

How Perceived Value, Satisfaction, Customer Service, and Brand Image Influence Brand Trust in Sustainable Makeup Brands among Indonesian Gen Z Consumers

Jovita Najwa Khumaira; Soepatini , S.E., M.Si., Ph.D

Manajemen, Ekonomi dan Bisnis, Universitas Muhammadiyah Surakarta

Abstrak

Penelitian ini menganalisis pengaruh Perceived Value, Customer Service, Customer Satisfaction, dan Brand Image terhadap Brand Trust pada merek makeup berkelanjutan di kalangan konsumen Generasi Z di Indonesia, dengan Customer Satisfaction sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) menggunakan SmartPLS. Data diperoleh melalui penyebaran kuesioner secara daring kepada 259 responden. Hasil penelitian menunjukkan bahwa Customer Service, Customer Satisfaction, dan Brand Image berpengaruh positif dan signifikan terhadap Brand Trust, sedangkan Perceived Value tidak berpengaruh signifikan. Selain itu, Customer Satisfaction terbukti memediasi hubungan antara Customer Service dan Brand Trust. Di antara seluruh variabel yang diteliti, Brand Image memiliki pengaruh paling kuat terhadap Brand Trust. Temuan penelitian ini menunjukkan bahwa penguatan citra merek, penyediaan layanan pelanggan yang berkualitas, dan peningkatan kepuasan pelanggan merupakan strategi penting dalam membangun kepercayaan konsumen terhadap merek makeup berkelanjutan di kalangan Generasi Z di Indonesia.

Kata Kunci: Brand Image, Brand Trust, Customer Satisfaction, Customer Service, Generasi Z, Perceived Value, Sustainable Makeup Brands

Abstract

This study examines the influence of Perceived Value, Customer Service, Customer Satisfaction, and Brand Image on Brand Trust toward sustainable makeup brands among Generation Z consumers in Indonesia, with Customer Satisfaction serving as a mediating variable. A quantitative approach was employed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. Data were collected through an online questionnaire from 259 respondents. The results indicate that Customer Service, Customer Satisfaction, and Brand Image have a positive and significant influence on Brand Trust, while Perceived Value has no significant effect. Furthermore, Customer Satisfaction significantly mediates the relationship between Customer Service and Brand Trust. Among all variables, Brand Image exerts the strongest influence on Brand Trust. These findings suggest that strengthening brand image, providing high-quality customer service, and enhancing customer satisfaction are important strategies for building consumer trust toward sustainable makeup brands among Indonesian Generation Z consumers.

Keywords: Brand Image, Brand Trust, Customer Satisfaction, Customer Service, Generation Z, Perceived Value, Sustainable Makeup Brands

1. PENDAHULUAN

Sustainability has become an increasingly important issue in today's business environment, encouraging companies to integrate environmental, social, and ethical practices into their operations and marketing strategies (Burksiene et al., 2018; Alkhatib et al., 2023). In Indonesia, awareness of sustainability has continued to grow through government initiatives and changing consumer preferences. According to the Katadata Insight Center (2022), more than 60% of Indonesian Generation Z and Millennial consumers are aware of sustainability issues and prefer companies that implement environmentally friendly practices. This growing awareness has encouraged various industries, including the cosmetics industry, to adopt more sustainable business practices.

Among cosmetic products, sustainable makeup brands have gained increasing attention by adopting environmentally responsible practices, such as recyclable packaging, cruelty-free production, ethical ingredient sourcing, and halal-certified formulations (Limbu et al., 2023). As one of the largest consumer groups, Generation Z plays a significant role in driving demand for sustainable products because they tend to value environmental responsibility, transparency, and ethical business practices (Agustina et al., 2024; Theocharis, 2025). Consequently, building consumer trust has become essential for sustainable makeup brands, as consumers must believe that sustainability claims are genuine rather than merely a form of greenwashing.

Previous studies have identified several factors that contribute to the development of brand trust in sustainable products. Monfort et al. (2025) found that perceived value, customer service, customer satisfaction, and brand image significantly influence brand trust. However, most previous studies have been conducted in Western countries, particularly Spain, making it uncertain whether similar relationships exist among Indonesian consumers. Moreover, limited research specifically investigates sustainable makeup brands despite the industry's rapid growth and increasing relevance among Indonesian Generation Z consumers.

Therefore, this study aims to examine the influence of perceived value, customer service, customer satisfaction, and brand image on brand trust toward sustainable makeup brands among Generation Z consumers in Indonesia. In addition, this study investigates the mediating role of customer satisfaction in the relationship between customer service and brand trust. By adapting the framework proposed by Monfort et al. (2025), this study is expected to provide a better understanding of the factors that influence consumer trust toward sustainable makeup brands in the Indonesian context.

2. METODE

This study employed a quantitative research approach with a causal research design to examine the influence of perceived value, customer service, customer satisfaction, and brand image on brand trust toward sustainable makeup brands among Indonesian Generation Z consumers. The research adopted and modified the conceptual framework proposed by Monfort et al. (2025), with customer satisfaction serving as a mediating variable between customer service and brand trust.

