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The Influence of Social Media Marketing Activities on Continued Usage Intentions and Brand Loyalty: The Mediating Role of Brand Experience, Brand Awareness, and Satisfaction (A Study on Wardah Cosmetics in Indonesia)

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Abstract: This study investigates the influence of Social Media Marketing Activities on continued usage intention and brand loyalty through the mediating roles of brand experience, brand awareness, and satisfaction among Wardah consumers in Indonesia. Using a quantitative survey approach with purposive sampling, data were collected from 350 active social media users who had experience using Wardah products. The data were analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS version 4. The results show that Social Media Marketing Activities have a significant effect on all dimensions of brand experience, including sensory, affective, behavioral, and intellectual aspects, as well as on brand awareness and satisfaction. Intellectual brand experience was found to be the strongest predictor of continued usage intention, while brand awareness and satisfaction act as important mediators linking marketing efforts to consumer behavior. The model explains 83.9% of the variance in continued usage intention and 60.5% in brand loyalty, confirming the relevance of the Stimulus Organism Response framework. Overall, this research enriches theoretical understanding and provides practical guidance for cosmetic brands to design interactive, consistent, and personalized social media strategies that enhance satisfaction, engagement, and long-term loyalty in the digital marketplace.

Keywords: Social Media Marketing Activities, Continued Usage Intentions, Brand Loyalty, Brand Experience, Brand Awareness, Satisfaction.

INTRODUCTION

The global cosmetics industry has experienced remarkable growth in recent years due to rising consumer awareness of self-care and the increasing importance of beauty in everyday life. In 2024, the global beauty and personal care market was valued at more than USD 600 billion and is projected to grow by 5.4 percent annually until 2030 (Statista, 2024). In Indonesia, this sector continues to show strong performance, contributing 51.6 percent of total FMCG sales on Shopee and Tokopedia in 2024, with stable growth expected in 2025 (Compas,

2025). However, intensifying competition has made consumers more willing to switch to brands that offer innovative products, emotional appeal, and authenticity (Musnaini & Wijoyo, 2022). These dynamics suggest that strong brand awareness alone may not ensure long-term customer loyalty.

Wardah, a pioneer of halal cosmetics under PT Paragon Technology and Innovation, has positioned itself as a modern, inclusive, and trustworthy brand since its establishment in 1995. The brand has gained more than three million followers on Instagram and 1.7 million on TikTok, showing its strong presence in digital marketing (Antonny, 2025). Through social media, Wardah actively shares tutorials, testimonials, and educational content to strengthen its connection with consumers. However, fluctuations in its Top Brand Index rankings indicate that consumer loyalty remains unstable. This highlights the importance of understanding how social media marketing activities can create positive consumer experiences, awareness, and satisfaction that lead to continued usage and lasting loyalty.

Social Media Marketing Activities (SMMA) refer to online marketing efforts designed to enhance consumer engagement through entertainment, trendiness, customization, and word of mouth (Kim & Ko, 2012). Within the Stimulus–Organism–Response (S–O–R) theory proposed by Mehrabian and Russell (1974), SMMA acts as a stimulus that influences consumers' internal psychological responses and subsequently shapes behavioral outcomes. When implemented effectively, SMMA can provide enjoyable experiences, stimulate emotional involvement, and strengthen brand–consumer relationships. This framework explains how marketing stimuli shape psychological states that eventually lead to behavioral intentions and loyalty.

The internal or organism component in this study comprises brand experience, brand awareness, and satisfaction. Brand experience reflects consumers' internal responses to brand-related stimuli and includes four dimensions: sensory, affective, behavioral, and intellectual experiences (Brakus et al., 2009). Sensory experience involves perception through sight, sound, or touch that creates a lasting impression, while affective experience refers to emotional reactions such as excitement, pride, or comfort toward the brand. Behavioral experience represents physical actions and participation in brand-related activities, while intellectual experience is related to curiosity, creativity, and cognitive stimulation inspired by the brand. Brand awareness refers to consumers' ability to recognize and recall a brand within a product category (Keller, 2013). Satisfaction represents the emotional evaluation derived from comparing expectations with actual experiences (Kotler & Keller, 2016). Together, these constructs form the psychological foundation that determines how consumers perceive and respond to a brand.

The response component of this study focuses on continued usage intention and brand loyalty as behavioral outcomes. Continued usage intention reflects consumers' willingness to keep using a brand's products, showing sustained engagement beyond the initial purchase (Hsu & Lin, 2023). Brand loyalty indicates a deeper level of attachment and commitment, where consumers consistently repurchase and recommend the brand to others (Oliver, 1999). These two outcomes are key indicators of long-term success in digital brand management.

