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The Influence of Influencer Authenticity and Perceived Safety on Customer Retention through Emotional Engagement and Brand Attachment on Emina Products (Case Study of Emina Product Users in Sidoarjo Regency)

Risma Hastiwi Putri[1], Donny Arif[2]
[12]Maarif Hasyim Latif University, Sidoarjo
Corresponding Author e-mail: risma_hastiwi_putri@student.umaha.ac.id , doni_arif@dosen.umaha.ac.id

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Abstract: *The growth of the beauty industry in Indonesia and the high tendency of brand switching demonstrate the importance of understanding factors that can retain consumers. This study aims to analyze the influence of influencer authenticity and perceived safety on customer retention through emotional engagement and brand attachment among Emina users in Sidoarjo Regency. The study used an associative quantitative approach with a five-point Likert scale questionnaire. The study population was Emina users in Sukodono and Taman Districts, with 129 respondents selected through purposive sampling. Data were analyzed using descriptive analysis and Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The results showed that influencer authenticity significantly influenced emotional engagement, brand attachment, and customer retention. Perceived safety significantly influenced emotional engagement and brand attachment, but not directly on customer retention. Brand attachment mediated both relationships, while emotional engagement did not. In conclusion, brand attachment is a stronger retention mechanism than emotional engagement.*

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Introduction

Industrial development in the era of globalization is increasingly influenced by technology, innovation, and digitalization. The industrial sector remains a crucial sector in the global economy, contributing approximately 21.3% to global GDP by 2023 (Organization, 2024). Digitalization also encourages companies to adapt to changing markets and consumer behavior (Forum, 2024).

In Indonesia, the beauty industry is growing rapidly in line with increasing purchasing power, changing lifestyles, and the use of digital technology. The beauty industry has a market value of US$9.17

billion by 2024, with a projected growth of 4.02% (Statista, 2024). This growth is also supported by the increasing use of e-commerce, which is increasingly influencing beauty product purchasing patterns (Statista, 2025).

A problem that arises is the high tendency for brand switching, especially among teenagers and Generation Z, who actively explore various products. The desire to seek new variations, or variety seeking, drives consumers to try other brands that are deemed more suitable (Sari et al., 2024). Furthermore, e-WOM in the form of online reviews, testimonials, and recommendations also influences consumer perceptions and decisions (Musnaini & Wijoyo, 2021).

This situation also occurs at Emina, a local skincare brand targeting young consumers. Emina consumers consider not only product quality but are also influenced by digital information, online reviews, and brand communications. This makes consumer loyalty dynamic and potentially shifting when competitors emerge with more attractive marketing strategies (Hutagaol et al., 2022).

Another issue relates to influencer authenticity and perceived safety in building consumer relationships with brands. Influencers perceived as authentic can increase consumer engagement with a brand (Hasan et al., 2024), while perceived safety is an important consideration in choosing skincare products because consumers are concerned about product safety and potential risks (Haykal et al., 2025; Nattassha et al., 2024). However, research combining these two factors with emotional engagement and brand attachment as mechanisms for customer retention is still limited, particularly among young consumers and local skincare brands in non-metropolitan areas such as Sidoarjo Regency.

This study aims to analyze the influence of influencer authenticity and perceived safety on customer retention through emotional engagement and brand attachment on Emina products (a case study of Emina product users in Sidoarjo). This research is important to understand the factors that support consumer retention amidst the beauty industry competition and brand switching. Its novelty lies in the integrated testing of influencer authenticity and perceived safety on customer retention through emotional engagement and brand attachment on Emina users in Sidoarjo.

Research methods

The research data were obtained through a questionnaire using a Likert scale of 1 to 5. The instrument measures five variables: Influencer Authenticity, Perceived Safety, Emotional Engagement, Brand Attachment, and Customer Retention. Influencer Authenticity is measured through honesty, personal experience, connectedness, and natural communication (Audrezet et al., 2020), while Perceived Safety is measured through compliance with regulations and certifications, information transparency, credibility of information sources, brand reputation and image, and product usage experience (Gamage & Mahagamage, 2024). Emotional Engagement uses indicators of positive feelings, emotional attachment, and enthusiasm for the brand (Ghaffari et al., 2024), Brand Attachment refers to consumers' emotional attachment to a brand, which is formed through positive experiences, satisfaction, and trust in the quality and benefits of the brand, thereby increasing consumer commitment and the tendency to repurchase (Chen, 2020), while Customer Retention is measured through loyalty, repeat purchases, and prioritizing the product (Ricadonna et al., 2021).

