

INFLUENCE OF CUSTOMER EXPERIENCE, CUSTOMER ENGAGEMENT, AND CUSTOMER SATISFACTION TOWARDS CONSUMER LOYALTY OF COSMETIC PRODUCTS GLAD2GLOW AMONG STUDENTS FACULTY ECONOMICS AND BUSINESS UNIVERSITAS OF MALIKUSSALEH

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Received: 28/06/2026 | Revised: 02/07/2026 | Accepted: 26/07/2026 | Published: 22/08/2026

Abstract

Consumer loyalty is one of the important factors that determines a company's success in retaining customers amidst increasingly competitive cosmetics industry competition. This study aims to analyze the influence of Customer Experience, Customer Engagement, and Customer Satisfaction on Customer Loyalty toward Glad2Glow cosmetic products among students of the Faculty of Economics and Business, Malikussaleh University. This research was motivated by the increasingly intense competition in the cosmetic industry, requiring companies to create positive customer experiences, strengthen customer engagement, and improve customer satisfaction in order to enhance customer loyalty. This study employed a quantitative approach using a survey method. The population consisted of 3,173 students of the Faculty of Economics and Business, Malikussaleh University who use Glad2Glow cosmetic products. The sampling technique used was purposive sampling, resulting in 112 respondents. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression with the Statistical Product and Service Solutions (SPSS) program. The findings reveal that Customer Experience has a positive and significant effect on Customer Loyalty, Customer Engagement has no significant effect on Customer Loyalty, while Customer Satisfaction has a positive and significant effect on Customer Loyalty. The coefficient of determination (Adjusted R Square) of 55.9% indicates that Customer Experience, Customer Engagement, and Customer Satisfaction explain 55.9% of the variation in Customer Loyalty, while the remaining 44.1% is explained by other variables outside the scope of this study. Therefore, improving customer experience and customer satisfaction is essential to strengthening customer loyalty toward Glad2Glow cosmetic products.

Keywords: Customer Experience, Customer Engagement, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

The development of the cosmetics industry in Indonesia shows significant growth from year to year. This condition is in line with changes in people's lifestyles, which are increasingly modern, dynamic, and appearance-oriented. Cosmetics are no longer merely used as a complement, but have become an inseparable part of daily needs, especially for women and the younger generation (Kotler & Keller, 2016). Public awareness of the importance of appearance, skin health, and self-confidence in activities has driven demand for cosmetic products in various forms and functions.

The rapid development of the cosmetics industry is also influenced by advances in technology and information, particularly through social media and digital platforms. Social media has become a primary means for cosmetics companies to introduce products (Schiffman & Wisenblit, 2019), build brand image, and establish direct communication with consumers. On the other hand, consumers have extensive access to product-related information, ranging from ingredients, benefits, user reviews, to price comparisons between brands. This condition causes consumers to be increasingly critical, selective, and rational in determining the choice of cosmetic products to use. The ease of obtaining information also increases consumer knowledge regarding the quality and safety of cosmetic products. Consumers not only pay attention to product benefits, but also...

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Considering ingredient safety, brand reputation, and other users' experiences gained through social media, this has led to increasingly fierce competition among cosmetics companies. Therefore, companies are required to deliver high-quality products, build relationships with consumers, and create customer satisfaction to maintain consumer loyalty.



Source: Data Compas.co.id/juni (2025)

Figure 1.1 Sales Data / Market Share of Best-Selling Skincare Products in 2025

Based on Compas Market Insight data in Figure 1, the Indonesian skincare market in 2025 shows very tight competition. In the first quarter of 2025, Skintific led with a market share of 7%, followed by MS Glow (6.9%), Glad2Glow (4.9%), and Wardah (4.5%). Entering the second quarter of 2025, there was a change in position, where MS Glow rose to become the market leader with a 7.26% share, while Glad2Glow fell to fourth place. This condition shows that although Glad2Glow is one of the highest-selling brands, its consumer loyalty still faces challenges amidst increasingly fierce competition.

