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The Influence of Perceived Value, Customer Satisfaction, Corporate Social Responsibility, and Brand Image on Customer Loyalty toward Skincare Product

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Abstract: *The purpose of this study is to analyze the influence of perceived value, customer satisfaction, corporate social responsibility, and brand image on customer loyalty toward Glad2glow skincare products among Generation Z in Tangerang. This study employed a quantitative approach using primary data. The statistical tests conducted included validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination (R^2). The data used in this study were collected through non-probability sampling using the accidental sampling technique. SPSS was used as the statistical analysis tool. The results of this study indicate that the variables of perceived value, customer satisfaction, corporate social responsibility, and brand image have a partial effect on customer loyalty toward Glad2Glow skincare products. The variables of perceived value, customer satisfaction, corporate social responsibility, and brand image have a simultaneous effect on customer loyalty toward Glad2Glow skincare products.*

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Introduction

Skincare products which were previously considered luxury items have now become everyday necessities. Susanti and Dermawan (2025) state that the skincare industry in Indonesia is growing rapidly, making skincare a routine necessity for modern society. This trend has intensified competition among skincare products, as consumers have a wide range of local and international brands to choose from. This competition has intensified through e-commerce platforms such as Shopee, TikTok Shop, and Tokopedia, which have become the primary channels for beauty product transactions. Therefore, brands are not only required to compete on price and product variety but also to build long-term relationships with consumers to prevent them from easily switching to other brands.

Amid digital promotions and competition, various skincare brands must prioritize not only product quality but also the shopping experience, transparency, and social responsibility all of which

help build consumer trust. The following sales performance data for e-commerce, based on Compas data and published by GoodStats, is shown in Figure 1.

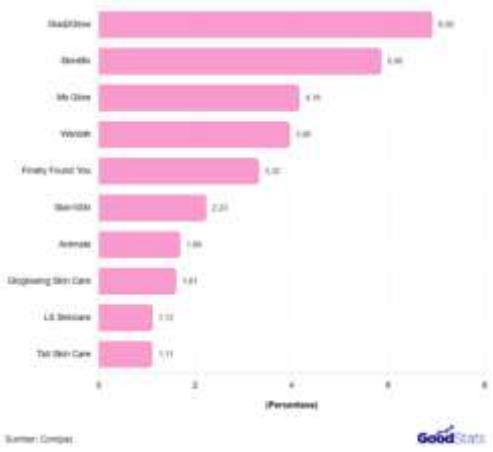


Figure 1. Best-Selling Beauty Product Brand in Q1 2026
Source: Compas, dalam GoodStats

According to Figure 1, Glad2Glow holds a market share of 6.92%, followed by Skintific at 5.86% and MS Glow at 4.16%. This indicates that Glad2Glow has strong competitiveness compared to several other beauty brands and enjoys fairly good market acceptance. Glad2Glow also recorded a market share of 2.51% in Compas data for the best-selling skincare period. In that data, Glad2Glow ranked third behind Skintific at 4.10% and Wardah at 2.97%. The variation in Glad2Glow's position across these market datasets indicates that competition among skincare brands is quite intense, and a brand's ranking can vary depending on the category or measurement period.

The increasingly intense competition in the skincare industry makes customer loyalty crucial for companies. Customer loyalty is reflected in the tendency to continue using a product, make repeat purchases, resist switching to other brands, and recommend the brand to others. There are various factors that can influence customer loyalty, such as brand image, product quality, customer satisfaction, corporate social responsibility, perceived value, customer experience, service quality, brand personality, emotional value, and many more. This study will test the hypothesis that there is a positive and significant influence of perceived value, customer satisfaction, corporate social responsibility, and brand image on customer