The data analysis technique used descriptive analysis and path analysis with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach through SmartPLS software. Path analysis was used to test the direct and indirect effects and the role of Emotional Engagement and Brand Attachment as mediating variables. PLS-SEM was used to test the relationships between latent variables, construct validity and reliability, and models involving mediating variables (Sugiyono, 2019; Hair Jr et al., 2021).

The study population was Emina product users in Sidoarjo Regency, including teenagers, students, and young women who used Emina products and had been exposed to influencer promotions on social media. The sample focused on Emina users in Sukodono and Taman Districts. The sample size was determined using statistical power analysis with the help of G*Power, with an effect size of 0.15, a significance level of 0.05, a power of 0.95, and four predictors, resulting in a

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total sample of 129 respondents.

Sampling was conducted using a non-probability sampling technique through a purposive sampling approach (Bagus Sumargo et al., 2024). Respondent criteria included Emina users who had used the product at least twice in the past six months, had seen Emina promotional content through influencers on Instagram or TikTok, were domiciled in Sidoarjo Regency, specifically Sukodono and Taman Districts, and were aged 15 to 25 years.

The research was conducted from April to July 2026 in Sukodono and Taman Districts, Sidoarjo Regency. The research process began with determining the research object and variables, establishing criteria and sample size, and then developing an instrument based on the indicators of each variable. Next, a questionnaire was distributed to eligible respondents via Google Forms. Respondents provided answers based on their perceptions and experiences with Emina products. The collected data was then selected, processed, and statistically analyzed to test the research hypotheses.

Research results

Descriptive Statistics and Correlation

Table 1 Frequency Distribution of Respondent Characteristics Based on Gender

Gender	Number of Respondents	Percentage
Man	26	20.2%
Woman	103	79.8%
Total	**129**	**100%**

Based on Table 1, of the 129 respondents, 26 (20.2%) were male and 103 (79.8%) were female. Thus, the respondents were predominantly female.

Table 2 Frequency Distribution of Characteristics by Age

Age	Number of Respondents	Percentage
15-17 Years	29	22.5%
18-20 Years	26	20.1%
21-23 Years	40	31%
24-25 Years	34	26.4%
Total	**129**	**100%**

Based on Table 2, it was found that 40 respondents, or 31.0%, were in the 21–23 age range. Furthermore, 34 respondents, or 26.4%, were in the 24–25 age range, followed by 29 respondents, or 22.5%, and 26 respondents, or 20.1%, of the 18–20 age range. This indicates that the majority of respondents in this study were in the 21–25 age range.

Table 3 Frequency Distribution of Respondent Characteristics Based on Status

Status	Number of Respondents	Percentage
Students	59	45.7%
Work	59	45.7%
Not yet working	11	8.6%
Total	**129**	**100%**

Based on Table 3, 59 respondents (45.7%) were students and 11 respondents (8.6%) were unemployed. Therefore, the respondents were predominantly students and employed.

Table 4 Frequency Distribution of Respondent Characteristics Based on Address/Domicile

Address/Domicile	Number of Respondents	Percentage
Sukodono District	70	54.3%
Taman District	59	45.7%
Total	**129**	**100%**

Based on table 4, data shows that respondents who live in Sukodono District number 70 people or 54.3%, while respondents who live in Taman District number 59 people or 45.7%.

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Table 5 Frequency Distribution of Respondent Characteristics Based on Frequency of Emina Product Use in the Last 6 Months

Frequency of Use of Emina Products	Number of Respondents	Percentage
2-4 Times	58	45%
5-7 Times	43	33.3%
> 7 Times	28	21.7%
Total	**129**	**100%**

Based on Table 5, 58 respondents (45.0%) used Emina products 2–4 times, 43 respondents (33.3%) 5–7 times, and 28 respondents (21.7%) more than 7 times. Thus, the majority of respondents used Emina products 2–4 times.