Table 1 Pre-Survey of Students of the Faculty of Economics and Business, Malikussaleh University, Users of Glad2Glow Products

No	Statement	Yes	No
1	I feel Glad2Glow products are comfortable to use on my skin.	22	8
2	I am interested in using Glad2Glow products again because my previous usage experience was satisfactory.	24	6
3	I often see and interact with Glad2Glow content on social media.	21	9
4	I am satisfied with the quality of Glad2Glow products compared to other brands with similar prices.	20	10
5	I am willing to recommend Glad2Glow products to friends or relatives.	23	7
6	I am still interested in using Glad2Glow even though many other cosmetic brands have emerged.	18	12

Source: Results of a pre-survey of 30 FEB students at Malikussaleh University, 2026.

Based on the results of a pre-survey conducted among students at the Faculty of Economics and Business at Malikussaleh University, several respondents stated that they were attracted to Glad2Glow products due to the numerous positive reviews and user content on social media, particularly TikTok. Some students also reported feeling satisfied after using Glad2Glow products, believing they suited their skin type and were affordable for students. Furthermore, some respondents stated that their positive user experience led them to repurchase and recommend the products to their friends.

However, several respondents also stated that they were still easily attracted to other cosmetic products that were trending on social media. This indicates that consumer loyalty to Glad2Glow products is still not fully established, so the company needs to improve customer experience, engagement, and satisfaction to maintain customer loyalty.

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In an increasingly competitive environment, cosmetics companies are required to create marketing strategies that are not only product-focused but also consumer-focused. The modern marketing paradigm emphasizes the importance of deeply understanding consumer needs, desires, and behavior. Companies that can provide added value to consumers will have a greater chance of surviving and growing amidst market competition. This added value can be realized through positive experiences, emotional engagement, and consumer satisfaction with the brand (Kotler, Kartajaya, & Setiawan, 2022). Theoretically, the concept of relationship marketing explains that a company's success is measured not only by sales levels but also by its ability to build long-term relationships with consumers. This long-term relationship is reflected in consumer loyalty to a brand. Consumer loyalty is a condition in which consumers have a strong commitment to continue using a particular product or service consistently in the future, despite the presence of various alternative choices in the market (Kotler, Kartajaya, & Setiawan, 2022).

Consumer loyalty plays a crucial role for companies, especially in the highly competitive cosmetics industry. Loyal consumers tend to make repeat purchases, have a positive attitude toward a brand, and are willing to recommend products to others. Furthermore, retaining existing customers is considered more efficient than attracting new ones, both in terms of marketing costs and promotional efforts. Therefore, cosmetics companies need to understand the factors that can influence the formation of consumer loyalty (Griffin, 2015). However, building consumer loyalty in the cosmetics industry is not easy. The characteristics of cosmetics consumers who tend to favor variety, follow trends, and are easily influenced by influencer recommendations lead to relatively high rates of brand switching. This is also true among college students, a consumer segment with a high level of product exploration. Students often try various cosmetic brands before finding a product that truly suits their needs and preferences.

This phenomenon can be observed among students at the Faculty of Economics and Business at Malikussaleh University, who are active consumers of cosmetic products. Cosmetic use among students is not only related to appearance but also as a necessity for social and organizational activities. When choosing cosmetic products, students tend to consider product quality, price, safety, ease of use, and brand image. One cosmetic brand that is quite well-known among young consumers is Glad2Glow. Glad2Glow is present as a cosmetic brand that targets the youth segment by offering products that are claimed to suit the skin needs of the younger generation and have relatively affordable prices. In addition, Glad2Glow also actively utilizes social media as a means of promotion and communication with consumers. However, Glad2Glow still faces a major challenge in maintaining consumer loyalty amidst the many other cosmetic brands that offer similar advantages (Schiffman & Wisenblit, 2019).

In this context, consumer loyalty to Glad2Glow cosmetic products is an interesting topic to study. Loyalty is not solely determined by product quality, but also by how consumers experience their interactions with the brand, the extent to which they feel engaged with the brand, and the level of satisfaction they experience after using the product. These three factors are believed to play a crucial role in shaping consumer loyalty. Customer experience is a key concept in modern marketing, describing the overall consumer experience when interacting with a brand. This experience encompasses the sensory, emotional, cognitive, and behavioral aspects experienced by consumers before, during, and after using a product. In the cosmetics industry, customer experience can encompass product packaging, ease of access, comfort during use, aroma, texture, and even the company's response to consumer complaints. A positive consumer experience will shape a positive perception of the brand and increase the likelihood of loyalty.

