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Original Article

The Influence of Brand Awareness, Brand Personality, Perceived Quality, and Perceived Value on Brand Loyalty with Customer Engagement as a Mediating Variable in the Cosmetics Industry in the Digital Era (A Case Study of the Make Over Brand)

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Abstract

Rapid developments in digital technology and the widespread use of social media have fueled substantial growth in Indonesia's cosmetic sector. With local and foreign brands competing intensely, companies are under constant pressure to reinforce customer allegiance. The central purpose of this research is to examine the connections between Brand Awareness, Brand Personality, Perceived Quality, and Perceived Value and Brand Loyalty, as well as to test whether Customer Engagement plays a mediating role, specifically among Make Over users. Using a quantitative methodology and a cross-sectional framework, the study collected primary data through questionnaires distributed to 384 respondents who were Make Over customers and had been exposed to social media campaigns or reviews. The sample was obtained using purposive sampling. Analysis via PLS-SEM with SmartPLS 4.1 indicates that each of the four predictor variables positively and significantly affects both Brand Loyalty and Customer Engagement. The model explains 57.0% of the variance in Brand Loyalty (R^2 = 0.570) and 52.2% of the variance in Customer Engagement (R^2 = 0.522). In addition, Customer Engagement exhibits a positive and significant impact on Brand Loyalty and effectively mediates the paths connecting all four independent variables to Brand Loyalty. These findings indicate that customer loyalty in the digital cosmetic industry is shaped not only by brand equity dimensions and product quality, but also by the company's ability to establish meaningful interactions and encourage active customer engagement across digital platforms.

Keywords: Brand Loyalty, Brand Personality, Customer Engagement, Perceived Quality, Perceived Value.

1. Introduction

The way consumers interact with businesses has been transformed by digital technology, especially in Indonesia's cosmetics market, one of the country's fastest growing fields. The rise of the internet, social media, and e-commerce sites enables shoppers to research goods, weigh alternatives, and finalize purchases regardless of where they are located. Ministry of Industry data (Kemenperin, 2024) indicates that the domestic cosmetics industry has experienced average yearly growth of 4.3% across the past half-decade, with annual contributions exceeding IDR 30 trillion. Interestingly, more than 60% of market share is controlled by local brands.

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The Data Reportal (2025) stated that internet users in Indonesia had reached 212 million people or 74.6% of the total population, with 143 million active social media users. This growth in digital connectivity shapes an increasingly interactive marketing environment, where consumers not only seek product information but also actively participate through reviews, ratings, and sharing experiences across various digital platforms.

Existing research has frequently addressed the connection between brand equity dimensions and brand loyalty in a direct, fragmented manner. For instance, Madhavedi et al. (2025) and Nadjwa et al. (2024) identify perceived quality as a strong direct predictor of brand loyalty in cosmetics and adjacent consumer markets, without incorporating an intermediary mechanism such as Customer Engagement. The mediating role of Customer Engagement between brand equity constructs and brand loyalty has, however, already been established in other settings, including tourism, hospitality, and retail contexts (Rather et al., 2022; Rowi et al., 2024). This study therefore positions its contribution as a contextual and industry-specific extension of an already-recognized mediating mechanism into the digitally driven cosmetics sector, a space characterized by high levels of social interaction, user-created material, and live selling platforms. Make Over was selected as the research object because it is one of the local cosmetic brands with a strong market position, actively utilizes digital platforms, and has a usage rate of 19% among the leading local brands (Statista, 2024).

Based on this background, this study aims to analyze the influence of Brand Awareness, Brand Personality, Perceived Quality, and Perceived Value on Brand Loyalty with Customer Engagement as a mediating variable among Make Over cosmetic consumers in the digital era.

2. Literature Review

2.1. Brand Awareness

The concept of Brand Awareness denotes how well consumers can recognize and bring to mind a brand under various buying conditions. As defined by Budiarsi et al. (2021), the capacity of consumers to recognize a brand and develop impressions of it is what brand awareness captures, and this directly affects their purchase decisions. Aaker (1997) defines it as the consumer's ability to understand or recognize a brand associated with a particular product, which allows them to automatically verify related brand elements. Brand awareness is the foundation of consumer decision making that directly affects brand equity (Ali, 2019 in Christina & Yulianto, 2023).

