

ABSTRACT

The cosmetics industry is thriving, driven by a surge in consumer interest, especially among women. To keep pace in this competitive market, Wardah is continuously innovating and refining their offerings to meet evolving consumer needs and stand out from the crowd. Indonesian consumers, according to Worldpanel Indonesia research, are more likely to switch brands than remain loyal. This indicates a generally low level of brand loyalty in Indonesia. There is also an issue such as a decrease in Wardah brand index from 2022 to 2024 which related to brand loyalty.

This study aims to analyze the influence of brand ambassador and social media advertising on brand loyalty mediated by brand trust. Specifically, it aims to determine whether the presence of a brand ambassador and social media advertising can enhance brand loyalty with the help of brand trust as mediating variable.

The type of research used is quantitative method with descriptive and causal analysis. This study collected data with online questionnaires distributed through Google Form. This study used a likert scale as a rating scale with a total sample of 400 respondents. The sampling technique used is non probability sampling with a purposive sampling method. This study utilized SPSS and Structural Equation Modeling Partial Least Square 3.0 (SEM-PLS) as data processing technique.

The result of this study is obtained that brand ambassador and social media advertising of Wardah has positive relationship and significantly influence brand loyalty direct and also indirectly through brand trust. Social media advertising has the most significance influence than brand ambassador to enhance brand loyalty

Based on the findings, it is advisable for Wardah to leverage brand ambassadors as a communication strategy, using them to represent their products in advertising. In addition, Wardah leverages an engaging and compelling content in social media advertising since social media advertising to cultivate strong connections with its. These strategies can help brands like Wardah maintain their market position in the competitive cosmetics industry.

Keywords: Brand Ambassador, Brand Loyalty, Brand Trust, and Social Media Advertising.