



The Influence Of Corporate Social Responsibility On Customer Loyalty Through Trust And Electronic Word Of Mouth At Emina Cosmetics

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How to Cite :

Fardhana, A, F., Ongkowijoyo, G. (2026). The Influence of Corporate Social Responsibility on Customer Loyalty through Trust and Electronic Word of Mouth at Emina Cosmetics. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 14(3). DOI: <https://doi.org/10.37676/ekombis.v14i3>

ARTICLE HISTORY

Received [23 May 2026]

Revised [15 July 2026]

Accepted [19 July 2026]

KEYWORDS

CSR, Trust, E-WOM, Customer Loyalty, Cosmetics Industry, Gen Z.

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ABSTRACT

This study was conducted to analyze the influence of Corporate Social Responsibility (CSR) on customer loyalty through trust and Electronic Word of Mouth (E-WOM) in Emina Cosmetics consumers. This research was carried out with a quantitative method through the distribution of questionnaires to Emina Cosmetics consumers who have purchased Emina products. This study utilizes data sourced from questionnaires that have been filled out by Emina Cosmetics consumers who have purchased products, with 160 respondents data processed using the PLS-SEM method assisted by SmartPLS 4. This research shows that CSR has been proven to be able to increase consumer trust, E-WOM, and customer loyalty. In addition, trust and E-WOM have also proven to be bridges that connect CSR with customer loyalty, where E-WOM has a much stronger role than trust. These findings confirm that relevant and efficiently communicated CSR programs through digital media can encourage consumers to share positive experiences, ultimately strengthening customer loyalty in a sustainable manner.

INTRODUCTION

Indonesia's cosmetics industry is showing significant growth and is increasingly competitive. Indonesia's cosmetics industry has expanded significantly, with over 1,000 registered companies, of which 95% are categorized as small and medium enterprises. Furthermore, cosmetic export revenues reached USD 770.8 m during the January–November 2023 period (Kemenko Perekonomian RI, 2024). In 2025, the national cosmetics industry is projected to grow by 4.73% with a market value of IDR 35.6 trillion (Kemenko Perekonomian RI, 2025). This condition encourages companies to not only compete through product quality, but also to build long-term relationships with consumers through brand image and emotional relationships (Krismajayanti et al., 2025). In the midst of this competition, Emina Cosmetics is one of the interesting local brands to research. Emina is a brand owned by PT Paragon Technology

and Innovation which was introduced in 2015 with a positioning as a brand that is fun, playful, and targets the youth and younger generation segments (Safitri, 2023). In recent years, Emina has run a number of diverse CSR initiatives, including adolescent mental health education, youth empowerment, book donations, as well as more sustainable waste management and packaging innovation efforts. This activity shows that CSR is not only a form of corporate social concern, but also part of the company's efforts to build customer loyalty, namely the commitment of consumers to make sustainable repurchases and spread positive recommendations to others (Srisusilawati et al., 2023; Fitriana & Susanti, 2022).

In this study, two hierarchical theoretical frameworks are used in this study to describe how CSR relates to customer loyalty. First, Signaling Theory (Spence, 1973) as a grand theory explains that companies act as signalers who convey signals to consumers as receivers through CSR activities as signals. Consumers interpret such signals as proof of corporate responsibility and integrity, which encourages trust and the dissemination of positive information through digital media (Marschlich & Hurtado, 2025). Second, Commitment-Trust Theory (Morgan & Hunt, 1994) as a middle-range theory explains the psychological mechanism after consumers receive CSR signals, namely that trust and E-WOM are the two main pathways that connect CSR with the formation of customer loyalty.

Previous studies have examined the relationship between CSR and customer loyalty however, each has certain limitations. Shah and Jan (2021) found that CSR influences customer loyalty through multiple mediators simultaneously, making the primary underlying mechanism less clearly defined. Sari et al. (2023) demonstrated that CSR and electronic word-of-mouth (E-WOM) do not have a direct effect on customer loyalty in the Indonesian cosmetics industry. Meanwhile, Wijaya et al. (2025) focused on the roles of green products and health consciousness in fostering customer loyalty without directly examining the role of CSR. Studies investigating trust and E-WOM as parallel mediators in the relationship between CSR and customer loyalty in the context of local cosmetic brands remain limited. Therefore, this study aims to examine the effect of CSR on customer loyalty through trust and E-WOM among Emina Cosmetics consumers, thereby offering a novel contribution to the relational marketing literature in the context of Indonesia's local cosmetics industry.