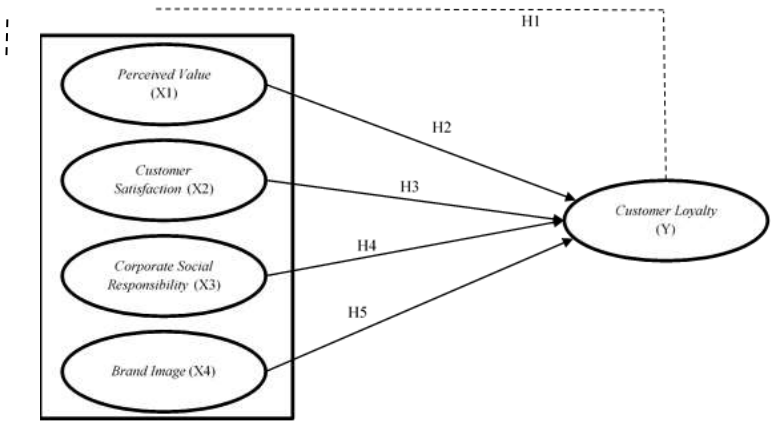


Figure 2. Research Model
Source: Compiled by the researcher, 2026

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Based on the research model above, the following hypotheses can be formulated: H1: Perceived Value (X1), Customer Satisfaction (X2), Corporate Social Responsibility (X3), and Brand Image (X4) influence Customer Loyalty (Y). H2: Perceived Value (X1) influences Customer Loyalty (Y). H3: Customer Satisfaction (X2) influences Customer Loyalty (Y). H4: Corporate Social Responsibility (X3) influences Customer Loyalty (Y). H5: Brand Image (X4) influences Customer Loyalty (Y).

Research Methods

In quantitative research, research subjects may refer to individuals or groups who are subjected to treatment or observed in order to answer the research questions (Sugiyono, 2023). The subjects in this study are Generation Z individuals who have used Glad2Glow skincare products in Tangerang. Sampling was conducted using a questionnaire via Google Forms on several social media platforms, such as WhatsApp and Instagram. This study's research instrument uses a Likert scale as a measurement tool to assess the perceptions and opinions of an individual or group regarding a social phenomenon (Sugiyono, 2023). The Likert scale used consists of five rating categories with a score range of 1 to 5, where a score of 1 indicates the lowest level of disagreement, while a score of 5 indicates the highest level of agreement.

The sampling method used in this study was non-probability sampling. Since the population size was not precisely known in this study, the sample size was determined using the Lemeshow formula with a 10% margin of error. The Lemeshow formula can be expressed as follows:

$$n = \frac{Z^2 \times P(1-P)}{d^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.10^2}$$

$$n = 96{,}04 \approx 100$$

Notes:

n: Minimum sample size

z: Standard normal table value at a 95% confidence level

P: Unknown population proportion; maximum estimate = 0.5

d: Sampling error rate = 10%

Based on the above calculation, the sample size is 96.4. In this study, the sample size was set at 130 respondents to account for the possibility of biased or invalid data.

Operational Definitions

According to Sugiyono (2023), an operational definition of a variable is a value or attribute of a person, object, or activity that exhibits certain variations, as defined by the researcher for the purpose of study and subsequent drawing of conclusions. The operational definitions of the variables in this study are presented in Table 1 below.

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Table 1. Definisi Operasional Variabel

No	Variable Name	Operational Definition	Indicators
1	*Perceived Value* (X1)	Perceived value is the emotional bond formed between customers and a company after they use a product or service, which can generate added value or satisfaction for customers. (Kusumawati & Rahayu, 2020).	1. Functional value 2. Price/Value for money 3. Emotional value 4. Social value (Nadia *et al*., 2025)
2	*Customer Satisfaction* (X2)	Customer Satisfaction is the emotional response of consumers after comparing a product's performance with their expectations (Kotler & Keller, 2016).	1. Expectation fulfillment 2. Willingness to return 3. Willingness to recommend (Nadia *et al*., 2025)
3	*Corporate Social Responsibility* (X3)	*Corporate Social Responsibility* (CSR) is the commitment of a company or business entity to fulfill its social responsibilities through participation in various sustainable activities aimed at improving the quality of life and well-being of both the company and the community. (Widiastuti, 2023)	1. Economic responsibility 2. Legal responsibility 3. Ethical responsibility 4. Philanthropic responsibility (Ardila & Christiarini, 2023)
4	*Brand Image* (X4)	*Brand Image* refers to consumers perceptions of and preferences for a brand as reflected by the various brand associations stored in consumers memories. (Hendriyani *et al*., 2025).	1. Strength of Brand Associations 2. Superiority of Brand Associations 3. Uniqueness of Brand Associations (Hariati, Setyawan, & Mon, 2026)
5	*Customer Loyalty* (Y)	*Customer loyalty* occurs when customers repeatedly use the same service or product, which has a positive impact on the service or product provider and leads them to recommend it to others, thereby helping the business grow through word-of-mouth marketing. (Gulam *et al*., 2023)	1. Repeat purchases 2. Cross-line purchases of products and services 3. Recommendations to others 4. Resilience to competition (Luthfitawati & Sutejo, 2026)

