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STRATEGIES TO IMPROVE CUSTOMER SATISFACTION:
DIGITAL MARKETING APPLICATIONS IN THE SKINCARE
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ABSTRACT

The rapid advancement of technology has fostered sophisticated digital media essential for developing customer-oriented businesses, particularly within the highly competitive skincare industry where visual appeal and trust are paramount. This study examines the conceptual basis of application-based digital marketing strategies in enhancing customer satisfaction. Employing a descriptive qualitative approach, the research utilizes secondary data derived from theoretical frameworks and empirical findings of previous studies gathered through a comprehensive literature review. The operational framework maps out five sequential strategic phases for determining a digital roadmap: business identification, rivalry identification, customer identification, establishing business targets, and precise progress tracking. The findings indicate that integrating application-based digital marketing requires a meticulous strategic analysis of both internal and external factors to determine the most effective marketing approach. Notably, this research highlights four critical digital factors that directly influence satisfaction levels: convenience, service speed, product quality, and active customer contribution. The results demonstrate that mobile applications successfully eliminate information barriers by facilitating instantaneous, two-way communication between producers and consumers. This interaction effectively fosters direct feedback mechanisms, personalized engagement such as automated product usage reminders, tailored promotional offerings, and high-frequency interaction, which collectively serve as primary drivers for increasing long-term brand loyalty. The findings suggest that a well-integrated digital marketing application not only streamlines the purchasing process but also serves as a critical touch-point for building customer engagement and trust. Furthermore, this study highlights how digital customization features shape positive consumer behavior by supporting informed choices and aligning with responsible consumption practices in the beauty market.

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INTRODUCTION

In the modern competitive landscape, businesses are constantly striving to enhance customer satisfaction and drive growth, as retaining a satisfied client base is a fundamental pillar of success in the corporate world (Nuseir & Elrefae, 2022). Customer satisfaction itself is defined as the consumer's reaction to a product's utility and attributes; it is achieved when a product's performance aligns with or exceeds their expectations, whereas failure to meet these needs results in dissatisfaction (Uzir *et al.*, 2020). Because customer satisfaction is the cumulative result of various interactions with a brand, it can fluctuate from one experience to another. Consequently, maintaining high satisfaction levels requires a continuous commitment to innovation and the creation of unique, diverse customer experiences (Arviana & Rahmat Syah, 2022). While the resulting proliferation of diverse products and services provides consumers with more choices and the ability to compare options against their specific criteria (Puji *et al.*, 2024), it also intensifies the competitive environment for producers. To survive and thrive in such a saturated market, businesses must implement increasingly sophisticated and aggressive strategies (Xiong *et al.*, 2021). The most effective approach to meeting these competitive challenges involves leveraging advanced infrastructure and facilities that align with modern market demands (VENTENY, 2024). Digital marketing has emerged as a transformative force in the modern business landscape, particularly within the skincare industry where visual appeal and consumer trust are paramount (Daian, 2024). This paradigm shift has redefined how brands interact with their audience, moving away from traditional broadcasting toward a more interactive and data-driven

