

The Influence of Instagram Marketing Activities on Brand Equity of Beauty Products: A Customer Relationship Management (CRM) Approach

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ABSTRACT

This study aims to examine the influence of Instagram Marketing, Brand Awareness, Brand Image, Perceived Quality to Brand Love, Brand Reuse Intention and Brand Trust to customers of Scarlett Whitening. The population in this study are customers who follow Instagram account of Scarlett Whitening, and have purchased and used the product Scarlett Whitening with a minimum customer age of 18 years and domiciled in West Jakarta. The research sample consisted of 162 respondents. This research is a quantitative study using the SEM-PLS method. The results of the study indicate that Instagram Marketing has a positive effect on Brand Awareness, Instagram marketing has a positive impact on Brand Image, Instagram marketing has a positive impact on Perceived Quality, Brand Awareness have a positive influence on Brand Love, Brand Awareness have a positive influence on Brand Reuse Intention, Brand Awareness have a positive influence on Brand Trust, Brand Image have a positive influence on Brand Love, Brand Image have a positive influence on Brand Reuse Intention, Brand Image have a positive influence on Brand Trust, Perceived Quality have a positive influence on Brand Love, Perceived Quality have a positive influence on Brand Reuse Intention and last Perceived Quality have a positive influence on Brand Trust.

1. INTRODUCTION

Brand Trust is very important to create customer loyalty to a product. In making a purchase of a product, a customer tends to have expectations of the product [1]. A customer will trust a company that can meet their expectations [2]. Consumer personality and brand characteristics can influence consumer trust in a product or service [3]. According to [4], when customers develop trust in a brand, then in the minds of customers will be created the desire and need for repeat purchases of the brand, which will establish a relationship between the brand and the customer. Before the creation of Brand Trust, Brand Awareness is the first step in creating brand equity. This refers to whether consumers can remember or recognize a brand and also relates to how a brand can be present in the minds of consumers [5]. Perceived quality and brand associations are also two major dimensions of brand equity.

Current technological developments influence digital marketing activities, creating a new, attractive environment for customers, especially on social media [6]. Instagram is one of the most widely used social media in Indonesia. At the beginning of this year, Indonesia became the country with the 4th largest number of Instagram users in the world, namely 89.15 million users. Social media plays an important role in building trust in the minds of customers, which directly influences consumer behavioral responses regarding decisions in using a brand [7]. Marketing activities on social media have a value-added function designed to inform, promote and create Brand Trust in a competitive market environment [8].

Perceived Quality refers to the perception of the overall quality or relative superiority of a product or service [9]. Besides *Brand Awareness* and *Perceived Quality*, *Brand Image* is an important part of



marketing activities, branding and market offerings with a different conceptualization approach [10]. [11] found that brands are an important reference when consumers make purchasing decisions. [12] found that in the process of purchasing a product, if consumers lack relevant information, the brand will be used to evaluate quality. Thus, Brand Image is considered an important concept in marketing and will have an impact on brand love and customer loyalty to a brand.

The positive impact of loyal customers on business performance in today's competitive market under conditions where attracting new customers requires higher costs than retaining existing customers, can gradually increase. *Brand Love* on customers and significantly impacts customers' intention to reuse a product. Product [13]. Academic research on brand love or related constructs is also essential to a review [14]. Brand Love has become one of the main constructs in developing a strong brand in the market [15].

Brand Reuse Intention serves as a reasonable proxy for product or service usage behavior [16]. Considering the importance of customer loyalty for online retailers, this study takes reuse intention as the most important outcome variable, because it indicates customer loyalty and purchase intention [17]. Therefore the expressions continued use, intention to reuse and repeat purchase, have similar connotations to loyalty [18].

This research focuses on Scarlett Whitening products which sell various products. Where in 2023, the Scarlett Whitening product was hit by calls for a boycott by customers, based on several articles and news on social media, one of which was an article by CNBC Indonesia on November 8, 2023, explaining that the owner of the Scarlett Whitening product posted a video that implied support for Israel's attack on Palestine so that netizens called for a boycott of the Scarlett Whitening product.