Source: Processed primary data, 2026

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Result and Discussion

Validity Test

A validity test is used to determine the suitability of items in a list of statements for defining a variable. This list of statements generally supports a specific group of variables. The validity test is conducted by comparing the calculated r value with the table r value for a degree of freedom (df) = N – 2, where N is the sample size or number of respondents. If N = 30, then df = (N – 2) = (30 – 2) = 28. With a two-tailed test and a significance level of 0.05, the table r value is 0.361.

Table 2. Validity Test Result

Variable	Indicator	R Value	R Table	Notes
Perceived Value (X1)	X1.1	0,715	0,361	Valid
	X1.2	0,877	0,361	Valid
	X1.3	0,490	0,361	Valid
	X1.4	0,591	0,361	Valid
	X1.5	0,854	0,361	Valid
Customer Satisfaction (X2)	X2.1	0,797	0,361	Valid
	X2.2	0,873	0,361	Valid
	X2.3	0,755	0,361	Valid
Corporate Social Responsibility (X3)	X3.1	0,487	0,361	Valid
	X3.2	0,670	0,361	Valid
	X3.3	0,670	0,361	Valid
	X3.4	0,761	0,361	Valid
	X3.5	0,856	0,361	Valid
Brand Image (X4)	X4.1	0,837	0,361	Valid
	X4.2	0,673	0,361	Valid
	X4.3	0,611	0,361	Valid
	X4.4	0,829	0,361	Valid
Customer Loyalty (Y)	Y1	0,700	0,361	Valid
	Y2	0,733	0,361	Valid
	Y3	0,579	0,361	Valid
	Y4	0,674	0,361	Valid
	Y5	0,701	0,361	Valid
	Y1.6	0,578	0,361	Valid

Source: Processed primary data, 2026

Based on the results in Table 2 above, it can be concluded that all items in the questionnaire are valid because each item has a calculated R value greater than the table R value.

Reliability Test

A reliability test is conducted to determine the level of reliability of a measurement tool used to collect data. The method used to test the reliability of a questionnaire is the Cronbach's Alpha coefficient formula, subject to the following conditions:

1. If the Cronbach's Alpha value is greater than 0.6, the questionnaire can be considered reliable.
2. If the Cronbach's Alpha value is less than 0.6, the questionnaire can be considered unreliable.

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Table 3. Reliability Test Result

Variable	*Cronbach's alpha*	*Cut Of Value*	Noted
Perceived Value (X1)	0,758	0,6	Reliable
Customer Satisfaction (X2)	0,720	0,6	Reliable
Variable	***Cronbach's alpha***	***Cut Of Value***	**Noted**
Corporate Social Responsibility (X3)	0,736	0,6	Reliable
Brand Image (X4)	0,728	0,6	Reliable
Customer Loyalty (Y)	0,743	0,6	Reliable

Source: Processed primary data, 2026

Based on Table 3 above, it can be concluded that all statement instruments were found to be reliable because each Cronbach's alpha value was greater than 0,6.