2.2. Brand Personality

Brand Personality refers to the collection of human traits that consumers attribute to a brand (Aaker, 1997). Calderón-Fajardo et al. (2023) define this construct as a marketing concept that encompasses human traits associated with a particular brand. Aaker (1997) established five fundamental dimensions of brand personality, namely: Sincerity (honesty and authentic communication), Excitement (innovation and contemporary appeal), Competence (leadership and confidence), Sophistication (elegance and exclusivity), and Ruggedness (durability and toughness). A consistent and authentic brand personality can significantly strengthen consumer loyalty, particularly in the context of digital marketing (Mohammadi et al., 2024).

2.3. Perceived Quality

The construct of Perceived Quality captures how customers evaluate a product's relative merit, drawing on their past interactions and the brand's reputation. Zeithaml (1988) defines this concept as the consumer's determination of a product's high standing. Ismunarbowo and

Firdausy (2024), perceived quality reflects the beliefs and expectations that consumers hold about a product's level of quality or distinction. Kim (2021) contends that perceived quality drives customer value, contentment, and allegiance, with contributing factors including product features, reliability, brand image, and experiential aspects.

2.4. Perceived Value

The concept of Perceived Value captures how consumers evaluate a product by weighing the advantages they gain against the efforts or expenses they forego (Albornoz et al., 2024). Zeithaml (1988) defines it as an overall estimation of a product's worth, grounded in perceived inputs and outputs. According to Watanabe et al. (2020) perceived value encompasses four key categories, namely functional value, emotional value, economic value, and social value.

2.5. Customer Engagement

The concept of Customer Engagement is complex and made up of various elements. As Brodie et al. (2011), explain, CE involves cognitive, emotional, and behavioral dimensions. So et al. (2016) identify five key dimensions: attention, passion, immersion, engagement, and recognition. Bowden (2009) describes it as a mental process that governs the creation and continuation of loyal customer relationships. In the context of social media usage, CE captures the sustained level of consumer participation with a brand across different online platforms.

2.6. Brand Loyalty

A consumer's deep dedication to consistently repurchase a brand in the future is what defines Brand Loyalty (Kotler & Keller, 2016). According to Haq et al. (2025), brand loyalty is a strong preference held by customers for a particular brand that drives consistent repeat purchases. This loyalty is rooted in positive attitudes, preferences, and superior value consistently delivered by the brand (Bonisoli & Blacio, 2023). Loyal consumers not only make repeat purchases but also act as brand advocates.

2.7. Conceptual Framework

The relationships among the six constructs discussed above, and the hypothesized paths connecting them, are illustrated in Figure 1.

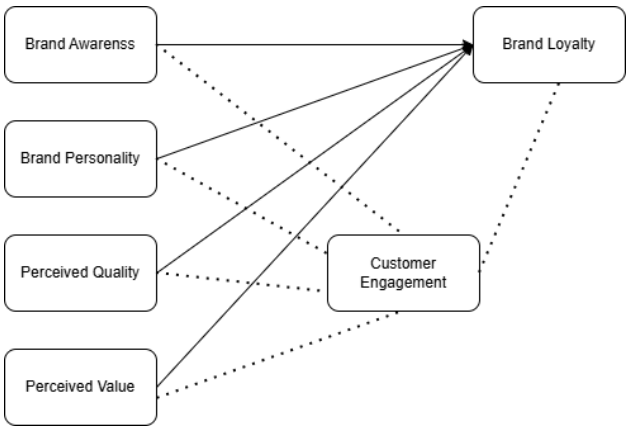

Figure 1. Conceptual Framework
Source: Author (2025)

The hypotheses for this research are developed from the literature review and the theoretical framework presented earlier.

H1: Brand Awareness has a positive and significant effect on Brand Loyalty.

H2: Brand Awareness has a positive and significant effect on Customer Engagement.

H3: Brand Personality has a positive and significant effect on Brand Loyalty.
H4: Brand Personality has a positive and significant effect on Customer Engagement.
H5: Perceived Quality has a positive and significant effect on Brand Loyalty.
H6: Perceived Quality has a positive and significant effect on Customer Engagement.
H7: Perceived Value has a positive and significant effect on Brand Loyalty.
H8: Perceived Value has a positive and significant effect on Customer Engagement.
H9: Customer Engagement has a positive and significant effect on Brand Loyalty.

