

Multilingual Content, Digital Marketing, and Social Media Algorithms on Brand Loyalty through Brand Image of Local Skincare

M. Chandra Wibowo^{1*}, Silva Ardiyanti², Suci Dianthiny³

¹⁻³Akademi Manajemen Informatika dan Komputer ITMI, Kota Medan, Indonesia

Alamat : Jln Selamat Ketaren No 38 ABC Bandar Selamat Kec. Medan Tembung Kota Medan

*Author's correspondence: mchandrawibowo@amikitmi.ac.id

Abstract. *The growth of digital technology and the high use of social media have changed consumer interaction patterns with brands, requiring the industry to optimize communication and marketing strategies to maintain customer loyalty. This research aims to analyze the influence of multilingual content, digital marketing, and social media algorithms on brand loyalty through brand image among Kahf skincare product users in Medan. The research used a quantitative approach with a causal design and involved 264 respondents selected using a purposive sampling method. Information was collected through a questionnaire and analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS). The research results show that multilingual content, digital marketing, and social media algorithms have a positive and significant influence on brand loyalty and brand image. Brand image was also proven to have a positive and significant influence on brand loyalty, while also mediating the relationship between multilingual content, digital marketing, and social media algorithms and brand loyalty. Among all variables, social media algorithms had the greatest influence on brand image formation. These findings indicate that consumer loyalty is influenced not only by direct digital marketing activities but also by the industry's ability to build a positive brand image through relevant, personalized, and consumer-preference-aligned communications. Therefore, strengthening brand image is a significant strategy for increasing consumer loyalty to the local skincare industry.*

Keywords: Social Media Algorithm, Brand Image, Brand Loyalty, Digital Marketing, Multilingual Content

Abstrak. Pertumbuhan teknologi digital serta tingginya pemakaian media sosial sudah mengganti pola interaksi konsumen dengan merk, sehingga industri butuh memaksimalkan strategi komunikasi serta pemasaran buat mempertahankan loyalitas pelanggan. Riset ini bertujuan menganalisis pengaruh multilingual content, digital marketing, serta algoritma media sosial terhadap brand loyalty lewat brand image pada pengguna produk skincare Kahf di Kota Medan. Riset memakai pendekatan kuantitatif dengan desain kausal serta mengaitkan 264 responden yang diseleksi memakai metode purposive sampling. Informasi dikumpulkan lewat kuesioner serta dianalisis memakai Structural Equation Modeling- Partial Least Squares(SEM- PLS). Hasil riset menampilkan kalau multilingual content, digital marketing, serta algoritma media sosial mempengaruhi positif serta signifikan terhadap brand loyalty dan brand image. Brand image pula teruji mempengaruhi positif serta signifikan terhadap brand loyalty, sekalian memediasi ikatan antara multilingual content, digital marketing, serta algoritma media sosial dengan brand loyalty. Di antara segala variabel, algoritma media sosial mempunyai pengaruh terbanyak terhadap pembuatan brand image. Penemuan ini menampilkan kalau loyalitas konsumen tidak cuma dipengaruhi oleh kegiatan pemasaran digital secara langsung, namun pula oleh keahlian industri dalam membangun citra merk yang positif lewat komunikasi yang relevan, personal, serta cocok dengan preferensi konsumen. Hingga dari itu, penguatan brand image jadi strategi berarti dalam tingkatan loyalitas konsumen pada industri skincare lokal.

Kata kunci: Algoritma Media Sosial, Brand Image, Brand Loyalty, Digital Marketing, Multilingual Content

1. BACKGROUND

The skincare industry in Indonesia continues to experience significant growth in line with increasing public awareness of skincare and the development of digital technology (Pradita & Devi, 2025). Generation Z is one of the most potential market segments because it has characteristics that are close to technology, actively uses social media, and makes digital platforms the main source of information before purchasing

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products (Priporas et al. 2020). This condition encourages skincare companies to optimize their Digital marketing approaches for building lasting loyalty and rapport with consumers.

Medan as one of the largest metropolitan cities in Indonesia has a sizable Generation Z population, especially among students and young workers. The high social media such as TikTok, Instagram, and YouTube makes it easier for consumers in Medan City to be exposed to various information about skincare products. Generation Z tends to trust information obtained through social media in evaluating and choosing a product (Djafarova & Bowes 2020). In addition, the city of Medan has the characteristics of a multiethnic and multilingual society, with the use of Indonesian language side by side with regional languages and English terms in daily communication, especially in digital media. This linguistic diversity makes consumers in Medan City more responsive to the delivery of messages that are able to accommodate language and cultural differences (Kotler et al., 2021) Therefore, the success of a brand the quality of the product, but also to build a brand image through digital communication that is relevant to the characteristics of its consumers (Keller, 2024)