Uji Asumsi Klasik

1. Normality Test

The normality test aims to determine whether, in a regression model, the error term or residuals follow a normal distribution. The test used in this study the Kolmogorov Smirnov test indicates that if the probability value (sig) is greater than 0.05, the data follow a normal distribution. The results are presented in Table 4 below.

Table 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			130
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.85528157
Most Extreme Differences	Absolute		.048
	Positive		.048
	Negative		-.047
Test Statistic			.048
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.672
	99% Confidence Interval	Lower Bound	.660
		Upper Bound	.684
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source: Processed primary data, 2026

Table 4 above shows that the significance value (Asymp.Sig) is 0.200 > 0.05. Therefore, it can be concluded that the data being tested are normally distributed.

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2. Multicollinearity Test

To test for the presence or absence of multicollinearity, examine the tolerance and Variance Inflation Factor (VIF) values. The criteria are as follows: if the tolerance value is > 0.10 and the VIF is < 10, then multicollinearity among the independent variables is not suspected; otherwise, multicollinearity is suspected.

Table 5. Multicollinearity Test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Perceived Value	.708	1.413
	Customer Satisfaction	.795	1.258
	Corporate Social Responsibility	.657	1.521
	Brand Image	.807	1.239
a. Dependent Variable: *Customer Loyalty*			

Source: Processed primary data, 2026

Based on the results presented in Table 5, it can be seen that each independent variable has a Tolerance value greater than 0.1 and a VIF value less than 10. Therefore, it can be concluded that there is no multicollinearity in the regression model.

3. Heteroscedasticity Test

A heteroscedasticity test is a test designed to determine whether there is unequal variance in the regression model from one observation to another. The following are the results of the heteroscedasticity test shown in Figure 3.

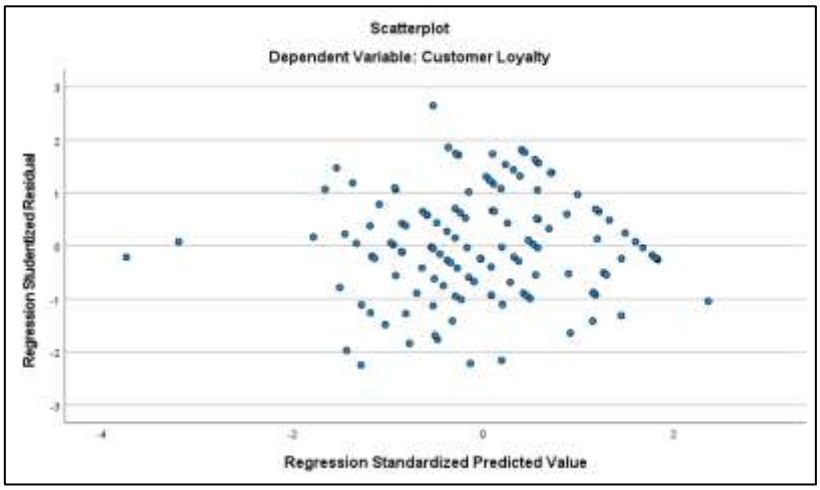


Figure 3. Heteroscedasticity Test Result
Source: Processed primary data, 2026

As shown in Figure 3, the results of the heteroscedasticity test indicate that the randomly scattered data points do not form a clear pattern and are distributed both above and below zero on the Y-axis. This indicates that there is no heteroscedasticity in the regression model.

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Multiple Linear Regression Analysis

Multiple linear regression analysis is used for studies with more than one independent variable. The regression results are presented in Table 6 below.