LITERATURE REVIEW

Corporate Social Responsibility (CSR)

Companies implement CSR by combining social and environmental considerations with their business practices to achieve sustainable development goals (Shah & Jan, 2021). The consistent implementation of CSR can strengthen consumer trust because it demonstrates the company's commitment to social and stakeholder welfare, while also encouraging consumers to share positive information through E-WOM (Prashella et al., 2021; Zhang et al., 2021).

In the perspective of Signaling Theory (Spence, 1973) as a grand theory, companies play the role of signalers who convey signals to consumers as receivers through CSR activities that can be observed by the public. In the context of Emina Cosmetics, CSR programs such as mental health education, youth empowerment, and cosmetic waste management serve as signals that communicate the company's credibility and social commitment, thereby encouraging positive consumer behavior towards the brand (Marschlich & Hurtado, 2025). In this research, CSR is measured through the dimensions of social concern, environmental concern, consumer involvement, and information transparency to consumers (Elliza et al., 2025). The hypothesis of this research is:

H1: CSR has a positive effect on consumer trust in Emina Cosmetics.

H2: CSR has a positive effect on E-WOM of Emina Cosmetics consumers.

H3: CSR has a positive effect on customer loyalty of Emina Cosmetics consumers.

Trust

Trust describes consumer confidence in a company in a mutually beneficial relationship, which is formed through the perception of the company's integrity, goodwill, and ability to meet consumer expectations (Aprilianto et al., 2022). Higher levels of consumer trust contribute to the development of customer loyalty and support the creation of enduring positive relationships with the company (Lie & Ongkowijoyo, 2025). In the perspective of Commitment-Trust Theory (Morgan & Hunt, 1994) as a middle-range theory, trust describes the psychological mechanism that occurs after consumers receive positive signals from CSR activities as described in Signaling Theory. CSR activities that are perceived as positive will strengthen consumer trust in the company (Apriliana & Affan, 2024), which further encourages customer commitment and loyalty in the long term. Thus, Trust acts as the first line that connects CSR signals with the formation of customer loyalty. Through this study, Trust was measured using five indicators, namely integrity, good interest, ability, reliability, and credibility adapted from Lestari et al. (2025). The hypothesis of this research is:

H4: Trust has a positive effect on Customer Loyalty.

H5: Trust mediates the influence of CSR on Customer Loyalty.

Electronic Word of Mouth (E-WOM)

E-WOM is an online communication channel through which consumers convey their experiences and viewpoints about products to others via the internet. E-WOM has a great influence in influencing consumer perception and behavior (Sari et al., 2025). The information in E-WOM tends to be more trusted because it comes from the direct experience of the user, so it can increase customer trust and loyalty (Fadli & Lestari, 2022).

In the perspective of Commitment-Trust Theory (Morgan & Hunt, 1994) as a middle-range theory, E-WOM is the second path that complements Signaling Theory in explaining the mechanism of loyalty formation. When consumers interpret CSR signals positively, they tend to be encouraged to share the experience through digital media, so that E-WOM strengthens other consumers' perception of the company and contributes to the formation of customer loyalty (Zhang et al., 2021). In this research, E-WOM was evaluated through three dimensions, which include intensity, opinion valence, and content. (Ramadhani & Othman, 2024). According to the explanation provided, the research hypothesis is formulated as follows:

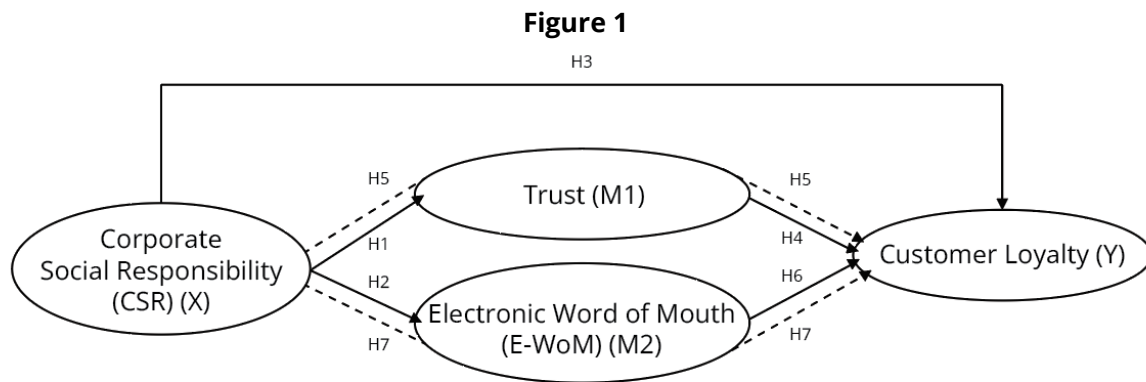
H6: E-WOM has a positive effect on customer loyalty.