One of the local skincare brands that has managed to attract the attention of young consumers is Kahf. The product developed by PT Paragon Technology and Innovation has developed into one of the men's skincare brands in Indonesia by carrying the concept of modern care combined with halal identity and Islamic values (Siagian & Nurhanifah, 2025). Kahf's communication strategy utilizes digital media, thematic campaigns, and narratives that are close to the lifestyle of modern Muslim men so that it is able to build a strong brand image. Kahf's target market is dominated by young men. Kahf's success is not only supported by digital marketing activities and collaborations with influencers, but also by the brand's ability to convey messages that are communicative, authentic, and in accordance with the language style of its consumers. In this context, multilingual content is an important communication strategy because it not only uses more than one language, but also adapts the style of message delivery to the audience's linguistic preferences so that it can improve message understanding, emotional closeness, and positive perception of the brand.

Various previous studies have proven that digital marketing has an important role in improving brand image and consumer loyalty. Research conducted by Appel et al., (2019) Explaining that social media and its algorithms are able to increase interaction between brands and consumers through the presentation of more personalized content to

strengthen consumer engagement. (Kotler et al., 2021) emphasized that the implementation of Marketing 5.0 encourages companies to utilize digital technology to create a more effective customer experience. Research Febiano & Mangifera (2024) shows that social media marketing, brand awareness, and brand image have a significant effect on purchasing decisions for Kahf products. Research Rivandy et al. (2025) It was also found that influencer marketing and brand awareness had a positive effect on the purchase decision of Kahf products in Generation Z. However, these studies still focused on the influence of digital marketing, social media marketing, influencer marketing, and brand awareness on purchase decisions or brand image, so it has not explained how multilingual content as a digital communication strategy can form brand loyalty through brand image.

Moreover, the majority of earlier studies have treated digital marketing as a broad, unified construct, without simultaneously incorporating the roles of multilingual content, digital marketing strategies, and social media algorithms into a single comprehensive framework. In practice, however, social media algorithms primarily serve to distribute content to relevant target audiences, whereas the effectiveness of message delivery is largely determined by the brand's proficiency in utilizing language that aligns with the characteristics and preferences of its consumers (Zhang & Schmitt, 2001). Thus, the research gap of this research is about how language suitability in digital content interacts with digital marketing strategies and social media algorithms. This gap is increasingly important in the context of the city of Medan which has the characteristics of a multiethnic and multilingual society so that consumer preferences for digital communication are estimated to be different from other regions in Indonesia.

Based on these conditions, the research novelty in three aspects. First, this study places multilingual content as an independent variable that represents digital communication strategies, not just part of digital marketing activities in general. Second, this study integrates multilingual content, digital marketing, and social media algorithms in a research model to explain the formation of brand loyalty, a model that has not been widely tested in research on the Kahf brand. Third, this study was conducted on Kahf consumers in Medan City who have multicultural and multilingual characteristics so as to provide new empirical evidence regarding the effectiveness of multilingual communication in building loyalty to local skincare brands in Indonesia. Therefore, this research is expected to enrich the literature on digital marketing based on multilingual communication while providing practical implications for local skincare companies in

designing digital communication strategies that are more adaptive to consumer characteristics.

2. THEORETICAL STUDIES

Multilingual Content to Brand Loyalty

Multilingual content is the use of more than one language in marketing communications to tailor messages to diverse audience characteristics and preferences (Luna & Peracchio, 2005). Multilingual content not only increases consumers' understanding of product information, but also builds emotional closeness between brands and consumers. According to Chivianti & Sukamulja (2021) Marketing communication tailored to the language and culture of consumers can increase consumer trust, satisfaction, and attachment to brands. When consumers feel that brands are able to communicate using the language they understand, then the level of loyalty to the brand tends to increase.

Research Ahn et al. (2017) that using language tailored to the audience's characteristics can enhance message comprehension and foster a favorable attitude toward a brand. When consumers feel a stronger emotional connection with a brand, they are more inclined to build long-term relationships, make repeated purchases, and recommend the brand. Therefore, the more effectively multilingual content is implemented in marketing communications, the greater the level of brand loyalty that develops among consumers.

H1: Multilingual Content has a positive and significant effect on Brand Loyalty.

Multilingual Content on Brand Image

The development of digital technology and globalization has encouraged companies to implement multilingual content as a communication strategy to reach consumers with diverse language backgrounds. According to Kotler et al. (2021), Marketing communications that are adapted to market characteristics can also improve consumers' understanding of the company's messages. In the context of digital marketing, employing multiple languages helps consumers better grasp product information, which in turn cultivates a positive perception of the brand.

