*(Research) Article*

# The Impact of Online Reviews and Social Media on Brand Loyalty: Evidence from MS Glow Skincare Consumers in Batam City

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**Abstract:** This study aims to examine the influence of online reviews and the role of social media on brand loyalty toward MS Glow skincare products in Batam City. The population of this research consists of consumers in Batam City who have purchased and used MS Glow skincare products and have been exposed to online reviews and social media content related to the brand. A total of 204 respondents were selected using the Jacob Cohen sampling approach. Data were analyzed using multiple linear regression techniques. The analysis process included data quality testing, classical assumption tests, effect analysis, and hypothesis testing. The results of the multiple linear regression analysis indicate that online reviews contribute 33.7% to brand loyalty, while the role of social media contributes 66.9%. Furthermore, the coefficient of determination ($R^2$) reveals that online reviews and social media collectively explain approximately 58.1% of the variance in brand loyalty. The findings from the t-test and F-test demonstrate that both online reviews and social media have a positive and statistically significant effect on brand loyalty, both individually and simultaneously, toward MS Glow skincare products in Batam City.

**Keywords:** Brand Loyalty; Consumer Behavior**;** Online Reviews; Skincare Products; Social Media.

## 1. Introduction

The beauty industry in Indonesia has experienced substantial growth in recent years, with projected revenues reaching IDR 152.919 trillion in 2024, increasing from IDR 134.909 trillion in 2023. Moreover, the Indonesian cosmetics industry is expected to record an average annual growth rate of 5.35% between 2024 and 2028, positioning it as one of the most promising sectors in both domestic and international markets. This growth is largely driven by shifts in consumer preferences, as 86% of Generation Z and 76% of millennials now consider skincare products more important than makeup (Mileano, 2025).

The rapid expansion of the skincare industry has intensified competition within the Indonesian market, where achieving brand loyalty has become a critical strategic objective. Consumers—particularly Generation Z—are increasingly prone to brand switching in their pursuit of newer or more suitable products (IDN, 2025). This behavior poses a direct threat to brand sustainability, which can be mitigated through the development of strong customer loyalty. Loyal customers tend to be more resistant to competitors' offerings, even when lower prices are introduced (Sandi et al., n.d.). In addition, loyal consumers are more likely to respond positively to the products they use, especially in online contexts.

Advancements in digital technology have accelerated the spread of product-related information through online channels, particularly customer-generated online reviews. Online reviews have emerged as a key determinant in consumer decision-making, as consumers often perceive feedback from other users to be more credible and relevant than information provided by sellers. Consequently, loyal customers increasingly evolve into brand advocates who voluntarily generate positive online reviews and actively engage on social media platforms (Rahayu et al., 2025). These interactions contribute to positive electronic word-of-mouth (e-WOM) within social media environments.

Social media plays a crucial role in driving and amplifying online reviews. It serves as a platform where reviews, testimonials, and product demonstrations—both positive and negative—are disseminated rapidly and extensively. In the skincare industry, where product suitability and the risk of dissatisfaction are relatively high, consumers rely heavily on social proof when making purchasing decisions (Utami & Saputri, 2020). Unlike reviews on e-commerce platforms, which are typically one-directional, social media enables two-way communication and user engagement. In a highly competitive skincare market characterized by numerous similar products, social media has become a primary arena for differentiation. Brands that fail to utilize social media strategically risk becoming invisible to their target audience, making it difficult to initiate and sustain brand loyalty (Nicholas Aldo et al., 2023).

MS Glow is a local Indonesian skincare and cosmetic brand operating under PT Kosmetika Cantik Indonesia. The brand name MS Glow stands for "Magic for Skin." It positions itself as a skincare solution for both women and men, offering products that are claimed to be certified by BPOM and Halal authorities. Founded in 2013 by Shandy Purnamasari and Maharani Kemala, MS Glow initially operated as an online skincare retailer. Its business expansion accelerated through the adoption of a reseller-, agent-, and member-based network model across Indonesia, supported by the establishment of MS Glow Aesthetic Clinics in major cities.

Despite its strong presence in the market, MS Glow operates within a highly competitive skincare landscape. Data from (Compas.co.id, 2025) indicate that several brands dominate Indonesia's skincare market on Shopee during the first quarter of 2025. The distribution of market share among leading skincare brands is presented in Table 1.