By integrating SMMA, brand experience, brand awareness, satisfaction, continued usage intention, and brand loyalty into one conceptual framework, this study aims to explain how social media marketing can create positive consumer experiences that enhance awareness, satisfaction, and loyalty. The research focuses on Wardah Cosmetics in Indonesia, where social media plays a central role in shaping consumer behavior among young and digitally active users. The findings are expected to contribute theoretically to the understanding of digital consumer behavior and practically to the development of effective social media strategies for halal cosmetic brands in a competitive market.

METHODS

This study employed a quantitative survey approach to examine the influence of Social Media Marketing Activities (SMMA) on continued usage intention and brand loyalty through brand experience, brand awareness, and satisfaction among Wardah consumers in Indonesia. The research was grounded in the Stimulus–Organism–Response (S–O–R) framework, where SMMA represents external stimuli, brand experience, awareness, and satisfaction reflect internal psychological states, and continued usage intention and brand loyalty constitute behavioral responses. Data were collected cross-sectionally between March and May 2025 through an online questionnaire distributed via Google Forms to reach social media users across Indonesia efficiently.

Purposive sampling was applied to target respondents who had seen, liked, or interacted with Wardah's official social media content, had used Wardah products within the past six months, and were at least 18 years old. A total of 370 responses were collected, and after screening for completeness and eligibility, 350 valid responses were retained for analysis. This sample size met the minimum requirement for multivariate analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM), as recommended by Hair et al. (2019). Respondents were primarily active social media users and Wardah consumers. Detailed demographic characteristics are presented in Table 1 in the Results section.

The research instrument used established measurement scales adapted to the context of Wardah Cosmetics. SMMA was measured using 11 items adapted from Kim and Ko (2012) and Ibrahim and Aljarah (2023), covering entertainment, interaction, trendiness, customization, and word of mouth. Brand experience was measured using 12 items from Brakus et al. (2009), representing sensory, affective, behavioral, and intellectual dimensions. Brand awareness was measured using three items from Keller (2013), satisfaction using four items from Kotler and Keller (2016), continued usage intention using three items from Hsu and Lin (2023), and brand loyalty using three items from Oliver (1999). All constructs were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), which allows respondents to provide neutral responses and balanced perceptions (Hertanto, 2017).

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4, following the guidelines of Hair et al. (2022). The analytical procedure included evaluating the measurement model to test reliability and validity, followed by assessing the structural model to determine the significance of direct and indirect relationships. A bootstrapping procedure with 5,000 resamples was conducted to ensure robust estimation of mediation effects. The analysis examined the mediating roles of brand experience dimensions, brand awareness, and satisfaction in linking SMMA with continued usage intention and brand loyalty.

RESULTS AND DISCUSSION

Results

Table 1. Respondent Characteristics

Respondent Characteristic	Category/Description	Frequency	Percentage (%)
Gender	Female	262	74.9%
	Male	88	25.1%
Age (years)	25-30 years	278	79.5%
Education	Bachelor's Degree	240	68.6%
Occupation	Private Employee	162	46.2%
Social Media Usage	Use Social Media Daily	350	100%
Average Daily Usage Duration	3-4 hours	138	39.4%
Product Experience	Currently Using Wardah Products	350	100%
Duration of Wardah Product Use	More than 3 years	158	45.2%

Source: Processed primary data (2025)

A total of 350 valid responses were analyzed. Most respondents were female (74.9%), aged 25–30 years (79.5%), held a bachelor's degree (68.6%), and worked as private employees (46.2%). All participants used social media daily, with the majority spending three to four hours per day online (39.4%). Every respondent was an active user of Wardah products, and nearly half (45.2%) had been loyal to the brand for more than three years. These findings indicate that Wardah's core consumers are young, educated, and digitally active women who maintain consistent engagement and long-term loyalty to the brand.

Table 2. Distribution of Respondents by Region of Residence

Region	Frequency	Percentage (%)
Java	176	50.3%
Kalimantan	48	13.8%
Sumatra	42	11.9%
Sulawesi	35	10.0%
Bali & Nusa Tenggara	31	8.9%
Maluku & Papua	18	5.1%

Source: Processed primary data (2025)

The majority of respondents resided in Java (50.3%), followed by Kalimantan (13.8%) and Sumatra (11.9%). The smallest proportion came from Maluku and Papua (5.1%). This regional distribution reflects the concentration of Indonesia's digital consumers in Java, where internet access, population density, and online shopping activities are highest.

Evaluation of the Measurement Model

PLS-SEM analysis was conducted using SmartPLS 4 to evaluate the reflective measurement model, focusing on reliability, validity, and indicator performance (Hair et al., 2022). The assessment of outer loadings showed that all indicators exceeded the recommended threshold of 0.70, with values ranging from 0.771 to 0.957, as presented in Table 3. These results indicate that each indicator strongly represents its corresponding latent construct, confirming adequate indicator reliability and convergent validity. Since all loading values met the minimum acceptable criteria, no indicators were removed, and the measurement model was considered valid for further analysis of composite reliability and Average Variance Extracted (AVE).