Descriptive Analysis

Table 6 TCR Results for Influencer Authenticity Variable

Item Code	N	Score	Mean	TCR	Category
X1.1.1	129	564	4.37	87.4	Very strong
X1.1.2	129	490	3.80	76.0	Strong
X1.2.1	129	523	4.05	81.1	Very strong
X1.2.2	129	511	3.96	79.2	Strong
X1.3.1	129	523	4.05	81.1	Very strong
X1.3.2	129	565	4.38	87.6	Very strong
X1.4.1	129	586	4.54	90.6	Very strong
X1.4.2	129	533	4.13	82.6	Very strong

Based on Table 6, the highest TCR value is found in item X1.4.1 at 90.6% with a mean of 4.54 and is categorized as very strong. Meanwhile, the lowest TCR value is found in item X1.1.2 at 76.0% with a mean of 3.80 and is categorized as strong.

Table 7 TCR Results for Perceived Safety Variable

Item Code	N	Score	Mean	TCR	Category
X2.1.1	129	561	4.35	86.98	Very strong
X2.1.2	129	536	4.16	83.10	Very strong
X2.2.1	129	555	4.30	86.05	Very strong
X2.2.2	129	549	4.26	85.12	Very strong
X2.3.1	129	547	4.24	84.81	Very strong
X2.3.2	129	506	3.92	78.45	Strong
X2.4.1	129	556	4.31	86.20	Very strong
X2.4.2	129	521	4.04	80.78	Strong
X2.5.1	129	558	4.33	86.51	Very strong
X2.5.2	129	489	3.86	77.21	Strong

Based on Table 7, the highest TCR value is found in item X2.1.1 at 86.98% with a mean of 4.35 and is categorized as very strong. Meanwhile, the lowest TCR value is found in item X2.5.2 at 77.21% with a mean of 3.86 and is categorized as strong.

Table 8 TCR Results for Emotional Engagement Variables

Item Code	N	Score	Mean	TCR	Category
Z1.1.1	129	562	4.36	87.13	Very strong
Z1.1.2	129	466	3.61	72.25	Strong
Z1.2.1	129	540	4.19	83.72	Very strong
Z1.2.2	129	535	4.15	82.95	Very strong
Z1.3.1	129	579	4.49	89.77	Very strong
Z1.3.2	129	512	3.97	79.38	Strong

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Based on Table 8, the highest TCR value is found in item Z1.3.1 with a TCR value of 89.77%, which is included in the very strong category, and has a mean value of 4.49. Meanwhile, the lowest TCR value is found in item Z1.1.2 with a TCR value of 72.25%, which is included in the strong category, and has a mean value of 3.61.

Table 9 TCR Results for Brand Attachment Variables

Item Code	N	Score	Mean	TCR	Category
Z2.1.1	129	572	4.43	88.68	Very strong
Z2.1.2	129	500	3.88	77.52	Strong
Z2.2.1	129	535	4.15	82.95	Very strong
Z2.2.2	129	509	3.95	78.91	Strong
Z2.3.1	129	564	4.37	87.44	Very strong
Z2.3.2	129	506	3.92	78.45	Strong
Z2.4.1	129	563	4.36	87.29	Very strong
Z2.4.2	129	529	4.10	82.02	Very strong
Z2.5.1	129	552	4.28	85.58	Very strong
Z2.5.2	129	496	3.84	76.90	Strong

Based on Table 9, the highest TCR value is found in item Z2.1.1 with a TCR value of 88.68%, which is included in the very strong category, and has a mean value of 4.43. Meanwhile, the lowest TCR value is found in item Z2.5.2 with a TCR value of 76.90%, which is included in the strong category, and has a mean value of 3.84.

Table 10 TCR Results for Customer Retention Variables

Item Code	N	Score	Mean	TCR	Category
Y.1.1	129	601	4.66	93.18	Very strong
Y.1.2	129	484	3.75	75.04	Strong
Y.2.1	129	591	4.58	91.63	Very strong
Y.2.2	129	522	4.05	80.93	Strong
Y.3.1	129	530	4.11	82.17	Very strong
Y.3.2	129	518	4.02	80.31	Strong

Based on Table 10, the highest TCR value is found in item Y.1.1, at 93.18% with a mean of 4.66, categorized as very strong. Meanwhile, the lowest TCR value is found in item Y.1.2, at 75.04% with a mean of 3.75, categorized as strong.