**Table 1.** Market Share of Skincare Brands in Indonesia, Q1 2025

| Brand | Market Share |
|-------|-------------|
| Skintific | 4,10% |
| Wardah | 2,97% |
| Glad2Glow | 2,51% |
| Hanasui | 1,52% |
| Maybelline | 1,47% |
| MS Glow | 1,36% |
| Something | 1,23% |
| Skint1004 | 0,98% |
| Make Over | 0,98% |
| Garnier | 0,85% |

Source: Research Data (2025); Compas.co.id (2025)

Based on the data in Table 1, MS Glow ranks sixth with a market share of 1.36%, indicating that while it remains a significant player, it is positioned within the middle tier of Indonesia's fragmented and highly competitive skincare market. Although MS Glow demonstrates strong sales performance, it faces challenges in maintaining long-term brand loyalty due to aggressive competition from both established and emerging brands such as Skintific and Glad2Glow, which have rapidly gained market share through competitive pricing strategies and continuous product innovation.
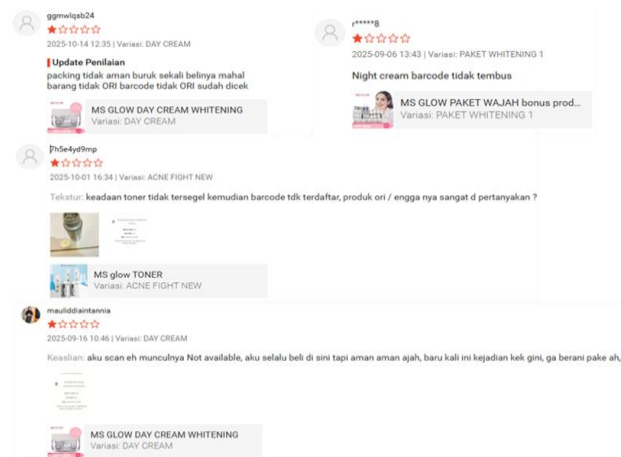
**Figure 1.** MS Glow Review on Shopee Platform
Source: Research Data (2025)

An examination of the aforementioned reviews reveals that several consumers reported receiving products that were perceived as non-original, with similar complaints occurring within a relatively short time frame. This issue is particularly evident in the fourth review, in which the reviewer identified themselves as a loyal and repeat customer whose trust in the brand had been severely compromised. The erosion of trust was substantial enough to lead to the abandonment of product usage, illustrating a critical point at which brand loyalty collapses and brand switching occurs. Such reviews capture the precise moment when long-term customer relationships deteriorate and transform into negative consumer experiences. Moreover, the impact extends beyond the loss of a single customer, as negative reviews of this nature also discourage potential new consumers from making their initial purchase, thereby amplifying reputational damage through negative electronic word-of-mouth (e-WOM) (Cheung & Thadani, 2012).

In response to these reviews—particularly those related to product authenticity, even when purchases are made through official stores—it is essential for the company to engage in proactive communication through social media channels. Social media plays a crucial role in restoring trust by providing transparency, clarification, and reassurance to consumers (Kaplan & Haenlein, 2010). Although MS Glow actively utilizes social media platforms such as Instagram and TikTok to communicate with consumers, its presence is notably absent on platforms such as Facebook and X (formerly Twitter), which may limit the brand's ability to reach broader audience segments and manage consumer concerns effectively.
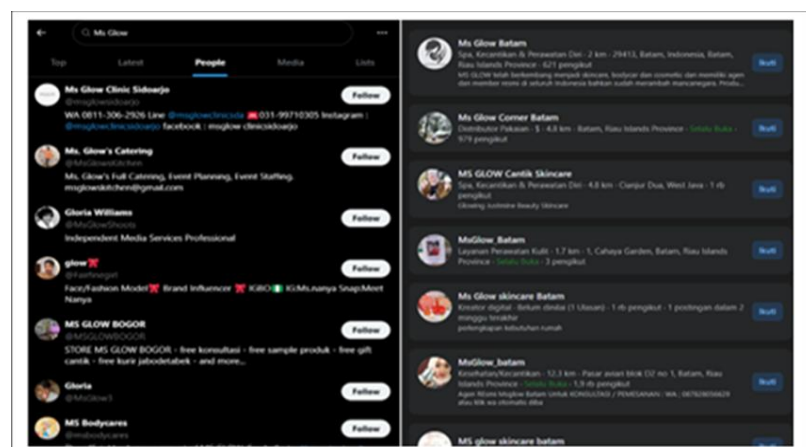


**Figure 2.** The Absence of MS Glow's Official Page on Facebook and 'X'
Source: Research Data (2025)

These observations indicate that MS Glow strategically concentrates its social media marketing resources on visually driven platforms. The brand appears to recognize that image-oriented platforms such as Instagram and video- and community-based platforms like TikTok generate the highest return on investment (ROI) for skincare product discovery and sales.