3. Methods

A quantitative descriptive verificative approach, coupled with a cross-sectional design, underpins this study. The choice of this method stems from its suitability for empirically examining the formulated hypotheses and for measuring variable associations through statistical procedures (Sugiyono, 2019). To collect data efficiently from an extensive population, a survey technique was employed, relying on a standardized questionnaire instrument.

The population for this research is made up of individuals in Bandung who purchase cosmetic products and regularly engage with social media and online shopping sites. The city of Bandung was selected for this study because it functions as a major center for the cosmetics sector in Indonesia and exhibits substantial digital engagement. This selection is further supported by prior research documenting active digital consumer behavior in the city: studies of Bandung's e-commerce ecosystem have shown that digital marketing, trust, social media, and e-service quality each significantly drive online purchase decisions among its residents (Siregar et al., 2023; Suganda & Arrifianti, 2023). More directly relevant to the present study, Nugroho and Sutisna (2025) surveyed 331 Bandung respondents aged 18 to 34 and found that TikTok content and Fear of Missing Out (FoMO) significantly drive purchase intention for the skincare brand Skintific, indicating that Bandung's young, digitally active consumers are a relevant and responsive population for cosmetics-related digital marketing research. Given that the exact population figure was unavailable, sample size estimation relied on the Lemeshow formula, operating at a 95% confidence level (Z=1.96), with an assumed proportion of 0.5 and an acceptable error limit of 0.05. These parameters produced a minimum sample target of 384 participants.

Purposive sampling was applied with the following requirements: participants must live in Bandung, be 17 or older, have experience with Make Over products, and actively use social media or e-commerce to engage with cosmetics. An online survey via Google Form was used to gather the data. The questionnaire featured a 5 point Likert scale (1 for Strongly Disagree and 5 for Strongly Agree), containing 24 indicators across six latent constructs. The operational definitions for each variable are outlined in Table 1.

Table 1. Operational Variables of the Study

Variable	Description	Indicators / Research Items	Code	Source
Brand Awareness (X1)	The level of consumer awareness of a brand, including the ability to recognize and recall the brand among competitors.	1. Recognizing the brand on social media 2. Distinguishing the brand from others 3. Easily recalling the brand name	BA1-BA4	(D. A. Aaker, 1991; Keller, 2012)

Variable	Description	Indicators / Research Items	Code	Source
		4. Frequently seeing the brand on digital platforms		
Brand Personality (X2)	Human characteristics associated with a brand, reflecting the personality and values represented by the brand.	1. Elegant and attractive 2. Reflects a lifestyle 3. Honest and trustworthy 4. Modern and confident	BP1-BP4	(J. L. Aaker, 1997; Escalas & Bettman, 2003)
Perceived Quality (X3)	Consumer perception of a product's overall quality compared to alternatives, based on experience and trust.	1. Better quality compared to other brands 2. Safe and comfortable 3. Consistent quality 4. Good reputation	PQ1-PQ4	(Brakus et al., 2009; Zeithaml, 1988)
Perceived Value (X4)	The value perceived by consumers based on a comparison between benefits received and costs incurred.	1. Price commensurate with benefits 2. Higher value than other brands 3. Good quality despite affordable price 4. Satisfied with the value obtained	PV1-PV4	(Keller, 2012; Sweeney & Soutar, 2001)
Customer Engagement (Z)	Consumer involvement cognitively, emotionally, and behaviorally with a brand through digital interaction.	1. Interaction with brand content 2. Commenting, liking, or sharing content 3. Emotionally connected 4. Following digital campaigns	CE1-CE4	(Brodie et al., 2011; Hollebeek et al., 2014)
Brand Loyalty (Y)	Consumer commitment to repurchase a product consistently and refuse to switch to other brands.	1. Will purchase again in the future 2. Willing to recommend 3. Rarely switches to other brands 4. Make Over is the primary choice	BL1-BL4	(D. A. Aaker, 1991; Oliver, 1999)

Source: Author (2025)

The study used PLS SEM with SmartPLS 4.1 to analyze the data. Convergent validity was assessed through outer loadings (greater than 0.70) and AVE scores (above 0.50), while discriminant validity was verified with HTMT ratios below 0.90. Reliability was established with Cronbach's Alpha and Composite Reliability both exceeding 0.70. The inner model evaluation included R Square, F Square, Q Square, and path coefficient analysis. A bootstrapping procedure was applied for hypothesis testing, using a 5% significance criterion, so any p value less than 0.05 was interpreted as significant.

