THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON CUSTOMER SATISFACTION AND PARTICIPATION INTENTION IN ORIFLAME MULTI-LEVEL MARKETING (MLM)

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Abstract

This study investigates the impact of social media marketing activities on customer satisfaction within Oriflame's customer base, with a focus on the mediating roles of social identification and perceived value. The growing prominence of social media has transformed how businesses engage with consumers, making it critical to utilize these platforms effectively. Using Structural Equation Modeling (SEM), this research analyzes data from 50 respondents in Makassar City, collected through structured questionnaires. The findings reveal that social media marketing—through engaging content, interactive communication, and personalized efforts—positively influences customer satisfaction. Furthermore, satisfaction significantly drives key behavioral intentions: participation, purchasing, and willingness to join Oriflame's multilevel marketing (MLM) network. The study highlights the importance of customer satisfaction as a predictor of loyalty and advocacy behavior, which are essential for sustained competitive advantage. Social identification and perceived value serve as significant mediators in this relationship. Social identification enhances emotional connection and a sense of belonging to the brand community, while perceived value reflects the alignment between customer expectations and the brand's offerings, enriching the customer experience. These mediating factors strengthen the influence of social media marketing on satisfaction. The research offers practical insights for businesses aiming to enhance their digital marketing strategies. It underscores the necessity of fostering meaningful interactions on social media to boost not only satisfaction but also long-term engagement and conversion. By understanding these dynamics, companies like Oriflame can optimize marketing efforts, build stronger customer relationships, and achieve sustained growth in the digital era.

Article Info

1. Introduction

Background

The cosmetic industry has experienced remarkable growth worldwide, including in Indonesia. The term "cosmetic" originates from the Greek word *kosmein*, which means "to adorn." In the modern context, cosmetics have become essential consumer products that include skincare, body care, makeup, hair care, and fragrances. In Indonesia, the cosmetic industry recorded a growth rate of 8.6% in 2019, driven by increasing consumer awareness of body and skincare, a wider range of product

offerings, and expanding market access (Statista, 2023). However, due to the COVID-19 pandemic, the industry saw a slowdown to 3.5% in 2020, primarily caused by disruptions in production and distribution activities (International Trade Administration, 2023). Nevertheless, in the post-pandemic era, the sector is gradually recovering, bolstered by the growing adoption of digital platforms and e-commerce.

One notable business model within the cosmetic sector is Multi-Level Marketing (MLM). As explained by Taylor (2000), MLM is a marketing system where individuals promote products directly to consumers while also recruiting new members to earn from both personal and team-based sales. The model provides benefits such as cost efficiency, short distribution chains, and flexible working hours. A prominent MLM player in the Indonesian cosmetic market is Oriflame, a Swedish company that entered the Indonesian market in 1986. Today, Oriflame has more than 1 million active consultants in Indonesia (Oriflame Annual Report, 2022), and all of its products are registered with BPOM and certified halal by the Indonesian Ulema Council (Oriflame Indonesia Official Website, 2023).

Before digital transformation, Oriflame relied on direct selling strategies such as door-to-door marketing and "Beauty Party" events. However, since 2018, the company has embraced digital marketing through platforms like Instagram, Facebook, and WhatsApp, allowing consultants to more effectively connect with potential customers and recruits. During the COVID-19 pandemic, this digital transition accelerated, as many individuals began seeking flexible income opportunities from home. Consequently, social media became a critical tool not only for communication and promotion but also for customer engagement and business expansion.

Given this context, this study seeks to investigate the extent to which social media marketing activities influence customer satisfaction and how that satisfaction impacts customers' behavioral intentions—specifically their intention to purchase, to continue participating, and to join the Oriflame MLM program. Prior studies have emphasized that customer satisfaction plays a pivotal mediating role between marketing variables (such as product quality and pricing) and consumer loyalty, highlighting its strategic importance for sustaining customer engagement and retention across industries (Iswari & Ainun, 2024). Therefore, the central problem of this research is to understand the mechanism by which digital marketing practices affect customer engagement and loyalty in an MLM business model. The objective of this study is to analyze the relationship between social media marketing, customer satisfaction, and behavioral intentions in the context of Oriflame's customer and consultant base in Makassar City.

