JEMSI: Jurnal Ekonomi Manajemen Sistem Informasi
E-ISSN: 2686-5238
P-ISSN: 2686-4916
https://dinastirev.org/JEMSI dinasti.info@gmail.com +62 811 7404 455
DOI: https://doi.org/10.38035/jemsi.v7i3
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Received: 19 Desember 2025 | **Revised:** 30 Desember 2025 | **Accepted:** 22 Januari 2026

Driving Brand Evangelism Among Surabaya Gen Z through Brand Satisfaction, Passion, and Trust Towards Avoskin Beauty

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Abstract: The decline in Avoskin's market share amid the intense competition in local skincare industry being serious concerns for the brand's sustainability. This research examines how brand satisfaction, brand passion, and brand trust influence brand evangelism among Generation Z towards consumers of Avoskin in Surabaya. Sample collected using a quantitative approach thought online questionnaire, with purposive sampling, involving 105 respondents who had used Avoskin products regularly for the past six months, Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) was employed to analyze the data using SmartPLS. The results indicate that brand satisfaction, brand passion, and brand trust have positive and significant effect on brand evangelism. These results finding the importance of customer satisfaction, emotional attachment, and trust in encouraging active loyalty and voluntary brand advocacy.

Keywords: Brand Evangelism, Brand Passion, Brand Satisfaction, Brand Trust.

INTRODUCTION

The Indonesian skincare industry has continued to grow significantly in recent years. This growth has also begun to shift consumer patterns and behavior, making skincare an essential need and lifestyle to prevent various skin problems and maintain healthy skin (Nurhasanah et al., 2024). Avoskin is one of the brands that brought innovation to Indonesia's skincare industry since 2014, under PT AVO Innovation Technology. In 2022, Avoskin ranked third in the "Top 10 Best-Selling Local Skincare Brands" category on e-commerce platforms, with Rp28 billion in sales during the April-June period (Compass.co.id, 2022). In 2023, this local skincare brand experienced a decrease in sales and market share compared to previous years, and continued through 2024. This decrease is reflected in Google Trends data, which shows a drop in search of interest for the topic "Avoskin" throughout 2023 when compared with other brands such as NPure and Skintific. This situation explains the need for targeted strategies to maintain the brand's competitiveness in a crowded skincare market.

This decrease are presumed by consumer behavior shifting among Generation Z, whose purchasing decisions for skincare brands are shaped by information obtained through social media, whether from influencers or personal usage recommendations (Atmi & Famiky, 2023). Generation Z is defined as individuals born between 1997 and 2012, a cohort that grew up alongside the rapid development of technology and social media (Panjaitan and Simanjuntak 2024; BPS 2020). In Surabaya itself, the population of Generation Z aged 15–28 is approximately 699,039 individuals (BPS 2024), positioning this age as a strategic segment for market group of digital natives with active purchasing power in skincare industries (Atmi & Famiky, 2023).

Muna et al. (2023) state that customers who willingly engage with a brand, such as by providing positive reviews and actively defending it to other consumers, can be categorized as Brand Evangelists. To cultivate consumers into Brand Evangelists, a brand must deliver Brand Satisfaction, by provides and fulfilled the consumers want and needs after using and experiencing a product's performance compared to their expectations (Anggarini, 2018)

H1: Brand Satisfaction positively influences Brand Evangelism for Avoskin Beauty among Generation Z in Surabaya

Hence, strengthen consumers emotion to attach with the brand or known as Brand Passion willingly represent an active and strongly positive attitude toward a brand, such an excitement, interest, and even obsession that make consumer promote the brand or other relevant behavioral outcomes and can turn consumers into evangelists (Gilal et al., 2023)

H2: Brand Passion positively influences Brand Evangelism for Avoskin Beauty among Generation Z in Surabaya

