

## ABSTRACT

*Competition in the digital beauty industry is becoming increasingly intense, along with the challenge of maintaining user engagement on the SOCO by Sociolla application. This phenomenon highlights the importance of building strong brand experiences as a way to create perceptions of quality and trust in the brand, which ultimately contributes to increased customer loyalty.*

*This study aims to analyze the influence of brand experience on brand loyalty, with perceived quality and brand trust as mediating variables. A quantitative approach was used, involving active users of the SOCO application in Bandung. Data was collected through questionnaires and analyzed using the Structural Equation Modeling–Partial Least Squares (SEM–PLS) method.*

*The results show that brand experience has a positive effect on brand loyalty, both directly and through perceived quality and brand trust as mediators. These findings emphasize the importance of user experience–based marketing strategies in enhancing customer loyalty. This research also contributes to the development of digital strategies in the beautytech industry through an approach that focuses on emotional, sensory, and interactive brand experiences.*

**Keywords:** *Brand Experience, Brand Loyalty, Perceived Quality, Brand Trust*