H7: E-WOM mediates the effect of CSR on customer loyalty.

Customer Loyalty

Customer loyalty indicates a consumer's commitment to continue purchasing a product or service on an ongoing basis, which is reflected in the consumer's tendency to continue choosing that brand over available alternatives (Fadli et al., 2022). Maintaining customer loyalty is essential because loyal customers contribute to business sustainability and long-term competitive advantage (Ardayana et al., 2025). Oliver (1999) emphasized that loyalty is not only related to repurchase behavior, but also involves the affective and cognitive commitment of customers to a brand (Naully & Saryadi, 2021), as well as being influenced by various psychological factors such as satisfaction in forming a long-term relationship with the company. Loyal customers not only have positive perceptions, but also show real action through repeat purchases and recommendations to others (Aprilianto et al., 2022). Customer Loyalty was measured using three indicators, namely repeat purchases, recommending to others (referrals), and rejection of competitive products (retention) adapted from Srisusilawati et al. (2023), with questionnaire question items adapted from Fitriana & Susanti (2022).

The formulation of the conceptual framework to be studied in this study is presented in Figure 1.



Source: Shah & Jan (2021)

METHODS

This study uses primary data through an online questionnaire using Google Forms for consumers who had previously purchased Emina Cosmetics products. The responses to each statement were evaluated using a 5-point Likert scale, ranging 1 = Strongly Disagree to 5 = Strongly Agree

Population and Sample

The target population of this research consists of Emina Cosmetics consumers in Indonesia who have made product purchases, where the total number of consumers cannot be precisely determined (infinite population). For data classification purposes, respondents' domiciles are grouped based on the 10 most populous provinces in Indonesia according to BPS projections for 2024/2025. As well as 20 cities with the largest population in the province. This categorization aims to facilitate the grouping of respondent data while maintaining regional representation. Respondents who come from outside the list of provinces and cities can still select the "Other" option.

The sample size determination in this study follows the guideline of using a minimum of 10 times the total number of indicators included in the SEM-PLS model (Sofyani, 2023), so that a minimum number of 160 respondents was obtained from the 16 indicators used. The sampling technique applied in this research was purposive sampling, which was determined based on two specific criteria: (1) having purchased Emina Cosmetics products at least once, and (2) actively using digital media or social media. Of the 313 questionnaires collected, 3 respondents were eliminated because they did not meet the criteria, resulting in 310 valid data. Of these, 160 respondents were used in the SEM-PLS analysis according to the minimum number of samples required.

Data Analysis Methods

This study uses PLS-SEM with SmartPLS 4 because it is able to analyze several variables simultaneously without requiring normal distribution (Hair et al., 2017). There are two stages in data analysis: outer and inner model analysis. The outer model evaluation involves testing convergent validity through outer loading values greater than 0.70 and AVE values > 0.50 , discriminant validity using cross loading, as well as reliability testing based on Composite Reliability (CR) values exceeding 0.70. The internal evaluation of the model included the R^2 value, hypothesis testing through bootstrapping of 5,000 subsamples (t -statistic > 1.96 and p -value < 0.05), indirect effect analysis was used to look at the mediating role of Trust and E-WOM, and predictive relevance ($Q^2 > 0$) was used to assess the Goodness of Fit model.

To clarify the measurement of each variable in this study, an operational table is presented that contains the variables, indicators, instruments, and reference sources used in this

study. The operational variables aim to explain the research concept so that it can be measured empirically using questionnaires.

