Sustaining Brand Loyalty through Customer Satisfaction: A Mediation Perspective

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Abstract: Building brand loyalty is crucial for companies to undertake. Innovation and maintaining high product quality can be an effective strategy to achieve this. Product innovation is a form of the company's effort to introduce new products in adapting to consumer needs. A quality product that meets expectations will provide a good experience and judgment in the minds of consumers. This study aims to analyze the influence of product innovation and product quality on brand loyalty mediated by customer satisfaction in Skintific product users. This research was conducted with a quantitative approach, with a sample of 150 respondents. Samples are determined through the purposive sampling method. The data in this study was collected through a questionnaire survey that was distributed to users of Skintific products domiciled in Solo Raya. The data obtained is then processed using the Smart PLS statistics application. The results of this study reveal that product innovation does not have a direct effect on brand loyalty, but product innovation has a significant positive effect on brand loyalty through the mediation of customer satisfaction. Product quality has a significant influence on brand loyalty both directly and through the mediation of customer satisfaction.

Keywords: Product Innovation, Product Quality, Customer Satisfaction, Brand Loyalty

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A. INTRODUCTION

In recent years, the cosmetics market has changed due to the times. The cosmetics industry, especially in the skincare sector, is one of the sectors that is experiencing rapid development globally (Nawiyah et al., 2023). The growth of the cosmetics market is also supported by changes in trends and public awareness of the importance of maintaining healthy skin. According to the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (Siaran Pers, 2024), in Indonesia itself, the cosmetics industry has increased in 2018 with the number of cosmetics industries as many as 565 industries and continues to increase in the following years. Until 2023, the cosmetics industry in Indonesia has reached 1,024 industries. Of the various products produced by cosmetic companies in Indonesia, the personal care segment dominates.
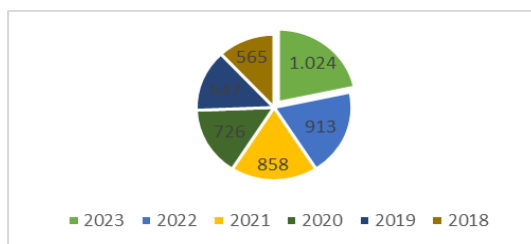

Figure 1. Data on the Growth of the Cosmetics Industry in Indonesia

With so many skincare brands on the market, the competition in the industry is getting tougher. The emergence of new brands does not only involve competition between domestic brands, but also competition between domestic brands and foreign brands (Vitara & Sari, 2024). It is important for companies to work on increasing their customers' loyalty to the brand. Because there are many choices of skincare brands on the market, consumers tend to do trial and error with several brands. Where this can be one of the causes of declining loyalty to the brand. Brand loyalty is a prerequisite for competitiveness by showing consumer preference to buy one brand product by looking at perceived brand quality, thus leading to consistent purchases in the future (Novianti & Ruslim, 2022).

Domestic and foreign cosmetic companies are quite proactive in innovating to create new products both in terms of packaging and formulation of better ingredient compositions (Paramita et al., 2022). The dynamics of competition make companies must be able to make strategies and take advantage of every opportunity that exists. Innovation and control of high product quality can be an effective strategy in increasing customer satisfaction which is then expected to maintain their consumer loyalty to the brand. When consumers have a positive experience with a particular cosmetic brand, they are more likely to repurchase products from that brand (Dewi & Sari, 2023). The Skitific brand is one of the skincare brands that is currently being looked at by many consumers in Indonesia. Skintific is a cosmetics brand from Canada that has expanded its distribution globally, one of which is in Indonesia in 2021. It didn't take long for the Skintific brand to be known by the public because of its innovation and good product quality.