Brand image refers to how consumers perceive a brand based on their experiences, information, and interactions with it (Keller, 2013). Using language that is clear and suited to the audience's background can enhance trust and generate a positive brand perception (De Vries et al., 2017). In the context of social media, multilingual content helps to expand the reach of communication and increase consumer engagement, especially Generation Z. Research Luna & Peracchio (2005) It shows that using audience-appropriate language can

increase the effectiveness of marketing messages and strengthen brand image. Therefore, the better the implementation of multilingual content, the stronger the brand image formed in the minds of consumers.

H2: Multilingual Content has a positive and significant effect on Brand Image.

Digital Marketing to Brand Loyalty

Digital marketing is defined as the process of using digital technologies to create, communicate, and deliver value to consumers, as well as to establish and maintain long-term relationships with them (Kannan & Li, 2016). Through various interactive and easily accessible digital channels, companies can strengthen their ongoing engagement with consumers. According to Yadav & Rahman (2018) Through fast, personalized, and continuous communication, digital marketing can increase customer engagement, satisfaction, and strengthen the relationship between consumers and brands.

Research by Uludag et al. (2024) shows that digital marketing activities positively influence consumer loyalty by improving customer experience and involvement with brands. Similarly, Owais et al. (2025) found that effective digital marketing strategies can solidify long term consumer brand relationships, thereby increasing consumers' likelihood of making repeat purchases and recommending the brand to others. Hence, the better the digital marketing implementation perceived by consumers, the stronger the brand loyalty that emerges.

H3: Digital Marketing has a positive and significant effect on Brand Loyalty.

Digital Marketing to Brand Image

Digital marketing refers to promotional efforts that use digital technology and internet platforms to create, communicate, and deliver value to consumers. As stated by Chaffey & Ellis-Chadwick (2022), digital marketing enables companies to build more interactive, tailored, and impactful communications than traditional marketing channels. In today's increasingly competitive business landscape, digital marketing strategies serve as a key tool for developing a positive brand image.

A brand image is shaped by the various pieces of information and consumer experiences associated with that brand (Keller, 2013). Informative, interesting, and consistent digital marketing activities will increase consumer knowledge about brands so as to form better perceptions. According to Yadav & Rahman (2017) Digital marketing done through social media can increase consumer engagement and strengthen brand image because it allows for closer interaction between companies and consumers. Research Yanti

& Muzammil (2023) Social media marketing was found to have a positive and significant impact on the brand image of skincare products. The findings suggest that the more effective a company's digital marketing activities, the more positive the brand image created in the minds of consumers.

H4: Digital Marketing has a positive and significant effect on Brand Image.

Social Media Algorithm on Brand Loyalty

Social media algorithms function as systems employed by digital platforms to filter, organize, and suggest content tailored to users' behavioral patterns and preferences (Dwivedi et al. 2021). In the realm of digital marketing, these algorithms hold significant importance in enhancing the frequency with which brand content is exposed to consumers, primarily through relevant and personalized recommendations. When consumers are constantly exposed to brand content that suits their interests, the chances of forming a stronger relationship with the brand will be greater.

Research conducted by Appel et al. (2020) Showing that social media is able to strengthen the relationship between consumers and brands through continuous interaction and higher engagement. In addition, Tafesse & Wien (2018) explains that consistent exposure to brand content on social media can increase consumer engagement, which ultimately drives repurchase and brand loyalty. Thus, the more effective the social media algorithm is in displaying relevant content to users, the higher the brand loyalty formed in consumers.

H5: Social Media Algorithm has a positive and significant effect on Brand Loyalty.

Social Media Algorithm on Brand Image

Social media algorithms refer to automated mechanisms employed by digital platforms to organize, filter, and suggest content to users according to their behavioral patterns, interests, and preferences (Cotter, 2018). In the realm of digital marketing, algorithms play a significant role in shaping the visibility and reach of brand-related content, thus influencing the extent to which consumers are exposed to the communicated information. In accordance with Dwivedi et al. (2021) that social media algorithms allow for the delivery of more relevant and personalized content to users, thereby increasing the effectiveness of marketing communications. The more often consumers receive content that suits their needs and interests, the greater the positive perception of the brand will form.

Brand image is formed through the accumulation of information and experiences that consumers receive about a brand. Exposure to relevant, consistent, and engaging content

through social media can strengthen brand awareness as well as build positive associations in consumers' minds. Research Appel et al. (2020) Showing that social media algorithms are able to increase consumer engagement with brands through more targeted content distribution. So, the more effective the social media algorithm is in increasing the exposure and relevance of brand content, the stronger the brand image will be formed.

H6: Social Media Algorithm has a positive and significant effect on Brand Image.

Brand Image to Brand Loyalty

Brand image refers to how consumers perceive a brand, reflected through various brand-related associations stored in their memory (Dam & Dam, 2021). These associations are built by experiences, data, marketing communications, and interactions consumers have with the brand. A good brand image can increase consumer confidence, minimize risks experienced during the purchasing process, and foster a strong emotional bond with the brand. When consumers have positive thoughts about a brand, they are more likely to maintain their preference, make repeat purchases, and demonstrate long-term commitment to that brand. For this reason, brand image is considered a key determinant in developing brand loyalty.