4. Results and Discussion

4.1. Research Results

4.1.1. Respondent Characteristics

Of the 384 respondents who met the screening criteria, all (100%) had used Make Over cosmetic products and had seen product promotions or reviews on social media. All respondents (100%) were female, reflecting the primary target market of the cosmetics industry. By age, the majority of respondents were in the 17-26 age range (62.8%) and 27-36 age range (34.1%), indicating the dominance of young consumers active in digital media. By occupation, respondents were dominated by students (44.3%), followed by civil servants (35.4%) and private employees (19.8%).

4.1.2. Descriptive Analysis

Table 2. Results of Descriptive Analysis of Variables

Variable	Code	Indicator / Statement	Total Score	Ideal Score	%	Category
Brand Awareness (X1)	BA1	Recognizing the Make Over brand on social media	1.632	1.920	85.00%	Very Good
	BA2	Distinguishing Make Over from other brands	1.621	1.920	84.42%	Very Good
	BA3	Easily recalling the Make Over brand name	1.573	1.920	81.92%	Good
	BA4	Frequently seeing Make Over on digital platforms	1.579	1.920	82.23%	Good
	Total		6.405	7.680	83.40%	Good
Brand Personality (X2)	BP1	Elegant and attractive character	1.605	1.920	83.59%	Good
	BP2	Reflects consumer lifestyle	1.582	1.920	82.39%	Good
	BP3	Honest and trustworthy personality	1.550	1.920	80.72%	Good
	BP4	Feels modern and confident	1.561	1.920	81.30%	Good
	Total		6.298	7.680	82.00%	Good
Perceived Quality (X3)	PQ1	Better quality compared to other brands	1.543	1.920	80.36%	Good
	PQ2	Safe and comfortable to use	1.569	1.920	81.71%	Good
	PQ3	Consistent quality over time	1.570	1.920	81.77%	Good
	PQ4	Good reputation among cosmetic users	1.587	1.920	82.65%	Good
	Total		6.269	7.680	81.62%	Good
Perceived Value (X4)	PV1	Price commensurate with the benefits provided	1.584	1.920	82.50%	Good
	PV2	Higher value than other brands	1.589	1.920	82.76%	Good
	PV3	Good quality despite affordable price	1.603	1.920	83.48%	Good
	PV4	Satisfied with the value obtained	1.600	1.920	83.33%	Good
	Total		6.376	7.680	83.02%	Good
Customer Engagement (Z)	CE1	Frequently interacts with content on social media	1.572	1.920	81.87%	Good

Variable	Code	Indicator / Statement	Total Score	Ideal Score	%	Category
	CE2	Gives comments, likes, or shares content	1.547	1.920	80.57%	Good
	CE3	Emotionally connected with the brand	1.532	1.920	79.79%	Good
	CE4	Frequently follows the brand's digital campaigns	1.520	1.920	79.16%	Good
	Total		6.171	7.680	80.35%	Good
Brand Loyalty (Y)	BL1	Will purchase Make Over products in the future	1.570	1.920	81.77%	Good
	BL2	Willing to recommend the brand to others	1.586	1.920	82.60%	Good
	BL3	Rarely switches to other cosmetic brands	1.551	1.920	80.78%	Good
	BL4	Make Over is the primary choice	1.573	1.920	81.92%	Good
	Total		6.280	7.680	81.77%	Good

The results of the descriptive analysis summarized in table 2 show that all research variables are in the "Good" category. Brand Awareness obtained a percentage of 83.40%, Brand Personality 82.00%, Perceived Quality 81.62%, Perceived Value 83.02%, Customer Engagement 80.35%, and Brand Loyalty 81.77%. Based on these results, consumers show strong recognition of the Make Over brand, regard it as possessing a compelling and appropriate personality, and feel that both quality and value live up to their standards. The fairly high level of consumer engagement ultimately drives the formation of loyalty toward Make Over.