Table 3. Outer Loading

Variable	ABE	BBE	BA	BL	CUI	IBE	S	SBE	SMMA	Test Criteria >0,70
ABE1	0,896									**Valid**
ABE2	0,922									**Valid**
ABE3	0,901									**Valid**
BBE1		0,944								**Valid**
BBE2		0,949								**Valid**
BAW1			0,835							**Valid**
BAW2			0,873							**Valid**
BAW3			0,884							**Valid**
BAW4			0,860							**Valid**
BAW5			0,886							**Valid**
BL1				0,905						**Valid**
BL2				0,898						**Valid**
BL3				0,867						**Valid**
CUI1					0,851					**Valid**
CUI2					0,829					**Valid**
CUI3					0,808					**Valid**
CUI4					0,860					**Valid**

IBE1	0,956				**Valid**
IBE2	0,957				**Valid**
S1		0,902			**Valid**
S2		0,860			**Valid**
S3		0,863			**Valid**
SBE1			0,938		**Valid**
SBE2			0,933		**Valid**
SMMA1				0,839	**Valid**
SMMA2				0,801	**Valid**
SMMA3				0,814	**Valid**
SMMA4				0,809	**Valid**
SMMA5				0,810	**Valid**
SMMA6				0,808	**Valid**
SMMA7				0,818	**Valid**
SMMA8				0,809	**Valid**
SMMA9				0,771	**Valid**
SMMA10				0,835	**Valid**
SMMA11				0,826	**Valid**

Source: Data Processed SmartPLS4 (2025)

Table 4 shows that all latent variables meet the reliability criteria, as evidenced by Cronbach's alpha and composite reliability values exceeding the recommended threshold of 0.70 (Hair et al., 2022). These findings confirm that all constructs in this study are reliable and have fulfilled the established measurement standards.

Table 4. Cronbach's Alpha, Composite Reliability, and AVE

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Affective Brand Experience	0.891	0.894	0.932	0.822
Behavioural Brand Experience	0.884	0.885	0.945	0.896
Brand Awareness	0.918	0.919	0.938	0.753
Brand Loyalty	0.869	0.870	0.920	0.793
Continued Usage Intentions	0.857	0.858	0.903	0.701
Intellectual Brand Experience	0.907	0.907	0.956	0.915
Satisfaction	0.847	0.847	0.907	0.766
Sensory Brand Experience	0.857	0.858	0.933	0.875
Social Media Marketing Activities	0.949	0.949	0.955	0.661

Source: Data Processed SmartPLS4 (2025)

According to Hair et al. (2022), an AVE value greater than 0.50 indicates that a construct accounts for more than half of the variance in its indicators. As shown in Table 4, all constructs recorded AVE values above this threshold, confirming convergent validity and indicating that each construct explains more than 50% of its indicator variance. Having established convergent validity, the next step was to evaluate discriminant validity using the Fornell–Larcker criterion. As presented in Table 5, the square root of each construct's AVE is higher than its correlations with other constructs, thereby satisfying the Fornell–Larcker criterion and confirming discriminant validity.

Table 5. Fornell-Larcker Criterion

Variable	ABE	BBE	BA	BL	CUI	IBE	S	SBE	SMMA
ABE	0,906								
BBE	0,582	0,947							
BA	0,514	0,576	0,868						
BL	0,576	0,652	0,670	0,890					
CUI	0,724	0,708	0,708	0,738	0,837				

IBE	0,573	0,565	0,518	0,525	0,757	0,957			
S	0,580	0,632	0,629	0,652	0,717	0,497	0,875		
SBE	0,516	0,526	0,542	0,598	0,726	0,527	0,598	0,935	
SMMA	0,627	0,698	0,701	0,646	0,794	0,771	0,700	0,688	0,813

Source: Data Processed SmartPLS4 (2025)

The next criterion evaluated is cross-loading, which requires that the outer loading of each indicator on its designated construct exceed its loadings on other constructs. As shown in Table 6, all indicators display higher outer loadings on their respective constructs than on others, thus establishing discriminant validity.

