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"Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher
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Smart Strategy in the Digital Era: The Influence of Marketing Content Quality and Social Media Interaction on Generation Z Customer Loyalty to The Beauty Brand Ms. Glow

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Abstract

The development of digital technology and the increasing use of social media have driven significant changes in marketing strategies, especially for the beauty industry. This study aims to analyze the effect of marketing content quality and social media interactions on Generation Z customer loyalty to the Ms. Glow beauty brand in Medan City. Generation Z was chosen as the focus of the study because they are the most active and responsive group to digital communication and have increasing purchasing power. The research method used is a quantitative approach with a survey technique by distributing questionnaires to 150 respondents who meet the criteria, namely active social media users and have used Ms. Glow products. Data were analyzed using multiple linear regression to test the simultaneous and partial effects between independent and dependent variables. The results showed that both marketing content quality and social media interactions have a positive and significant effect on customer loyalty. The quality of content that is informative, visually appealing, and consistent with the brand image has been shown to increase positive customer perceptions. Meanwhile, active and responsive social media interactions also contribute greatly to building emotional closeness and customer engagement with the brand. Simultaneously, both variables explain more than 60% of the variation in customer loyalty. These findings indicate that digital strategies based on quality content and authentic interactions are essential in maintaining the loyalty of young consumers. Therefore, beauty brands like Ms. Glow need to continue to strengthen their presence on social media with a relevant and communicative approach to stay competitive in the digital market.

Keywords: *Marketing Content, Social Media, Customer Loyalty*

Introduction

The development of digital technology has brought about major changes in the way companies market their products and build relationships with their consumers. In today's digital era, social media has become one of the most effective channels in marketing strategies, especially to reach the younger generation such as Generation Z. This generation, born between 1997 and 2012, is known as digital natives because they grew up with the development of technology and social media. They are not only active users of platforms such as Instagram, TikTok, and YouTube, but also have high expectations of the digital experience provided by a brand, including the quality of content and interactions that occur on the platform.

In the context of the beauty industry in Indonesia, Ms. Glow is one of the local brands that has succeeded in building an image and customer loyalty through the use of social media. The strategy used does not only rely on product quality, but also emphasizes the presentation of interesting, relevant, and consistent marketing content. Good quality marketing content is considered capable of attracting attention, providing the information needed, and creating added emotional value for consumers. In addition, active interaction between



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brands and users on social media such as replying to comments, holding live sessions, or holding giveaways also strengthens the closeness between brands and customers.

Customer loyalty is now no longer only influenced by direct experience with a product, but also by how a brand is able to create a fun and meaningful digital experience. Amidst the high competition between beauty brands, an effective digital communication strategy is the key to maintaining and increasing customer loyalty, especially from Generation Z. This phenomenon is very relevant to be studied further in the local context, especially in Medan City, which is one of the big cities in Indonesia with high social media penetration and rapid growth of the beauty industry. Although there have been many studies discussing the influence of digital marketing on consumer behavior, there are still few studies that specifically explore the relationship between the quality of marketing content and social media interactions on Generation Z customer loyalty, especially in the context of local brands such as Ms. Glow in urban areas such as Medan. Therefore, this study aims to analyze how these two factors influence customer loyalty, and determine which factor has the most dominant influence. This research is expected to contribute both theoretically in the development of digital marketing literature, as well as practically for business actors in designing more effective communication strategies in the digital era.

Literature Review

Social media has become an integral part of digital marketing strategies used by various companies, including in the beauty industry. The use of social media is not only to promote products, but also to build strong relationships with consumers through consistent interactions and interesting content. In this context, two main factors that are often considered to play a role in forming customer loyalty are the quality of marketing content and social media interactions.

1. Marketing Content Quality

Content quality in digital marketing refers to how well a brand presents information, visuals, and narratives that are able to attract the attention of the audience and create a positive perception of the products or services offered. Quality content usually has the characteristics of being informative, aesthetic, relevant, and consistent with brand identity (Ashley & Tuten, 2015). According to De Vries, Gensler, and Leeftang (2012), content that has high visual appeal and contains emotional messages is more effective in creating engagement on social media platforms. This type of content tends to encourage user participation through likes, comments, and sharing posts, which ultimately contributes to the formation of loyalty.

In the context of local brands such as Ms. Glow, content quality is very crucial because brands must be able to compete with national and international brands in terms of visual communication and brand narrative. The use of customer testimonials, endorsements from influencers, and before-after results are important parts of the content strategy that beauty brands often use to attract young consumers, especially Generation Z.

