The Role of Social Media Marketing in the Formation of Brand Loyalty with Brand Trust and Brand Engagement as Mediating Variables (Case Study of NPure Skincare Products)

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Abstract
This study aims to determine the role of social media marketing in building brand loyalty for Npure skincare products, with a focus on brand trust and brand engagement as mediating variables. The method used in this research is to collect data obtained from distributing questionnaires totaling 115 respondents with the criteria of active social media users, have seen Npure skincare advertisements on Instagram social media and have made purchases at least 2 times and use Npure skincare. In analyzing data using SEM analysis assisted by smartPLS. From the results of the hypothesis testing that the researchers have done, the researchers found a positive influence between the two variables (social media marketing, brand engagement on brand loyalty) and the absence of the influence of brand trust on brand loyalty. The managerial implications of this study include the importance of developing interesting and interactive digital marketing strategies.

Keyword: social media marketing, brand trust, brand engagement, brand loyalty

Abstrak
Penelitian ini mempunyai tujuan agar dapat mengetahui peran social media marketing dalam membangun loyalitas merek produk skincare Npure, dengan fokus pada brand trust dan brand engagement sebagai variabel mediasi. Metode yang digunakan dalam riset ini dengan mengumpulkan data yang didapatkan dari penyebaran kuesioner berjumlah 115 responden dengan kriteria pengguna aktif media sosial, pernah melihat iklan skincare Npure di sosial media Instagram dan pernah melakukan pembelian minimal 2 kali serta menggunakan skincare Npure. Dalam menganalisis data menggunakan analisis SEM yang dibantu oleh smartPLS. Dari hasil uji hipotesis yang telah peneliti lakukan, peneliti menemukan adanya pengaruh positif antara kesua variabel (social media marketing, brand engagement terhadap loyalitas merek) dan tidak adanya pengaruh brand trust terhadap loyalitas merek. Implikasi manajerial dari penelitian ini meliputi pentingnya mengembangkan strategi pemasaran digital yang menarik dan interaktif.

Kata Kunci: pemasaran sosial media, kepercayaan merek, keterlibatan merek, loyalitas merek

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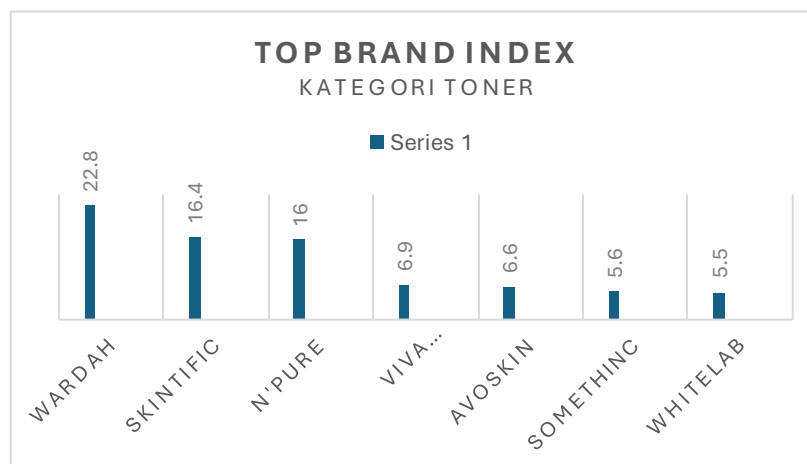Email: 211202106897@mhs.dinus.ac.id (Soraya Farahdilla Dwi Hartono)

INTRODUCTION

Skincare is now a daily necessity for women who want to look beautiful and attractive. From this, many skincare products continue to develop in order to meet the needs that increase every year. Indonesia is a potential market because it has a population of 267 million people with a population of 130 million people are women plus adult men who are very concerned about appearance. This makes the market for skincare products in Indonesia increasingly able to continue to grow.