Consequently, MS Glow places less emphasis on text-centered platforms focused on discourse, such as X, as well as platforms that primarily attract older demographic groups, such as Facebook. Nevertheless, a noticeable disparity exists between the level of audience engagement and the number of followers across these platforms. On Instagram, as illustrated in the following figure, the interaction received does not proportionally reflect the size of the brand's follower base, suggesting potential inefficiencies in engagement performance.
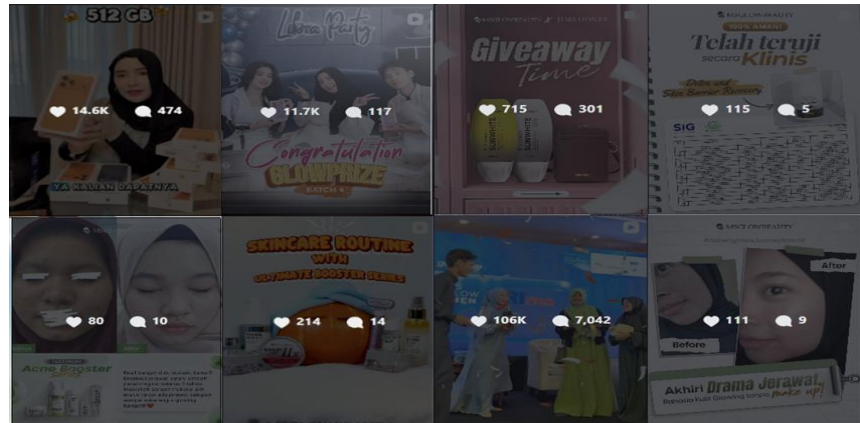


**Figure 3**. Engagement disparity between post types on Instagram
Source: Research Data (2025)

Posts or threads that do not involve giveaways typically receive engagement ranging from approximately 100 to 250 reactions, despite MS Glow having a follower base of around 1.1 million. The high level of activity observed on giveaway-related posts suggests that the brand's primary audience is largely driven by extrinsic incentives, such as free rewards, rather than intrinsic motivation rooted in genuine brand attachment (Ramli, 2023). This pattern indicates that audience engagement may not yet reflect strong emotional or attitudinal brand loyalty.

On TikTok, a slightly different engagement trend can be observed. MS Glow collaborates with several viral brand ambassadors, which has been shown to increase engagement on selected TikTok posts (Fadhilah et al., 2024). However, a significant disparity remains evident when comparing engagement levels on MS Glow's product-focused posts, as illustrated in the following figure.
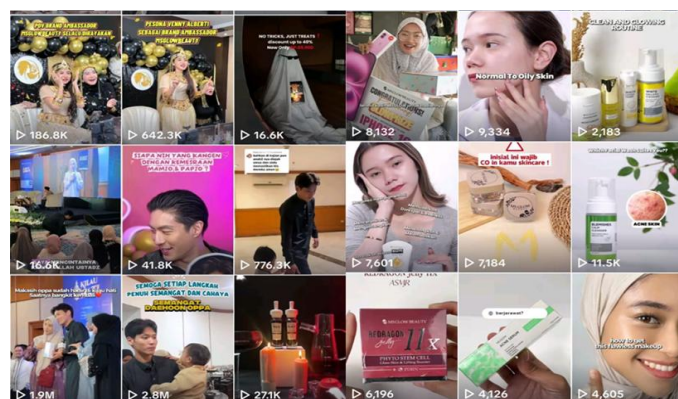


**Figure 4.** Engagement disparity between post types on TikTok
Source: Research Data (2025

As illustrated in the figure above, posts featuring brand ambassadors generate view counts ranging from tens of thousands to several million, whereas posts that focus solely on MS Glow's products attract significantly lower attention, with total views ranging between approximately 4,000 and 11,500. This contrast suggests that MS Glow's visibility is closely tied to individuals who are currently receiving substantial public attention and online traffic. However, the high level of engagement observed in these posts appears to be directed more toward the personal popularity or ongoing public narratives surrounding the brand

ambassadors, rather than toward the MS Glow brand itself. Consequently, such engagement may not translate into sustainable brand-related interest or long-term brand loyalty.

Considering the issues identified above, including the influence of online reviews, the dynamics of social media engagement, and their implications for brand loyalty—this study is conducted to examine the effect of online reviews and the role of social media on brand loyalty toward MS Glow skincare products in Batam City.

