



Determination of Influencer Marketing and Endorsement Strategies in Encouraging Customer Loyalty

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Abstract: Determination of influencer marketing and endorsement strategies in driving customer loyalty is a scientific article with the **aim** of analyzing whether influencer marketing and endorsement have an effect on increasing customer loyalty. The literature review **method** or literature review, which is a systematic approach to identifying, evaluating, and analyzing previous research results that are relevant to the topic being studied. The **results** of this article are: 1) Influencer marketing has an effect on driving customer loyalty, 2) Endorsement has an effect on driving customer loyalty. Apart from these 2 exogenous variables that affect the endogenous variable of customer loyalty, there are still many other factors including product quality, promotion, celebrity, trust.

Keyword: Influencer Marketing, Endorsement, Customer Loyalty.

INTRODUCTION

In the era of digital marketing, *influencer marketing* and endorsements have become the main strategy in reaching consumers in a more personal and persuasive way. Consumers today tend to trust the opinions of public figures they follow on social media compared to conventional advertising. *Influencers* are considered to be able to build an emotional connection with their audience, creating a more authentic perception of the product or service they are promoting (Lou & Yuan, 2019). This is what drives many brands to make *influencers* part of their marketing communication strategy.

However, while *influencer marketing* offers great potential in reaching the market, not all campaigns involving influencers succeed in driving customer loyalty on an ongoing basis. Many strategies focus only on momentary engagement or short-term sales increases without building long-term relationships between consumers and brands. In fact, in the context of customer loyalty, a strategic approach that is consistent and designed with determination is needed—namely with commitment, a deep understanding of the target market, and value alignment between brands and influencers (Boerman, Willemsen, & Van Der Aa, 2017).

Strategic determination in *influencer marketing* refers to the brand's determination in developing authentic and targeted communication, not just following trends or momentary popularity. This includes selecting influencers who have a value relationship with the brand, creating content that builds trust, and ongoing evaluation of the impact of campaigns on customer behavior. Djafarova and Rushworth (2017) show that the perception of authenticity

from influencers has a significant influence on consumer trust and repurchase intent, two important elements of loyalty.

Therefore, this article will discuss how influencer marketing and endorsement strategies executed with determination can build customer loyalty effectively. The focus of the discussion includes strategic influencer selection, authentic and consistent content creation, and long-term relationships built through trust-oriented communication. With this approach, influencers not only become a promotional tool, but also an integral part of shaping the image and value of the brand in the eyes of consumers.

The purpose of this study is to find out whether *influencer marketing* and *endorsements* affect customer loyalty. Based on the reference of the problems that have been explained earlier. Questions for scientific literature *review articles* are as follows:

1. Does *Influencer Marketing* Have an Effect on Driving Customer Loyalty?
2. Does *Endorsement* have an effect in driving Customer Loyalty?

METHOD

This research uses the *literature review* method, which is a systematic approach to identify, evaluate, and analyze the results of previous research that are relevant to the topic being studied. In the context of this article, the main focus is on *influencer marketing* and *endorsement* strategies and their influence on customer loyalty.

According to (Snyder, 2019), *literature review* is an important method in academic research because it allows researchers to build theoretical frameworks, identify research gaps, and formulate a more comprehensive understanding of a phenomenon. Using this approach, the researcher does not collect primary data directly, but uses secondary sources in the form of scientific articles, journals, books, and previous research reports.

RESULTS AND DISCUSSION

Result

The results of this article based on the background of the problem, objectives and methods are as follows:

Customer Loyalty

According to Fandy Tjiptono in (Putri & Wicaksono, 2019), customer loyalty is a customer's commitment to make a consistent repurchase or subscription to a product or service in the future, despite situational influences and marketing efforts from competitors.

Tjiptono explained that loyalty is not only about repeated purchase actions, but includes psychological aspects in the form of emotional attachment, belief in product quality, and resistance to competitor brands. Therefore, a successful marketing strategy not only captivates customers for a moment, but also fosters long-term relationships based on trust and satisfaction. (Tjiptono, F., 2019).

According to (Wardhana, 2024) customer loyalty is a strong commitment from consumers to continue to make repeat purchases or use services from certain brands consistently, even when there is an influence from competitors or new situations that arise.

According to (Riadi, M., 2022) there are five main indicators that reflect customer loyalty to a brand or product, namely: 1) Repeat Purchase; 2) Retention (Persistent Tendency); 3) Word of Mouth / Recommendation; 4) No Switching Behavior; 5) Emotional Attachment.

Customer loyalty has been extensively researched by previous researchers, including: (Hernandes, F., & Ali, H., 2024), (Setiantono, H., & Ali, H., 2025), (Rachmawati, I., 2025), (Athaya and Irwansyah., 2021), (Nurbaiti et al., 2023), (Putri & Wicaksono., 2019), (Sari, S. A., Rachmadi, A., & Yuliana, F., 2024), (Setiana, N., & Tjahjaningsih., 2024), (Nasution, D.

