis. This data is then encoded and entered into statistical software to test the validity, reliability, and the basic assumptions that underpin the viability of the regression model employed in this investigation.

b. Statistics Descriptive

Descriptive statistics in this study were used to determine respondents' perception of two main variables, namely Digital Marketing Interaction (X) and Consumer Loyalty (Y), which were measured using a Likert scale of 1–5. Each statement in the questionnaire reflects indicators of each variable, and respondents are asked to indicate their level of approval.

Table 1. Presents the mean and standard deviation of each variable.

Variabel	Mean	Std. Deviasi
Digital Marketing Interaction (X)	4.12	0.58
Consumer Loyalty (Y)	4.03	0.63

The analysis results indicate that the Digital Marketing Interaction variable has a mean of 4.12 and a standard deviation of 0.58, categorizing it as high. This shows that most Gen Z respondents feel that local beauty brands have interacted well through digital channels such as social media, interactive campaigns, and participatory content.

Meanwhile, The Consumer Loyalty variable has a mean value of 4.03 and a standard deviation of 0.63, categorizing it as high. This means that respondents have a strong tendency to stick to choosing and recommending the local beauty products they use, in response to a positive digital experience. These results reflect that the quality of digital interaction provided by brands has an impact on strengthening consumer loyalty. High scores and moderate standard deviations indicate the consistency of respondents' perception of the effectiveness of digital marketing interactions carried out by local brands. This high Likert score is the basis for conducting a follow-up analysis through a simple linear regression test, to determine the significant influence of digital marketing interactions on consumer loyalty.

c. Validity and Reliability Tests

Prior to conducting more analysis, it is essential to verify that the research instrument satisfies the criteria for validity and reliability. The validity assessment is conducted with the Corrected Item-overall connection approach to evaluate the connection of each item with the overall score of the variable. An item is considered valid if the correlation value is greater than or equal to 0.30.

The validity test results indicated that all items in the Digital Marketing Interaction (X) and Consumer Loyalty (Y) variables exhibited correlation values ranging from 0.512 to 0.794, so confirming the validity of all question items.

Next, a reliability test was carried out using Cronbach's Alpha, with the following results:

Table 2. Instrument reliability test results

Variabel	Number of Items	Cronbach's Alpha	Information
Digital Marketing Interaction (X)	5	0.845	Reliabel
Consumer Loyalty (Y)	5	0.802	Reliabel

Cronbach's Alpha values for both variables were above 0.70 which means the instrument has high internal consistency and is reliable for use in the study.

3.2 Classic Assumption Test

The classical assumption test is employed to verify if the data meets the criteria for simple linear regression analysis. There are three main tests performed, namely the normality test, the multicollinearity test, and the heteroscedasticity test.

a. Normality Test

The normality test checks whether the residuals from the regression model are normally distributed. This test was done using the Kolmogorov-Smirnov method, and the rule is: if the significance value is greater than 0.05, then the data is considered to be normally distributed.

Table 3. Normality test results (Kolmogorov-Smirnov)

Test	Statistical Value	Asymp. Sig. (2-tailed)	Information
Kolmogorof-Smirnov	0,072	0.127	Normally distributed data

The results show a significance value of 0.127, which is greater than 0.05. This shows that the leftover data follows a normal distribution, meaning the normality assumption is satisfied. This is important because the normal distribution of the residual is a requirement for the validity of the regression coefficient significance test (Hair et al., 2019).

b. Multicollinearity Test

This test helps determine how strongly the independent variables are related to each other, particularly when multiple variables are present. Because in this study there is only one independent variable (digital marketing interaction), this test is still carried out to complete the advanced statistical requirements.

Criterion:

Tolerance > 0,10

VIVID < 10

shows that multicollinearity does not occur.

Table 4. Multicollinearity test results

Independent Variables	Tolerance	VIF	Information
Interaction Digital Marketing	0.745	1.343	Multicollinearity does not occur

The test for multicollinearity showed that the independent variables in the model had a Tolerance value of 0.745 and a VIF value of 1.343. These two values are within the permissible limits, namely Tolerance > 0.10 and VIF < 10. Therefore, It may be inferred that the regression model exhibits no indications of multicollinearity. That is condition show that the free variables in this study are not highly correlated with each other, so as not to disturb the stability and accuracy of the resulting regression

coefficient. Thus, the regression model can be continued for validly analysis of relationships between variables.

c. Heteroscedasticity Test

Tests for heteroscedasticity were conducted to determine the presence of unequal residual variance in the model. The assessment is conducted using the Glejser Test. Criteria: if the significance value is > 0.05 then heteroscedasticity does not occur.

Table 5. Results of heteroscedasticity test (Glejser Test)

Independent Variables	Sig. (Glejser)	Information
Digital Marketing Interaction	0.614	Heteroscedasticity does not occur

The heteroscedasticity test results using the Glejser method revealed a significance value of 0.614, surpassing the significance level of 0.05. The results indicate the absence of heteroscedasticity symptoms in the regression model. That is, the residual variance is constant or homogeneous, and is not affected by the value of independent variables. This condition shows that the regression model has fulfilled one of the important assumptions in linear regression analysis, namely the assumption of homoskedasticity. With the fulfillment of this assumption, the regression model is considered feasible and can be used to test the relationship between variables more accurately.

Based on the findings from the normality, multicollinearity, and heteroscedasticity tests, it is clear that the data satisfies all the standard assumptions needed for simple linear regression analysis. This means the model can now be used to properly examine how digital marketing interactions affect consumer loyalty in a dependable and accurate way.