Based on research that has been previously conducted by [19] about Instagram Marketing that influences *Brand Awareness, Brand Image, Perceived Quality, Brand Love, Brand Reuse Intention*. However, the differences This research with previous research, namely in research This adds the Brand Trust variable, and changes the research object to beauty products. Reasons for adding variables *Brand Trust* as the main variable is to see how Instagram marketing can restore trust to customers of Scarlett Whitening products.

This research aims to determine how much influence Instagram Marketing has, *Brand Awareness, Brand Image, Perceived Quality* towards Brand Love, Brand Reuse Intention and Brand Trust directly. In this research, the author hopes that the Scarlett Whitening company can continue to increase its product marketing through Instagram in order to increase *Brand Awareness, Brand Image, Perceived Quality, Brand Love, Brand Reuse Intention*, and especially *Brand Trust* so that consumers remain loyal and believe in Scarlett Whitening products.

Instagram Marketing

Social media marketing is defined as a marketing process that uses social media in an effort to positively influence consumer purchasing behavior [20]. Some of the purposes of using social media include marketing and searching for information as well as helping to reduce marketing costs [21]. Nowadays, businesses tend to create, communicate and deliver various online marketing activities through social media to build and intensify strong stakeholder relationships. This activity is called social media marketing [22]. This activity provides an opportunity for the Company to reach customers and build relationships, which ultimately increases the company's profits [23]. Based on several definitions above, Instagram marketing activity is an activity to market a product through social media that can attract many customers with low marketing costs.

Brand Awareness

Brand Awareness is the consumer's ability to remember and recognize a brand, especially among other competing brands [24]. *Brand Awareness* is a super definition that includes brand awareness, recognition, knowledge, and ideas about the product [25]. *Brand Awareness* as brand recognition and brand recall. *Brand Awareness* creating strong associations with a particular brand [26]. *Brand Awareness* related to information nodes in memory, customers' ability to recognize a brand in different circumstances reflects their perception of the brand [27]. *Brand Awareness* is one of the most important factors in adding brand value and is also considered as one of the key factors influencing consumer awareness of a brand [28]. Thus, a brand with a high level of brand awareness has much greater power to influence a brand's market share [29].

Brand Image

Brand image is one of the important components in building and developing a business. A good brand image can help businesses gain consumer trust and beat the competition in the market [30]. Brand Image is an important part of brand equity because it conveys brand value to consumers [10]. Brand Image has an important role because consumers will choose products that are well known through experience using the product or based on information obtained through the media [31]. Brand Image is a thought that exists in people's minds about a product or service that they know and consume [32]. Consumers and organizations see things differently. The way consumers or groups view or interpret a brand is called the perceived image while the other is called the desired image, which is how the company wants to position its brand according to the image perceived by consumers [33]. Organizations make assumptions about image perceptions, known as assumed images. These levels of image can be contradictory, because managers may not know exactly what is going on in consumers' minds [34].

Perceived Quality

Perceived Quality defined as the consumer's assessment of the overall superiority or excellence of a product or service [12]. *Perceived Quality* is a type of attitude, but not identical to satisfaction, which results from a comparison between expectations and perceived performance [35]. *Perceived Quality* can be defined as consumer assessment of the quality of a [9]. Furthermore, individual perceptions of quality will differ depending on a number of factors such as when they obtain information or data describing product characteristics, or where the purchase is made, or the goods consumed [36]. Therefore, *Perceived Quality* can be understood as a subjective assessment made by consumers of a brand, product, or the performance of both [37]. Thus, consumers will assess the functionality or usefulness of a product or service according to their preferences or needs [19]. Based on several definitions above, *Perceived Quality* is a consumer's assessment of a product based on the quality that has been directly felt by the consumer.