Previous studies have shown that customer experience has a significant influence on consumer loyalty. Research conducted by Annisa Mardhatillah and Alvin Alfian (2025) showed that customer experience has a positive and significant effect on customer loyalty for Glad2Glow skincare products. Furthermore, research by Farhan Ahmad et al. (2022) also found that online customer experience can increase customer loyalty through customer engagement. Research by Gono Sutrisno et al. (2024) also proved that customer experience influences customer loyalty through customer satisfaction. Consumers who have a pleasant experience tend to have an emotional attachment to the brand and are willing to continue using the product. Conversely, negative experiences can lead to dissatisfaction and encourage consumers to switch to other brands. Therefore, cosmetic companies need to manage customer experience consistently to create a positive impression in the minds of consumers.

Besides customer experience, customer engagement is a crucial factor in building consumer loyalty. Customer engagement is defined as a consumer's emotional, cognitive, and behavioral involvement with a brand. In the digital age, customer engagement is often manifested through interactions on social media, such as commenting, sharing content, following a brand's official account, and participating in various marketing campaigns. Consumers with high levels of engagement tend to feel a closer connection with the brand (Brodie et al., 2011). Strong customer engagement can create a sense of belonging and emotional attachment to a brand. When consumers feel involved, they act not only as product users but also as part of a brand community. This can strengthen consumer loyalty and

increase the likelihood of consumers remaining loyal even when faced with various other product options. Research by Rini Astuti and Ria Anggela (2023) shows that customer engagement has a positive effect on customer loyalty through customer satisfaction as an intervening variable. Furthermore, research by Regita VJ Kalengkongan, Silvya L. Mandey, and Ferdy Roring (2024) also proves that customer engagement has a positive influence on customer loyalty. Research by Gono Sutrisno et al. (2024) also confirms that the higher the customer engagement, the higher the loyalty formed, especially among younger consumers .

Furthermore, customer satisfaction is a fundamental factor that cannot be separated from discussions of consumer loyalty. Customer satisfaction is the result of consumers' evaluation of product performance compared to their expectations. If product performance meets or exceeds expectations, consumers will be satisfied. Conversely, if product performance falls short of expectations, consumers will be dissatisfied. In the cosmetics industry, customer satisfaction is heavily influenced by product quality, safety of use, perceived results, and suitability of the product to the consumer's skin needs. Satisfied consumers are more likely to make repeat purchases and recommend the product to others (Kotler & Keller, 2016) . Sustained satisfaction fosters long-term consumer loyalty. Therefore, customer satisfaction is often positioned as a key variable mediating the relationship between various marketing factors and consumer loyalty.

Various previous studies have examined the influence of customer experience, customer engagement , and customer satisfaction on consumer loyalty. Research by Gono Sutrisno et al. (2024), Cahya Wulandari et al. (2024), and Jelita Mifti Sholikhah et al. (2025) shows that customer experience , customer engagement , and customer satisfaction have a significant influence on consumer loyalty. However, several studies show varying levels of influence depending on the object, respondent characteristics, and research context used. The differences in research results indicate a research gap that needs further study, particularly in the context of local cosmetic products and the student segment .

LITERATURE REVIEW

The Influence of Customer Experience on Consumer Loyalty

One of the main factors influencing customer loyalty is the experience they have when using a product. This experience will increase the company's value because customers feel satisfied, leading to repeat purchases. Companies must provide customers with a positive experience, leading to satisfaction and repeat purchases. Positive customer experiences contribute to attitudes that support loyalty. Consistent and satisfying experiences build trust and preference for the service provider. If the social environment supports loyalty based on positive experiences, customers will be more likely to be loyal.