Results of Measurement Model Analysis and Hypothesis Testing

Table 11 Convergent Validity Test Results

Variables	Indicator	Outer Loading	Note:
Influencer Authenticity(X1)	X1.1.1	0.752	Valid
	X1.1.2	0.703	Valid
	X1.2.1	0.713	Valid
	X1.2.2	0.725	Valid
	X1.3.1	0.731	Valid
	X1.3.2	0.740	Valid
	X1.4.1	0.773	Valid
	X1.4.2	0.712	Valid
Perceived Safety(X2)	X2.1.1	0.733	Valid
	X2.1.2	0.734	Valid
	X2.2.1	0.710	Valid
	X2.2.2	0.752	Valid
	X2.3.1	0.779	Valid
	X2.3.2	0.704	Valid
	X2.4.1	0.706	Valid
	X2.4.2	0.732	Valid
	X2.5.1	0.731	Valid
	X2.5.2	0.782	Valid
Customer Retention(Y)	Y.1.1	0.780	Valid
	Y.1.2	0.723	Valid
	Y.2.1	0.761	Valid
	Y.2.2	0.718	Valid
	Y.3.1	0.721	Valid
	Y.3.2	0.727	Valid
Emotional Engagement(Z1)	Z1.1.1	0.733	Valid

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Variables	Indicator	Outer Loading	Note:
	Z1.1.2	0.727	Valid
	Z1.2.1	0.763	Valid
	Z1.2.2	0.734	Valid
	Z1.3.1	0.767	Valid
	Z1.3.2	0.713	Valid
Brand Attachment(Z2)	Z2.1.1	0.723	Valid
	Z2.1.2	0.718	Valid
	Z2.2.1	0.720	Valid
	Z2.2.2	0.718	Valid
	Z2.3.1	0.719	Valid
	Z2.3.2	0.705	Valid
	Z2.4.1	0.715	Valid
	Z2.4.2	0.731	Valid
	Z2.5.1	0.733	Valid
	Z2.5.2	0.707	Valid

Based on Table 11, all indicators in the variables Influencer Authenticity, Perceived Safety, Customer Retention, Emotional Engagement, and Brand Attachment have outer loading values > 0.70. Thus, all indicators are declared valid and have high validity.

Table 12 Cross Loading Test Results

	Influencer Authenticity (X1)	Perceived Safety (X2)	Customer Retention (Y)	Emotional Engagement (Z1)	Brand Attachment (Z2)
X1.1.1	**0.752**	0.100	0.259	0.157	0.316
X1.1.2	**0.703**	0.176	0.319	0.066	0.251
X1.2.1	**0.713**	0.225	0.198	0.183	0.269
X1.2.2	**0.725**	0.175	0.271	0.257	0.295
X1.3.1	**0.731**	0.264	0.310	0.194	0.403
X1.3.2	**0.740**	0.344	0.324	0.219	0.347
X1.4.1	**0.773**	0.236	0.514	0.242	0.382
X1.4.2	**0.712**	0.242	0.239	0.328	0.423
X2.1.1	0.296	**0.733**	0.226	0.297	0.307
X2.1.2	0.301	**0.734**	0.399	0.227	0.306
X2.2.1	0.173	**0.710**	0.147	0.059	0.079
X2.2.2	0.192	**0.752**	0.169	0.168	0.244
X2.3.1	0.323	**0.779**	0.395	0.417	0.465
X2.3.2	0.248	**0.704**	0.256	0.173	0.206
X2.4.1	0.115	**0.706**	0.292	0.194	0.198
X2.4.2	0.136	**0.732**	0.212	0.127	0.161
X2.5.1	0.126	**0.731**	0.277	0.246	0.216
X2.5.2	0.197	**0.782**	0.227	0.201	0.234
Y.1.1	0.367	0.355	**0.780**	0.489	0.576
Y.1.2	0.396	0.305	**0.723**	0.323	0.380
Y.2.1	0.270	0.344	**0.761**	0.448	0.499
Y.2.2	0.250	0.262	**0.718**	0.362	0.329
Y.3.1	0.303	0.231	**0.721**	0.347	0.408
Y.3.2	0.315	0.167	**0.727**	0.342	0.433
Z1.1.1	0.180	0.204	0.385	**0.733**	0.537

