

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

Endang Tjahjaningsih ^{*}, Suzy Widyasari ^{**},
Alimuddin Rizal Rivai ^{**}, Bambang Sudiyatno ^{**}

^{*} Corresponding author, Department of Management, Universitas Stikubank, Semarang, Indonesia

Contact details: Department of Management, Universitas Stikubank, Jl. Tri Lomba Juang No. 1, Mugassari, South Semarang District, Semarang 50241, Central Java, Indonesia

^{**} Department of Management, Universitas Stikubank, Indonesia



Abstract

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Technology has made it easy for an organization to communicate with its customers and clients by using digital channels and language (Duffett & Maraule, 2024). The placement of digital engagement attitudes serves as a mediator to become a differentiator in influencing brand advocacy. This study investigates the beauty industry sector in Indonesia to uncover digital engagement attitudes in mediating the influence of product quality, brand social value, and price perception value on brand advocacy. This study was conducted by testing and analyzing data to determine whether product quality, brand social value, and price perception value have an indirect or indirect influence on brand advocacy. This study uses primary data from 200 SKINTIFIC consumers tested, and utilizes regression equation modeling. The results of the study indicate that product quality, brand social value, and perceived price value have direct and indirect effects on brand advocacy. Another finding is that digital engagement attitudes play a mediating role in influencing product quality, brand social value, and perceived price value on brand advocacy. This study provides valuable insights for beauty industry business players who want to optimize strategies that involve mobilizing business clients, staff, and other partners to promote products and services to their peers.

Keywords: Product Quality, Brand Social Value, Price Perception Value, Digital Engagement Attitude, Brand Advocacy

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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 (Hollebeek & 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 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 Zeithaml (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. Hollebeek and Macky (2019) found a positive influence of digital engagement attitudes on brand advocacy. Malthouse et al. (2016) and Praswati and Ningsih (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. 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 Kim and Chung (2011) and 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 (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 social value of brands is becoming increasingly important in the beauty industry. 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 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-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 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, and perceived price value 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, 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 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 (Hollebeek & 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 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. 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 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 positive experiences online. Hollebeek 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 increases consumers' intention to engage digitally, which in turn drives brand advocacy. Hollebeek 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.

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

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

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 (Hollebeek & 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 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. Permadi 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 (AlFraihat et al., 2025). Hollebeek 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. 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 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 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.

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, a 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. Akhgari 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 (Hollebeek et al., 2020). Hollebeek 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 (Hollebeek & 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 searches, participation in online communities, and sharing experiences related to skincare products. In the beauty industry, digital engagement has become a primary channel for

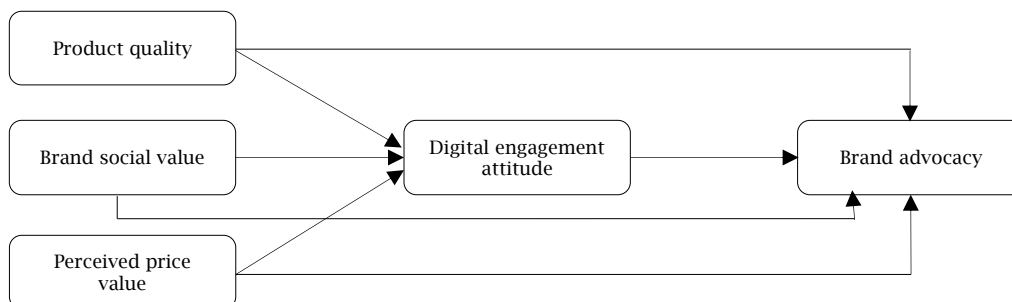
product education, consumer reviews, and brand-consumer interactions (Amiroh & Hartono, 2024). Kumar and Pansari (2016) found that digital engagement has a significant positive effect on brand loyalty and purchase intention in the context of skincare products. It was also revealed that the quality, not the quantity, of digital interactions is more important in forming positive attitudes towards brands. A longitudinal study by Malthouse et al. (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. Hollebeek 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.

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 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.

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 (Hollebeek & Mackie, 2019). Brand advocacy is defined as having six 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, and subscribing or repurchasing 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:

$$Y_1 = \alpha_1 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon_1 \quad (1)$$

$$Y_2 = \alpha_2 + \beta_4 X_1 + \beta_5 X_2 + \beta_6 X_3 + \beta_7 X_4 + \varepsilon_2 \quad (2)$$

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_{1-7} = 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 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-squared	F-test Sig.	β	Sig.	Conclusion
Model 1:					
$Y_1 + \alpha + 0.237X_1 + 0.174X_2 + 0.311X_3$	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:					
$Y_2 + \alpha + 0.040X_1 + 0.041X_2 + 0.094X_3 + 0.0873X_4$	0.923	0.000			
The influence of product quality on brand advocacy			0.040	0.049	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.

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, 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 0.00 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 0.040 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, *H3b* is accepted. *H4* 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 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, *H3c* 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. (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 *H1b* prove that product quality has a significant positive effect on brand advocacy. These results support previous studies conducted by Feriningsih 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 Prameka 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 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, 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,

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 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 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.

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