Brand Love

Brand Love defined as the level of emotional attachment that satisfied consumers feel towards a particular brand [5]. It is based on the theory of interpersonal love and includes expressions of love, brand attachment, and passion, as well as loyalty and positive word of mouth [38]. Brand Love is a metaphor to describe consumer feelings and behaviors that go beyond mere loyalty [39]. Thus, brand love is a deeper and more lasting emotion than simply liking a brand, and is considered irreplaceable [40]. Brand Love is the emotional involvement of clients who feel satisfied with a brand [15]. It is a passion-driven attitude towards a brand that is reinforced by close connectivity with the preferred brand [13]. Brand Love is a more lasting relationship than just consumer liking for a brand [18]. Based on several definitions above, Brand Love is a consumer's feeling of attachment to a brand that is deeper and more lasting than just liking a brand.

Brand Reuse Intention

Reuse intention is a concept that describes a consumer's plan to continue using a service or product [4]. Reuse intention is defined as the subjective preference level of consumers to use a service again and recommend it to others [41]. That is, reuse intention is conceptually similar to the customer loyalty construct in marketing [42]. Based on several definitions above, Brand Reuse Intention is a consumer's intention to continue using the same product and tends to last a long time.

Brand Trust

Brand Trust defined as the willingness to rely on exchange partners that one trusts [43]. [44] defines Brand Trust as the willingness of consumers to rely on the brand's ability to perform its stated functions. In the relationship marketing literature, trust has been viewed as a determinant of loyalty [11]. Brand Trust in recent studies has been recognized as a key variable in long-term relationships with customers and positively influences brand loyalty [37]. According to [45], Brand Trust exists when consumers have confidence in the reliability and integrity of a service provider. Based on the definitions above, Brand Trust is a feeling of trust in the minds of consumers towards a brand which symbolizes loyalty to the brand.

Customer Relationship Management (CRM) plays a critical role in modern marketing strategies, especially with the rise of digital platforms like Instagram. As businesses shift towards digitalization,

CRM has become integral to fostering long-term relationships with customers, enhancing brand loyalty, and driving repeat business. CRM refers to practices, strategies, and technologies that companies use to manage customer interactions and data, aiming to improve business relationships with customers, streamline processes, and enhance customer retention [46].

In the context of beauty products like Scarlett Whitening, CRM helps in monitoring customer preferences, ensuring personalized marketing efforts, and cultivating a deeper emotional connection between the brand and its consumers. Through CRM systems, businesses can track customer behavior, feedback, and engagement across various channels, allowing for targeted marketing that can significantly increase brand trust and brand love. Moreover, CRM plays a pivotal role in managing customer satisfaction, which, as this study explores, impacts brand equity and customer loyalty.

2. METHOD

This study examines the causal relationship between variables which is the direct or indirect influence of the independent variable on the dependent variable [47] and using a quantitative method approach. The data used for analysis purposes in this study are data consisting of primary data obtained from distributing questionnaires using the help of Google forms distributed through social media.

The measurement of variables in this study are Instagram Marketing with 6 statements, Brand Awareness with 3 statements, Brand Image with 3 statements, Perceived Quality with 3 statements, Brand Love with 4 statements, Brand Reuse Intention with 4 statements adapted from [19] and Brand Trust as many as 4 statements adapted from [43]. Thus the total questionnaire consists of 27 statements.

Population is defined as a collection of all research objects consisting of individuals who are the source of data in a study and have certain characteristics [47]. The population in this study will use the purposive sampling method which is a data collection technique by determining the criteria that have been considered. The criteria that have been considered are customers who follow Scarlett Whitening's Instagram account and have purchased and used Scarlett Whitening products with a minimum age of 18 years domiciled in West Jakarta.

The determination of the number of samples in the study used the method formula [48] where it states that the number of samples in the SEM analysis must be at least 5 to 10 times the number of statements in the questionnaire. So a minimum sample of 6 x the number of statements in the questionnaire is used, of which there are 27 statements in this questionnaire, so that the number of samples obtained is 162 respondents. Thus, the sample used as respondents in this study were customers who follow the Scarlett Whitening Instagram account and have purchased Scarlett Whitening products with a minimum age of 18 years domiciled in West Jakarta. a total of 162 respondents.