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	Influencer Authenticity (X1)	Perceived Safety (X2)	Customer Retention (Y)	Emotional Engagement (Z1)	Brand Attachment (Z2)
Z1.1.2	0.266	0.293	0.288	**0.727**	0.445
Z1.2.1	0.251	0.248	0.474	**0.763**	0.487
Z1.2.2	0.165	0.306	0.376	**0.734**	0.525
Z1.3.1	0.247	0.191	0.486	**0.767**	0.549
Z1.3.2	0.174	0.214	0.293	**0.713**	0.349
Z2.1.1	0.359	0.263	0.513	0.574	**0.723**
Z2.1.2	0.242	0.249	0.483	0.521	**0.718**
Z2.2.1	0.353	0.176	0.327	0.447	**0.720**
Z2.2.2	0.312	0.330	0.407	0.518	**0.718**
Z2.3.1	0.234	0.276	0.455	0.515	**0.719**
Z2.3.2	0.411	0.293	0.389	0.356	**0.705**
Z2.4.1	0.376	0.229	0.432	0.461	**0.715**
Z2.4.2	0.381	0.287	0.471	0.441	**0.731**
Z2.5.1	0.375	0.337	0.459	0.475	**0.733**
Z2.5.2	0.323	0.196	0.385	0.414	**0.707**

Based on Table 12, all indicators have the highest cross-loading values on the constructs they measure compared to other constructs. The cross-loading values for each variable range from 0.703 to 0.782. Thus, all indicators meet the criteria for discriminant validity and are able to differentiate the constructs they measure well.

Table 13 Results of the Fornell–Larcker Criterion Test

	Brand Attachment(Z2)	*Customer Retention*(Y)	*Emotional Engagement*(Z1)	*Influencer Authenticity*(X1)	*Perceived Safety*(X2)
***Brand Attachment*(Z2)**	0.719				
***Customer Retention*(Y)**	0.606	0.739			
***Emotional Engagement*(Z1)**	0.658	0.530	0.740		
***Influencer Authenticity*(X1)**	0.471	0.431	0.292	0.731	
***Perceived Safety*(X2)**	0.371	0.384	0.326	0.308	0.737

Based on Table 13, all AVE values are higher than the correlations between constructs, ranging from 0.719 to 0.740. Thus, all variables meet the Fornell-Larcker Criterion and have good discriminant validity.

Table 14 HTMT Test Results

	Brand Attachment (Z2)	Customer Retention (Y)	Emotional Engagement (Z1)	Influencer Authenticity (X1)	Perceived Safety (X2)
Brand Attachment (Z2)					
Customer Retention (Y)	0.678				
Emotional Engagement (Z1)	0.750	0.609			
Influencer Authenticity (X1)	0.514	0.482	0.325		
Perceived Safety (X2)	0.359	0.394	0.335	0.316	

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Based on Table 14, all HTMT values between variables are below the 0.90 limit, with values ranging from 0.316 to 0.750. Thus, all constructs meet the discriminant validity criteria based on the HTMT method and can be empirically distinguished from other constructs.

Table 15 Average Variance Extracted (AVE) Test Results

Variables	*Average Variance Extracted*(AVE)	Note:
Influencer Authenticity(X1)	0.535	Valid
Perceived Safety(X2)	0.543	Valid
Customer Retention(Y)	0.545	Valid
Emotional Engagement(Z1)	0.547	Valid
Brand Attachment(Z2)	0.517	Valid

Based on Table 15, all variables have AVE values above 0.50, ranging from 0.517 to 0.547. Thus, all variables have met the Average Variance Extracted (AVE) criteria well.

Table 16 Composite reliability test results

Variables	*Composite reliability*(rho_c)	Note:
Influencer Authenticity(X1)	0.902	Reliable
Perceived Safety(X2)	0.922	Reliable
Customer Retention(Y)	0.878	Reliable
Emotional Engagement(Z1)	0.879	Reliable
Brand Attachment(Z2)	0.915	Reliable

Based on Table 16, all variables have composite reliability values above 0.70, ranging from 0.878 to 0.922. Thus, all constructs meet the Composite Reliability criteria, have good internal consistency, and are declared reliable.

Table 17 Cronbach's Alpha Test Results

Variables	*Cronbach's Alpha*	Note:
Influencer Authenticity(X1)	0.877	Reliable
Perceived Safety(X2)	0.909	Reliable
Customer Retention(Y)	0.934	Reliable
Emotional Engagement(Z1)	0.835	Reliable
Brand Attachment(Z2)	0.896	Reliable

Based on Table 17, all variables have Cronbach's Alpha values above 0.70, ranging from 0.835 to 0.934. Thus, all variables meet reliability criteria and have good internal consistency.