N., 2022), (Saputra, 2021), (Lestari & Suryani., 2020), (Nurbaiti et al., 2023), (Hariyana, N., 2013), (Erianti, D., & Athanasius., 2022).

Influencer Marketing

Influencer marketing is a strategic method in which brands work with figures who have significant influence on social media through a high number of followers or engagement to promote their products or services. The basic motivation is to leverage the influencer's credibility and emotional connection with his audience to increase the effectiveness of communication and drive customer loyalty.

According to (Triwibowo & Astuti, 2024), *influencer marketing* is a marketing strategy that utilizes individuals with significant influence on social media either through the number of followers, engagement, and reputation to convey the promotional message of a brand or product to the audience in a more personal and persuasive manner. *Influencers* are considered to have the power to shape public opinion, influence purchasing decisions, and build emotional relationships with consumers through authentic and relatable approaches.

According to (Aditya Wardhana, 2025) *influencer marketing* is a digital marketing strategy that involves individuals with a strong level of influence on social media platforms, both celebrities and content creators, to introduce and recommend products or services to their audience in a more personal and persuasive manner. This strategy is effective because it bridges the gap between brands and consumers through the personal connections formed by influencers and their communities.

In (Triwibowo & Astuti, 2024) there are *influencer marketing indicators* , namely: 1) *Attractiveness*; 2) *Trustworthiness*; 3) *Expertise*; 4) *Popularity*.

Influencer marketing has been extensively researched by previous researchers, including: (Rachmawati, I., 2025), (Athaya and Irwansyah., 2021), (Nurbaiti et al., 2023), (Putri & Wicaksono., 2019), (Sari, S. A., Rachmadi, A., & Yuliana, F., 2024), (Setiana, N., & Tjahjaningsih., 2024).

Endorsement

According to (Kortlerr and Amstrorng, 2019) in (Silviah, R., 2024), endorsements are one of the most frequently used forms of advertising around the world with celebrity endorsements, which involves the use of famous people to promote products that the general public finds attractive, entertaining, and reliable. Those who participate in support are referred to as supporters and have promotional attributes.

According to Ramadhani and Sari (2021), *endorsement* is a form of promotion of products or services carried out by public figures or certain figures who are considered to have an influence on the public, with the aim of increasing public interest and trust in the product. Endorsements are carried out by borrowing the image and credibility of the figure to strengthen the brand image, increase product appeal, and encourage purchase decisions. Figures who make *endorsements* can come from various backgrounds, such as celebrities, public figures, and digital influencers, as long as they have a real influence on consumer behavior.

According to Nurbaiti, Fitriana, and Safrianti (2023), *endorsement* is a form of digital marketing strategy that is carried out through the use of public figures, especially social media influencers, to openly promote certain products or services to a wide audience. The main purpose of endorsements is to increase brand awareness, attract consumer buying interest, and encourage increased sales and engagement on digital platforms.

Support indicators are described by the acronym TEARS (Shimp & Andrews, 2014) where TEARS includes: 1) *Truthworthiness* ; 2) *Expertise* 3) *Physical Attractiveness* ; 3) *Respect* ; 4) *Similarity*.

Endorsements have been extensively researched by previous researchers, including: (Silvia, R., 2024), (Nasution, D. N., 2022), (Saputra, 2021), (Lestari & Suryani., 2020), (Nurbaiti et al., 2023), (Hariyana, N., 2013), (Erianti, D., & Athanasius., 2022), (Mala Firdah et al., 2022), (Nanik Hariyana, 2013).

Discussion

1. *Influencer marketing is influential in driving customer loyalty.*

Based on literature studies from several Indonesian journals, influencer marketing has a significant role in shaping customer loyalty through three main aspects: trust, emotional engagement, and message credibility. Research by (Athaya and Irwansyah., 2021) shows that content shared by influencers who have high credibility and product compatibility (endorser-brand fit) can increase consumer trust in brands. This trust is the basis for building customer loyalty on an ongoing basis. Consumers who feel their influencers are honest and authentic tend to follow their recommendations repeatedly.

Meanwhile, a study from (Putri & Wicaksono., 2019) revealed that the presence of active interaction between influencers and their followers, such as replying to comments or creating content that answers followers' questions, encourages the creation of a strong emotional connection between brands and customers. This relationship reinforces the customer's commitment to continue using the product and even recommending it to others.

In addition, (Nurbaiti et al., 2023) in their research on online fashion shops found that endorsement strategies carried out by influencers have a direct impact on buying interest and loyalty, especially when the content displayed is packaged creatively, consistently, and in accordance with the audience's lifestyle. This proves that influencer marketing not only shapes momentary purchasing decisions, but also influences consumers' long-term loyalty to brands.