Table 6. Cross Loading

Indicator	ABE	BBE	BA	BL	CUI	IBE	S	SBE	SMMA
ABE1	0,896	0,542	0,484	0,543	0,682	0,548	0,537	0,502	0,607
ABE2	0,922	0,552	0,478	0,531	0,663	0,528	0,531	0,441	0,559
ABE3	0,901	0,483	0,432	0,488	0,618	0,477	0,506	0,458	0,534
BAW1	0,408	0,468	0,835	0,515	0,575	0,438	0,490	0,441	0,551
BAW2	0,491	0,492	0,873	0,600	0,631	0,471	0,510	0,498	0,634
BAW3	0,395	0,508	0,884	0,584	0,605	0,418	0,572	0,449	0,602
BAW4	0,459	0,452	0,860	0,601	0,643	0,449	0,588	0,496	0,613
BAW5	0,471	0,578	0,886	0,603	0,613	0,469	0,564	0,465	0,636
BBE1	0,555	0,944	0,537	0,597	0,653	0,515	0,582	0,478	0,647
BBE2	0,546	0,949	0,554	0,637	0,687	0,554	0,613	0,518	0,674
BL1	0,505	0,593	0,614	0,905	0,677	0,491	0,587	0,519	0,576
BL2	0,526	0,573	0,593	0,898	0,659	0,495	0,576	0,534	0,587
BL3	0,507	0,576	0,583	0,867	0,634	0,415	0,578	0,546	0,564
CUI1	0,615	0,624	0,610	0,604	0,851	0,656	0,610	0,640	0,678
CUI2	0,630	0,549	0,578	0,617	0,829	0,588	0,578	0,596	0,613
CUI3	0,597	0,569	0,554	0,612	0,808	0,628	0,599	0,568	0,665
CUI4	0,582	0,627	0,626	0,638	0,860	0,662	0,614	0,625	0,702
IBE1	0,550	0,559	0,495	0,513	0,724	0,956	0,479	0,523	0,730
IBE2	0,546	0,522	0,496	0,491	0,725	0,957	0,473	0,486	0,744
S1	0,519	0,543	0,583	0,571	0,635	0,421	0,902	0,547	0,611
S2	0,482	0,542	0,507	0,603	0,611	0,437	0,860	0,515	0,585
S3	0,520	0,573	0,560	0,538	0,637	0,448	0,863	0,507	0,641
SBE1	0,493	0,526	0,530	0,590	0,693	0,480	0,607	0,938	0,655
SBE2	0,472	0,458	0,484	0,528	0,665	0,506	0,509	0,933	0,632
SMMA1	0,509	0,576	0,631	0,572	0,692	0,627	0,625	0,601	0,839
SMMA2	0,518	0,540	0,563	0,495	0,632	0,635	0,551	0,556	0,801
SMMA3	0,506	0,589	0,559	0,568	0,657	0,634	0,554	0,585	0,814
SMMA4	0,474	0,562	0,538	0,510	0,619	0,627	0,564	0,569	0,809
SMMA5	0,526	0,593	0,566	0,539	0,638	0,569	0,550	0,549	0,810
SMMA6	0,537	0,482	0,599	0,520	0,643	0,637	0,550	0,590	0,808
SMMA7	0,543	0,610	0,529	0,511	0,645	0,629	0,594	0,575	0,818
SMMA8	0,464	0,568	0,583	0,520	0,658	0,628	0,605	0,555	0,809
SMMA9	0,497	0,558	0,510	0,431	0,574	0,583	0,508	0,452	0,771
SMMA10	0,518	0,580	0,586	0,564	0,706	0,707	0,590	0,565	0,835

SMMA11	0,512	0,586	0,602	0,539	0,629	0,613	0,565	0,548	0,826

Source: Data Processed SmartPLS4 (2025)

Following the cross-loading analysis, another common approach for assessing discriminant validity is the Heterotrait–Monotrait Ratio (HTMT). Hair et al. (2022) suggest that HTMT values below the recommended threshold of 0.90 indicate adequate discriminant validity. As shown in Table 7, all HTMT values are below this threshold, thus satisfying the criterion and confirming that discriminant validity is established across all constructs.

Table 7. Heterotrait Monotrait Ratio (HTMT)

Variable	ABE	BBE	BA	BL	CUI	IBE	S	SBE	SMMA
ABE									
BBE	0,654								
BA	0,566	0,639							
BL	0,653	0,744	0,749						
CUI	0,827	0,812	0,797	0,855					
IBE	0,635	0,630	0,567	0,591	0,858				
S	0,666	0,730	0,712	0,760	0,842	0,568			
SBE	0,589	0,603	0,610	0,693	0,846	0,598	0,700		
SMMA	0,680	0,762	0,750	0,711	0,879	0,830	0,780	0,762	

Source: Data Processed SmartPLS4 (2025)

Collinearity was assessed using the Variance Inflation Factor (VIF). According to Hair et al. (2022), VIF values below the recommended threshold of 5 indicate that multicollinearity is not a concern and that the model can proceed to the next stage of analysis. As shown in Table 8, all constructs recorded VIF values below this threshold, confirming that the inner model is properly specified, free from collinearity issues, and thus sufficiently robust for further structural testing.