4.1.3. Measurement Model Testing (Outer Model)

Figure 2 displays the outer model, which illustrates how each indicator loads onto its corresponding latent construct.

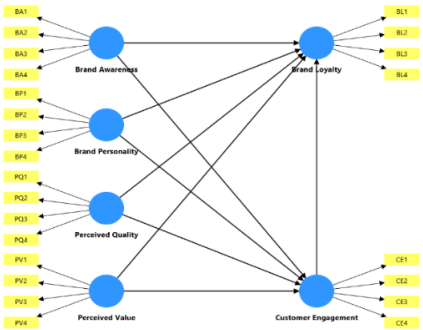

Figure 2. Outer Model Diagram
Source: Researcher's Processed Data, 2026

A. Convergent Validity Test

The assessment of convergent validity yielded favorable outcomes, as all indicators demonstrated outer loadings greater than 0.70 and all constructs presented AVE scores surpassing 0.50. This evidence confirms that the convergent validity criteria recommended by Hair et al. (2022). have been met. Detailed results are displayed in Table 3 below.

Table 3. Results of Convergent Validity Test

Variable	Indicator	AVE	Outer Loading	Description
Brand Awareness (X1)	BA1	0.595	0.765	
	BA2		0.795	
	BA3		0.771	
	BA4		0.758	
Brand Personality (X2)	BP1	0.564	0.720	
	BP2		0.785	
	BP3		0.753	
	BP4		0.737	
Perceived Quality (X3)	PQ1	0.619	0.747	
	PQ2		0.773	
	PQ3		0.793	
	PQ4		0.821	Valid
Perceived Value (X4)	PV1	0.584	0.712	
	PV2		0.743	
	PV3		0.797	
	PV4		0.800	
Customer Engagement (Z)	CE1	0.587	0.752	
	CE2		0.768	
	CE3		0.771	
	CE4		0.769	
Brand Loyalty (Y)	BL1	0.639	0.818	
	BL2		0.822	
	BL3		0.775	
	BL4		0.791	

Source: Researcher's Processed Data, 2026

The convergent validity assessment shows that all research constructs meet the established criteria, as indicated by outer loading values greater than 0.70 and AVE scores surpassing 0.50. Consequently, no indicators need to be removed, and the model is ready for the subsequent analytical phase.

B. Discriminant Validity Test

According to Hair et al. (2022), cross loading analysis offers a way to test discriminant validity. This criterion is satisfied if an indicator's loading on its assigned construct is higher than its loadings on all other constructs. The cross loading values obtained in this research are displayed in Table 4.

Table 4. Cross-Loading Results

	Brand Awareness (X1)	Brand Loyalty (Y)	Brand Personality (X2)	Customer Engagement (Z)	Perceived Quality (X3)	Perceived Value (X4)
BA1	0.765	0.470	0.545	0.494	0.369	0.425
BA2	0.795	0.474	0.447	0.437	0.399	0.407
BA3	0.771	0.487	0.448	0.454	0.412	0.419
BA4	0.758	0.433	0.458	0.397	0.382	0.370
BL1	0.468	0.818	0.517	0.540	0.480	0.483
BL2	0.523	0.822	0.539	0.529	0.494	0.502
BL3	0.461	0.775	0.485	0.517	0.428	0.434
BL4	0.484	0.791	0.490	0.499	0.463	0.467
BP1	0.370	0.426	0.720	0.460	0.429	0.434
BP2	0.533	0.510	0.785	0.485	0.420	0.461

	Brand Awareness (X1)	Brand Loyalty (Y)	Brand Personality (X2)	Customer Engagement (Z)	Perceived Quality (X3)	Perceived Value (X4)
BP3	0.493	0.504	0.753	0.503	0.412	0.438
BP4	0.440	0.454	0.737	0.415	0.375	0.423
CE1	0.446	0.499	0.425	0.752	0.444	0.408
CE2	0.450	0.509	0.499	0.768	0.450	0.435
CE3	0.438	0.512	0.499	0.771	0.472	0.466
CE4	0.437	0.469	0.483	0.769	0.436	0.455
PQ1	0.394	0.467	0.388	0.494	0.747	0.528
PQ2	0.356	0.478	0.433	0.414	0.773	0.484
PQ3	0.443	0.437	0.440	0.463	0.793	0.501
PQ4	0.390	0.441	0.452	0.473	0.821	0.435
PV1	0.394	0.377	0.410	0.439	0.467	0.712
PV2	0.376	0.443	0.449	0.460	0.432	0.743
PV3	0.445	0.512	0.451	0.479	0.498	0.797
PV4	0.388	0.456	0.482	0.376	0.505	0.800