Research conducted by Dam (2020) confirms that brand image has a positive and significant influence on brand loyalty. Findings show that consumers with favorable perceptions of a brand tend to demonstrate greater loyalty than those with unfavorable perceptions. Therefore, the more positive the brand image a brand has, the greater the level of brand loyalty that arises among consumers.

H7: Brand Image has a positive and significant effect on Brand Loyalty.

Multilingual Content to Brand Loyalty through Brand Image

Multilingual content is a marketing communication strategy that utilizes the use of more than one language to tailor the delivery of information to the linguistic and cultural characteristics of the audience. This strategy allows consumers to understand the message being conveyed more effectively and increase emotional closeness to the brand. According to (Mooij, 2004) de Mooij (2019), Marketing communications that are adapted to the linguistic and cultural traits of consumers can enhance the effectiveness of message delivery and foster a more favorable brand perception. This positive perception subsequently contributes to the development of a robust brand image, which in turn promotes greater brand loyalty. Therefore, the impact of multilingual content on brand loyalty is presumed to

operate not only through a direct pathway but also indirectly via brand image as a mediating variable.

H8: Brand Image mediates the influence of Multilingual Content on Brand Loyalty.

Digital Marketing to Brand Loyalty through Brand Image

Digital marketing provides an opportunity for companies to build interactive, personalized, and sustainable communication with consumers through various digital platforms. Integrated digital marketing activities can increase brand exposure, create a positive customer experience, and strengthen consumer perception of brand value and reputation (Chaffey & Ellis-Chadwick', 2022). This positive perception plays an important role in forming a strong brand image, which in turn is able to increase consumer trust, satisfaction, and loyalty to the brand. Findings Putra & Syarifah (2026) that brand image serves as a significant mediating factor in the link between digital marketing and brand loyalty. Consequently, the more effectively digital marketing strategies are executed, the stronger the resulting brand image, which in turn contributes to heightened brand loyalty. Based on this explanation, the following hypothesis is proposed.

H9: Brand Image mediates the influence of Digital Marketing on Brand Loyalty.

Social Media Algorithm on Brand Loyalty through Brand Image

Social media algorithms are a mechanism used by digital platforms to distribute content based on preferences, behaviors, and user interaction history so that the information received becomes more relevant and in accordance with consumer needs. Personalizing such content allows brands to build more effective communication, increase the intensity of interactions, and create more positive digital experiences. Research (Gupta & Singh, 2023) Explains that brand image is a psychological mechanism, because exposure to relevant content is able to strengthen consumers' positive perception of brands. Thus, the more effective the social media algorithm is in presenting content that suits user preferences, the stronger the brand image is formed, ultimately increasing brand loyalty.

H10: Brand Image Mediates the Influence of Social Media Algorithms on Brand Loyalty