Table 8. Varian Inflation Factor (VIF)

Variable	VIF
Social Media Marketing Activities → Affective Brand Experience	1.000
Social Media Marketing Activities → Behavioural Brand Experience	1.000
Social Media Marketing Activities → Brand Awareness	1.000
Social Media Marketing Activities → Intellectual Brand Experience	1.000
Social Media Marketing Activities → Satisfaction	1.000
Social Media Marketing Activities → Sensory Brand Experience	1.000
Affective Brand Experience → Continued Usage Intentions	1.930
Behavioural Brand Experience → Continued Usage Intentions	2.120
Brand Awareness → Brand Loyalty	2.133
Brand Awareness → Continued Usage Intentions	1.966
Brand Awareness → Satisfaction	2.192
Brand Awareness → Intellectual Brand Experience	2.313
Brand Awareness → Sensory Brand Experience	1.847
Continued Usage Intentions → Brand Loyalty	2.657
Intellectual Brand Experience → Continued Usage Intentions	1.841

Source: Data Processed SmartPLS4 (2025)

A path coefficient close to 1 indicates a strong positive relationship, while values closer to 0 indicate weaker associations within the structural model. The t-value is used to evaluate the statistical significance of these relationships at a specified significance level. In this study,

a 5% significance level was applied, meaning that t-values above 1.96 indicate statistical significance (Hair et al., 2022). The estimated path coefficients and their corresponding t-values are summarized in Table 9.

Table 9. Path Coefficient and t Value (Direct Effects)

Variable	*Original Sample* (O)	*Sample Mean* (M)	*Standard Deviation* (STDEV)	*T Statistics* (|O/STDEV|)	*P Values*
SMMA -> SBE	0,688	0,686	0,044	15,606	**0,000**
SMMA -> ABE	0,627	0,629	0,061	10,314	**0,000**
SMMA -> BBE	0,698	0,697	0,044	15,759	**0,000**
SMMA -> IBE	0,771	0,772	0,035	21,895	**0,000**
SMMA -> BA	0,701	0,698	0,043	16,182	**0,000**
SMMA -> S	0,700	0,698	0,055	12,839	**0,000**
SBE -> CUI	0,230	0,228	0,032	7,227	**0,000**
ABE -> CUI	0,198	0,198	0,045	4,423	**0,000**
BBE -> CUI	0,119	0,117	0,036	3,341	**0,001**
IBE -> CUI	0,300	0,304	0,052	5,775	**0,000**
CUI -> BL	0,424	0,424	0,056	7,644	**0,000**
BA -> CUI	0,175	0,174	0,036	4,874	**0,000**
BA -> BL	0,250	0,253	0,042	5,976	**0,000**
S -> CUI	0,130	0,130	0,032	4,115	**0,000**
S-> BL	0,190	0,193	0,049	3,855	**0,000**

Source: Data Processed SmartPLS4 (2025)

Table 10 presents the results of the indirect effects, showing that customer satisfaction and engagement act as key mediators within the model. Customer satisfaction partially mediates the impact of CRM on loyalty and profitability, while engagement mediates the links between perceived value, technology acceptance, and purchase intention. These results underscore the pivotal role of satisfaction and engagement in enhancing customer experience and fostering long-term relationships.

Table 10. Path Coefficient and t Value (Indirect Effects)

Variable	*Original Sample* (O)	*Sample Mean* (M)	*Standard Deviation* (STDEV)	*T Statistics* (|O/STDEV|)	*P Values*
SMMA -> SBE -> CUI	0,158	0,156	0,021	7,545	**0,000**
SMMA -> SBE -> CUI -> BL	0,067	0,066	0,013	5,071	**0,000**
SMMA -> ABE -> CUI	0,124	0,124	0,028	4,362	**0,000**
SMMA -> ABE -> CUI -> BL	0,053	0,053	0,014	3,728	**0,000**
SMMA -> BBE -> CUI	0,083	0,081	0,024	3,449	**0,001**
SMMA -> BBE -> CUI -> BL	0,035	0,034	0,012	3,050	**0,002**
SMMA -> IBE -> CUI	0,231	0,235	0,040	5,712	**0,000**
SMMA -> IBE -> CUI -> BL	0,098	0,099	0,021	4,763	**0,000**
SBE -> CUI -> BL	0,098	0,097	0,019	5,140	**0,000**
ABE -> CUI -> BL	0,084	0,084	0,021	3,945	**0,000**
BBE -> CUI -> BL	0,050	0,050	0,017	3,039	**0,002**
IBE -> CUI -> BL	0,127	0,129	0,026	4,888	**0,000**
SMMA -> BA -> CUI	0,123	0,121	0,024	5,132	**0,000**
SMMA -> BA -> BL	0,176	0,177	0,031	5,589	**0,000**
SMMA -> BA -> CUI -> BL	0,052	0,051	0,013	4,013	**0,000**
BA -> CUI -> BL	0,074	0,074	0,019	3,965	**0,000**
SMMA -> S -> CUI	0,091	0,091	0,025	3,693	**0,000**

SMMA -> S -> BL	0,133	0,136	0,040	3,302	**0,001**
SMMA -> S -> CUI -> BL	0,039	0,039	0,012	3,359	**0,001**
S -> CUI -> BL	0,055	0,055	0,015	3,619	**0,000**

Source: Data Processed SmartPLS4 (2025)

Table 11 shows an R-Square of 0.839 for continued usage intentions, meaning that predictor variables explain 83.9% of its variance. Brand loyalty records an R-Square of 0.605, while the four dimensions of brand experience range from 0.393 (affective) to 0.594 (intellectual). Brand awareness (0.492) and satisfaction (0.490) indicate that nearly half of their variance is explained by the model. The adjusted R-Square values differ only slightly from the originals, confirming the robustness of the structural model.