Skintific has presented several products using scientific technology innovations that focus on improving skin barriers and formulations based on Triology Triangle Effect (TTE) technology to ensure that the products produced are safe for consumers with sensitive skin. In early 2024, Skintific has launched three innovative products, namely, ice sorbet makeup remover, aqua light daily sunscreen, and lactic acid skin renewal exfoliating serum. Skintific also ensures that the quality of the products produced has advantages and is safe to use because it has passed clinical and dermatological trials and does not contain harmful chemicals. In previous research, it was found that research gaps between research conducted by Dachi, (2020) which shows that product innovation positively and significantly affects brand loyalty. This shows that customers who are satisfied and appreciate innovation are more likely to remain loyal to the brand. The research is inversely proportional to the results of research conducted by Nilowardono, (2022) where in the study it was found that product innovation has a positive but not significant effect on brand loyalty. This suggests that while innovation is beneficial, it may not have a direct effect on increasing loyalty among consumers.

Research from Novianti & Ruslim, (2022) Showing product quality through satisfaction has a positive influence on brand loyalty. However, it is inversely proportional to the research conducted Arif & Syahputri, (2021) where from the study it was found that product quality does not significantly affect loyalty. Similarly, the research conducted Winarti et al. (2021) finding that customer satisfaction plays a crucial role in growing brand loyalty. Research shows that satisfied customers are more likely to remain loyal to the brand. Contrary to the

research conducted by Kurniawan & Indrarti, (2023), where the results show that customer satisfaction has a insignificant influence on brand loyalty.

From the results of previous research that has been described above, it was found that the inconsistency of the influence of product innovation and product quality on brand loyalty was found. Thus, this study will further review the influence of product innovation and product quality on brand loyalty moderated by customer satisfaction. This study fills the gap by studying the interaction between product innovation and product quality on Skintific brand loyalty at the same time, which is still rare in previous studies. Customer satisfaction as a moderation variable gives a new dimension to this study. The purpose of this study is to gain a deeper understanding of the role of customer satisfaction in mediating the relationship between product innovation and product quality with brand loyalty. Exploring the moderation of customer satisfaction of the Skintific brand, this study will provide a new view of the role of satisfaction in strengthening or weakening loyalty to the Skintific skincare brand. By understanding these relationships, the company is expected to formulate effective strategies in increasing brand loyalty and customer satisfaction, especially in skintific brands, so as to contribute to the long-term success of the competitive cosmetics market. The conceptual framework in this research:
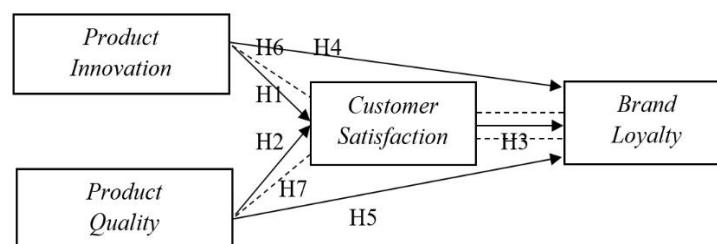

Figure 2. Conceptual Framework

B. METHOD

The method used in this study uses a quantitative approach. This approach will involve collecting primary data through surveys and filling out questionnaires to Brand Skintific consumers. Questionnaire distributed via Google form using a likert scale of 1-5. The data obtained was then processed using Smart PLS statistical software to measure the relationship between the variables studied. The population in this study is all users of products from the Skintific Brand. Meanwhile, the sample in this study was determined by a non-probability sampling technique using a purposive sampling method with the criteria of the Solo Raya community who had bought and used products from the Skintific Brand at least 13 years old. Because in this study the number of populations is not known for sure, the determination of the sample size will be calculated using the lemeshow formula (Lemeshow et al., 1990):

$$n = \frac{Z\,P\,(1-P)}{d^2}$$

Where, n is the minimum sample, Z is the confidence level, P is the maximum probability of the estimate, and d is the limit of error or absolute precision. From this calculation, the minimum number of samples was obtained:

$$n = \frac{1,96 \; 0,5 \; (1-0,5)}{(0,05)^2} = 96$$

The minimum number of samples of the lemeshow formula is 96 samples. In this study, the number of samples used was at least 100 samples.

