

ABSTRACT

In a modern society that prioritises a youthful and healthy appearance, the use of skincare is an effective method to beautify oneself, attract attention, and increase self-confidence. This confidence affects the level of self-esteem that can encourage consumers to buy and be loyal to the skincare brands they love. Skincare is experiencing rapid growth in the Cosmetics Industry with competitive competition, there are several Skincare Brands in Indonesia, namely Somethinc, Scarlett, and MS Glow. This study aims to determine the relationship of Brand Love to Brand Loyalty through Self-Esteem on Local Skincare Brands in Bandung City which has significance to the potential skincare market.

This study used a quantitative approach and descriptive analysis method to determine the causal relationship between the variables studied through empirical studies. The sampling technique used is non-probability sampling with convenience sampling type, with a sample consisting of 100 consumer respondents who have bought and used Local Skincare Brands at least twice in 2022. Statistical data processing was conducted using SmartPLS 3.2.9.

The results of the study indicated that Brand Love, Brand Loyalty, and Self-Esteem owned by Consumers of Local Skincare Brands are in the “Good” category. Furthermore, Brand Love has a positive and significant influence on Brand Loyalty, Brand Love also has a positive and significant influence on Self-Esteem, Self-Esteem has a positive and significant influence on Brand Loyalty, and Brand Love has a positive and significant influence on Brand Loyalty through Self-Esteem as a Mediating Variable on Local Skincare Brands in Bandung City.

Keywords: *Brand Love, Brand Loyalty, Self-Esteem, Local Skincare Brands.*