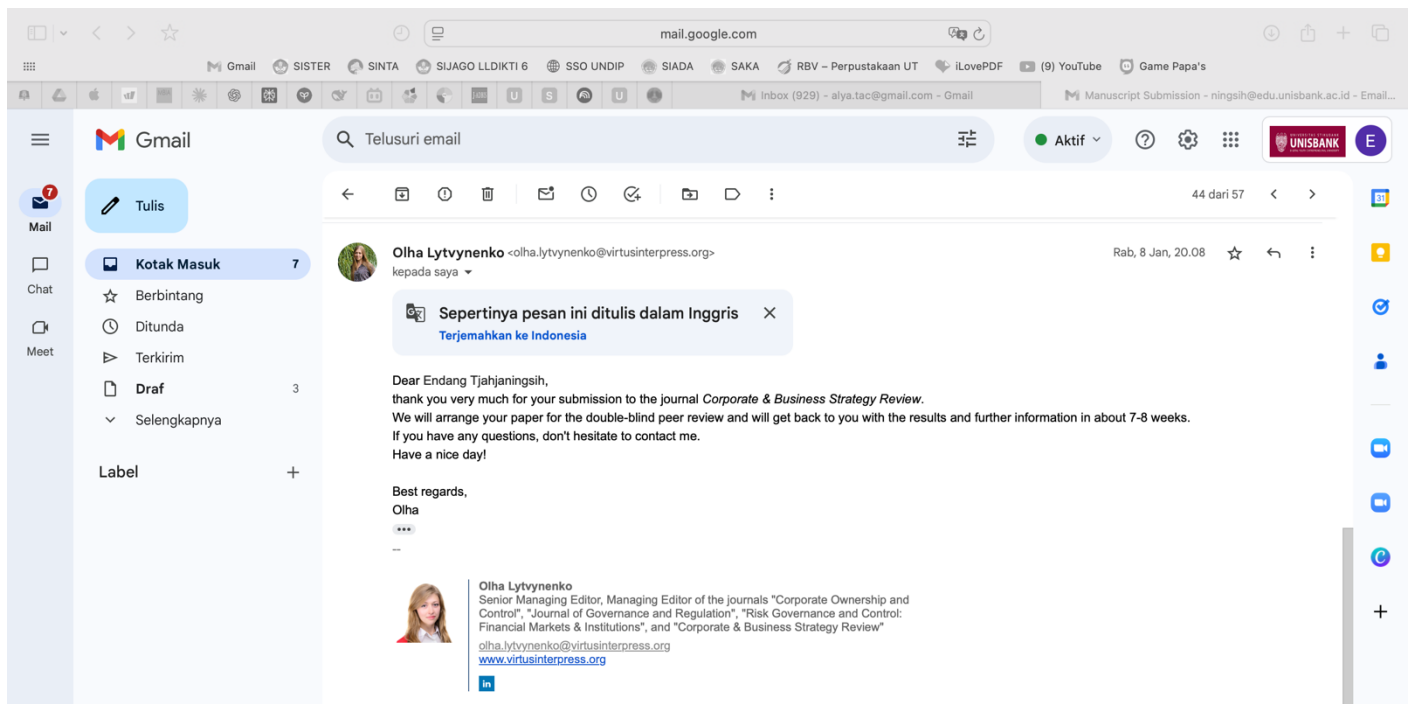
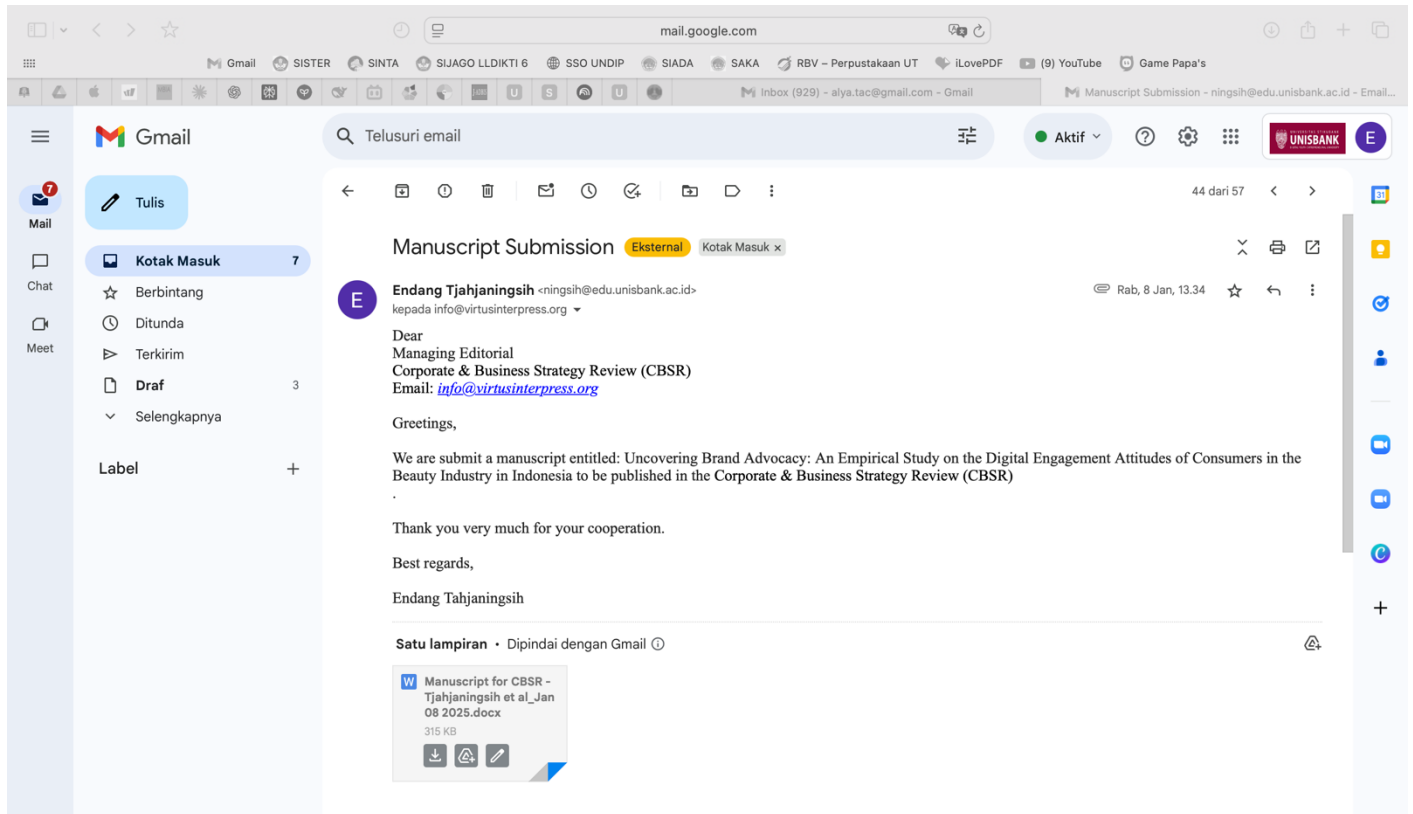


1. Pengiriman manuscript – 8 Januari 2025



2. Reviewer's report – 10 April 2025

The screenshot shows a Gmail interface on a desktop browser. The left sidebar contains navigation icons for Mail, Chat, and Meet, along with a list of folders: Kotak Masuk (7), Berbintang, Ditunda, Terkirim, Draf (3), and Selengkapnya. The main content area displays an email from Olha Lytvynenko, Senior Managing Editor, dated 'Kam, 10 Apr, 20:52'. The email title is 'Reviewer's report_Corporate & Business Strategy Review'. The body of the email includes a greeting to Endang Tjahjaningsih, a request to find the reviewer's report and editorial note, and instructions to address comments and submit a revised manuscript by April 24. A signature block at the bottom identifies Olha Lytvynenko and provides contact information.

Reviewer's report_Corporate & Business Strategy Review Eksternal Kotak Masuk x

Olha Lytvynenko <olha.lytvynenko@virtusinterpress.org> kepada saya

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Olha

Olha Lytvynenko
Senior Managing Editor, Managing Editor of the journals "Corporate Ownership and Control", "Journal of Governance and Regulation", "Risk Governance and Control: Financial Markets & Institutions", and "Corporate & Business Strategy Review"
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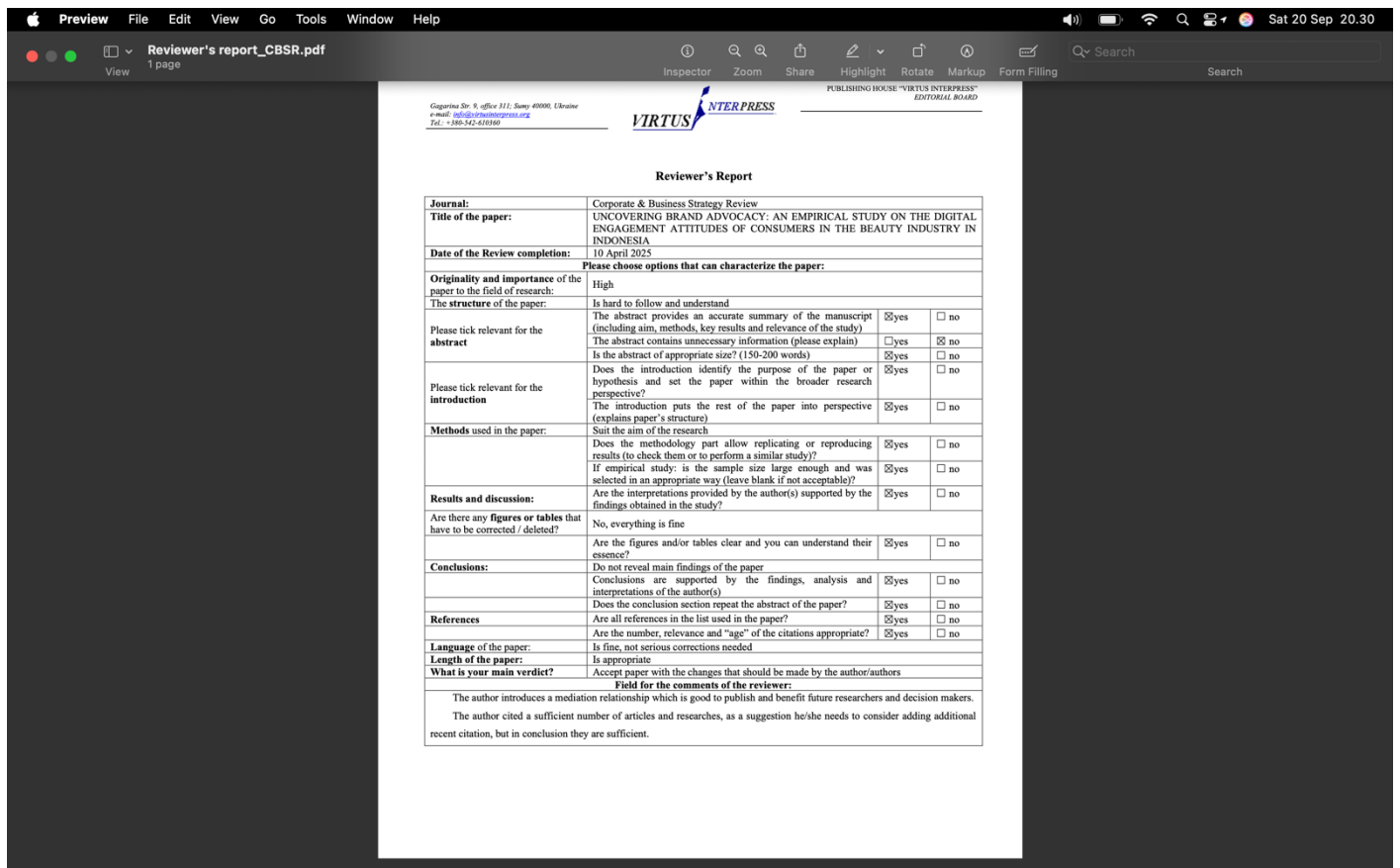
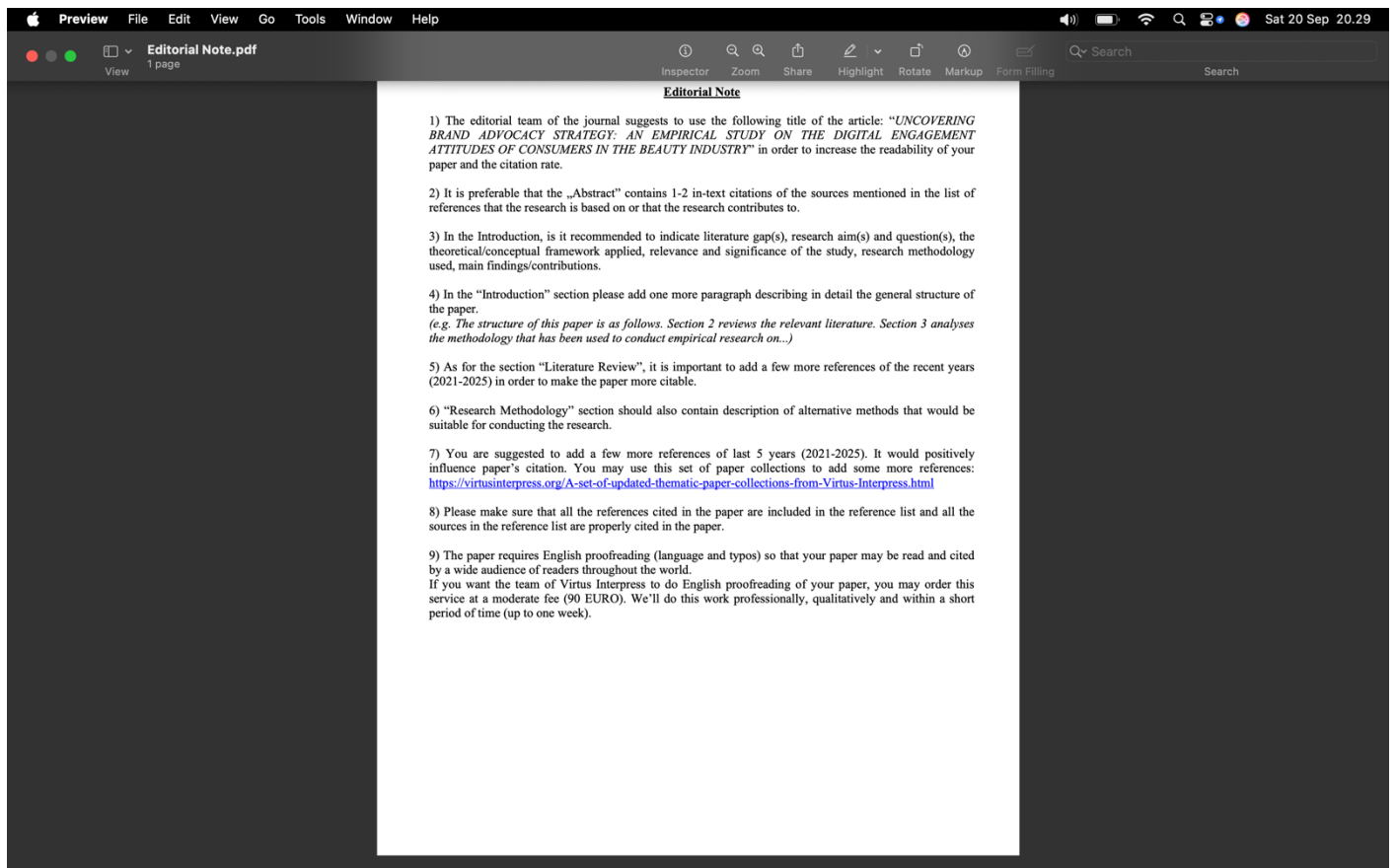
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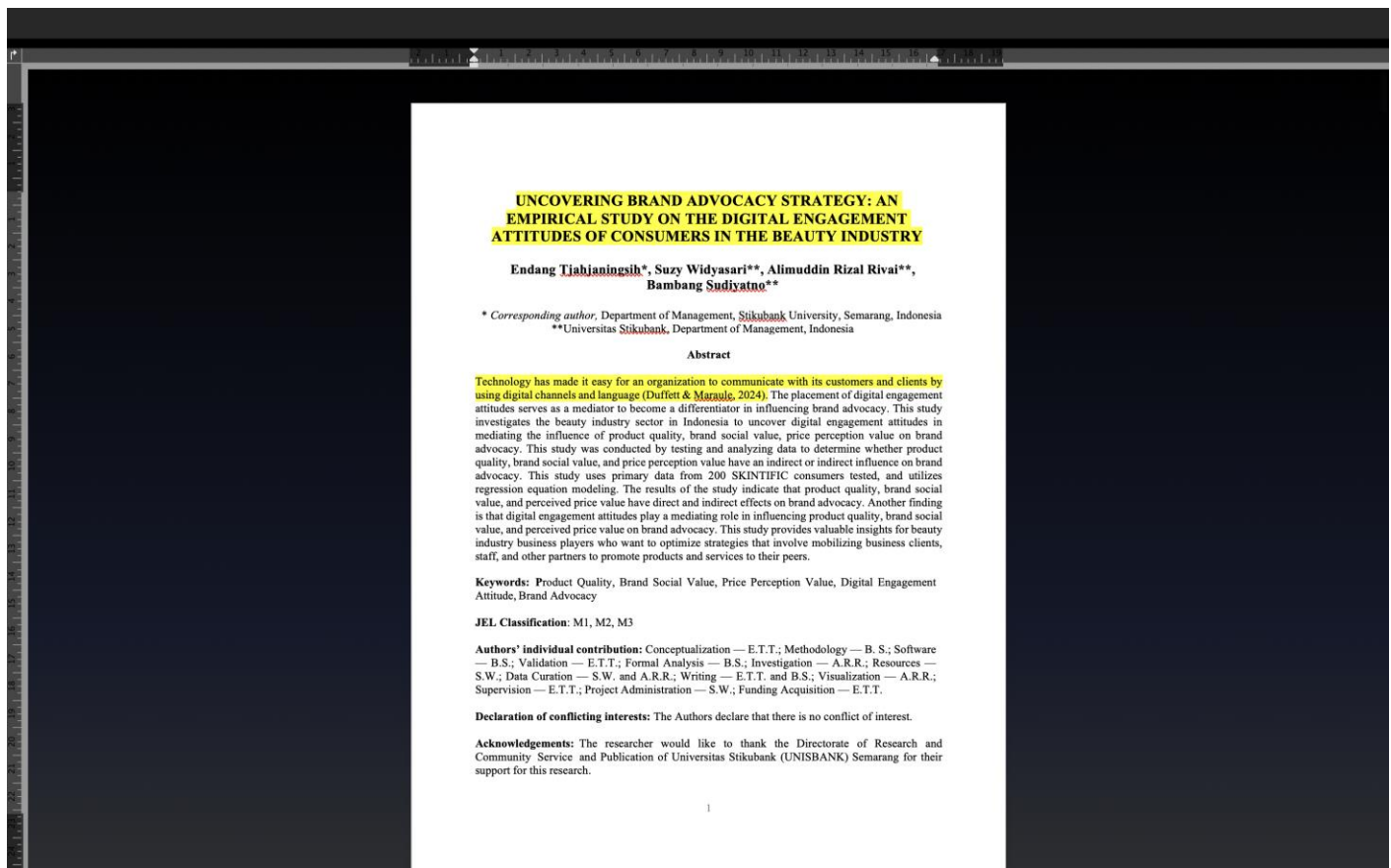
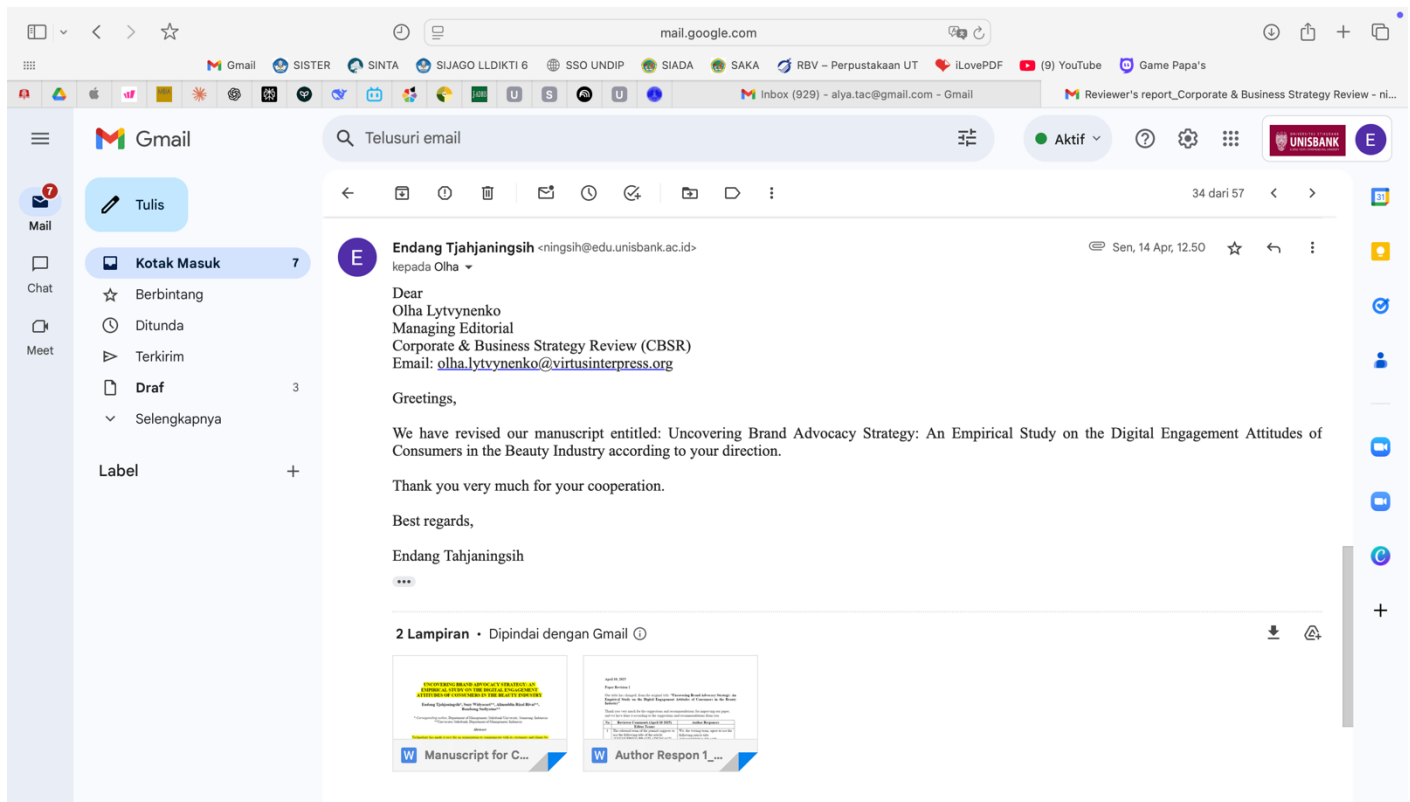
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3. Pengiriman revisi manuscript oleh penulis – 14 April 2025



1. INTRODUCTION

In the ever-evolving digital era, brand advocacy has become a crucial aspect of a company's marketing strategy, this phenomenon is marked by a paradigm shift from passive loyalty to active consumer involvement in promoting and defending brands (Hollebeck & Mackie, 2022). Leckie (2016) explained that 78% of global consumers rely on recommendations from friends and family in purchasing decisions, emphasizing the importance of brand advocacy in the business environment.

Product quality remains a fundamental factor in building consumer attitudes. Research by (Brakus, 2014) shows that the definition of "quality" has evolved, encompassing not only functional aspects but also the holistic experience a product offers. The study found that 65% of millennials and Gen Z consumers prefer products that offer unique experiences over those that rely solely on functional qualities.

Brand social values emerge as a significant factor in shaping consumer attitudes. Keller and Swaminathan (2020) revealed that 72% of global consumers are more likely to purchase from brands that align with their personal values. (Zhou et al., 2012) found the influence of brand social value on the formation of consumer attitudes, however, research by Fournier and Alvarez (2012) showed that the influence of brand social value varies depending on the consumer segment.

Price perception continues to be an important factor, but with new nuances in the digital age. Research by Gupta and Zeithami (2006) revealed that 83% of consumers actively search and compare prices online before making a purchase. Ramanathan et al. (2017) found that consumers increasingly judge "price" not only in monetary terms, but also in terms of time, effort, and psychological costs invested.

Consumer digital engagement attitudes are becoming a critical point in modern marketing. A longitudinal study by Kumar and Pansari (2016) showed a 300% increase in consumer-brand interactions via digital platforms in the last five years. Hollebeck and Macky (2022) found a positive influence of digital engagement attitudes on brand advocacy. Maltosse et al. (2016), and Prasani, and Perwi (2024) research showed that product quality had a more decisive influence on digital engagement attitudes. However, Yum and Kim (2024) found that favorable attitudes do not always lead to brand advocacy.

The beauty industry, especially the skin care sector, has experienced significant growth in recent years. According to a report by Grand View Research, (2023), the global skincare market is expected to reach a value of \$189.3 billion by 2025, with a compound annual growth rate (CAGR) of 4.4% from 2019 to 2025. Amidst this growth, local brands like SKINTIFIC have emerged as strong competitors in a market dominated by international brands. As a science-based skincare brand, SKINTIFIC represents a key trend in the industry: a focus on evidence-based formulations and ingredient transparency. This phenomenon is in line with the findings of Yeon and Chung (2011). Shim et al. (2024), which revealed that 67% of millennial and Gen Z consumers prefer beauty products with proven scientific claims.

Product quality in the context of skincare has evolved beyond mere effectiveness. Research by Sutanto and Wulandari (2023), Wijaya and Wahyudi (2024) found that perceived skincare product quality has a strong influence on shaping positive consumer attitudes. The quality aspect has been proven to be an important factor in forming consumer attitudes towards skincare products Zhang et al. (2018a).

The social value of brands is becoming increasingly important in the beauty industry. A survey

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by Deloitte's (2023) revealed that 76% of Indonesian consumers are more likely to buy from beauty brands that reflect their personal values, such as sustainability or inclusivity. SKINTIFIC, with its position as a local brand focused on innovation, has the potential to capitalize on this trend. The findings of Zhang et al. (2018a) and Abin et al. (2022) explain that brand image has a positive effect on consumers' favorable attitudes towards skincare products. However,

The perception of price in the beauty industry has shifted. According to Boom et al. (2020) skincare consumers increasingly assess "value for money" not only from price, but also from the long-term effectiveness and multi-function of the product. SKINTIFIC, with its focus on effective active ingredients, responds to this trend. Tran et al. (2023), and Sutanto and Wulandari (2023) found that the perception of fair and appropriate prices positively influences consumer attitudes towards skincare products. Bagram (2012) proved that positive consumer attitudes towards skincare products consistently influence brand advocacy.

Consumers' digital engagement has become crucial in the beauty industry. A study by Euromonitor International (2023) showed a 250% increase in online beauty product information searches since 2020. SKINTIFIC, as a brand active on digital platforms, is in a position to capitalize on this trend. Amiroh and Hartono (2024) research revealed that the effectiveness of digital engagement varies depending on the type of content and platform used. These differences in findings, coupled with changing market dynamics, create a significant research gap. Comprehensive studies that integrate product quality, brand social value, perceived price value, and digital engagement attitudes in the context of brand advocacy are still limited.

This study aims to fill this gap, providing a deeper understanding of how these factors interact to shape brand advocacy in the digital age. This study investigates the impact of product quality, brand social value and perceived price value on digital engagement attitude and brand advocacy by placing digital engagement attitude as a mediator. This study addresses specific questions such as:

RQ1: Do product quality, brand social value and perceived price value have an impact on digital engagement attitude.

RQ2: Do product quality, brand social value, perceived price value and engagement attitude have an impact on brand advocacy.

RQ3: Does engagement attitude play a mediating role in the influence of product quality, brand social value and perceived price value on brand advocacy?

This study uses a quantitative method and analysis approach. Primary data will be collected through a survey given to SKINTIFIC consumers who have used the product for at least 3 months, follow social media, are domiciled in Indonesia, and are aged 18-45 years. The regression equation modeling technique will be used to analyze the relationship between product quality, brand social value and perceived price value on digital engagement attitude and brand advocacy, as well as the relationship between engagement attitude and brand advocacy. Mediation analysis will assess the extent to which engagement attitude plays a mediating role between product quality, brand social value and perceived price value towards brand advocacy.

The remainder of this paper is structured as follows: Section 2 reviews theoretical support and previous research on the factors that determine brand advocacy. Section 3 describes the research design including the research model and data collection techniques. Section 4 presents the results of the model extracted from the regression analysis with the KMO test, validity, reliability, hypothesis testing, and mediation testing. Section 5 discusses the results of the study and Section 6 explains the conclusions of the study, as well as the limitations of the study for further study.

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stronger influence on purchase intention compared to mass products.

Brand social value reflects the extent to which a brand can enhance consumers' social self-concept. Brand social value can drive consumer engagement on online platforms. Zhou et al. (2012) found that brand social value has a positive effect on consumer engagement attitudes on social media. Brands with high social value encourage consumers to share their experiences online as a form of self-expression. Hakim et al. (2024) revealed that brand social value increases consumers' intention to participate in online brand communities. Consumers who use digital engagement show associations with brands that have high social value (Al-Jarrah et al., 2023). Hollebeck and Mackie (2022) also found an influence between brand social value and consumer digital engagement. That is, better brand social value drives high digital engagement attitudes.

H₁₂: Brand social value has a positive effect on digital engagement attitude

Social Identity Theory by Tajfel and Turner (1979) states that individuals construct their identities based on membership in social groups. Brands with high social value can be a means for consumers to express their identities, which can encourage brand advocacy. Abbas et al. (2021) found that brand social value has a positive effect on brand advocacy in the hospitality industry. Brands that increase consumers' social status tend to encourage them to become brand advocates. Liu et al. (2018) also found a positive relationship between brand social value and brand advocacy. Brands with strong social values create communities that encourage consumers to become brand advocates. Thus, good brand social values can encourage good brand advocacy.

H₂₃: Brand social value has a positive effect on brand advocacy

Brands with high social value can drive digital engagement as a way to express identity, which ultimately leads to advocacy. Abbas et al. (2021) found that brand social value increases digital engagement which then drives brand advocacy. Prentice et al. (2019) revealed that brand social value increases consumer digital engagement which in turn increases the intention to do positive word-of-mouth. Rasool et al. (2020) showed that brand social value has a positive effect on digital engagement which then predicts brand advocacy across cultural contexts. Akhgari and Bruning (2024) found a mediating effect of digital engagement attitude in the relationship between brand social value and brand advocacy. This means that digital engagement attitude mediates the relationship between brand social value and brand advocacy.

H2c: Digital engagement attitude mediates the relationship between brand social value and brand advocacy

2.4. Price perception value, digital engagement attitudes and brand advocacy

Perceived price value is described as the consumer's assessment of the benefits received from a product or service relative to the costs incurred. The perceived value of a product's price as the consumer's overall assessment of the product's utility based on the perception of what is received (benefits) compared to what is given (costs), including long-term considerations and comparisons with other alternatives. In the context of the beauty industry, this concept has evolved to encompass

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2. LITERATUR REVIEW

2.1. Brand Advocacy

Brand advocacy is defined as the tendency of consumers to actively recommend and defend a brand to others (Keller & Swaminathan, 2020). Overall, brand advocacy is a multifaceted phenomenon driven by emotional bonds, self-identification, and other influencing factors (Irawan & Cheng, 2025). According to Rasool et al. (2020) skincare brand advocacy is defined as the tendency of consumers to actively recommend, defend, and promote certain skincare brands to others, both offline and online, based on positive experiences and trust in the brand. In the digital era, brand advocacy has evolved into a highly influential form of marketing, particularly through online reviews and user-generated content (Hollebeck & Mackie, 2022). Research by Leckie (2016) shows that brand advocacy has a significant positive effect on brand performance and sales growth in the beauty industry. Strong brand advocacy can reduce consumer price sensitivity. Furthermore, a study by Fournier and Alvarez (2012) revealed that brand advocacy is influenced by various factors, including product quality, brand social value and digital engagement. These influences vary depending on the product category and consumer segment.

2.2. Product Quality, digital engagement attitudes and brand advocacy

Product quality is a crucial factor in marketing that reflects a product's ability to meet or exceed consumer expectations. Product quality is defined as consumer evaluation of the overall superiority or excellence of a product based on assessments of effectiveness, safety, sensation of use, and suitability to individual skin needs. In the context of the beauty industry, product quality includes not only effectiveness, but also safety, texture, and sensory experience. Yeon and Chung (2011) explained that product quality in the beauty industry is now assessed based on five main dimensions: effectiveness, safety, sensory, sustainability, and innovation. The study found that 73% of consumers considered effectiveness as the most important factor, followed by safety (68%) and innovation (54%). Furthermore, Mawaddah et al. (2024) revealed that perceived product quality has a significant influence on consumer satisfaction and repurchase intention in the context of skincare products.