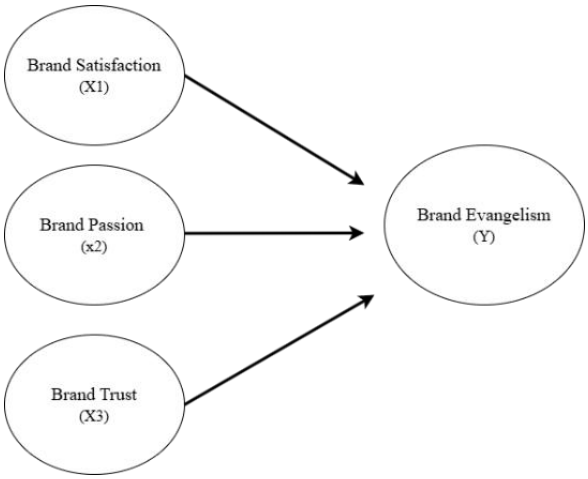
Building an evangelist for the brand required some trust between the customer and the brand. Brand trust reflects how strong emotional bond and trustworthiness among connected customers with the brand, grounded in feelings of security and confidence that the brand fulfill customer needs and expectations (Haudi et al., 2022). Trust in the brand does not come by itself, it comes with positive experiences that meet customers' expectations, leading them to seek out brands they can rely on (Prianka & Dermawan, 2022).

H3: Brand Passion positively influences Brand Evangelism for Avoskin Beauty among Generation Z in Surabaya

Research by Anggarini (2018); Mamesah et al. (2020), and Beyaz & Güngör (2021) shows that brand satisfaction has a positive and significant effect on brand evangelism in iPhone products. Furthermore, Malika & Tajuddien (2025) found that brand passion positively and significantly influences brand evangelism in smartphone products. Studies conducted by (Muna et al. (2023) and Adnan et al. (2022) also indicate that brand trust has a positive and significant effect on brand evangelism in the smartphone category

This study addresses this gap by examining brand evangelism in the Indonesian skincare industry, which is experiencing increasing market competition. While previous research has primarily focused on technology products, particularly smartphones, empirical studies in non-technology sectors are limited. This difference in context underscores the need to expand research on brand evangelism beyond the technology industry.

Based on this context, this study aims to examine the impact of brand satisfaction, brand passion, and brand trust on Avoskin Beauty brand evangelism among Generation Z in Surabaya. Specifically, this study seeks to analyze how these variables contribute to brand evangelism among this consumer segment.



Source: Research Results

Figure 1. Conceptual Framework

METHOD

This study adopts a quantitative research method to examine the relationships among the variables described, employing five-point Likert were measured using a Likert scale ranging from strongly disagree to strongly agree. Acording to Sugiyono (2024), the Likert scale was used as a way to perceive, express opinions, and understand social phenomena from the object of research. According to Sugiyono (2024), object of research is defined as characteristics or attributes of people, objects, or other activities that selected by researcher for the need of study. A sample in research must represent all segments of the population that have the required characteristics, so the study's results can be applied to the entire population (Sugiyono, 2024).

Object of research or sampling in this study employed purposive sampling under a non-probability sampling framework, whereby each member of the population did not have an equal likelihood of selection, and the sampling was conducted with specific criteria from 105 respondents through questionnaire research that distributed online by Google From that meets the object of research for this study that; a.) Regularly using Avoskin products for at least 6 months; b.) living in Surabaya; c.) Aged between 18 and 28; d.) Being active on Social Media.

Then, data analysis was conducted using a Partial Least Squares–based Structural Equation Modeling (PLS-SEM) approach with SmartPLS. To ensure the research findings, the analysis included validity testing, reliability testing, and hypothesis testing.

RESULTS AND DISCUSSION

Based on analysis from 105 respondents that meets characteristics who's; a.) Regularly using Avoskin products for at least 6 months; b.) living in Surabaya; c.) Aged between 18 and 28; d.) Being active on social media. The questionnaire results, can be concluded that majority of respondent are female comprising 76.2% respondent, while 23.8% are male. In terms of dominant age group was 21 to 24 comprising 52.4%. The most respondents was living in East Surabaya comprising 30.5%, and the fewest respondents lived in North Surabaya that only 12.4%, additionally all respondents (100%) were regular Avoskin skincare users in the past six months and active social media users, that meeting the criteria set for this study. These characteristics represent an in-depth overview of the respondents' demographic profile.

Outer Loading

This study employe a reflective measurement model for exogenous variables, through reflective indicators, namely Brand Satisfaction (X1), Brand Passion (X2), and Brand Trust (X3), with the endogenous variable in this research is Brand Evangelism (Y). Way to measure the validity of indicators is evaluating it based on the external loading value, with special attention paid to the magnitude to the factor loading values.