Table 1. Variable Operations

Variable	Indicators	Instrument	Source
Corporate Social Responsibility (X)	1. Social Care	1. I feel Emina Cosmetics contributes to social and humanitarian programs.	Elliza et al., 2025.
	2. Environmental care	2. I feel that Emina Cosmetics shows concern for the environment through activities conveyed in digital media.	
	3. Consumer engagement	3. I feel that Emina Cosmetics is actively involved in social activities that benefit the community.	
	4. Information transparency	4. I feel that Emina Cosmetics conveys information related to CSR programs honestly and transparently to its consumers through digital media.	
Trust (M1)	1. Integrity	1. I believe that Emina Cosmetics conducts its business with integrity.	Lestari et al., 2025.
		2. I believe that Emina Cosmetics is consistent in maintaining the quality of its products.	
	2. Good interest	3. I believe that Emina Cosmetics has good intentions towards its consumers	
	3. Capabilities	4. I believe that Emina Cosmetics is able to meet the needs of consumers for cosmetic products.	
	4. Reliability	5. I believe that Emina Cosmetics is consistent in maintaining the quality of its services	
	5. Credibility	6. I believe that the information conveyed by Emina Cosmetics reflects the actual quality of the product.	
E-WOM (M2)	1. Intensity	1. I often get information about Emina Cosmetics through social media. 2. I often read reviews about Emina Cosmetics products on social media.	
	2. Valence of Opinion	3. I see a lot of positive comments about Emina Cosmetics on social media 4. I get recommendations from other users regarding Emina Cosmetics on social media.	

	3. Content	5. Emina Cosmetics social media accounts provide various information about its products. 6. Emina Cosmetics social media accounts convey information clearly 7. Emina Cosmetics social media accounts convey trustworthy information	
Customer Loyalty (Y)	1. Buy back	1. I am willing to repurchase Emina Cosmetics products regularly.	Fitriana & Susanti, 2022.
	2. Recommending to others	2. I am willing to recommend Emina Cosmetics products to friends or family.	
	3. Competitive Product Rejection	3. I prefer to use Emina Cosmetics products over other similar cosmetic brands	

Source: Data Processed, 2026

RESULTS

Table 2. Description of Respondent Data

Informations		Frequency	Percentage
Gender	Women	137	85,6%
	Man	23	14,4%
Total		160	100%
Age	Alpha Generation (<13 years old (y.o))	0	0%
	Generation Z (13-25 y.o)	114	71,2%
	Generation Y / Millennials (27-42 y.o)	43	26,9%
	Generation X ($\geq$ 43 y.o)	3	1,9%
Total		160	100%
Province	Banten	0	0%
	DKI Jakarta	51	31,9%
	West Java	50	31,3%
	Central Java	11	6,9%
	East Java	45	28,1%
	Lampung	0	0%
	Riau	1	0,6%
	South Sulawesi	0	0%
	South Sumatra	0	0%
	North Sumatra	0	0%
	Others	2	1,2
Total		160	100%
City	Bandar Lampung	0	0%
	Bandung	23	14,4%
	Batam	0	0%
	Bekasi	10	6,3%
	Bogor	8	5%
	Depok	9	5,6%
	Jakarta	50	31,3%
	Makassar	0	0%

	Malang	16	10%
	Padang	0	0%
	Palembang	0	0%
	Pekanbaru	1	0,6%
	Semarang	2	1,3%
	Serang	0	0%
	Sidoarjo	6	3,8%
	Surabaya	28	17,5%
	Tangerang	0	0%
	Tangerang Selatan	0	0%
	Tasikmalaya	1	0,6%
	Yogyakarta	5	3%
	Others	1	0,6%
Total		160	100%
Jobs	Students	10	6,3%
	College Students	50	31,3%
	Employees	66	41,3%
	Entrepreneurship	23	14,4%
	Housewives	10	6,3%
	Not Yet/Not Working	1	0,6%
	Others	0	0%
Total		160	100%
Revenue per Month	< Rp5.000.000	58	36,3%
	Rp5.000.000 – Rp7.500.000	62	38,8%
	Rp7.500.001 – Rp10.000.000	21	13,1%
	> Rp10.000.000	5	3,1%
	Allowance for students	14	8,8%
Total		160	100%

Source: Data Processed, 2026

Based on Table 2, the total number of respondents during this study was 160 people. The majority of respondents were women (85.6%), in line with the characteristics of the cosmetics industry, which mostly targets the female market. Judging from age, most of the respondents came from Generation Z (71.3%), followed by Generation Y/Millennial (26.9%), and Generation X (1.9%), which reflects Emina's attractiveness as a youthful and affordable cosmetics brand for young consumers.