Product quality has long been recognized as a key factor in shaping consumer perceptions and behavior. Product quality not only influences satisfaction and loyalty, but also consumer engagement on digital platforms. Wijaya and Wahyudi (2024) found that product quality has a positive effect on online consumer engagement attitudes in the context of skincare products. Consumers who perceive a product to be of high quality tend to be more involved in online discussions and experience sharing. Yeon and Chung (2011) revealed that product quality increases consumer intention to interact with brands on social media. High-quality products encourage consumers to seek further information and participate in online brand communities. Mawaddah et al. (2024) also found a positive influence between product quality and digital engagement attitudes. Consumers who are satisfied with product quality are more likely to engage in online reviews and electronic word-of-mouth activities. Behavior reflected by good product quality can influence digital engagement attitudes. Thus, good product quality can encourage high digital engagement

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not only monetary price, but also the long-term value and multi-functionality of the product. Recent research by [Harivanti et al. \(2023\)](#) showed that perceived price value has a significant influence on consumer satisfaction and purchase intention in the skincare product category. Further explaining that this influence is moderated by the level of consumer involvement with the product category. Furthermore, [Gupta and Zeithaml \(2006\)](#) revealed that in the digital era, 83% of consumers actively compare prices online before making a purchase of beauty products, indicating the importance of a transparent and competitive pricing strategy.

Price perception value reflects consumers' evaluation of the benefits received relative to the costs incurred. High perceived value can drive online consumer engagement. [Sutanto and Wulandari \(2023\)](#) found that price perception value has a positive effect on consumer engagement on digital platforms. Consumers who perceive that they are getting good value tend to be more active in searching and sharing information online. [Wang et al. \(2022\)](#) revealed that perceived price value increases consumers' intention to interact with brands on social media. High perceived value drives consumers to become brand advocates on digital platforms. [Gupta and Zeithaml \(2006\)](#) found a positive influence of perceived price value on consumers' digital engagement attitudes. Consumers who feel they are getting value for money tend to be more involved in online reviews and product discussions. This means that better-perceived price value drives high digital engagement attitudes.

H_{3a}: Price perception value has a positive effect on digital engagement attitudes

High perceived value can create feelings of fairness and satisfaction, which can drive brand advocacy. [Zhang et al. \(2018b\)](#) found that perceived price value has a positive effect on brand advocacy in the context of e-commerce. Consumers who feel they are getting good value are more likely to recommend the brand to others. [Wang et al. \(2022\)](#) revealed that perceived price value increases consumers' intention to become brand advocates on digital platforms. High perceived value encourages consumers to share their positive experiences online. [Gupta and Zeithaml \(2006\)](#) also found a positive relationship between perceived price value and brand advocacy. Consumers who feel they are getting value for money tend to be more willing to recommend the brand to others. Thus, a good perceived price value can encourage good brand advocacy. Based on this explanation, the following hypothesis is established:

H_{3a}: Price perception value has a positive effect on brand advocacy

High perceived value can drive digital engagement as a way to express satisfaction, which ultimately leads to brand advocacy. [Phan and Le \(2023\)](#) found that perceived price value increases consumers' digital engagement which then has a positive effect on brand advocacy. [Wang et al. \(2022\)](#) revealed that perceived price value drives digital engagement which in turn increases consumers' intention to become brand advocates. [Leckie \(2016\)](#) showed that perceived price value has a positive effect on digital engagement which then leads to higher levels of brand advocacy. [Akbari and Bruning \(2024\)](#) found the mediation effect of digital engagement attitude mediating the relationship between perceived price value and brand advocacy. This means that digital engagement attitude mediates the relationship between perceived price value and brand advocacy.

H_{3a}: Digital engagement attitude mediates the relationship between perceived price value and

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brand advocacy.

2.5. Digital engagement attitudes and brand advocacy

Digital engagement attitude refers to consumers' tendency to interact with brands through digital platforms, including social media, websites, and mobile applications ([Hollebeck et al., 2020](#)). [Hollebeck and Mackie \(2022\)](#) explained that digital engagement attitudes in the context of skincare are defined as the tendency and intensity of consumers to interact with skincare brands through various digital platforms, including information searches, participation in online communities, and sharing experiences related to skincare products. [Hollebeck and Mackie \(2022\)](#) Digital engagement attitudes in the context of skincare are defined as consumers' tendency and intensity to interact with skincare brands through various digital platforms, including information searches, participation in online communities, and sharing experiences related to skincare products. In the beauty industry, digital engagement has become a primary channel for product education, consumer reviews, and brand-consumer interactions ([Amitabh & Hartono, 2024](#)). [Kumar and Pansari \(2016\)](#) found that digital engagement has a significant positive effect on brand loyalty and purchase intention in the context of skincare products. It was also revealed that the quality, not the quantity, of digital interactions is more important in forming positive attitudes towards brands. A longitudinal study by [Malthouse et al. \(2016\)](#) showed a 300% increase in brand-consumer interactions via digital platforms in the last five years in the beauty industry. High digital engagement is positively correlated with higher levels of brand advocacy.

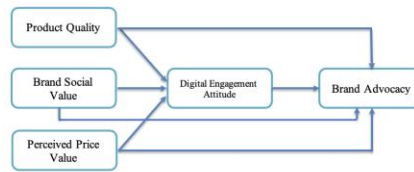
Consumer Engagement Theory developed by [Brodie et al. \(2011\)](#) states that consumer engagement is a psychological state that occurs through the interaction and co-creative experience of customers with agents/focal objects (e.g., brands) in service relationships. This theory suggests that higher engagement can lead to positive outcomes such as advocacy. [Hollebeck and Mackie \(2022\)](#) found that high digital engagement has an effect on brand advocacy. This study shows that consumers who actively engage with a brand's digital content tend to be strong brand advocates. [Kumar and Pansari \(2016\)](#) developed and tested a customer engagement model that links engagement to business outcomes. Digital engagement attitudes have a significant positive effect on brand advocacy. [Harrigan et al. \(2018\)](#) found a strong positive effect between digital engagement and brand advocacy. This study shows that meaningful interactions on digital platforms can drive advocacy behavior. [Rasool et al. \(2020\)](#) conducted a cross-cultural study on digital engagement and brand advocacy in the e-commerce industry. Digital engagement attitudes consistently predicted brand advocacy across cultural contexts. This finding emphasizes the universality of the relationship between digital engagement and brand advocacy. [Leckie \(2016\)](#) explored the role of digital engagement in building brand-consumer relationships. Positive digital engagement attitudes lead to higher levels of brand advocacy. Thus, good digital engagement attitudes can drive good brand advocacy.

H₄: Digital engagement attitude has a positive effect on brand advocacy

Based on the theoretical review and hypothesis formulation, an empirical research model can be constructed as follows.

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Figure 1. Empirical research model



Source: Authors' elaboration.

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3. RESEARCH METODHOLOGY

3.1. Population and sample

The population and sample in this study were SKINTIFIC consumers who had used the product for at least 3 months, were involved in digital engagement (following social media/giving reviews), were domiciled in Indonesia, and were aged 18-45 years. The sampling technique in this study was to use the purposive sampling method with the criteria of using at least 2 scientific products, being active on scientific social media (like, comment, share), having provided product reviews and having made purchases in the last 6 months. Data collection through online questionnaires via Google Form. The number of respondents was 200 people distributed in the top 3 in Central Java Province, namely Semarang city 80 respondents (40%), Solo 60 respondents (30%) and Salatiga 60 respondents (30%).

3.2. Operational variables

Instrument testing, model testing and hypothesis testing are conducted based on primary data. This research instrument is made based on the operational definition of the variables. The definition of product quality in this study was developed based on the concept of Wijaya and Wahyudi (2024) using six indicators, namely effectiveness in overcoming skin problems, texture and sensation on the skin, absorption rate, product aroma, safety for long-term use, suitability for skin type.

The definition of brand social value in this study was developed based on the concept of Wang et al. (2022) using six indicators, namely brand prestige, conformity with trends, recognition from beauty influencers, popularity on social media, association with a healthy lifestyle, conformity with environmental values (eco-friendly). The definition of perceived price value was developed based on the concept of Wang et al. (2022) which consists of price suitability with perceived benefits, price comparison with other brands, long-term value perception, number of products received, frequency of use required, and availability of size options.

Digital engagement attitudes have been defined as having 6 indicators, namely frequency of searching for product information, participation in online forums or communities, following brand social media accounts, watching video tutorials or product reviews, sharing product usage experiences on digital platforms, interacting with brand digital content (Hollebeck & Mackie, 2022). Brand advocacy is defined as having 6 indicators of recommending a product, defending a brand from negative criticism, sharing results or skin transformations on social media, writing positive reviews about a product on online platforms, encouraging others to try a particular product, subscribing or repurchasing the product consistently Rasool et al. (2020).

3.3. Data analysis

The data analysis technique uses multiple regression, with 2 (two) regression equations formulated in the following equation.

$$Y_1 = \alpha_1 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e_1 \quad 1)$$

$$Y_2 = \alpha_2 + \beta_5 X_1 + \beta_6 X_2 + \beta_7 X_3 + \beta_8 X_4 + e_2 \quad 2)$$

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Notes:

X_1 = Product quality; X_2 = Brand social value; X_3 = Price perception value; Y_1 = Digital engagement attitude; Y_2 = Brand advocacy; $\beta_{1,2}$ = Regression Coefficient. Both regression analysis used IBM SPSS software for their analysis.

4. RESULTS

4.1. Regression analysis

Based on the instrument test, the KMO value of all variables is more than 0.5 so that the sample in this study is feasible. The loading factor value of all indicators for each variable is more than 0.4 which indicates that the instrument is valid and AVE is more than 0.5. In addition, the reliability test shows that the Cornbrash's Alpha value of each variable is more than 0.7, indicating that all instruments are reliable. After the instrument test was conducted, multiple linear regression analysis was conducted with the results as in Table 1.

Table 1. Summary results of linear regression analysis

Regression Model	Model Test		t-test		
	Adj R Square	F-test Sig	β	Sig	Conclusion
Model 1: $Y_1 = a + 0.237X_1 + 0.174X_2 + 0.311X_3$	0.951	0.000			
The Influence of Product Quality on Digital Engagement Attitudes			0.237	0.001	H _{1a} accepted
The Influence of Brand Social Values on Digital Engagement Attitudes			0.174	0.016	H _{1a} accepted
The Influence of Perceived Values on Digital Engagement Attitudes			0.311	0.000	H _{1a} accepted
Model II: $Y_2 = a + 0.040X_1 + 0.041X_2 + 0.094X_3 + 0.0873X_4$	0.923	0.000			
The Influence of Product Quality on Brand Advocacy			0.040	0.049	H _{1b} accepted
The Influence of Brand Social Values on Brand Advocacy			0.046	0.045	H _{2a} accepted

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The Influence of Perceived Values on Brand Advocacy		0.094	0.000	H _{3a} accepted
The Influence of Digital Engagement Attitudes on Brand Advocacy		0.873	0.000	H ₄ accepted

Source: Authors' elaboration.

4.2. Model Test

To test this research model, a determination coefficient calculation was carried out to determine the ability of the independent variables to explain the dependent variables. Model 1 shows a determination coefficient value of 0.951 which indicates the ability of product quality, brand social value, and price perception value to explain digital engagement attitudes by 95.1% while the remaining 4.9% is influenced by other factors outside the model. The suitability of model 1 is also shown through the F test (Goodness of Fit). Table 1 shows the significance value of the F test of 0.00 below 5%. This means that product quality, brand social value, price perception value simultaneously have a significant effect on digital engagement attitudes.

Model 2 shows the ability of product quality, brand social value, price perception value and digital engagement attitude in explaining brand advocacy by 92.3%. Thus, the significance value of model 2 (Goodness of Fit) is shown at 0.00 below 5%. This shows that product quality, brand social value, price perception value and digital engagement attitude simultaneously have a significant effect on brand advocacy. The remaining 7.3% is explained by other variables.

4.3. Hypothesis Testing

The hypothesis in this study was tested using the t-test. The test is used to show the ability of the partial influence of the independent variable on the dependent variable. If the significance value is below 5%, then the hypothesis is accepted. In Table 1, the beta value of product quality is 0.237 with a significance value of 0.001 below 5%. This means that product quality has a significant positive effect on digital engagement attitudes. Thus, hypothesis 1a (H_{1a}) is accepted. Hypothesis 2 testing shows the beta value of brand social value of 0.174 with a significance value of 0.00 which is below 5%. This means that brand social value has a significant positive effect on digital engagement attitudes. Thus, hypothesis 2a (H_{2a}) is accepted. Hypothesis 3 testing shows the beta value of price perception value of 0.311 with a significance value of 0.00 below 5%. This means that the price perception value has a significant positive effect on digital engagement attitudes. Thus, hypothesis 3a (H_{3a}) is accepted. Hypothesis 1b (H_{1b}) testing shows a beta value of product quality of 0.040 with a significance value of 0.049 below 5%. This means that product quality has a significant positive effect on brand advocacy. Thus, hypothesis 1b (H_{1b}) is accepted. Hypothesis 2b (H_{2b}) testing shows the beta value of brand social value of 0.040 with a significance value of 0.045 which is below 5%. This means that brand social value has a significant positive effect on brand advocacy. Thus, hypothesis 2b (H_{2b}) is accepted. Hypothesis 3b (H_{3b}) testing shows the beta value of price perception value of 0.094 with a significance value of 0.000 below 5%. This means that the price perception value has a significant positive effect on brand advocacy. Thus, hypothesis 3b (H_{3b}) is accepted. Hypothesis 4 testing shows a beta value of digital engagement attitude of 0.873 with a significance value of 0.00 below 5%. This means that digital engagement attitude has a significant positive effect

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on brand advocacy. Thus, hypothesis 4 is accepted.

4.4. Mediation Test

The mediation test is used to determine whether or not the indirect influence of the independent variable on the dependent variable with the third variable as an intervening variable. Sobel is used to measure the significance and value of the coefficient of the indirect influence of product quality, brand social value, price perception value on brand advocacy.

Based on the Sobel test, it is proven that the significance value of the indirect effect of product quality on brand advocacy with digital engagement attitude as an intervening variable is 0.0001 below 0.05 (5%). This shows that digital engagement attitude significantly mediates the effect of product quality on brand advocacy. Thus, hypothesis 1_a (H_{1a}) is accepted. The Sobel test proves that the significance value of the indirect influence of brand social value on brand advocacy with digital engagement attitude as an intervening variable is 0.0001 below 0.05 (5%). This shows that digital engagement attitude significantly mediates the influence of brand social value on brand advocacy. Thus, hypothesis 2_a (H_{2a}) is accepted. It is also proven that digital engagement attitudes significantly mediate the influence of price perception value on brand advocacy with a significance value of 0.0000 below 0.05 (5%). As for the conclusion, it is proven that the attitude of digital involvement is able to be an anchor or intervening variable in relation to the influence of product quality, brand social value, price perception value on brand advocacy. Thus, hypothesis 3_a (H_{3a}) is accepted.

5. DISCUSSION

The results of the regression analysis show that product quality has a significant positive effect on digital engagement attitudes. These results support previous studies conducted by Wijaya and Wahyudi (2024). Thus, good product quality will encourage higher digital engagement attitudes. Consumers who perceive high product quality tend to be more active in interacting on digital platforms. In this case, products that are effective in overcoming skin problems are needed so that they can support customers to watch video tutorials and provide good reviews.

Hypothesis 2_a testing also proves that brand social value has a significant positive effect on digital engagement attitudes. This finding supports previous studies conducted by Macassa et al. (2022) which stated that brand social value has a positive effect on digital engagement attitudes. Brands with high social value encourage more intense online interactions. This means that good brand social value will create a higher digital engagement attitude in customers. A brand social value with good brand prestige is able to have a high digital engagement attitude.

Hypothesis 3_a testing proves that price perception value has a significant positive effect on digital engagement attitudes. This finding supports previous studies conducted by Bergel et al. (2019), especially in the context of value-seeking behavior. That is, a good price perception value can increase a high good digital engagement attitude. The good price fit with perceived benefits refers to sharing product usage experiences on the platform when experiencing problems. This stage allows customers to increase participation in online skincare forums or communities.

The test results on hypothesis 1_a prove that product quality has a significant positive effect on brand

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advocacy. These results support previous studies conducted by Ecriningsih et al. (2023). This means that good product quality can drive better brand advocacy. Product safety for long-term use reflects good product quality, resulting in better brand advocacy.

The test results on hypothesis 2_a prove that the brand's social value has a significant positive effect on brand advocacy. These results support previous studies conducted by Salah and Ayyash (2024). This means that good brand social values can drive better brand advocacy. Recognition from beauty influencers reflects good brand social values, resulting in better brand advocacy.

The test results on hypothesis 3_a prove that the perceived value of price has a significant positive effect on brand advocacy. These results support previous studies conducted by Prameeka et al. (2017). This means that a good price perception value can drive better brand advocacy. A good competitive price comparison with other skincare brands reflects a good price perception value, resulting in better brand advocacy.

Hypothesis 4 testing proves that has a significant positive effect on brand advocacy. This finding supports previous studies presented by Sathya et al. (2023) and Nasution et al. (2022). This means that a high digital engagement attitude builds good brand advocacy. A high digital engagement attitude is reflected through participation in online forums or communities, following brand social media accounts, providing product reviews, interacting with brand digital content. This condition is able to increase brand advocacy.

Based on the results of the Sobel test on the mediation effect, it can be concluded that digital engagement attitudes are able to be intervening variables in relation to the influence of product quality, brand social value, price perception value, and digital engagement attitudes on brand advocacy. It has been proven that the significance value of the indirect influence of product quality on brand advocacy, brand social value on brand advocacy, and price perception value on brand advocacy is below 5%. In other words, OCB is able to become an anchor or intervening variable in relation to the influence of product quality, brand social value, and price perception value on brand advocacy.

6. CONCLUSION

This study aims to reveal digital engagement attitudes in mediating the influence of product quality, brand social value, price perception value on brand advocacy. Digital engagement attitudes are considered important as a relevant topic, emphasizing the importance of research on digital engagement attitudes, and helping to understand the context of brand advocacy. This study has proven that product quality, brand social value, perceived price value, and digital engagement attitude have a positive effect on brand advocacy. To encourage brand advocacy, digital engagement attitude is a very important factor. Participation in online forums or communities, following brand social media accounts, watching video tutorials or product reviews, sharing product usage experiences on digital platforms, interacting with brand digital content are important to support brand advocacy for customers. Digital engagement attitude is proven to act as a mediating variable. Digital engagement attitude can be an anchor before the predictor variables affect brand advocacy.

The results of this study contribute to the discourse on digital engagement attitudes, aiming not only

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to influence but also to encourage further investigation into brand advocacy. In addition, this paper expands the discussion on the extent to which digital engagement attitudes can be improved, as SKINTIFUC is effective in skin care, has brand prestige and has a match between price and benefits received.

The results of this study contribute to the advancement in the study of digital engagement attitudes and brand advocacy by highlighting the potential of digital engagement attitudes in driving increased brand advocacy. In addition, the results of this study also provide practical insights into consumers' digital engagement attitudes, showing their role in influencing brand advocacy.

Furthermore, the results of this study also offer practical contributions for brand managers and marketing managers who engage in various activities with their consumers. It is important for brand advocacy to emphasize the role of consumers' digital engagement attitudes in influencing brand advocacy. Managers also need to analyze product quality, brand social value, and price perception value, because these three variables also have a direct influence on brand advocacy.

Although this research provides an important contribution to the development of science and marketing management related to digital engagement attitudes and marketing advocacy, this research also has limitations related to the research method which only uses 3 (three) independent variables. Likewise, related to respondents who are only SKINTIFUC consumers so that it cannot be generalized to other product? For future research, it can be expanded by adding independent variables such as consumer education, consumer income, and also gender as a control variable.

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April 10, 2025

Paper Revision 1

Our title has changed, from the original title: **"Uncovering Brand Advocacy Strategy: An Empirical Study on the Digital Engagement Attitudes of Consumers in the Beauty Industry"**

Thank you very much for the suggestions and recommendations for improving our paper, and we have done it according to the suggestions and recommendations from you.

No	Reviewer Comments (April 10 2025)	Author Responses
Editor Teams		
1	The editorial team of the journal suggests to use the following title of the article: "UNCOVERING BRAND ADVOCACY STRATEGY: AN EMPIRICAL STUDY ON THE DIGITAL ENGAGEMENT ATTITUDES OF CONSUMERS IN THE BEAUTY INDUSTRY" in order to increase the readability of your paper and the citation rate.	We, the writing team, agree to use the following article title: "UNCOVERING BRAND ADVOCACY STRATEGY: AN EMPIRICAL STUDY ON THE DIGITAL ENGAGEMENT ATTITUDES OF CONSUMERS IN THE BEAUTY INDUSTRY" in accordance with the direction of the editorial team.
2	It is preferable that the "Abstract" contains 1-2 in-text citations of the sources mentioned in the list of references that the research is based on or that the research contributes to.	"Abstract" already contains 1 in-text citation from the source mentioned in the reference list that is the basis of the research according to your direction.
3	In the Introduction, is it recommended to indicate literature gap(s), research aim(s) and question(s), the theoretical/conceptual framework applied, relevance and significance of the study, research methodology used, main findings/contributions.	In the Introduction, we have mentioned the literature gap, research objectives and questions, theoretical/conceptual framework applied, relevance and significance of the study, research methodology used, main findings/contributions.
4	In the "Introduction" section please add one more paragraph describing in detail the general structure of the paper (e.g. The structure of this paper is as follows. Section 2 reviews the relevant literature. Section 3 analyses the methodology that has been used to conduct empirical research on...)	In the "Introduction" section, we have added a paragraph that explains in detail the general structure of the paper. (The structure of this paper is as follows. Section 2 reviews the relevant literature. Section 3 analyzes the methodologies that have been used to conduct empirical research on...)

5	As for the section "Literature Review", it is important to add a few more references of the recent years (2021-2025) in order to make the paper more suitable.	In the "Literature Review" section, we have added references from recent years (2021-2025).
6	"Research Methodology" section should also contain description of alternative methods that would be suitable for conducting the research.	The "Research Methodology" section contains a description of alternative methods suitable for conducting the research.
7	You are suggested to add a few more references of last 5 years (2021-2025). It would positively influence paper's citation. You may use this set of paper collections to add some more references: https://virtusinterpress.org/A-set-of-updated-thematic-paper-collections-from-Virtus-Interpress.html	We have added some references from the last 5 years (2021-2025). Thank you for providing the reference sources: https://virtusinterpress.org/A-set-of-updated-thematic-paper-collections-from-Virtus-Interpress.html
8	Please make sure that all the references cited in the paper are included in the reference list and all the sources in the reference list are properly cited in the paper.	We have ensured that all references cited in the paper are included in the reference list and all sources in the reference list are properly cited in the paper.
9	The paper requires English proofreading (language and typos) so that your paper may be read and cited by a wide audience of readers throughout the world. If you want the team of Virtus Interpress to do English proofreading of your paper, you may order this service at a moderate fee (90 EURO). We'll do this work professionally, qualitatively and within a short period of time (up to one week).	We have already done an English check on our script, and we will use the Virtus Interpress team if needed.

4. Revisi manuscript diterima – 19 April 2025

The screenshot shows a Gmail interface on a desktop browser. The left sidebar displays the 'Kotak Masuk' (Inbox) with 7 emails. The main area shows an email from 'Endang Tjahjaningsih' to 'Olha Lytvynenko'. The email content includes a greeting, a message about the manuscript revision, and a closing. A blue translation bubble is overlaid on the email text, indicating it was translated from English to Indonesian. The browser's address bar shows 'mail.google.com' and the top navigation bar includes various icons and a search bar.

5. Manuscript diterima – 7 Mei 2025

The screenshot shows a Gmail interface on a desktop browser. The left sidebar contains navigation icons for Mail, Chat, and Meet, along with a list of folders: Kotak Masuk (7), Berbintang, Ditunda, Terkirim, Draf (3), and Selengkapnya. The main content area displays an email from Olha Lytvynenko, dated Wednesday, May 7, 2025, at 18:54. The subject is 'Your paper has been accepted_Corporate & Business Strategy Review'. The email body contains the following text:

Dear Endang Tjahjaningsih,

thank you for sending the final revised version of your manuscript "UNCOVERING BRAND ADVOCACY STRATEGY: AN EMPIRICAL STUDY ON THE DIGITAL ENGAGEMENT ATTITUDES OF CONSUMERS IN THE BEAUTY INDUSTRY". I appreciate your attention in addressing the report's comments. The final revisions of your paper are acceptable.

I am happy to inform you that your paper has been accepted for publication in the journal *Corporate & Business Strategy Review*. In attachment you'll find the Letter of Acceptance.

Please note that your paper is planned to be published in August-September 2025 (the detailed proofreading and typesetting of the paper by the journal office team will start just after the payment of article processing charge (APC) is made by you).

The paper will be open accessed at the website of the Publisher immediately after its publication. In this way you, as the author, will take part in our Virtus open-access network program. Moreover, under this immediate open access option, you will have a right to upload your paper (a PDF file of your published paper) as full-text elsewhere ([scribd.com](https://www.scribd.com), Researchgate, [academia.edu](https://www.academia.edu), EconStor, RePEc, your university repositories, personal webpages, etc.) for open public access and disseminate the paper among your colleagues that will speed up your paper citation. Also, we will immediately, after publishing your paper at our website, start promoting your paper among our international network of scholars in corporate governance, accounting and finance (more than 5400 scholars worldwide) through direct linking, social networking, etc.

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- APC here: <https://virtusinterpress.org/APC-only-for-OA-publication-option-5795.html> (870 EUR, the button "Pay Now");
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As an alternative, the payment of publication fee (the APC) may be made via PayPal. In order to pay by PayPal, you should follow the link www.paypal.com, then register an account (it is easy) and use the following account details to pay:

- account - alex_kostyuk@virtusinterpress.org

The screenshot shows the continuation of the email from Olha Lytvynenko. The text continues with:

As an alternative, the payment of publication fee (the APC) may be made via PayPal. In order to pay by PayPal, you should follow the link www.paypal.com, then register an account (it is easy) and use the following account details to pay:

- account - alex_kostyuk@virtusinterpress.org
- name of recipient - Oleksandr Kostyuk

Please make the payment **in USD**, not in EUR. The equivalent of 960 EURO (870 EUR of APC + 90 EUR of English language proofreading fee) would be **1095 USD**. So, please transfer **1095 USD** to alex_kostyuk@virtusinterpress.org

You are kindly asked to **finalise the payment by May 10, 2025**. We'd be grateful if you would make the payment by the specified deadline, so that we can put all further processes related to the publication of the article (typesetting, editing, proofreading) in order and avoid the risk of withdrawal of your paper.

Please let me know once the payment is finalised and we will proceed with typesetting and proofreading your paper.

Kind regards,
Olha

—

Olha Lytvynenko
Senior Managing Editor, Managing Editor of the journals "Corporate Ownership and Control", "Journal of Governance and Regulation", "Risk Governance and Control: Financial Markets & Institutions", and "Corporate & Business Strategy Review"
olha.lytvynenko@virtusinterpress.org
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Satu lampiran • Dipindai dengan Gmail

The email includes a PDF attachment titled 'Letter of paper ac...'. The attachment preview shows a document with the Virtus Interpress logo and the text 'LETTER OF PAPER ACCEPTANCE'.

LETTER OF PAPER ACCEPTANCE

FROM: Publishing House "Virtus Interpress", Sumy, Ukraine

DATE: May 7, 2025

TO/ATTN: Endang Tjahjaningsih
Department of Management
Stikubank University
Semarang
INDONESIA

Dear Endang Tjahjaningsih,

herewith it is certified that the paper titled "*UNCOVERING BRAND ADVOCACY STRATEGY: AN EMPIRICAL STUDY ON THE DIGITAL ENGAGEMENT ATTITUDES OF CONSUMERS IN THE BEAUTY INDUSTRY*" co-authored by Endang Tjahjaningsih, Suzy Widyasari, Alimuddin Rizal Rivai, and Bambang Sudiyatno has been blind reviewed and accepted for publishing in the issue of the journal *Corporate & Business Strategy Review* (ISSN – 2708-9924 (printed version), ISSN – 2708-4965 (online version)) in 2025.

Director, Virtus Interpress,
Oleksandr Kostyuk



6. Permintaan untuk melakukan pembayaran – 8 Mei 2025

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Gmail SISTER SINTA SIJAGO LLDIKTI 6 SSO UNIDIP SIADA SAKA RBV - Perpustakaan UT iLovePDF (9) YouTube Game Papa's

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4 dari 57

Regarding your accepted paper_CBSR journal_Reminder Eksternal Kotak Masuk x

Olha Lytvynenko <olha.lytvynenko@virtusinterpress.org> kepada saya, Alexander 4 Mei, 16.39

Dear Endang Tjahjaningsih,
I hope you are doing well.

I would like to kindly remind you that according to my email sent to you on May 7, 2025, with the acceptance letter for your paper accepted by the journal *Corporate & Business Strategy Review*, you are kindly asked to pay the APC by **May 10, 2025**.

I kindly ask you to **finalise the payment by that date**, so that we can put all further processes related to the publication of the article (typesetting, editing, proofreading) in order and avoid the risk of withdrawal of your paper.

I would like to ask you to copy your reply message to Prof. Alex Kostyuk, Director of Virtus Interpress (see in a copy).