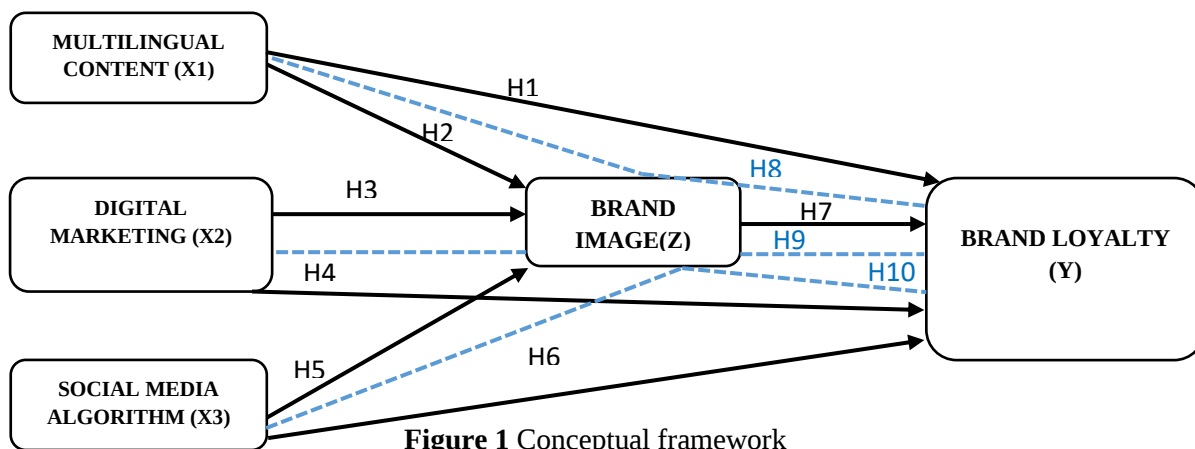


Figure 1 Conceptual framework

3. RESEARCH METHODS

This research uses a quantitative methodology with a causal design to test the causal relationship between the variables studied (Sugiyono, 2018). Data were analyzed using Structural Equation Modeling- Partial Least Squares (SEM-PLS) through SmartPLS 4 software. The main objective of this research is to estimate the influence of Multilingual Content, Digital Marketing, and Social Media Algorithms on Brand Loyalty, with Brand Image as an intervening variable, among consumers of Kahf skincare products in Medan City. The target population consists of all users of Kahf skincare products who live in Medan. A total of 264 respondents were selected as an illustration using purposive sampling, based on the following criteria: (1) residing in Medan City, (2) aged 17 years or older, (3) having purchased and used Kahf skincare products at least twice in the last 6 months, and (4) having an active social media account on platforms such as Instagram, TikTok, or YouTube. Information was collected using a questionnaire with a five point Likert scale and analyzed through external model testing, including validity and reliability tests, and internal model testing to test structural relationships and research hypotheses.

4. RESULTS AND DISCUSSION

Research Results

Analysis of measurement models outer model and Inner Model. The outer model is carried out through two main assessments: (1) discriminant validity testing, and (2) reliability and construct validity testing. Inner Model for R-Square testing and hypothesis testing.

1. Validity Test

The convergent validity test can be seen from the loading factor value for each construct indicator with an expected value of > 0.70

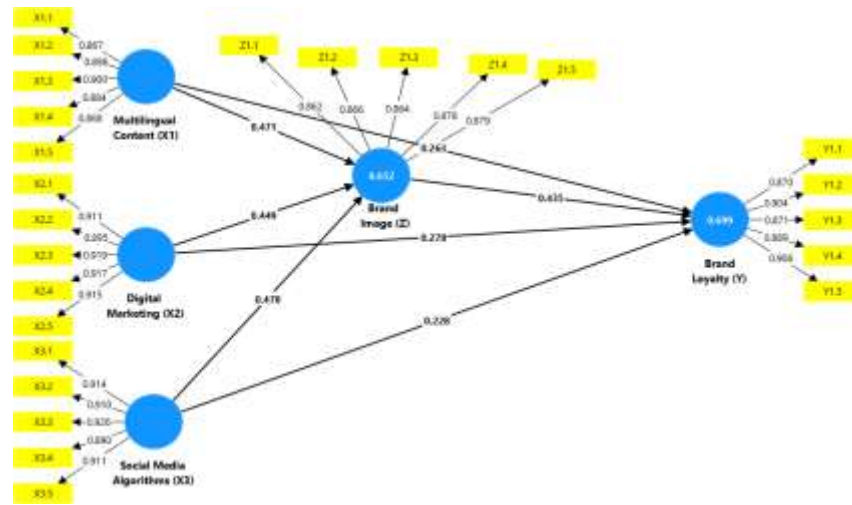


Figure 1. Outer Loadings

Based on the Outer Loadings test in figure 1. In the variables Multilingual Content (X1), Digital Marketing (X2), Social Media Algorithm (X3), Brand Loyalty (Y), and Brand Image (Z1), all of them are valued at > 0.70 . Thus, the indicators of each variable used in this study have met the convergent validity.

Table 1. Average variance extracted (AVE)

Average variance extracted (AVE)	
Multilingual Content (X1)	0.781
Digital Marketing (X2)	0.831
Social Media Algorithm (X3)	0.829
Brand Loyalty (Y)	0.789
Brand Image (Z)	0.757

Based on table 1. Above it can be seen that the AVE value of the Multilingual Content (X1), Digital Marketing (X2), Social Media Algorithm (X3), Brand Loyalty (Y), and Brand Image (Z) variables is greater than 0.50. So all variables in this study are declared valid or fulfilled.

2. Reliability Test

The reliability test is carried out to prove the accuracy, consistency and tightness of the instrument in measuring constructs. Reliability tests can be done in 2 ways, namely: Cronbach's alpha and Composite reliability. The construct is declared reliable if the value of Cronbach's alpha and composite reliability is > 0.70

Table 2. Cronbach's alpha and Composite reliability

	Cronbach's alpha	Composite reliability (rho_c)
Multilingual Content (X1)	0.930	0.947
Digital Marketing (X2)	0.949	0.961
Social Media Algorithm (X3)	0.948	0.960
Brand Loyalty (Y)	0.933	0.949
Brand Image (Z)	0.920	0.940

Based on table 2. Above, it shows that the Cronbach's alpha value of each variable is >0.70 , and the Composite reliability value of each variable is > 0.70 . It can be concluded that each variable has met the reliability criteria based on Cronbach's alpha and Composite reliability and has a high level of reliability.