Based on domicile, the most respondents came from DKI Jakarta (31.9%), West Java (31.3%), and East Java (28.1%), with the largest cities being Jakarta (31.3%), Surabaya (17.5%), and Bandung (14.4%). This condition illustrates that the majority of respondents live in urban areas with easy access to digital information, so it is relevant to the measurement of the E-WOM variable. Judging from work, the most respondents were employees (41.3%) and students (31.3%), with income mostly in the range of IDR 5,000,000–IDR 7,500,000 (38.8%) and below IDR 5,000,000 (36.3%). Overall, the respondents profiles are consistent with Emina Cosmetics main target market, namely young women who are active on digital platforms and are sensitive to prices.

Validity and Reliability Test Results

At the measurement model evaluation stage, several indicators were removed from the analysis because they did not satisfy the predetermined criteria thresholds. The X1.3 indicator

was removed from the analysis because it failed to satisfy the discriminant validity requirement based on the cross-loading assessment, while the M1.1, M1.2, and M1.5 indicators for the Trust variable and M2.5 for the E-WOM variable were eliminated because they showed an outer loading value that did not meet the minimum limit of 0.70. Following the elimination process, all retained indicators fulfilled the required criteria, including outer loading values above 0.70, AVE values greater than 0.50, and CR values exceeding 0.70. Therefore, the measurement model can be considered both valid and reliable.

Validity Test

The convergent validity test during this assessment was analyzed using outer loading values and AVE with the help of SmartPLS 4. The test results indicate that all indicators have outer loading values greater than 0.70, meaning that they satisfy the convergent validity requirements.

Reliability Test

Table 3. Results of the Validity and Reliability Test of First-Order Constructs

Variable	Indicators	Item	Outer Loading	AVE	CR
Corporate Social Responsibility (X1)	Social care	X1.1	0.913	0.726	0.888
	Environmental care	X1.2	0.750		
	Information transparency	X1.4	0.885		
Trust (M1)	Good interest	M1.3	0.809	0.652	0.848
	Capabilities	M1.4	0.751		
	Credibility	M1.6	0.859		
E-WoM (M2)	Intensity	M2.1	0.790	0.564	0.886
		M2.2	0.725		
		M2.3	0.743		
	Valence of Opinion	M2.4	0.738		
	Content	M2.6	0.776		
		M2.7	0.731		
Customer Loyalty (Y1)	Buy back	Y1.1	0.780	0.627	0.834
	Recommend to others	Y1.2	0.756		
	Competitive Product Rejection	Y1.3	0.837		

Source: Data Processed, 2026

Composite reliability (CR) and average variance extracted (AVE)

From the test results, all variables met the criteria of $CR > 0.70$ and $AVE > 0.50$, namely CSR ($CR = 0.888$; $AVEs = 0.726$), Trust ($CR = 0.848$; $AVE = 0.652$), E-WOM ($CR = 0.886$; $AVE = 0.564$), and Customer Loyalty ($CR = 0.834$; $EFA = 0.627$). These findings show that each construct can explain more than half of the variance of its indicators, which means that the criteria for convergent validity have been met. Therefore, all constructs are considered reliable and worthy of further analysis.

Table 4. Results of Discriminant Validity Test with Cross Loading Criteria

Variable	Trust	E-WOM	Corporate Social Responsibility	Customer Loyalty
M1.3	0.809	0.660	0.540	0.677
M1.4	0.751	0.669	0.668	0.605

M1.6	0.859	0.703	0.662	0.738
M2.1	0.620	0.790	0.685	0.696
M2.2	0.648	0.725	0.637	0.709
M2.3	0.618	0.743	0.629	0.688
M2.4	0.661	0.738	0.585	0.663
M2.6	0.604	0.776	0.621	0.718
M2.7	0.637	0.731	0.609	0.636
X1.1	0.676	0.746	0.913	0.725
X1.2	0.621	0.670	0.750	0.684
X1.4	0.679	0.718	0.885	0.709
Y1.1	0.673	0.691	0.635	0.780
Y1.2	0.627	0.693	0.666	0.756
Y1.3	0.685	0.781	0.671	0.837

Source: Data Processed, 2026

In table 4, each indicator shows the greatest loading value in the construct it is measured than any other construct in the model. Although there are some relatively high cross-loading values between constructs, the loading value of the original construct is still superior to other constructs, so that all indicators are proven to meet the discriminant validity criteria and can be used in the next stage of analysis

Multicollinearity Test

Multicollinearity testing refers to the value of the Variance Inflation Factor (VIF) in the inner model of the model is declared not to experience multicollinearity if the VIF value does not exceed 5.00 (Hair et al., 2017).