## 2. Preliminaries or Related Work or Literature Review

Brand loyalty is widely recognized as a multidimensional construct that encompasses both behavioral and attitudinal components. Behaviorally, brand loyalty is reflected in consumers' repeated purchasing patterns and continued usage of a particular brand over time. Attitudinally, it represents a psychological commitment characterized by positive evaluations, emotional attachment, and a strong intention to maintain the relationship with the brand. This enduring commitment persists even when consumers are exposed to situational pressures or aggressive marketing strategies from competitors that may otherwise induce switching behavior (Kotler, Philip; Keller, 2020). In competitive industries such as skincare—where product differentiation is often subtle and alternatives are abundant—brand loyalty functions as a strategic asset that enhances customer retention, stabilizes demand, and reduces marketing costs. Moreover, loyal customers are more likely to exhibit advocacy behaviors, including recommending the brand to others and defending it against negative information, thereby reinforcing the brand's market position (Vildayanti & Saputra, 2025).

In the digital marketplace, online reviews have emerged as one of the most influential external information sources shaping consumer perceptions and post-purchase attitudes. Online customer reviews are defined as consumer-generated evaluations that reflect personal experiences with products, services, or brands, and they serve as experiential cues for potential buyers assessing product quality, credibility, and performance (Fitriyana et al., 2025). Unlike firm-generated promotional messages, online reviews are perceived as more authentic and trustworthy, as they originate from fellow consumers who are assumed to have no direct commercial interest. Consequently, online reviews play a crucial role in reducing information asymmetry and perceived risk, particularly for skincare products, where effectiveness and compatibility cannot be fully assessed prior to use. Positive online reviews can reinforce satisfaction and strengthen brand trust, while negative reviews may undermine confidence and accelerate brand switching behavior (Sinaga & Sukati, 2023). Over time, consistent exposure to favorable reviews can cultivate positive brand beliefs that contribute to the formation and reinforcement of brand loyalty.

Social media further intensifies the impact of online reviews by functioning as an interactive ecosystem that enables continuous communication, content sharing, and social validation. Social media refers to a broad range of web-based technologies designed to facilitate collaboration, information exchange, and interpersonal interaction among users within digital networks (Alghifari et al., 2022). These platforms allow consumers to present themselves, express opinions, and engage with brands and other users either in real time or asynchronously. The effectiveness of social media as a marketing and communication tool largely depends on user-generated content and perceived social interaction, which shape consumers' cognitive, affective, and behavioral responses toward brands (Fitriyana et al., 2025). In the skincare context, social media serves not only as a channel for product information but also as a space for social proof, peer validation, and experiential storytelling, all of which are critical in building trust and emotional connection with a brand.

The interaction between online reviews and social media creates a powerful mechanism through which consumer perceptions are formed and reinforced. Online reviews provide evaluative content, while social media amplifies this content through engagement features such as likes, comments, shares, and algorithmic visibility. This synergy enables reviews to reach wider audiences and exert a stronger influence on brand-related attitudes and behaviors. When managed strategically, social media can transform satisfied customers into active brand advocates who voluntarily disseminate positive reviews and experiences, thereby strengthening brand credibility and loyalty. Conversely, ineffective social media management may magnify negative reviews and accelerate the erosion of brand trust, ultimately weakening brand loyalty.
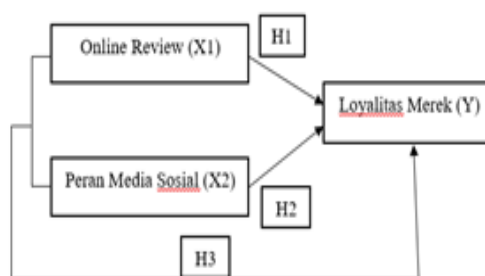
**Figure 5.** Conceptual Framework
Source: Research Data (2025)

Based on these theoretical arguments, this study proposes a conceptual framework in which online reviews and the role of social media function as key antecedents of brand loyalty toward MS Glow skincare products in Batam City. The framework posits that online reviews directly influence brand loyalty by shaping consumer trust and perceived product quality, while social media influences brand loyalty by facilitating engagement, interaction, and emotional attachment. Furthermore, the combined effect of online reviews and social media is expected to exert a stronger influence on brand loyalty than either variable individually, reflecting their complementary roles within the digital consumer decision-making process. Accordingly, the hypotheses formulated in this study are as follows: (H1) online reviews have a significant effect on brand loyalty toward MS Glow skincare products in Batam City; (H2) the role of social media has a significant effect on brand loyalty toward MS Glow skincare products in Batam City; and (H3) online reviews and the role of social media simultaneously have a significant effect on brand loyalty toward MS Glow skincare products in Batam City.

## 3. Materials and Method

This study adopts a quantitative research approach with an associative research design aimed at explaining the causal relationships between online reviews, the role of social media, and brand loyalty toward MS Glow skincare products in Batam City. A quantitative associative approach is appropriate for this study as it enables the identification of relationships and the testing of hypotheses among two or more variables through objective, measurable, and numerical data analysis (Sugiyono, 2020). By employing this approach, the study seeks to empirically assess the extent to which online reviews and social media influence brand loyalty, both individually and simultaneously.