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approach. In the context of rapid technological advancement, skincare companies are increasingly leveraging various digital tools to capture market share and foster long-term relationships with their clientele (Li *et al.*, 2022). Digital marketing strategy is a plan that uses various online channels to reach and engage with customers (Yuliaten *et al.*, 2024). This strategy includes various tactics such as SEO, social media marketing, email marketing, and content marketing (Xiong *et al.*, 2021). By using digital marketing, businesses can reach a wider audience and build stronger relationships with their customers (Wamba *et al.*, 2017). In the current digital era, these online platforms have become essential tools for daily business operations and are highly favoured by the general public. For instance, in sectors like skincare, consumers no longer need to visit a doctor in person but can instead utilize digital media for consultations and shopping (Iwan, 2020). Ultimately, this digital evolution supports the broader social process of marketing, where individuals and groups fulfil their needs through the free exchange of valuable products and services (Kotler & Keller, 2021), while promoting patterns of responsible consumption that ensure long-term well-being. This study employs a descriptive qualitative approach with a literature review method to examine how application-based digital marketing strategies can enhance customer satisfaction in the skincare industry. The results indicate that digital technology facilitates instantaneous two-way communication, which serves as a primary driver for increasing satisfaction. Therefore, this study aims to explore the strategic implementation of digital marketing applications in the skincare industry and how these platforms can be optimized to maximize customer satisfaction. By analyzing various digital features and user interactions, this article provides comprehensive insights for skincare brands to thrive in a highly competitive digital marketplace. Additionally, it offers a broader perspective on how digital transparency in these applications influences sustainable consumer behavior, encouraging more responsible consumption in selecting skincare products. The remainder of this article is structured as follows: Section 2 reviews the literature; Section 3 describes the methodology; Section 4 presents the results; Section 5 discusses the findings; and Section 6 concludes the study.

LITERATURE REVIEW

Digital Marketing

The evolution of digital marketing has fundamentally altered how the skincare industry interacts with its consumer base, moving from transactional exchanges to relationship-based engagements. According to Yi (2018), marketing services in the digital era require an integrated approach where information organizations leverage technology to provide personalized value. In the context of skincare, this personalization is critical because consumer needs are highly specific to skin types and individual concerns. Recent studies by Xiong *et al.* (2021) emphasize that in a variety-seeking market, brand name awareness alone is insufficient; digital platforms must provide consistent psychological assurance to maintain competitive advantages. This suggests that digital marketing applications (DMA) serve not just as promotional tools, but as vital infrastructure for trust-building.

Customer Satisfaction

Customer satisfaction is defined as a comprehensive evaluation of a consumer's experience with a product or service, serving as a critical indicator of a company's performance and long-term viability. In the context of the skincare industry, satisfaction is not merely a post-purchase reaction but a complex psychological state influenced by product efficacy, digital interaction, and brand perception, which directly correlates with the support for a healthy lifestyle and the protection of public health through safe product consumption. According to Kotler and Keller (2021), satisfaction represents the level of an individual's perceived feelings resulting from comparing a product's performance to their prior expectations. This conceptualization implies that skincare brands must consistently align their digital marketing promises with the actual results delivered to the consumer to avoid dissatisfaction. The dynamics of achieving high satisfaction levels have evolved with the integration of digital technology. Recent studies highlight that digital marketing applications play a pivotal role in shaping customer expectations and providing platforms for immediate feedback. Research by Xiong *et al.* (2021) suggests that in markets characterized by variety-seeking behavior, such as skincare, maintaining brand name awareness through digital channels is essential to keep customers satisfied and prevent them from switching to competitors. Furthermore, the ability of a firm to provide personalized experiences through mobile applications and social media platforms significantly enhances the perceived value of the brand, which is a direct antecedent to satisfaction (Yi, 2018). Moreover, customer satisfaction in the digital age is heavily dependent on the quality of information and the ease of interaction provided by the brand. As emphasized by Yuliaten *et al.* (2024), effective marketing strategies through digital platforms like Facebook can influence consumer perspectives and satisfaction by providing transparent and accessible information. When consumers feel that their needs are understood and addressed through two-way communication channels, their trust in the brand increases, leading to a more profound sense of fulfillment. Therefore, strategies aimed at improving satisfaction must focus on optimizing digital touchpoints to create a seamless and responsive consumer journey.