Hypothesis Development

Social media, as defined by Richter & Koch (2007), is a platform for interaction and content sharing. In marketing, social media enables companies to communicate directly with customers, fostering brand relationships (Kelly, Kerr, & Drennan, 2010). According to SC Chen & Lin (2019), five key factors define effective social media marketing: entertainment, interaction, trendiness, customization, and word-of-mouth. Each factor has been supported by prior studies: entertainment encourages emotional engagement (Moncrief, 1986); interaction allows real-time communication (Fortin & Dholakia, 2005); trendy content ensures relevance (Mutinga, Moorman, & Smit, 2011); customization enhances brand identity (Martin & Todorov, 2010); and word-of-mouth strengthens consumer trust (Richins, 1983).

These components influence customer satisfaction, which Kotler & Keller (2012) define as the evaluation of a product or service based on customer expectations. Fornell (1992) further explains that satisfaction arises from accumulated experiences during the use of products or services. Customer satisfaction can foster positive word-of-mouth, reduce price sensitivity, and build customer loyalty (Tjiptono, 2021). Conversely, dissatisfaction can be reflected in complaints, negative feedback, or product returns (Supranto, 2020).

H1: Social media marketing activities have a positive effect on customer satisfaction.

This hypothesis is supported by research showing that social media marketing contributes to the formation of strong brand identity and image, which are significant drivers of customer satisfaction (Dash et al., 2021). Moreover, meaningful interactions within brand communities on social platforms enhance emotional connections and increase satisfaction (McAlexander et al., 2002). Engaging and personalized content on social media enhances user experience, perceived value, and emotional resonance (Chen & Lin, 2019; Kelly et al., 2010).

Customer satisfaction also serves as a strong antecedent of **participation intention**. Zeithaml, Bitner, & Gremler (2006) highlight that satisfied customers are more inclined to participate in company activities, including promotional programs, feedback sessions, or community involvement. On the other hand, dissatisfaction tends to reduce the customer's willingness to engage and support company initiatives.

H2: Customer satisfaction positively influences the intention to continue participation in Oriflame.

This is based on studies showing that customer satisfaction reinforces commitment and engagement with brand-led activities (Zeithaml et al., 2006), which in the context of MLM can translate into consistent participation and promotion.

In addition to participation, customer satisfaction is a strong predictor of **purchase intention**. Blackwell, Miniard, & Engel (2001) define purchase intention as the psychological readiness to buy a product or service. According to Dodds, Monroe, & Grewal (1991), perceived value and satisfaction significantly impact buying decisions. Reichheld & Teal (1996) also emphasize that satisfaction is one of the most reliable indicators of future purchases. The customer journey through pre-purchase, transaction, and post-purchase phases must be satisfactory to encourage repurchase behavior (Monroe, 2011). Moreover, satisfied customers are more likely to recommend the product and develop brand loyalty (Tjiptono, 2021).

H3: Customer satisfaction positively influences purchase intention.

This hypothesis is grounded in empirical studies linking satisfaction to buying behavior across the entire decision-making process (Reichheld & Teal, 1996; Monroe, 2011; Tjiptono, 2021).

In the MLM context, **satisfaction also plays a central role in influencing the intention to join the business network**. According to Hunt, Madhavaram, & Arnett (2006), the relational benefits of customer-brand interactions foster trust and commitment, which in turn encourage deeper involvement in relational exchanges. These relationships become especially important in MLM, where strong interpersonal ties and distributor networks are essential for long-term success.

H4: Customer satisfaction positively influences the intention to join Oriflame's MLM membership.