The influence of customer experience on customer satisfaction aligns with research findings from Rempengan et al. (2020) and Azeem et al. (2020), which suggest that customer experience has a positive and significant impact on customer loyalty. Homburg, Jozić, and Kuehn (2017) also found that positive customer experiences have a strong influence on customer loyalty. Customers who enjoy their experiences are more likely to return and recommend the service to others.

H1: Customer experience has a positive effect on customer loyalty.

The Influence of Customer Engagement on Consumer Loyalty

Mahandy & Sanawiri state that customer engagement is a way for a company to interact with its customers and can create quality content and good two-way dialogue between the company and its customers. It also explains how customer loyalty and trust are fostered and formed to generate company profits (Laksmiana, Eka, Kusuma, 2018). Because the relationship between customer and company engagement is crucial to achieving a company's competitive advantage as a way to build loyalty (Reitz & Yan, 2012). According to Neselia & Loisa (2022), they concluded that customer engagement has a positive and significant effect on customer loyalty. Another research that is in line with this is research conducted by (Dharmayanti, 2020) which states that there is a positive influence on customer engagement on customer loyalty .

H2: Customer Engagement has a positive effect on Customer Loyalty.

The Influence of Customer Satisfaction on Consumer Loyalty

Managers must prioritize customer satisfaction as a key characteristic, as a company's competitive advantage lies in its ability to exceed customer expectations and desires and provide better service than competitors (Minta, 2018). Customer satisfaction is defined as a subjective assessment of the extent to which a product or service meets

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or exceeds customer expectations. It not only involves customer perceptions after using the product but also acts as a link in various stages of the purchasing process (Ahmed et al., 2002). According to Kotler and Keller (2016), customer satisfaction reflects customer satisfaction or dissatisfaction with product or service performance compared to their expectations. In a highly competitive business environment, achieving customer satisfaction is key to success. Customer satisfaction also has a significant impact on word-of-mouth marketing, repeat purchases, and consumer behavior. Some academics, such as (Anderson et al., 1994; Brunner et al., 2008), argue that customer satisfaction should be measured cumulatively, namely based on the overall consumer experience with the goods and services provided by the company (Filipe et al., 2017). The relationship between customer satisfaction and customer loyalty is mutually influential, where high satisfaction tends to encourage customer loyalty through repeat purchases and strong emotional bonds with the company. Conversely, dissatisfaction will encourage consumers to switch to competitors, ultimately decreasing loyalty (Butt et al., 2024). The literature shows that customer satisfaction is a key factor in maintaining loyalty, which creates loyal behaviors such as repeat purchases and positive recommendations. Based on this literature, a hypothesis can be formulated regarding the positive relationship between customer satisfaction and customer loyalty. The formulated hypothesis is:

H3: Customer Satisfaction has a positive influence on Customer Loyalty

Conceptual Framework

The conceptual framework in this study can be seen in the image below:

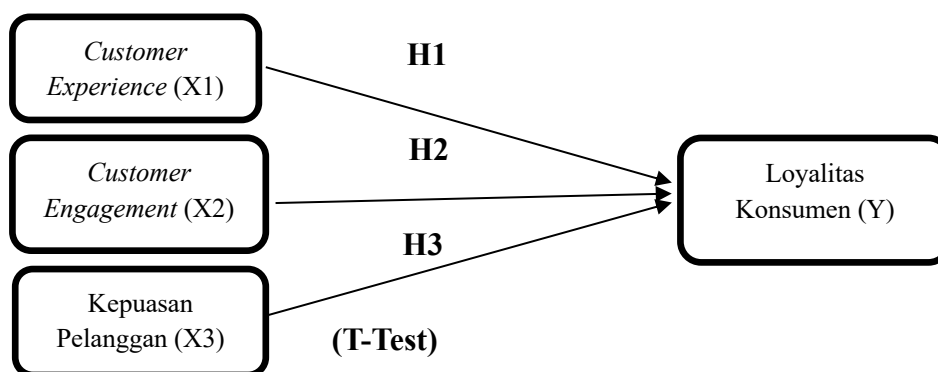


Figure 2 Conceptual Framework

METHOD

Research Objects and Locations

The object of this research is Customer Experience, Customer Engagement, Customer Satisfaction, and Consumer Loyalty towards Glad2Glow cosmetic products among university students. This research was conducted at the Faculty of Economics and Business, Malikussaleh University, with respondents who use Glad2Glow cosmetic products.