Source: Researcher's Processed Data, 2026

Table 4 of the Cross Loading test reveals that all indicators exhibit their highest loadings on their respective constructs. The loading value ranges for each variable are: Brand Awareness spans 0.758 to 0.795, Brand Loyalty 0.775 to 0.822, Brand Personality 0.720 to 0.785, Customer Engagement 0.752 to 0.771, Perceived Quality 0.747 to 0.821, and Perceived Value 0.712 to 0.800. No indicator has a cross loading higher on another construct. This shows that each indicator represents its variable better.

Table 5. Heterotrait-Monotrait Ratio (HTMT) Results

Variable	BA	BL	BP	CE	PQ	PV
Brand Awareness (BA)	-					
Brand Loyalty (BL)	0.724	-				
Brand Personality (BP)	0.807	0.781	-			
Customer Engagement (CE)	0.749	0.824	0.814	-		
Perceived Quality (PQ)	0.645	0.714	0.753	0.756	-	
Perceived Value (PV)	0.681	0.742	0.827	0.759	0.801	-

Source: Researcher's Processed Data, 2026

As presented in Table 5, the HTMT test yields values under 0.90 for every pair of constructs, which complies with the guideline set forth by Henseler et al. (2015). These findings therefore indicate that discriminant validity requirements are met. The highest HTMT value is in the relationship between Perceived Value and Brand Personality (0.827) and the lowest is between Perceived Quality and Brand Awareness (0.645). Other values such as Customer Engagement with Brand Loyalty (0.824), Customer Engagement with Brand Personality (0.814), and Perceived Quality and Perceived Value (0.801) are also still below 0.90. With a range of 0.645-0.827, all constructs are declared valid and able to empirically distinguish themselves.

C. Reliability Test

According to the reliability results in Table 6, Cronbach's Alpha falls between 0.739 and 0.814, while Composite Reliability (rho_c) ranges from 0.836 to 0.878. With all figures above 0.70, the reliability of every construct is established.

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	CR (rho_a)	CR (rho_c)	Description
Brand Awareness	0.775	0.776	0.855	Reliable
Brand Personality	0.739	0.742	0.836	Reliable
Perceived Quality	0.791	0.790	0.864	Reliable
Perceived Value	0.761	0.766	0.848	Reliable
Customer Engagement	0.764	0.764	0.849	Reliable
Brand Loyalty	0.814	0.816	0.878	Reliable

Source: Researcher's Processed Data, 2026

4.1.4. Structural Model Testing (Inner Model)

The inner model, depicting the path coefficients among the latent constructs, is shown in Figure 3.

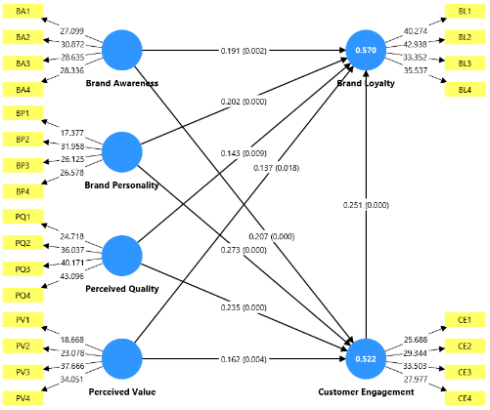

Figure 3. Inner Model

Source: Researcher's Processed Data, 2026

A. R-Square (R^2)

Table 7. R-Square Test Results

Endogenous Variable	R-Square	R-Square Adjusted
Brand Loyalty	0.570	0.565
Customer Engagement	0.522	0.517

Source: Researcher's Processed Data, 2026

The R Square test outcomes in Table 7 reveal that 57.0% of the variation in Brand Loyalty is explained by the model (R^2 = 0.570), including the combined influence of all predictors and mediators. Meanwhile, Customer Engagement has an R^2 of 0.522, with 52.2% of its variance attributed to Brand Awareness, Brand Personality, Perceived Quality, and Perceived Value. Hair et al. (2022) classify both R Square values as moderate.