Table 11. R-Square Value

Variable	R-Square	R-Square Adjusted
Affective Brand Experience	0,393	0,391
Behavioural Brand Experience	0,488	0,486
Brand Awareness	0,492	0,490
Brand Loyalty	0,605	0,602
Continued Usage Intentions	0,839	0,837
Intellectual Brand Experience	0,594	0,593
Satisfaction	0,490	0,489
Sensory Brand Experience	0,474	0,472

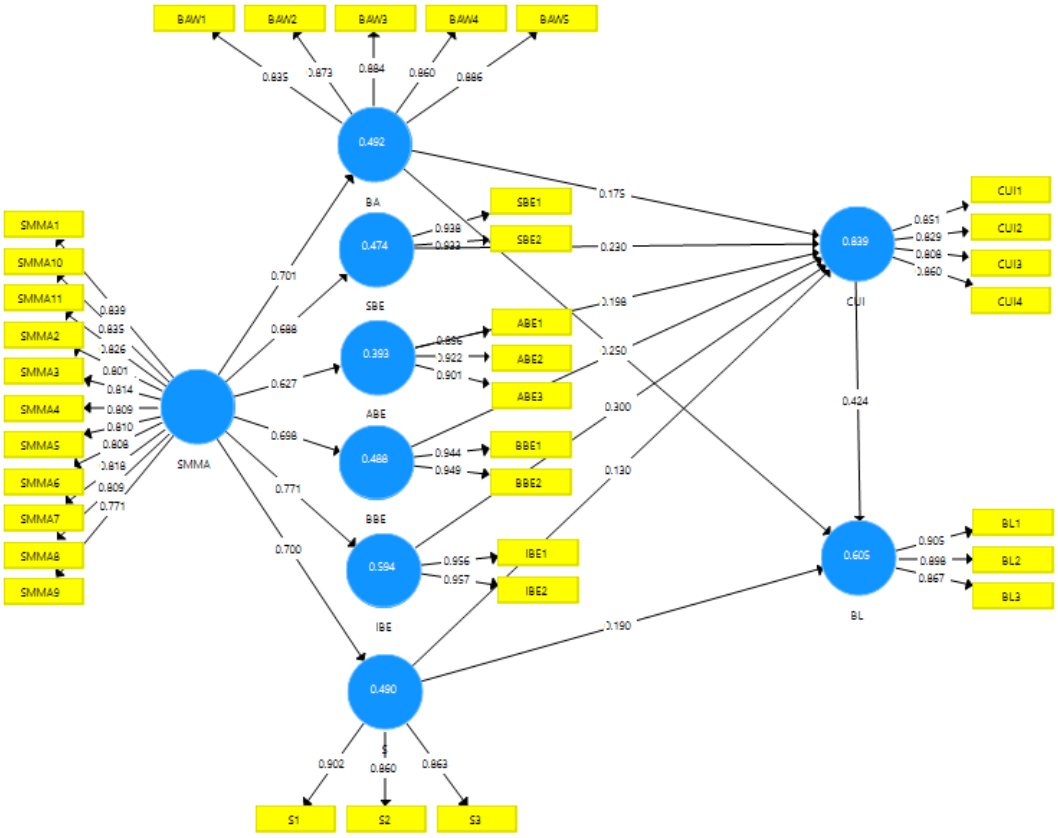
Source: Data Processed SmartPLS4 (2025)

The effect size in this study was evaluated using the f^2 statistic, which assesses the contribution of exogenous variables to the variance explained in endogenous constructs. According to Hair et al. (2022), values of 0.02, 0.15, and 0.35 are considered to represent small, medium, and large effects, respectively. As shown in Table 12, Social Media Marketing Activities (SMMA) exert very large effects on all brand experience dimensions (all $f^2 > 0.6$), brand awareness ($f^2 = 0.968$), and satisfaction ($f^2 = 0.962$), establishing SMMA as the dominant driver in the model. In contrast, the brand experience dimensions vary in their influence on continued usage intention, ranging from small for behavioral ($f^2 = 0.041$) and affective ($f^2 = 0.127$), medium for sensory ($f^2 = 0.179$), to large for intellectual ($f^2 = 0.304$). Continued usage intention demonstrates a medium effect on brand loyalty ($f^2 = 0.172$), whereas brand awareness and satisfaction exert only small effects.