Population

The population of this study was all students of the Faculty of Economics and Business, Malikussaleh University, who use Glad2Glow cosmetic products, with a total of 3,173 students. Table 2. Number of Students of the Faculty of Economics and Business, Malikussaleh University.

NO	Study program	Number of Active Students
1	Management	1,170
2	Accountancy	940
3	Economic development	442
4	Sharia Economics	448
5	Entrepreneurship	173
Total		3,173

Source: Data from the Faculty of Economics and Business, Malikussaleh University (2026)

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Sample

The selected sample was students who actively use Glad2Glow cosmetic products for their daily needs. Hair et al. (2019) suggest that sample size should be determined by considering the number of parameters to be estimated, with a recommended minimum of 5 to 10 observations for each parameter. Hair's proposed formula for calculating sample size is as follows:

$$n = (5 \text{ to } 10) \times k$$

Information:

n = Sample size

k = Number of indicators used

So the calculation of the number of samples to be used in this study is:

Sample = $(7 \times 16) = 112$ Respondents

Based on this formula, the number of samples to be taken in this study is 112 student respondents at Malikussaleh University.

This can result in the sample not being fully representative of the population. The sample selection method used in this study was purposive sampling. Purposive sampling is a sampling method based on criteria or considerations. The criteria used for the sample are :

1. Active student of the Faculty of Economics and Business, Malikussaleh University.
2. Still interested in using and have used Glad2Glow cosmetic products more than twice.

Data Types and Sources

The primary data in this study is the main data obtained directly from the first source, namely students of the Faculty of Economics and Business, Malikussaleh University who use Glad2Glow cosmetic products. Primary data collection was carried out by distributing questionnaires to respondents who had met the sample criteria. The questionnaire was compiled based on research variable indicators, namely Customer Experience, Customer Engagement, Customer Satisfaction, and Consumer Loyalty, with the aim of obtaining information regarding product usage experience, level of consumer involvement with the brand, level of perceived satisfaction, and consumer loyalty to Glad2Glow cosmetic products, and measured using a Likert scale.

Data collection technique

Data and information collection in this study was conducted through a questionnaire method by sharing a Google form link via WhatsApp and distributing a QR code generator to respondents. The collected data was then analyzed using Statistical Product and Service Solutions (SPSS) software . The questionnaire in this study consisted of two types of statements or questions, namely: (1) statements related to the measurement of research variables; and (2) questions related to information regarding respondent data.

Validity Test

Validity testing is a procedure used to measure the extent to which a questionnaire is able to reveal what is intended or measured in research.

Reliability Test

Reliability testing is a method used to measure the consistency or stability of a questionnaire which functions as an indicator of the variables being studied.

Classical Assumption Test

Normality Test

Normality testing aims to test whether the dependent variable , independent variable , or both in a regression model have a normal distribution.

Multicollinearity Test

Multicollinearity testing is used to identify correlations between independent variables in a regression model. A good regression model should not show any significant relationships between its independent variables (Ghozali, 2022).

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Data Analysis Methods

To analyze the data in this study, the researcher used a quantitative analysis approach. The data obtained are in the form of numbers that will be processed and analyzed using statistical tools. In this case, the researcher used an analysis model to identify the extent of the relationship (correlation) between the various variables tested, namely the questionnaire given to students and their responses regarding the Influence of Customer Experience, Customer Engagement, and Customer Satisfaction on Consumer Loyalty of Glad2Glow Cosmetic Products among Students of the Faculty of Economics and Business, Malikussaleh University.