Satisfaction Enhancement Strategy through Digital Personalization

Digital personalization has emerged as a cornerstone in modern marketing, particularly within the skincare industry, where consumer needs are highly individualized. According to Castilla-Miguel and Aramendia-Muneta (2024), the integration of digital marketing tools and the analysis of market trends are pivotal in understanding contemporary consumer behavior. Their research highlights that personalized digital experiences directly correlate with significant sales growth in the skincare sector, as consumers increasingly seek products tailored to their specific skin types and aesthetic goals. This is further supported by the concept of strategic resource utilization; Li, Chan, and Levallet (2022) demonstrate how organizations can leverage digital resources to gain a competitive strategic advantage. In the context of skincare, this

involves using data-driven insights to create bespoke customer journeys that enhance perceived value and satisfaction. The effectiveness of these strategies often hinges on the quality of digital interaction. Digital Personalization allows brands to move beyond mass marketing by utilizing artificial intelligence and machine learning to recommend products based on previous purchase history and real-time behavioral data. This technological alignment ensures that marketing efforts are not only relevant but also timely, fostering a deeper sense of brand connection. Furthermore, the ability to utilize digital resources effectively, as discussed by Li *et al.* (2022), enables firms to remain agile in a rapidly shifting market, ensuring that satisfaction enhancement strategies are continuously refined based on evolving digital trends and consumer feedback. Consequently, the synthesis of advanced digital tools and strategic resource management forms a robust framework for improving customer satisfaction in the highly competitive skincare landscape.

Relevant Research

The following presents a tabulation of the research literature synthesis:

Table 1. Research Literature Synthesis

Main Topics	Author's	Findings / Key Concept
The Evolution of Marketing Technology	(Yi, 2018)	Explains the four stages of technology adoption until it becomes a standard digital marketing practice
Digital Marketing Implementation	(Chaffey & Ellis-Chadwick, 2019)	The main advantage of app-based strategies is the ability to collect precise consumer behavior data
Social Media Marketing & Trust	(Chetioui <i>et al.</i> , 2020)	Instagram marketing and influencer recommendations significantly boost consumer trust and purchase intentions for cosmetics
Personalization and Satisfaction	(Uzir <i>et al.</i> , 2020)	Skincare customer satisfaction requires a personalized approach because each individual's skin condition is unique
Marketing Management and Satisfaction	(Kotler & Keller, 2021)	Satisfaction is a post-purchase evaluation where product results at least match or exceed expectations
Customer Experience	(Arviana & Rahmat Syah, 2022)	Creativity in digital tools creates a variety of customer experiences that support sustainable profits
Digital Strategic Advantage	(Li <i>et al.</i> , 2022)	Explains how digital resources and platform capabilities (e.g., Instacart) are leveraged to create a strategic competitive advantage
E-WOM & Brand Image	(Nuseir & Elrefae, 2022)	Electronic Word-of-Mouth (e-WOM) on social media platforms directly enhances brand image and drives customer satisfaction in beauty products
Interactive Marketing & Engagement	(Zarouali <i>et al.</i> , 2022)	The use of interactive elements in digital brand apps creates high engagement, leading to higher retention rates among skincare users
Consumer Behavior & Sales Growth	(Castilla-Miguel & Aramendia-Muneta, 2024)	Analyzes the impact of digital marketing tools and influencer trends on consumer behavior and sales growth within the skincare industry

Source: Recapitulation from literature and previous research (2025)

Overall, the study shows that the integration of app-based digital marketing strategies is not just a trend, but a fundamental need to bridge the gap between producers and consumers through real-time two-way communication.

MATERIALS AND METHODS

Research Design

This study applied a descriptive type with a research approach utilizing qualitative analysis. Descriptive events are conducted systematically to gain a clear and accurate understanding of facts, features, and relationships between indicators (Siedlecki, 2020). Furthermore, a researcher is not intended to try to analyze how and why a phenomenon occurs, so the phenomenon is presented as it is without any particular manipulation. Therefore, this research category does not require a hypothesis statement (Creswell & Creswell, 2023).