In this research, data collection was carried out through the distribution of questionnaires, with the scale used being a Likert scale containing 1 (strongly disagree) to 5 (strongly agree) levels of answers. The research analysis method uses the SEM PLS application. Therefore, a measuring instrument is used to measure its validity and reliability. Validity test through convergent validity and discriminant validity. Convergent validity by applying the guidelines of loading factor value > 0.7 , and average variance extracted (AVE) > 0.5 . Next to test reliability through cronbach alpha > 0.7 and composite reliability > 0.7 . Furthermore, the inner model test is carried out to test the relationship of the variable arrangement indicators. The measurements applied are r-square and path coefficient. The r-square test guideline is 0.75 indicating a strong model, 0.50 moderate and 0.25 weak. The guideline for the path coefficient value uses the T statistic value ≥ 1.96 and the P value ≤ 0.05 [48].

3. RESULTS AND DISCUSSIONS

Respondent Demographics

This research was conducted on Scarlett Whitening customers, by distributing 27 questionnaire statements. The number of samples used in this research used a sampling method from [48] namely

the statement of the minimum sample size of 6 x the number of statements, which has 27 statements in this questionnaire, so that the sample size obtained is 162 respondents..Each respondent in this research has different characteristics, these characteristics include gender, age, occupation and how many times they have purchased the product.*Scarlett Whitening* in 1 month. The following are the results of the grouping of respondents based on the questionnaire that has been distributed as follows, the gender of the respondents is mostly female with 162 respondents (100%) this shows that *Scarlett Whitening* products are more famous among women, the most dominant age of respondents is 18-28 years old with 84 respondents (52%) this shows that *Scarlett Whitening* products are more popular among teenagers and young people, the most common occupation is students with 63 respondents (39%) this shows that the price of *Scarlett Whitening* products is affordable for students and the most dominant purchase of *Scarlett Whitening* products in a month is 1-2 times with 126 respondents (78%) because *Scarlett Whitening* product customers need time to use the product until it runs out.

Table 1. Validity and Reliability Test Results

Variables	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Instagram Marketing	PI.1	0.791	0.907	0.913	0.683
	PI.2	0.814			
	PI.3	0.830			
	PI.4	0.858			
	PI.5	0.845			
	PI.6	0.819			
Brand Awareness	BA.1	0.886	0.866	0.867	0.789
	BA.2	0.867			
	BA.3	0.912			
Brand Image	BI.1	0.856	0.844	0.845	0.762
	BI.2	0.899			
	BI.3	0.864			
Perceived Quality	PQ.1	0.821	0.816	0.825	0.731
	PQ.2	0.848			
	PQ.3	0.894			
Brand Love	BL.1	0.852	0.821	0.826	0.651
	BL.2	0.800			
	BL.3	0.796			
	BL.4	0.779			
Brand Reuse Intention	BRI.1	0.766	0.836	0.844	0.671
	BRI.2	0.856			
	BRI.3	0.811			
	BRI.4	0.841			
Brand Trust	BT.1	0.791	0.847	0.853	0.686
	BT.2	0.840			
	BT.3	0.814			
	BT.4	0.867			

Source: Data processed by researchers using SEM PLS 2025

As stated by [48], indicators with outer loading values ≥ 0.7 and AVE values > 0.5 are considered valid. While the reliability of the variables can be measured using cronbach's alpha and composite reliability values > 0.7 . Based on table 1, all variable indicators are declared valid and reliable because the outer loading, AVE, cronbach's alpha, and composite reliability values meet the criteria. This can be seen that the Instagram Marketing variable has an AVE value = 0.683, cronbach's alpha = 0.907, and composite reliability = 0.913. Then, the Brand Awareness variable has an AVE value = 0.789, cronbach's alpha = 0.866, and composite reliability = 0.867. The Brand Image variable with an AVE value = 0.762, cronbach's alpha = 0.844, and composite reliability = 0.845. Perceived Quality variable with AVE value = 0.731, cronbach's alpha = 0.816, and composite reliability = 0.825. Brand Love variable with AVE value = 0.651, cronbach's alpha = 0.821, and composite reliability = 0.826. Brand Reuse Intention variable with AVE value = 0.671, cronbach's alpha = 0.836, and composite reliability = 0.844. Finally, Brand Trust variable with AVE value = 0.686, cronbach's alpha = 0.847, and composite reliability = 0.853.