Table 1. Research Instrument

Variable	Indicator Definition	Question Items	Scale	Reference
Product Innovation (X1)	Product innovation is an effort made by a company in presenting new products with the aim of making adjustments to consumer tastes so that they can increase sales. Innovation is not merely a new idea, invention, or market expansion, but rather a reflection of the entire process involved (Khomilah, 2020).	PI.1 Skintific products are easy to apply PI.2 Skintific is effective as a skincare product PI.3 Skintific offers a variety of products with different skin needs PI.4 Skintific is always innovating with new formulations in each of its products	Likert 1-5	Safrizal et al., (2023)
Product Quality (X2)	Product quality is the appearance and features of the product that are the main value in meeting customer needs. Good product quality is able to create an incentive for customers to establish relationships with manufacturers. By meeting customer needs, companies can compete in the market (Khalis et al., 2022).	PQ.1 Skintific products have a good performance to meet my skin's needs PQ.2 Skintific provides benefits according to the specifications already mentioned PQ.3 Skintific products have good durability in daily use PQ.4 Skintific products are reliable in caring for the skin PQ.5 Skintific products have an attractive and elegant appearance	Likert 1-5	Garvin in (Handoko & Kunto, 2022)

		PQ.6 I have the impression that Skintific products are of high quality		
Customer Satisfaction (Z)	Consumer satisfaction is the main milestone in the success of a company, therefore, in an effort to fulfill consumer satisfaction, companies must be observant in knowing the shifts in consumer needs and desires that change at all times. Producers who can produce products and services according to what consumers want and need, then consumers will feel satisfied (Erniati et al., 2021).	CS.1 I feel satisfied with the Skintific product after using it CS.2 Skintific products meet my expectations CS.3 I feel that Skintific products are worth recommending to others CS.4 Skintific products have a good effect on my skin	Likert 1-5	Hidayati & Kusumawardhani, (2023)
Brand Loyalty (Y)	Brand loyalty is a prerequisite for competitiveness by showing consumer preference to buy one brand product by looking at perceived brand quality, thus leading to consistent purchases in the future (Novianti & Ruslim, 2022).	BL.1 I will make a repurchase on Skintific products BL.2 I would still choose products from Skintific even though there are other brands that offer similar products BL.3 The hefty price I paid was worth the quality provided BL.4 I believe Skintific products are safe and of high quality	Likert 1-5	Muka et al., (2021)

Source: Research Data, 2025

C. RESULTS AND DISCUSSION

In this study, the characteristics of the respondents included age, gender, domicile, and frequency of purchases.

Table 2. Respondent Characteristics

No	Characteristics	Category	Amount	Presentation
1	Age	13 - 21 years	48	32%
		22 - 30 years	96	64%
		31 - 39 years	6	4%
		>40 years	0	0%
2	Gender	Female	138	92%
		Male	12	8%
3	Domicile	Surakarta	38	25,33%
		Karanganyar	23	15,33%
		Klaten	17	11,33%
		Wonogiri	13	8,67%
		Sukoharjo	35	23,33%
		Boyolali	19	12,67%
		Sragen	5	3,33%
4	Purchase Frequency	One Time	0	0%
		Never Bought	0	0%
		More Than Once	150	100%

Source: Research Data, 2025

From the data in table 2, it can be seen that of 150 respondents with the characteristics of 13 - 21 years old, 48 respondents were 22-30 years old, 96 respondents were 22-30 years old, 6 respondents were 31-39 years old, and >40 years old was 0. That way it can be interpreted that the age of product users from the Skintific Brand in Solo Raya is dominated by 22-33 years old. As for the gender characteristics of the 150 respondents in this study, the female gender was 138 respondents and the male gender was 12 respondents. So it can be concluded that the users of products from the Skintific Brand in Solo Raya are dominated by women. As for the characteristics of domicile, as many as 38 respondents were from Surakarta, 23 respondents from Karanganyar, 17 respondents from Klaten, 13 from Wonogiri, 35 respondents from Sukoharjo, 19 respondents from Boyolali, 5 respondents from Sragen. As for the characteristics of the purchase frequency, out of 150 respondents, all of them had bought products from the Skintific Brand more than 1 time. Quantitative analysis using the Partial Least Square (PLS) data analysis technique was used in the data test in this study, by going through two test steps, namely the testing of the measurement model (outer model) and the structural model (inner model).

