

ABSTRACT

The beauty and personal care industry has experienced a significant increase over the last few years. The high demand for increasingly sophisticated products and technology as well as differences in lifestyle and culture attract consumers to choose products that suit their needs. The increasing market for the beauty and personal care industry, both globally and in Indonesia, has encouraged the creation of emerging brands, including the local brand, Avoskin. Applying the right marketing strategy is important to create strong relationships with customers and brands in winning the market.

This research uses a quantitative approach with a causal descriptive research type. The research respondents were Avoskin skincare users who live in the city of Bandung. The number of samples used was 410 respondents with a purposive sampling method. All data collected has met the criteria of validity and reliability. Data processing was performed using IBM SPSS version 25 software. Data were analyzed using multiple linear regression tests. The aim of this research is to analyze how much influence the brand community and brand image have on brand loyalty in the Avoskin RUBI community.

Based on the results of the descriptive analysis that the brand community and brand image are very strong and brand loyalty is very high and is included in the very good category. brand community partially has a positive and significant effect on brand loyalty, brand image partially has a positive and significant effect on brand loyalty. Brand community and brand image simultaneously have a significant effect on brand loyalty in Avoskin skincare.

Keywords: *Brand Community, Brand Image, Brand Loyalty*