

INDONESIAN BEAUTY PRODUCT CUSTOMER EXPERIENCE THROUGH SOCIAL MEDIA

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Abstract

Customer experience greatly determines business success, including beauty care. This study analyzes customer experience when interacting with brands through testimonials published on customers' social media accounts. A qualitative research approach with netnographic methods is used to explore the sharing experience of participants of several brands' beauty care consumers. The dimension of customer experience analysis includes three stages, namely Customer Touchpoint, Moment of Truth, and Customer Involvement. This study indicates that Instagram and YouTube social media campaigns prioritized customer touchpoints. While Moment of Truth is based on customer testimonials, most of which show positive sentiment. Customer involvement reflected through views, likes, and comments has provided customers education about using products, knowing raw materials and manufacturing processes so that customers feel a valuable experience before deciding to subscribe. This study contributes to marketing by utilizing social media technology while inspiring customer experience academically by monitoring public sentiment on social network sites.

Keyword: Beauty care, customer involvement, customer touchpoint, moment of truth, social media

Introduction

The growth of the cosmetic industry in Indonesia is 7% throughout 2019 and targets to reach above 9% by 2020. This growth is based on the expansion of various types of cosmetics and personal care. In Indonesia, there are 797 large, medium, and small industries (IKM) in cosmetics. This figure is up from 760 companies in the previous year. Of the 797 national cosmetic industries, there are 294 industries registered with the Investment Coordinating Board (BKPM).

Three fundamental things will drive the growth of the beauty industry. First, Indonesia has a vast population of young people. Second, Indonesia's reasonably good economic growth can support the industry, and third, social media has significantly contributed. Industrial growth is also driven by increasing demand in the Indonesian domestic market, with the fifth largest population in the world. Therefore, this research

paper analyzes marketing communication aspects that accelerate the push for the distribution of beauty care products from producers to consumers.

Facial, skin, and body care products as a whole are no longer just commodities but have been integrated with online digital technology. The product is part of an exhibition on Instagram and live-streaming. Various products and brands compete to interact person-to-person with customers through social media. One of the Indonesian cosmetics and skincare that has been established since 2015 is Luxcrime. Inspired by the beauty of Indonesian women, Luxcrime strives always to provide quality products that make the wearer feel happy. Therefore, the tagline of Luxcrime is “I, Makeup, Skin, Happy :)”. Luxcrime products are formulated using quality ingredients by avoiding harmful chemicals and animal testing.

In the product knowledge, the Luxcrime brand puts forward its identity as a product with packaging, with a formula that seeks to attract person-to-person customers. There are two main types of product categories from Luxcrime, namely makeup, and skincare. Luxcrime makeup products range from lipstick, eyebrow pencil, blush, powder to setting spray, and the skincare products include masks, serums, and cleansing oils. They can be found at Shopee, Tokopedia, Lamida, Sociolla, and the Luxcrime offline store at Astha District 8. This diversity reflects that the skincare brand pays attention to how essential visual elements in interacting with others, including through live streaming.

Competition between brands in the beauty care line of business is very tight. However, the Luxcrime brand received an award as one of the local brands with Best Highlighter for the Luxcrime Ultra Highlighter Stardust product at #BFA2019, Best Eyebrow for the Luxcrime Slim Triangle Precision Brow Pencil product at the Sociolla Award 2020, Best Face Powder & Best Eyebrow Product in Female Daily 2020 event. Influencers communicate and capture those values to be delivered as particular messages through live streaming and Instagram content. The content of the message is part of the content analysis of this research.

This research analyzes Luxcrime products' discussion content on Instagram with 6,500 posts and 105 YouTube videos in 73 channels using #luxcrime. Therefore, Luxcrime's most active social media is Instagram, where they share product photos, company profiles, and people involved in the company, but the content shared by customers after trying their products is playing an essential role in its marketing. Word of Mouth on social media (e-WOM) causes this product to be known in the market and become a topic of conversation on social media.

Seeing the phenomenon above, the researcher discusses it from the customer experience perspective because this concept plays an essential role in product marketing, especially with new media. This study discusses customer experience using digital marketing strategy in customer relationship management. Therefore, the research question in this study is how does the customer experience process take place as a relationship marketing communication? The analysis was carried out on each perspective of using social media communication channels with dimensions of analysis

that included concepts such as customer touchpoints, moments of truth, and customer engagement.