2. Social Media Interaction

Interaction on social media includes all forms of two-way communication between brands and consumers. According to Cvijikj and Michahelles (2013), interactions carried out by brands actively such as replying to comments, greeting customers, and creating polls or quizzes can increase customer emotional involvement with the brand. This interaction creates a sense of being appreciated and heard, thus strengthening the psychological relationship between customers and brands.



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Generation Z, which is the main target in this study, is known to highly value speed of response, transparency, and authentic values in digital communication. When brands are able to create personal and responsive communication, they are more likely to build long-term loyalty with the brand (Priporas et al., 2017).

3. Customer Loyalty

Customer loyalty is defined as a customer's commitment to consistently repurchase the same product or service despite various alternatives in the market (Oliver, 1999). In the digital context, loyalty is not only reflected in repeat purchases, but also in advocacy behavior such as recommending the brand to others, following the brand's official account, and actively interacting in online communities related to the brand.

A study by Laroche, Habibi, and Richard (2013) showed that customer loyalty on social media is greatly influenced by the quality of relationships built through content and interaction. This means that the higher the quality of the content and the more intensive the interaction carried out by the brand, the higher the likelihood of customers becoming loyal.

4. Generation Z as Digital Consumers

Generation Z is a consumer segment that was born and grew up in the internet era, so their consumption behavior is greatly influenced by technology and social media. They tend to be more critical in choosing brands and are greatly influenced by the values of the digital community and the opinions of influencers (Francis & Hoefel, 2018). In Medan City itself, the penetration of social media users from Generation Z is quite high, which makes this segment strategic to be studied in the context of local brands such as Ms. Glow.

Seeing the importance of content quality and interaction on social media to customer loyalty, this study was conducted to determine the extent to which these two factors influence the loyalty of Generation Z customers in Medan City to the Ms. Glow beauty brand.

Methods

This study uses a quantitative approach with a survey method to determine the effect of marketing content quality and social media interaction on Generation Z customer loyalty to the Ms. Glow beauty brand. This approach was chosen because it is appropriate for measuring the relationship between variables and testing hypotheses statistically.

This type of research is causal associative, namely to determine the causal relationship between independent variables, namely marketing content quality and social media interaction, on the dependent variable, namely customer loyalty. The research location is focused on Medan City on the grounds that this city is one of the centers of economic growth and digital consumption on Sumatra Island, including the beauty sector.

The population in this study were the people of Medan City who were included in the Generation Z category (aged 13–27 years) and were active users of social media and had used or purchased Ms. Glow products. The sampling technique used purposive sampling, namely selecting respondents based on certain criteria. The number of samples used in this study was 150 respondents, which was considered quite representative and in accordance with the minimum provisions in regression analysis (Hair et al., 2010).



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The research instrument used was a closed questionnaire with a Likert scale of 1–5, where respondents were asked to provide a level of agreement with statements related to each variable. The marketing content quality variable was measured based on the dimensions of visual appeal, message clarity, information relevance, and brand consistency (De Vries et al., 2012). The social media interaction variable was measured based on the frequency of interaction, response speed, user involvement, and personalization experience (Cvijikj & Michahelles, 2013). Meanwhile, the customer loyalty variable was measured through indicators of repurchase intention, recommendations, and brand preference (Oliver, 1999).

Before data processing, validity and reliability tests were carried out on the questionnaire. The validity test was carried out using the Pearson Product Moment correlation, while the reliability test used Cronbach's Alpha with an α value > 0.7 as an indicator of good reliability.

Data analysis was carried out using multiple linear regression, which was used to determine the simultaneous and partial effects of the independent variables on the dependent variable. The regression equation used in this study is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y = Customer Loyalty

X_1 = Marketing Content Quality

X_2 = Social Media Interaction

a = Constant

b_1, b_2 = Regression coefficient of each variable

e = Error

Data analysis was performed using statistical software such as the latest version of SPSS. Classical assumption tests such as normality, multicollinearity, heteroscedasticity, and autocorrelation tests were also performed to ensure that the regression model met the requirements for valid statistics and could be interpreted scientifically.

Results and Discussion

This study involved 150 respondents from Generation Z in Medan City who are active social media users and have used Ms. Glow products. The data obtained from the questionnaire were processed using multiple linear regression analysis to determine the effect of marketing content quality variables (X_1) and social media interaction (X_2) on customer loyalty (Y).