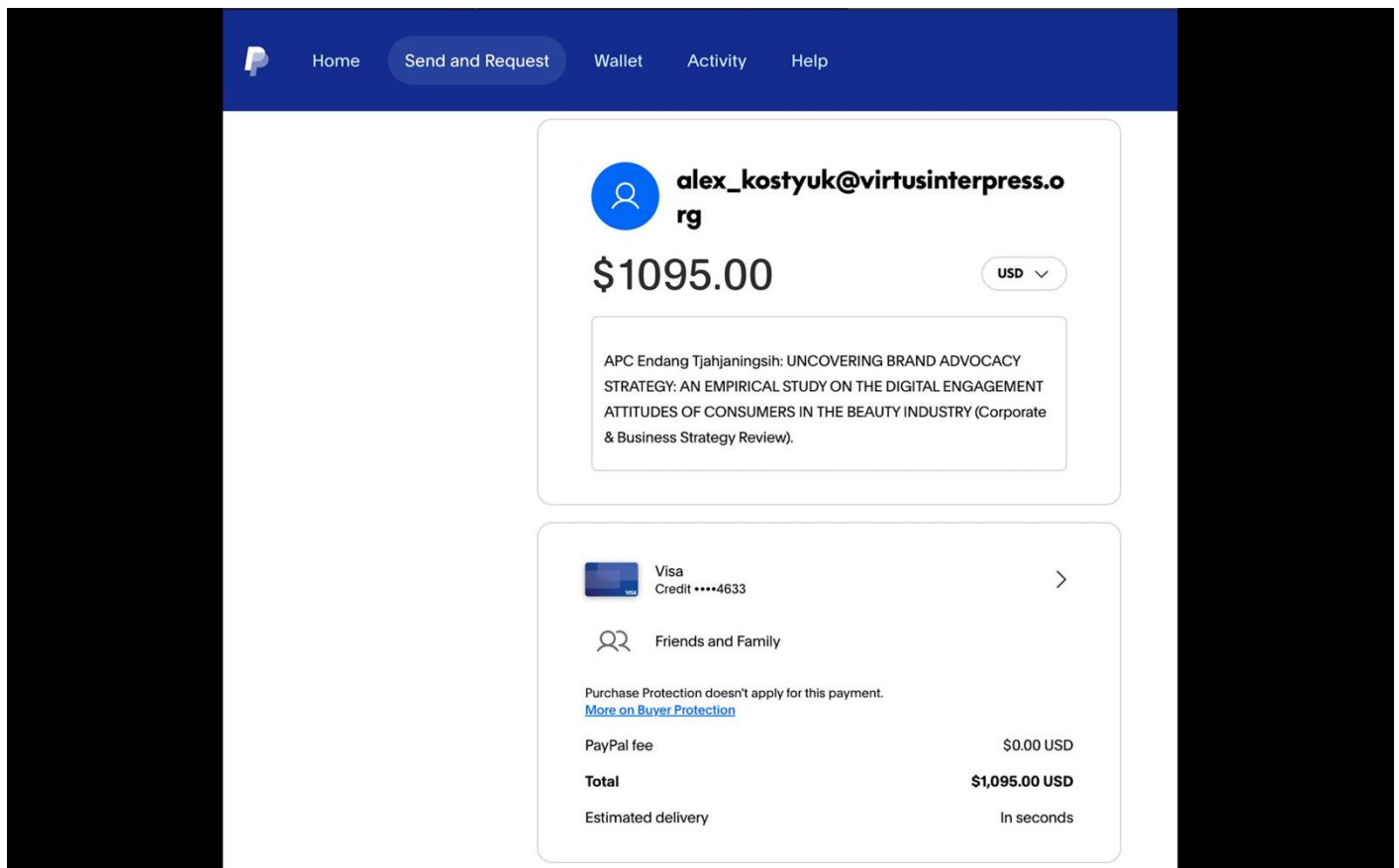
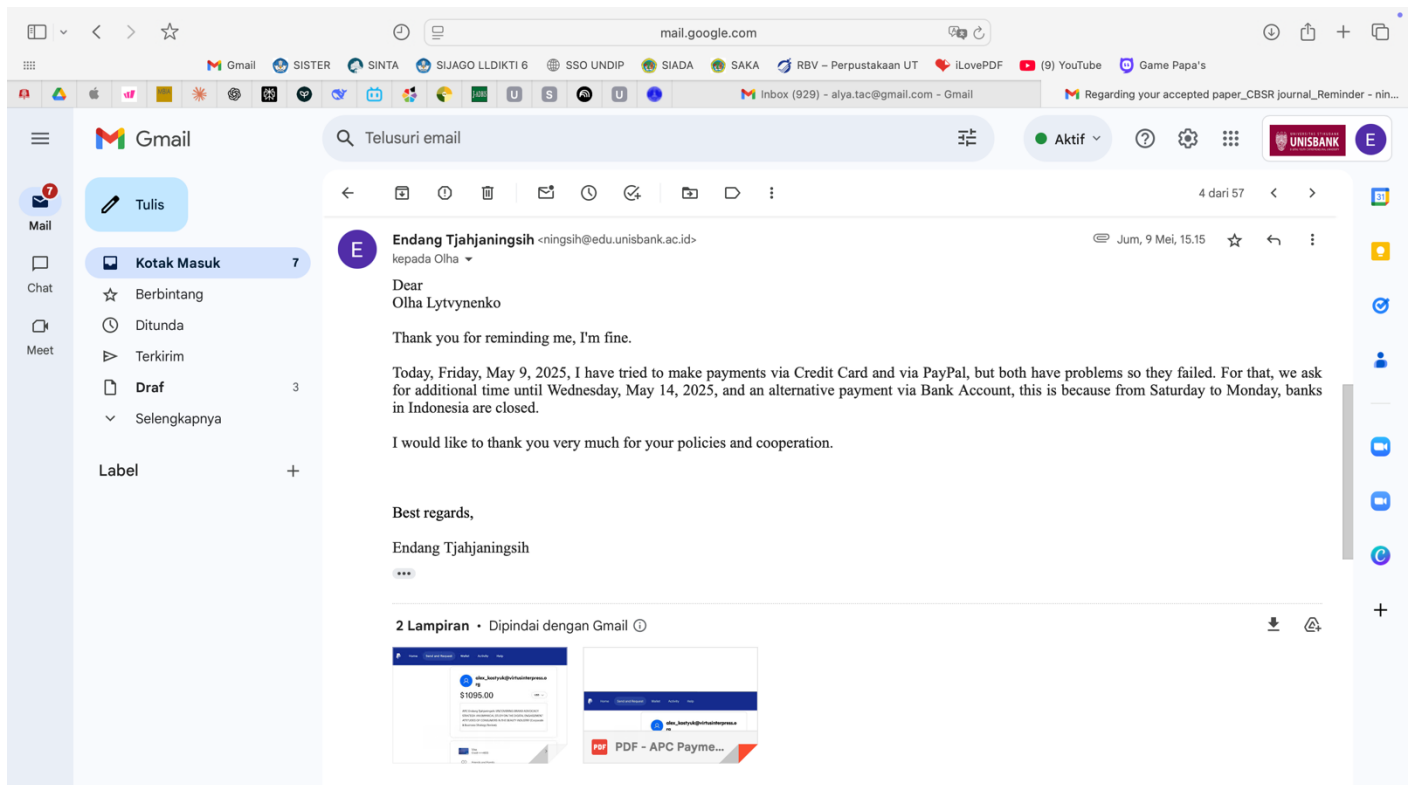
I am looking forward to hearing from you.

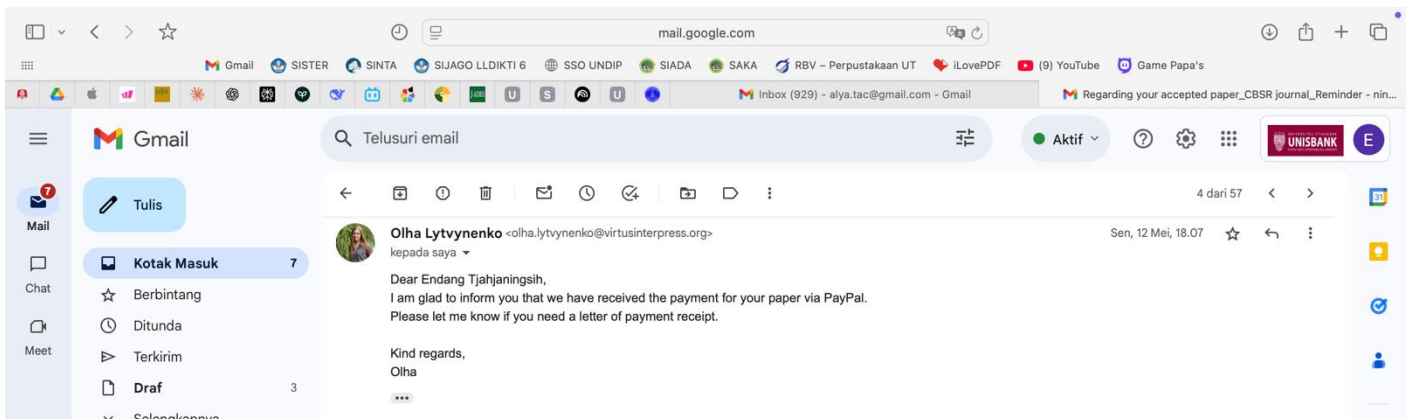
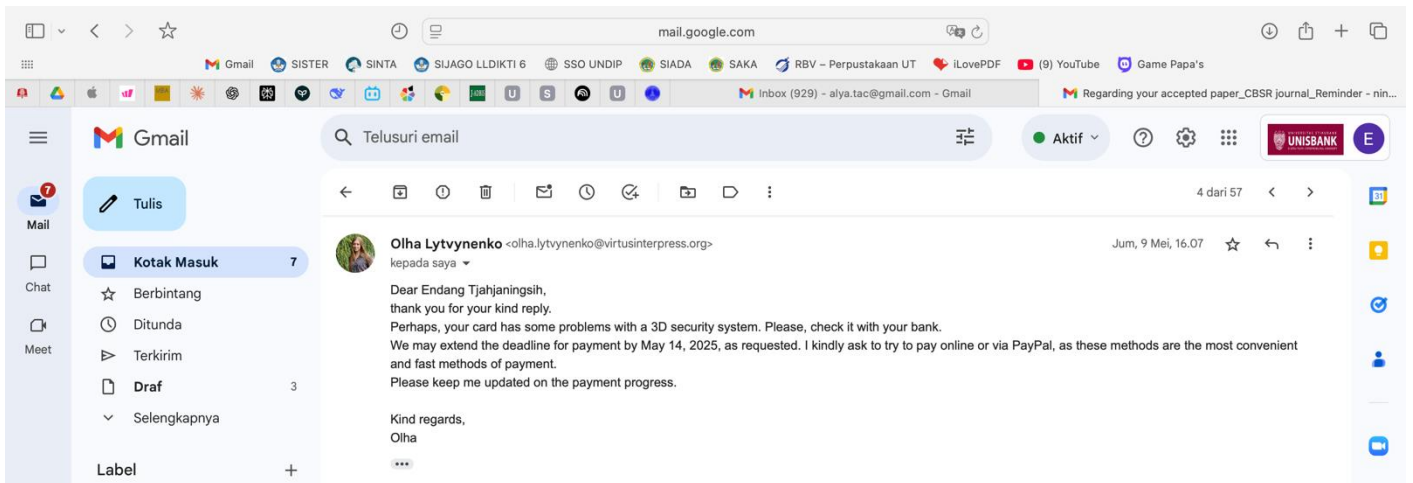
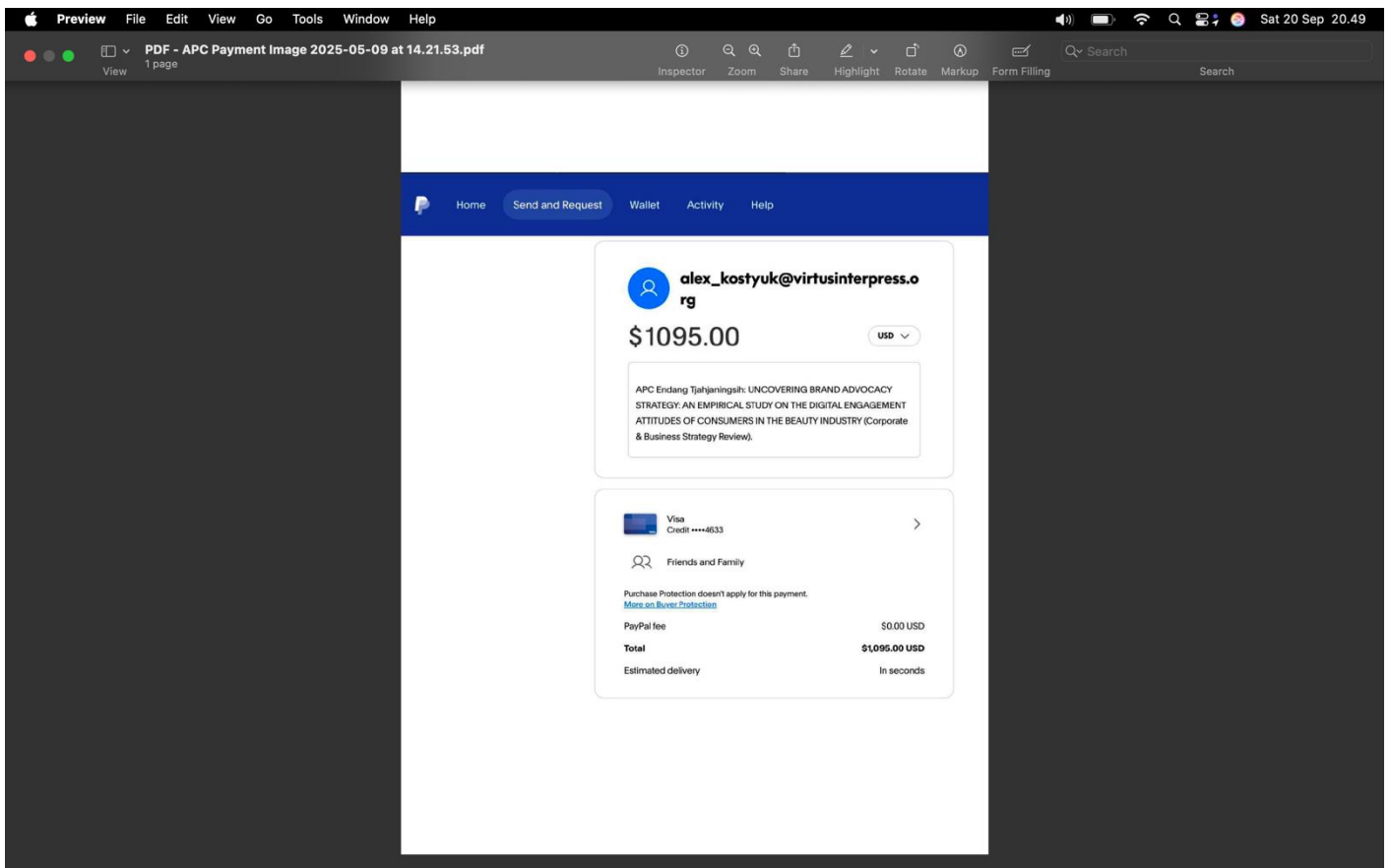
Best regards,
Olha

Olha Lytvynenko
Senior Managing Editor, Managing Editor of the journals "Corporate Ownership and Control", "Journal of Governance and Regulation", "Risk Governance and Control: Financial Markets & Institutions", and "Corporate & Business Strategy Review"
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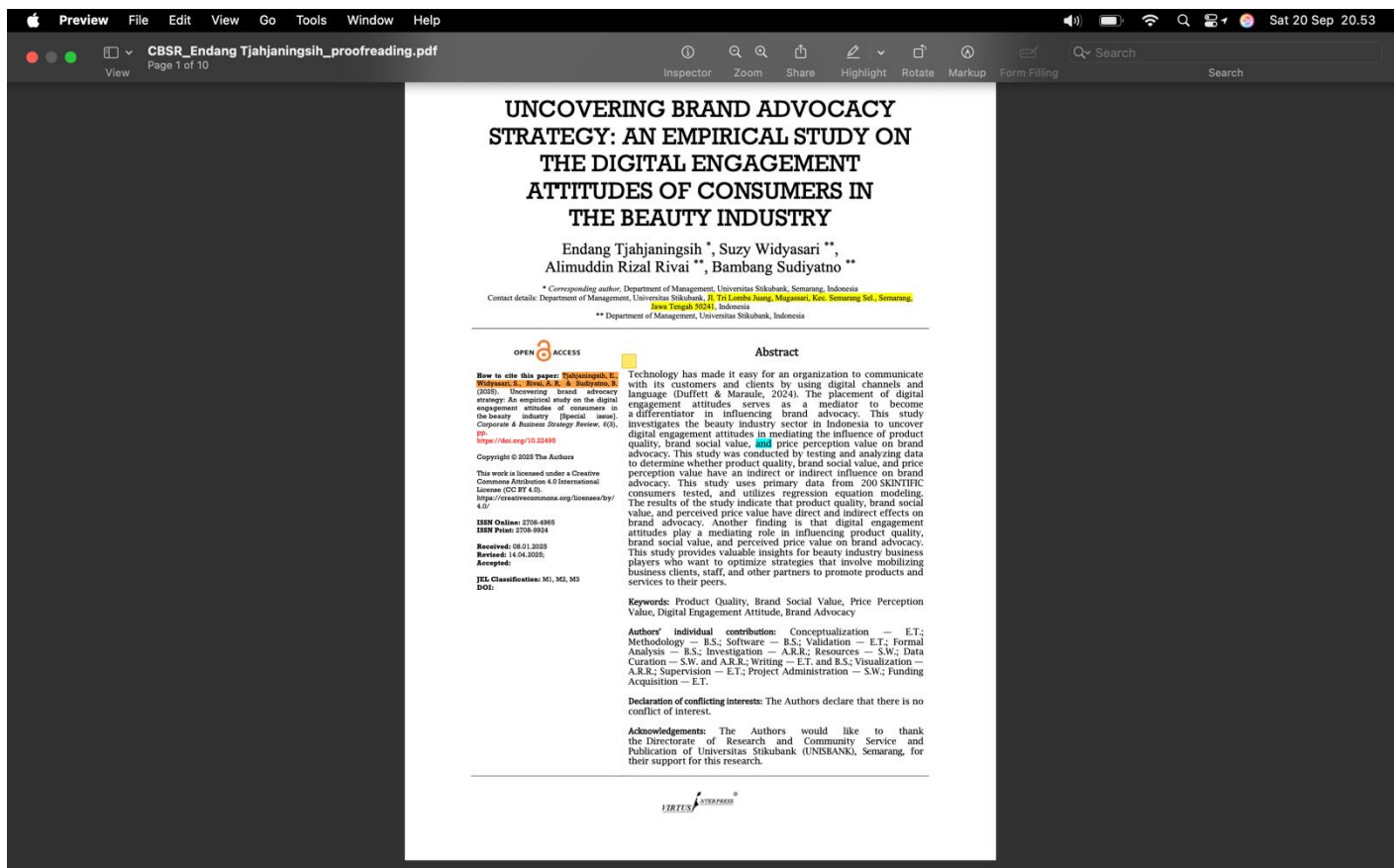
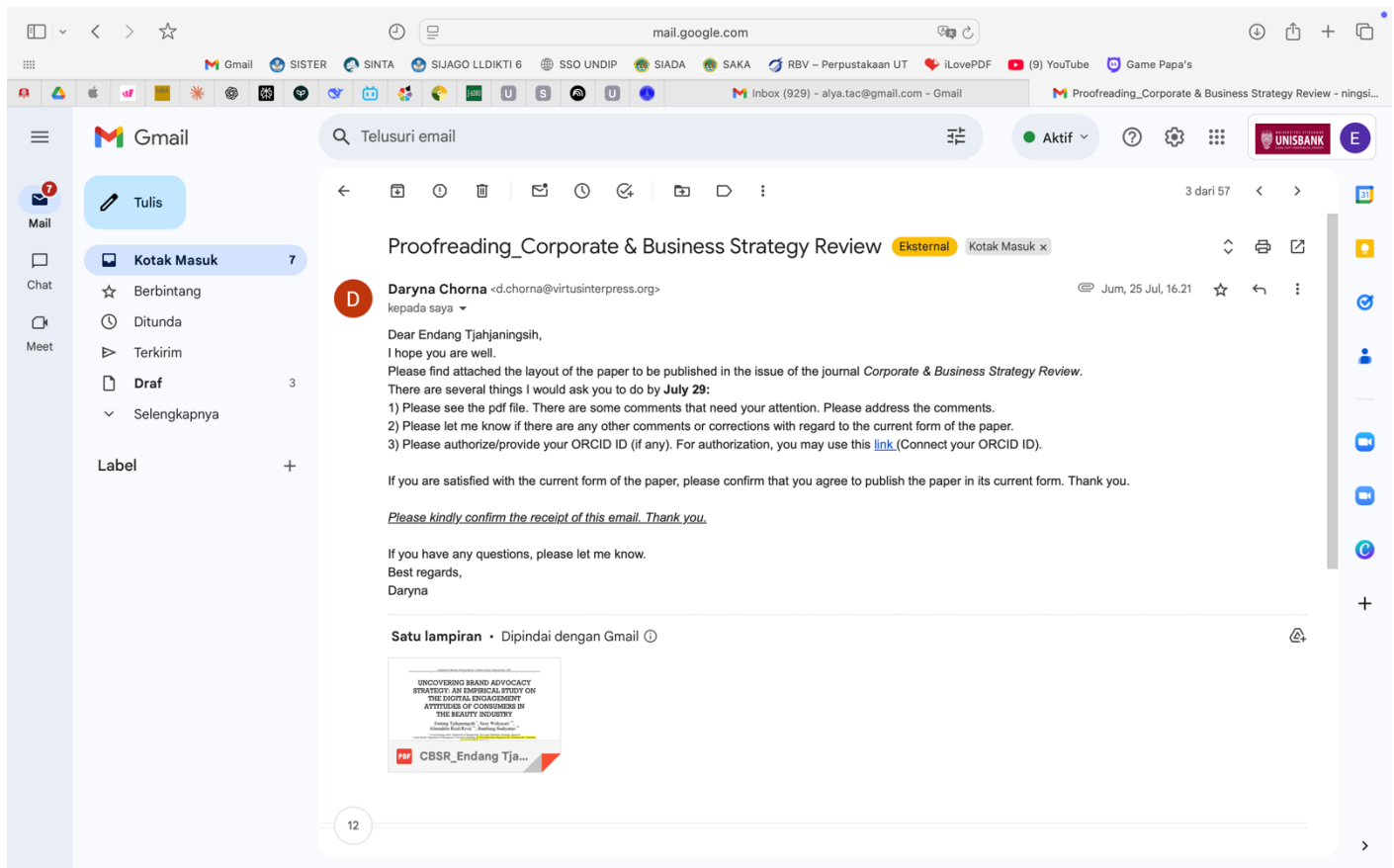
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7. Pelunasan pembayaran – 9 Mei 2025





8. Proofreading – 25 Juli 2025



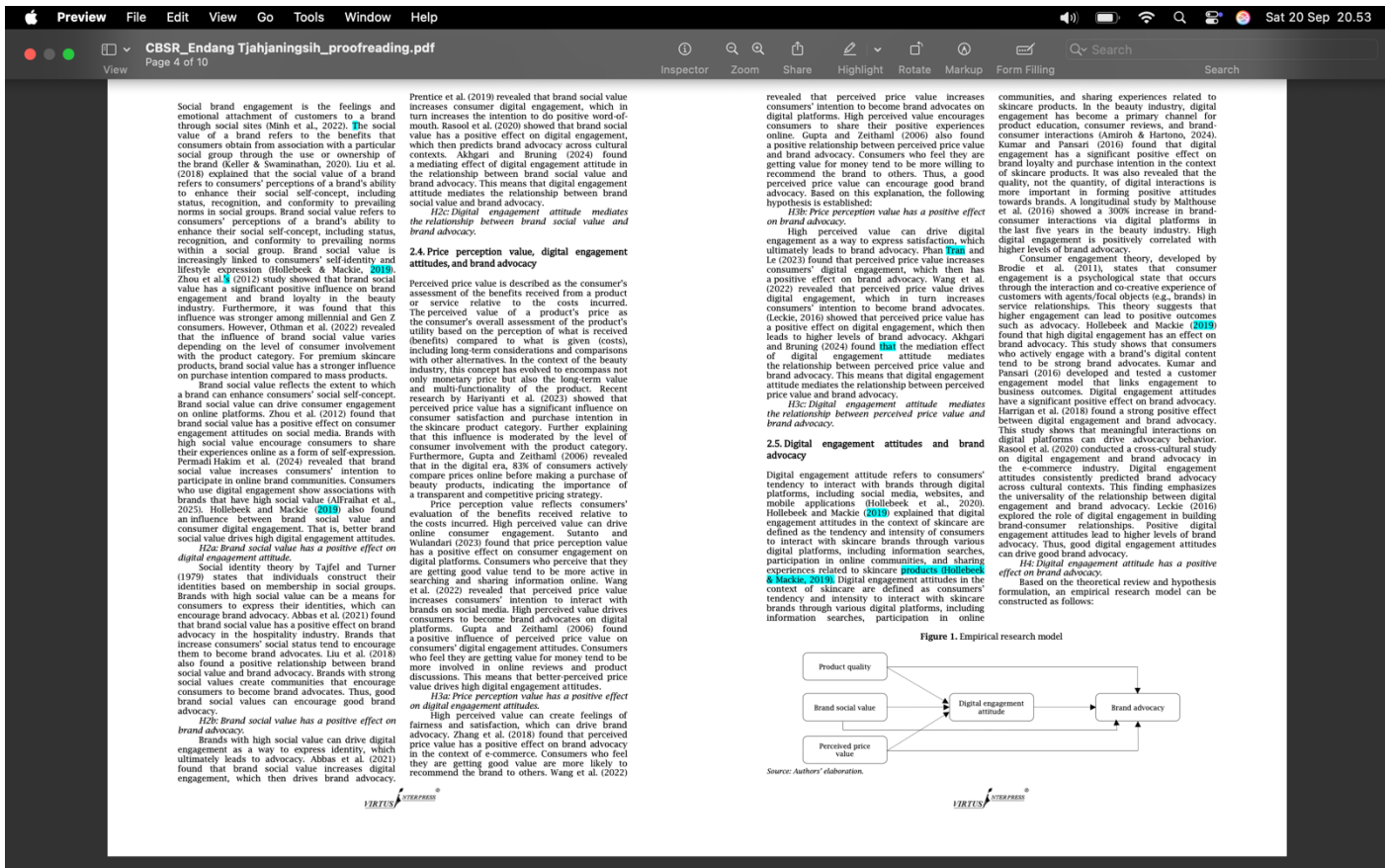
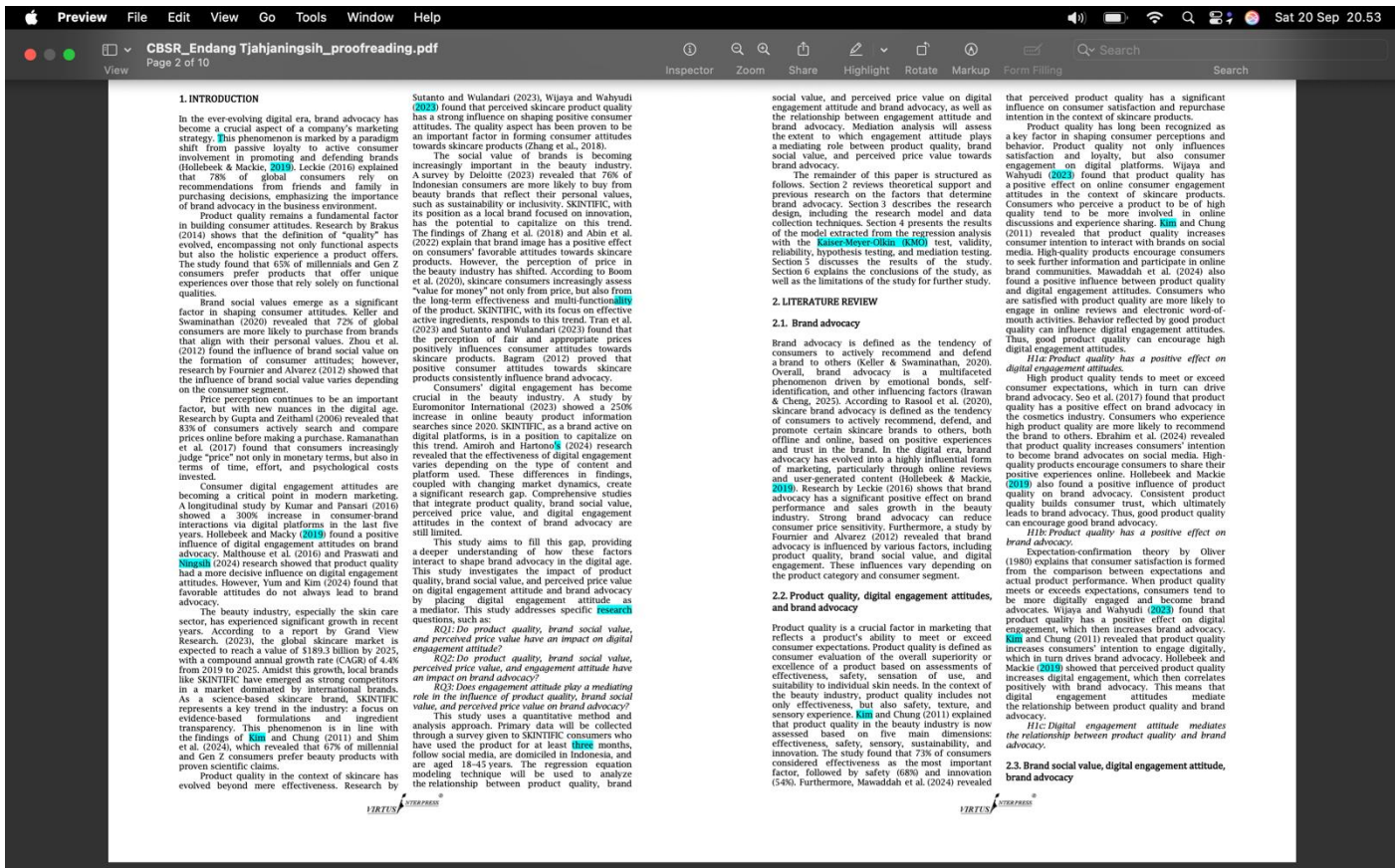
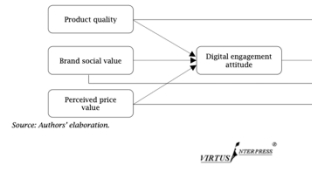
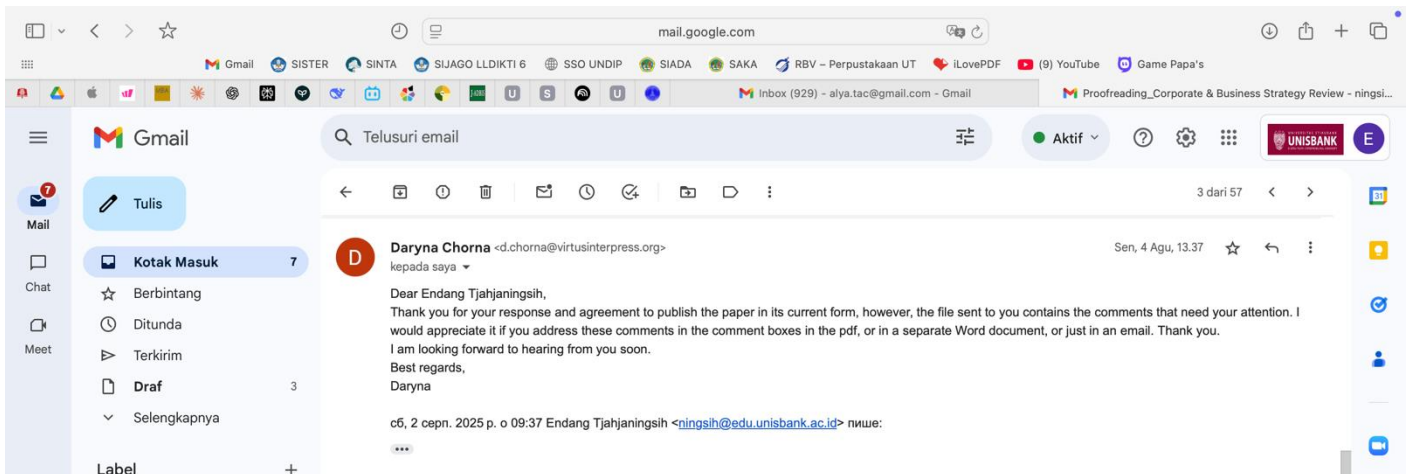
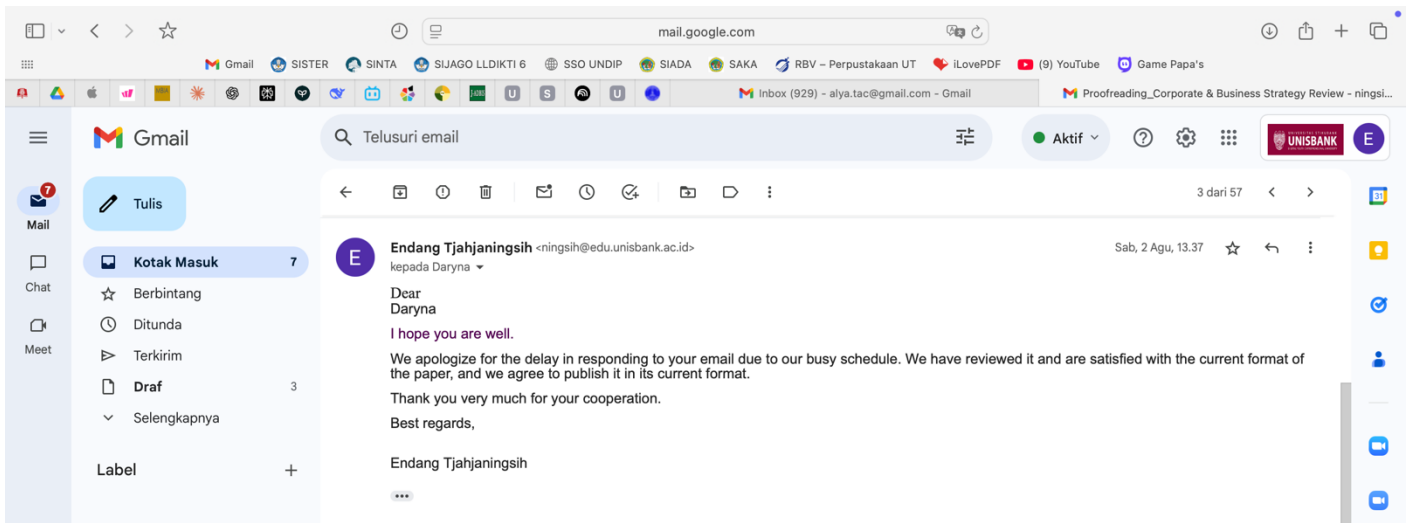
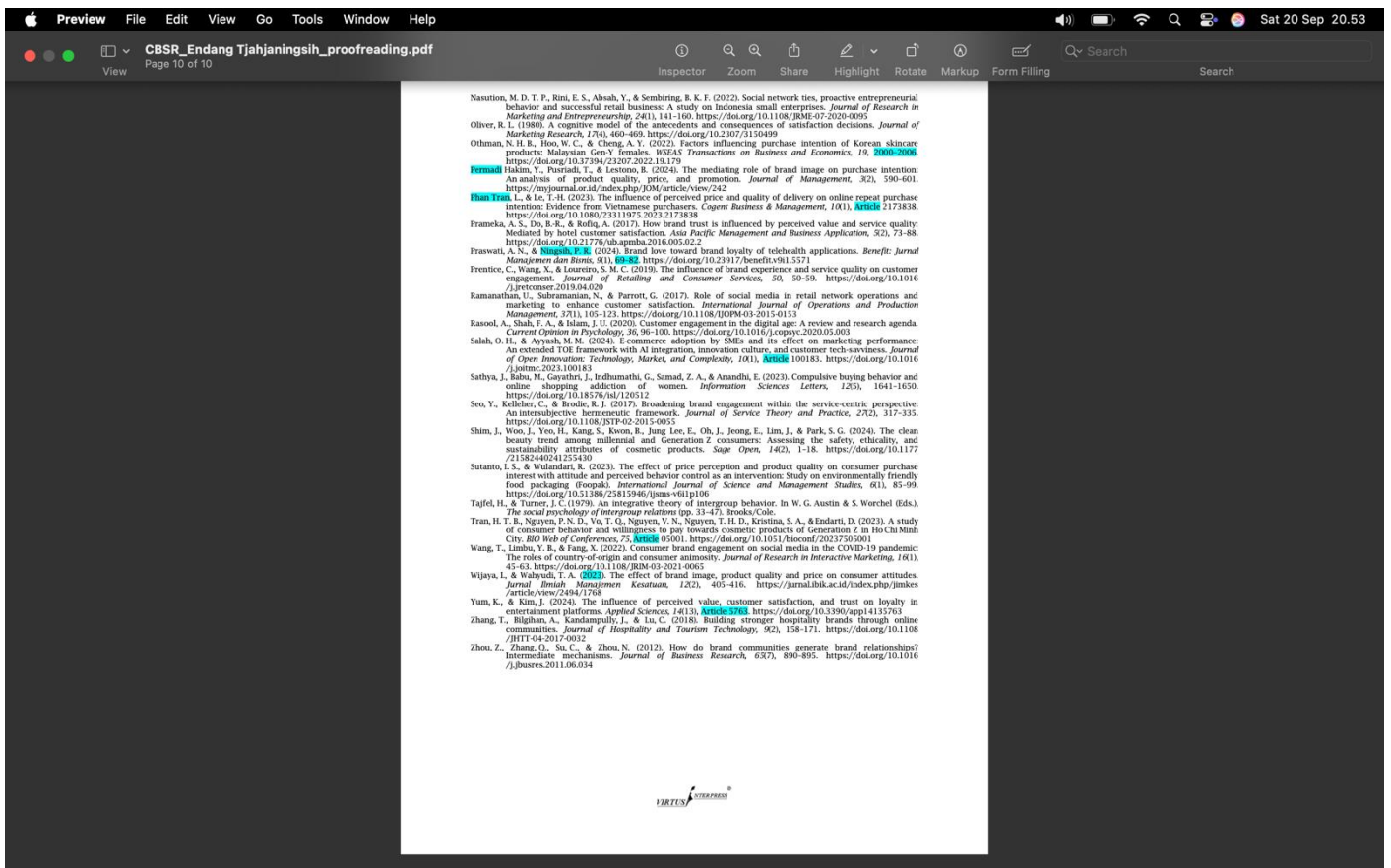
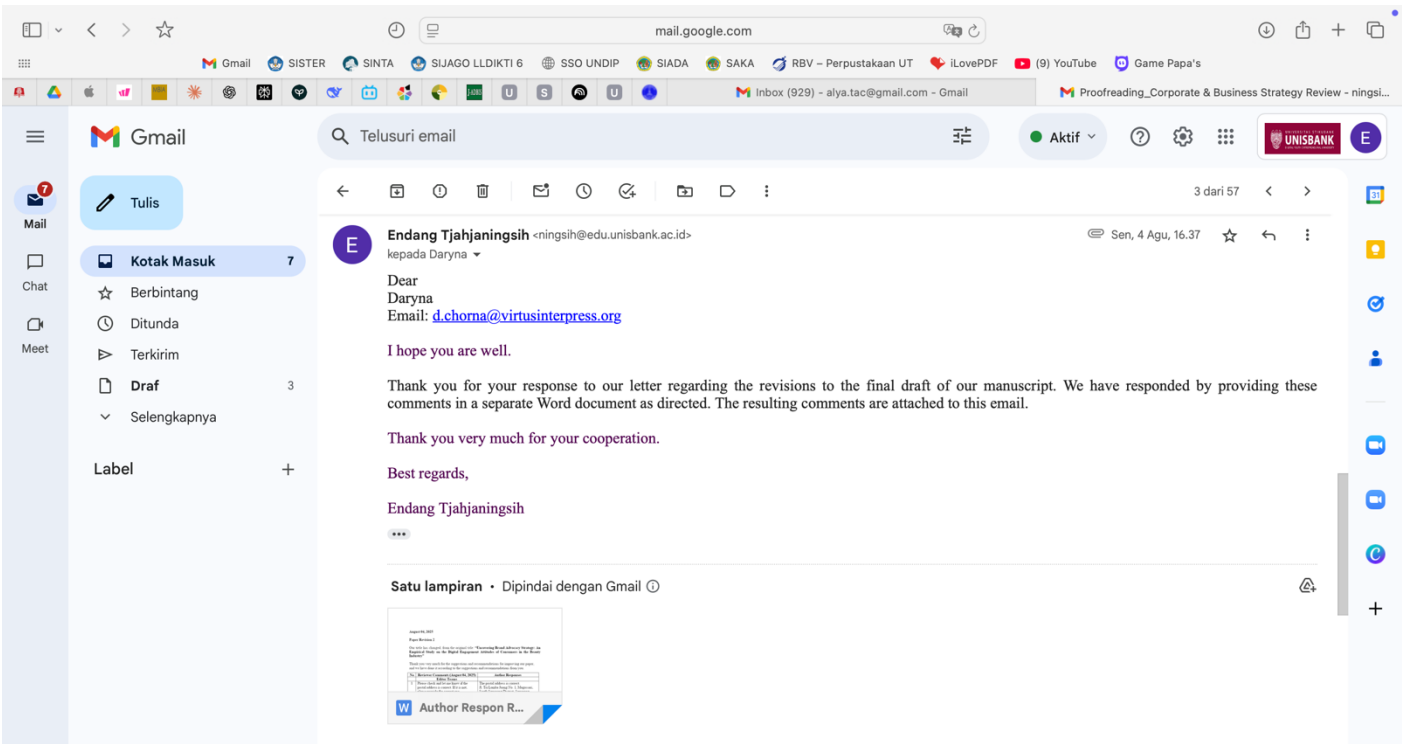