Customer experience is essential in building business continuity by involving consumers in the long term. Because whatever development efforts are carried out, the aim is only to ensure mutual benefits between the various parties in the stakeholders. [Lemon and Verhoef \(2016\)](#) emphasized that customer experience is significant, based on the customer journey.

The customer experience research that has been carried out mainly discusses concepts and other studies and discusses one stage, such as touchpoints, moments of truth, or customer engagement. In addition, the discussion was extensive with several business sectors and did not use social media. While this research includes three stages of touchpoints, the moment of truth, and customer engagement. [Klaus and Maklan \(2013\)](#) explain that customer experience is generated through a long process of company-customer interactions across multiple channels, generated through functional and emotional cues.

Customer Relationship Management (CRM) is a core business strategy that integrates internal processes and functions and external networks to deliver value to targeted customers at a profit. It is based on high-quality customer-related data and is made possible by information technology. Customer experience is the cognitive and affective outcome of customer exposure to, or interaction with, a company's people, processes, technology, services, products, and other outputs. The core concepts related to customer experience management are the point of contact, the moment of truth, and customer engagement.

As a marketing approach, customer experience is the key to successful competition for consumer goods products. Managing a positive customer experience can be done through collaboration between marketing, operations design, human resource strategy with information technology and social media. To get a holistic understanding of this, manufacturers need to understand that the customer's perception and evaluation of their experience may change from time to time, so companies must take a long-term approach to collect information that is carried out continuously as long as the customer experience takes place. The three dimensions highlighted as analytical indicators in engaging customers on social media are customer touchpoints, moments of truth, and customer engagement.

Touchpoint is when the interaction occurs between the consumer and all things related to the company's products and services. It includes where the product is marketed, the company's technology that supports the buying and selling transaction process, and the processes that occur when communicating.

The communication process includes websites, Facebook, social media, service centers, warehouses, call centers and contacts, events, exhibitions, trade shows, seminars, webinars, direct emails, emails, advertisements, sales calls, and retail stores. Customer touchpoint elements include atmosphere, technology, communication, process, employee-customer interaction, and product interaction.

The Moment of Truth (MOT) is when consumers positively or negatively judge their experience when dealing with a product. The moment that occurs when the consumer first buys the product, the experience gained in communicating with the sales department, or when visiting a store or entering a branch. Before that moment occurs, consumers have expectations about what they will get at the moment of truth, and when these expectations are not met, the results will not be satisfactory.

The primary key to creating “Aha! Moment” in this moment of truth lies in the ability of customer service to serve consumers. Although the products sold are of high quality, if the experience when consumers interact in making purchases directly or online with the company's customer service does not go well, it will affect consumer satisfaction with their experience in dealing with companies or products.

Consumer satisfaction is not enough to maintain the continuity of long-term relationships between producers and consumers. Therefore, producers must increase the level of relationships with consumers with customer engagement. There is no standard definition of what is meant by customer engagement, but engaging customers is generally considered to have a higher intensity of participation and to have a particular relationship with a brand or company. The use of social media through applications that can be accessed via mobile phones, can provide utility in a collection of new instruments to increase customer engagement.

Customer engagement can maintain customer loyalty; in the long term, interactions built on social media can create a consumer desire to share experiences with others and become free promotions for the company. Customer loyalty to the brand can also be strengthened through customer engagement during service or the transaction. One example is through continuous interaction on social media.

This study considers four dimensions for customer engagement: (1) Cognitive: do customers know the company's brand, awards or the name of the company's local sales force? (2) Emotional: do customers like the experience offered by the company, prefer to offer the company over competitors, or are happy with the company's new product launch? (3) Behavior: How often do customers visit the company's website? How long do customers stay on the website? Did the customer click on the newsletter? (4) Social: have customers followed the company's social media accounts? Give likes? Or provide feedback for posts that have been made?

Research Methods

This study uses a qualitative approach with a netnographic method that describes customers' behavior who express their experiences and interest in Luxcrime products on social media and beauty bloggers who produce reviews and testimonials on YouTube.

Data Collection

Netnography is a data search and analysis technique. Its research obtains online data stored on computers and smartphones directly related to research, topics, and specific questions. So Netnography is a study that specializes in online culture and communities. Netnographers are also connected with context and communication,

including interactions, creations, and stories. The primary data in this study are headline information from the Luxcrime website and consumer testimonials on YouTube and Instagram. Qualitative data collection was carried out in the period May 2020 to May 2021. Online data were obtained from Instagram and YouTube posts using the hashtag (#) Luxcrime. The informants used in this study were random based on the last post using the hashtag (#) Luxcrime.