The best strategy and initial steps in laying the digital foundation are identification of business, competitors, customers, business targets, and progress, such Figure 1 below:

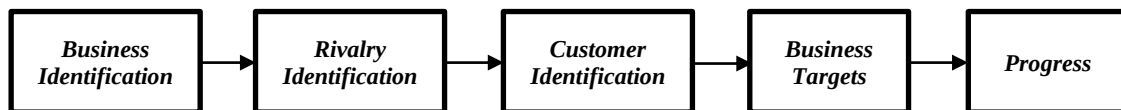


Figure 1. Phases of Determining a Digital Marketing Strategy (Ryan, 2017, p. 24)

Business Identification; is the way to identify a business involves a more in-depth analysis of its current state and examining whether its products are suitable for online promotion. This includes aspects such as the availability of technology and infrastructure to support business promotion through digital marketing. Competitor Identification is carried out by analyzing competing businesses, as seen from the online market. Customer Identification is assessed through several aspects, such as who our target market is, what customers want, how customers use digital technology, and how those customers obtain the products we offer. Business Targets are crucial in implementing a program or establishing a company. They serve as a benchmark for companies to determine whether the business is successful in the digital marketing promotion process. And finally, progress is a primary benefit of digital marketing is the superior ease of quantifying results when compared to traditional marketing methodologies. This approach allows for every activity and subsequent progress to be meticulously tracked and compared against predefined objectives to evaluate overall success.

To identify this progress effectively, businesses can analyze specific indicators, such as the preference for digital channels that generate higher visitor density or traffic. Furthermore, this evaluation involves understanding the underlying factors that drive engagement on specific platforms and assessing how increased traffic translates into actual tangible value for the business.

Data analysis was conducted using qualitative analysis techniques on the collected literature. The analysis focused on identifying methods for determining internal aspects of digital marketing and how technology facilitates two-way communication to improve customer satisfaction in the skincare industry.

RESULTS

This section presents the findings derived from the qualitative descriptive analysis of internal determination methods for digital marketing implementation within the skincare industry. Following the five-phase framework established in the methodology, the results are synthesized as follows:

(1) Strategic Development Phases; initially start the implementation of digital marketing applications (DMA) follows a systematic progression to ensure alignment with business goals and customer expectations with: (i) Business and Rivalry Identification: Analysis of the current business state confirms that skincare products are highly suitable for online promotion due to their visual nature. Identifying competitors in the online market allows the firm to benchmark technological infrastructure and digital presence. (ii) Customer Identification: The target market is identified by their digital behavior, specifically how they utilize technology to consult on skin concerns and obtain products without in-person visits. (iii) Business Targets and Progress: Strategic benchmarks serve as indicators of success. Progress is meticulously tracked by analyzing digital channel preferences and visitor density (traffic), which translates into tangible business value.

(2) Impact on Customer Satisfaction, which the research identifies four critical digital factors that directly influence customer satisfaction levels in the skincare sector:

Table 2. Four Critical Digital Factors

Factor	Findings / Key Concept
Convenience	Digital media provides ease of access and accurate product information
Service Speed	Enables purchases "anywhere and anytime," meeting modern consumer demands for efficiency
Product Quality	Digital platforms facilitate the purchase process, ensuring that the delivered product quality meets expectations
Customer Contribution	Technology empowers customers to become key contributors to the sales process through feedback and interaction

Source: Recapitulation from literature and previous research (2025)

(3) Analysis of Two-Way Communication, interpret the integration of mobile applications facilitates instantaneous two-way communication between producers and consumers. This interaction eliminates "information barriers," allowing for: (i) Direct Feedback: Customers can submit complaints or feedback immediately. (ii) Personalized Engagement: Features such as product usage reminders and personalized promotions foster an emotional attachment to the brand. (iii) High-Frequency Interaction: Consistent and dynamic brand communication serves as a primary driver for increasing brand loyalty and long-term satisfaction