Outer Model

Testing the outer model is used to test convergent validity, discriminant validity, average variance extracted (AVE), composite reliability, cronbach's alpha.

Table 3. Convergen Validity Results

	Brand Loyalty	Customer Satisfaction	Product Innovation	Product Quality
BL1	0.745			
BL2	0.759			
BL3	0.856			
BL4	0.816			
CS1		0.763		
CS2		0.757		
CS3		0.860		
CS4		0.801		
PI1			0.711	
PI2			0.767	
PI3			0.876	
PI4			0.715	
PQ1				0.821
PQ2				0.760
PQ3				0.768
PQ4				0.724
PQ6				0.783

Source: Research Data, 2025

From the data in table 3, it can be seen that each indicator in each variable in this study meets the convergent validity criteria with a value of >0.7, so the data can be said to be valid and meet the convergent validity criteria.

Table 4. Discriminant Validity Results

	Brand Loyalty	Customer Satisfaction	Product Innovation	Product Quality
BL1	0.745	0.448	0.300	0.404
BL2	0.759	0.390	0.152	0.282
BL3	0.856	0.388	0.149	0.326
BL4	0.816	0.336	0.196	0.368
CS1	0.391	0.763	0.445	0.396
CS2	0.376	0.757	0.334	0.363
CS3	0.389	0.860	0.466	0.416
CS4	0.423	0.801	0.466	0.447
PI1	0.112	0.426	0.711	0.308
PI2	0.303	0.468	0.767	0.314
PI3	0.172	0.433	0.876	0.346
PI4	0.174	0.308	0.715	0.230
PQ1	0.359	0.455	0.324	0.821
PQ2	0.350	0.405	0.263	0.760
PQ3	0.263	0.348	0.219	0.768
PQ4	0.329	0.347	0.307	0.724
PQ6	0.378	0.403	0.394	0.783

Source: Research Data, 2025

From the data in table 4, it can be seen that the cross loading factor value of each indicator to its construct has a greater value compared to other constructs. So it can be said that it has met the criteria of discriminant validity.

Table 5. AVE Results

Variable	Average Variance Extracted (AVE)	Criteria	Invormation
Product Innovation (X1)	0.633	>0.5	Valid
Product Quality (X2)	0.635	>0.5	Valid
Customer Satisfaction (Z)	0.593	>0.5	Valid
Brand Loyalty (Y)	0.596	>0.5	Valid

Source: Research Data, 2025

From the data in table 5, it can be seen that all variables in this study have an AVE value of >0.5 so that all variables can be said to be valid and meet the Average Variance Extracted (AVE) criteria.

Table 6. Composite Reliability Results

| Variable	Composite Reliability	Criteria	Information
Product Innovation (X1)	0.852	>0.7	Reliable
Product Quality (X2)	0.880	>0.7	Reliable
Customer Satisfaction (Z)	0.874	>0.7	Reliable
Brand Loyalty (Y)	0.873	>0.7	Reliable

Source: Research Data, 2025

From the data in table 6, it can be seen that the values of all variables in this study have a composite reliability value of >0.7 so that all variables can be said to be reliable and meet the composite reliability criteria.