Figure 1. Empirical research model

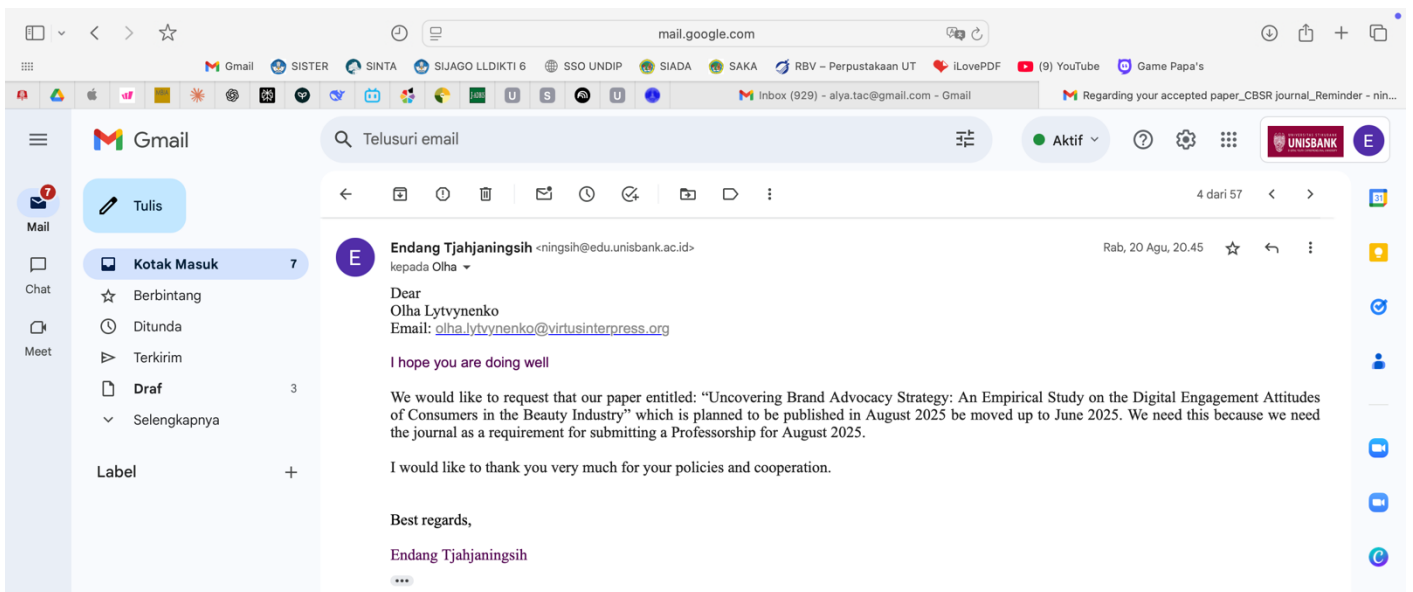
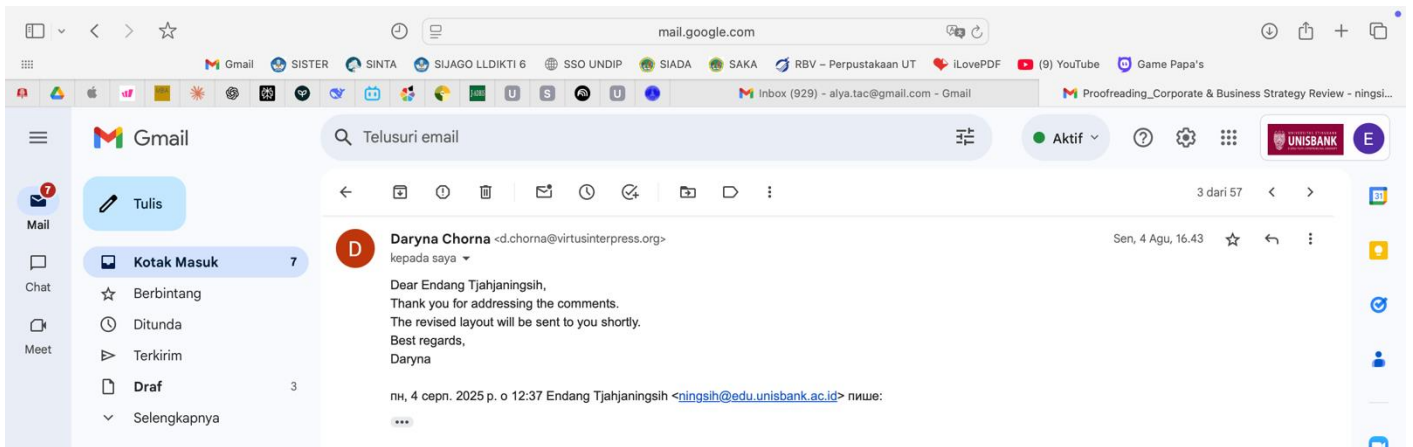
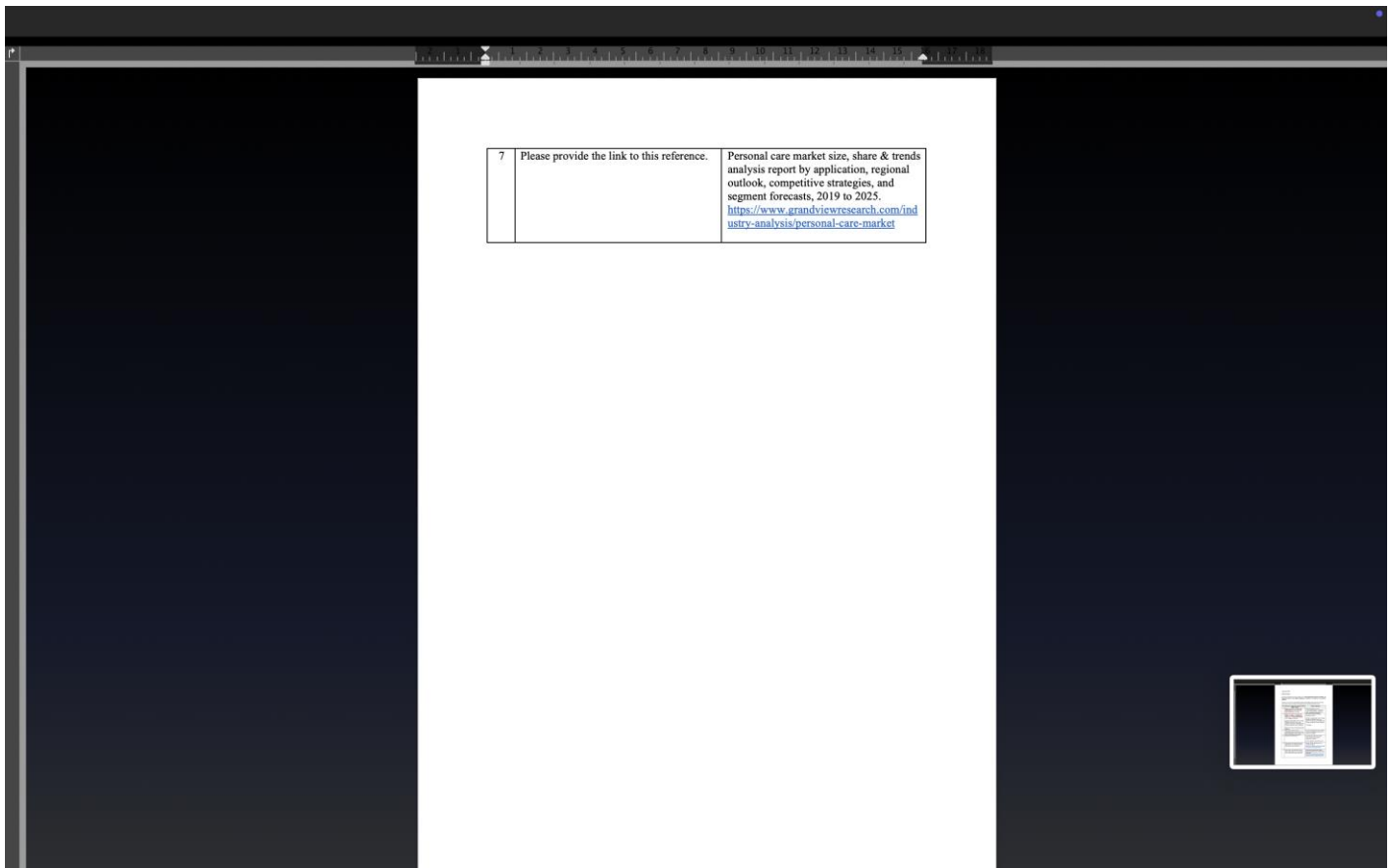




9. Pengiriman revisi proofreading – 4 Agustus 2025



August 04, 2025		
Paper Revision 2		
Our title has changed, from the original title: "Uncovering Brand Advocacy Strategy: An Empirical Study on the Digital Engagement Attitudes of Consumers in the Beauty Industry"		
Thank you very much for the suggestions and recommendations for improving our paper, and we have done it according to the suggestions and recommendations from you.		
No	Reviewer Comments (August 04, 2025)	Author Responses
Editor Teams		
1	Please check and let me know if the postal address is correct. If it is not, please provide the correct one.	The postal address is correct. Jl. Tri Lomba Juang No. 1, Mugassari, South Semarang District, Semarang 50241, Central Java, Indonesia.
2	Please check and let me know if the authors' full names are formatted in a proper way. It is important for further correct citation of the paper. Surname: Tjahjaningsih, Name: Endang Surname: Widayarsi, Name: Suzy Surname: Rivai, Name: Alimuddin Rizal Surname: Sudiyatno, Name: Bambang Please let me know if anything should be changed.	The author's full name has been formatted correctly. Surname: Tjahjaningsih, Name: Endang Surname: Widayarsi, Name: Suzy Surname: Rivai, Name: Alimuddin Rizal Surname: Sudiyatno, Name: Bambang No changes.
3	Please check. There are some amendments that have been made in the paper (highlighted in blue). Please let me know if all of them are acceptable.	Several amendments have been made to this paper (highlighted in blue), all of which are acceptable.
4	What does OCB stand for?	We apologize for the typo in OCB, which should be DEA (Digital Engagement Attitude). We have therefore corrected the error.
5	Please check. The link doesn't lead to Global powers of consumer products. Please provide the correct link.	Deloitte. (2023). <i>Global powers of consumer products</i> . https://www.deloitte.com/uk/en/Industries/consumer-products/about.html
6	Please check. The link doesn't lead to Beauty and personal care in Indonesia 2023. Please provide the correct link.	Euromonitor International. (2024). <i>Beauty and personal care in Indonesia 2024: The big picture</i> . https://www.euromonitor.com/beauty-and-personal-care-in-indonesia/report



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Aktif

4 dari 57

Olha Lytvynenko
kepada saya

Rab, 20 Agu, 20.45

Hello!

Thank you for reaching out to me.
I am on vacation and will be back on August 25. During this period I will have limited access to my email.

Please contact Ms Daryna Chorna at d.chorna@virtusinterpress.org for all the issues concerning the *Journal of Governance and Regulation*.

All questions regarding the journals *Corporate & Business Strategy Review* and *Risk Governance and Control: Financial Markets & Institutions* should be addressed to Ms Valeria Syromilia at cb@virtusinterpress.org.

For the journal *Corporate Ownership and Control* and all other matters (upcoming online conference, books, subscriptions, etc.), please contact Director of the Publishing House, Prof. Alexander Kostyuk via alex_kostyuk@virtusinterpress.org

Your message is very important for us, so, in any case, my colleagues will receive it and get back to you shortly.

Thank you.

Best wishes,
Olha

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Telusuri email

Aktif

3 dari 57

Endang Tjahjaningsih <ningsih@edu.unisbank.ac.id>
kepada Daryna

Rab, 20 Agu, 21.04

Dear Daryna Chorna,

I am following up on the previous email regarding the revised layout, which I understand will be sent to us shortly. May I kindly ask if there is any update on this?

In addition, we would like to kindly request that our accepted paper entitled "*Uncovering Brand Advocacy Strategy: An Empirical Study on the Digital Engagement Attitudes of Consumers in the Beauty Industry*", which is currently scheduled for publication in August 2025, be expedited and published as early as possible within August.

This request is made as the publication is urgently required to support a Professorship application that is also due in August 2025.

We would also be grateful if the article link could be made available promptly once it is published.

We truly appreciate your kind consideration, and thank you very much for your continued support and cooperation.

Best regards,
Endang Tjahjaningsih

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Aktif

3 dari 57

Daryna Chorna
kepada saya

Kam, 21 Agu, 16.06

Dear Endang Tjahjaningsih,
Thank you for your email.
The revised layout will be sent to you in a few days.
Please feel free to contact me if you have any questions or concerns.

Best regards,
Daryna

cp, 20 cepn. 2025 p. o 17:04 Endang Tjahjaningsih <ningsih@edu.unisbank.ac.id> пишет:

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4 dari 57

Valeriiia Syromlia <cb@virtusinterpress.org>
kepada saya, Olha

Kam, 21 Agu, 18.55

Dear Endang Tjahjaningsih,

Hope this email finds you well. I am contacting you since Ms. Olha is currently on vacation.
Thank you for your email.
Please note that publication in June 2025 is not possible. Your paper is currently planned to be published in August-September 2025.
Should you have any other questions please do not hesitate to contact me.

Best regards,
Valeriiia

----- Forwarded message -----
Bia: Endang Tjahjaningsih <ningsih@edu.unisbank.ac.id>
Date: cp. 20 cepn. 2025 p. o 16:45
Subject: Re: Regarding your accepted paper_CBSR journal_Reminder
To: Olha Lytynenko <olha.lytynenko@virtusinterpress.org>

Endang Tjahjaningsih <ningsih@edu.unisbank.ac.id>
kepada Valeriiia, Olha

Kam, 21 Agu, 19.20

Dear Valeriiia Syromlia,

I hope this message finds you well. I would like to kindly follow up regarding the revised layout of my article. I sincerely hope that the journal URL can be provided to me before the last week of August, I sincerely appreciate your support and assistance in this process, and I truly hope that my paper can be published in a timely manner.

Thank you very much for your kind attention.

Best regards,
Endang Tjahjaningsih

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Endang Tjahjaningsih <ningsih@edu.unisbank.ac.id>
kepada Daryna

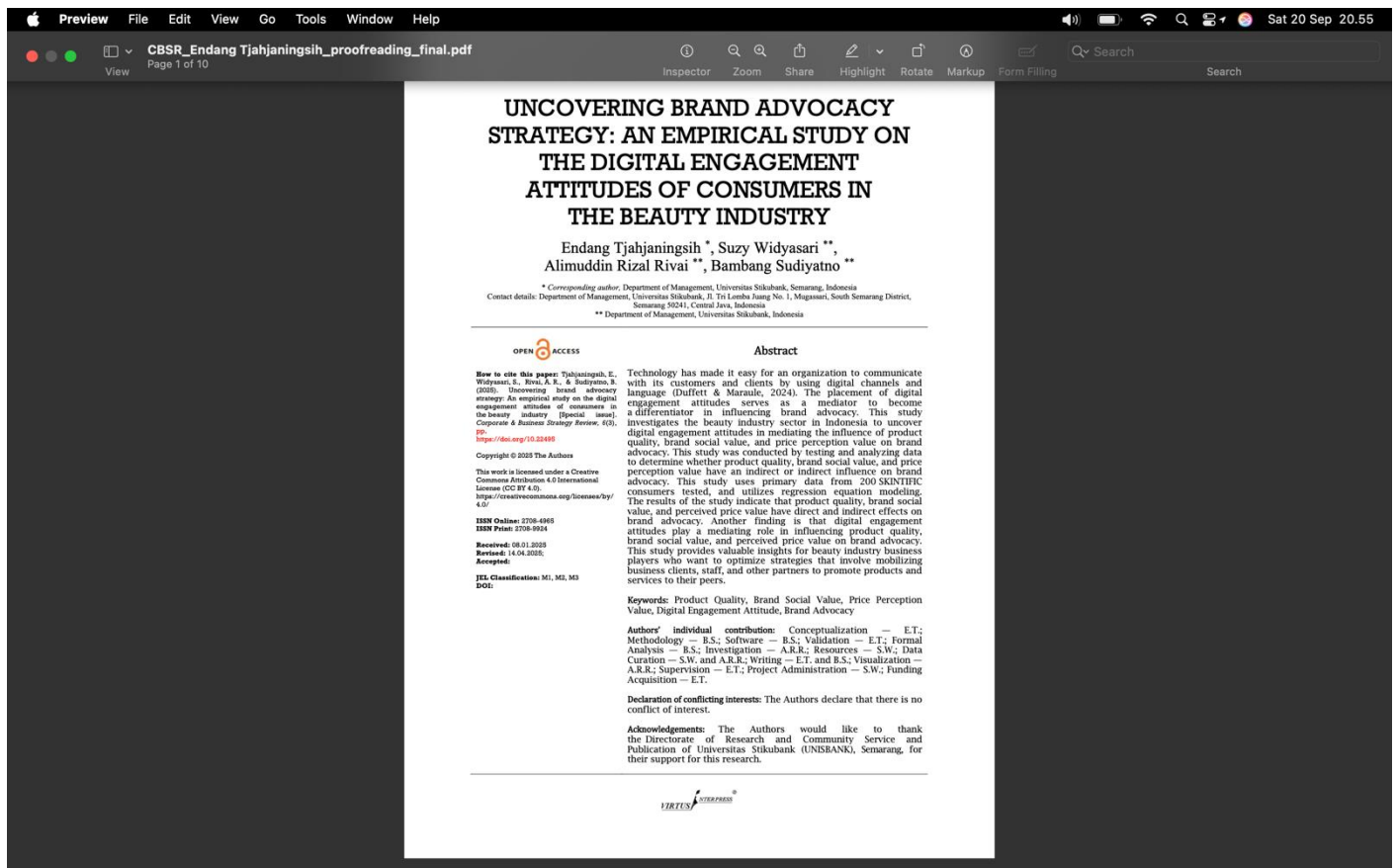
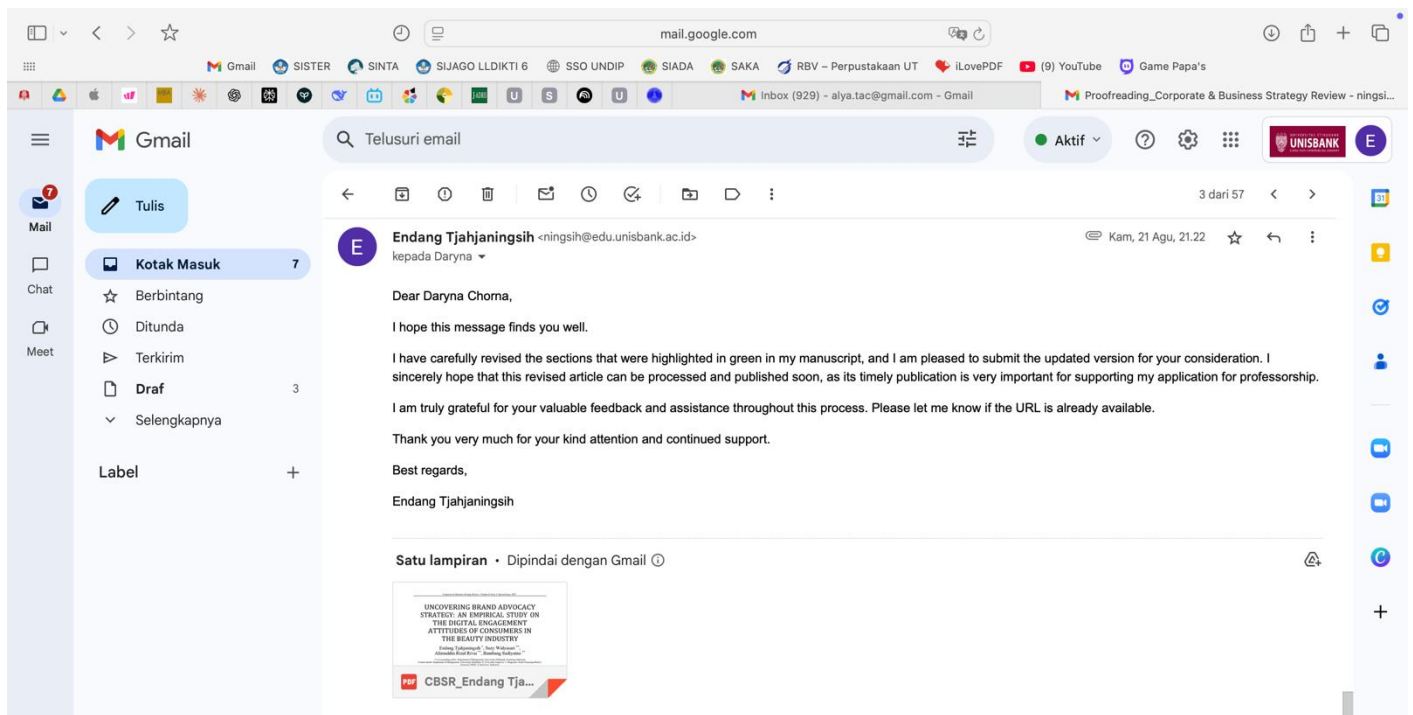
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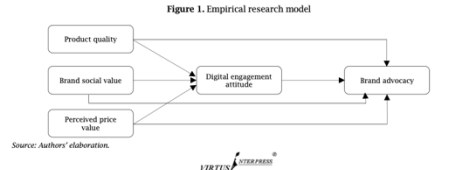
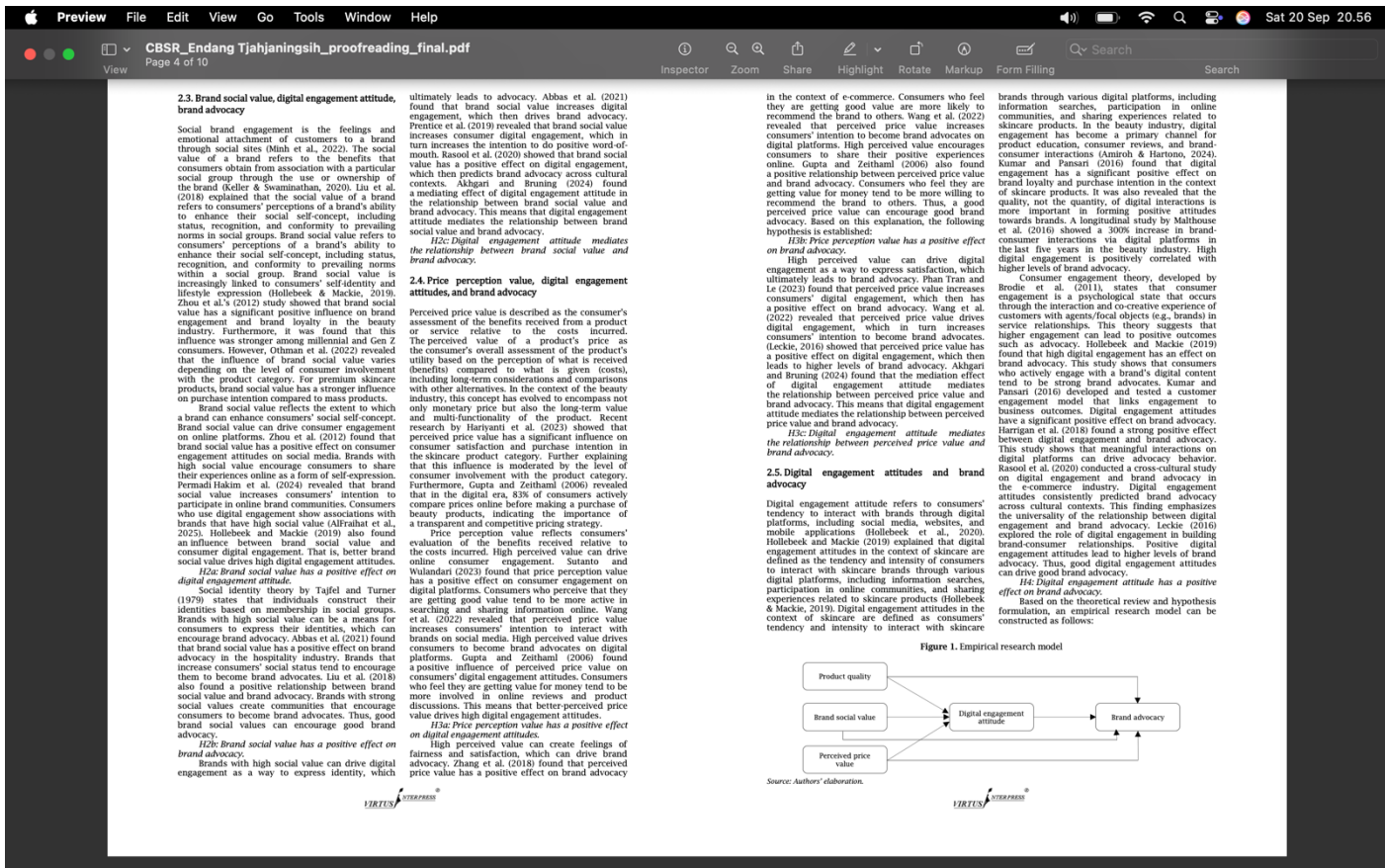
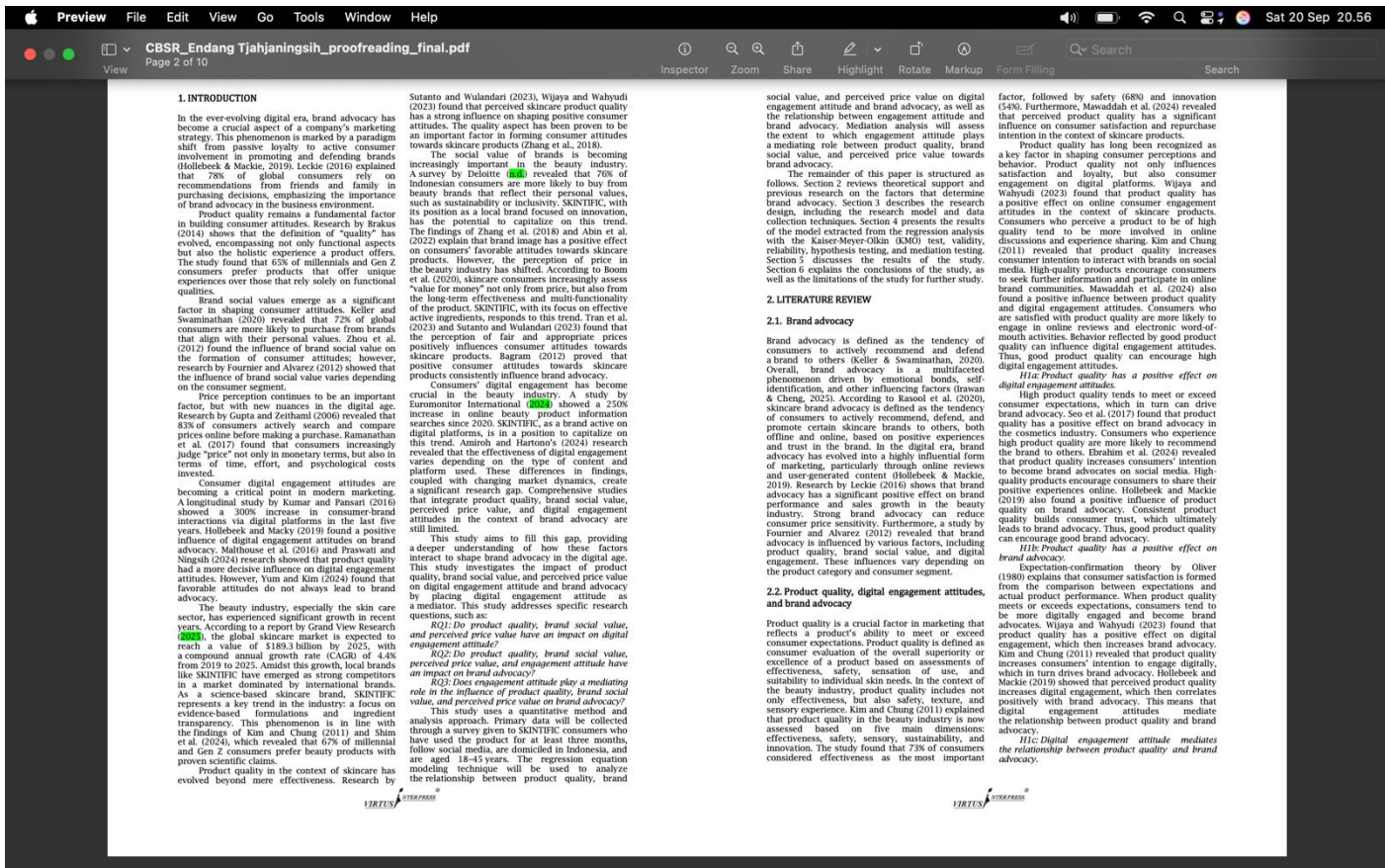
Dear Daryna Choma,