The population of this study consists of consumers in Batam City who have purchased and used MS Glow skincare products and have been exposed to online reviews and social media content related to the brand. To ensure adequate statistical power and reliability of the findings, a total of 204 respondents were selected as the research sample using the Jacob Cohen sampling method (Hikmah et al., 2020). This sampling approach is considered suitable for studies employing multiple regression analysis, as it provides sufficient sample size to detect meaningful relationships between independent and dependent variables while minimizing the risk of Type II errors.

Data collection was conducted using a structured questionnaire designed to measure the variables of online reviews, the role of social media, and brand loyalty. The collected data were analyzed using multiple linear regression techniques to examine the magnitude and direction of the relationships between the independent variables and the dependent variable. Prior to hypothesis testing, several preliminary analyses were conducted, including data quality tests (validity and reliability) to ensure the accuracy and consistency of the measurement instruments. Classical assumption tests—such as tests for normality, multicollinearity, and heteroscedasticity—were also performed to confirm that the data met the requirements for regression analysis.

Subsequently, effect analysis and hypothesis testing were carried out using t-tests to examine the partial effects of online reviews and social media on brand loyalty, and an F-test to assess their simultaneous effect. The coefficient of determination ($R^2$) was used to evaluate the proportion of variance in brand loyalty explained by the independent variables. Through this analytical procedure, the study provides empirical evidence regarding the role of online reviews and social media in shaping brand loyalty toward MS Glow skincare products in Batam City.

## 4. Results and Discussion

The validity test was conducted using the Pearson Product–Moment correlation to examine the correlation between each measurement item and its total construct score. An item is considered valid if the calculated correlation coefficient (r_calculated) exceeds the critical value of r_table = 0.361 (N = 30, α = 0.05). The results indicate that all measurement items for the variables of Online Reviews, Social Media Role, and Brand Loyalty have correlation coefficients greater than the r_table value. Therefore, all items are declared valid and suitable for further analysis.

**Table 2**. Results of Instrument Validity Testing

| Variable | Measurement Item | r_calculated | r_table | Result |
|---|---|---|---|---|
| **Online Reviews** | Online reviews of MS Glow help me understand product benefits before purchasing. | 0.819 | 0.361 | Valid |
| | Online reviews provide useful information for choosing MS Glow products. | 0.737 | 0.361 | Valid |
| | I trust MS Glow online reviews written by experienced users. | 0.783 | 0.361 | Valid |
| | Online reviews are trustworthy when they come from credible sources. | 0.621 | 0.361 | Valid |
| | MS Glow online reviews are clearly explained and easy to understand. | 0.593 | 0.361 | Valid |
| | Detailed online reviews increase my confidence in MS Glow products. | 0.819 | 0.361 | Valid |
| | Positive reviews increase my interest in purchasing MS Glow products. | 0.683 | 0.361 | Valid |
| | Negative reviews influence my purchasing considerations. | 0.748 | 0.361 | Valid |
| **Social Media Role** | MS Glow's social media accounts display a clear and recognizable brand identity. | 0.861 | 0.361 | Valid |
| | MS Glow's social media content reflects brand values and character well. | 0.822 | 0.361 | Valid |
| | MS Glow's social media facilitates discussions among users about products. | 0.678 | 0.361 | Valid |
| | I find it easy to interact or ask questions via MS Glow's social media. | 0.954 | 0.361 | Valid |
| | I often see other users sharing MS Glow experiences on social media. | 0.794 | 0.361 | Valid |

| | | | | |
|---|---|---|---|---|
| | MS Glow's social media content is easy to share with others. | 0.651 | 0.361 | Valid |
| | MS Glow is active in posting and updating information on social media. | 0.861 | 0.361 | Valid |
| | I regularly purchase MS Glow skincare compared to other brands. | 0.619 | 0.361 | Valid |
| | I tend to repurchase MS Glow products when they run out. | 0.437 | 0.361 | Valid |
| | Switching from MS Glow to another brand would require considerable effort. | 0.798 | 0.361 | Valid |
| | I am reluctant to switch brands because I am accustomed to MS Glow. | 0.688 | 0.361 | Valid |
| **Brand Loyalty** | I am satisfied with the quality of MS Glow skincare products. | 0.705 | 0.361 | Valid |
| | MS Glow meets my skincare needs and expectations. | 0.550 | 0.361 | Valid |
| | I like MS Glow's brand image as a trustworthy skincare product. | 0.619 | 0.361 | Valid |
| | I feel comfortable and compatible with MS Glow products. | 0.798 | 0.361 | Valid |
| | I am committed to using MS Glow in the long term. | 0.641 | 0.361 | Valid |
| | I will continue choosing MS Glow despite attractive promotions from other brands. | 0.650 | 0.361 | Valid |