The population consisted of Indonesian Generation Z consumers who were familiar with or had experience using sustainable makeup brands. Respondents were selected using a purposive sampling technique based on predetermined criteria, including being Indonesian consumers who had used sustainable makeup products. Data were collected through an online questionnaire distributed via Google Forms. Following the data screening process, 259 valid responses were retained for analysis.

The research instrument consisted of measurement items adapted from previous studies to assess perceived value, customer service, customer satisfaction, brand image, and brand trust. Responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS (Hair et al., 2019). The measurement model was evaluated through convergent validity, discriminant validity, and reliability tests. Subsequently, the structural model was assessed by examining path coefficients and bootstrapping to evaluate the proposed hypotheses, including the mediating role of customer satisfaction.

3. HASIL DAN PEMBAHASAN

Following data screening, 259 valid questionnaires were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS. The measurement model met the required validity and reliability criteria, allowing further evaluation of the structural model. The structural model explained 79.7% of the variance in brand trust ($R^2 = 0.797$), indicating substantial predictive power. These results suggest that the proposed research model adequately explains the factors influencing brand trust toward sustainable makeup brands among Indonesian Generation Z consumers.

Table 3.1 Direct Effect Path Coefficients Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
Brand Image -> Trust	0.629	0.629	0.065	9.648	0.000	Supported
Customer Service -> Satisfaction	0.662	0.663	0.04	16.366	0.000	Supported
Customer Service -> Trust	0.175	0.176	0.047	3.72	0.000	Supported
Perceived Value -> Trust	0.017	0.016	0.051	0.34	0.734	Not Supported
Satisfaction - > Trust	0.141	0.143	0.067	2.107	0.035	Supported

The direct effect analysis shows that four out of the five proposed hypotheses were supported. Among the independent variables, brand image demonstrated the strongest positive effect on brand trust ($\beta = 0.629$, $p < 0.001$), indicating that Indonesian Generation Z consumers tend to place considerable importance on a brand's credibility and sustainability image when developing trust.

Customer service also showed significant positive effects on both customer satisfaction and brand trust, suggesting that responsive and reliable service contributes directly to consumers' confidence in sustainable makeup brands while simultaneously improving their overall satisfaction.

In addition, customer satisfaction significantly influenced brand trust, confirming that positive consumption experiences strengthen consumers' confidence in the brand. These findings are generally consistent with Monfort et al. (2025), who reported that customer service, customer satisfaction, and brand image are important determinants of brand trust in sustainable products. However, perceived value did not significantly influence brand trust ($\beta = 0.017$, $p = 0.734$).

This result indicates that although consumers may recognize the functional and sustainability-related benefits offered by sustainable makeup brands, these benefits alone are insufficient to establish trust. In the Indonesian context, consumers may place greater emphasis on a brand's reputation, service quality, and overall experience than on perceived value when evaluating sustainable makeup brands.

Table 3.2 Specific Indirect Effects Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Customer Service -> Satisfaction -> Trust	0.094	0.094	0.045	2.079	0.038	Supported

The mediation analysis further revealed that customer satisfaction partially mediates the relationship between customer service and brand trust. This finding suggests that customer service strengthens consumer trust both directly and indirectly through increased customer satisfaction. In other words, consumers who receive responsive, reliable, and supportive services are more likely to report positive experiences, which subsequently enhance their trust in sustainable makeup brands. These findings emphasize the importance of maintaining high service quality while ensuring customer satisfaction as a long-term strategy for building brand trust among Indonesian Generation Z consumers.

Overall, the findings demonstrate that experiential factors, particularly brand image, customer service, and customer satisfaction, play a more prominent role than perceived value in shaping brand trust toward sustainable makeup brands among Indonesian Generation Z consumers. These results provide empirical support for the importance of developing credible branding and positive customer experiences to strengthen consumer trust in sustainable beauty products.

4. PENUTUP

This study examined the influence of perceived value, customer service, customer satisfaction, and brand image on brand trust toward sustainable makeup brands among Indonesian Generation Z consumers. The findings indicate that brand image, customer service, and customer satisfaction significantly contribute to strengthening brand trust, whereas perceived value does not have a significant direct influence. Furthermore, customer satisfaction partially mediates the relationship between customer service and brand trust, demonstrating that positive service experiences can enhance consumer trust both directly and indirectly. These findings highlight that experiential and relational factors play a greater role than functional value in developing trust toward sustainable makeup brands.

The results provide practical implications for sustainable makeup companies in Indonesia. Companies should prioritize building a credible brand image, maintaining responsive customer service, and creating satisfying consumer experiences to strengthen long-term consumer trust. Future research is encouraged to examine additional variables related to sustainable consumer behavior, such as environmental awareness, green trust, or ethical consumption, as well as to explore different product categories and broader consumer groups to enrich the understanding of trust formation in sustainable branding.

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