The Ministry of Industry noted that by the end of 2023, there will be more than 1,039 skincare and cosmetics companies in Indonesia. Of these, 89 percent come from the small and medium industry (SMI) sector. The Ministry of Industry continues to encourage the development of the cosmetics industry to be more competitive at the global level. The sector's growth target is 5.35% in the period 2024-2028. The government is optimistic that the cosmetics industry in Indonesia will be balanced not only in the dosmetic market, but also in the international market One of the skincare brands that is currently balanced in Indonesia is Npure. Npure is one of Indonesia's national skincare products that is quite popular. PT Peinta Natural Kosmeitindo as a company that imports skincare (Npure) has started its business since 2017. "Pure Beauty In Natural Way" is the slogan used by Npure to promote beautiful skin.

Picture 1. Although the Npure brand is still a fairly young skincare brand because it was only established in 2017. However, Npure has achieved total sales of 16 billion and managed to occupy the third position of the top brand of skincare brands with the best-selling toner category in E-commerce (Compas, 2023) which means that consumers trust Npure in the beauty industry.

Npure has over 1 million followers on Instagram utilizing social media platforms as a strategy to promote their business. Npure consistently posts interesting and interactive content by utilizing the features available on Instagram (Ivanka et al., 2023). Which of course includes educational information about skincare to expand promotional access and establish relationships with consumers to create loyalty.

TOP BRAND INDEX
KATEGORI TONER

Series 1

WARDAH	SKINTIFIC	N'PURE	VIVA...	AVOSKIN	SOMETHINC	WHITELAB
22.8	16.4	16	6.9	6.6	5.6	5.5

Picture 1. Best Brand Toner
Source: Compas (2023)

This level of loyalty can make consumers recommend Npure to others to use its products, repurchase and continue to use the Npure brand. The more positive brand trust in Npure, the better consumers perceive trust in the brand. Brand trust is closely related to social media where when this brand has a trustworthy impression in the minds of consumers, consumers will also have confidence in purchasing these products or when consumers have a lot of information with their own experiences. This is also influential in building brand engagement to make NPure get a positive response as evidenced by the achievement of @npureofficial Instagram account followers reaching 1.5 million followers.

Tabel 1. Based on the data above, it can be seen that N'pure's competitor brands also do a good job of marketing through social media. Many competitor brands strive to produce a lot of interesting content and can encourage consumers to trust and retain consumers by paying attention to satisfaction. This is also supported by the number of followers owned by each brand. Referring to the data, Npure has not maximally utilized their social media well. Although Npure has created interesting content on their Instagram account, Npure still has not managed to beat their competitors.

Npure prioritizes the consistency of good service in maintaining trust and building positive relationships with its customers, not only that NPure also educates consumers about Npure products and so as not to be lured by unrealistic advertisements (Winarsih et al., 2024). NPure is helped by influencers and consumers who have used Npure by making reviews to introduce its products, so that all marketing activities that NPure has carried out on Instagram form a bond with NPure customers.

According to Budiarsi et al (2021) in his research found a positive and significant effect of social media marketing on brand loyalty. However, this is not supported by research which states that social media marketing has an insignificant effect on brand loyalty (Fucas, 2021) this is because relevant content cannot stand alone, so other variables are needed to have an effect on brand loyalty. There are inconsistent research results between social media marketing and brand loyalty, so the variables brand engagement and brand trust are used as mediating variables.

Table 1. Number of Npure Instagram Followers with other Brands

Brand Skincare	Followers
Wardah	3,1million
Npure	1,5 million
Somethinc	1,4 million
Skintific	1 million
Avoskin	708 thousand
Whitelab	555 thousand
Viva Cosmetic	342thousand

Source: Research Data, 2025

Ngabiso et al. (2021) in their research found a positive and significant effect of brand trust on brand loyalty. Supported by research conducted by (Peiilupeiissy 2022) which states that brand trust has a positive and significant influence on brand loyalty. Furthermore, (Rivaldo 2023) states that the results of research on brand engagement have a positive and significant effect on brand loyalty.