B. F-Square (F^2)

Table 8. F-Square Results

Variable Relationship	F-Square
Brand Awareness → Brand Loyalty	0.045
Brand Awareness → Customer Engagement	0.05
Brand Personality → Brand Loyalty	0.044
Brand Personality → Customer Engagement	0.079
Customer Engagement → Brand Loyalty	0.07

Variable Relationship	F-Square
Perceived Quality → Brand Loyalty	0.024
Perceived Quality → Customer Engagement	0.063
Perceived Value → Brand Loyalty	0.022
Perceived Value → Customer Engagement	0.028

Source: Researcher's Processed Data, 2026

According to the F-Square analysis as seen in table 8, all examined relationships register F^2 coefficients above the 0.02 threshold, indicating that each independent variable exerts a measurable influence on the dependent variables. The largest effect size belongs to the Brand Personality-Customer Engagement connection (0.079), while the smallest effect is associated with the Perceived Value-Brand Loyalty relationship (0.022). All values still fall into the small effect category (F2 < 0.15). The Q-Square value of 0.794 shows a very good predictive ability of the model.

C. Q-Square (Q2)

Table 9. Q-Square Results

Endogenous Variable	Q^2 Predict
Brand Loyalty and Customer Engagement	0.794

Source: Researcher's Processed Data, 2026

Based on Table 9, the Q-Square (Q^2) value obtained is 0.794. According to Hair et al. (2022), a Q^2 value > 0 indicates predictive relevance, and the closer it is to 1, the stronger the predictive ability. This value is calculated from the R-Square of the endogenous variables (Customer Engagement and Brand Loyalty). Because 0.794 > 0 and close to 1, the model has a very good level of predictive relevance, making it suitable for hypothesis testing.

4.1.5. Hypothesis Testing Results

Hypothesis evaluation was carried out via bootstrapping within SmartPLS 4.1, with a significance criterion of $p < 0.05$ for hypothesis acceptance. The detailed findings are set out in Table 10.

Table 10. Hypothesis Testing Results

H	Variable Relationship	Path Coef. (β)	P-Value	Decision
H1	Brand Awareness → Brand Loyalty	0.191	0.002	
H2	Brand Awareness → Customer Engagement	0.207	0.000	
H3	Brand Personality → Brand Loyalty	0.202	0.000	
H4	Brand Personality → Customer Engagement	0.273	0.000	
H5	Perceived Quality → Brand Loyalty	0.143	0.009	Accepted
H6	Perceived Quality → Customer Engagement	0.235	0.000	
H7	Perceived Value → Brand Loyalty	0.137	0.018	
H8	Perceived Value → Customer Engagement	0.162	0.004	
H9	Customer Engagement → Brand Loyalty	0.251	0.000	

Source: Researcher's Processed Data, 2026

Looking at the Table 10, all hypotheses H1 through H9 are accepted as they have p-values smaller than 0.05. The following is a discussion of each hypothesis.

4.2. Discussion

Brand Awareness was found to have a significant positive impact on Brand Loyalty (β = 0.191; p = 0.002), supporting H1. When consumers are able to recognize and recall the Make Over brand and set it apart from others, they show a stronger tendency to remain loyal and continue purchasing the product. The present result corroborates the study conducted by Purwianti and Fionna (2023), which demonstrated that brand awareness exerts a significant positive effect on brand loyalty. When consumers are highly aware of a brand, they tend to place greater trust in it, given that familiar brands are generally viewed as more reliable.

Brand Awareness is found to exert a significant positive impact on Customer Engagement (β=0.207; p=0.000), supporting hypothesis H2. Recognition of a brand serves as a prerequisite for consumer participation in brand activities. Fetais et al. (2022), reported similar findings, showing that consumers with elevated brand awareness tend to engage more actively with the digital marketing efforts undertaken by firms.

Brand Personality was found to have a significant positive effect on Brand Loyalty (β = 0.202; p = 0.000), confirming H3. The perception of Make Over as professional, elegant, modern, and confident helps build a deeper emotional attachment, which in turn boosts consumer dedication to the brand. These results are consistent with Japutra et al. (2016), who reported that brand personality promotes loyalty through stronger emotional ties with customers.