Source: Primary Data Processed (2025)

Based on the results presented in the previous table, all measurement items across the studied variables demonstrate acceptable validity. This is evidenced by the fact that each item's calculated correlation coefficient (r_calculated) exceeds the critical value of r_table = 0.361. These findings confirm that the indicators used in this study are capable of accurately measuring their respective constructs and are therefore suitable for further statistical analysis. Reliability testing was conducted using Cronbach's Alpha to assess the internal consistency of the measurement instruments for each variable. A construct is considered reliable if the Cronbach's Alpha coefficient exceeds the threshold value of 0.60. The results of the reliability analysis are presented in Table 3.

**Table 3**. Results of Instrument Validity Testing

| Variable | Cronbach's Alpha | Number of Items |
|---|---|---|
| **Online Reviews** | 0.869 | 8 |
| **Social Media Role** | 0.895 | 8 |
| **Brand Loyalty** | 0.832 | 10 |

Source: Primary Data Processed (2025)

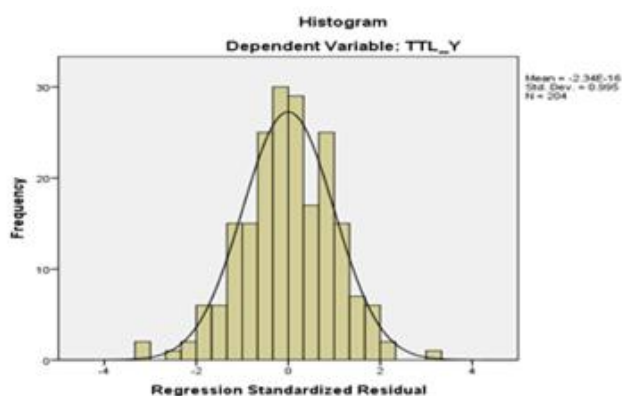**Classical Assumption Testing**
**Normality Test**



**Figure 6.** Residual Regression Histogram Normality Results
Source: Research Data (2025)

Based on Figure 6, it can be concluded that the research data satisfy the normality assumption when the displayed curve forms a bell-shaped pattern. In addition, normality testing can also be conducted using an alternative method by examining the Normal P–P Plot of standardized residuals from the regression model.
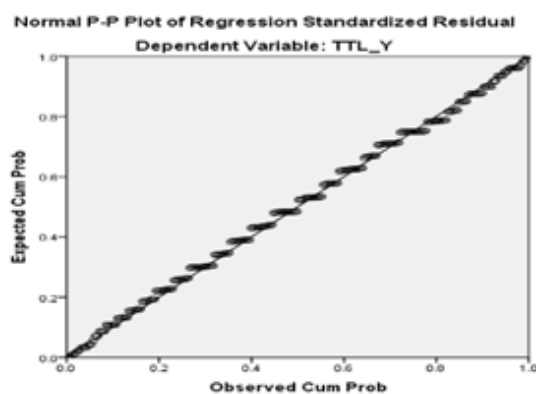


**Figure 7.** Results of the Standardized Regression P-Plot Normality Test
Source: Research Data (2025)

Figure 7 indicates that the data are normally distributed when the plotted points are located around and closely follow the diagonal line. Based on this pattern, it can be concluded that the data follow a normal distribution.

**Kolmogorov Smirnov Test Results**

**Table 4.** Kolmogorov-Smirnov Test Results

|  |  | Unstandardized Residual |
|---|---|---|
| **N** |  | **204** |
| **Normal Parameters[a,b]** | **Mean** | .0000000 |
|  | **Std. Deviation** | .78902021 |
| **Most Extreme Differences** | **Absolute** | .057 |
|  | **Positive** | .041 |
|  | **Negative** | -.057 |
| **Test Statistic** |  | .057 |
| **Asymp. Sig. (2-tailed)** |  | .200[c,d] |
| **a. Test distribution is Normal.** |  |  |
| **b. Calculated from data.** |  |  |

Source: Research Data (2025)

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**Multicollinearity Test**
**Table 5.** Multicollinearity Test

| Variable | Collinearity Statistics | |
|---|---|---|
| | **Tolerance** | **VIF** |
| **Online Review** | **.358** | **2.790** |
| **Peran Sosial Media** | **.358** | **2.790** |

Table 5 shows that the variance inflation factor (VIF) value of the two variables, namely, Online Review X1, Social Media Role X2, is greater than 0.1 and less than 10.0, it is concluded that multicollinearity does not occur.