Based on the results of preliminary observations from a pre-survey conducted by researchers on 10 Instagram social media users, an initial picture of the current level of customer loyalty to N'Pure skincare products was obtained. In this survey, the researcher wants to know what range of brand trust, brand involvement, and brand loyalty the consumers have. The brand trust variable is categorized as the level of consumer confidence in the quality and reliability of N'Pure products. Meanwhile, brand engagement reflects the degree of emotional intimacy and active interaction between consumers and retailers. Brand loyalty is shown by the behavior of consumers who have bought the product more than twice as well as using and recommending N'Pure to others. From the results of the pre-survey, a portion of the recipients stated that the marketing strategy through social media, especially Instagram, is working well. They feel that the promotional content presented is informative and able to build emotional attachment, thereby increasing their trust in brand. This is one of the main reasons why customers continue to use N'Pure products.

Based on the problems found in the field and the support of the results of previous studies on the research variables, this study was made with how social media marketing can affect the loyalty of brand towards Npure, with brand trust and brand engagement as mediating variables. Although Npure has been actively using social media to promote its products and interact with consumers, there is still uncertainty about the extent to which this strategy can build sustainable loyalty. Brand trust is a key factor in creating an emotional connection between consumers and retailers, while brand awareness reflects the level of engagement of consumers in interactions with retailers. So, this research is made with the title of social research on media marketing in influencing brand loyalty with brand trust and brand engagement as mediating variables (case study of NPure skincare products).

This research has the objectives to be achieved, namely:

1. Find out the positive effect between social media marketing on brand trust in NPure skincare products.
2. Find out the positive effect between social media marketing on brand engagement in NPure skincare products.
3. To find out the positive effect between brand trust and loyalty to NPure skincare products.
4. To find out the effect of brand engagement on the loyalty of NPure skincare products.
5. To find out the positive effect between social media marking on brand loyalty.

The benefits of this study from an academic perspective are that this study contributes to the balance in the field of digital marketing, by examining the complex relationship between social media

marketing, brand trust, brand engagement. These findings can serve as a foundation for further research and expand existing literature. On the practical side, this research provides valuable insights for skincare companies to design more effective marketing strategies. By understanding the factors that increase consumer loyalty through brand trust and brand awareness, companies can optimize customer interactions, increase consumer trust through social media and ultimately encourage higher consumer loyalty.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Social Media Marketing

Social media marketing is a marketing strategy in promoting a company and a product through an online platform that allows a company and a product through online media to get more attention than conventional marketing (Kristiawan & Keni, 2020). According to Choedon & Chan Lee (2020), social media marketing is a two-way communication and social media activity of a brand that creates an opportunity to reduce misunderstandings and prejudices against brands, as well as increase the value of brand through a platform to exchange ideas and information with the public. Social media marketing provides an opportunity to open new markets and reach a wider range of consumers, this strategy can also be used to marginalize brands and provide information to consumers (Ivanka et al., 2023)

Indicators in social media marketing according to Choedon & Chan Lee (2020) are:

1. Media social Intersting
2. Social media as a means of interaction
3. Social media provides new information
4. Establishes appropriate information and services
5. Share experiences on social media

Brand Trust

Brand trust has a defination as a state of feeling safe when interacting with a brand based on the perception that the brand is reliable and responsible for satisfying customers (Verena Emeralda & Kurniawati, 2022) . According to Wardani & Gustia (2017) defines brand trust as a customer's trust in a brand. Viewed from the point of view of the reason for reliance on a brand, brand trust is considered as the capacity and intention to fulfill its promises to consumers. Similarly, trust has been classified as a mediator for long-term relationships that lead to brand loyalty (Kwan Soo Shin et al., 2019). Trust in brand is the desire of consumers to trust meireik at all costs, hoping that the brand will produce positive results for brand (Labibah & Sonja, 2024) Trust has had the concept of being a key factor in the attempt to form relationships with consumers (Purnama et al., 2020).