Table 1. Outer Loading

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1.1 <- (X1)	0.818	0.809	0.048	17.015	0.000
X1.2 <- (X1)	0.840	0.832	0.046	18.397	0.000
X1.3 <- (X1)	0.837	0.832	0.041	20.507	0.000
X2.1 <- (X2)	0.796	0.790	0.051	15.531	0.000
X2.2 <- (X2)	0.850	0.845	0.038	22.465	0.000
X2.3<- (X2)	0.847	0.847	0.027	31.118	0.000
X3.1 <- (X3)	0.807	0.807	0.039	20.470	0.000
X3.2 <- (X3)	0.709	0.701	0.079	8.960	0.000
X3.3 <- (X3)	0.818	0.813	0.040	20.369	0.000
Y3.4 <- (X3)	0.745	0.727	0.088	8.495	0.000
Y1.1 <- (Y)	0.789	0.789	0.040	19.571	0.000
Y1.2 <- (Y)	0.762	0.753	0.064	11.871	0.000
Y1.3 <- (Y)	0.743	0.736	0.068	10.929	0.000
Y1.4 <- (Y)	0.833	0.832	0.031	26.656	0.000
Y1.5 <- (Y)	0.764	0.750	0.081	9.438	0.000

Source: Research Data

The assessment of indicator validity relied on factor loading magnitudes and T-statistic values. Indicators with loadings above 0.70 or T-statistics exceeding 1.96 ($\alpha = 0.05$) were considered acceptable. Based on the Outer Loadings results, all reflective indicators of Brand Satisfaction (X1), Brand Passion (X2), Brand Trust (X3), and Brand Evangelism (Y) show factor loading values above 0.50 and T-statistics greater than 1.96. Based on the table results, all indicators demonstrate adequate convergent validity. Discriminant validity was further assessed using cross-loading analysis, where indicators are considered valid when their highest loading occurs on the corresponding construct.

Table 2. Cross Loading

	Brand Satisfaction (X1)	Brand Passion (X2)	Brand Trust (X3)	Brand Evangelism (Y)
X1.1	0.818	0.513	0.646	0.626
X1.2	0.840	0.640	0.695	0.709
X1.3	0.837	0.493	0.655	0.720
X2.1	0.416	0.796	0.565	0.595
X2.2	0.567	0.850	0.693	0.722
X2.3	0.644	0.847	0.794	0.726
X3.1	0.675	0.678	0.807	0.669
X3.2	0.568	0.657	0.709	0.617
X3.3	0.637	0.691	0.818	0.744
X3.4	0.586	0.521	0.745	0.585
Y1.1	0.659	0.599	0.604	0.789

Source: Research Data

Based on result of cross loadings analysis above, all indicators of Brand Satisfaction (X1), Brand Passion (X2), Brand Trust (X3), and Brand Evangelism (Y) show highest values on their original construct than their loadings on other variables, indicating that all indicators are valid.

Discriminant Validity

Discriminant validity was evaluated by analyzing cross-loading values and comparing inter-construct correlations with the square root of the AVE. Convergent validity is subsequently evaluated using AVE values, where values above 0.50 indicate that a construct adequately represents its indicators.

Table 3. Average Variance Extracted (AVE)

	Average variance extracted (AVE)
Brand Satisfaction (X1)	0.692
Brand Passion (X2)	0.691
Brand Trust (X3)	0.594
Brand Evangelism (Y)	0.607

Source: Research Data

Based on table 3, the results show that all constructs, Brand Satisfaction (0.692), Brand Passion (0.691), Brand Trust (0.594) and Brand Evangelism (0.607) demonstrate AVE values exceeding the recommended threshold of 0.50. These findings that each construct adequately, confirming that the measurement model satisfies convergent validity requirements.

Composite Reliability

Composite reliability is applied to assess the internal consistency of constructs (Hair et al., 2021). Construct deemed reliable when the composite reliability value exceeds 0.70, indicating consistent measurement of the latent construct by its indicators.

Table 4. Composite Reliability

	Composite reliability (rho_c)
Brand Satisfaction (X1)	0.871
Brand Passion (X2)	0.870
Brand Trust (X3)	0.854
Brand Evangelism (Y)	0.885

Source: Research Data

The composite reliability results indicate that Brand Satisfaction (0.871), Brand Passion (0.870), Brand Trust (0.854), and Brand Evangelism (0.885) all exceed the recommended threshold of 0.70. Therefore, all constructs are considered reliable for this research.

