

ABSTRACT

The increasingly diverse social media user landscape has prompted domestic skincare brands to leverage electronic word of mouth in their marketing strategies to cultivate brand image and enhance brand loyalty. This research examines the influence of brand image and electronic word of mouth from @Dokterdetektif on Elsheskin's brand loyalty. This research employs marketing communication theory and uses and effect approach as a foundation for identifying brand image and enhancing brand loyalty by examining the effects of media usage following the electronic word of mouth phenomenon from @Dokterdetektif. It adopts a descriptive quantitative methodology with data collected through an online survey of 385 respondents selected through purposive sampling with specific criteria: users of Elsheskin skincare products, followers of the @elsheskin TikTok account, and viewers of skincare product reviews of Elsheskin's retinol serum on the @Dokterdetektif account. The coefficient of determination confirms that brand image and electronic word of mouth contribute 60% influence on brand loyalty, while the remaining 40% is influenced by other variables outside this research. The simultaneous test result shown an F_{value} of $286,575 > F_{\text{table}} 2,63$ with significance level of $0,001 < 0,05$, proving that brand image and electronic word of mouth from @Dokterdetektif simultaneously and significantly influence Elsheskin's brand loyalty. And the results of this research indicate a positive influence of Elsheskin's brand image and @Dokterdetektif's electronic word of mouth both partially and simultaneously on product brand loyalty.

Keywords: Brand Image, Electronic Word of Mouth, Brand Loyalty, Elsheskin, Product.