Inner Model

1. R-Square

Table 3. R-Square

	R-square	R-square adjusted
Brand Loyalty (Y)	0.699	0.694
Brand Image (Z)	0.652	0.648

Based on table 3. above, showing that the R-Square value for the Brand Loyalty (Y) variable of 0.699 and the brand image (Z) of 0.652 is included in the Moderate (medium) category

2. Hypothesis Test

a. Path Coefficients

Table 4. Test Path Coefficients & Significance Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Multilingual Content (X1) -> Brand Loyalty (Y)	0.263	0.264	0.038	6.949	0.000
Multilingual Content (X1) -> Brand Image (Z)	0.471	0.470	0.040	11.907	0.000
Digital Marketing (X2) -> Brand Loyalty (Y)	0.278	0.278	0.044	6.319	0.000
Digital Marketing (X2) -> Brand Image (Z)	0.449	0.448	0.035	12.658	0.000
Social Media Algorithm (X3)-> Brand Loyalty (Y)	0.228	0.229	0.040	5.758	0.000
Social Media Algorithm (X3) -> Brand Image (Z)	0.478	0.478	0.039	12.336	0.000
Brand Image (Z) -> Brand Loyalty (Y)	0.435	0.434	0.051	8.554	0.000

First, Multilingual Content (X1) has a positive effect on brand loyalty (Y) with a coefficient value of 0.263 with a T-Statistic value of $6.949 > 1.96$ and P values of $0.000 < 0.050$. Thus, the Multilingual Content (X1) variable has a significant effect on the brand loyalty variable (Y), so that the hypothesis (H1) is accepted.

Second, Multilingual Content (X1) had a positive effect on Brand Image (Z) with a coefficient value of 0.471 and a T-Statistic value of $11,907 > 1.96$ and P values of $0.000 < 0.050$. Thus, the Multilingual Content (X1) variable has a significant effect on the Brand Image (Z) variable. So that the hypothesis (H2) is accepted.

Third, Digital Marketing (X2) has a positive effect on Brand Loyalty (Y) with a coefficient value of 0.278 and T-Statistic value of $6,319 > 1.96$ and P Values of $0.000 < 0.050$. Thus, the Digital Marketing variable (X2) has a significant effect on the Brand Loyalty (Y) variable. So the hypothesis (H3) is accepted.

Fourth, Digital Marketing (X2) has a positive effect on Brand Image (Z) with a coefficient value of 0.449 and a T-Statistics value of $12,658 > 1.96$ and P Values of $0.000 < 0.050$. Thus, the Digital Marketing (X2) variable has a significant effect on the Brand Image (Z) variable. So that the hypothesis (H4) is accepted.

Fifth, the Social Media Algorithm (X3) has a positive effect on Brand Loyalty (Y) with a coefficient value of 0.228 and a T-Statistics value of $5.758 > 1.96$ and P Values of $0.000 < 0.050$. Thus, the Social Media Algorithm variable (X3) has a significant effect on the Brand Loyalty (Y) variable. So the hypothesis (H5) is accepted.

Sixth, the Social Media Algorithm (X3) has a positive effect on Brand Image (Z) with a coefficient value of 0.478 and a T-Statistics value of $12,336 > 1.96$ and P Values of $0.000 < 0.050$. Thus, the Social Media Algorithm variable (X3) has a significant effect on the Brand Image (Z) variable. So that hypothesis (H6) is accepted.

Seventh, Brand Image (Z) has a positive effect on Brand Loyalty (Y) with a coefficient value of 0.435 and a T-Statistic value of $8.554 > 1.96$ and P Values of $0.000 < 0.050$. Thus, the Brand Image (Z) variable has a significant effect on the Brand Loyalty (Y) variable. So that hypothesis (H7) is accepted.

b. Indirect Effects

Table 5. Mediation Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Multilingual Content (X1)-> Brand Image (Z)-> Brand Loyalty (Y)	0.205	0.204	0.031	6.632	0.000
Digital Marketing (X2) -> Brand Image (Z) -> Brand Loyalty (Y)	0.195	0.194	0.026	7.474	0.000
Social Media Algorithm (X3)-> Brand Image (Z) -> Brand Loyalty (Y)	0.208	0.208	0.030	6.951	0.000

Brand Image (Z) Significance mediates the relationship between Multilingual Content (X1) and Brand loyalty (Y), resulting in a coefficient value of 0.205 with a T-Statistics value of $6.632 > 1.96$ and P-Values = $0.000 < 0.050$. Thus, multilingual content (X1) affects brand loyalty (Y) through brand image (Z) as a mediation variable, so that the mediation hypothesis (8) is accepted.