Brand trust indicators according to Ika and Kustini in Laraswati & Setyawati (2022) are measured through:

1. Satisfaction
2. Value
3. Trust

Brand Engagement

Brand engagement is a consideration for the emotional and rational relationship, between a customer and a brand (Andriani & Ariyani, 2024). Brand engagement is the level of individual motivation to have a direct interaction with the brand and depends on the characteristics of the brand the level of individual motivation of a consumer that is related to brand and the mind that depends on the contingencies of the characterized by specific stages namely cognitive, emotional and behavioral stages that are in direct interaction with brand (Hollebeek, 2011) brand engagement is a strategic thing in the process of brand acquisition because it can affect the behavior of consumers in buying a brand and can also create value for companies and customers ((Moreira et al., 2017). According to Zeqiri et al., (2024) brand engagement can be strengthened through response-sharing activities that allow consumers to interact directly with brands, thereby creating a deeper experience. Brand engagement creates a consumer's psychological state.

According to Xi & Hamari (2020), the indicators of brand awareness are:

1. Feeling excited with the brand
2. Feel like a brand
3. Feel interested in everything that is related to brand
4. Feel like sharing experiences with brand products with others

Brand Loyalty

Brand loyalty is a measure of the level of consumer loyalty to a brand, which results in a strong commitment from consumers to consistently choose products from the brand in the future (Labibah & Sonja, 2024). According to Sri Yunan Budiarsi et al., (2021) brand loyalty is the level of consumer confidence that shows a positive attitude towards a brand, has a commitment to the brand, and has the intention to keep it in the future, even though there are many choices from competing products.

According to Sumarwaa in kasiha et al., (2023) brand loyalty indicators are divided into four elements namely:

1. Switching costs
2. Consumers' satisfaction
3. Loyalty to brand
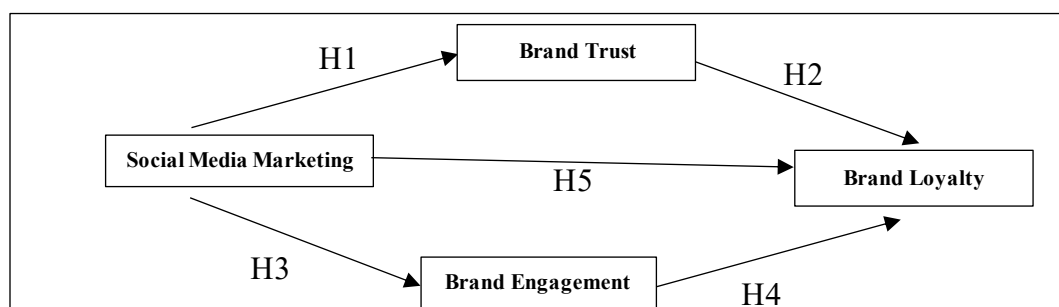
4. Commitment

Hypothesis

Picture 2. In the study (Sanny et al., 2020) found that Social media marketing has a significant effect on Brand trust. Trust reflects the consumer's willingness to engage in interaction and participate in social media. Hakim (2021) Social media marketing Instagram can remember tackle transactions to be better, this is shown to be able to build a sense of trust in brand.

H1: Social media marketing has a positive effect on brand trust.

The research (Bryan et al., 2023) shows that brand trust has a positive effect on brand loyalty. The company must always increase the trust in the brand by the way the company must always be open and accept criticism from customers, while maintaining the good quality of the product consistently, so that consumers can rely on the product as their first choice, because brands that are trusted by consumers will generate consumer commitment to brands. The influence of theirs is also shown by (Barokah, 2021) When a consumer trusts a product, theirs trust is derived from the experience of consuming their product, so that consumers already have a self-feeling that the branded product produces good performance and motivates consumers to make consistent purchases.

H2: Brand trust has a positive effect on loyalty.

Research (Viliaus & Ina Oktaviana Matusin, 2023) shows that there is a significant relationship between social media marketing and brand engagement. This happens because the response from the consumer group in the form of likes replies to comments on the social network web page shows that the content can be used as a connection between the company and the consumer.

Picture 2. Hypothesis

Source: Prasetio & Zahira (2021) Conceptual framework that has been modified

H3: Social media marketing has a positive effect on Brand engagement.