3.3 Hypothesis Testing and Regression Interpretation

a. Simple Linear Regression Test

This study used simple linear regression to find out how Digital Marketing affects the outcome (X) Interaction on Generation Z (Y) Consumer Loyalty to local beauty items. This technique was selected because to its appropriateness for quantitatively and objectively assessing the causal link between a single independent variable and a single dependent variable.

A regression model is deemed statistically significant if the p-value is less than 0.05 ($\alpha = 5\%$). The test was performed with SPSS software and generated the following table:

Table 6. Results of simple linear regression analysis

Model	Unstandardized Coefficients	Std. Error	t	Sig.
Konstanta (a)	1.832	0.271	6.760	0.000
DM Interaction (b)	0.532	0.064	8.310	0.000

The regression findings indicate a significance value of 0.000 (< 0.05), so confirming the acceptance of the hypothesis. The regression coefficient is positive (0.532), which shows that the higher the consumer's perception of digital marketing interactions, the higher their loyalty to local beauty products.

b. Coefficient of Determination (Model Summary)

The coefficient of determination, also called R-squared, shows how well an independent variable explains the dependent variable in a regression model. In the context of this study, R Square indicates the extent to which internet marketing interactions elucidate Generation Z's customer affinity for local beauty items.

The R Square value goes from 0 to 1. The closer it is to 1, the more of the change in the dependent variable can be explained by the independent variable. Also, there is something called Adjusted R Square value is also considered because it provides a more

accurate estimate by taking into account the number of variables and sample sizes in the model.

Table 7. Determination coefficient test results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.722	0.521	0.516	0.315

The regression analysis findings indicated a R Square (R^2) value of 0.521, or equivalent to 52.1%. This means that 52.1% of the variability in the dependent variable (Consumer Loyalty) can be explained by an independent variable, namely Digital Marketing Interaction. The remaining 47.9% was affected by other factors that weren't part of the model, such as product price, physical quality of the product, peer influence, or brand image in general.

An R Square value exceeding 0.5 signifies that the regression model possesses substantial explanatory power. This study concludes that internet marketing engagement significantly influences Gen Z consumers' commitment to local beauty products.

c. ANOVA (Test F)

The ANOVA test, also called the F test, is used to check if the overall regression model has a significant effect on the relationship between the independent and dependent variables. In this study, the ANOVA test checks whether the digital marketing variables together have an impact on the loyalty of Generation Z consumers towards local beauty products.

The analysis looked at the significance value (Sig.) and the F value. If the significance value is less than 0.05 ($\alpha = 5\%$), it means the regression model can be used to explain the relationship between the variables.

Table 8. ANOVA test results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	12.654	1	12.654	69.07	0.000
Residual	11.645	118	0.099		
Total	24.299	119			

The F test findings indicated a significance value of 0.000 (< 0.05). The regression model employed in this investigation is statistically significant, so it can be used to predict consumer loyalty based on their perception of digital marketing interactions.

In other words, the regression model built is feasible and able to explain the meaningful relationship between independent variables and bound variables. This reinforces previous results that stated that digital marketing interactions have a noticeable contribution to increasing Gen Z consumer loyalty.

3.4 Discussion

The direct impact of digital marketing interactivity on consumer loyalty, particularly within the local beauty product sector and among Generation Z consumers. The study by Dewi and Cahyani (2021) does highlight Gen Z's loyalty, but it is still limited to brand image and quality perception, regardless of the dynamics of digital interaction that occurs on social media and digital platforms. Their emphasis on brand image and perception of quality is an important aspect, but it does not reflect the complexity of interactions that are now a key characteristic of consumer interaction in the digital age (Rosdiana et al., 2024).

The study also adds theoretical value by proving that a simple linear regression model is able to explain 52.1% of the consumer loyalty variable (R Square = 0.521), which shows a fairly strong predictive power for today's digital social context. On the other hand, the results of the F test also show that the overall model is statistically significant

(Sig. = 0.000), so it can be used as a basis for developing a more targeted digital marketing strategy for local beauty brands.

From a practical point of view, these results indicate that local cosmetics companies targeting Gen Z consumers should place more emphasis on digital interaction strategies, such as building two-way communication on social media, engaging consumers in content creation (co-creation), and providing quick and personalized responses. Quality interactivity has been proven to increase loyalty, and in turn strengthen the brand's position in the midst of dynamic and digital-first market competition.

The main scientific contribution of this study is the integration between interactive approaches in digital marketing and the digital behavior of Generation Z, which has not been empirically raised in the Indonesian digital marketing literature. This research also expands the understanding of how the interaction dimension is key in forming long-term relationships with young consumers who are highly dynamic and digital native.

4 CONCLUSION

This research provides a new understanding of the importance of the role of digital marketing interactions in shaping Generation Z consumer loyalty to local beauty products in Indonesia. These findings confirm that loyalty is no longer just shaped by product quality or price, but is increasingly influenced by the interactive communication experiences built by brands across digital channels. In an increasingly dynamic digital consumer ecosystem, Generation Z shows a high tendency to engage in two-way conversations, respond to interactive campaigns, and appreciate brands that are able to communicate in person and real-time. Therefore, the success of building loyalty in this segment is not enough just with a digital presence, but depends heavily on the quality of the interactions. The study also highlights the need for an engagement-based marketing approach that is more adaptive, humanistic, and emotional, rather than just informative or persuasive. Loyalty in the digital context is not solely about repeat purchases, but a reflection of the psychological closeness between consumers and brands that is constantly nurtured through interaction.

This research has limitations, such as its reliance on a digitally active sample of Gen Z consumers and a limited scope on local beauty products in Indonesia. Further research could expand its reach by including other consumer segments, such as older generations, or explore the influence of digital marketing on loyalty in other product categories, including international brands. Further research can also explore the influence of certain product characteristics, such as price or product quality, on the effectiveness of digital marketing strategies.

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