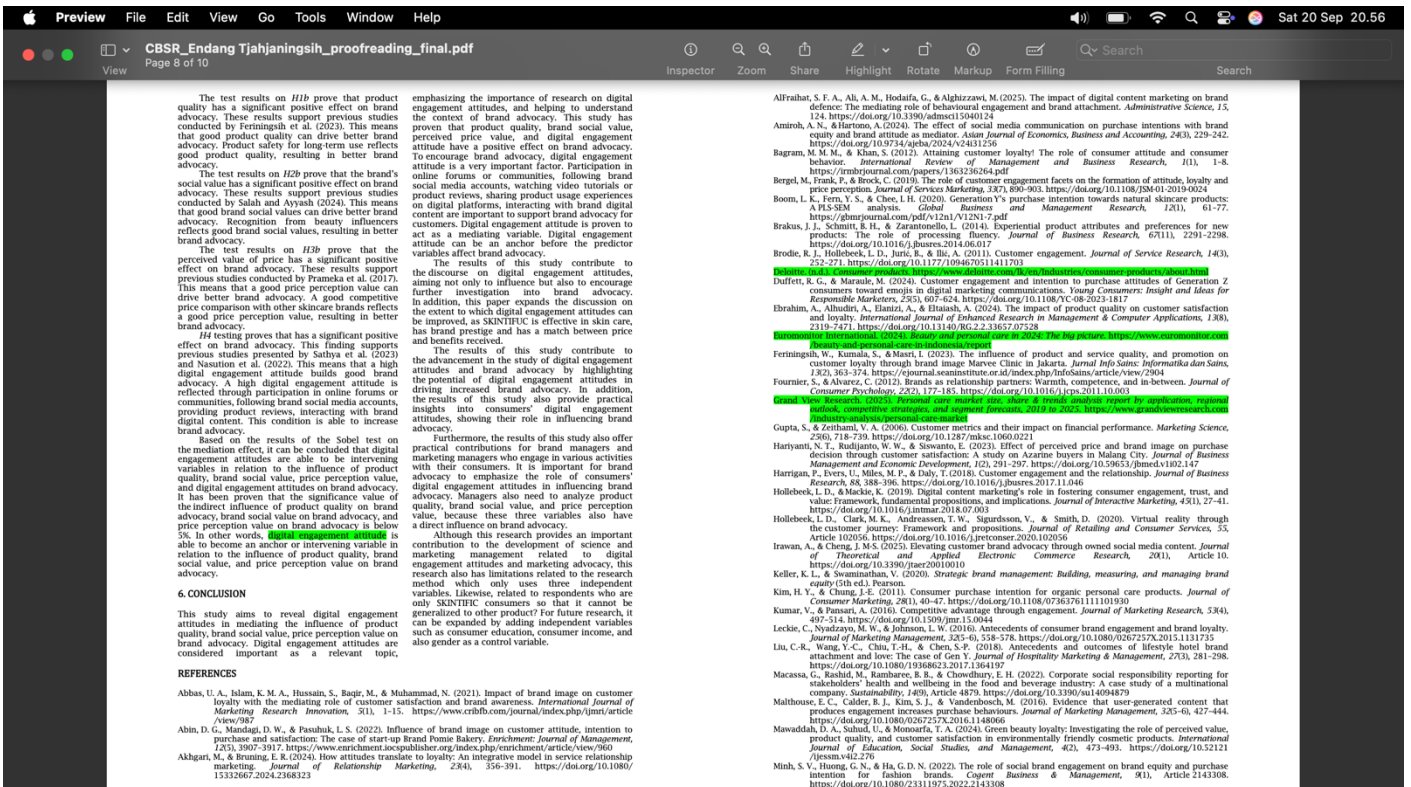
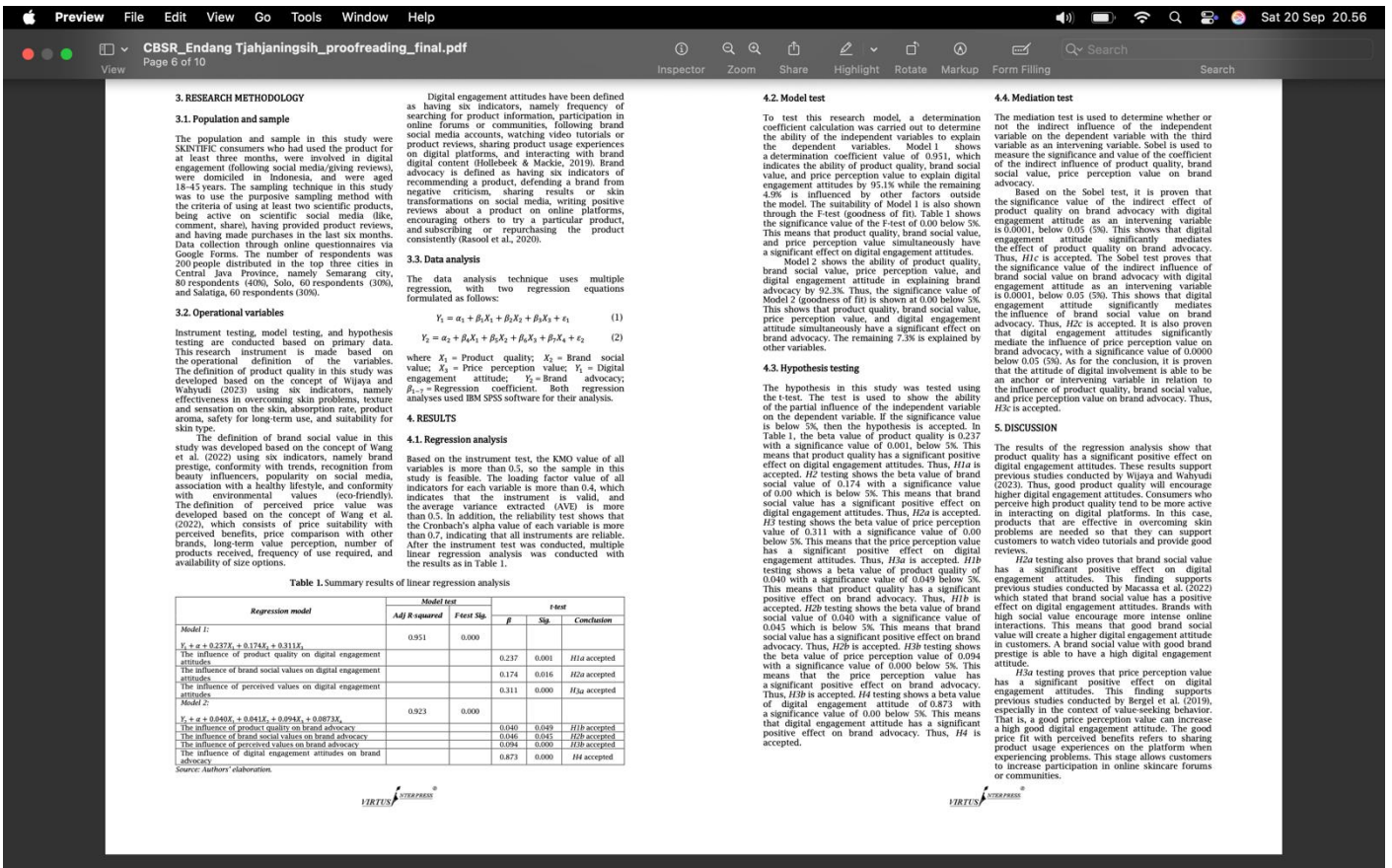
I would like to kindly follow up regarding the revised layout of my article. I sincerely hope that the journal URL can be provided to me before the last week of August, I sincerely appreciate your support and assistance in this process, and I truly hope that my paper can be published in a timely manner.

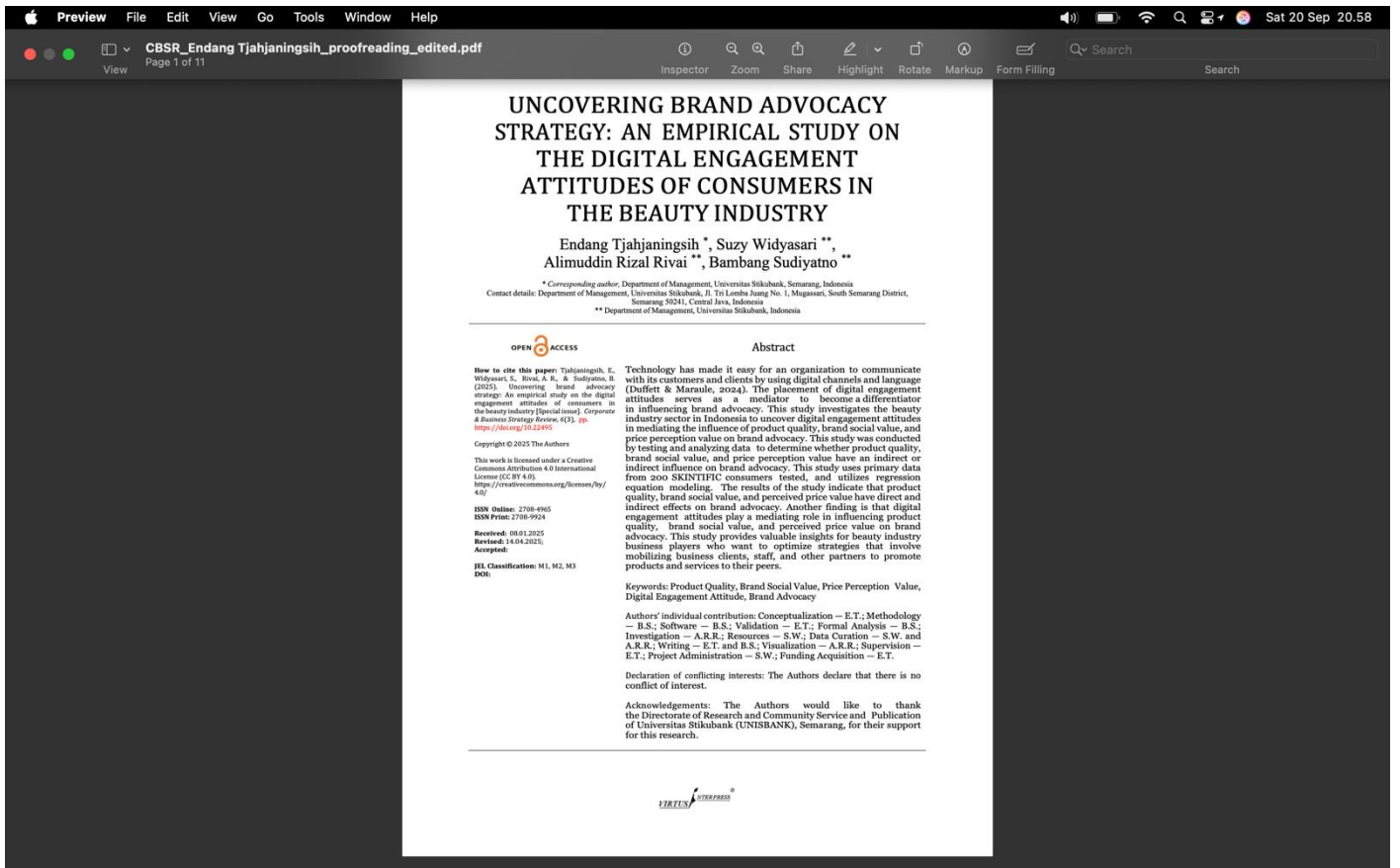
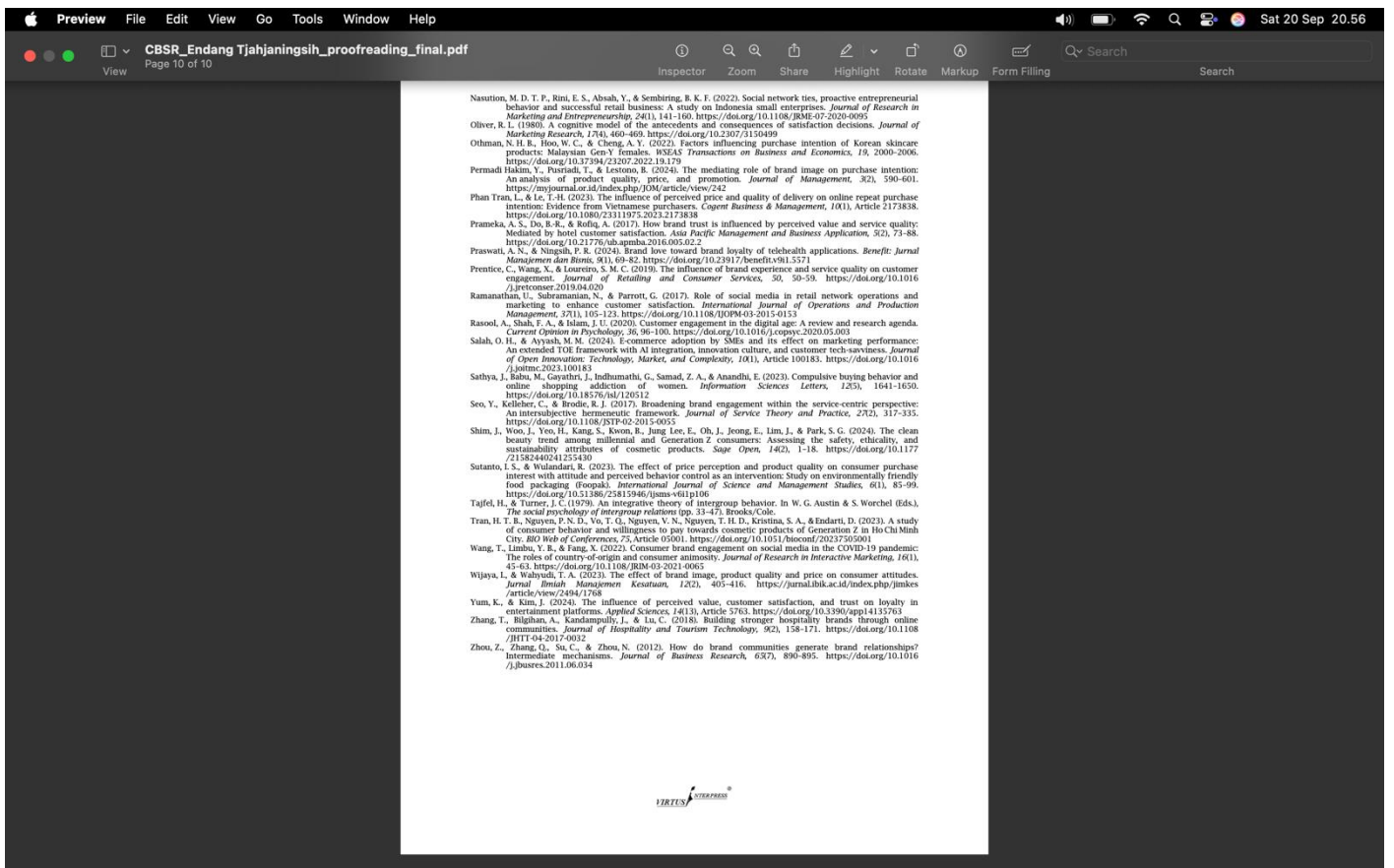
Thank you very much for your kind attention.

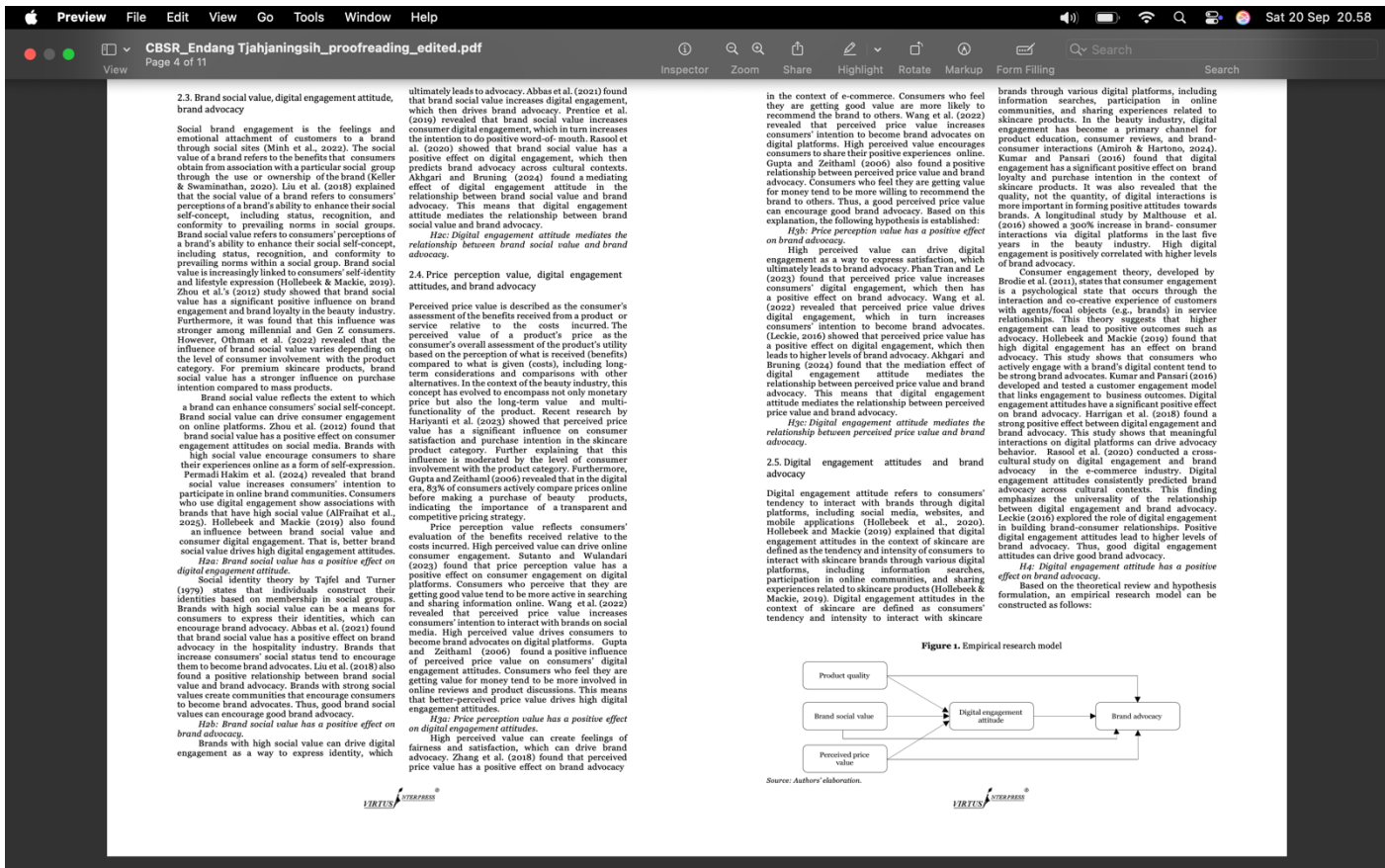
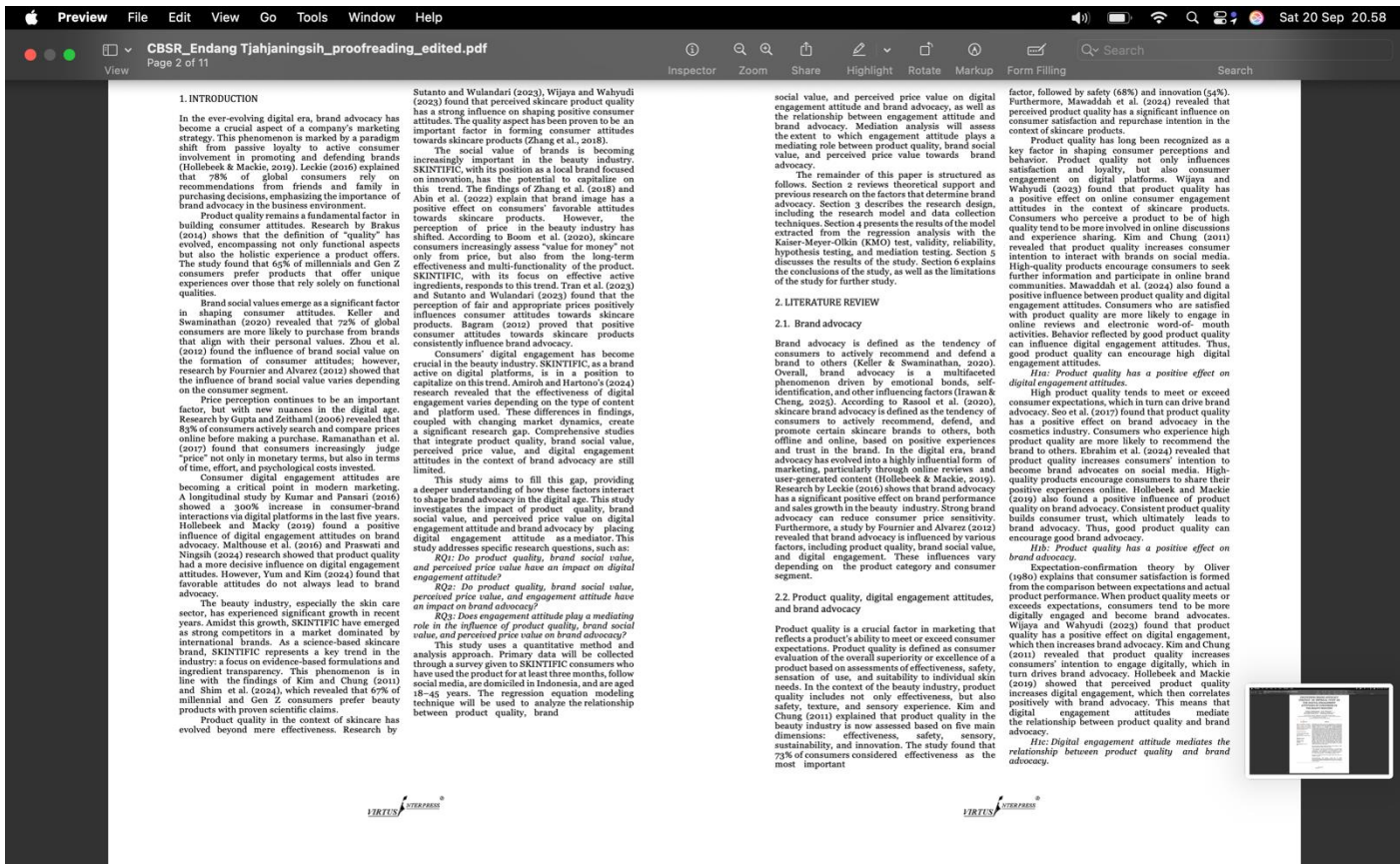
Best regards,
Endang Tjahjaningsih

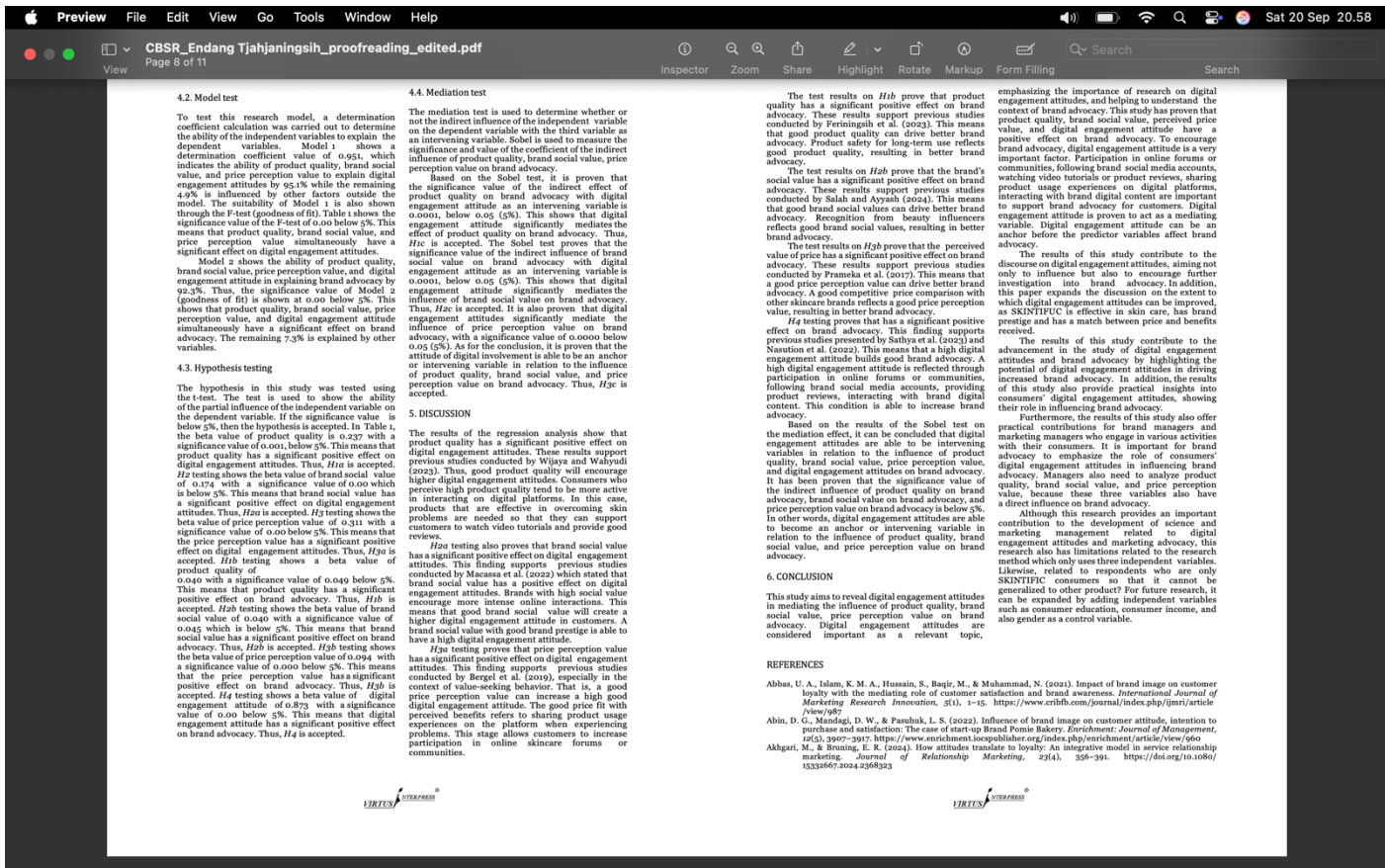
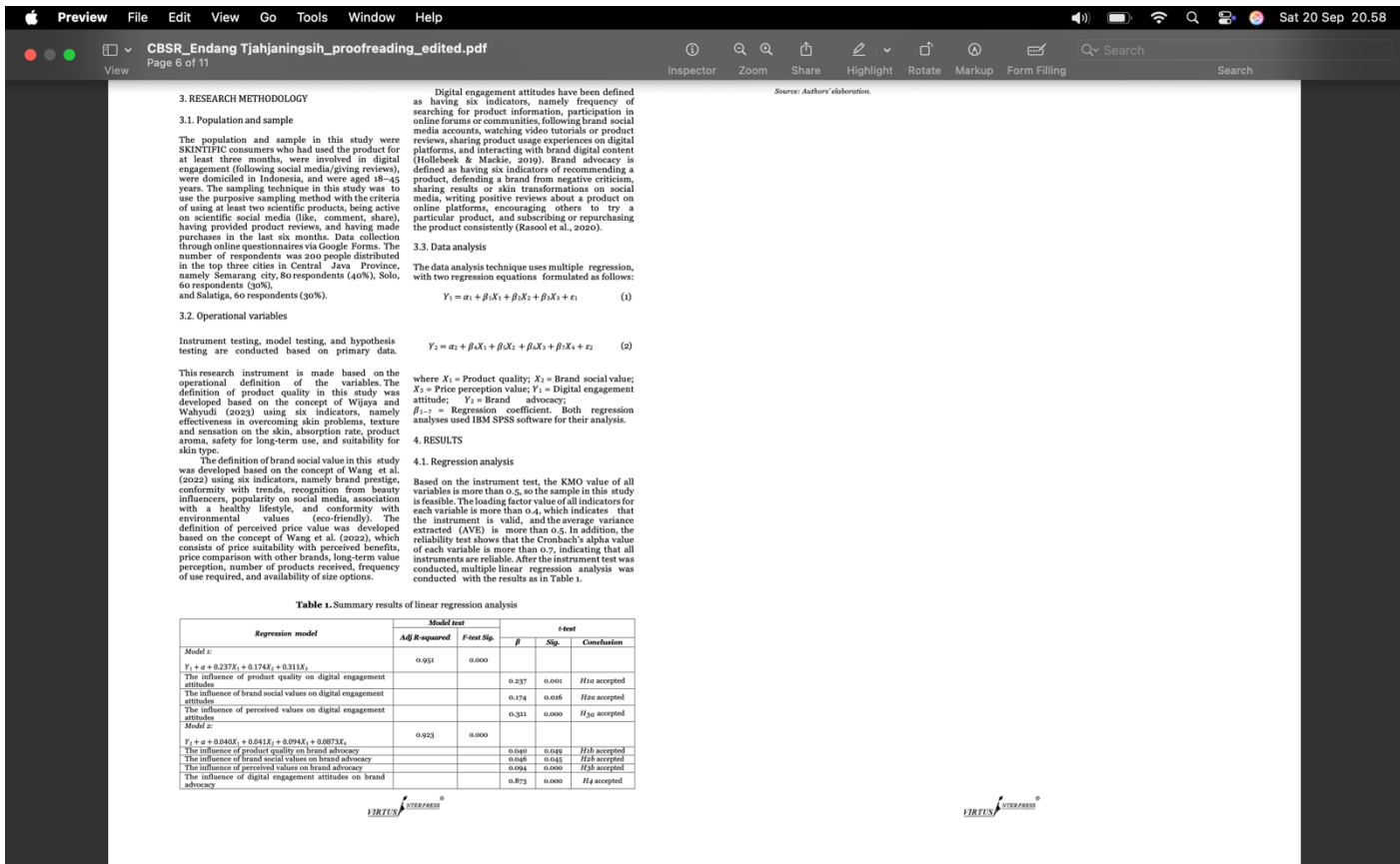












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Valeria Syromlia

kepada saya, Olha

Dear Endang Tjahjaningsih,

Thank you for your reply. Well noted.
Ms. Olha will let you know once the paper is published.