Table 7. Crombach's Alpha Results

Variabel	Cronbach's Alpha	Criteria	Information
Product Innovation (X1)	0.770	>0.7	Reliable
Product Quality (X2)	0.831	>0.7	Reliable
Customer Satisfaction (Z)	0.807	>0.7	Reliable
Brand Loyalty (Y)	0.806	>0.7	Reliable

Source: Research Data, 2025

From the data in table 7, it can be seen that the value of all variables in this study has a crombach's alpha value of >0.7 so that all variables can be said to be reliable and meet crombach's alpha criteria.
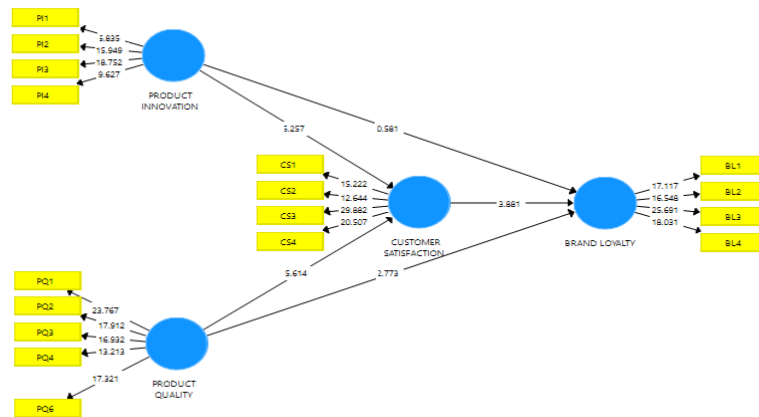
Source: Research Data, 2025
Figure 2. Research Model

Inner Model

Table 8. R Square & Q Square Test Results

	R Square	R Square Adjusted	Q Square
Brand Loyalty (Y)	0.295	0.281	0.173
Customer Satisfaction (Z)	0.398	0.390	0.244

Source: Research Data, 2025

From the data in table 8, it can be seen that the R Square value of 0.295 means that product innovation and product quality have an influence of 29.5% on brand loyalty. The R Square value of 0.398 means that product innovation and product quality have an influence of 39.8% on customer satisfaction. From the data in table 8, it can be seen that the Q Square value of the brand loyalty variable obtained a Q Square value of 0.173, the customer satisfaction variable obtained a Q Square value of 0.244. By looking at these values, the model and parameter estimation in this study have predictive relevance. In the Goodness of Fit Index (GoF) test, results with a calculation of >0 have a good predictive value (Sari & Karsono, 2023). In this study, the results of the GoF test produced a value of 0.2688. This shows that the contribution of data that the model is able to explain is 26.88%.

Table 9. Hypothesis Test Results

Hypo thesis		Original Sample (O)	Sampl e Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV |)	P Values	Ket.
H1	Product Innovation						

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	->Customer Satisfaction	**0.402**	0.409	0.062	**6.504**	**0.000**	H1 Accepted
H2	Product Quality -> Customer Satisfaction	**0.353**	0.342	0.067	**5.265**	**0.000**	H2 Accepted
H3	Customer Satisfaction -> Brand Loyalty	**0.396**	0.386	0.090	**4.415**	**0.000**	H3 Accepted
H4	Product Innovation -> Brand Loyalty	**-0.060**	-0.041	0.123	**0.491**	0.624	H4 Rejected
H5	Product Quality -> Brand Loyalty	**0.260**	0.279	0.076	**3.404**	**0.001**	H5 Accepted
H6	Product Innovation -> Customer Satisfaction -> Brand Loyalty	**0.159**	0.159	0.048	**3.314**	**0.001**	H6 Accepted
H7	Product Quality -> Customer Satisfaction -> Brand Loyalty	**0.140**	0.132	0.041	**3.371**	**0.001**	H7 Accepted

Source: Research Data, 2025

The influence of product innovation on customer satisfaction

The first hypothesis shows that the results of data processing with a Path Coeffisien value of 0.402 (positive), a T-Statistical value of 6.504 (>1.96), and P Values (0.000) < alpha (0.05), then Product Innovation has a positive and significant effect on Customer Satisfaction, so that H1 in this study is accepted. This shows that the higher the product innovation carried out by Skintific, the higher the satisfaction felt by customers. Skintific is adaptive and innovative in developing its products, both in terms of composition and packaging. Innovations in effective compositions with new technologies such as the use of active ingredients that have been clinically tested, friendly and safe for various skin types such as ceramide, centella asiatica. As well as innovations in functional and modern packaging.