Table 12. Effect Size Value (f^2)

Variable	ABE	BBE	BA	BL	CUI	IBE	S	SBE
Social Media Marketing Activities	0,647	0,952	0,968			1,463	0,962	0,900
Sensory Brand Experience					0,179			
Affective Brand Experience					0,127			
Behavioural Brand Experience					0,041			
Intellectual Brand Experience					0,304			
Continued Usage Intentions				0,172				
Brand Awareness				0,074	0,098			
Satisfaction				0,042	0,046			

Source: Data Processed SmartPLS4 (2025



Source: Research Results

Figure 1. Structural Model

Discussion

The Effect of Social Media Marketing Activities on Sensory Brand Experience

The results indicate that Social Media Marketing Activities (SMMA) significantly enhance sensory brand experience (β = 0.688, T = 15.606, p = 0.000). Visually appealing and interactive social media content stimulates consumers' senses and improves brand attractiveness. This finding is consistent with Kumar and Hsieh (2024), who emphasized that aesthetic and interactive content effectively strengthens sensory engagement. In the context of Wardah, appealing visuals, beauty tutorials, and influencer-based content create immersive experiences that reinforce the brand's image in Indonesia's competitive halal cosmetics market. These sensory stimuli play an important role in building initial impressions that attract consumer attention and curiosity.

The Effect of Social Media Marketing Activities on Affective Brand Experience

SMMA also has a positive and significant influence on affective brand experience (β = 0.627, T = 10.314, p = 0.000). Emotional engagement through social media interactions generates feelings of pride, excitement, and joy, which deepen consumers' emotional attachment to the brand. This supports Jamil et al. (2022), who found that social media can effectively cultivate emotional resonance and trust. For Wardah, emotional storytelling and value-oriented campaigns that highlight confidence and empowerment can strengthen affective bonds with consumers. These emotional responses not only foster attachment but also provide the foundation for behavioral and cognitive engagement in later interactions.

The Effect of Social Media Marketing Activities on Behavioral Brand Experience

The analysis shows that SMMA positively affects behavioral brand experience (β = 0.698, T = 15.759, p = 0.000). Interactive and entertaining online content encourages

consumers to participate actively by trying products, joining brand activities, and sharing experiences on social media. This result is consistent with Khan et al. (2024), who found that social media interactions enhance consumer participation and involvement. For Wardah, implementing programs such as product review challenges or community-based campaigns can strengthen behavioral engagement. These participatory experiences transform consumers from passive followers into active brand advocates.

The Effect of Social Media Marketing Activities on Intellectual Brand Experience

Among all brand experience dimensions, SMMA exerts the strongest influence on intellectual brand experience (β = 0.771, T = 21.895, p = 0.000). Consumers are cognitively stimulated by informative and educational content such as expert reviews, ingredient explanations, and product comparisons. This finding supports Kumar and Hsieh (2024), who emphasized that intellectual engagement increases consumer trust and long-term commitment. In Wardah's case, content that educates consumers about halal ingredients or sustainable production can foster curiosity and confidence. Such cognitive stimulation builds stronger relationships between brand credibility and consumer reasoning.

The Effect of Brand Experience on Continued Usage Intention

All brand experience dimensions significantly influence continued usage intention, with intellectual experience being the most dominant (β = 0.300, T = 5.775, p = 0.000). This indicates that long-term engagement is driven not only by emotional satisfaction but also by cognitive involvement. Within the S–O–R framework, brand experience serves as the organismic response that transforms social media stimuli into behavioral outcomes. For Wardah, integrating visually appealing, emotionally engaging, and knowledge-based content can enhance consumer experience and sustain long-term product usage. This reinforces the importance of multidimensional experience management in digital marketing strategies.

The Effect of Continued Usage Intention on Brand Loyalty

Continued usage intention has a significant positive impact on brand loyalty (β = 0.424, T = 7.644, p = 0.000). Consumers who continuously use Wardah products tend to exhibit stronger loyalty and advocacy behavior. This finding is consistent with Ibrahim and Aljarah (2023), who confirmed that repeated usage fosters long-term loyalty. In the cosmetics market, sustained interaction with products often leads to brand advocacy. Therefore, Wardah should maintain consistent quality, personalization, and engagement to retain loyal customers and encourage repeat purchases.

The Effect of Social Media Marketing Activities on Brand Awareness

SMMA positively affects brand awareness (β = 0.701, T = 16.182, p = 0.000). Consistent and creative social media content strengthens consumer recognition and recall. This finding aligns with Khan et al. (2024) and Mathai et al. (2024), who confirmed that interactive and engaging online activities enhance brand awareness as part of consumer-based brand equity. For Wardah, cohesive digital communication and influencer collaboration ensure brand visibility among young, digital-savvy consumers, keeping the brand top-of-mind in Indonesia's competitive cosmetics market.