Table 2. R Square Test Results

Variables	R Square	R Square Adjusted	Conclusion
<i>Brand Awareness</i>	0.570	0.567	Moderate
<i>Brand Image</i>	0.293	0.288	Weak
<i>Perceived Quality</i>	0.423	0.420	Weak
<i>Brand Love</i>	0.725	0.720	Moderate
<i>Brand Reuse Intention</i>	0.554	0.546	Moderate
<i>Brand Trust</i>	0.625	0.618	Moderate

Source: Data processed by researchers using SEM PLS 2025

According to [48]. The value of R^2 ranges from 0-1, where the higher the value, the stronger the influence. [48] also grouped the R^2 value into 3 categories, namely the value of $R^2 = 0.75$ for the strong category, $R^2 = 0.50$ for the moderate category, and $R^2 = 0.25$ for the weak category. Based on the research that has been done, it can be seen that the R-Square Brand Awareness value is 0.570, which means that the Instagram Marketing variable is able to explain its influence on Brand Awareness by 57% while 43% is influenced by other variables outside the model studied. Then the R-Square Brand Image value is 0.293, which means that the Instagram Marketing variable is able to explain its influence on Brand Image by 29.3% while 70.7% is influenced by other variables outside the model studied. Then the R-Square Perceived Quality value is 0.423, which means that the Instagram Marketing variable is able to explain its influence on Perceived Quality by 42.3% while 57.7% is influenced by other variables outside the model studied. Then the R-Square value of Brand Love is 0.725, which means that the variables Brand Awareness, Brand Image and Perceived Quality are able to explain its influence on Brand Image by 72.5% while 27.5% is influenced by other variables outside the model studied. While the R-Square value of Brand Reuse Intention is 0.554, which means that the variables Brand Awareness, Brand Image and Perceived Quality are able to explain its influence on Brand Reuse Intention by 55.4% while 44.6% is influenced by other variables outside the model studied. Finally, the R-Square value of the Brand Trust variable is 0.625, which means that Brand Awareness, Brand Image and Perceived Quality are able to influence Brand Trust by 62.5% while 37.5% is influenced by other variables outside the model studied.

Table 3. Results of Hypothesis Testing of Research Model

Next, hypothesis testing with a significance level of 5%, where the hypothesis will be accepted if the T-statistic > 1.96 and P-value < 0.05 [49].

Hypothesis	Hypothesis Statement	Original sample	T-Statistic	P-values	Conclusion
H1	Instagram Marketing Has a Positive Influence on Brand Awareness	0.755	14,262	0,000	H1 accepted

H2	Instagram Marketing Has a Positive Influence on Brand Image	0.541	6,198	0,000	H2 accepted
H3	Instagram marketing has a positive effect on Perceived Quality	0.651	8,396	0,000	H3 accepted
H4	<i>Brand Awareness</i> has a positive effect on Brand Love	0.228	2,446	0.014	H4 accepted
H5	<i>Brand Awareness</i> has a positive effect on Brand Reuse Intention	0.269	2,582	0.010	H5 accepted
H6	<i>Brand Awareness</i> has a positive effect on brand trust	0.235	2,501	0.012	H6 accepted
H7	<i>Brand Image</i> has a positive effect on Brand Love	0.246	3,320	0.001	H7 accepted
H8	<i>Brand Image</i> has a positive effect on Brand Reuse Intention	0.318	2,866	0.004	H8 accepted
H9	<i>Brand Image</i> has a positive effect on Brand Trust	0.344	3,091	0.002	H9 accepted
H10	<i>Perceived Quality</i> has a positive effect on Brand Love	0.468	5,213	0,000	H10 accepted
H11	<i>Perceived Quality</i> has a positive effect on Brand Reuse Intention	0.244	2,084	0.037	H11 accepted
H12	<i>Perceived Quality</i> has a positive effect on Brand Trust	0.301	2,501	0.012	H12 accepted

Source: Data processed by researchers using SEM PLS 2025

Based on the results of the hypothesis test, it can be seen that all 12 hypotheses in this study were accepted.