Inner Model Evaluation

Table 18 R-Square Test Results

Variables	*R-square*	*R-square adjusted*
Emotional Engagement(Z1)	0.147	0.133
Brand Attachment(Z2)	0.278	0.266
Customer Retention(Y)	0.442	0.424

Based on Table 18, Emotional Engagement has an R-Square value of 0.147 and is categorized as weak. This means that Influencer Authenticity and Perceived Safety explain 14.7% of the variance in Emotional Engagement, while 85.3% is influenced by other factors.
*Brand Attachment*has an R-Square value of 0.278 and is categorized as weak. This means that Influencer Authenticity, Perceived Safety, and Emotional Engagement explain 27.8% of the variance in Brand Attachment, while 72.2% is influenced by other factors.

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Meanwhile, Customer Retention has an R-Square value of 0.442, which is considered weak. This means that Influencer Authenticity, Perceived Safety, Emotional Engagement, and Brand Attachment explain 44.2% of the variance in Customer Retention, while other factors contribute to the remaining 55.8%.

Table 19 F-Square Test Results

Variables	*Emotional Engagement*	*Brand Attachment*	*Customer Retention*
Influencer Authenticity(X1)	0.047	0.194	0.039
Perceived Safety(X2)	0.072	0.078	0.028
Emotional Engagement(Z1)			0.047
Brand Attachment(Z2)			0.093
Customer Retention(Y)			

Based on Table 20, Influencer Authenticity has a small effect on Emotional Engagement (0.047), Brand Attachment (0.194), and Customer Retention (0.039). Perceived Safety also has a small effect on these three variables (0.072; 0.078; 0.028). Meanwhile, Emotional Engagement (0.047) and Brand Attachment (0.093) have a small effect on Customer Retention.

Table 20 Model Fit Test Results

	Saturated model	Estimated model
SRMR	0.078	0.103
d_ULS	4,926	8,691
d_G	1,593	1,710
Chi-square	978,324	1,021,578
NFI	0.681	0.667

Based on Table 18, the Saturated Model's SRMR value of 0.078 meets the good fit criteria because it is below 0.08, while the NFI value of 0.681 indicates that the model's fit is not optimal. However, in PLS-SEM, model suitability is also assessed based on validity, reliability, and the model's ability to explain relationships between variables. Therefore, the model remains suitable for further analysis.

Hypothesis Testing

Table 21 Results of the Path Coefficient Hypothesis Test Using the Bootstrapping Method

	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*	**Note:**
***Influencer Authenticity*(X1) -> Emotional Engagement (Z1)**	0.211	0.222	0.084	2,510	0.012	Positive and Significant
***Perceived Safety*(X2) -> Emotional Engagement (Z1)**	0.261	0.274	0.084	3.118	0.002	Positive and Significant
***Influencer Authenticity*(X1) -> Brand Attachment (Z2)**	0.394	0.401	0.074	5,297	0.000	Positive and Significant
***Perceived Safety*(X2) -> Brand Attachment (Z2)**	0.249	0.258	0.083	3,013	0.003	Positive and Significant
***Emotional Engagement*(Z1) -> Customer Retention (Y)**	0.218	0.216	0.104	2,088	0.037	Positive and Significant
***Brand Attachment*(Z2) -> Customer Retention (Y)**	0.332	0.330	0.109	3,041	0.002	Positive and Significant
***Influencer Authenticity*(X1) ->**	0.169	0.171	0.078	2,172	0.030	Positive and Significant

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	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*	**Note:**
Customer Retention (Y)						
***Perceived Safety*(X2) -> Customer Retention (Y)**	0.138	0.136	0.082	1,685	0.092	Positive and Insignificant

Based on Table 21, there are seven pathways with a positive and significant influence: Influencer Authenticity on Emotional Engagement, Brand Attachment, and Customer Retention; Perceived Safety on Emotional Engagement and Brand Attachment; and Emotional Engagement and Brand Attachment on Customer Retention. Meanwhile, Perceived Safety on Customer Retention has a positive but insignificant influence.