Field data were obtained from researchers' observations in the community, its members, interactions between members and meaning, and the researchers' participation.

Analyzing Data

Data analysis includes three aspects; First, computational analysis and computer assistance. Digital netnography mines using a computational way, additional text, pre-code, classify and visualize data in a culturally characterized and anthropologically informed big data insight search; big data insights go beyond the norm in this quality. Second, personal, introspective, and focused on the interpretation of subjectivity and the subject's position. Third, humanist netnography becomes a form that meets the need to balance data with artistic representations. This balance is possible due to the phase limitation of the amount of data. Humanist netnography is based on the principles of qualitative data mining, as is symbolic netnography on which it depends and on which it derives.

Results and Discussion

This study highlights Luxcrime's customer experience management, which includes three stages: customer touchpoints, the moment of truth, and customer engagement.

1. Luxcrime Social Media

The discussion of this research focuses on the social media of the official Luxcrime website and Instagram.

Luxcrime website has specific features including New Arrivals, Sale, Makeup (Eyebrow, Face, Blush, Setting Spray, Highlighter, Lips, Eyeshadow), Skin Care (Cleansing Oil, Lip Care, Mask, Moisturizer, Serum), Contact, About, and Payment Confirmation.

When opening the Luxcrime website, visitors will immediately see dynamic images that display superior products with eye-catching product images with natural colors. The Luxcrime website contains the tagline: I, Makeup, Skin, Happy, and the explanation: Luxcrime is a cosmetics and skincare company inspired by the beauty of Indonesian women; we exist to provide high-quality products.

At the end of the website, there are lists of official social media, Facebook and Instagram. On Instagram Luxcrime, there is information on Bio, namely I, Makeup, Skin, Happy | #Luxbaes to be featured | Local Pride | BPOM | Cruelty-Free | Vegans | Halal | WA: 0878-7773-3533 || Line: @luxcrime | Order Here linktr.ee/luxcrime_id. Instagram Luxcrime 269K Followers and 214 Following. There are 72 Highlight

Stories containing reviews of Luxcrime products, and 2,903 Post Feeds containing product information, how to use it, and how to order.

Luxcrime's main sales promotions work with websites, offline stores, and marketplaces such as Shopee, Tokopedia, Lamida, and Sociolla.

2. Customer Experience

This customer experience discusses Luxcrime's strategy, including touchpoints, the moment of truth, and customer engagement.

a. Customer Touchpoint

The results showed that Luxcrime customer management was carried out by creating a pleasant atmosphere, ease of ordering products on the website, social media, availability of complete product coverage information, processes, services, store locations, and others.

The atmosphere is packaged in promotional messages and information that puts forward local makeup and skincare innovations with high-quality packaging and formulas at affordable prices. Luxcrime also combats animal testing and avoids harmful chemicals.

b. Moment of Truth

Luxcrime customers create reviews and testimonials through YouTube videos and Instagram posts that can be searched using #luxcrime. There are 6,500 posts using #luxcrime on Instagram and 105 YouTube videos in 73 channels that discuss Luxcrime products using #luxcrime. Most of the posts and videos gave positive feedback, some were neutral, and no negative posts were found. In the videos, the Indonesian women's beauty brand, through beauty bloggers, explains Luxcrime products' benefits about skin problems.

Moment of truth analysis uses sentiment analysis done manually because the amount of data is relatively small. Sentiment analysis, also known as opinion mining, is a field of science that analyzes opinions, sentiments, evaluations, judgments, attitudes, and emotions towards product entities. Sentiment analysis consists of opinions expressing positive and negative sentiments from comments on Instagram and YouTube video reviews using the hashtag (#) Luxcrime.

The sentiment is considered positive if there are sentences that use the adjectives of praise, approval, support, recommendation, and it is considered negative if there are sentences that use the opposite adjectives or sentences that discredit Luxcrime products. The sentiment is neutral if there are no sentences between the two above or there are only sentences that provide information about the product. The following table 1 summarizes the results of the sentiment analysis from Luxcrime.