In this study (Syalfadirama et al., 2024) showed a significant relationship between brand engagement and brand loyalty. This happens when customers are willing to invest more energy, time, and money in their interactions with the brand. The more the customer engages in activities such as providing feedback, or participating in online communities, the stronger the emotional connection with the user. In addition, consumers will not only review various information about the online retailer but also recommend it to others and have a higher intention to purchase again.

H4: Brand engagement has a positive effect on loyalty.

Previous studies have shown a significant relationship between social media marking and brand loyalty in the marketing context. (Ebrahim, 2020) pointed out that social media marking is not only an essential aid in building interactions between brands and consumers, but also directly affects the level of consumer loyalty towards a brand. By utilizing social media to communicate, interacting, and engaging with consumers can increase and maintain long-term loyalty.

H5: Social media marketing has a positive impact on consumer loyalty.

RESEARCH METHOD

The data collection method used in this research is by using the questionnaire form. Questionnaires is one of the data collection techniques that is realized by sending a written statement to the respondent to be measured (Ummul Aiman 2022). In collecting data, the method used was online questionnaires using google forms that were set up on Instagram, WhatsApp, and Line. Respondents in this study are consumers who use social media who know Npure Instagram, buy use Npure skincare. In this questionnaire, the researcher uses a 5-point likert scale technique from "strongly agree" value 1 to "strongly disagree" value 5.

Samples refer to sub-groups of the population that will be studied by the researcher. In this research, the sampling method used non-probability sampling. The sampling technique was carried out through purposive sampling. Based on research that has been conducted by Hair et al (2014), the reispresentative sample size is dependent on the number of indicators multiplied by 5 to 10. The sample size in this research is:

$$\text{Samples} = \text{Sum of indicators x 7}$$
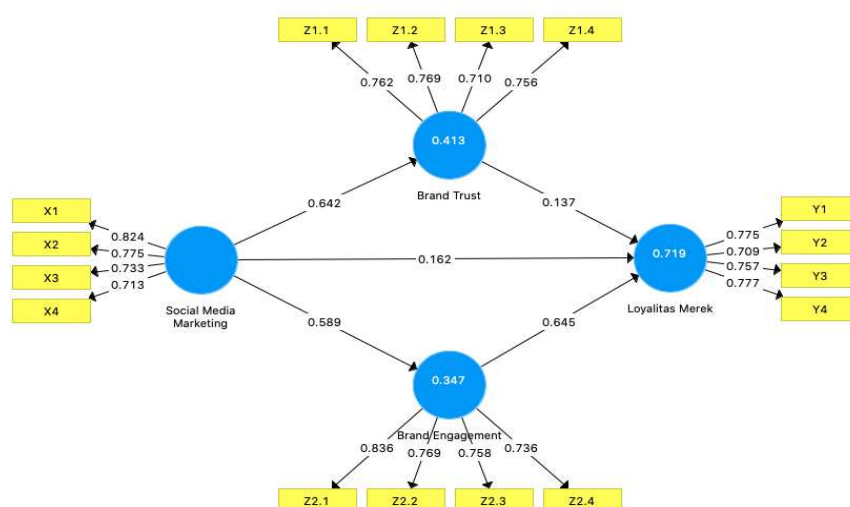$$= 16 \times 7$$
$$= 112$$

The minimum number of samples obtained in this study is 112 samples. The population carried out in this study are NPure skincare consumers who follow Instagram social media or have seen promotional advertisements uploaded by NPure Instagram account, use at least 2 times, or recommend NPure skincare. Data processing using smartPLS SEM software (Partial Least Square - Structural Equation Modeling). According to Ghozali (2020) Partial Least Square is a powerful analysis method because it does not assume that the data must be measured on a fixed scale or a small sample size by analyzing 3 relationships, namely, outer mode, inner mode, and hypothesis testing.