Best regards,
Valeria

чт, 21 сепр. 2025 п. о 15:20 Endang Tjahjaningsih <ningsih@edu.unisbank.ac.id> пише:

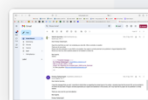
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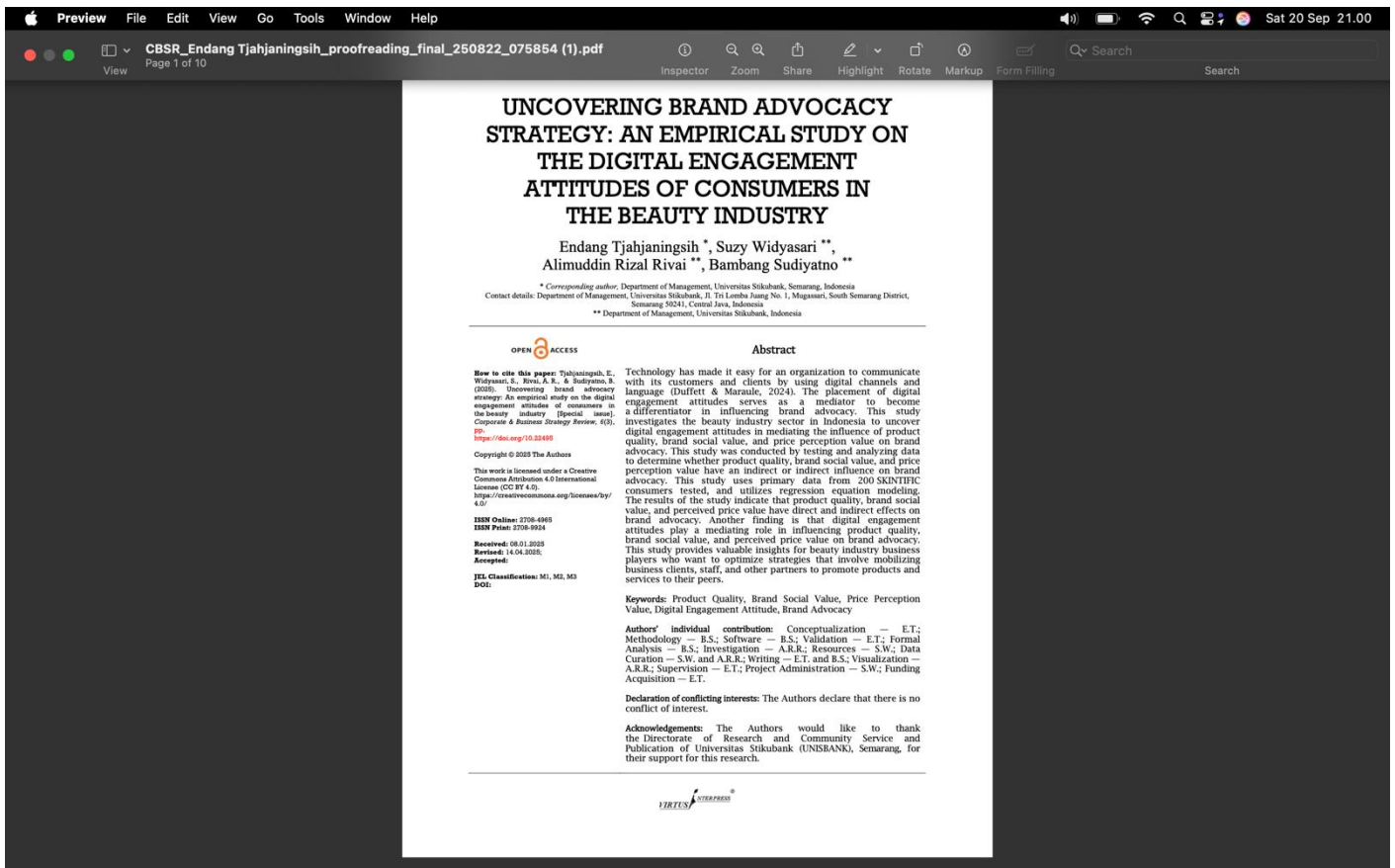
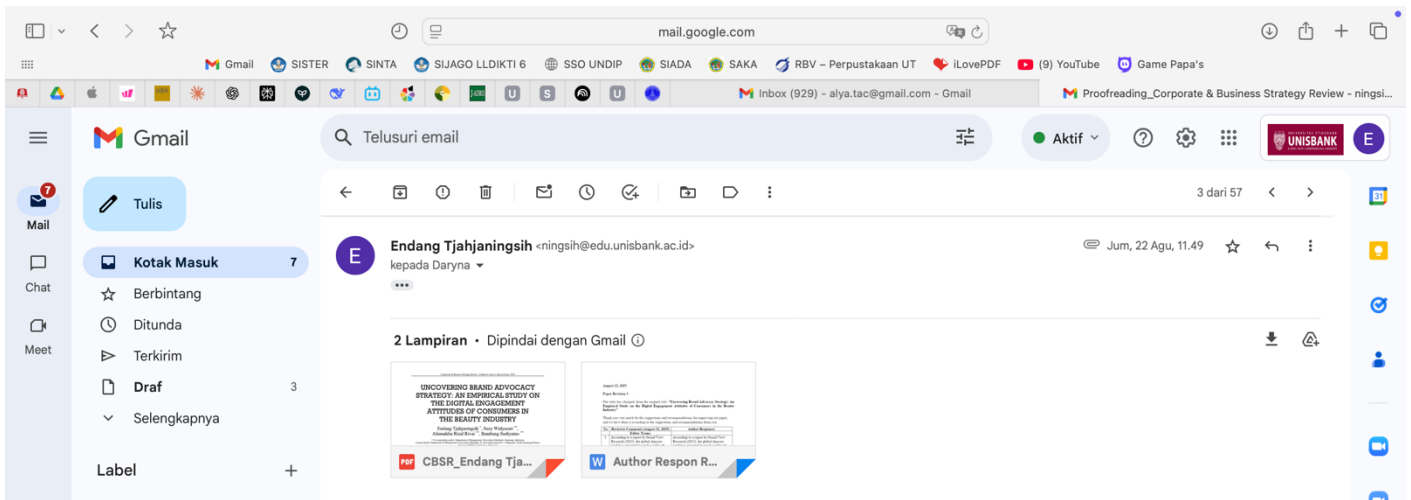
Thank you for your reply.

Thank you for your information.

Thank you for your understanding.

Jum, 22 Agu, 14.37





1. INTRODUCTION

In the ever-evolving digital era, brand advocacy has become a crucial aspect of a company's marketing strategy. This phenomenon is marked by a paradigm shift from passive loyalty to active consumer involvement in promoting and defending brands (Hollebek & Mackie, 2019). Leckie (2016) explained that 78% of global consumers rely on recommendations from friends and family in purchasing decisions, emphasizing the importance of brand advocacy in the business environment.

Product quality remains a fundamental factor in building consumer attitudes. Research by Brakus (2014) shows that the definition of "quality" has evolved, encompassing not only functional aspects but also the holistic experience a product offers. The study found that 63% of millennials and Gen Z consumers prefer products that offer unique experiences over those that rely solely on functional qualities.

Brand social values emerge as a significant factor in shaping consumer attitudes. Keller and Swaminathan (2020) revealed that 72% of global consumers are more likely to purchase from brands that align with their personal values. Zhou et al. (2012) found the influence of brand social value on the formation of consumer attitudes; however, research by Fournier and Alvarez (2012) showed that the influence of brand social value varies depending on the consumer segment.

Price perception continues to be an important factor, but with new nuances in the digital age. Research by Gupta and Zeitlhaml (2006) revealed that 83% of consumers actively search and compare prices online before making a purchase. Ramanathan et al. (2017) found that consumers increasingly judge "price" not only in monetary terms, but also in terms of time, effort, and psychological costs involved.

Consumer digital engagement attitudes are becoming a critical point in modern marketing. A longitudinal study by Kumar and Pansari (2020) showed a 300% increase in consumer-brand interactions via digital platforms in the last five years. Hollebek and Mackie (2019) found a positive influence of digital engagement attitudes on brand advocacy. Mathhouse et al. (2010) and Trawalt and Ningsih (2024) research showed that product quality had a more decisive influence on digital engagement attitudes. However, Yun and Kim (2024) found that favorable attitudes do not always lead to brand advocacy.

The beauty industry, especially the skin care sector, has experienced significant growth in recent years. According to a report by Grand View Research (2025), the global skin care market is expected to reach a value of \$189.3 billion by 2025, with a compound annual growth rate (CAGR) of 4.4% from 2019 to 2025. In this growth, local brands like SKINTIFIC have emerged as strong competitors in a market dominated by international brands. As a science-based skin care brand, SKINTIFIC represents a key trend in the industry: a focus on evidence-based formulation and ingredient transparency. This phenomenon is in line with the findings of Kim and Chung (2011) and Shin et al. (2024), which reveal that 57% of millennials and Gen Z consumers prefer beauty products with proven scientific claims.

Product quality in the context of skin care has evolved beyond mere effectiveness. Research by

Sutanto and Wulandari (2023), Wijaya and Wahyudi (2023) found that perceived skin care quality has a strong influence on shaping positive consumer brand attitudes. The quality of a company's marketing is an important factor in forming consumer attitudes towards skin care products (Zhang et al., 2018).

The social value of brands is becoming increasingly important in the beauty industry. A survey by Deloitte (2019) revealed that 78% of Indonesian consumers are more likely to buy from beauty brands that reflect their personal values, such as sustainability or inclusivity. SKINTIFIC, with its position as a local brand focused on innovation, has the potential to capitalize on this trend. The findings of Zhang et al. (2018) and Ahn et al. (2022) explain that brand image has a positive effect on consumers' favorable attitudes towards skin care products. However, the perception of price in the beauty industry has varied, according to Boom et al. (2020), skin care consumers increasingly assess "value for money" not only from price, but also from the long-term effectiveness and multi-functionality of the product. SKINTIFIC, with its focus on effective active ingredients, responds to this trend. Tran et al. (2023) and Sutanto and Wulandari (2023) found that the perception of fair and appropriate prices positively influences consumer attitudes towards skin care products. Bagran (2012) proved that positive consumer attitudes towards skin care products consistently influence brand advocacy.

Consumers' digital engagement has become crucial in the beauty industry. A study by Euromonitor International (2023) showed a 250% increase in online beauty product information searches since 2020. SKINTIFIC, as a brand active on digital platforms, is in a position to capitalize on this trend. Aminah and Hartono's (2024) research revealed that the effectiveness of digital engagement varies depending on the type of content and platform used. These differences in findings, coupled with changing market dynamics, create a significant research gap. Comprehensive studies that integrate product quality, brand social value, perceived price value, and digital engagement attitudes in the context of brand advocacy are still limited.

This study aims to fill this gap, providing a deeper understanding of how these factors interact to shape brand advocacy in the digital age. This study investigates the impact of product quality, brand social value, and perceived price value on digital engagement attitudes in the context of brand advocacy by placing digital engagement attitude as a mediator. This study addresses specific research questions, such as:

RQ1: Do product quality, brand social value, and perceived price value have an impact on digital engagement attitudes?
RQ2: Do product quality, brand social value, and perceived price value have an impact on brand advocacy?
RQ3: Does engagement attitude play a mediating role in the influence of product quality, brand social value, and perceived price value on brand advocacy?

The research methodology includes a literature review and analysis approach. Primary data will be collected through a survey given to SKINTIFIC consumers who have used the product for at least three months, and aged 18-45 years. Respondents are domiciled in Indonesia, and the data will be analyzed using regression equation method technique will be used to analyze the relationship between product quality, brand

social value, and perceived price value on digital engagement attitude and brand advocacy, as well as the relationship between engagement attitude and brand advocacy. Mediation analysis will assess the extent to which engagement attitude plays a mediating role between product quality, brand social value, and perceived price value towards brand advocacy.

The remainder of this paper is structured as follows. Section 2 reviews theoretical support and previous research on the factors that determine brand advocacy. Section 3 describes the research design, including the research model and data collection techniques. Section 4 presents the results of the model extracted from the regression analysis with the Kaiser-Meyer-Olkin (KMO) test, validity, reliability, hypothesis testing and mediation testing. Section 5 discusses the results of the study. Section 6 explains the conclusions of the study, as well as the limitations of the study for further study.

2. LITERATURE REVIEW

2.1. Brand advocacy

Brand advocacy is defined as the tendency of consumers to actively recommend and defend a brand to others (Keller & Swaminathan, 2020). Overall, brand advocacy is a multifaceted phenomenon driven by emotional bonds, self-identification, and other influencing factors (Irawan & Cheng, 2022). According to Rasooli et al. (2020), skin care brand advocacy is defined as the tendency of consumers to actively recommend, defend, and promote certain skin care brands to others.

Brand advocacy is a multifaceted phenomenon driven by emotional bonds, self-identification, and other influencing factors (Irawan & Cheng, 2022). According to Rasooli et al. (2020), skin care brand advocacy is defined as the tendency of consumers to actively recommend, defend, and promote certain skin care brands to others. Brand advocacy is often based on positive experiences and trust in the brand. In the digital era, brand advocacy has evolved into a highly influential form of marketing, particularly through online reviews and user-generated content (Hollebek & Mackie, 2019). Research by Leckie (2016) shows that brand advocacy has a significant positive effect on brand performance and sales growth in the beauty industry. Strong brand advocacy can reduce consumer purchase uncertainty (Hollebek & Mackie, 2019). Fournier and Alvarez (2012) revealed that brand advocacy is influenced by various factors, including product quality, brand social value, and digital engagement. These influences vary depending on the product category and consumer segment.

2.2. Product quality, digital engagement attitudes, and brand advocacy

Product quality is a crucial factor in marketing that reflects a product's ability to meet or exceed consumer expectations. Product quality is defined as consumer evaluation of the overall superiority or excellence of a product based on assessments of effectiveness, safety, sensation of use, and suitability to individual needs (Purmoningrum et al., 2024). In the beauty industry, product quality includes not only effectiveness, but also safety, texture, and sensory experience. Kim and Chung (2011) explained that product quality in the beauty industry is now assessed based on five dimensions: effectiveness, safety, sensory, sustainability, and innovation. The study found that 73% of consumers considered effectiveness as the most important

factor, followed by safety (58%) and innovation (54%). Furthermore, Mawaddah et al. (2024) revealed that perceived product quality has a significant influence on consumer satisfaction and purchase intention in the context of skin care products.

Product quality has long been recognized as a key factor in shaping consumer perceptions and behavior. Product quality not only influences satisfaction and loyalty, but also has a positive effect on engagement on digital platforms. Wijaya and Wahyudi (2023) found that product quality has a positive effect on online consumer engagement attitudes in the context of skin care products. Consumers who perceive a product to be of high quality tend to be more involved in online discussions and experience sharing. Kim and Chung (2011) revealed that product quality increases consumer intention to interact with brands on social media. High-quality products encourage consumers to seek further information and participate in online brand communities. Mawaddah et al. (2024) also found a positive influence between product quality and digital engagement attitudes. Consumers who are satisfied with product quality are more likely to engage in online reviews and electronic word-of-mouth activities. Behavior reflected by good product quality can influence digital engagement attitudes. Thus, good product quality can encourage high digital engagement attitudes.

H1a: Product quality has a positive effect on digital engagement attitudes.

High product quality tends to meet or exceed consumer expectations, which in turn can drive brand advocacy. Seo et al. (2017) found that product quality has a positive effect on brand advocacy in the cosmetics industry. Consumers who experience high product quality are more likely to recommend the brand to others. Ebrahim et al. (2024) revealed that product quality increases consumers' intention to become brand advocates on social media. High-quality products encourage consumers to share their experiences and recommendations. Hollebek and Mackie (2019) also found a positive influence of product quality on brand advocacy. Consistent product quality builds consumer trust, which ultimately leads to brand advocacy. Thus, good product quality can encourage good brand advocacy.

H1b: Product quality has a positive effect on brand advocacy.

Expectation-confirmation theory by Oliver (1980) explains that consumer satisfaction is formed from the comparison between expectations and actual product performance. When product quality meets or exceeds expectations, consumers tend to be more digitally engaged and become brand advocates. Wijaya and Wahyudi (2023) found that product quality has a positive effect on digital engagement, which then increases brand advocacy. Kim and Chung (2011) revealed that product quality has a positive effect on brand advocacy, which in turn drives brand advocacy. Hollebek and Mackie (2019) showed that perceived product quality increases digital engagement, which then correlates positively with brand advocacy. This means that digital engagement attitudes mediate the relationship between product quality and brand advocacy.

H2: Digital engagement attitude mediates the relationship between product quality and brand advocacy.

2.3. Brand social value, digital engagement attitude, and brand advocacy

Brand social value is the feelings and emotional attachment of customers to a brand through social sites (Mish et al., 2022). The social value of a brand is the benefits that consumers obtain from association with a particular social group through the use or ownership of the brand (Keller & Swaminathan, 2020). Liu et al. (2018) explained that the social value of a brand refers to consumers' perceptions of a brand's ability to enhance their social self-concept, including status, recognition, and conformity to prevailing norms in social groups. Brand social value refers to consumers' perceptions of a brand's ability to enhance their social self-concept, including status, recognition, and conformity to prevailing norms in social groups. Brand social value is increasingly linked to consumers' self-identity and lifestyle expression (Hollebek & Mackie, 2019). Zhou et al.'s (2012) study showed that brand social value has a significant positive influence on brand engagement and brand loyalty in the beauty industry. Furthermore, it was found that this influence was stronger among millennial and Gen Z consumers. However, Othman et al. (2022) revealed that the influence of brand social value varies depending on the level of consumer involvement with the product category. For premium skin care products, brand social value has a stronger influence on purchase intention compared to mass products.

Brand social value reflects the extent to which a brand can enhance consumers' social self-concept. Brand social value can drive consumer engagement on online platforms. Zhou et al. (2012) found that brand social value has a positive effect on consumer engagement attitudes on social media. Brands with high social value encourage consumers to share their experiences online as a form of self-expression. Permadikini et al. (2024) revealed that brand social value increases consumers' intention to participate in online brand communities. Consumers who use digital engagement show associations with brands that have high social value (Alfrahdi et al., 2025). Hollebek and Mackie (2019) also found an influence between brand social value and consumer digital engagement. That is, better brand social value drives high digital engagement attitudes.

H2a: Brand social value has a positive effect on digital engagement attitude.

Social identity theory by Tajfel and Turner (1979) states that individuals construct their identities based on membership in social groups. Brands with high social value can be a means for consumers to express their identity, which can encourage brand advocacy. Abbas et al. (2021) found that brand social value has a positive effect on brand advocacy in the hospitality industry. Brands that increase consumers' social status tend to encourage them to become brand advocates. Liu et al. (2018) also found a positive relationship between brand social value and brand advocacy. Brand reviews with strong social values create communities that encourage consumers to become brand advocates. Thus, good brand social value can encourage good brand advocacy.

H2b: Brand social value has a positive effect on brand advocacy.

Brands with high social value can drive digital engagement as a way to express identity, which

ultimately leads to advocacy. Abbas et al. (2021) found that brand social value increases digital engagement, which then drives brand advocacy. Prentice et al. (2019) revealed that brand social value increases consumer digital engagement, which in turn increases the intention to do positive word-of-mouth. Based on the findings, brand social value has a positive effect on digital engagement, which then predicts brand advocacy across cultural contexts. Akhgar and Brunning (2024) found a mediating effect of digital engagement attitude in the relationship between brand social value and brand advocacy. This means that digital engagement attitude mediates the relationship between brand social value and brand advocacy.

H2c: Digital engagement attitude mediates the relationship between brand social value and brand advocacy.

2.4. Price perception value, digital engagement attitudes, and brand advocacy

Perceived price value is described as the consumer's assessment of the benefits received from a product or service relative to the costs incurred. The perceived value of a product's price as the consumer's overall assessment of the product's utility based on the perception of what is received (benefits) compared to what is given (costs), including long-term considerations and comparisons with other alternatives. In the context of the beauty industry, this concept has evolved to encompass not only monetary price but also the long-term value and multi-functionality of the product. Recent research by Hariyanti et al. (2023) showed that perceived price value has a significant influence on consumer satisfaction and purchase intention in the skin care product category. Further explaining that this influence is moderated by the level of consumer involvement with the product category. Furthermore, Gupta and Zeitlhaml (2006) revealed that in the digital era, 83% of consumers actively compare prices online before making a purchase of beauty products, indicating the importance of a transparent and competitive pricing strategy.

Price perception value reflects consumers' evaluation of the benefits received relative to the costs incurred. High perceived value can drive online consumer engagement. Sutanto and Wulandari (2023) found that price perception value has a positive effect on consumer engagement on digital platforms. Consumers who perceive that they are getting good value tend to be more active in searching and sharing information online. Wang et al. (2022) revealed that perceived price value increases consumers' intention to interact with brands on social media. High perceived value drives consumers to become brand advocates on digital platforms. Gupta and Zeitlhaml (2006) found a positive influence of perceived price value on consumer digital engagement attitudes. Consumers who feel they are getting value for money tend to be more involved in online reviews and product discussions. This means that better-perceived price value drives high digital engagement attitudes.

H3a: Price perception value has a positive effect on digital engagement attitudes.

High perceived value can create feelings of fairness and satisfaction, which can drive brand advocacy. Zhang et al. (2018) found that perceived price value has a positive effect on brand advocacy

in the context of e-commerce. Consumers who feel they are getting good value are more likely to recommend the brand to others. Wang et al. (2022) revealed that perceived price value increases consumer digital engagement, which in turn increases consumers' intention to become brand advocates on digital platforms. High perceived value encourages consumers to share their positive experiences online. Gupta and Zeitlhaml (2006) also found a positive relationship between perceived price value and brand advocacy. Consumers who feel they are getting value for money tend to be more willing to recommend the brand to others. Thus, a perceived price value can encourage good brand advocacy. Based on this explanation, the following hypothesis is established:

H3b: Price perception value has a positive effect on brand advocacy.

High perceived value can drive digital engagement as a way to express satisfaction, which ultimately leads to brand advocacy. Phan Tran and Le (2023) found that perceived price value increases consumers' digital engagement, which then has a positive effect on brand advocacy. Wang et al. (2022) revealed that perceived price value drives digital engagement, which in turn increases consumers' intention to become brand advocates. Leckie (2016) showed that perceived price value has a positive effect on digital engagement, which then leads to higher levels of brand advocacy. Akhgar and Brunning (2024) found that the mediation effect of digital engagement attitude mediates the relationship between perceived price value and brand advocacy. This means that digital engagement attitude mediates the relationship between perceived price value and brand advocacy.

H3c: Digital engagement attitude mediates the relationship between perceived price value and brand advocacy.

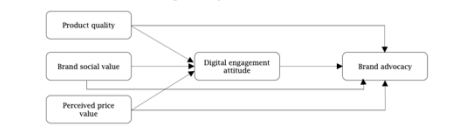
2.5. Digital engagement attitudes and brand advocacy

Digital engagement attitude refers to consumers' tendency to interact with brands through digital platforms, including social media, websites, and mobile applications (Hollebek & Mackie, 2019). Hollebek and Mackie (2019) explained that digital engagement attitudes lead to higher levels of brand advocacy. This finding emphasizes the universality of the relationship between digital engagement and brand advocacy. Leckie (2016) explored the role of digital engagement in building brand-consumer relationships. Positive digital engagement attitudes lead to higher levels of brand advocacy. Thus, good digital engagement attitudes can drive good brand advocacy.

H4: Digital engagement attitude has a positive effect on brand advocacy.

Based on the theoretical review and hypothesis formulation, an empirical research model can be constructed as follows:

Figure 1. Empirical research model



Source: Authors' elaboration.

3. RESEARCH METHODOLOGY

3.1. Population and sample

The population and sample in this study were SKINTIFIC consumers who had used the product for at least three months, were involved in digital engagement (following social media/giving reviews), were domiciled in Indonesia, and were aged 18–45 years. The sampling technique in this study was to use the purposive sampling method with the criteria of using at least two scientific products, being active on scientific social media (like, comment, share), having provided product reviews, and having made purchases in the last six months. Data collection through online questionnaires via Google Forms. The number of respondents was 200 people distributed in the top three cities in Central Java Province, namely Semarang city, 80 respondents (40%), Solo, 60 respondents (30%), and Salatiga, 60 respondents (30%).

3.2. Operational variables

Instrument testing, model testing, and hypothesis testing are conducted based on primary data. This research instrument is made based on the operational definition of the variables. The definition of product quality in this study was developed based on the concept of Wijaya and Wahyudi (2023) using six indicators, namely effectiveness in overcoming skin problems, texture and sensation on the skin, absorption rate, product aroma, safety for long-term use, and suitability for skin type.

The definition of brand social value in this study was developed based on the concept of Wang et al. (2022) using six indicators, namely prestige, conformity with trends, recognition from beauty influencers, popularity on social media, association with a healthy lifestyle, and conformity with environmental values (eco-friendly). The definition of perceived price value was developed based on the concept of Wang et al. (2022), which consists of price suitability with perceived benefits, price comparison with other brands, long-term value perception, number of products received, frequency of use required, and availability of size options.

Table 1. Summary results of linear regression analysis

Regression model	Model test		t-test		
	Adj R squared	F test Sig.	<i>p</i>	Sig.	Conclusion
Model 1:					
$Y_1 = a_1 + 0.237X_1 + 0.174X_2 + 0.311X_3 + \epsilon_1$	0.951	0.000			
The influence of product quality on digital engagement attitudes			0.237	0.001	H1a accepted
The influence of brand social values on digital engagement attitudes			0.174	0.016	H2a accepted
The influence of perceived values on digital engagement attitudes			0.311	0.000	H3a accepted
Model 2:					
$Y_2 = a_2 + 0.040X_4 + 0.041X_5 + 0.094X_6 + 0.873X_7 + \epsilon_2$	0.923	0.000			
The influence of product quality on brand advocacy			0.040	0.049	H1b accepted
The influence of brand social values on brand advocacy			0.046	0.045	H2b accepted
The influence of perceived values on brand advocacy			0.094	0.000	H3b accepted
The influence of digital engagement attitudes on brand advocacy			0.873	0.000	H4 accepted

Source: Authors elaboration.

Digital engagement attitudes have been defined as having six indicators, namely frequency of searching for product information, participation in online forums or communities, following brand social media accounts, watching video tutorials or product reviews, sharing product usage experiences on digital platforms, and interacting with brand digital content (Hollebeck & Mackie, 2019). Brand advocacy is defined as having six indicators, namely recommending a product, defending a brand from negative criticism, sharing results or skin transformations on social media, writing positive reviews about a product on online platforms, encouraging others to try a product through video, and subscribing or repurchasing the product consistently (Rasooli et al., 2020).

3.3. Data analysis

The data analysis technique uses multiple regression, with two regression equations formulated as follows:

$$Y_1 = a_1 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon_1 \quad (1)$$

$$Y_2 = a_2 + \beta_4 X_1 + \beta_5 X_2 + \beta_6 X_3 + \beta_7 X_4 + \epsilon_2 \quad (2)$$

where X_1 = Product quality; X_2 = Brand social value; X_3 = Price perception value; Y_1 = Digital engagement attitude; Y_2 = Brand advocacy; β_1 – β_7 = Regression coefficient. Both regression analyses used IBM SPSS software for their analysis.

4. RESULTS

4.1. Regression analysis

Based on the instrument test, the KMO value of all variables is more than 0.5, so the sample in this study is feasible. The loading factor value of all indicators for each variable is more than 0.4, which indicates that the instrument is valid, and the average variance extracted (AVE) is more than 0.5. In addition, the reliability test shows that the Cronbach's alpha value of each variable is more than 0.7, indicating that all instruments are reliable. After the instrument test was conducted, multiple regression analysis was conducted with the results as in Table 1.

4.2. Model test

To test this research model, a determination coefficient calculation is used to determine the ability of the independent variables to explain the dependent variables. Model 1 shows a determination coefficient value of 0.951, which indicates the ability of product quality, brand social value, and price perception to explain digital engagement attitudes by 95.1% while the remaining 4.9% is influenced by other factors outside the model. The outcome of Model 1 is also shown through the F-test (goodness of fit). Table 1 shows the significance value of the F-test of 0.00 below 5%. This means that product quality, brand social value, and price perception value simultaneously have a significant effect on digital engagement attitudes.

Model 2 shows the ability of product quality, brand social value, price perception value, and digital engagement attitude in explaining brand advocacy by 92.3%. Thus, the significance value of Model 2 (goodness of fit) is shown at 0.00 below 5%. This shows that product quality, brand social value, price perception value, and digital engagement attitude simultaneously have a significant effect on brand advocacy. The remaining 7.3% is explained by other variables.

4.3. Hypothesis testing

The hypothesis in this study was tested using the t-test. The test is used to show the ability of the partial influence of the independent variable on the dependent variable. If the significance value is below 5%, then the hypothesis is accepted. In Table 1, the beta value of product quality is 0.237 with a significance value of 0.001, below 5%. This means that product quality has a significant positive effect on digital engagement attitudes. Thus, H1a is accepted. H2 testing shows the beta value of brand social value of 0.174 with a significance value of 0.016 which is below 5%. This means that brand social value has a significant positive effect on digital engagement attitudes. Thus, H1b is accepted. H3 testing shows the beta value of price perception value of 0.311 with a significance value of 0.00 below 5%. This means that the price perception value has a significant positive effect on digital engagement attitudes. Thus, H1c is accepted. H1b testing shows a beta value of product quality of 0.040 with a significance value of 0.049 below 5%. This means that product quality has a significant positive effect on brand advocacy. Thus, H1b is accepted. H2b testing shows the beta value of brand social value of 0.040 with a significance value of 0.045 which is below 5%. This means that brand social value has a significant positive effect on brand advocacy. Thus, H2b is accepted. H3b testing shows the beta value of price perception value of 0.094 with a significance value of 0.000 below 5%. This means that the price perception value has a significant positive effect on brand advocacy. Thus, H1b is accepted. H4 testing shows the beta value of digital engagement attitude of 0.873 with a significance value of 0.00 below 5%. This means that digital engagement attitude has a significant positive effect on brand advocacy. Thus, H1d is accepted.

4.4. Mediation test

The mediation test is used to determine whether or not the indirect influence of the independent variable on the dependent variable with the third variable as an intervening variable. Sobel is used to measure the significance and value of the coefficient of the indirect influence of product quality, brand social value, price perception value, and brand advocacy.

Based on the Sobel test, it is proven that the significance value of the indirect effect of product quality on brand advocacy with digital engagement attitude as an intervening variable is 0.0001, below 0.05 (5%). This shows that digital engagement attitude significantly mediates the effect of product quality on brand advocacy. Thus, H1c is accepted. The Sobel test proves that the significance value of the indirect influence of brand social value on brand advocacy with digital engagement attitude as an intervening variable is 0.0001, below 0.05 (5%). This shows that digital engagement attitude significantly mediates the influence of brand social value on brand advocacy. Thus, H2c is accepted. It is also proven that digital engagement attitudes significantly mediate the influence of price perception value on brand advocacy, with a significance value of 0.0000 below 0.05 (5%). As for the conclusion, it is proven that the attitude of digital involvement is able to be an anchor or intervening variable in relation to the influence of product quality, brand social value, and price perception value on brand advocacy. Thus, H1c is accepted.

5. DISCUSSION

The results of the regression analysis show that product quality has a significant positive effect on digital engagement attitudes. These results support previous studies conducted by Wijaya and Wahyudi (2023). Thus, good product quality will encourage higher digital engagement attitudes. Consumers who use a product quality tend to be more active in interacting on digital platforms. In this case, products that are effective in overcoming skin problems are needed so that they can support customers to watch video tutorials and provide good reviews.

H1a testing also proves that brand social value has a significant positive effect on digital engagement attitudes. This finding supports previous studies conducted by Macassa et al. (2022) which stated that brand social value has a positive effect on digital engagement attitudes. Brands with high social value encourage more intense online interactions. This means that good brand social value will create a higher digital engagement attitude in customers. A brand social value with good brand prestige is able to have a high digital engagement attitude.

H1b testing proves that price perception value has a significant positive effect on digital engagement attitudes. This finding supports previous studies conducted by Bergel et al. (2019), especially in the context of value-seeking behavior. That is, a good price perception value can increase a high good digital engagement attitude. The good price fit with perceived benefits refers to sharing product usage experiences on the platform when experiencing problems. This stage allows consumers to increase participation in online skincare forums or communities.

The test results on H1b prove that product quality has a significant positive effect on brand advocacy. These results support previous studies conducted by Feriandita et al. (2023). This means that a good product quality can drive better brand advocacy. Product safety for long-term use reflects good product quality, resulting in better brand advocacy.

The test results on H2b prove that the brand's social value has a significant positive effect on brand advocacy. These results support previous studies conducted by Salah and Ayvaz (2024). This means that good brand social values can drive better brand advocacy. Recognition from beauty influencers reflects good brand social values, resulting in better brand advocacy.

The test results on H3b prove that the perceived value of price has a significant positive effect on brand advocacy. These results support previous studies conducted by Framaka et al. (2017). This means that a good price perception value can drive better brand advocacy. A good competitive price comparison with other skincare brands reflects a good price perception value, resulting in better brand advocacy.