**Hypothesis Test Results**
**Table 6**. Multicollinearity Test

| Variable | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | **B** | **Std. Error** | **Beta** | | |
| **Loyalitas Merek** | **5.913** | **2.136** | | **2.768** | **.006** |
| **Online Review** | **.337** | **.113** | **.228** | **2.996** | **.003** |
| **Peran Sosial Media** | **.669** | **.090** | **.567** | **7.443** | **.000** |

Source: Research Data (2025)

Based on Table 9, the results of hypothesis testing for each independent variable on the dependent variable can be explained as follows. First, the test of the first hypothesis indicates that the Online Reviews variable has a statistically significant effect on Brand Loyalty. This is evidenced by a calculated t-value of 2.996, which exceeds the critical t-value of 1.972. Accordingly, the null hypothesis ($H_0$) is rejected and the alternative hypothesis ($H_a$) is accepted. Second, the test of the second hypothesis demonstrates that the Social Media Role variable has a significant effect on Brand Loyalty. This result is supported by a calculated t-value of 7.443, which is greater than the t-table value of 1.972. Therefore, the null hypothesis ($H_0$) is rejected and the alternative hypothesis ($H_a$) is accepted.

**4.1. Discussion**

The first hypothesis (H1) proposed that online reviews have a significant effect on brand loyalty. The empirical results support this hypothesis, as evidenced by a calculated t-value of 2.996, which exceeds the critical t-value of 1.972, and a significance level of 0.003, which is below the 0.05 threshold. These findings confirm that online reviews significantly influence brand loyalty toward MS Glow skincare products.

From a theoretical perspective, this result is consistent with brand loyalty theory, which emphasizes the role of trust, perceived quality, and consumer confidence in fostering long-term commitment to a brand (Kotler, Philip; Keller, 2020). Online reviews function as an external informational cue that reduces uncertainty and perceived risk, particularly in the skincare industry where product effectiveness and compatibility cannot be directly evaluated prior to use. Because online reviews are generated by fellow consumers, they are often perceived as more credible and objective than firm-generated marketing communications. Continuous exposure to positive and detailed reviews strengthens consumer trust, reinforces favorable brand evaluations, and ultimately encourages repeated purchasing behavior, which constitutes behavioral and attitudinal loyalty.

The findings of this study are in line with prior empirical research conducted by Fitriyana et al. (2025), who found that online reviews play a critical role in building brand loyalty, both directly and indirectly through consumer trust. The consistency between the present findings and previous studies reinforces the argument that, in digital consumption environments, online reviews represent a strategic asset for brands seeking to cultivate and sustain customer loyalty. Therefore, effective management of online reviews—particularly by ensuring authenticity, transparency, and responsiveness—becomes essential in strengthening long-term consumer–brand relationships.

The second hypothesis (H2), which stated that the role of social media has a significant effect on brand loyalty, is also supported by the empirical results. The calculated t-value of 7.443 exceeds the critical t-value of 1.972, with a significance level of 0.000, indicating a strong

and statistically significant relationship between social media and brand loyalty. Theoretically, this finding aligns with the conceptualization of social media as a two-way communication platform that facilitates interaction, engagement, and relationship building between brands and consumers (Alghifari et al., 2022). Unlike traditional one-way promotional media, social media enables continuous dialogue, content sharing, and emotional connection, which are essential elements in developing attitudinal loyalty. Through interactive content, timely responses, and consistent brand messaging, companies can enhance customer engagement and foster a sense of closeness and identification with the brand.

This result is consistent with the findings of Nicholas Aldo et al. (2023), who demonstrated that social media marketing significantly influences brand loyalty, both directly and indirectly through customer satisfaction and engagement. In the context of MS Glow, social media serves not only as a promotional channel but also as a space where consumers seek reassurance, share experiences, and evaluate brand credibility. Consequently, effective social media management plays a crucial role in shaping positive brand perceptions and sustaining long-term loyalty.

Based on these findings, it can be concluded that social media is a strategic instrument in strengthening brand loyalty. Companies are therefore encouraged to adopt social media strategies that emphasize meaningful engagement, transparent communication, and consumer-centered content in order to maintain durable relationships with their customers.

The results of the simultaneous hypothesis test (F-test) indicate that online reviews and the role of social media jointly have a significant effect on brand loyalty. The calculated F-value of 139.628 is substantially higher than the critical F-value of 2.65 at a significance level of 0.05, leading to the rejection of the null hypothesis (H0). This finding demonstrates that the independent variables collectively explain variations in brand loyalty in a statistically significant manner.