Table 22 Results of the Specific Indirect Effect Hypothesis Test Using the Bootstrapping Method

	Original sample (O)	*Sample mean (M)*	*Standard deviation (STDEV)*	*T statistics (|O/STDEV|)*	*P values*	**Note:**
Influencer Authenticity (X1) -> Emotional Engagement (Z1) -> Customer Retention (Y)	0.046	0.046	0.028	1,660	0.097	Positive and Insignificant
Perceived Safety (X2) -> Emotional Engagement (Z1) -> Customer Retention (Y)	0.057	0.060	0.037	1,544	0.123	Positive and Insignificant
Influencer Authenticity (X1) -> Brand Attachment (Z2) -> Customer Retention (Y)	0.131	0.133	0.053	2,475	0.013	Positive and Significant
Perceived Safety (X2) -> Brand Attachment (Z2) -> Customer Retention (Y)	0.083	0.086	0.042	1,962	0.050	Positive and Significant

Based on Table 22, there are two positive and significant indirect influence pathways, namely Influencer Authenticity and Perceived Safety on Customer Retention through Brand Attachment. Meanwhile, the influence of Influencer Authenticity and Perceived Safety on Customer Retention through Emotional Engagement shows a positive but insignificant influence.

Hypothesis Testing

1. Ha1 is accepted, Influencer Authenticity has a positive and significant effect on Emotional Engagement (β = 0.211; T = 2.510; P = 0.012).
2. Ha2 is accepted, Perceived Safety has a positive and significant effect on Emotional Engagement (β = 0.261; T = 3.118; P = 0.002).
3. Ha3 is accepted, Influencer Authenticity has a positive and significant effect on Brand Attachment (β = 0.394; T = 5.297; P = 0.000).
4. Ha4 is accepted, Perceived Safety has a positive and significant effect on Brand Attachment (β = 0.249; T = 3.013; P = 0.003).

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5. Ha5 is accepted, Emotional Engagement has a positive and significant effect on Customer Retention (β = 0.218; T = 2.088; P = 0.037).
6. Ha6 is accepted, Brand Attachment has a positive and significant effect on Customer Retention (β = 0.332; T = 3.041; P = 0.002).
7. Ha7 is accepted, Influencer Authenticity has a positive and significant effect on Customer Retention (β = 0.169; T = 2.172; P = 0.030).
8. Ha8 is rejected, Perceived Safety has a positive but not significant effect on Customer Retention (β = 0.138; T = 1.685; P = 0.092).
9. Ha9 is rejected, Influencer Authenticity does not have a significant effect on Customer Retention through Emotional Engagement (β = 0.046; T = 1.660; P = 0.097).
10. Ha10 is rejected, Perceived Safety does not have a significant effect on Customer Retention through Emotional Engagement (β = 0.057; T = 1.544; P = 0.123).
11. Ha11 is accepted, Influencer Authenticity has a positive and significant effect on Customer Retention through Brand Attachment (β = 0.131; T = 2.475; P = 0.013).
12. Ha12 is accepted, Perceived Safety has a positive and significant effect on Customer Retention through Brand Attachment (β = 0.083; T = 1.962; P = 0.050).

Discussion

1. The Influence of Influencer Authenticity on Emotional Engagement

*Influencer Authenticity*has a positive and significant effect on Emotional Engagement (β = 0.211; T = 2.510; P = 0.012). The more authentic the influencer, the higher the consumer's emotional engagement with Emina. This finding supports Source Credibility Theory and Stimulus-Organism-Response Theory and is in line with Deng et al. (2025).

2. The Influence of Perceived Safety on Emotional Engagement

*Perceived Safety*has a positive and significant effect on Emotional Engagement (β = 0.261; T = 3.118; P = 0.002). Higher perceived security increases consumers' sense of comfort and emotional involvement with Emina. This finding supports Stimulus-Organism-Response Theory and Customer Relationship Management Theory and is in line with Widianto & Ginting (2025).

3. The Influence of Influencer Authenticity on Brand Attachment

*Influencer Authenticity*has a positive and significant effect on Brand Attachment (β = 0.394; T = 5.297; P < 0.001). Influencer authenticity increases consumer trust and attachment to Emina. These results support Source Credibility Theory and are in line with Abdul Aziz et al. (2023).

4. The Influence of Perceived Safety on Brand Attachment

*Perceived Safety*has a positive and significant effect on Brand Attachment (β = 0.249; T = 3.013; P = 0.003). Perceived security creates a sense of trust and positive experiences that strengthen consumer attachment to Emina. These results are in line with Verma (2024) and Fitri & Kumenaung (2025).