Satisfied customers are more likely to perceive long-term relational and financial benefits, motivating them to become part of the distribution network (Fornell, 1992; Hunt et al., 2006; Kumar & Satsangi, 2021).
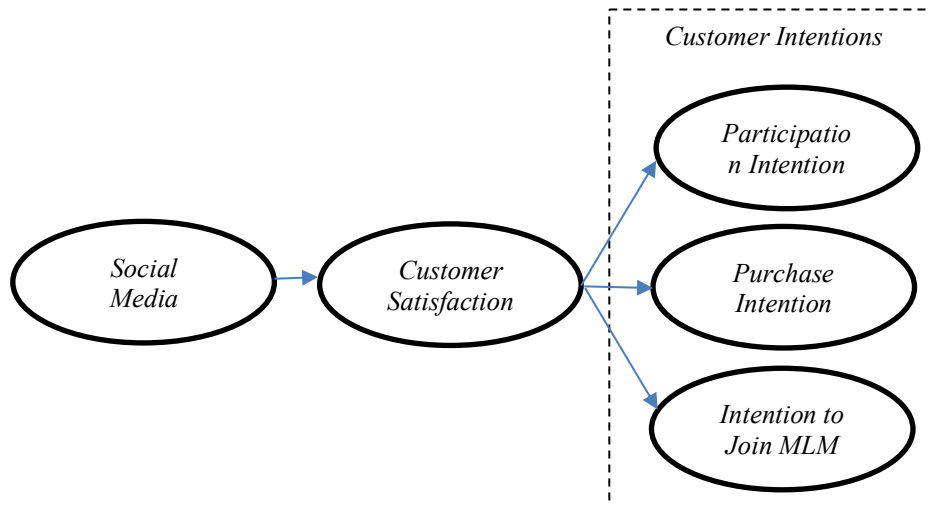
Figure 1
Conceptual Framework of Research

2. Methods

This study employs an explanatory quantitative approach to examine the causal relationship between social media marketing activities, customer satisfaction, and behavioral intentions within the Oriflame MLM context. The research is cross-sectional in nature, with data collected at a single point in time through a structured online questionnaire distributed via Google Forms. Respondents were selected using a non-probability sampling method and consisted of 50 Oriflame consultants who also act as consumers of Oriflame products in Indonesia. These respondents were deemed suitable for assessing how social media marketing influences satisfaction and subsequent behavioral responses, such as purchase intention, continued participation, and intention to join the MLM system.

Primary data were obtained through a closed-ended questionnaire using a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree," to measure participants' agreement with various statements. The analysis technique used in this study is Structural Equation Modeling with Partial Least Squares (SEM-PLS), which is considered appropriate for exploratory research with complex models and limited sample sizes. SEM-PLS enables the simultaneous evaluation of measurement and structural models, making it ideal for hypothesis testing (Hair et al., 2021). The chosen method aligns with recommendations by Sugiyono (2019), who emphasizes the effectiveness of surveys and quantitative analysis in social research aimed at explaining variable relationships.

3. Result and Discussion
Result
Respondent Demographic Profile

Based on the results of a survey of 50 respondents in Makassar City, the majority of respondents were women, namely 46 people (92%), while men were only 4 people (8%). These results indicate that Oriflame products are used more by female consumers than male consumers. In terms of age, respondents in the age range of 26-35 years dominate with 30 people (60%), followed by the age group of 15-25 years as many as 10 people (20%), 36-45 years as many as 8 people (16%), and only 2 people (4%) who are over 45 years old. This shows that Oriflame products are widely

used by young adults to early adults. In terms of employment, as many as 20 people (40%) are housewives, followed by 12 people (24%) who work in the private sector, 8 people (16%) are entrepreneurs, 7 people (14%) have various professions such as teachers, lecturers, doctors, and others, and 3 people (6%) are students.

In terms of monthly income, the majority of respondents (18 people or 36%) have an income of less than IDR 5,000,000 per month, followed by 20 people (40%) with an income of IDR 5,500,000 to IDR 10,000,000, 8 people (16%) have an income of IDR 10,500,000 to IDR 20,000,000, and 4 people (8%) with an income of more than IDR 20,000,000 per month. In terms of monthly expenditure, 22 people (44%) have expenditure of less than IDR 5,000,000, 16 people (32%) have expenditure of IDR 5,500,000 to IDR 10,000,000, 10 people (20%) have expenditure of IDR 10,500,000 to IDR 20,000,000, and only 2 people (4%) have expenditure of more than IDR 20,000,000 per month.

These results reflect that Oriflame consumers in Makassar City are mostly young adult women who work as housewives or workers in the private sector, with monthly income and expenses that are mostly in the middle category.