Brand Personality was found to have a significant positive impact on Customer Engagement (β = 0.273; p = 0.000), supporting H4. Notably, this effect size is the strongest of all predictors of Customer Engagement. Consumers tend to be more active in interacting with brands that have a clear, unique character that matches their own identity. This result is supported by Rather et al. (2023), who found that consumers give a higher response to brands with a clear identity that reflects their lifestyle.

Perceived Quality shows a significant positive effect on Brand Loyalty (β = 0.143; p = 0.009), supporting H5. Consistent quality gives consumers the assurance that the brand outperforms other available options. These results echo those of Calvo-Porral et al. (2013), who reported that high perceived quality boosts customer loyalty through the development of trust and sustained dedication.

Perceived Quality was found to have a significant positive impact on Customer Engagement (β = 0.235; p = 0.000), confirming H6. Good product quality leads consumers to engage more actively by writing reviews, sharing opinions, and joining brand events. These results are in line with Bapat and Hollebeek (2023), who reported that favorable perceptions of quality increase Customer Engagement.

Perceived Value demonstrates a significant positive influence on Brand Loyalty (β = 0.137; p = 0.018), supporting H7. Customers who perceive that the value they gain matches or surpasses their costs are more likely to remain loyal and continue their relationship with the brand. Raza et al. (2024) show that perceived consumer value has a positive influence on brand loyalty.

Perceived Value has a significant positive effect on Customer Engagement (β = 0.162; p = 0.004), confirming H8. When consumers recognize high value in a product, they tend to show more interest in the brand, participate in promotional activities, and cultivate closer ties. Rather et al. (2022) found that high perceived value can increase customer engagement because consumers feel the brand provides a satisfying and relevant experience.

Customer Engagement has a significant positive impact on Brand Loyalty (β = 0.251; p = 0.000), supporting H9 and representing the strongest effect in the model. As consumer engagement increases, so does their loyalty. Those who regularly consume brand content,

engage in interactions, and take part in online brand initiatives are more committed and emotionally attached, resulting in repeated buying and positive word of mouth. This is consistent with Lim et al. (2023), who emphasized Customer Engagement as a key factor for enhancing loyalty in the digital space.

According to the mediation analysis, Customer Engagement acts as a significant mediator in the links between Brand Loyalty and the four antecedents (Brand Awareness, Brand Personality, Perceived Quality, and Perceived Value). This implies that consumer loyalty is shaped not only by positive views of the brand and product, but also by engagement experiences that activate emotional, cognitive, and behavioral dimensions. As such, Customer Engagement emerges as a key strategic factor that bolsters the effectiveness of marketing activities in fostering brand loyalty among cosmetics consumers in today's digital landscape.

5. Conclusion

Based on the analysis and discussion, this study arrives at several conclusions. First, Brand Awareness, Brand Personality, Perceived Quality, and Perceived Value all exert a positive and significant influence on Brand Loyalty within the Make Over cosmetics industry in the digital age. Second, these same four variables also demonstrate positive and significant effects on Customer Engagement. Third, Customer Engagement has a positive and significant impact on Brand Loyalty and is confirmed to mediate the relationships between each of the four independent variables and Brand Loyalty.

The managerial implications of this study include: (1) companies need to maintain consistency in brand communication across various digital platforms to strengthen Brand Awareness; (2) a professional, modern, and elegant brand identity needs to be continuously reinforced through storytelling and consistent marketing communication; (3) product quality consistency needs to be maintained through continuous innovation and strict quality control; (4) companies need to ensure that consumers obtain benefits comparable to or higher than the costs incurred; and (5) a more interactive Customer Engagement strategy needs to be developed, including customer communities, user-generated content programs, and loyalty programs.

Several constraints are present in this research. The cross-sectional approach captures data at only one time point, the survey method relies on self-reporting and is susceptible to subjective bias, the study concentrates on a single brand, and the majority of participants are young females. For future investigations, it is advisable to use longitudinal methods, introduce variables such as Brand Trust and Brand Experience, expand the range of brands or industries studied, and recruit participants from more diverse demographic groups.

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