RESULTS AND DISCUSSION

Validity Test Results

Table 3 Validity Test Results

Variables	r count	r table	Sig value	Information
X1.1	0.647	0.194	0,000	Valid
X1.2	0.803	0.194	0,000	Valid
X1.3	0.715	0.194	0,000	Valid
X1.4	0.814	0.194	0,000	Valid
X1.5	0.813	0.194	0,000	Valid
X2.1	0.753	0.194	0,000	Valid
X2.2	0.818	0.194	0,000	Valid
X2.3	0.724	0.194	0,000	Valid
X2.4	0.732	0.194	0,000	Valid
X3.1	0.662	0.194	0,000	Valid
X3.2	0.757	0.194	0,000	Valid
X3.3	0.710	0.194	0,000	Valid
Y1.1	0.773	0.194	0,000	Valid
Y1.2	0.747	0.194	0,000	Valid
Y1.3	0.744	0.194	0,000	Valid
Y1.4	0.533	0.194	0,000	Valid

Source: Data Processed by the Author (2026)

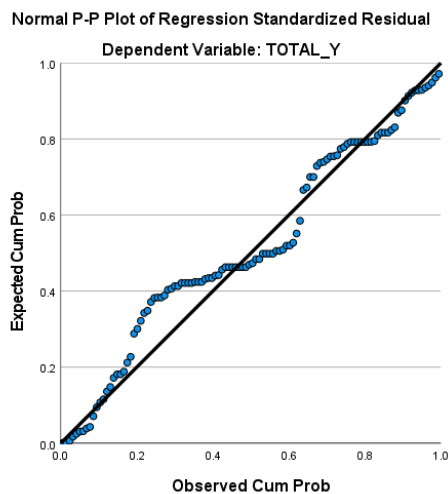
Reliability Test Results

Table 4 Reliability Test Results

No	Variables	Cronbach's Alpha	Information
1	<i>Customer Experience</i>	0.815	Reliable
2	<i>Customer Engagement</i>	0.734	Reliable
3	Customer Satisfaction	0.682	Reliable
4	Consumer Loyalty	0.635	Reliable

Source: Data Processed by the Author (2026)

Normality Test Results



Based on the results of the data normality test using the *normality probability plot* in Figure 3 above, it can be seen that the points in the graph are spread around the diagonal line or follow the diagonal straight line. Therefore, it can be concluded that the data is normally distributed.

Multicollinearity Test Results

Table 5 Multicollinearity Test Results

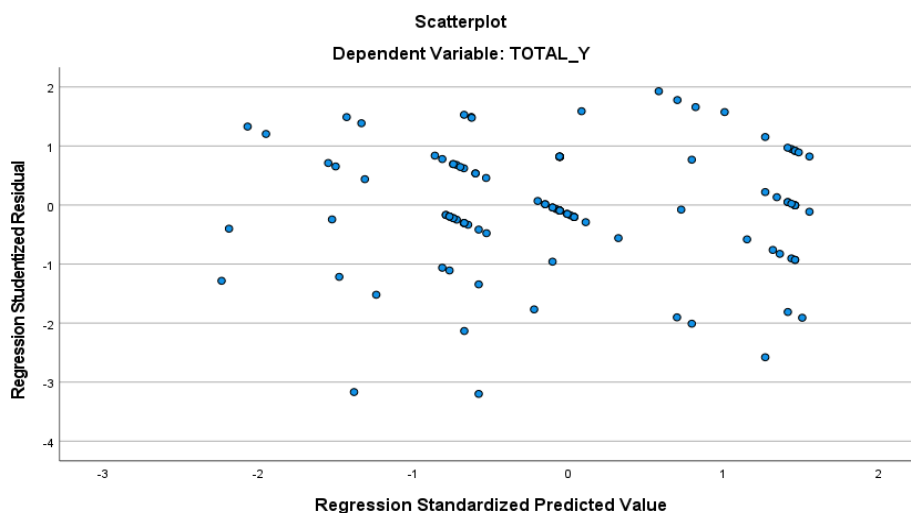
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
<i>Customer Experience</i>	0.758	1,319
<i>Customer Engagement</i>	0.999	1,001
Customer satisfaction	0.758	1,320

a. Dependent Variable: Consumer Loyalty

Source: Data Processed by the Author (2026)

Based on the results of the multicollinearity test in Table 5 above, it can be seen that all independent variables used in this study obtained VIF values less than 10 and obtained *tolerance values* greater than 0.10. Therefore, it can be concluded that the data in this study did not experience multicollinearity problems.