In the first hypothesis, the T-statistic value = 14.262 and P-value = 0.000 means that there is a positive influence between Instagram Marketing and Brand Awareness. The second hypothesis has a T-statistic value = 6.198 and P-value = 0.000, which means that Instagram Marketing has a positive influence on Brand Image. The third hypothesis has a T-statistic value = 8.396 and P-value = 0.000, which means that Instagram Marketing has a positive influence on Perceived Quality. The fourth hypothesis with T-statistic = 2.446 and P-value = 0.014 proves that there is a positive influence between Brand Awareness and Brand Love. The fifth hypothesis with T-statistic = 2.582 and P-value = 0.010 explains that Brand Awareness has a positive influence on Brand Reuse Intention. The sixth hypothesis with T-statistic = 2.501 and P-value = 0.012 shows a positive influence between Brand Awareness and Brand trust. The seventh hypothesis with T-statistic = 3.320 and P-value = 0.001 finds a positive influence between Brand Image and Brand Love. The eighth hypothesis has a T-statistic value = 2.866 and P-value = 0.004, which means that Brand Image has a positive influence on Brand Reuse Intention. The ninth hypothesis has a T-statistic value = 3.091 and P-value = 0.002, which means that Brand Image has a positive influence on Brand Trust. The tenth hypothesis with

T-statistic = 5.213 and P-value = 0.000 proves a positive influence between Perceived Quality and Brand Love. The eleventh hypothesis with T-statistic = 2.084 and P-value = 0.037 explains that Perceived Quality has a positive effect on Brand Reuse Intention. Finally, the twelfth hypothesis with T-statistic = 2.501 and P-value = 0.012 found a positive effect between Perceived Quality and Brand Trust.

This study examines how the influence of Instagram Marketing on Brand Awareness, Brand Image, Perceived Quality, Brand Love, Brand Reuse Intention and Brand Trust of Scarlett Whitening customers

The first hypothesis shows a positive influence between Instagram Marketing and Brand Awareness. The value of a company can be created when customers view marketing activities on social media in a positive way, so that there will be an increase in *Brand Awareness*. Based on index answer Respondent highest from Instagram Marketing variables with the statement "Scarlett Whitening Instagram account provides information that is in accordance with the product" This shows that providing information that is in accordance with the product can increase brand awareness in the minds of consumers. This is in line with [50], [51] & [20] which states that Instagram Marketing has a positive effect on Brand Awareness.

The results of the second hypothesis test show a positive influence between Instagram Marketing and Brand Image. The influence of charity social media on Brand Image found that social media allows users, potential donors, and volunteers to comment and post existing content related to the charity's mission, vision, activities, credibility, and image on social media. Based on index answer Respondent highest from Instagram Marketing variables with the statement "Scarlett Whitening Instagram account provides information that is in accordance with the product" This shows that if a product's social media account provides appropriate and accurate information, the image of the product will be good in the minds of customers.. This is in accordance with research [52], [29] & [22] which states that Instagram Marketing has a positive effect on Brand Image.

The third hypothesis found a positive influence between Instagram Marketing and Perceived Quality. Social media marketing can result in increased perceptions of perceived quality in a brand. Based on index answer Respondent highest from Instagram Marketing variables with the statement "Scarlett Whitening's Instagram account provides information that is in accordance with the product. This shows that If a product's social media account provides information that is in accordance with the quality perceived by consumers, then consumer perceptions of the product will be increasingly positive. This is in line with research [53], [54] & [9] which states that Instagram Marketing has a positive effect on Perceived Quality.

The fourth hypothesis shows the positive influence of Brand Awareness and Brand Love. When consumers compare a particular brand with competing brands, then there is a positive influence. *Brand Awareness* in their minds.

Based on the results, the highest from Brand Awareness variable with statement "I am already familiar with Scarlett Whitening products." This shows that consumer awareness of a brand will create a sense of love for the brand. Consumers can have a positive effect on brand loyalty, including brand love, if they perceive brand awareness, brand image, and quality positively. This is in line with research [12], [10] & [19] which states that Brand Awareness has a positive influence on Brand Love.