Respondent Behavior Profile

Oriflame offers various product categories, ranging from skin care, body, hair, cosmetics, to perfume. Based on the survey results, the product category most frequently used by respondents is skin care which contributes 85% of total usage. Other categories include body care at 9%, 7 respondents use hair care products, 5 respondents use cosmetic products, and only 1 respondent uses Oriflame perfume products.

The duration of Oriflame product usage was also identified. A total of 5 respondents had just started using the product for less than 1 month. A total of 54% had used the product for 1 to 6 months, and 50% of respondents had used the product for 7 to 11 months. A total of 43% of respondents had used Oriflame products for 1 to 2 years, and 5% had used the product for more than 2 years.

Since all respondents were Oriflame consultants, the survey also explored their duration of membership. The results showed that 1% of respondents were new consultants with a membership duration of less than 1 month. A total of 26% had been members for 1 to 6 months, and 63% of consultants had been members for 7 to 11 months. More than half of the respondents (54%) had been consultants for 1 to 2 years, while 6 respondents had been members for more than 2 years.

Descriptive Analysis

Respondents responded to eight statement items related to Oriflame's social media marketing activities. Based on the results, the total score obtained was 3790 out of an ideal score of 4000, or 94.8%. Thus, social media marketing activities are categorized as very good.

Table 1. Respondents to Social Media Marketing Activities

No	Item	Score 1	Score 2	Score 3	Score 4	Score 5	Total Score	Ideal Score	%	Category
1	SMMA1	0	1	5	17	27	228	250	91.2%	Very good
2	SMMA2	0	0	6	18	26	224	250	89.6%	Very good
3	SMMA3	0	2	8	20	20	210	250	84.0%	Good
4	SMMA4	1	1	4	12	32	238	250	95.2%	Very good
5	SMMA5	0	3	10	15	22	211	250	84.4%	Good
6	SMMA6	2	3	8	16	21	208	250	83.2%	Good
7	SMMA7	1	2	7	18	22	212	250	84.8%	Good
8	SMMA8	0	1	5	14	30	259	250	95.6%	Very good
Total							3790	4000	**94.8%**	**Very good**

Respondents also provided responses to ten items of statements related to customer satisfaction. Based on the results, the total score obtained was 4425 out of an ideal score of 5000, or 88.5%, which means customer satisfaction is in the very good category.

Table 2. Respondents on Customer Satisfaction

No	Item	Score 1	Score 2	Score 3	Score 4	Score 5	Total Score	Ideal Score	Percentage	Category
1	CS1	0	1	3	20	26	225	250	90.0%	Very good
2	CS2	1	2	5	16	26	218	250	87.2%	Good
3	CS3	0	0	6	18	26	230	250	92.0%	Very good
4	CS4	0	1	7	17	25	220	250	88.0%	Good
5	CS5	1	2	8	16	23	214	250	85.6%	Good
6	CS6	0	1	9	15	25	220	250	88.0%	Good
7	CS7	1	2	4	14	29	228	250	91.2%	Very good
8	CS8	0	0	3	12	35	245	250	98.0%	Very good
9	CS9	1	1	8	14	26	215	250	86.0%	Good
10	CS10	0	1	10	13	26	220	250	88.0%	Good
Total							4425	5000	88.5%	**Very good**

Source: processed data, 2024

Based on the respondents' responses to the eleven statement items related to customer intentions, the total score obtained was 4325 from an ideal score of 5500, or 78.6%. Thus, customer intentions are in the good category.

Table 3. Respondents on Customer Intentions

No	Item	Score 1	Score 2	Score 3	Score 4	Score 5	Total Score	Ideal Score	Percentage	Category
1	CI1	1	1	3	17	28	218	250	87.2%	Good
2	CI2	0	1	4	16	29	220	250	88.0%	Good
3	CI3	0	2	6	18	24	210	250	84.0%	Good
4	CI4	0	2	7	15	26	215	250	86.0%	Good
5	CI5	1	0	5	20	24	213	250	85.2%	Good
6	CI6	0	3	6	17	24	212	250	84.8%	Good
7	CI7	1	1	3	15	30	226	250	90.4%	Very good
8	CI8	0	1	4	16	29	223	250	89.2%	Good
9	CI9	0	2	5	14	29	220	250	88.0%	Good
10	CI10	0	2	5	13	30	225	250	90.0%	Very good
11	CI11	0	1	3	12	34	230	250	92.0%	Very good
Total							4325	5500	78.6%	**Good**

Source: processed data, 2024

Partial Least Square (PLS) Model Testing Results

This study uses the Partial Least Square (PLS) method to test two types of models: measurement model (outer model) and structural model (inner model). Testing is carried out using SmartPLS software to evaluate the relationship between latent variables and their indicators and to measure the strength of the causal relationship between variables.