Table 5. Multicollinearity Test Results (Inner VIF)

Research Variables	Trust (M1)	E-WOM (M2)	CSR (X1)	Customer Loyalty (Y1)
Trust (M1)				3.609
E-WOM (M2)				4.816
CSR (X1)	1.000	1.000		3.544
Customer Loyalty (Y1)				

Source: Data Processed, 2026

in table 5, the overall VIF value does not exceed 5.00, namely Trust to Customer Loyalty (3,609), E-WOM to Customer Loyalty (4,816), CSR to Customer Loyalty (3,544), and CSR to Trust and E-WOM of 1,000 each. Thus, the research model was declared free from multicollinearity problems.

Inner Model Analysis

Table 6. Hypothesis Testing

Hipotesis	Path	Path Coefficients	t-statistic	p-value	Verdict	Effect
H1	CSR (X1) -> Trust (M1)	0.775	10.355	0.000	Supported	Direct Effect
H2	CSR (X1) -> E-WOM (M2)	0.837	14.428	0.000	Supported	Direct Effect
H3	CSR (X1) -> Customer Loyalty (Y1)	0.172	3.137	0.000	Supported	Direct Effect

H4	Trust (M1) -> Customer Loyalty (Y1)	0.193	3.407	0.000	Supported	Direct Effect
H5	CSR (X1) -> Trust (M1) -> Customer Loyalty (Y1)	0.150	3.202	0.000	Supported	Indirect Effect
H6	E-WOM (M2) -> Customer Loyalty (Y1)	0.607	9.741	0.000	Supported	Direct Effect
H7	CSR (X1) -> E-WOM (M2) -> Customer Loyalty (Y1)	0.508	7.926	0.000	Supported	Indirect Effect

Source: Data Processed, 2026

The bootstrapping results show that the entire hypothesis is supported. CSR had a positive effect on Trust ($\beta = 0.775$, $t = 10.355$), E-WOM ($\beta = 0.837$, $t = 14.428$), and Customer Loyalty ($\beta = 0.172$, $t = 3.137$), so H1, H2, and H3 were supported. Trust ($\beta = 0.193$, $t = 3.407$) and E-WOM ($\beta = 0.607$, $t = 9.741$) also have a positive effect on Customer Loyalty, so H4 and H6 are supported. The results of the mediation analysis showed that Trust ($\beta = 0.150$, $t = 3.202$) and E-WOM ($\beta = 0.508$, $t = 7.926$) were shown to partially mediate the relationship between CSR and Customer Loyalty, so H5 and H7 were supported. All tests were significant at $p < 0.05$.

Table 7. R-Square Test Results

	R-square	R-squared adjusted
Trust	0.600	0.598
E-WOM	0.700	0.698
Customer Loyalty	0.858	0.856

Source: Data Processed, 2026

in table 7, the R-square value indicates the model's strong predictive ability. CSR was able to explain 60.0% of the Trust variation ($R^2 = 0.600$) and 70.0% of the E-WOM variation ($R^2 = 0.700$). CSR, Trust, and E-WOM together were able to explain 85.8% of the variation in Customer Loyalty ($R^2 = 0.858$), so this assessment model has a strong level of predictive ability.

Table 8. F-Square Test Results

	Trust	E-WOM	CSR	Customer Loyalty
Trust				0.073
E-WOM				0.541
CSR	1.501	2.338		0.059
Customer Loyalty				

Source: Data Processed, 2026

in table 8, the f-square value is categorized into low (0.02), medium (0.15), and high (0.35) (Hair et al., 2017). CSR has a huge influence on Trust (f-square = 1.501) and E-WOM (f-square = 2.338), suggesting that CSR is a major factor in shaping these two mediating variables. In influencing Customer Loyalty, E-WOM has a large influence (f-square = 0.541), while Trust (f-

square = 0.073) and CSR (f-square = 0.059) belong to the small category. Thus, E-WOM has the most dominant contribution compared to Trust and CSR in forming Customer Loyalty.

Table 9. Predictive Relevance Test Results (Q² Predict)

Variable	Q ²	Interpretation
Trust (M1)	0.614	High
E-WOM (M2)	0.715	High
Customer Loyalty (Y1)	0.702	High

Source: Data Processed, 2026

The results of the predictive relevance test showed that all endogenous variables in the study had a Q² value above 0.35, so the model was considered to have a strong predictive ability on endogenous constructs and also showed good Goodness of Fit.