H4 testing proves that there is a significant positive effect on brand advocacy. This finding supports previous studies presented by Sathya et al. (2023) and Nasution et al. (2022). This means that a high digital engagement attitude builds good brand advocacy. A high digital engagement attitude is reflected through participation in online forums or communities, following brand social media accounts, providing product reviews, interacting with brand digital content. This condition is able to increase brand advocacy.

Based on the results of the Sobel test on the mediation effect, it can be concluded that digital engagement attitudes are able to be intervening variables in relation to the influence of product quality, brand social value, price perception value, and digital engagement attitudes on brand advocacy. It has been proven that the significance value of the indirect influence of product quality on brand advocacy, brand social value on brand advocacy, and price perception value on brand advocacy is below 5%. In other words, digital engagement attitudes is able to become an anchor or intervening variable in relation to the influence of product quality, brand social value, and price perception value on brand advocacy.

6. CONCLUSION

This study aims to reveal digital engagement attitudes in mediating the influence of product quality, brand social value, price perception value on brand advocacy. Digital engagement attitudes are considered important as a relevant topic.

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August 22, 2025

Paper Revision 3

Our title has changed, from the original title: **"Uncovering Brand Advocacy Strategy: An Empirical Study on the Digital Engagement Attitudes of Consumers in the Beauty Industry"**

Thank you very much for the suggestions and recommendations for improving our paper, and we have done it according to the suggestions and recommendations from you.

No	Reviewer Comments (August 21, 2025)	Author Responses
Editor Teams		
1	According to a report by Grand View Research (2025), the global skincare market is expected to reach a value of \$189.3 billion by 2025, with a compound annual growth rate (CAGR) of 4.4% from 2019 to 2025.	According to a report by Grand View Research (2025), the global skincare market is expected to reach a value of \$189.3 billion by 2025, with a compound annual growth rate (CAGR) of 4.4% from 2019 to 2025. Delete (See point 7).
2	A survey by Deloitte (n.d.) revealed that 76% of Indonesian consumers are more likely to buy from beauty brands that reflect their personal values, such as sustainability or inclusivity. S	A survey by Deloitte (n.d.) revealed that 76% of Indonesian consumers are more likely to buy from beauty brands that reflect their personal values, such as sustainability or inclusivity. Delete (See point 5).
3	Consumers' digital engagement has become crucial in the beauty industry. A study by Euromonitor International (2024) showed a 250% increase in online beauty product information searches since 2020.	A study by Euromonitor International (2024) showed a 250% increase in online beauty product information searches since 2020. Delete (See point 6).
4	In other words, digital engagement attitude is able to become an anchor or intervening variable in relation to the influence of product quality, brand social value, and price perception value on brand advocacy.	This sentence is correct so there is no need for revision.
5	Deloitte. (n.d.). Consumer products. https://www.deloitte.com/jk/en/industries/consumer-products/about.html	Delete. This relates to point 2 above. The source is online, and we had difficulty finding the original journal article. Therefore, we've removed it and removed it from the reference list. However, this does not diminish the substance or quality of this article.
6	Euromonitor International. (2024). Beauty and personal care in 2024: The	Delete.

	big picture. https://www.euromonitor.com/beauty-and-personal-care-in-indonesia/report	This relates to point 3 above. The source is online, and we had difficulty finding the original journal article. Therefore, we've removed it and removed it from the reference list. However, this does not diminish the substance or quality of this article.
7	Grand View Research. (2025). Personal care market size, share & trends analysis report by application, regional outlook, competitive strategies, and segment forecasts, 2019 to 2025. https://www.grandviewresearch.com/industry-analysis/personal-care-market	Delete. This relates to point 1 above. The source is online, and we had difficulty finding the original journal article. Therefore, we've removed it and removed it from the reference list. However, this does not diminish the substance or quality of this article.

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Dear Endang Tjahjaningsih,
Thank you for your response.
Please find attached the updated layout for the final look. If everything is correct, the paper will be published in its current form.
I am looking forward to hearing from you soon.
Best regards,
Daryna

nt, 22 cept. 2025 p. o 07:49 Endang Tjahjaningsih <ningsih@edu.unisbank.ac.id> nluue:

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UNCOVERING BRAND ADVOCACY STRATEGY: AN EMPIRICAL STUDY ON THE DIGITAL ENGAGEMENT ATTITUDES OF CONSUMERS IN THE BEAUTY INDUSTRY

CBSR_Endang Tja...

Social brand engagement is the feelings and emotional attachment of customers to a brand through social sites (Minh et al., 2022). The social value of a brand refers to the benefits that consumers obtain from association with a particular social group through the use or ownership of the brand (Keller & Swaminathan, 2020). Liu et al.

(2018) explained that the social value of a brand refers to consumers' perceptions of a brand's ability to enhance their social self-concept, including status, recognition, and conformity to prevailing norms in social groups. Brand social value refers to consumers' perceptions of a brand's ability to enhance their social self-concept, including status, recognition, and conformity to prevailing norms within a social group. Brand social value is increasingly linked to consumers' self-identity and lifestyle expression (Hollebek & Mackie, 2019). Zhou et al.'s (2012) study showed that brand social value has a significant positive influence on brand engagement and brand loyalty in the beauty industry. Furthermore, it was found that this influence was stronger among millennial and Gen Z consumers. However, Olman et al. (2022) revealed that the influence of brand social value varies depending on the level of consumer involvement with the product category. For premium skincare products, brand social value has a stronger influence on purchase intention compared to mass products.

Brand social value reflects the extent to which a brand can enhance consumers' social self-concept. Brand social value can drive consumer engagement on online platforms. Zhou et al. (2012) found that brand social value has a positive effect on consumer engagement attitudes on social media. Brands with high social value encourage consumers to share their experiences online as a form of self-expression. Permadikim et al. (2024) revealed that brand social value increases consumers' intention to participate in online brand communities. Consumers who use digital engagement show associations with brands that have high social value (Alfarhat et al., 2025). Hollebek and Mackie (2019) also found an influence between brand social value and consumer digital engagement. That is, better brand social value drives high digital engagement attitudes.

H2a: Brand social value has a positive effect on digital engagement attitude.

Social identity theory by Tajfel and Turner (1979) states that individuals construct their identities based on membership in social groups. Brands with high social value can be a means for consumers to express their identities, which can encourage brand advocacy. Alfarhat et al. (2021) found that brand social value has a positive effect on brand advocacy in the hospitality industry. Brands that increase consumers' social status tend to encourage them to become brand advocates. Liu et al. (2018) also found a positive relationship between brand social value and brand advocacy. Brands with strong social values create communities that encourage consumers to become brand advocates. Thus, good brand social values can encourage good brand advocacy.

H2b: Brand social value has a positive effect on brand advocacy.

Brands with high social value can drive digital engagement as a way to express identity, which ultimately leads to advocacy. Abbas et al. (2021) found that brand social value increases digital engagement, which then drives brand advocacy. Prentice et al. (2019) revealed that brand social value increases consumer digital engagement, which in turn increases the intention to do positive word-of-mouth. Rasool et al. (2020) showed that brand social value has a positive effect on digital engagement, which then predicts brand advocacy across cultural contexts. Ahgari and Bruning (2024) found a mediating effect of digital engagement attitude in

the relationship between brand social value and brand advocacy. This means that digital engagement attitude mediates the relationship between brand social value and brand advocacy.

H2c: Digital engagement attitude mediates the relationship between brand social value and brand advocacy.

2.4. Price perception value, digital engagement attitudes, and brand advocacy

Perceived price value is described as the consumer's assessment of the benefits received from a product or service relative to the costs incurred. The perceived value of what is given (costs) as the consumer's overall assessment of the product's utility based on the perception of what is received (benefits) compared to what is given (costs), including long-term considerations and comparisons with other alternatives. In the context of the beauty industry, this concept has evolved to encompass not only monetary price but also the long-term value and multifunctionality of the product. Recent research by Hariyanti et al. (2023) showed that perceived price value has a significant influence on consumer satisfaction and purchase intention in the skincare product category. Further explaining that this influence is moderated by the level of consumer involvement with the product category. Furthermore, Gupta and Zeithaml (2006) revealed that in the digital era, 83% of consumers actively compare prices online before making a purchase of beauty products, indicating the importance of a transparent and competitive pricing strategy.

Price perception value reflects consumers' evaluation of the benefits received relative to the costs incurred. High perceived value can drive online consumer engagement. Sutanto and Wulandari (2023) found that price perception value has a positive effect on consumer engagement on digital platforms. Consumers who perceive that they are getting good value tend to be more active in searching and sharing information online. Wang et al. (2022) revealed that perceived price value increases consumers' intention to interact with brands on social media. High perceived value drives brands through various digital platforms, including information searches, participation in online communities, and sharing experiences related to skincare products (Hollebek & Mackie, 2019). Digital engagement in the context of skincare are defined as consumers' tendency and intensity to interact with skincare brands through various digital platforms, including information searches, participation in online communities, and sharing experiences related to skincare products. In the beauty industry, digital engagement has become a primary channel for

getting value for money tend to be more willing to recommend the brand to others. Thus, a good perceived price value can encourage good brand advocacy. Based on this explanation, the following hypothesis is established:

H3a: Perceived price value has a positive effect on brand advocacy.

High perceived value can drive digital engagement as a way to express satisfaction, which ultimately leads to advocacy. Pham Tran and Le (2023) found that perceived price value increases consumers' digital engagement, which then has a positive effect on brand advocacy. Wang et al. (2022) revealed that perceived price value drives digital engagement, which in turn increases consumers' intention to become brand advocates. Leckie (2016) showed that perceived price value has a positive effect on digital engagement, which then leads to higher levels of brand advocacy. Ahgari and Bruning (2024) found that the mediation effect of digital engagement attitude mediates the relationship between perceived price value and brand advocacy.

H3c: Digital engagement attitude mediates the relationship between perceived price value and brand advocacy.

High perceived value can create feelings of fairness and satisfaction, which can drive brand advocacy. Zhang et al. (2018) found that perceived price value has a positive effect on brand advocacy in the context of e-commerce. Consumers who feel they are getting good value are more likely to recommend the brand to others. Wang et al. (2022) revealed that perceived price value increases consumers' intention to become brand advocates on digital platforms. High perceived value encourages consumers to share their positive experiences online. Gupta and Zeithaml (2006) also found a positive relationship between perceived price value and brand advocacy. Consumers who feel they are

getting value for money tend to be more willing to recommend the brand to others. Thus, a good perceived price value can encourage good brand advocacy. Based on this explanation, the following hypothesis is established:

H3a: Perceived price value has a positive effect on brand advocacy.

High perceived value can drive digital engagement as a way to express satisfaction, which ultimately leads to brand advocacy. Pham Tran and Le (2023) found that perceived price value increases consumers' digital engagement, which then has a positive effect on brand advocacy. Wang et al. (2022) revealed that perceived price value drives digital engagement, which in turn increases consumers' intention to become brand advocates. Leckie (2016) showed that perceived price value has a positive effect on digital engagement, which then leads to higher levels of brand advocacy. Ahgari and Bruning (2024) found that the mediation effect of digital engagement attitude mediates the relationship between perceived price value and brand advocacy.

H3c: Digital engagement attitude mediates the relationship between perceived price value and brand advocacy.

2.5. Digital engagement attitudes and brand advocacy

Digital engagement attitude refers to consumers' tendency to interact with brands through digital platforms, including social media, websites, and mobile applications (Hollebek et al., 2020). Hollebek and Mackie (2019) explained that digital engagement attitudes in the context of skincare are defined as the tendency and intensity of consumers to interact with skincare brands through various digital platforms, including information searches, participation in online communities, and sharing experiences related to skincare products (Hollebek & Mackie, 2019). Digital engagement in the context of skincare are defined as consumers' tendency and intensity to interact with skincare brands through various digital platforms, including information searches, participation in online communities, and sharing experiences related to skincare products. In the beauty industry, digital engagement has become a primary channel for

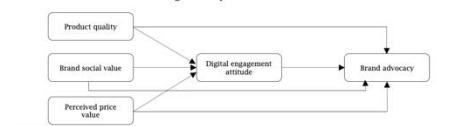
product education, consumer reviews, and brand-consumer interactions (Amroh & Hartono, 2024). Kumar and Pansari (2016) found that digital engagement has a significant positive effect on brand loyalty and purchase intention in the context of skincare products. It was also revealed that the quality, not the quantity, of digital interactions is more important in forming positive attitudes towards brands. A longitudinal study by Muthuhouse et al. (2016) showed a 300% increase in brand-consumer interactions via digital platforms in the last five years in the beauty industry. High digital engagement is positively correlated with higher levels of brand advocacy.

Consumer engagement theory, developed by Brodie et al. (2011), states that consumer engagement is a psychological state that occurs through the interaction and co-creative experience of customers with agents/focal objects (e.g., brands) in service relationships. This theory suggests that higher engagement can lead to positive outcomes such as advocacy. Hollebek and Mackie (2019) found that high digital engagement has an effect on brand advocacy. This study shows that consumers who actively engage with a brand's digital content tend to be strong brand advocates. Kumar and Pansari (2016) developed and tested a customer engagement model that links engagement to business outcomes. Digital engagement attitudes have a significant positive effect on brand advocacy. Harrigan et al. (2018) found a strong positive effect between digital engagement and brand advocacy. This study shows that meaningful interactions on digital platforms can drive advocacy behavior. Rasool et al. (2020) conducted a cross-cultural study on digital engagement and brand advocacy in the e-commerce industry. Digital engagement attitudes consistently predicted brand advocacy across cultural contexts. This finding emphasizes the universality of the relationship between digital engagement and brand advocacy. Leckie (2016) explored the role of digital engagement in building brand-consumer relationships. Positive digital engagement attitudes lead to higher levels of brand advocacy. Thus, good digital engagement attitudes can drive good brand advocacy.

H4: Digital engagement attitude has a positive effect on brand advocacy.

Based on the theoretical review and hypothesis formulation, an empirical research model can be constructed as follows:

Figure 1. Empirical research model



Source: Authors' elaboration.

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3. RESEARCH METHODOLOGY

3.1. Population and sample

The population and sample in this study were KINTIFX consumers who had used the product for at least three months, were involved in digital engagement (following Hollebek & Mackie, 2019), were domiciled in Indonesia, and were aged 18-45 years. The sampling technique in this study was to use the purposive sampling method with the criteria of using at least two scientific products, being active on digital engagement media (like comment, share), having provided product reviews, and having made purchases in the last six months. Data collection through online questionnaires via Google Forms. The number of respondents was 200 people distributed in the top three cities in Central Java Province, namely Semarang city, 80 respondents (40%), Solo, 60 respondents (30%), and Salatiga, 60 respondents (30%).

3.2. Operational variables

Instrument testing, model testing, and hypothesis testing are conducted based on primary data. This research instrument is made based on the operational definition of the variables. The definition of product quality in this study was developed based on the concept of Wijaya and Wahyudi (2023) using six indicators, namely analyses used IBM SPSS software for their analysis.

The definition of brand social value in this study was developed based on the concept of Wang et al. (2022) using six indicators, namely brand prestige, conformity with trends, recognition from beauty influencers, popularity on social media, association with a healthy lifestyle, and conformity with environmental values. The definition of perceived price value was developed based on the concept of Wang et al. (2022), which consists of price suitability with perceived benefits, price comparison with other brands, long-term value perception, number of products received, frequency of use required, and availability of size options.

Digital engagement attitudes have been defined as having six indicators, namely frequency of searching for product information, participation in online forums or communities, following brand social media accounts, watching video tutorials or product reviews, sharing product usage experiences on digital platforms and interacting with brand digital content (Hollebek & Mackie, 2019). Digital engagement is defined as having six indicators of recommending a product from a brand from negative criticism, sharing results or skin transformations on social media, writing positive reviews about a product on online platforms, encouraging others to try a particular product, and subscribing or recommending the product consistently (Rasool et al., 2020).

3.3. Data analysis

The data analysis technique uses multiple regression, with two regression equations formulated as follows:

$$Y_1 = \alpha_1 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon_1 \quad (1)$$

$$Y_2 = \alpha_2 + \beta_4 X_1 + \beta_5 X_2 + \beta_6 X_3 + \beta_7 X_4 + \epsilon_2 \quad (2)$$

where X_1 = Product quality; X_2 = Brand social value; X_3 = Price perception value; Y_1 = Digital engagement attitude; Y_2 = Brand advocacy; $\beta_1 - \beta_7$ = Regression coefficient. Both regression analyses used IBM SPSS software for their analysis.

4. RESULTS

4.1. Regression analysis

Based on the instrument test, the KMO value of all variables is more than 0.5, so the sample in this study is feasible. The loading factor of all indicators for each variable is more than 0.4, which indicates that the instrument is valid, and the average variance extracted (AVE) is more than 0.5. In addition, the reliability test shows that the Cronbach's alpha value of each variable is more than 0.7, indicating that all instruments are reliable. After the instrument test was conducted, multiple linear regression analysis was conducted with the results as in Table 1.

Table 1. Summary results of linear regression analysis

Regression model	Model test		t-test		
	Add R squared	F test Stat	β	Sig.	Conclusion
Model 1: The influence of product quality on digital engagement attitudes. The influence of brand social values on digital engagement attitudes. The influence of perceived values on digital engagement attitudes.	0.951	0.000			
			0.237	0.001	H1a accepted
			0.174	0.016	H1b accepted
			0.311	0.000	H1c accepted
Model 2: The influence of product quality on brand advocacy. The influence of brand social values on brand advocacy. The influence of perceived values on brand advocacy. The influence of digital engagement attitudes on brand advocacy.	0.923	0.000			
			0.040	0.049	H2a accepted
			0.094	0.000	H2b accepted
			0.873	0.000	H2c accepted

Source: Authors' elaboration.

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4.2. Model test

To test this research model, a determination coefficient calculation was carried out to determine the ability of the independent variable to explain the dependent variables. Model 1 shows a determination coefficient value of 0.951, which indicates the ability of product quality, brand social value, and price perception value to explain digital engagement attitudes. Model 2 shows the ability of product quality, brand social value, price perception value, and digital engagement attitude simultaneously have a significant effect on brand advocacy. The remaining 7.3% is explained by other variables.

4.3. Hypothesis testing

The hypothesis in this study was tested using the t-test. The test is used to show the ability of the partial influence of the independent variable on the dependent variable. If the significance value is below 5%, then the hypothesis is accepted. In Table 1, the beta value of product quality is 0.237 with a significance value of 0.001, below 5%. This means that product quality has a significant positive effect on digital engagement attitudes. Thus, H1a is accepted. H2b testing shows the beta value of brand social value of 0.174 with a significance value of 0.016, which is below 5%. This means that brand social value has a significant positive effect on digital engagement attitudes. Thus, H2b is accepted. H3 testing shows the beta value of price perception value of 0.311 with a significance value of 0.000 below 5%. This means that the price perception value has a significant positive effect on digital engagement attitudes. Thus, H3a is accepted. H1b testing shows a beta value of product quality of 0.040 with a significance value of 0.049 below 5%. This means that product quality has a significant positive effect on brand advocacy. Thus, H1b is accepted. H2b testing shows the beta value of brand social value of 0.040 with a significance value of 0.049 below 5%. This means that brand social value has a significant positive effect on brand advocacy. Thus, H2b is accepted. H4 testing shows a beta value of digital engagement attitude of 0.873 with a significance value of 0.000 below 5%. This means that the price perception value has a significant positive effect on brand advocacy. Thus, H4 is accepted.

4.4. Mediation test

The mediation test is used to determine whether or not the indirect influence of the independent variable on the dependent variable with the third variable as an intervening variable. Sobel is used to measure the significance and value of the coefficient of the indirect influence of product quality, brand social value, price perception value on brand advocacy. Based on the Sobel test, it is proven that the significance value of the indirect effect of product quality on brand advocacy with digital engagement attitude as an intervening variable is below 0.05 (5%). This shows that digital engagement attitude significantly mediates the influence of product quality on brand advocacy. Thus, H1c is accepted. The Sobel test proves that the significance value of the indirect influence of brand social value on brand advocacy with digital engagement attitude as an intervening variable is below 0.05 (5%). This shows that digital engagement attitude significantly mediates the influence of brand social value on brand advocacy. Thus, H2c is accepted. It is also proven that digital engagement attitudes significantly mediate the influence of price perception value on brand advocacy, with a significance value of 0.000 below 0.05 (5%). As for the conclusion, it is proven that the attitude of digital involvement is able to be an anchor or intervening variable in relation to the influence of product quality, brand social value, and price perception value on brand advocacy. Thus, H2c is accepted.

5. DISCUSSION

The results of the regression analysis show that product quality has a significant positive effect on digital engagement attitudes. These results support previous studies conducted by Wijaya and Wahyudi (2023). Thus, good product quality will encourage higher digital engagement attitudes. Consumers who perceive high product quality tend to be more active in interacting on digital platforms. In this case, products that are effective in overcoming skin problems are needed so that they can support customers to watch video tutorials and provide good reviews.

H2a testing also proves that brand social value has a significant positive effect on digital engagement attitudes. This finding supports previous studies conducted by Macassa et al. (2022) which stated that brand social value has a positive effect on digital engagement attitudes. Brands with high social value encourage more intense online interactions. This means that good brand social value will create a higher digital engagement attitude in customers. A brand social value with good brand prestige is able to have a high digital engagement attitude.

H3a testing proves that price perception value has a significant positive effect on digital engagement attitudes. This finding supports previous studies conducted by Bergel et al. (2023), especially in the context of value-seeking behavior. That is, a good price perception value can increase a high good digital engagement attitude. The good price fit with perceived benefits refers to sharing product usage experiences on the platform when experiencing problems. This stage allows customers to increase participation in online skincare forums or communities.

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The test results on *H1b* prove that product quality has a significant positive effect on brand advocacy. These results support previous studies conducted by Ferdinandy et al. (2023). This means that good product quality can drive better brand advocacy. Product safety for long-term use reflects good product quality, resulting in better brand advocacy.

The test results on *H2b* prove that the brand's social value has a significant positive effect on brand advocacy. These results support previous studies conducted by Salah and Ayyash (2024). This means that good brand social values can drive better brand advocacy. Recognition from beauty influencers reflects good brand social values, resulting in better brand advocacy.

The test results on *H3b* prove that the perceived value of price has a significant positive effect on brand advocacy. These results support previous studies conducted by Framela et al. (2017). This means that a good price perception value can drive better brand advocacy. A good competitive price comparison with other skincare brands reflects a good price perception value, resulting in better brand advocacy.

H4 testing proves that there is a significant positive effect on brand advocacy. This finding supports previous studies presented by Satya et al. (2023) and Nasution et al. (2022). This means that a high digital engagement attitude builds good brand advocacy. A high digital engagement attitude is reflected through participation in online forums or communities, following brand social media accounts, providing product reviews, interacting with brand digital content. This condition is able to increase brand advocacy.

Based on the results of the Sobel test on the mediation effect, it can be concluded that digital engagement attitudes are able to be intervening variables in relation to the influence of product quality, brand social value, price perception value, and digital engagement attitudes on brand advocacy. It has been proven that the significance value of the indirect influence of product quality on brand advocacy, brand social value on brand advocacy, and price perception value on brand advocacy is below 5%. In other words, digital engagement attitude is able to become an anchor or intervening variable in relation to the influence of product quality, brand social value, and price perception value on brand advocacy.

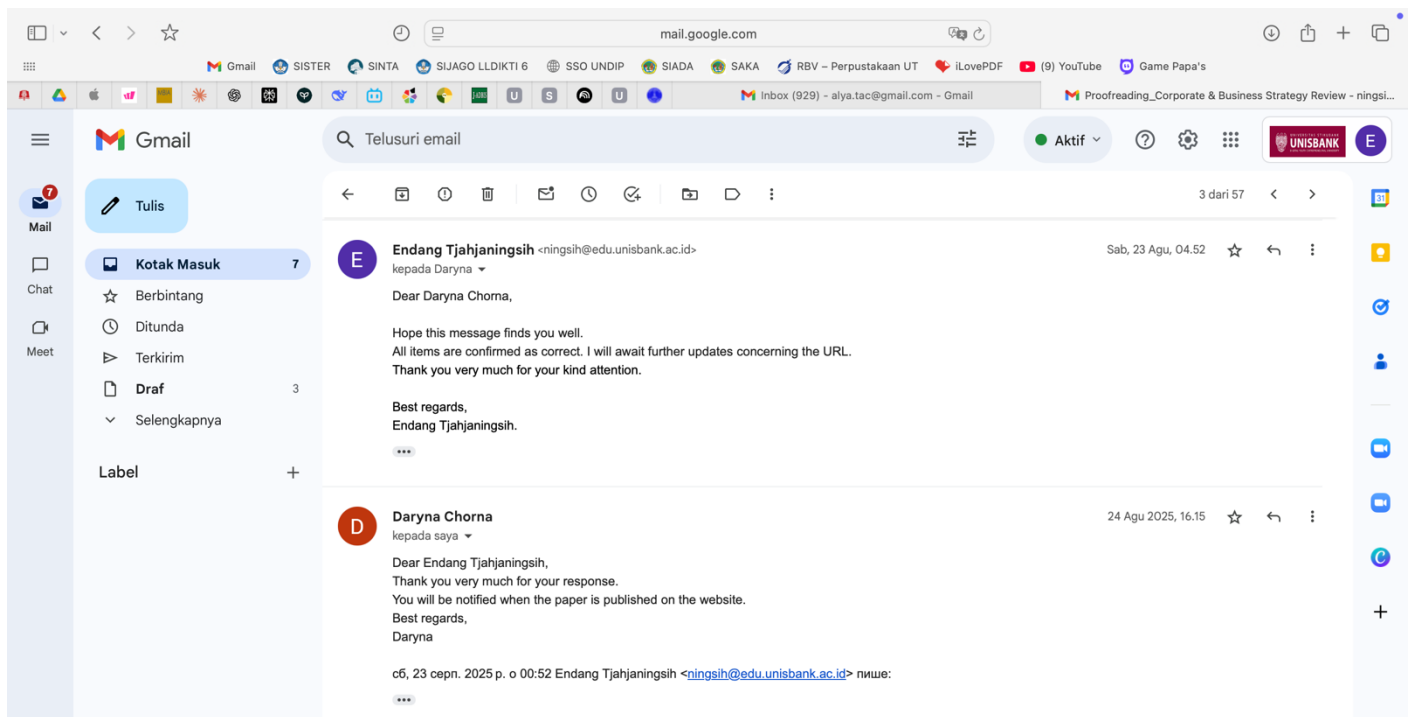
6. CONCLUSION

This study aims to reveal digital engagement attitudes in mediating the influence of product quality, brand social value, price perception value on brand advocacy. Digital engagement attitudes are considered important as a relevant topic.

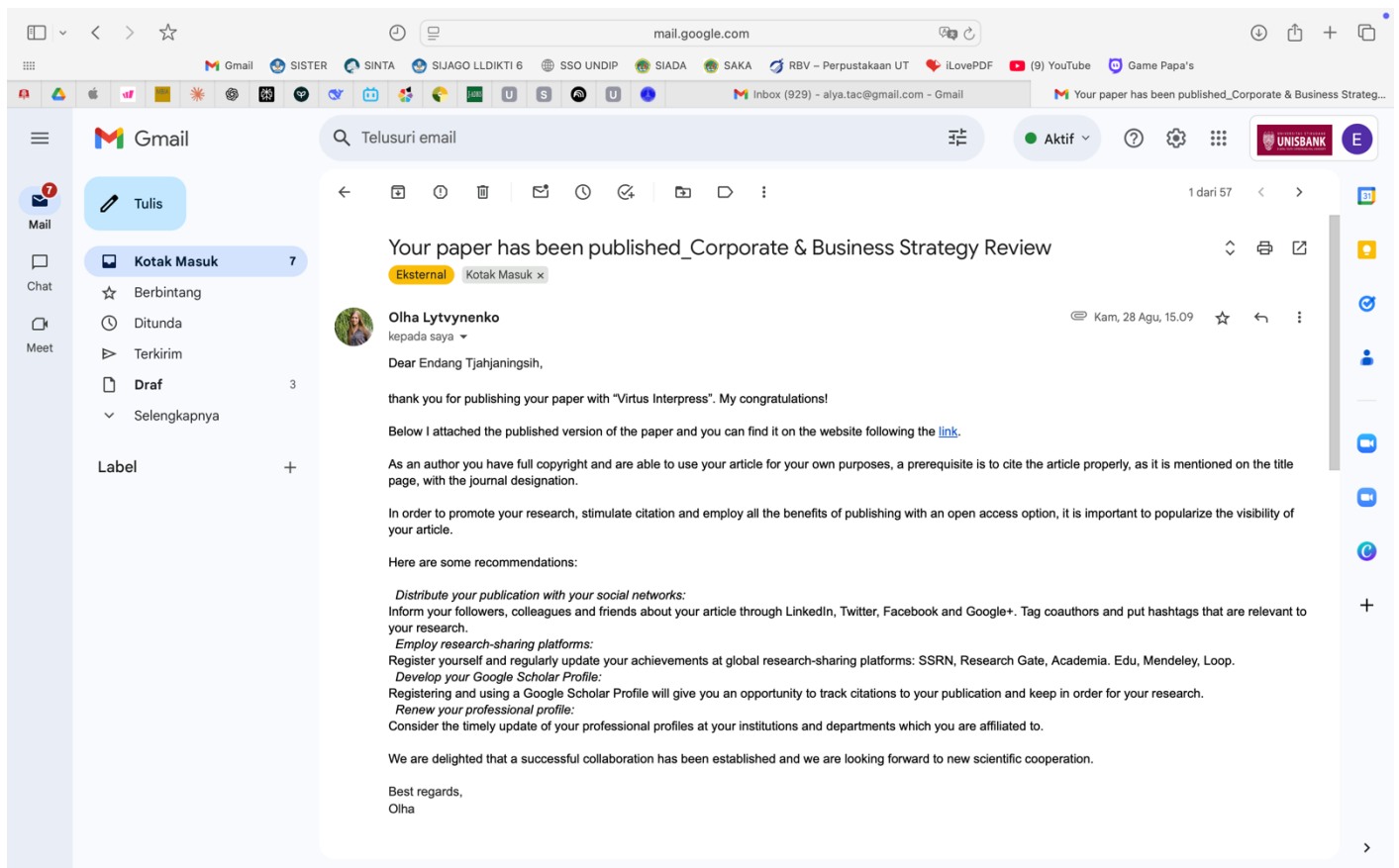
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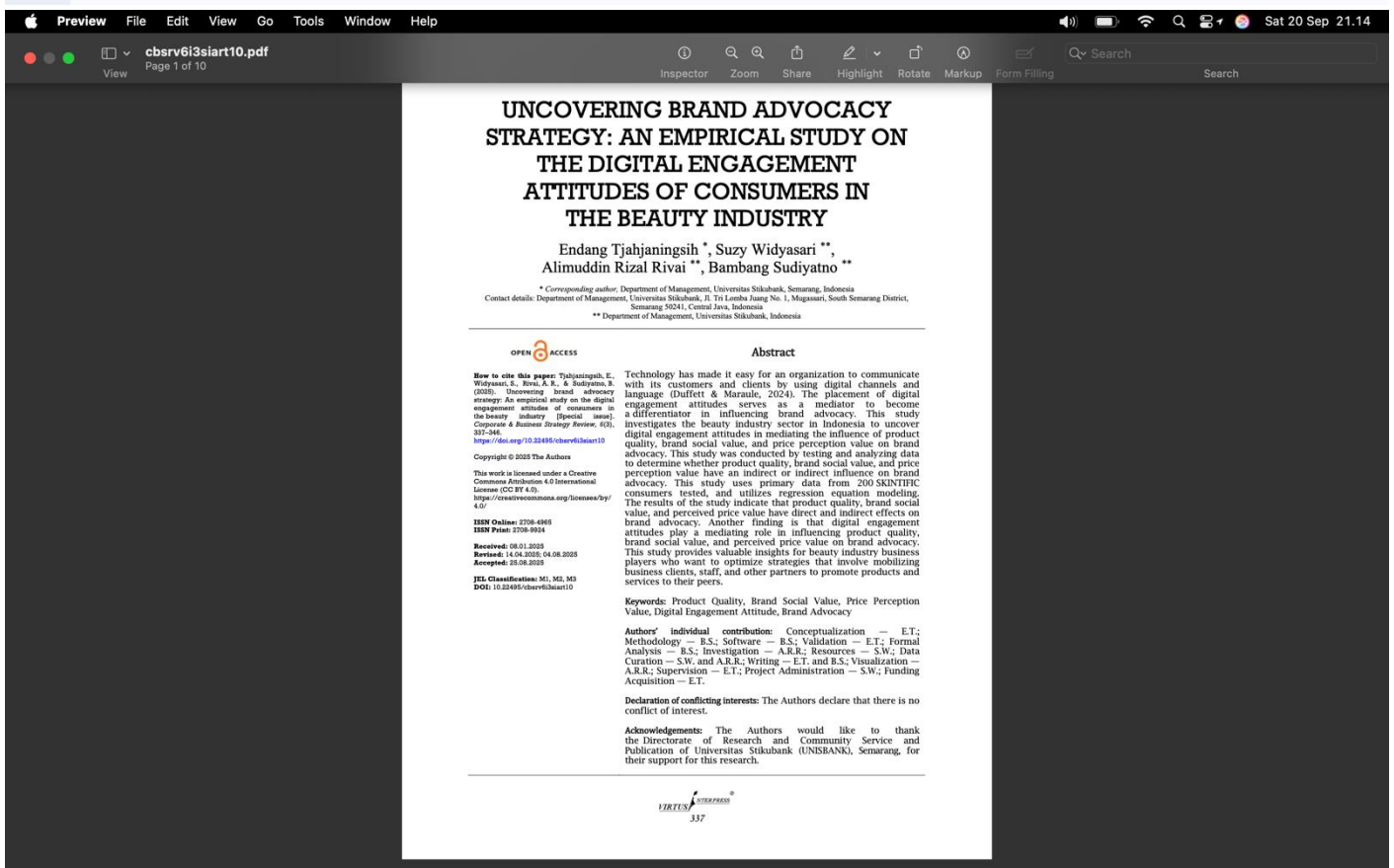
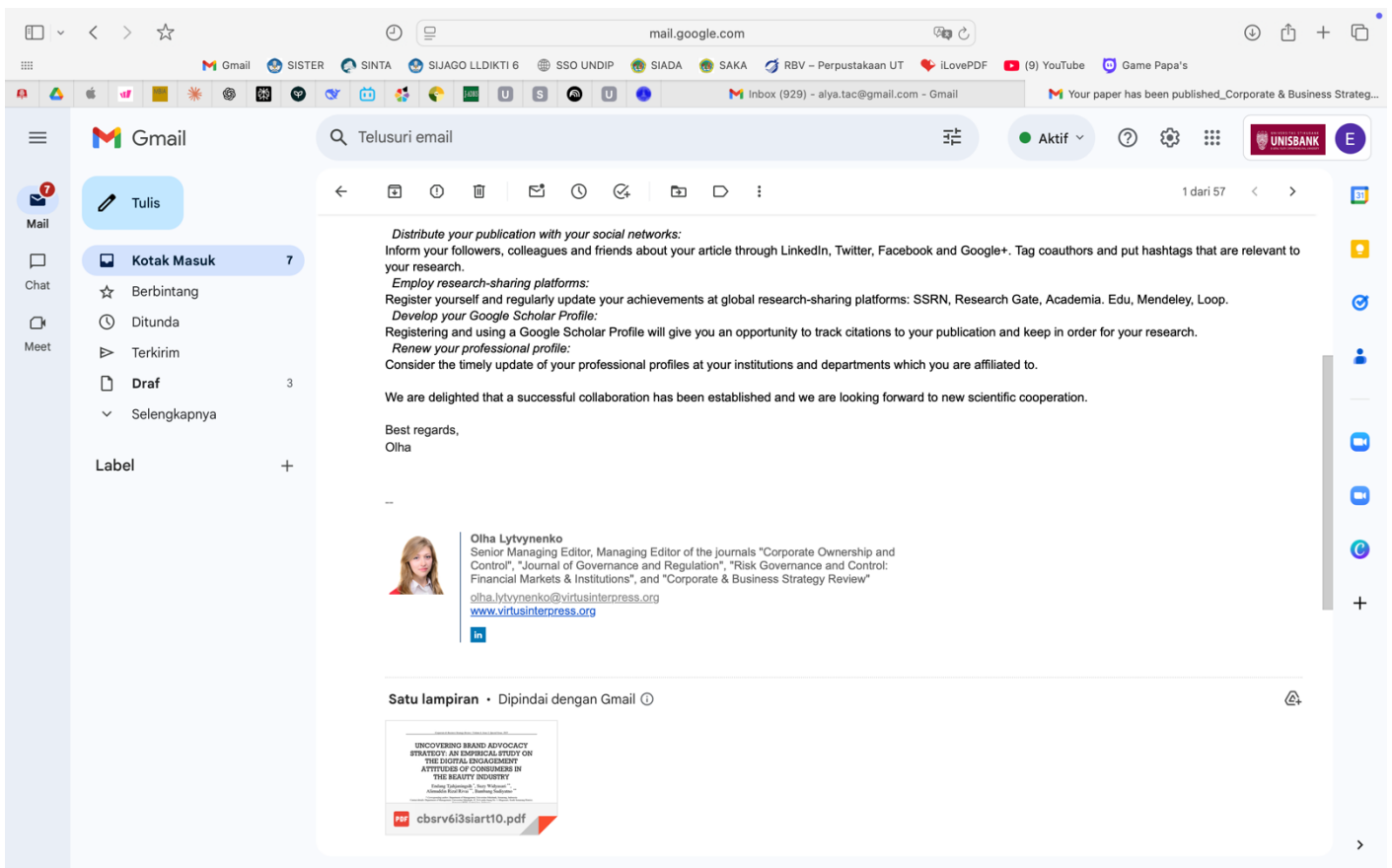
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1. INTRODUCTION