This result highlights the complementary relationship between online reviews and social media within the digital marketing ecosystem. Online reviews provide evaluative and experience-based information, while social media amplifies these evaluations through interaction, visibility, and engagement mechanisms. Together, they form a powerful influence on consumer cognition, affect, and behavior, reinforcing trust and emotional attachment to the brand. The strength of this combined effect supports the theoretical proposition that brand loyalty in digital markets is shaped not by isolated factors, but by the interaction of multiple digital touchpoints.

These findings are further supported by the work of Fitriyana et al. (2025), who emphasize that online reviews and social media jointly contribute to the formation of brand loyalty by enhancing trust and consumer involvement. Accordingly, the regression model employed in this study demonstrates strong explanatory power and predictive validity, confirming that online reviews and social media are key determinants of brand loyalty toward MS Glow skincare products in Batam City.

## 5. Comparison

Positioning research findings in relation to existing studies is essential to demonstrate their academic value and empirical contribution. Previous research has widely acknowledged that online reviews and social media play a crucial role in shaping consumer behavior and brand-related outcomes. For example, earlier studies have shown that online reviews significantly influence brand loyalty, particularly through the development of consumer trust and perceived credibility. Other studies have emphasized the role of social media in strengthening brand loyalty by fostering interaction, engagement, and customer satisfaction.

While these studies provide important theoretical and empirical foundations, the present research advances the state-of-the-art in several notable aspects. First, this study offers a clearer and more measurable comparison of the relative influence of online reviews and social media by applying multiple linear regression analysis. The results indicate that social media exerts a stronger statistical influence on brand loyalty than online reviews, as reflected in the substantially higher t-value for social media. This comparative evidence goes beyond merely confirming significance and contributes a more nuanced understanding of which digital factor plays a dominant role in loyalty formation.

Second, this study extends prior research by situating the analysis within the skincare industry in Batam City, a market characterized by high competition, rapid product innovation, and strong reliance on digital information sources. Unlike studies that examine general consumer goods or multinational brands, this research focuses on a local skincare brand, MS

Glow, thereby enriching the literature with context-specific insights. This contextual focus demonstrates how established theories of brand loyalty operate within emerging markets and experience-based product categories, where perceived risk and peer validation are particularly influential.

Third, the findings of the simultaneous effect analysis further strengthen the study's contribution. The high explanatory power of the regression model indicates that online reviews and social media do not function independently but interact in reinforcing consumer loyalty. This result empirically supports the growing theoretical view that digital touchpoints form an integrated ecosystem in which evaluative content (online reviews) and interactive communication (social media) jointly shape consumer attitudes and long-term behavioral intentions.

In comparison with existing studies, this research not only corroborates the relevance of online reviews and social media in building brand loyalty but also contributes original empirical insights by quantifying their relative and combined effects. By highlighting the stronger role of social media engagement and demonstrating the synergistic influence of digital platforms, this study adds meaningful value to the literature on digital marketing and brand loyalty, particularly within the context of Indonesia's local skincare industry.

## 6. Conclusion

This study examined the influence of online reviews and the role of social media on brand loyalty toward MS Glow skincare products in Batam City using a quantitative, associative approach. The empirical findings demonstrate that both online reviews and social media have a positive and statistically significant effect on brand loyalty, either individually or simultaneously. The partial test results indicate that online reviews contribute meaningfully to brand loyalty by shaping consumer trust, perceptions of product quality, and purchase confidence. Meanwhile, social media shows a stronger influence, reflecting its critical role as an interactive platform that facilitates engagement, emotional connection, and continuous communication between the brand and consumers. The synthesis of these findings confirms that the research objectives have been successfully achieved. The results support all proposed hypotheses, namely that online reviews significantly affect brand loyalty, the role of social media significantly affects brand loyalty, and both variables jointly exert a substantial influence on brand loyalty. These outcomes align with brand loyalty theory, which emphasizes trust, positive attitudes, and repeated purchasing behavior, and reinforce the argument that digital information sources are central determinants of consumer loyalty in contemporary markets, particularly within experience-based product categories such as skincare.

Despite its contributions, this study has several limitations. The research focuses on a single brand and a specific geographic area, which may limit the generalizability of the findings to other brands or regions. Additionally, this study only examines direct effects and does not incorporate potential mediating or moderating variables such as trust, customer satisfaction, or engagement intensity. Future research is therefore encouraged to expand the scope by including different brands, broader populations, and more advanced analytical models, such as structural equation modeling. Further studies may also explore longitudinal data to better capture changes in consumer loyalty over time and the dynamic nature of digital interactions.

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**Conflicts of Interest:** The author declares that there is no conflict of interest regarding the publication of this article.

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