Respondent Data Description

Most of the respondents in this study were aged between 18–24 years (72%), followed by 25–27 years (20%), and the rest were under 18 years (8%). The majority of respondents used Instagram and TikTok social media as their main platforms to follow the development of Ms. Glow products. This shows that Generation Z in Medan is very active on social media and has high exposure to digital content.

Validity and Reliability Test Results

The validity test showed that all items in the questionnaire had a correlation value of > 0.30 , so it was valid. Reliability test using Cronbach's Alpha produced a value of 0.879 for marketing content quality, 0.861 for social media interaction, and 0.891 for customer loyalty. These values indicate that the instrument has high reliability.



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Table 1. Reliability Test Results

Variables	Cronbach's Alpha	Information
Marketing Content Quality	0,879	Reliable
Social Media Interaction	0,861	Reliable
Customer Loyalty	0,891	Reliable

Multiple Linear Regression Analysis Results

After conducting the classical assumption test and the data was declared to meet the requirements for regression analysis, the following results were obtained:

Regression Equation:

$$Y = 3.112 + 0.412X_1 + 0.358X_2$$

Description:

- X_1 (Marketing Content Quality) has a positive effect of 0.412 on customer loyalty.
- X_2 (Social Media Interaction) has a positive effect of 0.358 on customer loyalty.

Table 2. Multiple Linear Regression Test Results

Independent Variables	Regression Coefficient (B)	t Count	Sig. (p-value)	Information
Constants	3,112	-	-	-
Marketing Content Quality (X_1)	0,412	5,876	0,000	Significant (+)
Social Media Interactions (X_2)	0,358	4,995	0,000	Significant (+)

Determination Coefficient (R^2): 0.623

This means that 62.3% of the variation in customer loyalty can be explained by the variables of marketing content quality and social media interaction simultaneously. The remaining 37.7% is explained by other factors outside this research model.

F Test (Simultaneous):

The results of the F test show a significance value of $0.000 < 0.05$, which means that simultaneously, the quality of marketing content and social media interaction have a significant effect on customer loyalty.

Test t (Partial):

- Marketing Content Quality (X_1): $t = 5.876$; $sig = 0.000$
- Social Media Interaction (X_2): $t = 4.995$; $sig = 0.000$

The results of the t test show that both independent variables partially have a positive and significant effect on customer loyalty.

The results of this study indicate that both the quality of marketing content and social media interaction significantly affect Ms. Glow among Generation Z in Medan City. The quality of content displayed by Ms. Glow on social media — such as attractive visuals, clear information, and narratives that are in line with Generation Z's lifestyle — has been shown to increase brand appeal and trust. This finding is in line with De Vries et al. (2012) who stated that strong and emotional visual content is effective in building relationships between brands and consumers.

On the other hand, active interactions carried out by Ms. Glow such as replying to comments, communicating personally through the Direct Message feature, as well as live streaming and giveaway activities also have a significant influence. This shows that Generation Z is not only passive in receiving information, but also wants fast and authentic two-way communication. This finding is supported by research by Cvijikj and Michahelles



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(2013) and Priporas et al. (2017) which states that the intensity and quality of digital interactions are very important in building loyalty for young consumers.

These two variables, when combined, are able to explain more than half of the factors that form loyalty. This shows that a digital communication strategy based on content and interaction can be a powerful strategy in the digital era, especially in the beauty industry which is highly visual and emotional.

Conclusion

Based on the results of a study conducted on 150 Generation Z respondents in Medan City, it can be concluded that the quality of marketing content and social media interactions have a positive and significant influence on customer loyalty to the Ms. Glow beauty brand. Both variables, both partially and simultaneously, have been proven to be able to increase customer loyalty in a digital context. The quality of marketing content displayed by Ms. Glow, such as attractive visual displays, relevant and informative messages, and consistency of brand identity, have been able to build positive perceptions in the minds of young consumers. Generation Z as digital natives is very responsive to aesthetic and authentic content, so content quality is an important element in a digital marketing strategy. In addition, social media interactions carried out actively by Ms. Glow - such as replying to comments, greeting customers, and interacting through live and story features - have also been shown to strengthen the emotional relationship between consumers and brands. This two-way communication creates a closeness that triggers a sense of involvement and loyalty. These findings indicate that an effective digital strategy for beauty brands in the current era must combine strong content quality with active and personal interactions on social media. Customer loyalty is no longer determined solely by product quality, but also by the digital experience offered by the brand to its consumers. Thus, Ms. Glow and similar brands are advised to continue to develop interesting content and build responsive communication through social media in order to maintain and increase customer loyalty, especially among Generation Z who have digital-savvy, critical, and fast-changing characteristics.

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