DISCUSSION

CSR is known to have a positive and significant influence on Trust, E-WOM, and Customer Loyalty directly (H1, H2, H3). Emina Cosmetics CSR activities such as mental health education, empowering the younger generation, and managing cosmetic waste are able to form a positive perception of consumers towards the brand. Today's consumers tend to trust brands that show social and environmental concern more than brands that only focus on selling products.

The results of the study in H2 show that CSR is able to encourage consumer E-WOM. The findings are consistent with the characteristics of most respondents from Generation Z, a group that tends to be expressive in sharing experiences with socially valued brands through digital media, not only to find product information but also to show the identity and values they support.

The findings in H3 show that although CSR has a direct effect on Customer Loyalty, the effect is relatively small compared to the indirect influence through mediation variables. This indicates that CSR activities have not optimally formed loyalty if they are not followed by the formation of trust and positive E-WOM. The results of H5 and H7 confirm that Trust and E-WOM play a role as partial mediators, with E-WOM being much more dominant (f-square = 0.541) than Trust (f-square = 0.073). These findings show that young consumer loyalty is more influenced by digital communication between consumers than by individual relationships of trust with companies.

Theoretically, these findings support the Signaling Theory that CSR activities are proven to function as effective positive signals, reflected in the increase in Trust ($\beta = 0.775$) and E-WOM ($\beta = 0.837$). This study also expands the Commitment-Trust Theory in the digital context, where E-WOM has a more dominant mediation role than Trust (path coefficient: 0.508 vs 0.150), showing a shift in consumer behavior in the digital era which is more influenced by social communication between consumers. These findings are in line with Shah and Jan (2021) and Zhang et al. (2021), but offer novelty by demonstrating E-WOM's dominance over Trust in the context of local cosmetics brands.

Practically, companies need to develop CSR programs that are relevant to the values of the younger generation and communicate them through digital content that is easy to share, while maintaining CSR consistency and transparency to build trust in a sustainable manner so as to be able to create positive E-WOM and strengthen long-term customer loyalty.

CONCLUSION

The findings of this study show that CSR has a crucial role in shaping customer loyalty in Emina Cosmetics consumers, both through direct influence and through mediation variables.

The results of the study show that CSR is able to increase trust and E-WOM, which further contributes to increasing customer loyalty. However, the indirect influence through the mediation variable has been proven to be stronger than the direct influence of CSR on customer loyalty. This study also found that E-WOM is the most dominant path in forming customer loyalty compared to trust. The findings show that in the context of younger generation consumers who actively use social media, customer loyalty is more influenced by social communication between consumers than by individual psychological relationships. Thus, the success of CSR activities is not only determined by the implementation of corporate social programs, but also by the company's ability to encourage the creation of positive communication in digital media.

Theoretically, the results of this study support the signaling theory which explains that CSR activities function as a positive signal for consumers in shaping perceptions of the company. In addition, this study also expands the understanding of Commitment-Trust Theory in the digital context by showing that E-WOM has a more dominant role than trust in forming customer loyalty. In practical terms, this study shows that companies need to carry out CSR activities that are relevant to the values and characteristics of young consumers and communicate them effectively through digital media. Therefore, CSR programs not only provide added value to the company's reputation, but are also able to create positive E-WOM and strengthen customer loyalty in a sustainable manner.

LIMITATION & RECOMMENDATION

This study still has a number of limitations that need to be considered in understanding the results research. The research data was obtained through a self-report-based questionnaire so that there is a potential for respondent bias, such as answers that are inconsistent or do not fully reflect the actual conditions. In addition, there is a possibility that some respondents fill out the questionnaire less thoroughly, which can affect the quality of the research data. At the testing stage of the measurement model, a number of indicators are excluded from the model because their outer loading values are below the required limit. This condition indicates that some indicators are not able to adequately represent their constructs, which has the potential to affect the accuracy of the measurement of variables study.

Based on these limitations, in order to reduce the potential for respondent bias, future research may consider the use of varied data collection methods, such as interview or observation methods. In addition, subsequent research can observe how consumer behavior develops and changes over a more extensive period. The study afterwards can also expand the research object on other brands or industries to get more generalizable findings. In addition, the addition of other variables such as customer satisfaction, brand image, or perceived value can also be done to enrich research models related to the formation of customer loyalty.

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