The innovations carried out by Skintific show how they respond quickly to market needs. This will create a perception in the minds of consumers that Skintific is a brand that can keep

up with the development of today's skin knowledge and needs, so that it will foster customer satisfaction when feeling new experiences and benefits after using products from Skintific. This is in line with the Expectation Disconfirmation Theory (EDT) approach, which shows that customer satisfaction is formed when a customer's perception of a product's performance exceeds their initial expectations. This hypothesis shows that product innovation carried out by Skintific has a positive and significant influence on customer satisfaction. It can be interpreted that when product innovations carried out by Skintific exceed customer expectations, positive disconfirmation occurs, which then results in satisfaction. These results are relevant to the results of previous research conducted by Nisya et al., (2024) product innovation plays a rolein enhancing customer satisfaction through its ability to provide new experiences and benefits for consumers. Innovative products can create surprises, boost customer enthusiasm, and strengthen the positive image of the brand, which collectively contributes to the improvement of customer satisfaction.

The influence of product quality on customer satisfaction

The second hypothesis shows the results of data processing with a Path Coeffisien value of 0.353 (positive), a T-Statistic value of 5.265 (>1.96), and P Values (0.000) < alpha (0.05), then Product Quality has a positive and significant effect on Customer Satisfaction, so that H2 in this study is accepted. This shows that the higher the quality of the product that a brand has, the higher the satisfaction that customers get. Product quality is one of the important elements in providing an experience for users, which will ultimately have an impact on customer satisfaction. Skintific is a brand that pays great attention to product quality, starting from the selection of raw materials, formulations, to dermatological tests before the product is marketed.

Skintific 5X Ceramide Barrier Moisturizer is an example of a product from Skintific with claims to help overcome barrier skin which has managed to get many testimonials from users stating that the product helps overcome redness and irritation on the skin in a matter of days. The consistency of the results provided shows that Skintific not only provides claims, but also real results according to the claims. Skintific also maintains the quality of their products through the packaging used. Products presented with hygienic packaging such as pump systems that minimize contamination and maintain quality.

In accordance with EDT, this indicates that customers feel that the quality of Skintific products meets or exceeds their initial expectations. It can be interpreted that when the quality of the products carried out by Skintific exceeds the expectations of customers, then positive disconfirmation occurs, which then results in satisfaction. These results are relevant to the results of previous research conducted (Chandra & Subagio, 2019; Diputra & Yasa, 2021) quality products will create a consumer experience with a satisfactory product. Each consumer's evaluation of the product will be different, but in general, products that have quality in accordance with consumer expectations will provide a good experience and assessment in the minds of consumers so that satisfaction is created.

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The influence of customer satisfaction on brand loyalty

The third hypothesis shows the results of data processing with a Path Coeffisien value of 0.396 (positive), a t-statistic value of 4.415 (>1.96), and P Values (0.000) < alpha (0.05), so Customer Satisfaction has a positive and significant effect on Brand Loyalty, so that H3 in this study is accepted. This shows that the higher the level of customer satisfaction, the higher the level of customer loyalty to the brand. Consumers who are loyal to the Skintific brand will always make a repeat purchase of the product. This is driven by the satisfaction and positive experience that customers get after experiencing the benefits of Skintific products, such as the compatibility of the product with skin problems, a sense of comfort when using the product, no side effects after using the product, practical packaging, which can form brand loyalty naturally.