RESULT, DISCUSSION, AND MANAGERIAL IMPLICATION

The number of respondents in this study is 115 respondents, the number of respondents is the number of respondents who are eligible and meet the criteria, namely respondents who live in Indonesia who use social media, who know that they have seen Npure advertisements on the social media Instagram, they have done purchase and use at least 2 times and use Npure skincare.

Outer Model

According to Ghozali (2020) outer model is used to test the construct validity and reliability of the instrument. This is useful for knowing the ability of the research instrument to measure what should be measured in measuring what should be measured in measuring the consistency of the respondent in answering the questions in the research questionnaire. According to Ghozali and Latan, the measurement is carried out through the measurement mode of convergent validity by looking at the AVE (Averafe Variance Extracted) and loading factor, discriminant validity by looking at cross loading, composite reliability (Cronbach's alpha). Picture 3. The picture shows the model used in this research, which consists of 4 variables with 16 statements.

Picture 3. Outer Model Test Result
Source: Output SmartPLS Versi 3, 2025

Uji Convergent Validity

According to Ghozali (2020) individual indicators with a correlation value above 0.7 are considered reliable. However, in scale-up studies, a loading factor value of 0.5 to 0, is still acceptable, the validity of the convexity can be fulfilled when each variable has an AVE value above 0.5.

Table 2. Based on table 2, it can be seen that all outer loading values for all variables have a value> 0.7. So that all the variable items pass the outer loading test.

Table 3. According to Ghozali and Latan (2020), the Average Variance Extracted (AVE) value set> 0.50 or the value set must be more than 0.50 for confirmatory and exploratory research. In table 3 above shows that all the variables used in this study are valid because they produce an AVE value> 0.50. So it can be known that all constructions used in this research are suitable for use.

Table 2. Test Result Outer Loading

	Brand Engagement	**Brand Trust**	**Brand Loyalty**	**Social Media Marketing**
X1				0,824
X2				0,775
X3				0,733
X4				0,713
Y1			0,775	
Y2			0,709	
Y3			0,709	
Y4			0,757	
Z1.1		0,762		
Z1.2		0,769		
Z1.3		0,710		
Z1.4		0,756		
Z2.1	0,836			
Z2.2	0,769			
Z2.3	0,758			
Z2.4	0,736			

Source: Procesed data, (2025)

Table 3. Result AVE

Variable	**AVE**
Brand Engagement	0, 602
Brand Trust	0,562
Brand Loyalty	0,570
Social Media Marketing	0,581

Source: Procesed data, (2025)

Discriminate Validty Test

Discriminate validity can be seen in testing the cross-loading value. Discriminate validity testing is useful for testing each construct indicator that has a lower loading factor value in the construct that has been created than the other loading factors. The square root of the AVE in each late variable is used to test discriminant validity, if this value is greater than the value of other correlations between late variables or indicators are said to meet discriminant validity if the cross-loading value of the indicator on its variable is the highest compared to other variables.

Table 4. Based on the cross-loading results, it shows that the discriminate validity is good. This is due to the choreiacal value produced by the construct itself.

Reliability Test

In measuring the reliability of each construct, it can be measured by looking at the Cronbach's alpha and composite reliability values for each construct measurement indicator block.

Table 4. Result Cross Loading

	Brand Engagement	Brand Trust	Brand Loyalty	Social Media Marketing
X1	0,487	0,527	0,540	**0,824**
X2	0,447	0,419	0,412	**0,775**
X3	0,456	0,564	0,475	**0,733**
X4	0,398	0,432	0,482	**0,713**
Y1	0, 639	0,443	**0,775**	0,506
Y2	0,540	0,508	**0,709**	0,466
Y3	0,540	0,508	**0,709**	0,466
Y4	0, 603	0,524	**0,757**	0,513
Z1.1	0,433	**0,762**	0,442	0,511
Z1.2	0,508	**0,769**	0,461	0,490
Z1.3	0,372	**0,710**	0,495	0,384
Z1.4	0,492	**0,756**	0,495	0,530
Z2.1	**0,836**	0,440	0,728	0,446
Z2.2	**0,769**	0,446	0,586	0,412
Z2.3	**0,758**	0,452	0, 624	0,445
Z2.4	**0,736**	0,541	0. 606	0,512