Latent Variable Correlation

In the PLS method, relationships among constructs may occur between exogenous and endogenous variables as well as among exogenous variables, as shown in the latent variable correlation table. Correlation values range up to a maximum of 1, where values closer to 1 indicate stronger relationships between constructs.

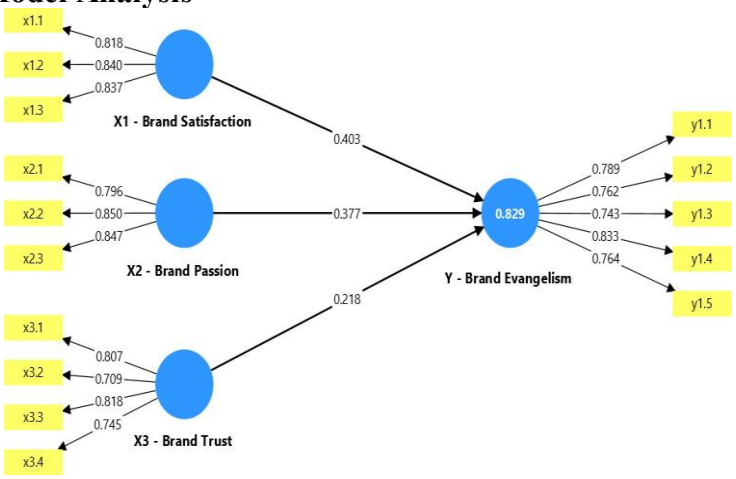
Table 5. Latent Variable Correaltion

	Brand Satisfaction (X1)	Brand Passion (X2)	Brand Trust (X3)	Brand Evangelism (Y)
Brand Satisfaction (X1)	1.000			
Brand Passion (X2)	0. 661	1.000		
Brand Trust (X3)	0.801	0.830	1.000	
Brand Evangelism (Y)	0.826	0.824	0.853	1.000

Source: Research Data

Based on table 5, all constructs exhibit average correlation values above 0.50. The strongest correlation is observed between Brand Trust (X3) and Brand Evangelism (Y) at 0.853, indicating that Brand Trust has the most substantial association with the development of Brand Evangelism compared to the other variables.

Structural PLS Model Analysis



Source: Research Results

Figure 2. Structural Model Result

Based on PLS diagram output, the factor loading values of each indicator are displayed above the arrows connecting the constructs and their indicators. The highest factor loading found on Brand Satisfaction is represented by the indicator brands can provide positive experiences (X1.2) at 0.840, for Brand Passion the strongest indicator represented by ideal self-congruence (X2.2) at 0.850, while Brand Trust is most strongly reflected by trustworthiness (X3.3) at 0.818. Meanwhile, Brand Evangelism is predominantly represented by the indicator brand salience (Y1.4) at 0.833. These indicators demonstrate the most dominant contribution in measuring their respective constructs.

Inner Model

The inner model evaluation is performed by assessing the R-square values that represent the relationships among latent variables. The R-square (R^2) value reflects the extent to which exogenous variables explain the endogenous variable.

Table 6. R-Square

	R-Square
Brand Evangelism (Y)	0.829

Source: Research Results

he R-square (R^2) value of 0.829 demonstrates that Brand Satisfaction, Brand Passion, and Brand Trust collectively account for 82.9% of the variance in Brand Evangelism, with the remaining 17.1% explained by variables not examined in this research.

Hypothesis Testing

Hypothesis testing is performed by evaluating the path coefficients and T-statistics of the inner model, as presented in the table below.

Table 7 Path Coefficients (Mean, STDEV, T-Values)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Satisfaction (X1) -> Brand Evangelism (Y)	0.403	0.388	0.109	3.695	0.000
Brand Passion (X2) -> Brand Evangelism (Y)	0.377	0.381	0.101	3.723	0.000
Brand Trust (X3) -> Brand Evangelism (Y)	0.218	0.227	0.097	2.251	0.024

Source: Research Results

Based on table above, the hypothesis result indicate that Brand Satisfaction has a positive effect on Brand Evangelism toward Avoskin Beauty among Generation Z in Surabaya. This relationship is supported by a path coefficient of 0.403 and a T-statistic value of 3.659, which exceeds the critical value of 1.96 ($\alpha = 0.05$), along with a p-value of 0.000 (< 0.05). Therefore, the effect is statistically significant, and H1 is accepted.