The result of the fifth hypothesis test means that Brand Awareness has a positive influence on Brand Reuse Intention. Consumer perception depends on how consumers think about a brand and how they imagine about the brand, so consumer perception is an important attribute for comparing a brand. Based on index answer Respondent highest from Brand Awareness variable with statement "I am already familiar with Scarlett Whitening products" This shows that if a consumer has a high awareness of the existence of a brand, then the consumer will make repeated use of the product brand. This is in line with research [36] & [55] which states that Brand Awareness has a positive influence on Brand Reuse Intention.

The results of the sixth hypothesis test found a positive influence of Brand Awareness on Brand Trust. As an important part of brand equity, brand awareness is a direct consumer reaction to agricultural brand marketing, and can affect customer knowledge of a brand. Positive influence *Brand Awareness* to *Brand Trust* by the e-business platform certification system. Based

onindex answer Respondent highest from Brand Awareness variable with statement "I am already familiar with Scarlett Whitening products" This shows that awareness of a brand will increase a consumer's trust in the brand. This is in line with research [37], [4] & [34] which states that Brand Awareness has a positive influence on Brand Trust.

The results of the seventh hypothesis test also show a positive influence between Brand Image and Brand Love. Consumers tend to create stronger emotional bonds with brands whose images are in line with their self-concept, because *Brand Image* as the personification of a brand expresses a person's self-image. Based onindex answer Respondent highest from Brand Image variable with statement "Scarlett Whitening products are high quality products." This shows that *Brand Image* which positively inspires a passion to love these brands among consumers..This is in line with research [40], [56] & [39] which states that Brand Image has a positive influence on Brand Love.

The eighth hypothesis shows a positive influence between Brand Image and Brand Reuse Intention.*Brand Image* provides important opportunities for brands to differentiate their goods and services from those of competitors. *Brand Image* become an important antecedent that has a direct influence on the intention to reuse the product.

Based on results, the highest of Brand Image variable with statement "Scarlett Whitening products are high quality products." This shows that *Brand Image* the good one has a significant direct influence on the intention to reuse. So that there will be repeated purchases and use of the brand. This is in line with research [45], [35] & [28] which states that Brand Image has a positive influence on Brand Reuse Intention.

The results of the ninth hypothesis test show a positive influence between Brand Image and Brand Trust.*Brand Image* long been recognized as an important concept in marketing. Proving that Brand Trust is driven by *Brand Image*.*Brand Image* significantly related to website or social media trust, some scholars define online Brand Trust as a psychological state of consumers, trust and positive expectations of the brand.

Based the results, the highest from Brand Image variable with statement "Scarlett Whitening products are high-quality products." This shows that a good brand image will foster a sense of trust in the minds of consumers towards the brand. This is in line with research [30], [41] & [42] which states that Brand Image has a positive influence on Brand Trust.

The tenth hypothesis found a positive influence between Perceived Quality and Brand Love. KBrand love as the level of emotional attachment passion that satisfied consumers have towards a particular brand name. Previous research on the antecedents of brand love has shown that brand love is indeed based not only on its emotional characteristics but also on the cognitive attributes of the brand, because evaluative judgments of brand performance can lead to the development of strong emotional attachment to the brand.

Based on the results, the highest from Perceived Quality variable with statement "Scarlett Whitening products have various variants, most of which are good." This shows that consumers feel the good quality. is a major driving factor in brand love. This is in line with research [15], [14] & [40] which states that Perceived Quality has a positive influence on Brand Love.

The eleventh hypothesis shows the positive influence of Perceived Quality and Brand Reuse Intention. Service satisfaction is the result of perceived quality or value. Customer satisfaction is an important variable in determining the quality of a brand. Where Customer Satisfaction causes many positive outcomes, one of the most important is being a determining factor in the reuse of a service in the future.

Based on results, the highest is Perceived Quality variable with statement "Scarlett Whitening products have various variants, most of which are good." This shows that good quality of a product will create a desire for consumers to reuse the product. This is in line with research [57], [16] & [15] which states that Perceived Quality has a positive effect on Brand Reuse Intention.