Table 4. Confirmatory Factor Analysis

Variable	AVE	Cronbach's Alpha	rho_A	Composite Reliability	Results
Social Media Marketing Activities	0.573	0.893	0.898	0.915	Valid and Reliable
Customer Satisfaction	0.616	0.930	0.932	0.941	Valid and Reliable
Participate Intention	0.850	0.898	0.916	0.951	Valid and Reliable
Purchase Intention	0.907	1,000	1,000	1,000	Valid and Reliable
Intention to Join MLM	0.666	0.899	0.904	0.923	Valid and Reliable

Source: processed data, 2024

Outer model testing aims to evaluate the validity and reliability of indicators that reflect latent variables. There are three main measurement methods used:

1. Convergent Validity: Convergent validity is evaluated through the loading factor value. Based on the criteria, an indicator is considered valid if the loading factor value is greater than 0.7. In this test, all indicators have loading factor values above the threshold, indicating that convergent validity is met.

2. Discriminant Validity: Discriminant validity is tested through the Average Variance Extracted (AVE) value. The AVE value for all latent variables is greater than 0.5, indicating that the latent variables can explain more than half of the variance of their indicators.

3. Reliability Test: Reliability is tested through the Composite Reliability (CR) and Cronbach's Alpha values. The CR values of all latent variables are greater than 0.7, indicating a good level of reliability. In addition, the Cronbach's Alpha value is also above 0.6, indicating the internal consistency of each indicator.

The results of the outer model test stated that all indicators were valid and reliable, so they could be used for testing the structural model.

After the validity and reliability of the indicators in the outer model are met, the next step is to test the inner model. This test is conducted to evaluate the causal relationship between latent variables. There are two main steps in testing the inner model:

1. Coefficient of Determination (R^2): The R^2 value is used to measure how much the exogenous variable affects the endogenous variable. In this study, the R^2 value shows that the exogenous variable has a significant influence on the endogenous variable.
   - *Customer Satisfaction* has an R^2 value of 0.65, which means that 65% of the variance in customer satisfaction can be explained by social media marketing variables.
   - *Customer Intentions* has an R^2 value of 0.58, indicating that 58% of the variance in customer intentions can be explained by customer satisfaction.

2. Significance Test (t-value): The significance test was conducted using the bootstrapping method to evaluate whether the relationship between variables is significant. The results show that all relationships have t-statistic values above 1.96 at a significance level of $p < 0.05$, so the relationship between variables in this model is declared significant.

Table 5. Confirmatory Factor Analysis

Path	T-value	P-Values	Results
Social Media Marketing Activities-> Customer Satisfaction	2,349	0.019	Accepted
Customer Satisfaction-> Participate Intention	13,870	0.000	Accepted
Customer Satisfaction-> Purchase Intention	15,392	0.000	Accepted
Customer Satisfaction-> Intention to Join MLM	21,198	0.000	Accepted

Discussion

The results of the hypothesis test show that social media marketing activities (SMMA) have a significant and positive effect on customer satisfaction (CS). This finding indicates that the higher the level of marketing engagement on social media, the greater the impact on customer satisfaction. This is in line with the results of previous studies showing that interactions between customers and brands on social media will increase customer satisfaction. Along with the increasing development of interactions in cyberspace, the internet has become an increasingly effective and important marketing tool. This finding supports the Marketing 4.0 concept proposed by Kotler et al. (2016), which proposes a shift from traditional marketing methods to a digital approach. In this concept, brand interactions with consumers through social media play an important role in building closer relationships between the two. Previous studies have also emphasized the importance of brand identity and brand image in influencing customer satisfaction and purchase intentions (Dash et al., 2021). However, the results of this study indicate that brand engagement and brand integrity do not have a significant effect on customer satisfaction and purchase intentions, which is slightly different from the assumptions in older marketing literature.