Thus, it can be concluded that *influencer marketing* if carried out with the right strategy, such as choosing influencers who are in accordance with brand values and have high interaction with the audience, can form customer loyalty emotionally and behaviorally. This means that customers not only buy back, but also have a closeness to the brand and become an active supporter of the brand in the digital space.

This research is in line with research conducted by: (Rachmawati, I., 2025), (Athaya and Irwansyah., 2021), (Nurbaiti et al., 2023), (Putri & Wicaksono., 2019), (Sari, S. A., Rachmadi, A., & Yuliana, F., 2024), (Setiana, N., & Tjahjaningsih., 2024).

a) *Endorsement Influential in driving customer loyalty*

Endorsements as part of modern marketing strategies have been proven to have a positive impact on the formation of customer loyalty, especially in the digital age dominated by social media. Endorsements serve not only as a promotional tool, but also as a means of building trust and emotional attachment between consumers and brands. Research by Nurbaiti, Fitriana, and Safrianti (2023) shows that endorsements by influencers can increase consumer trust in a brand because it is considered more authentic and personal than conventional advertising. When consumers see products being used by people they follow and trust (influencers), the perception of product quality increases, which ultimately drives repeat purchases and brand loyalty.

Furthermore, (Lestari & Suryani., 2020) in the journal *Management Science* revealed that endorsement dimensions such as endorser credibility, physical appeal, and relevance to the product, significantly influence consumers' decision to continue using the brand in the long term. Consumers feel more confident and satisfied with products that are endorsed by public figures they admire, which ultimately builds loyalty.

In addition, (Saputra, 2021) in his research concluded that endorsements that are carried out consistently and according to the target market, are able to form emotional bonds and a

sense of belonging to the brand. Consumers who often see products supported by the same public figures tend to experience a "*mere exposure effect*", that is, the more often they see a product, the more likely they are to like it and remain loyal to the brand.

Thus, *endorsements* not only increase the popularity of the product, but also create a long-term effect in the form of customer loyalty to the brand. The success of this strategy depends on the selection of the right endorser, the optimal frequency of endorsements, and the consistency of the message conveyed.

This research is in line with research conducted by: (Nasution, D. N., 2022), (Saputra, 2021), (Lestari & Suryani., 2020), (Nurbaiti et al., 2023), (Hariyana, N., 2013), (Erianti, D., & Athanasius., 2022).

Conceptual Framework

Based on the formulation of the problem, theoretical studies, relevant previous research and discussion of the influence between variables, the framework of thinking of the article was obtained as below.

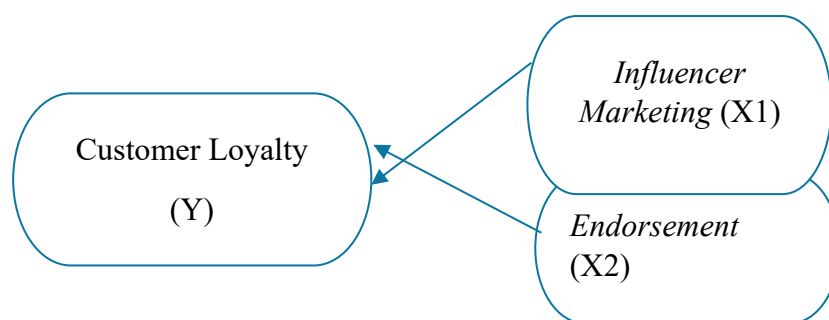


Figure 1. Conceptual Framework

And there are many other factors that affect Customer Loyalty (Y), including:

- a. Product Quality: (Silviah, R., 2024), (Ikhsani & Ali, H., 2017), (Paramita, Ali, H., & Dwikoco., 2022), (Agussalim, M., & Ali, H., 2017), (Anom, S., & Ali, H., 2024), (Anom, S., & Ali, H., 2024).
- b. *Celebrity* : (Silviah, R., 2024), (Pratama et al., 2024), (Kurniawati, 2024), (Pramesthi et al., 2021), (Hasna, S., 2022), (Lestari, S., 2022), (Febriyanti, Y., & Siahaan, C., 2022), (Oktaria et al., 2024).
- c. Promotions: (Silviah, R., 2024), (Junikon, E., & Ali, H., 2022), (Mappesona, H, et al., 2020), (Tonda, F., Ali, H., & Khan, M. A., 2024).
- d. Trust: (Silviah, R., 2024), (Ali, H., 2023), (Hernandes, F., & Ali, H., 2024), (Fau & Khoiri, 2024), (Safitri & Mugiono, 2023), (El Nissi & Budiono, 2019), (Jacob & Sarah., 2024).

CONCLUSION

This study aims to find out whether *influencer marketing* and *endorsements* have an effect on encouraging customer loyalty. Based on the questions of the article, conclusions can be drawn from this research, which are as follows: 1) *Influencer marketing* is effective in encouraging customer loyalty, 2) *Endorsements* are influential in encouraging customer loyalty.

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