Heteroscedasticity Test Results



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Figure 4 Scatterplot Test Results

Based on the results of the heteroscedasticity test using the *scatterplot graph* in Figure 4 above, where the points in the graph are spread out and do not form a clear model, it can be concluded that the data in this study does not exhibit heteroscedasticity.

Results of Multiple Linear Regression Analysis

Table 6 Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1					
(Constant)	4,573	1,426		3,206	0.002
Customer Experience (X ₁)	0.060	0.055	0.079	1,997	0.004
Customer Engagement (X ₂)	0.029	0.052	0.035	0.561	0.576
Customer Satisfaction (X ₃)	0.831	0.085	0.711	9,823	0.001
R	0.755				
R Square	0.571				
Adjusted R Square	0.559				

Source: Data Processed by the Author (2026)

Based on the table above, the following equation is obtained:

$$Y = 4.573 + 0.060X_1 + 0.029X_2 + 0.831X_3$$

Based on the results of the multiple linear regression equation above, it can be concluded that:

1. Based on the results of the determination coefficient test in table 4.14 above, it can be seen that the value of the determination coefficient (*Adjusted R Square*) obtained is 0.559, meaning that the determination coefficient of 55.9% of the dependent variable in this study can be explained by the independent variables, namely *customer experience* (X₁), *customer engagement* (X₂) and *customer satisfaction* (X₃). While the remaining 44.1% is explained by other factors or variables outside this research model.
2. The *Customer Experience* variable (X₁) obtained a significant value of 0.004 or less than 0.05 (0.004 < 0.05). So it can be concluded that the *Customer Experience* variable (X₁) has a positive and significant effect on consumer loyalty. Therefore, the first hypothesis (H₁) states that *Customer Experience* (X₁) has a positive and significant effect on Consumer Loyalty is accepted.
3. The *Customer Engagement* variable (X₂) obtained a significant value of 0.576 or greater than 0.05 (0.576 > 0.05). Therefore, it can be concluded that the *Customer Engagement* variable (X₂) has a negative and insignificant effect on consumer loyalty. Therefore, the second hypothesis (H₂) stating that *Customer Engagement* (X₂) has a negative and insignificant effect on consumer loyalty is rejected.
4. The *Customer Satisfaction* variable (X₃) obtained a significant value of 0.001 or less than 0.05 (0.001 < 0.05). So it can be concluded that the customer satisfaction variable (X₃) has a positive and significant effect on consumer loyalty. Therefore, the third hypothesis (H₃) states that customer satisfaction (X₃) has a positive and significant effect on consumer loyalty is accepted.

Discussion

The Influence of Customer Experience on Consumer Loyalty

Based on the results of data analysis, it was found that the *Customer Experience* variable has a positive and significant effect on Consumer Loyalty of Glad2Glow cosmetic products among students of the Faculty of Economics and Business, Malikussaleh University. The results of this study indicate that the better the experience felt by consumers while using Glad2Glow products, the higher the consumer loyalty to the product. *Customer experience* in this study was measured through the indicators *sense*, *feel*, *think*, *relate*, and *act*. These indicators describe the consumer experience obtained through the five senses, feelings, ways of thinking, relationships with the brand, and

actions that arise after using the product. The positive experience felt by consumers is able to create a good impression of the brand, thus encouraging consumers to make repeat purchases and continue to use Glad2Glow products. The results of this study align with the theory proposed by Becker & Jaakkola (2020), which states that *customer experience* is the overall experience a customer experiences as a result of interactions with a company, both directly and indirectly, encompassing cognitive, emotional, sensory, and social aspects. A positive customer experience will increase satisfaction and foster customer loyalty.

The results of this study are also in line with several previous studies. Research conducted by Mardhatillah, A and Alfian, A (2025) showed that *customer experience* has a positive and significant effect on *customer loyalty* for Glad2Glow skincare products. In addition, research by Farhan Ahmad et al. (2022) found that online *customer experience* can increase customer loyalty through *customer engagement*. Research by Gono Sutrisno et al. (2024) also proved that *customer experience* has a positive effect on customer loyalty through customer satisfaction as a mediating variable. Furthermore, research by Cahya Wulandari et al. (2024) showed that *customer experience* has a positive and significant effect on customer loyalty for Wardah cosmetics. The results of research by Pires, Perestrelo, and Santos (2025) also confirm that an improved customer experience will increase customer satisfaction, which ultimately has an impact on increased customer loyalty.