The Effect of Brand Awareness on Continued Usage Intention

Brand awareness significantly influences continued usage intention (β = 0.175, T = 4.874, p = 0.000). Consumers who easily recognize and recall a brand tend to maintain trust and ongoing usage. This result supports Jamil et al. (2022) and Mathai et al. (2024), who highlighted awareness as a key mediator linking SMMA and continued usage. For Wardah,

consistent digital visibility and familiarity across platforms foster sustained engagement and repurchase intention.

The Effect of Brand Awareness on Brand Loyalty

Brand awareness also strengthens brand loyalty (β = 0.250, T = 5.976, p = 0.000). Familiar and trusted brands are more likely to be repeatedly chosen, consistent with Khan et al. (2024) and Mathai et al. (2024), who found that SMMA influence loyalty directly and indirectly through awareness and perceived quality. For Wardah, maintaining message consistency and authenticity across social media channels transforms recognition into long-term commitment, positioning awareness as the cognitive foundation of enduring loyalty.

The Effect of Social Media Marketing Activities on Satisfaction

SMMA has a strong positive effect on satisfaction (β = 0.700, T = 12.839, p = 0.000). Interactive and personalized content enhances consumers' satisfaction with the brand experience. This aligns with Ibrahim and Aljarah (2023), who highlighted that active engagement through social media improves satisfaction and connection. For Wardah, providing relevant and meaningful content helps consumers feel valued and involved. Consistent engagement fosters satisfaction that strengthens both emotional and behavioral loyalty.

The Effect of Satisfaction on Continued Usage Intention

Satisfaction positively affects continued usage intention (β = 0.130, T = 4.115, p = 0.000). Consumers who feel satisfied with a brand's products and communication are more likely to continue using them. This finding is in line with Jamil et al. (2022), who identified satisfaction as a key driver of behavioral continuity. For Wardah, maintaining product quality and reliable communication can ensure sustained usage. Satisfied consumers often exhibit habitual purchasing behavior that reinforces brand stability.

The Effect of Satisfaction on Brand Loyalty

Satisfaction significantly contributes to brand loyalty (β = 0.190, T = 3.855, p = 0.000). Satisfied consumers are more inclined to repurchase, recommend, and defend the brand against competitors. This supports Ibrahim and Aljarah (2023), who identified satisfaction as a bridge between experience and loyalty. For Wardah, ensuring post-purchase engagement, transparency, and customer care will help strengthen satisfaction-based loyalty in the competitive cosmetics industry.

Mediating Effects of Brand Experience, Brand Awareness, and Satisfaction

The mediation analysis confirms that brand experience, brand awareness, and satisfaction serve as essential mechanisms linking SMMA to continued usage intention and brand loyalty. Among these, intellectual brand experience demonstrates the strongest indirect effect on CUI (β = 0.231, T = 5.712, p = 0.000) and BL (β = 0.098, T = 4.763, p = 0.000), highlighting the importance of cognitive stimulation in sustaining engagement and loyalty. Brand awareness also mediates the relationship between SMMA and behavioral outcomes, as indicated by its effects on CUI (β = 0.123, T = 5.132, p = 0.000) and BL (β = 0.176, T = 5.589, p = 0.000), suggesting that recognition and recall are key drivers of behavioral intention. Satisfaction further mediates SMMA's impact, though with smaller effects, consistent with Jamil et al. (2022) and Ibrahim and Aljarah (2023), confirming that emotional fulfillment reinforces trust and loyalty. Within the Stimulus–Organism–Response framework, these mediators represent the internal processes through which marketing stimuli are transformed into behavioral responses.

CONCLUSION

This study provides empirical confirmation that Social Media Marketing Activities (SMMA) serve as a fundamental driver of sensory, affective, behavioral, and intellectual brand experiences, while also strengthening brand awareness and satisfaction. These internal responses, in turn, shape continued usage intention and brand loyalty within the cosmetics industry, particularly in the context of Wardah as a leading halal brand in Indonesia. The results confirm the applicability of the Stimulus–Organism–Response (S–O–R) framework, demonstrating that digital marketing stimuli trigger cognitive, emotional, and experiential processes that lead to behavioral loyalty. These results address the research objective of explaining how social media marketing can enhance psychological brand responses and foster sustainable consumer loyalty.

Theoretically, this study extends existing knowledge by integrating brand experience, brand awareness, and satisfaction within a single S–O–R framework, offering a comprehensive understanding of how marketing stimuli translate into sustained consumer behavior in the halal cosmetics context. From a managerial perspective, the findings suggest that cosmetic brands should develop social media strategies emphasizing interactive learning, consistent communication, and personalized consumer experiences. By doing so, brands can strengthen engagement, enhance satisfaction, and build sustainable loyalty in the competitive digital marketplace. This research thereby contributes both conceptually and practically to understanding how social media marketing drives enduring consumer relationships in the beauty industry, particularly within emerging markets where digital engagement is reshaping consumer brand dynamics.

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