Table 6. Multiple Linear Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.079	1.536		.702	.484
	Perceived Value	.298	.067	.267	4.445	.000
	Customer Satisfaction	.353	.100	.200	3.521	.001
	Corporate Social Responsibility	.429	.069	.387	6.207	.000
	Brand Image	.367	.079	.261	4.630	.000

Source: Processed primary data, 2026

Based on Table 6, the resulting multiple linear regression equation is:

Y = 1,079 + 0,298 *Perceived Value* + 0,353 *Customer Satisfaction* + 0,429 *Corporate Social Responsibility* + 0,367 *Brand Image* + e

Based on these regression results, the regression model can be explained as follows:

1. A constant (α) value of 1.079 means that if the variables Perceived Value, Customer Satisfaction, Corporate Social Responsibility, and Brand Image are assumed to have a value of 0 (zero), then Customer Loyalty has a value of 1.079.
2. The regression coefficient for Perceived Value indicates a positive relationship. This means that for every increase in Perceived Value, Customer Loyalty will increase, assuming all other variables remain constant.
3. The regression coefficient for Customer Satisfaction indicates a positive relationship. This means that for every increase in Customer Satisfaction, Customer Loyalty will increase by a certain amount, assuming all other variables remain constant.
4. The regression coefficient for Corporate Social Responsibility indicates a positive relationship. This means that as Corporate Social Responsibility increases, Customer Loyalty will also increase, assuming all other variables remain constant.
5. The regression coefficient for Brand Image indicates a positive relationship. This means that as Brand Image increases, Customer Loyalty will also increase, assuming all other variables remain constant.

Hypothesis Testing

1. F-Test

U This test is used to determine whether the independent variables can jointly influence the dependent variable. The test criteria can be determined by checking whether the calculated F-value (Fhitung) is greater than the table F-value (Ftable) or by verifying that the significance level is less than 5%. To calculate the table F-value (Ftable), the numerator degrees of freedom (dfl) is obtained as df = k – 1, where k is the number of independent variables in this study; thus, dfl = 5 – 1 = 4. The denominator degrees of freedom (df2) is calculated as n – k – 1, where n is the number of respondents (130) and k is the number of independent variables (4), so df2 = 130 – 4 – 1 = 195. The F-table value is 2.44. These results are presented in Table 7.

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Table 7. F-Test Result

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	946.465	4	236.616	66.611	.000[b]
	Residual	444.027	125	3.552		
	Total	1390.492	129			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), *Brand Image, Perceived Value, Customer Satisfaction, Corporate Social Responsibility*

Source: Processed primary data, 2026

Based on the results in Table 7, it can be seen that the calculated F-value is greater than the table F-value (66.611 > 2.44) and is accompanied by a significance level of less than 5% (0.00 < 0.05). These results confirm that the variables Perceived Value, Customer Satisfaction, Corporate Social Responsibility, and Brand Image influence Customer Loyalty. The results indicate that, in general, respondents hold positive views toward all four independent variables as well as toward their loyalty to Glad2Glow. These findings suggest that perceived value, satisfaction, corporate social responsibility, and brand image collectively contribute to consumer loyalty.

The findings of this study are also supported by a previous study conducted by Jasin, Firmansyah, Anisah, Junaedi, and Haris (2023), which showed that customer satisfaction, perceived value, and brand image are related to customer loyalty.

2. t-Test

The t-test is used to determine whether the independent variable in this study has a partial effect on the dependent variable. The criteria for the partial test are as follows: if the calculated t-value is greater than the critical t-value or the significance level is less than 0.05, then H_0 is rejected and H_1 is accepted. This means that the independent variable has a significant effect on the dependent variable.

Table 8. t-Test Result

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.079	1.536		.702	.484
	Perceived Value	.298	.067	.267	4.445	.000
	Customer Satisfaction	.353	.100	.200	3.521	.001
	Corporate Social Responsibility	.429	.069	.387	6.207	.000
	Brand Image	.367	.079	.261	4.630	.000

Source: Processed primary data, 2026

Based on the results of the t-test in Table 8 above, it is known that df = n – k, where n is the number of respondents (130) and k is the number of independent variables (4). Thus, df = 130 – 4 = 126. Given that the critical t-value is 1.978, it can be concluded that:

H2: Perceived Value has an effect on Customer Loyalty

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The results in the table above show that the calculated t-value is greater than the critical t-value, specifically 4.445 > 1.978, with a significance level of 0.000 < 0.05. Therefore, H0 is rejected and H2 is accepted. Thus, the Perceived Value variable has a partial, positive, and significant effect on Customer Loyalty. This indicates that respondents believe Glad2Glow is able to provide benefits that align with their specific skin care needs.