Furthermore, the results of the hypothesis testing show that customer satisfaction (CS) has a significant positive effect on the intention to participate (PART). This indicates that satisfied customers tend to have a greater intention to participate in further activities or interactions with the brand. This finding supports previous theories that suggest that satisfaction strengthens customers' decisions to engage in the service process, which ultimately leads to long-term commitment (Fornell, 1992). This study also supports the social exchange theory which states that customer satisfaction will be positively related to customer engagement. Satisfied customers will tend to provide positive feedback to the brand and recommend the product or service to others (Zeithaml et al., 1996). This shows how a good relationship between a brand and its customers can create higher loyalty and engagement, which ultimately leads to long-term growth.

The results of the hypothesis test show that customer satisfaction also has a positive and significant effect on purchase intention (PURCH). This means that the higher the level of customer satisfaction, the more likely the customer is to make a purchase. This finding confirms the results of previous studies showing that customer satisfaction is a strong predictor of purchase intention (Reichheld & Teal, 1996). As more consumers have positive experiences with brands through social media marketing, they become more likely to make purchases. However, this study also found that although perceived service quality is a strong predictor of customer satisfaction (Gronholdt et al., 2000), it does not always mean that customer satisfaction will be immediately followed by purchase intention (Taylor et al., 1993). Instead, consumer behavioral habits that are formed after receiving marketing messages about a product or service can influence their purchase intention in a relatively short time (Dodds et al., 1991). According to Monroe (2011), purchasing decisions are based more on the perception of value received by consumers than on the price they have to pay.

The results of the hypothesis testing also show that customer satisfaction has a significant positive effect on the intention to join multi-level marketing (MLM). This shows that the higher the level of customer satisfaction with a brand, the more likely they are to join the MLM program offered by the company. This finding supports previous research showing that the benefits gained from a good relationship with a brand can encourage customers to be more involved in long-term relationships, such as becoming part of an MLM distribution network (Constantin, 2009). In addition, research by Hunt, Madhavaram, & Arnett (2006) also revealed that "relational benefits" are a key

factor in building relationship commitment with customers in relational transactions. When customers feel confident in the brand and benefit from their involvement, they tend to stay involved further, including in the form of active participation such as joining an MLM program. This shows that an effective MLM strategy can build strong relationships within a company's distribution network and provide greater benefits for both customers and the company.

CONCLUSION AND SUGGESTIONS

Based on the results of this study, it can be concluded that Oriflame's social media marketing activities have a positive influence on customer satisfaction. This shows that the more interesting and effective the social media marketing activities carried out by Oriflame, the higher the level of satisfaction felt by customers.. In addition, the results of the study showed that customer satisfaction has a positive and significant influence on the intention to participate (participation intention), intention to purchase (purchase intention), and intention to join the Oriflame MLM. This means that if customers are satisfied with Oriflame, they will not only continue to use Oriflame products, but will also participate in promoting Oriflame products, make repeat purchases, and even decide to join the Oriflame MLM membership program.

Based on these results, the model built in this study is proven to be appropriate and suitable to explain the relationship between Oriflame's social media marketing activities and customer satisfaction which ultimately affects customer intentions to continue using the product, participating, purchasing the product, and joining MLM. Therefore, social media marketing activities become a very important variable for Oriflame to determine customer satisfaction, which in turn can affect customer intentions to remain loyal and participate further in brand activities, both in terms of consumption and involvement in the direct marketing system (MLM).

Based on the results of this study, it is recommended that Oriflame continue to develop and strengthen its social media marketing strategy to further attract customers and increase their interaction with the brand. Oriflame can utilize social media platforms to build more personal relationships with customers, while increasing the social identity and value perceived by customers towards the brand. In addition, Oriflame also needs to focus on creating content that can strengthen customers' emotional ties with the brand, because this has the potential to increase customer satisfaction which can ultimately influence their intention to continue purchasing, participating in promotions, and joining MLM programs. In addition, it is important for Oriflame to pay more attention to customer feedback and improve the overall customer experience, in order to maintain loyalty and expand the distribution network through satisfied distributors or MLM members.

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