5. The Influence of Emotional Engagement on Customer Retention

*Emotional Engagement*has a positive and significant effect on customer retention (β = 0.218; T = 2.088; P = 0.037). The stronger the consumer's emotional involvement, the greater the tendency to maintain Emina usage. These results support Customer Engagement Theory and Customer Relationship Management Theory and are in line with Wilujeng (2024).

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6. The Influence of Brand Attachment on Customer Retention

*Brand Attachment*has a positive and significant effect on Customer Retention (β = 0.332; T = 3.041; P = 0.002). Strong attachment to Emina encourages consumers to maintain relationships with the brand. These results are in line with Fitri & Kumenaung (2025).

7. The Influence of Influencer Authenticity on Customer Retention

*Influencer Authenticity*has a positive and significant effect on Customer Retention (β = 0.169; T = 2.172; P = 0.030). Authentic influencers can increase consumer trust, thereby encouraging long-term relationships with Emina. These results are in line with Bari et al. (2024).

8. The Influence of Perceived Safety on Customer Retention

*Perceived Safety*has a positive but insignificant effect on customer retention (β = 0.138; T = 1.685; P = 0.092). This means that perceived security alone is not enough to retain Emina customers because retention can be influenced by other factors. This result differs from Widianto & Ginting (2025) but is in line with Afiyana & Praswati (2024).

9. The Influence of Influencer Authenticity on Customer Retention through Emotional Engagement

*Emotional Engagement*was unable to significantly mediate the effect of Influencer Authenticity on Customer Retention (β = 0.046; T = 1.660; P = 0.097). Although influencer authenticity increases emotional engagement, this engagement is not strong enough to increase retention. This result differs from Wilujeng (2024), but is in line with Muthulingam & Amirtharaj (2026).

10. The Influence of Perceived Safety on Customer Retention through Emotional Engagement

*Emotional Engagement*was unable to significantly mediate the effect of Perceived Safety on Customer Retention (β = 0.057; T = 1.544; P = 0.123). Perceived safety is not strong enough to shape retention through emotional involvement. These results indicate that other, more dominant factors are needed to retain customers. These results are in line with Wilujeng (2024) and Ghazali *et al.*(2025)

11. The Influence of Influencer Authenticity on Customer Retention through Brand Attachment

*Brand Attachment*was able to positively and significantly mediate the effect of Influencer Authenticity on Customer Retention (β = 0.131; T = 2.475; P = 0.013). Influencer authenticity builds engagement with Emina, which in turn encourages consumers to continue using the product. These results are in line with Abdul Aziz et al. (2023) and Fitri & Kumenaung (2025).

12. The Influence of Perceived Safety on Customer Retention through Brand Attachment

*Brand Attachment*was able to positively and significantly mediate the effect of Perceived Safety on Customer Retention (β = 0.083; T = 1.962; P = 0.050). A good perception of safety can build engagement with Emina, which then increases customer retention. These results are in line with Verma (2024) and Fitri & Kumenaung (2025).

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Conclusion

This study found that influencer authenticity has a positive and significant relationship with emotional engagement, brand attachment, and customer retention among Emina users. Perceived safety is positively and significantly associated with emotional engagement and brand attachment, but its direct relationship with customer retention is not statistically significant. Emotional engagement and brand attachment are both positively and significantly associated with customer retention. Regarding indirect relationships, brand attachment significantly mediates the relationships of influencer authenticity and perceived safety with customer retention, whereas emotional engagement does not significantly mediate either relationship. These findings highlight the relevance of both emotional engagement and brand attachment in understanding customer retention, although the results do not establish that one mechanism is stronger than the other. Practically, Emina should maintain authentic and transparent influencer communication, provide clear and reliable information about product safety, and create positive brand experiences to foster consumer engagement and attachment.

This study has limitations concerning its geographical scope and sample characteristics. The respondents were limited to 129 Emina users aged 15–25 years from Sukodono and Taman Districts in Sidoarjo Regency. Therefore, the findings may not be generalizable to all Emina users or consumers in other regions. In addition, the model explains 44.2% of the variance in customer retention, indicating that other factors may also contribute to retention. Future research should involve larger and more geographically diverse samples and consider additional variables, such as brand trust, perceived quality, customer satisfaction, brand experience, and electronic word of mouth. Comparative studies involving Emina and other local skincare brands may also provide broader insights into the factors associated with customer retention.

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