Brand Image (Z) significantly mediated the relationship between Digital Marketing (X2) and Brand Loyalty (Y), with a coefficient value of 0.195, a T-Statistics value of $7.474 > 1.96$, and a P-Value of $0.000 < 0.050$. Thus, Digital Marketing (X2) affects Brand Loyalty (Y) through Brand Image (Z) as a mediation variable, so that the mediation hypothesis (H9) is accepted.

Brand Image (Z) significantly mediated the relationship between Social Media Algorithm (X3) and Brand Loyalty (Y), with a coefficient value of 0.208, T-Statistics value of $6.951 > 1.96$, and P-Values of $0.000 < 0.050$. Thus, the Social Media Algorithm (X3) affects Brand Loyalty (Y) through Brand Image (Z) as a mediation variable, so that the mediation hypothesis (H10) is accepted.

Discussion

The research results show that multilingual content has a positive influence on brand loyalty, indicating that the use of language suited to Generation Z characteristics can build emotional familiarity with consumers, thereby increasing loyalty to the Kahf brand. Language no longer serves merely as a medium for conveying information but also as part of a brand's identity, capable of fostering long-term bonds with consumers. This finding aligns with Huang et al. (2024), who reported that communication tailored to language preferences increases consumers' emotional engagement, and Yi et al., (2024) who found that multilingual communication reinforces a positive perception of the brand. These findings expand the multilingual marketing literature as they show that in the local

skincare industry, multilingual content not only improves information understanding, but also becomes a strategy to build consumer loyalty through emotional closeness to brands.

Multilingual content has a strong influence on brand image, which shows that Kahf's way of conveying messages using language that is close to Generation Z's daily lives can shape a more modern, relevant, and acceptable brand perception. These findings show that brand image is not only built through product quality, but also through communication quality that matches the linguistic characteristics of consumers. These results support the research Luna & Peracchio (2005) and Yener & Taşcıoğlu (2020) which states that the use of language that is appropriate to the audience increases the effectiveness of communication and the perception of brand quality. This result is empirical evidence that in a multilingual society such as the city of Medan, multilingual content is strategy communication asset that is able to significantly strengthen the brand image.

Digital marketing has the most direct influence on brand loyalty with a value of 0.278, which indicates that interactive, informative, and consistent digital marketing activities are able to build long-term relationships with Kahf consumers. For Generation Z, digital media is not only a promotional channel, but also an interaction medium that forms a positive experience with the brand so as to encourage repurchase. These findings are in line with Nurfarida et al. (2024) and Uludag et al. (2024) which explains that digital marketing increases customer engagement and customer loyalty. These findings show that for Generation Z, the digital experience gained while interacting with brands has a more important role than one-way promotional activities, so companies need to focus on creating sustainable digital interactions.

Digital marketing has a positive effect on brand image, which shows that educational, interesting, and consistent digital content is able to increase consumers' positive perception of Kahf. The better the quality of digital communication received by consumers, the higher the trust and credibility of the brand formed. These findings support research Bilgin (2018) and Febiano & Mangifera (2024) which states that digital marketing activities play an important role in shaping the brand image. This indicates that the formation of brand image in the digital era is more determined by the quality of the communication experience received by consumers than by the intensity of promotions carried out by the company.

Social media algorithms have a positive influence on brand loyalty, indicating that the distribution of relevant content through TikTok and Instagram algorithms can

increase consumer exposure to brands, thereby strengthening loyalty. Loyalty is influenced not only by content quality but also by the platform's ability to deliver content to the right audience repeatedly. These research results align with Appel et al. (2020) and Tafesse & Wien, (2018) reported that social media algorithms enhance the bond between consumers and brands through sustained interaction. This finding suggests that the success of a digital marketing strategy depends not only on content creativity but also on the effectiveness of content distribution, driven by social media algorithms.

Social media algorithms were the variable that had the greatest influence on brand image (0.478), higher than multilingual content (0.471) and digital marketing (0.449). These findings show that the relevance of content distribution determines the formation of brand image more than digital marketing activities or the use of multilingual content. The results of this study support Dwivedi et al., (2021) which explains that algorithms improve the effectiveness of digital communication through content personalization, as well as E.g. et al. (2023) who found that recommendation algorithms reinforce user experience and positive perceptions of brands. This finding is the main empirical contribution of the study because it shows that in Kahf skincare users in Medan City, the formation of brand image is more influenced by the ability of social media algorithms to present relevant content than just the quality of marketing communication itself. In other words, an effective digital marketing strategy in the social media era is not enough to produce interesting content, but also must be able to optimize the platform's algorithm so that the content reaches the right audience at the right time.

Brand image has a positive effect on brand loyalty, which shows that Kahf's consumer loyalty is more shaped by positive perceptions of the brand than just by digital marketing activities. Kahf's image as a modern, halal, and quality men's skincare brand is able to increase consumer trust and commitment to make repeat purchases. These findings are consistent with research Dam (2020) and Dam & Dam (2021) which states that brand image is the main determinant of brand loyalty. This finding also emphasizes that all digital communication activities will have a greater impact on loyalty if they first succeed in forming a strong brand image, so that brand image becomes the main foundation in maintaining the loyalty of Generation Z consumers.