In the ever-evolving digital era, brand advocacy has become a crucial asset of a company's marketing strategy. This phenomenon is marked by a paradigm shift from passive loyalty to active consumer involvement in product promotion and brand building (Holbeck & MacKie, 2019). Leckie (2016) explained that 78% of global consumers rely on recommendations from friends and family in purchasing decisions, emphasizing the importance of brand advocacy in business environment.

Product quality remains a fundamental factor in building consumer attitudes. Research by Brakus (2014) shows that the definition of "quality" has evolved, encompassing not only functional aspects but also the holistic experience of a product. The study found that 65% of millennials and Gen Z consumers prefer products that offer unique experiences over those that rely solely on functional qualities.

Brand social values emerge as a significant factor in shaping consumer attitudes. Keller and Swaminathan (2020) revealed that 72% of global consumers are more likely to purchase from brands that align with their personal values. Zhou et al. (2012) found the influence of brand social value on the formation of consumer attitude; however, research by Fournier and Alvarez (2012) showed that the influence of brand social value varies depending on the consumer segment.

Price perception continues to be an important factor, but with new nuances in the digital age. Research by Gupta and Zeithaml (2006) revealed that 83% of consumers experience a perceived price premium online before making a purchase. Ramanathan et al. (2017) found that consumers increasingly judge "price" not only in monetary terms but also in terms of time, effort, and psychological costs invested.

Consumer digital engagement attitudes are becoming a critical point in modern marketing. A longitudinal study by Kumar and Pansari (2016) showed a 300% increase in consumer-brand interactions via digital platforms in the last five years. Holbeck and Mackie (2019) found a positive influence of digital engagement attitudes on brand advocacy. Malthouse et al. (2010) and Praetzel and Ningsih (2024) research showed that product quality has a more decisive influence on digital engagement attitudes. However, Yun and Kim (2024) found that favorable attitudes do not always lead to brand advocacy.

The beauty industry, especially the skin care sector, has experienced significant growth in recent years. Amidst this growth, local brands like SKINTIFIC have emerged as strong competitors in a market dominated by international brands. As a science-based skincare brand, SKINTIFIC represents a key trend in the industry: a focus on evidence-based formulations and digital transparency. This phenomenon is in line with the findings of Kim and Chung (2011) and Shim et al. (2024), which revealed that 67% of millennials and Gen Z consumers prefer beauty products with proven scientific claims.

Product quality in the context of skincare has evolved beyond mere effectiveness. Research by Santano and Wulandari (2023), Wijaya and Wahyudi (2023) found that perceived skincare product quality has a strong influence on shaping positive consumer

attitudes. The quality aspect has been proven to be an important factor in forming consumer attitudes towards skincare products (Zhang et al., 2018).

The socio-economic value of digital marketing is increasingly important in the beauty industry. SKINTIFIC, with its position as a local brand focused on innovation, has great potential to capitalize on this trend. The findings of Zhang et al. (2018) and Abin et al. (2022) explain that brands adopting a positive effect on consumers' favorable attitudes towards skincare products. However, the perception of price in the beauty industry is highly sensitive. According to Boom et al. (2020), skincare consumers increasingly assess "value for money" not only in monetary terms, but also from the long-term effectiveness and multifunctionality of the product. SKINTIFIC, with its focus on effective active ingredients, responds to this trend. Tran et al. (2023) and Santano and Wulandari (2023) found that the perception of fair and appropriate prices positively influences consumer attitudes towards skincare products. Bagram (2012) proved that positive consumer attitudes towards skincare products consistently influence brand advocacy.

Consumers' digital engagement has become crucial in the beauty industry. SKINTIFIC, as a brand active on digital platforms, is in a position to capitalize on this trend. Amiroh and Hartono's (2024) research revealed that the effectiveness of digital engagement varies depending on the type of content and platform used. These differences in findings, coupled with changing market dynamics, create a significant research gap. Comprehensive studies that integrate product quality, brand social value, perceived price value, and digital engagement attitudes in the context of brand advocacy are still limited.

This study aims to fill this gap, providing a deeper understanding of how these factors interact to shape brand advocacy in the digital age. This study investigates the impact of product quality, brand social value, perceived price value, and digital engagement attitudes on digital engagement attitude and brand advocacy by placing digital engagement attitude as a mediator. This study addresses specific research questions, such as:

RQ1: Do product quality, brand social value, and perceived price value have an impact on digital engagement attitude?

RQ2: Do product quality, brand social value, perceived price value, and engagement attitude have an impact on brand advocacy?

RQ3: Does engagement attitude play a mediating role in the influence of product quality, brand social value, and perceived price value on brand advocacy?

This study uses a quantitative method and analysis approach. Primary data will be collected through a survey given to SKINTIFIC consumers who have used the product for at least three months, follow social media, and are domiciled in Indonesia, are aged 18-45 years. The regression equation modeling technique will be used to analyze the relationship between product quality, brand social value, and perceived price value on digital engagement attitude. Mediation analysis will assess the extent to which engagement attitude plays a mediating role between product quality, brand social value, and perceived price value towards brand advocacy.



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The remainder of this paper is structured as follows. Section 2 reviews theoretical support and previous research on the factors that determine brand advocacy. Section 3 describes the research design, including the research model and data collection techniques. Section 4 presents the results of the model extracted from the regression analysis using the Kaiser-Meyer-Olkin (KMO) test, validity, reliability, hypothesis testing, and mediation testing. Section 5 discusses the results of the study. Section 6 explains the conclusions of the study, as well as the limitations of the study for further study.

2. LITERATURE REVIEW

2.1. Brand advocacy

Brand advocacy is defined as the tendency of consumers to actively recommend and defend a brand to others (Keller & Swaminathan, 2020). Overall, brand advocacy is a multifaceted phenomenon driven by emotional bonds, self-identification, and other influencing factors (Irawan & Cheng, 2025). According to Rasool et al. (2020), skincare brand advocacy is defined as the tendency of consumers to actively recommend, defend, and promote certain skincare brands to others, both offline and online, based on positive experiences and trust in the brand. In the digital era, brand advocacy has evolved into a highly influential form of marketing, particularly through online reviews and user-generated content (Holbeck & MacKie, 2019). Research by Leckie (2016) shows that brand advocacy has a significant positive effect on brand performance and sales. Chien (2018) also found industry. Strong brand advocacy can reduce consumer price sensitivity. Furthermore, a study by Journer and Alvarez (2012) revealed that brand advocacy is influenced by various factors, including product quality, brand social value, and digital engagement. These influences vary depending on the product category and consumer segment.

2.2. Product quality, digital engagement attitudes, and brand advocacy

Product quality is a crucial factor in marketing that reflects a product's ability to meet or exceed consumer expectations. Product quality is defined as consumer evaluation of the overall superiority or excellence of a product based on its performance, effectiveness, safety, sensation of use, and suitability to individual skin needs. In the context of the beauty industry, product quality includes not only effectiveness, but also safety, texture, and sensory experience. Kim and Chung (2011) explained that product quality in the beauty industry is now assessed based on five main dimensions: effectiveness, safety, sensory, sustainability, and innovation. The study found that 73% of consumers considered effectiveness as the most important factor, followed by safety (68%) and innovation (54%). Furthermore, Mawaddah et al. (2024) revealed that perceived product quality has a significant influence on consumer satisfaction and repurchase intention in the context of skincare products.

Product quality has long been recognized as a key factor in shaping consumer perceptions and behavior. Product quality not only influences satisfaction and loyalty, but also consumer engagement on digital platforms. Wijaya and

Wahyudi (2023) found that product quality has a positive effect on online consumer engagement attitudes in the context of skincare products. Consumers who perceive a product to be of high quality tend to be more involved in online discussions and experience sharing. Kim and Chung (2011) revealed that product quality increases consumer intention to interact with brands on social media. High-quality products also encourage consumers to seek further information and participate in online brand communities. Mawaddah et al. (2024) also found a positive influence between product quality and digital engagement attitudes. Consumers who are satisfied with product quality are more likely to engage in online reviews and electronic word-of-mouth activities. Behavior reflected by good product quality can influence digital engagement attitudes. Thus, good product quality can encourage high digital engagement attitudes.

H1a: Product quality has a positive effect on digital engagement attitudes.

High product quality tends to meet or exceed consumer expectations, which in turn can drive brand advocacy. Seo et al. (2017) found that product quality has a positive effect on brand advocacy in the cosmetics industry. Consumers who experience high product quality are more likely to recommend the brand to others. Ebrahimi et al. (2024) revealed that product quality increases consumers' intention to become brand advocates on social media. High-quality products encourage consumers to share their positive experiences online. Holbeck and MacKie (2019) also found a positive influence of product quality on brand advocacy. Consistent product quality builds consumer trust, which ultimately leads to brand advocacy. Thus, good product quality can encourage good brand advocacy.

H1b: Product quality has a positive effect on brand advocacy.

Expectation-confirmation theory by Oliver (1980) explains that consumer satisfaction is formed through the comparison of expectations with actual product performance. When product quality meets or exceeds expectations, consumers tend to be more digitally engaged and become brand advocates. Wijaya and Wahyudi (2023) found that product quality has a positive effect on digital engagement, which then increases brand advocacy. Kim and Chung (2011) revealed that product quality increases consumers' intention to engage digitally, which in turn drives brand advocacy. Holbeck and MacKie (2019) showed that perceived product quality increases digital engagement, which then correlates positively with brand advocacy. This means that digital brand engagement attitudes mediate the relationship between product quality and brand advocacy.

H1c: Digital engagement attitude mediates the relationship between product quality and brand advocacy.

2.3. Brand social value, digital engagement attitude, and brand advocacy

Brand social value is the feelings and emotional attachment of customers to a brand through social sites (Dinh et al., 2022). The social value of a brand is the benefits that consumers obtain from association with a particular social group through the use or ownership of a brand (Keller & Swaminathan, 2020). Liu et al.



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(2018) explained that the social value of a brand refers to consumers' perceptions of a brand's ability to enhance their social self-concept, including status, recognition, and conformity to prevailing norms in social groups. Brand social value refers to consumers' perceptions of a brand's ability to enhance their social self-concept, including status recognition, and conformity to prevailing norms within a social group. Brand social value is increasingly linked to consumers' self-identity and lifestyle expression (Holbeck & MacKie, 2019). Zhou et al. (2012) study showed that brand social value has a significant positive influence on brand engagement and brand loyalty in the beauty industry. Furthermore, it was found that this influence was stronger among millennial and Gen Z consumers. However, Othman et al. (2022) revealed that the influence of brand social value varies depending on the level of consumer involvement with the product category. For premium skincare products, brand social value has a stronger influence on purchase intention compared to mass products.

Brand social value reflects the extent to which a brand can enhance consumers' social self-concept. Brand social value can drive consumer engagement on online platforms. Zhou et al. (2012) found that brand social value has a positive effect on consumer engagement attitudes on social media. Brands with high social value encourage consumers to share their experiences online as a form of self-expression. Permaditjakim et al. (2024) revealed that brand social value increases consumers' intention to participate in online brand communities. Consumers who use digital engagement show associations with brands that have high social value (Alfarhat et al., 2025). Holbeck and MacKie (2019) also found an influence between brand social value and consumer digital engagement. That is, better brand social value drives high digital engagement attitudes.

H2a: Brand social value has a positive effect on digital engagement attitude.

Social identity theory by Tajfel and Turner (1979) states that individuals construct their identities based on membership in social groups. Brands with high social value can be a means for consumers to express their identities, which can encourage brand advocacy. Abbas et al. (2021) found that brand social value has a positive effect on brand advocacy in the hospitality industry. Brands that increase consumers' social status tend to encourage them to become brand advocates. Liu et al. (2018) also found a positive relationship between brand social value and brand advocacy. Brands with strong social values create communities that encourage consumers to become brand advocates. Thus, good brand social values can encourage good brand advocacy.

H2b: Brand social value has a positive effect on brand advocacy.

Brands with high social value can drive digital engagement as a way to express identity, which ultimately leads to advocacy. Abbas et al. (2021) found that brand social value increases digital engagement, which then drives brand advocacy. Permaditjakim et al. (2024) revealed that brand social value increases consumer digital engagement, which in turn increases the intention to do positive word-of-mouth. Rasool et al. (2020) showed that brand social value has a positive effect on digital engagement, which then predicts brand advocacy across cultural contexts. Alghari and Bruning (2024) found a mediating effect of digital engagement attitude in

the relationship between brand social value and brand advocacy. This means that digital engagement attitude mediates the relationship between brand social value and brand advocacy.

H2c: Digital engagement attitude mediates the relationship between brand social value and brand advocacy.

2.4. Price perception value, digital engagement attitudes, and brand advocacy

Perceived price value is described as the consumer's assessment of the benefits received from a product or service relative to the costs incurred. The perceived price value of a product is determined by the consumer's overall assessment of the product's utility based on the perception of what is received (benefits) compared to what is given (costs), including long-term considerations and comparisons with other alternatives. In the context of the beauty industry, this concept has evolved to encompass not only monetary price but also the long-term value of multifunctionality of the product. Recent research by Hariyanti et al. (2023) showed that perceived price value has a significant influence on consumer satisfaction and purchase intention in the skincare product category. Further explaining that this influence is moderated by the level of consumer involvement with the product category. Furthermore, Gupta and Zeithaml (2006) revealed that in the digital era, 83% of consumers actively compare prices online before making a purchase of beauty products, indicating the importance of a transparent and competitive pricing strategy.

Price perception value reflects consumers' evaluation of the benefits received relative to the costs incurred. High perceived value can drive online consumer engagement. Santano and Wulandari (2023) found that price perception value has a positive effect on consumer engagement on digital platforms. Consumers who perceive that they are getting good value tend to be more active in searching and sharing information online. Wang et al. (2022) revealed that perceived price value increases consumers' intention to interact with brands on social media. High perceived value drives consumers to become brand advocates on digital platforms. Gupta and Zeithaml (2006) found a positive influence of perceived price value on consumers' digital engagement attitudes. Consumers who feel they are getting value for money tend to be more involved in online reviews and product discussions. This means that better-perceived price value drives high digital engagement attitudes.

H3a: Price perception value has a positive effect on digital engagement attitudes.

High perceived value can create feelings of fairness and satisfaction, which can drive brand advocacy. Zhang et al. (2018) found that perceived price value has a positive effect on brand advocacy in the context of e-commerce. Consumers who feel they are getting good value are more likely to recommend the brand to others. Wang et al. (2022) revealed that perceived price value increases consumers' intention to become brand advocates on digital platforms. High perceived value encourages consumers to share their positive experiences online. Gupta and Zeithaml (2006) also found a positive relationship between perceived price value and brand advocacy. Consumers who feel they are

getting value for money tend to be more willing to recommend the brand to others. Thus, good perceived price value can encourage good brand advocacy. Based on this explanation, the following hypothesis is established:

H3b: Price perception value has a positive effect on brand advocacy.

High perceived value can drive digital engagement as a way to express satisfaction, which ultimately leads to brand advocacy. Phan Tran and Le (2023) found that perceived price value increases consumers' digital engagement, which then has a positive effect on brand advocacy. Wang et al. (2022) revealed that perceived price value drives digital engagement, which in turn increases consumers' intention to become brand advocates. (Leckie, 2016) showed that perceived price value has a positive effect on digital engagement, which then leads to higher levels of brand advocacy. Alghari and Bruning (2024) found that the mediation effect of digital engagement attitude mediates the relationship between perceived price value and brand advocacy. This means that digital engagement attitude mediates the relationship between perceived price value and brand advocacy.

H3c: Digital engagement attitude mediates the relationship between perceived price value and brand advocacy.

2.5. Digital engagement attitudes and brand advocacy

Digital engagement attitude refers to consumers' tendency to interact with brands through digital platforms, including social media, websites, and mobile applications (Holbeck & MacKie, 2019). Holbeck and MacKie (2019) explained that digital engagement attitudes in the context of skincare are defined as the tendency and intensity of consumers to interact with skincare brands through various digital platforms, including information sharing, participation in online communities, and sharing experiences related to skincare products (Holbeck & MacKie, 2019). Digital engagement attitudes in the context of skincare are defined as consumers' tendency and intensity to interact with skincare brands through various digital platforms, including information sharing, participation in online communities, and sharing experiences related to skincare products. In the beauty industry, digital engagement has become a primary channel for

product education, consumer reviews, and consumer interactions (Amiroh & Hartono, 2024). Kumar and Pansari (2016) found that digital engagement has a significant positive effect on brand loyalty and purchase intention in the context of skincare products. It was also revealed that the quality, not the quantity, of digital interactions is more important in forming positive attitudes towards brands. A longitudinal study by Malthouse et al. (2010) showed a 300% increase in brand-consumer interactions via digital platforms in the last five years in the beauty industry. High digital engagement is positively correlated with higher levels of brand advocacy.

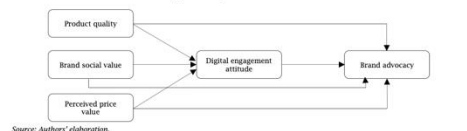
Consumer engagement theory, developed by Brodie et al. (2011), states that consumer engagement is a psychological state that occurs through the interaction and co-experience of customers with agents/focal objects (e.g., brands) in service relationships. This theory suggests that higher engagement can lead to positive outcomes such as advocacy. Holbeck and MacKie (2019) found that high digital engagement has an effect on brand advocacy. This study shows that consumers who actively engage with a brand's digital content tend to be strong brand advocates. Kumar and Pansari (2016) developed and tested a customer engagement model that links engagement to business outcomes. Digital engagement attitudes have a significant positive effect on brand advocacy. Hariyanti et al. (2018) found a strong positive effect between digital engagement and brand advocacy. This study shows that meaningful interactions on digital platforms can drive advocacy behavior.

Rasool et al. (2020) conducted a cross-cultural study on digital engagement and brand advocacy in the e-commerce industry. Digital engagement attitudes consistently predicted brand advocacy across cultural contexts. This finding emphasizes the universality of the relationship between digital engagement and brand advocacy. Leckie (2016) explored the role of digital engagement in building brand-consumer relationships. Positive digital engagement attitudes lead to higher levels of brand advocacy. Thus, good digital engagement attitudes can drive good brand advocacy.

H4: Digital engagement attitude has a positive effect on brand advocacy.

Based on the theoretical review and hypothesis formulation, an empirical research model can be constructed as follows:

Figure 1. Empirical research model



Source: Authors' elaboration.



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3. RESEARCH METHODOLOGY

3.1. Population and sample

The population and sample in this study were SKINTIFIC consumers who had used the product for at least three months, were involved in digital engagement (following social media/going reviews), were domiciled in Indonesia, and were aged 18–45 years. The sampling technique in this study was to use the purposive sampling method with the criteria of using at least two scientific products, being active on scientific social media (like, comment, share), having provided product reviews, and having made purchases in the last six months. Data collection through online questionnaires via Google Forms. The number of respondents was 200 people distributed in the top three cities in Central Java Province, namely Semarang city, 80 respondents (40%), Solo, 60 respondents (30%), and Salatiga, 60 respondents (30%).

3.2. Operational variables

Instrument testing, model testing, and hypothesis testing are conducted based on primary data. This research instrument is made based on the operational definition of the variables. The definition of product quality in this study was developed based on the concept of Wijaya and Wahyudi (2023) using six indicators, namely effectiveness in overcoming skin problems, texture and sensation on the skin, absorption rate, product aroma, safety for long-term use, and suitability for skin type.

The definition of brand social value in this study was developed based on the concept of Wang et al. (2022) using six indicators, namely brand prestige, conformity with trends, recognition from beauty influencers, popularity on social media, association with a healthy lifestyle, and conformity with environmental values (eco-friendly). The definition of perceived price value was developed based on the concept of Wang et al. (2022), which consists of price suitability with perceived benefits, price comparison with other brands, long-term value perception, number of products received, frequency of use required, and availability of size options.

Table 1. Summary results of linear regression analysis.

Regression model	Model test		t-test		
	Adj R squared	F test Sig.	p	Sig.	Conclusion
Model 1:					
$Y_1 = a + 0.237X_1 + 0.174X_2 + 0.311X_3$	0.951	0.000			
The influence of product quality on digital engagement attitudes			0.237	0.001	H1a accepted
The influence of brand social values on digital engagement attitudes			0.174	0.016	H2a accepted
The influence of perceived values on digital engagement attitudes			0.311	0.000	H3a accepted
Model 2:					
$Y_2 = a + 0.040X_1 + 0.041X_2 + 0.094X_3 + 0.097X_4$	0.923	0.000			
The influence of product quality on digital engagement attitudes			0.040	0.049	H1b accepted
The influence of brand social values on digital engagement attitudes			0.046	0.045	H2b accepted
The influence of perceived values on brand advocacy			0.094	0.000	H3b accepted
The influence of digital engagement attitudes on brand advocacy			0.097	0.000	H4 accepted

Source: Authors' elaboration.



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4.2. Model test

To test this research model, a determination coefficient (adjusted R-squared) is used to determine the ability of the independent variables to explain the dependent variables. Model 1 shows a determination coefficient value of 0.951, which indicates the ability of product quality, brand social value, and price perception value to explain digital engagement attitudes by 95.1% while the remaining 4.9% is influenced by other factors outside the model. The suitability of Model 1 is also shown through the F-test (goodness of fit). Table 1 shows the significance value of the F-test of 0.00 below 5%. This means that product quality, brand social value, and price perception value simultaneously have a significant effect on digital engagement attitudes.

Model 2 shows the ability of product quality, brand social value, price perception value, and digital engagement attitude in explaining brand advocacy by 92.3%. Thus, the significance value of Model 2 (goodness of fit) is shown at 0.00 below 5%. This shows that product quality, brand social value, price perception value, and digital engagement attitude simultaneously have a significant effect on brand advocacy. The remaining 7.3% is explained by other variables.

4.3. Hypothesis testing

The hypothesis in this study was tested using the t-test. The test is used to show the ability of the partial influence of the independent variable on the dependent variable. If the significance value is below 5%, then the hypothesis is accepted. In Table 1, the beta value of product quality is 0.237 with a significance value of 0.001, below 5%. This means that product quality has a significant positive effect on digital engagement attitudes. Thus, H1a is accepted. H2 testing shows the beta value of brand social value of 0.174 with a significance value of 0.016 which is below 5%. This means that brand social value has a significant positive effect on digital engagement attitudes. Thus, H2a is accepted. H3 testing shows the beta value of price perception value of 0.311 with a significance value of 0.00 below 5%. This means that the price perception value has a significant positive effect on digital engagement attitudes. Thus, H3a is accepted. H1b testing shows a beta value of product quality of 0.040 with a significance value of 0.049 below 5%. This means that product quality has a significant positive effect on brand advocacy. Thus, H1b is accepted. H2b testing shows the beta value of brand social value of 0.046 with a significance value of 0.045 below 5%. This means that brand social value has a significant positive effect on brand advocacy. Thus, H2b is accepted. H3b testing shows the beta value of price perception value of 0.094 with a significance value of 0.000 below 5%. This means that the price perception value has a significant positive effect on brand advocacy. Thus, H3b is accepted. H4 testing shows a beta value of digital engagement attitudes of 0.097 with a significance value of 0.000 below 5%. This means that digital engagement attitudes have a significant positive effect on brand advocacy. Thus, H4 is accepted.

4.4. Mediation test

The mediation test is used to determine whether or not the indirect influence of the independent variable on the dependent variable with the third variable as an intervening variable. Sobel is used to measure the significance and value of the coefficient of the indirect influence of product quality, brand social value, price perception value on brand advocacy.

Based on the Sobel test, it is proven that the significance value of the indirect effect of product quality on brand advocacy with digital engagement attitude as an intervening variable is 0.0001, below 0.05 (5%). This shows that digital engagement attitude significantly mediates the effect of product quality on brand advocacy. Thus, H1c is accepted. The Sobel test proves that the significance value of the indirect influence of brand social value on brand advocacy with digital engagement attitude as an intervening variable is 0.0001, below 0.05 (5%). This shows that digital engagement attitude significantly mediates the influence of brand social value on brand advocacy. Thus, H2c is accepted. It is also proven that digital engagement attitudes significantly mediate the influence of price perception value on brand advocacy, with a significance value of 0.0000 below 0.05 (5%). As for the conclusion, it is proven that the attitude of digital involvement is able to be an anchor or intervening variable in relation to the influence of product quality, brand social value, and price perception value on brand advocacy. Thus, H1c, H2c, and H3c are accepted.

5. DISCUSSION

The results of the regression analysis show that product quality has a significant positive effect on digital engagement attitudes. These results support previous studies conducted by Wijaya and Wahyudi (2023). Thus, good product quality will encourage higher digital engagement attitudes. Consumers who use a good product quality tend to be more active in interacting on digital platforms. In this case, products that are effective in overcoming skin problems are needed so that they can support customers to watch video tutorials and provide good reviews.

H1a testing also proves that brand social value has a significant positive effect on digital engagement attitudes. This finding supports previous studies conducted by Macassa et al. (2022) which stated that brand social value has a positive effect on digital engagement attitudes. Brands with high social value encourage more intense interactions. This means that good brand social value will create a higher digital engagement attitude in customers. A brand social value with good brand prestige is able to have a high digital engagement attitude.

H3a testing proves that price perception value has a significant positive effect on digital engagement attitudes. This finding supports previous studies conducted by Bergel et al. (2019), especially in the context of value-seeking behavior. That is, a good price perception value can increase a high good digital engagement attitude. The good price fit with perceived benefits refers to sharing product usage experiences on the platform when experiencing problems. This stage allows consumers to increase participation in online skincare forums or communities.



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The test results on H1b prove that product quality has a significant positive effect on brand advocacy. These results support previous studies conducted by Feriandis et al. (2023). This means that good product quality can drive better brand advocacy. Product safety for long-term use reflects good product quality, resulting in better brand advocacy.

The test results on H2b prove that the brand's social value has a significant positive effect on brand advocacy. These results support previous studies conducted by Salah and Ayyash (2024). This means that good brand social values can drive better brand advocacy. Recognizing beauty influencers reflects good brand social values, resulting in better brand advocacy.

The test results on H3b prove that the perceived value of price has a significant positive effect on brand advocacy. These results support previous studies conducted by Franka et al. (2017). This means that a good price perception value can drive better brand advocacy. A good competitive price comparison with other skincare brands reflects a good price perception value, resulting in better brand advocacy.

H4 testing proves that there is a significant positive effect on brand advocacy. This finding supports previous studies presented by Sathya et al. (2023) and Nasution et al. (2022). This means that a high digital engagement attitude builds good brand advocacy. A high digital engagement attitude is reflected through participation in online forums or communities, following brand social media accounts, watching video tutorials or product reviews, sharing product usage experiences on digital platforms, interacting with brand digital content are important to support brand advocacy for customers. Digital engagement attitude is proven to act as a mediating variable. Digital engagement attitude can be an anchor before the predictor variables affect brand advocacy.

The results of this study contribute to the advancement in the study of digital engagement attitudes and brand advocacy by highlighting the potential of digital engagement attitudes in driving increased brand advocacy. In addition, the results of this study also provide practical insights into consumers' digital engagement attitudes, showing their role in influencing brand advocacy.

Furthermore, the results of this study also offer practical contributions for brand managers and marketing managers who engage in various activities with their consumers. It is important for brand advocacy to emphasize the role of consumers' digital engagement attitudes in influencing brand advocacy. Managers also need to analyze product quality, brand social value, and price perception value, because these three variables also have a direct influence on brand advocacy.

Although this research provides an important contribution to the development of science and marketing management related to digital engagement attitudes and marketing advocacy, this research also has limitations related to the research method which only uses three independent variables. Likewise, related to respondents who are only SKINTIFIC consumers so that it cannot be generalized to other product? For future research, it can be expanded by adding independent variables such as consumer education, consumer income, and also gender as a control variable.

6. CONCLUSION

This study aims to reveal digital engagement attitudes in mediating the influence of product quality, brand social value, price perception value on brand advocacy. Digital engagement attitudes are considered important as a relevant topic.

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