This is in line with EDT, where customer satisfaction shows positive confirmation of the initial expectations obtained from the experience after using the product. This satisfaction will further form loyalty because consumers will tend to continue to use products that have been proven to provide results according to their expectations. These results are relevant to the results of previous research conducted by (Rukhviyanti et al., 2021; Winarti et al., 2021) customer satisfaction plays a crucial role in growing brand loyalty. Research shows that satisfied customers are more likely to remain loyal to the brand.

The influence of product innovation on brand loyalty

The fourth hypothesis shows that the results of data processing with a Path Coeffisien value of -0.060 (negative), a T-Statistic value of 0.491 (>1.96), and P Value (0.624) > alpha (0.05) then Product Innovation has an insignificant effect on Brand Loyalty, so H4 in this study is rejected. This shows that product innovations carried out by Skintific do not necessarily increase consumer loyalty to the brand. Innovation is important for a brand to do in creating competitiveness, and Skintific is one of the brands that is progressive in innovating. However, innovation cannot automatically generate loyalty in consumers. There is a possibility that consumers are attracted to new innovations presented by brands, but if the product does not meet their expectations, then loyalty will not be formed.

Loyalty is formed through the real experience that consumers gain when using the product, not solely because there is a new element in the brand. Users of skincare products tend to be careful and selective in choosing products. They want to try something new, but will stick to a product that has proven to be effective and comfortable to use in the long run. This shows that innovation that is not balanced with real effectiveness and consistency of product quality is not able to form loyalty to the brand. With regard to EDT, the results show that initial consumer expectations are not confirmed positively by Skintific's innovations. Although innovation is important, it is not the main factor to be able to make consumers loyal and loyal to Skintific. These results are relevant to the results of previous research conducted by Nilowardono, (2022) suggests that while innovation is beneficial, it may not have a direct effect on increasing loyalty among consumers.

The influence of product quality on brand loyalty

The fifth hypothesis shows the results of data processing with a Path Coeffisien value of 0.260 (positive), a T-Statistic value of 3.404 (>1.96), and P Values (0.001) < alpha (0.05), then Product Quality has a positive and significant effect on Brand Loyalty, so that H5 in this study is accepted. This shows that the higher the quality of the products owned by Skintific, the higher the consumer loyalty to the Skintific brand. Skintific is a skincare brand that prioritizes good quality in terms of formulation, effectiveness, safety when used, and tangible results. Product quality also has a role in creating a perception of valuey for money. It can be known that Skintific is a brand with a price that is not relatively cheap, but when consumers feel the benefits and consistent positive experiences of the quality of Skintific products, it is able to create consumer satisfaction and trust in the brand, which then becomes the foundation of loyalty.

This belief in quality is what makes consumers make repeat purchases, even try other products from the Skintific line, which is a real sign and proof of loyalty. This is in line with EDT, where high product quality can create superior performance, and when this is able to exceed customer expectations, it will result in long-term satisfaction and loyalty. These results are relevant to the results of previous research conducted b**y** Munir & Rachman Putra, (2021) In its commitment to maintaining brand loyalty, brands must consistently improve product quality, both in terms of raw material quality, packaging design, and innovation to present new and more attractive alternatives. Customers will feel confident if the available products are of good quality and useful so that they can prevent a decrease in loyalty.

The influence of product innovation on brand loyalty through customer satisfaction

The sixth hypothesis shows the results of data processing with a Path Coeffisien value of 0.159 (positive), a T-Statistic value of 3.314 (>1.96), and P Values (0.001) < alpha (0.05), then Customer Satisfaction mediates the relationship between Product Innovation and Brand Loyalty, so that H6 in this study is accepted. This shows that product innovation through customer satisfaction mediation has a positive and significant effect on brand loyalty. Skintific is a brand that is active in innovating, both in terms of composition, formulation, and packaging. These innovations are able to attract consumers to try products. However, innovation is not able to create loyalty if it is not accompanied by a satisfying experience for consumers. These results show that consumers will show loyalty when they are truly satisfied with the innovations provided. While innovation can create initial loyalty, long-term loyalty will only be created if innovation is presented in the form of a product that is effective, as claimed, safe and convenient to use.