Brand image can mediate the influence of multilingual content, digital marketing, and social media algorithms on brand loyalty. These findings show that consumer loyalty is not only created through direct digital marketing activities, but also through a positive perception of the brand that grows after consumers have a relevant and consistent digital

experience. Thus, the success of a digital marketing strategy is determined not only by the seriousness of communication, but also by the industry's ability to build a strong brand image in the minds of consumers. This finding is in line with research by Keller (2024) which states that brand image is the main component in creating customer-based brand equity, and research by Kotler et al. (2021) which reports that in the Marketing 5.0 era, digital technology will provide maximum impact if it can produce customer experiences that strengthen brand perception

The largest mediation pathway came from social media algorithms (0.208), followed by multilingual content (0.205), and digital marketing (0.195). These results show that personalization of content distribution is a more dominant factor in shaping brand image than simply increasing digital promotional activities. This condition indicates that Generation Z is more responsive to content that appears in a relevant way according to their interests than to general promotional content. These findings support research Cotter (2018) which explains that social media algorithms determine brand visibility through content distribution mechanisms, as well as Priporas et al. (2017) which states that Generation Z has high expectations for digital experiences that are personalized, fast, and relevant.

Theoretically, the results of this study strengthen the perspective of Customer-Based Brand Equity (CBBE) that was put forward Keller (2024), that consumer loyalty is a consequence of a brand image formed through repeated positive experiences. The empirical contribution of this research is to provide evidence that in the context of local Kahf skincare users in Medan City, brand image is not just a statistical mediating variable, but a strategic mechanism that transforms digital experiences into long-term loyalty. In addition, this study also shows that social media algorithms have a more dominant mediation role than multilingual content and digital marketing, so the implication is that companies are not only producing creative content, but must also be able to optimize the content distribution system according to the characteristics of digital platform algorithms. These findings enrich the digital marketing literature, particularly in the local skincare industry, by showing that the integration of multilingual communication, digital marketing, and algorithm optimization is an effective strategy in strengthening brand image and maintaining consumer loyalty of Generation Z.

5. CONCLUSIONS AND SUGGESTIONS

Conclusion

These findings show that multilingual content, digital marketing, and social media algorithms have a positive and significant influence on brand loyalty, either directly or indirectly through brand image, among Kahf product users in Medan City. The ten hypotheses proposed (H1–H10) are supported, as evidenced by the T statistical value exceeding 1.96 and the P value below 0.05. However, it is important to note critically that the direct impact of multilingual content (0.263), digital marketing (0.278), and social media algorithms (0.228) on brand loyalty is relatively small, ranging from low to high. This suggests that the direct contributions of these three variables to brand loyalty remain somewhat limited. In contrast, brand image emerges as a more strategically significant mediating variable, given that its indirect effects (ranging from 0.195 to 0.208) are nearly comparable to the direct effects. Moreover, the R-square value of 0.699 indicates a substantial explanatory power of the model. Consequently, brand loyalty toward Kahf is not determined solely by digital marketing efforts, but rather depends heavily on the brand's capacity to establish and sustain a favorable image, which serves as the primary foundation for fostering long-term loyalty.

Suggestions

For Kahf' management, it is recommended to simply increasing the quantity of digital content to strengthening brand image through a more integrated communication strategy. Companies need to develop authentic multilingual content by combining Indonesian and English in proportion to the characteristics of Generation Z, so that the message conveyed is easier to understand while building a modern brand image. In addition, the optimization of social media algorithms through the use of audience insight analysis, scheduling uploads at the time with the highest level of interaction, the use of content formats that are preferred by algorithms such as short-form videos, and user-generated content (UGC).

For local skincare industry players, the results of this study show that the success of digital content strategies is not only determined by content creativity, but also by the ability to integrate multilingual content, algorithm-based personalization, and consistent brand image management. Therefore, companies are advised to develop a data-driven content strategy by evaluating key metrics such as engagement rate, reach, watch time, click-through rate (CTR), conversion rate, and consumer sentiment to ensure that each content has an impact on brand image formation and customer loyalty.

For subsequent studies, it is advisable to broaden the population coverage in order to achieve findings with greater generalizability. Researchers may also consider incorporating additional variables such as brand trust, customer satisfaction, electronic word of mouth (e-WOM), customer engagement, or perceived authenticity. Furthermore, employing longitudinal designs or mixed-method approaches is encouraged to capture shifts in consumer loyalty patterns over time, while also gaining more nuanced insights into the brand image formation process within the local skincare industry, particularly in the context of digital marketing.

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