DISCUSSIONS

The results of this study demonstrate that brand communication serves as the fundamental bridge between skincare companies and their consumers in the digital era. This communication is not merely a transactional exchange of information but acts as the primary basis for shaping brand perception and cultivating long-term customer relationships. By leveraging digital media, businesses achieve a significant competitive advantage because modern technology facilitates instant, two-way communication. This interactive paradigm shifts the power dynamic, allowing consumers to actively co-create their brand experiences rather than passively consuming marketing messages. These findings support the original conceptual framework that application-based digital marketing strategies are pivotal in meeting and exceeding customer expectations. The shift towards digital platforms allows customers to take an active role in the commercial process, enabling them to choose products, place orders, and provide feedback directly from any location at any time. In this digital ecosystem, convenience and service speed emerge as critical determinants of satisfaction, where real-time responsiveness reduces purchase friction.

Comparing these results with previous research, the emphasis on high-frequency interaction as a driver for loyalty aligns with the insights from Zarouali *et al.* (2022), who demonstrate that interactive elements within digital brand applications create robust user engagement, which directly translates into higher customer retention rates in the skincare domain. This is further supported by Chaffey and Ellis-Chadwick (2019), who highlight that app-based digital marketing strategies possess a superior capacity for capturing precise consumer behavior data, allowing brands to maintain a continuous, data-driven dialogue that reinforces customer commitment.

Furthermore, the necessity for personalization in the skincare industry, as identified in this study, resonates with the research by Uzir *et al.* (2020), which highlights that because each individual's skin condition is unique, satisfaction requires a highly tailored approach. However, while traditional marketing often relies on broad brand awareness, this study corroborates the view of Xiong *et al.* (2021) that in variety-seeking markets like skincare, digital platforms must go beyond awareness to provide consistent psychological assurance and trust-building infrastructure. This strategic posture is also consistent with the empirical findings of Chetoui *et al.* (2020), which show that modern digital touch-points such as

specialized social media recommendations and influencer marketing are essential to actively cultivate consumer trust and shape positive purchase intentions in the cosmetics sector.

The theoretical implications of these findings suggest that digital marketing applications (DMA) effectively eliminate "information barriers". When customers receive specialized attention through features such as personalized promotions or regular product usage reminders, they develop a deeper emotional attachment to the brand. This confirms the hypothesis that application-based digital marketing.

Not only influences immediate brand satisfaction but also bolsters long-term brand confidence and loyalty. The ability to utilize digital resources effectively, as also discussed by Li et al. (2022), enables firms to remain agile in a rapidly shifting market. Ultimately, the integration of these digital strategies requires a meticulous analysis of both internal and external factors to ensure the chosen marketing approach effectively improves customer satisfaction within the highly competitive skincare landscape.

CONCLUSIONS

Digital marketing serves as a transformative driver for increasing sales and enhancing brand loyalty, particularly within the skincare industry. This study concludes that the integration of application-based digital marketing strategies significantly improves customer satisfaction by facilitating instantaneous, two-way communication that bridges the gap between producers and consumers. The unique contribution of this research lies in the identification of a strategic framework comprising business, competitor, and customer identification that allows skincare brands to eliminate "information barriers" through personalized digital touch points.

By providing specialized attention such as usage reminders and tailored promotions, brands can cultivate deep emotional attachments and long-term brand confidence. Theoretically, this research reinforces the concept that in variety-seeking markets, digital platforms act as vital infrastructure for trust-building rather than just promotional tools. Managerially, the findings suggest that skincare companies must prioritize digital personalization and speed of service to meet evolving consumer expectations. However, this study is limited by its qualitative descriptive approach, which relies solely on secondary data and has not been empirically tested through direct consumer interaction or field data. Furthermore, the discussion does not explore specific technical features like AI-driven skin analysis or Augmented Reality (AR). Consequently, future research should employ quantitative methods, such as PLS-SEM, to measure the statistical strength of these relationships. It is also recommended that future studies gather primary data through questionnaires to capture real-world consumer experiences regarding product ingredient transparency and content personalization.

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