The Influence of Customer Engagement on Consumer Loyalty

The results of this study indicate that *customer engagement* does not significantly influence consumer loyalty toward Glad2Glow cosmetic products among students at the Faculty of Economics and Business, Malikussaleh University. This finding indicates that customer engagement with brands has not been able to significantly encourage the formation of consumer loyalty. Although consumers interact with brands through social media, seek product information, or provide reviews, these activities are not necessarily followed by a commitment to make consistent repeat purchases. The results of this study align with research conducted by Simatupang and Haldy (2026), which showed that *customer engagement* had no significant effect on customer loyalty for Nuface products in the TikTok Shop. This study explained that high customer engagement in interacting with a brand does not necessarily increase customer loyalty. Customer loyalty is more influenced by the experience felt while using the product and the emotional connection formed between the customer and the brand.

Furthermore, the results of this study are supported by research by Faizah and Riptiono (2023), which showed that *customer engagement* is not directly able to increase customer loyalty, as the relationship is influenced by other factors such as customer satisfaction and trust. This suggests that customer engagement is not the sole determining factor in the formation of customer loyalty. In this study, Glad2Glow consumers tend to prioritize product benefits, quality, and perceived satisfaction over their level of brand engagement. Therefore, even if consumers actively follow product information, provide reviews, and interact through social media, these activities are not enough to build consumer loyalty without the support of direct user experience and perceived satisfaction.

The Influence of Customer Satisfaction on Consumer Loyalty

Based on the results of data analysis, it was found that the Customer Satisfaction variable has a positive and significant effect on Consumer Loyalty of Glad2Glow cosmetic products among students of the Faculty of Economics and Business, Malikussaleh University. The results of this study indicate that the higher the level of satisfaction felt by consumers after using Glad2Glow products, the higher the consumer loyalty to the product. Customer satisfaction in this study was measured based on consumer perceptions of product quality, the conformity of expectations to product performance, and the desire to repurchase and recommend the product to others. Satisfied consumers tend to have a positive attitude toward the brand, make repeat purchases, and are less likely to switch to competitors' products despite the presence of numerous alternative cosmetic products on the market.

Theoretically, customer satisfaction is a feeling of pleasure or disappointment that arises after customers compare their expectations with the performance of a product or service they receive. High levels of satisfaction will encourage repeat purchases and foster long-term customer loyalty. The results of this study are also in line with several previous studies. Research conducted by Gono Sutrisno et al. (2024) showed that customer satisfaction has a positive and significant effect on customer loyalty and is able to mediate the influence of *customer experience* and *customer engagement* on customer loyalty. Furthermore, research conducted by Cahya Wulandari et al. (2024) showed that customer satisfaction has a positive and significant effect on customer loyalty in cosmetics.

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Research conducted by Jelita Mifti Sholikhah et al. (2025) also proved that customer satisfaction has a positive and significant effect on customer loyalty. Furthermore, research conducted by Pires, Perestrelo, and Santos (2025) showed that increased customer satisfaction impacts increased customer loyalty and customer intention to recommend the product to others. The results of research conducted by Mardhatillah, A and Alfian, A (2025) show that customers who have a good product usage experience will tend to have higher loyalty to the product they use .

CONCLUSION

Based on the results of data analysis and discussion of the research that has been conducted, the following conclusions can be drawn:

1. *Customer Experience* has a positive and significant influence on Consumer Loyalty of Glad2Glow cosmetic products among students of the Faculty of Economics and Business, Malikussaleh University.
2. *Customer Engagement* does not have a significant effect on Consumer Loyalty of Glad2Glow cosmetic products among students of the Faculty of Economics and Business, Malikussaleh University.
3. Customer satisfaction has a positive and significant influence on consumer loyalty of Glad2Glow cosmetic products among students of the Faculty of Economics and Business, Malikussaleh University.

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