Source: Processed data, (2025)

Table 5. Result Croncbach's alpha & Composite Realibilty

Variabel	Cronbach's Alpha	Composite Realibilty
Brand Engagement	0,779	0,858
Brand Trust	0,740	0,837
Brand Loyalty	0,749	0,847
Social Media Marketing	0,759	0,847

Source: Processed data (2025)

Table 5. Cronbach's alpha value of all varieties of both social media marketing, brand trust, brand engagement, and brand loyalty of brand indicates that the instrument the realibility that is be heavy on each indicator of the realms in this research is consistent in the variable.

Inner Model

According to Ghozali & Latan (2020: 67) inner analysis is a structural model aimed at predicting causal relationships between laten variables. The evaluation of a model inner can be done using the following indicators table 6.

Table 6. The yield of R square ranges from 0 to 1. 0.75, 0.50, and 0.25 sequentially show strong, moderate, and weak influences (Hair J et al., 2014). At the value of R square, the loyalty of brand is 71.9% this shows the magnitude of the influence of social media marketing along with brand trust and brand management. Therefore, researchers can learn that there is a social media influence on brand trust design and brand enggement on brand loyalty amounting to 71.9%. The Q square test was conducted to evaluate the accuracy of the skeletal accuracy of the acceptable predictive model. If the square Q value is greater than 0 mean, it is shown that the accuracy of the predictive model irregularity is acceptable (Hair J et al., 2014)

Table 6. Result R Square dan Q Square

Variabel	R Square	Q Square
Brand Engagement	0, 347	0,204
Brand Trust	0, 413	0,223
Brand Loyalty	0, 719	0,398

Source: Processed data (2025)

Table 7. Result Hipotesis Direct

Hyphotesis	Variabel	Original Sample S	T-Statistik	P Value
H1	Social Media Marketing→ Brand Trust	0, 645	8,740	0,000
H2	Brand Trust → Brand Loyalty	0,137	1,541	0,131
H3	Social Media Marketing→ Brand Engagement	0,589	6,940	0,000
H4	Brand Engagement→ Brand Loyalty	0, 642	7,892	0,000
H5	Social Media Marketing→ Brand Loyalty	0,162	1,986	0,000

Source: Processed data (2025)

Table 7. Direct influence hypothesis is the influence of free variables on bound variables in the absence of other variables mediating the relationship (Setiawan et al, 2024). It can be said that brand loyalty is a measurement tool that gains influence from social media marketing, and brand management.

From the results of the first hypothesis, H1 was accepted because the value of P is $0.000 \leq 0.5$. With the acceptance of H1 it can be interpreted that there is a significant impact and a positive impact on social media marketing on skincare brand trust. The research conducted (Sanny et al., 2020) explained that there is a significant impact and has a positive impact on social media marketing with brand trust. With the delivery of Npure skincare product information on Instagram's interesting, innovative and relevant social media, it can create consumers' trust with the brand.

Based on the study of the second hypothesis, H2 was rejected due to a P Value of $0.131 > 0.05$. With the rejection of H2 it can be interpreted that there is no significant impact on brand trust on brand loyalty in Npure skincare brand. Research conducted by (Susanto et al., 2022) has hypothesis test results that are appropriate and in line with this study. Explains that brand trust does not have a positive and significant effect on brand loyalty. The lack of a brand trust effect on brand loyalty shows that although Npure has tried to build trust through products that provide honest information to consumers and user testimonials. Consumers prioritize prices with cheaper offers.

Based on the results of the third hypothesis, H3 is accepted because the value of P Value is $0.000 \leq 0.5$. With the acceptance of H3 it can be interpreted that there is a significant influence and positive impact between the social media marketing skincare Npure on the brand management brand skincare Npure. The research conducted by (Viliaus & Ina Oktaviana Matusin, 2023) mei has the results of a hypothesis test that is appropriate and consistent with this study. Explaining that social media marketing has a positive and significant influence on brand eye management. Through creative and interactive content such as responding to questions given by consumers, Npure managed to create a closer relationship with consumers and made consumers always want to follow Npure's activities on social media.