Table 1
Sentiment Analysis

Name	Sentiment Analysis		
	Product	Testimony	Tone
@nadyanaufel (Instagram Feed)	Lip Stain	Local lipstick with international flavors is the best!!!	Positive
@melaisadhora (Instagram Story)	Lip Stain	If you use it a little, the color will appear immediately, wipe it off with a tissue it remains, it doesn't transfer to the mask.	Positive
@gabriellstephanie (Instagram Story)	Primer	Weightless, blur imperfections, shine controlling.	Positive
Ajeng's Diary (Youtube)	Cushion	Cover acne scars, light formula, glowing.	Positive
Anneroid (Youtube)	Cushion	Very luminous, my skin is better, so cute.	Positive
@briggittatiffanny (Instagram Story)	Browcara	Shaping eyebrows, will become a favorite.	Positive
@eviliesia_lazysist er (Youtube)	Browcara	Makes long eyebrow hair neater, anti-sliding.	Positive
@averinanggita (Instagram Story)	Cushion	Pore blurring, buildable coverage, luminous finish.	Positive
@tasyafarasya (Instagram Story)	Browcara	Waterproof, really good, not stiff	Positive
@hanummegaa (Instagram Story)	Ultra Highlighter	Fresh look makeup, easy to blend, super creamy texture, affordable price.	Positive
@donnadys (Instagram Story)	Ultra Highlighter	The face becomes glowing, more lifted and thinner.	Positive
@diandananjaya (Instagram Story)	Two Way Cake	This powder is new-normal proof.	Positive
@amandasmess (Instagram Story)	Cleansing Oil	Very comfortable for the skin, very clean, contains sunflower oils.	Positive

c. Customer Engagement

Customer engagement in this study can be seen through interactions on social media such as the official Instagram account @luxcrime_id with 269K Followers and Luxcrime Facebook page with 277K Followers.

Communication and interaction in Luxcrime Instagram social media posts

have a 1.36% Engagement Rate, 1.23% Like Rate, 0.13% Comment Rate. Average Engagement data (Likes + Comments) is 3,213 Average Engagement per post, 2,899 Average Likes per post, 314 Average Comments per post. Total posts data contains two Average Posts per Week, 60 Average Posts per Month. Furthermore, Caption Words Most Used are with, shade, and skin.

While the communication and interaction occur on YouTube social media posts, Luxcrime does not have a YouTube channel but has many product reviews from various YouTube beauty enthusiast channels. The most influential promotions were obtained from reviews and recommendations on Tasya Farasya's channel, a beauty blogger, titled "Viral Local Powder Blind War - Luxcrime vs. Make Over," published on September 10, 2020. The video received 646,962 views and 20K likes. Tasya Farasya gave a positive review that the Luxcrime Two Way Cake product gave a creamier & glowing effect.

The second most influential YouTube video was obtained from reviews and recommendations on the Female Daily Network channel with the title "Best Local Powder Battle, Luxcrime vs. Rose All Day Cosmetics! | FD Battle," published on September 12, 2020. The video received 19,130 views and 473 likes. Female Daily Network gave a positive review that the Luxcrime Two Way Cake product provided a coverage effect.

Table 2
Customer Experience Strategies

Customer Experience Strategies	Conclusion		
	Element	Indicator	Luxcrime Strategies
Touchpoints	Communicative Element	Promotional Message, Informative message, Advertisement	Natural ingredients, halal products, eco-friendly lifestyle, local brands with international quality
Moment of Truth	Positive Negative Judgement	Product Quality Service Excellent	Improve product quality and increase sales, improve customer service and excellent ability to serve customers, ensure consumers get a satisfying experience when interacting with employees and products, making them willing to share experiences with others without being paid.

Customer Engagement	Social Media Engagement	Cognitive Emotional Behavioral Social	Build closeness with consumers by sharing the company's history, how the production and owners run the company, explaining in detail the product content and its benefits for health and the environment, inviting consumers to be part of a community that changes to be healthier and environmentally friendly.
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Conclusion

Based on the results of the research, the implementation of the customer experience management strategy is through three stages, namely (1) Customer Touchpoints, (2) Moment of Truth and (3) Customer Engagement; Luxcrime carries them out as follows: First, Customer Touchpoints, by creating a friendly atmosphere with the appearance of the website, social media, service friendliness, advertisements that show the use of technology and hygienic manufacturing processes. In addition, employee and customer interactions through responses to posts on Instagram and YouTube channels.

Second, in the digital era, the Moment of Truth occurred through beauty bloggers' testimony videos on the YouTube channel.

Finally, Customer Engagement begins when the company presents data to educate customers on how to use and choose products that suit customer needs, explain the importance of the raw materials used, and the process of making products on social media. Emotionally customers appreciate the company's hard work in presenting data and repay the company by sharing videos/posts related to the products they bought and expressing their feelings after using the product.

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