Thus, the innovations carried out are able to have a big impact because they can create satisfaction that can ultimately encourage loyalty to the brand. In accordance with the concept of EDT, customer satisfaction is created when their initial expectations are met by the actual experience after using the product. Where when Skintific product innovations manage to meet expectations and even exceed them with real results, comfortable textures, attractive packaging designs, and safe when used, it will produce positive confirmations that increase satisfaction. This satisfaction is then the key to strengthening loyalty. These results are relevant

to the results of previous research conducted by Joel Mustamu, (2023) Innovation is essentially one of the important activities whose results will affect consumer satisfaction. Satisfaction will increase the number of consumers so that they will be loyal to a product.

The influence of product innovation on brand loyalty through customer satisfaction

The seventh hypothesis shows the results of data processing with a Path Coeffisien value of 0.140 (positive), a T-Statistic value of 3.371 (>1.96), and P Values (0.001) < alpha (0.05), then Customer Satisfaction mediates the relationship between Product Quality and Brand Loyalty, so that H7 in this study is accepted. This shows that product quality through customer satisfaction mediation has a positive and significant effect on brand loyalty. Quality products will be more effective in increasing loyalty if the poduk is able to create satisfaction for consumers. Product quality is an important aspect to maintain in maintaining a reputation. Skintific has managed to build a reputation with dermatology-quality products at affordable prices. The influence of product quality will be higher in increasing loyalty if the quality is able to provide a satisfactory experience for consumers, such as the results of use according to claims, safe when used, and provide long-term benefits. So when customers are satisfied, they are likely to remain loyal to the brand and continue to make repeat purchases, even recommending them to others.

Thus, efforts to improve the quality of Skintific products will be maximized for brand loyalty when accompanied by the creation of customer satisfaction. In line with EDT, where high product quality can create superior performance, and when this is able to exceed customer expectations, it will result in long-term satisfaction and loyalty. These results are relevant to the results of previous research conducted by (Chandra & Subagio, 2019; Novianti & Ruslim, 2022) In creating brand loyalty, a brand needs to pay attention to consumer satisfaction and product quality. Consumer satisfaction can arise when a brand is able to improve and maintain the quality of the products sold. When consumers think that the products sold by a brand are not of good quality, then consumers will feel disappointed and will switch to other brands. But when consumers are satisfied with the quality of a brand's products, they will repurchase the products offered by the brand. This satisfaction is obtained from the feeling of happiness when the product obtained is as expected.

D. CONCLUSIONS AND SUGGESTIONS

Based on this research, it can be concluded that product innovation cannot directly affect brand loyalty for Skintific users in the Solo Raya area, but with the mediation of customer satisfaction, product innovation can still have a significant influence on brand loyalty. This shows that product innovation is not only sufficient in terms of functionality, but must also be able to create an experience that is able to exceed customer expectations for Skintific Products. Product quality is able to have a significant influence on brand loyalty both directly and through the mediation of customer satisfaction for Skintific users in the Solo Raya area. This shows that product quality with superior performance is able to create customer satisfaction and brand loyalty in the long term.

This study has limitations in the scope of respondents, because it only involves respondents who are domiciled in Solo Raya. To get more general results, further research can be conducted on populations in other geographic areas. Further research can also delve deeper into other dimensions of brand loyalty that have the potential to have a more significant impact on the Skintif brand. Skintific also needs to continue to innovate that is relevant to the skin needs of consumers and accompanied by clear education to consumers, so that they can understand the benefits and how the product works so that it can create a positive experience and increase satisfaction. In terms of quality, Skintific must maintain and improve quality in ingredient selection, safety, and product effectiveness. Using feedback from consumers in the form of reviews, criticisms, inputs, and complaints as the basis for making improvements and improving quality.

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