The results of this study are consistent with the research by Nadia, Fadhilah, and Cahya (2025), which states that Perceived Value has a positive and significant effect on Customer Loyalty for skincare products. These results indicate that the higher the perceived value of a product among consumers, the higher their loyalty to that product.

H3: Customer Satisfaction has an effect on Customer Loyalty

The results in the table above show that the calculated t-value is greater than the critical t-value, specifically 3.521 > 1.978, with a significance level of 0.001 < 0.05; therefore, H0 is rejected and H3 is accepted. Thus, the Customer Satisfaction variable has a partial, positive, and significant effect on Customer Loyalty. These results indicate that customer satisfaction is not only related to product evaluations but also to positive experiences that can encourage customers to provide recommendations.

The results of this study are consistent with the research by Wuryan and Anindita (2026), which states that customer satisfaction has a positive effect on customer loyalty toward skincare products. Thus, customer satisfaction is one of the key factors in building and maintaining loyalty toward skincare products.

H4: Corporate Social Responsibility has an effect on Customer Loyalty

The results in the table above show that the calculated t-value is greater than the critical t-value specifically, 6.207 > 1.978 with a significance level of 0.000 < 0.05. Therefore, H0 is rejected and H4 is accepted. Consequently, the Corporate Social Responsibility variable has a partial, positive, and significant effect on customer loyalty. Respondents' high ratings of compliance with regulations and safety standards indicate that consumers pay attention to companies' responsibility to provide safe products.

The results of this study are consistent with the research by Fajri, Haerudin, and Agbo (2025), which states that Corporate Social Responsibility has a positive and significant effect on customer loyalty.

H5: Brand Image has an effect on Customer Loyalty

The results in the table above show that the calculated t-value is greater than the critical t-value, specifically 4.630 > 1.978, with a significance level of 0.000 < 0.05; therefore, H0 is rejected and H5 is accepted. Thus, the Brand Image variable has a partial, positive, and significant effect on Customer Loyalty. The highest ratings for product quality indicate that positive perceptions of quality can serve as a foundation for building a strong brand image. The stronger Glad2Glow's positive image particularly regarding product quality the greater the likelihood that consumers will remain loyal.

The results of this study are consistent with the research by Wuryan and Anindita (2026), which states that brand image has a positive effect on customer loyalty toward skincare products. Thus, the stronger the positive image Glad2Glow holds in consumers' minds, the greater the likelihood that consumers will remain loyal to the product.

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Coefficient of Determination (R^2)

The coefficient of determination is a measure of the percentage of variation in the dependent variable explained by the independent variables. The accuracy of a regression line can be determined by the magnitude of the R^2 coefficient.

Table 9. Coefficient Of Determination Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825[a]	.681	.670	1.88473

a. Predictors: (Constant), *Brand Image, Perceived Value, Customer Satisfaction, Corporate Social Responsibility*

b. Dependent Variable: *Customer Loyalty*

Source: Processed primary data, 2026

Based on Table 9, the Adjusted R-Square value is 0.670. This means that the independent variables—Perceived Value, Customer Satisfaction, Corporate Social Responsibility, and Brand Image—explain 0.670, or 67.0%, of the variation in the dependent variable, Customer Loyalty, while the remaining 33.0% is explained by other variables not included in this study.

Conclusion

Based on the previous analysis, it can be concluded that the variables Perceived Value, Customer Satisfaction, Corporate Social Responsibility, and Brand Image simultaneously influence Customer Loyalty toward Glad2Glow skincare products among Generation Z in Tangerang. Meanwhile, the Perceived Value variable has a partial effect on Customer Loyalty; the Customer Satisfaction variable has a partial effect on Customer Loyalty; the Corporate Social Responsibility variable has a partial effect on Customer Loyalty; and the Brand Image variable has a partial effect on Customer Loyalty toward Glad2Glow skincare products among Generation Z in Tangerang.

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