Based on the results of the third hypothesis, H4 is accepted because the P Value is $0.000 \leq 0.5$. With the acceptance of H4 it can be stated that brand engagement has a positive and significant effect on the brand loyalty of skincare Npure. In the research that has been conducted by Syarfadirama et al in 2024, the results of hypothesis testing are appropriate and in line with this research. (Syalfadirama et al., 2024) explained that this brand engagement can have a significant and positive effect on brand loyalty. When consumers feel emotionally involved by being proud to use Npure products and active with the brand, and positive interactions through both relevant content and satisfying experiences can increase consumers to remain loyal. This not only makes consumers make repurchases but also leads to positive recommendations to others.

Table 8. Hipotesis Inderect

Variabel	Original Sample	T-Statistik	P Value
Social Media Marketing→ Brand Engagement → Brand Loyalty	0,380	5,542	0,000
Social Media Marketing→ Brand Trust → Brand Loyalty	0,088	1,364	0,173

Source: Processed data (2025)

Based on the results of the third hypothesis, H5 is accepted because the value of P Value is 0.000 ≤ 0.5. With the acceptance of H5 it can be stated that Npure's social media marketing brand skincare can have a significant impact and have a positive impact on brand loyalty being researched. The research done by Ebrahim has the results of a hypothetical test that is consistent with this study. (Ebrahim, 2020) who explained that social media marketing can have a positive and significant influence on brand loyalty. By creating interactions between brands and consumers, through social media platforms they can communicate directly with consumers. An active presence on social media helps build trust, which is a key factor in guiding loyalty. When consumers feel connected and valued, they are more likely to be loyal and recommend brands to others.

Table 8. Indirect influences are influences that occur when an independent variable (Social Media Marketing) affects a dependent variable (Brand Loyalty) through the mediation of another variable (Brand Trust, Brand Engagement).

The indirect influence of social media marketing on brand loyalty through brand management was accepted because the value of P Value is 0.000 < 0.05. It is stated that social media marketing brand skincare Npure can influences significant impact on brand loyalty through brand marketing through the peer-reviewed industry.

Indirect influence of social media marketing to brand loyalty through brand trust was rejected because the value of P Value is 0.173 > 0.05. The rejection of social media marketing against brand loyalty through brand trust can be interpreted as meaning that no significant influences have been unleashed on this pioneering work. (Wulandari, n.d.)

CONCLUSION, SUGGESTION, AND LIMITATIONS

From the results of the hypothesis test, which is that social media marketing has a positive influence on brand trust and brand management, brand trust has no effect on brand loyalty. Where brand management has a positive influence on brand loyalty. This research is expected to be able to be used by the company's peiir to increase the effectiveness of marketing strategies on social media owned by the company. Companies can be expected to make corporate social media more enjoyable, so that consumers who see can feel comfortable and interested in products. So that the company can

produce brand trusts and brand engagement in a positive manner so that it can support and encourage consumer purchase interest.

The managerial implications of this study include the importance of developing interesting and interactive digital marketing strategies, as well as efforts to build trust through responsive transparency and communication. In addition, encouraging customer engagement through educational content and interaction programs can strengthen brand loyalty. Thus, Npure can utilize social media marketing optimally to achieve sustainable growth.

The research results that have been carried out by researchers hope that the next research can be carried out with other Npure products, not only on skincare. Npure is expected to maintain customer loyalty as well as attract new customers through old customer recommendations, with the aim of creating opportunities to increase the company's profitability. Npure is expected to increase its brand involvement to more actively create two-way interactions in social media. And it can strengthen its brand confidence in consumers by providing information on the composition and benefits of products through education to establish a consistent dermatology collaboration on social media, so that it can build consumer confidence in Npure's brands. As well as Npure, consulting will increase trust in the brand. Further research is expected to be able to conduct comparative analysis among other skincare companies.

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