Finally, the results of the twelfth hypothesis test mean that Perceived Quality has a positive influence on Brand Trust. The quality that consumers feel towards a brand generally has a positive effect on trust in brand. Perceived quality can support customer satisfaction and repeat purchasing behavior. Based onindex answer Respondent highest from Perceived Quality variable with statement "Scarlett Whitening products have various variants, most of which are good." This shows

that good quality will create a sense of trust in the minds of consumers towards the product. Empirical evidence shows that high quality perceptions have a positive influence on Brand Trust. Product quality is a basic guarantee to win consumer trust. This is in line with research [44], [11] & [37] which states that Perceived Quality has a positive influence on Brand Trust.

Based on the results of the hypothesis test, seen from the results of the study, the relationship between variables with the lowest influence is Brand Reuse Intention and Brand Love compared to other hypothetical relationships. This proves that not all consumers of Scarlett Whitening products have used or purchased the product repeatedly and shows that consumers' love for the product is not yet optimal. In the future, Scarlett Whitening can improve Instagram Marketing, by paying attention to the number of viewers or likes on the content on Instagram social media accounts to see what makes consumers most interested in Scarlett Whitening products. Or by conducting a survey of consumers regarding Scarlett Whitening products as a whole starting from packaging, variants, aromas, textures, and so on so that the focus of product development is seen from the consumer's perspective. That way, the love for the product will increase so that consumers make repeat purchases of Scarlett Whitening products.

The implementation of CRM in Instagram marketing for beauty products can substantially influence customer attitudes and behaviors, such as brand awareness, brand image, and brand trust. According to the results of this research, Instagram marketing activities directly impact the development of brand trust, a key outcome of CRM efforts. Through personalized content, responding to customer inquiries, and using customer insights from CRM systems, businesses can build trust and enhance customer relationships [58].

CRM allows brands to monitor customer interactions, providing valuable insights into customer satisfaction levels, which then inform marketing strategies. The research confirms that effective CRM implementation on platforms like Instagram can boost customer engagement, increase the likelihood of repeat purchases (brand reuse intention), and enhance emotional attachment to the brand (brand love). These findings align with CRM theories that suggest managing customer relationships effectively leads to better customer retention and a stronger brand presence in competitive markets [59].

Furthermore, CRM facilitates communication strategies that tailor marketing content to individual customers, enhancing the perceived quality of the product and reinforcing the customer's trust in the brand. The positive correlation between perceived quality and brand trust, as indicated in the research, highlights the importance of CRM tools that enable brands to maintain consistent, high-quality interactions with their customers across digital channels [60].

In conclusion, CRM's integration into Instagram marketing strategies not only boosts key dimensions of brand equity, such as awareness, image, and trust, but it also strengthens long-term customer relationships, fostering loyalty and repeated engagement with the brand. Future research should continue to explore how CRM tools can be enhanced with emerging technologies, such as AI and data analytics, to refine customer engagement further and optimize marketing efforts.

4. CONCLUSION

Based on the research that has been conducted, all research hypotheses can be accepted. Starting from the first hypothesis, Instagram Marketing is proven to have a positive effect on Brand Awareness, followed by the next hypotheses, namely Instagram Marketing has a positive effect on Brand Image, Instagram Marketing has a positive effect on Perceived Quality, Brand Awareness has a positive effect on Brand Love, Brand Awareness has a positive effect on Brand Reuse Intention, Brand Awareness has a positive effect on Brand Trust, Brand Image has a positive effect on Brand Love, Brand Image has a positive effect on Brand Reuse Intention, Brand Image has a positive effect on Brand Trust, Perceived Quality has a positive effect on Brand Love, Perceived Quality has a positive effect on Brand Reuse Intention and finally Perceived Quality has a positive effect on Brand Trust. This study focuses on four specific factors that influence, namely Instagram Marketing, Brand Awareness, Brand Image and Perceived Quality. In the future, to expand the scope of research in the future, it can expand the research area in other regions in Indonesia and add other factors that can affect Brand Love, Brand Reuse Intention and Brand Trust. There are many other factors that can be

added for further research such as Celebrity Endorser, Price, Product Quality, Service Quality and various other variables.

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