These findings are consistent with Anggarini (2018), who argues that higher levels of customer satisfaction can increase consumers' intentions to continue using, repurchasing, and recommending a brand. The most prominent indicator within this construct is *positive brand experience*, suggesting that customers develop deeper engagement after experiencing satisfactory product performance (Beyaz & Güngör, 2021), particularly in relation to the effectiveness of Avoskin skincare products. This result aligns with the characteristics of Generation Z consumers, who tend to engage in repeat purchases and develop brand loyalty when they are satisfied with brand performance (Winnie, 2024). Furthermore, this finding supports previous studies by Mamesah et al. (2020) and Beyaz & Güngör (2021), which demonstrate that brand satisfaction has a positive and significant effect on brand evangelism. Accordingly, higher levels of customer satisfaction increase the likelihood of consumers becoming active brand evangelists who voluntarily recommend the brand.

The results of H2 testing indicate that Brand Passion has a positive effect on Brand Evangelism toward Avoskin Beauty among Generation Z in Surabaya. This relationship is supported by a path coefficient of 0.377 and a T-statistic value of 3.723, which exceeds the critical value of 1.96 ($\alpha = 0.05$), along with a p-value of 0.000 (< 0.05). Therefore, the effect is statistically significant, and H2 is accepted.

These results indicate that consumers are not solely focused on functional or benefits, but also on how a product reflects personal ideals and generates a sense of pride when they used it (Guanqi & Nisa, 2023). This finding aligns with the characteristics of Generation Z, who tend to form emotional bonds with brands based on values that resonate with their personal identity (Kotler et al., 2024), highlighting the importance of maintaining this emotional connection (Mvondo et al., 2022). In the case of Avoskin, this also implies the need for the brand to respond sensitively to price-related concerns amid current economic conditions. Furthermore, this finding is consistent with prior studies by Mvondo et al. (2022) and Malika & Tajuddien (2025), which confirm that brand passion has a positive and significant effect on brand evangelism. Accordingly, stronger emotional attachment driven by brand ideals or image increases the likelihood of consumers becoming brand evangelists who voluntarily recommend Avoskin to others.

The results of H3 testing indicate that Brand Trust has a positive effect on Brand Evangelism toward Avoskin Beauty among Generation Z in Surabaya. This relationship is supported by a path coefficient of 0.218 and a T-statistic value of 2.251, which exceeds the critical value of 1.96 ($\alpha = 0.05$), along with a p-value of 0.024 (< 0.05). Therefore, the effect is statistically significant, and H3 is accepted.

These findings suggest that consumers tend to rely on brands perceived as having integrity and trustworthiness, even in the presence of perceived risk (Adnan et al., 2022). Generation Z, as a digitally literate consumer that highly active on social media, has a strong tendency to openly share both positive and negative experiences (Purwianti et al., 2023). Therefore, maintaining consumer trust is crucial for Avoskin, particularly in encouraging voluntary promotion through authentic consumer experiences. This finding is consistent with previous studies by Muna et al. (2023) and Basri et al. (2025), confirm that brand trust has a positive and significant effect on brand evangelism, suggesting that higher consumer trust in Avoskin enhances consumers' propensity to engage in positive word-of-mouth and brand advocacy..

CONCLUSION

This study concludes that Brand Satisfaction, Brand Passion, and Brand Trust play a significant role in shaping Brand Evangelism among Generation Z consumers of Avoskin in Surabaya. The findings confirm that customer satisfaction, emotional attachment, and trust are essential drivers of voluntary brand advocacy in the highly competitive local skincare industry.

From a practical perspective, this research contributes to the understanding of managerial factors that drive brand evangelism and strengthen consumer-based advocacy by consistently maintaining product quality, aligning brand values with consumers' ideal self-concept, and fostering trust through transparency and integrity.

These efforts are particularly relevant for Generation Z, who tend to express brand-related experiences openly through digital platforms. From an academic standpoint, this study enriches the brand evangelism literature by extending its application to the skincare industry context, which has received limited empirical attention.

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