

ABSTRACT

The rapid growth of social media like TikTok creates strategic opportunities for beauty brands, including The Originote. This research raises issues around the influence of Social Media Marketing, Brand Association, Brand Image, and Brand Trust, on Brand Loyalty of TikTok The Originote users. This topic is important given the high competition in the beauty industry and the increasing role of TikTok as an effective promotional medium. However, previous studies show different results regarding the influence of these variables on Brand Loyalty, so a review is needed to bridge the research gap. The research was conducted quantitatively with a survey approach to 109 respondents who are followers of TikTok The Originote. Data were gathered using questionnaires and analyzed using multiple linear regression to test the partial and simultaneous effects of each variable. The results prove that simultaneously, all variables have a significant influence on Brand Loyalty. Partially, Social Media Marketing and Brand Trust are the most dominant variables influencing brand loyalty. The main contribution of this study is to strengthen TikTok's role in building customer loyalty through strategic branding elements.

Keywords: Social Media Marketing, Brand Association, Brand Image, Brand Trust, Brand Loyalty.