

UDC 332

**THE ROLE OF BRAND TRUST MEDIATES THE INFLUENCE OF SOCIAL MEDIA
MARKETING AND BRAND PERSONALITY ON BRAND LOYALTY: A STUDY
ON CUSTOMERS OF EMINA COSMETIC PRODUCTS IN DENPASAR**

**Kinara P.M. Dewa Ayu Agung Bunga*, Ekawati Ni Wayan, Rahyuda I Ketut,
Setiawan Putu Yudi**

Faculty of Economics and Business, University of Udayana, Indonesia

*E-mail: bungapemayun88@gmail.com

ABSTRACT

One of the revolutions in cosmetic shopping patterns in society is occurring with women who are starting to be aware of beauty trends. These women are becoming a new market sector that manufacturers are considering as a potential customer base. According to the findings of experts, the present phenomena in society have a tendency to look for businesses that are committed to following trends while also being environmentally responsible. The purpose of this research is to provide an explanation for the function that brand trust plays as a mediator between the effects of social media marketing and the personality of a brand on customer loyalty. The people who participated in this survey are Denpasar residents who had purchased cosmetics from the Emina brand. Purposive sampling, which is a non-probability sampling approach, was used to determine the sample size of 150 respondents. The sample was determined using this way. The approach of gathering information makes use of a questionnaire in the format of a Google Form, which is then disseminated across several social media platforms. In this investigation, we make use of a technique known as Structural Equation Modeling (SEM), which is founded on Partial Least Square (PLS). The findings of this study indicate that social media marketing and brand personality have a positive and significant effect on brand loyalty, that social media marketing and brand personality have a positive and significant effect on brand trust, that brand trust has a positive effect on brand loyalty, and that brand trust is able to partially mediate the influence of social media marketing and brand personality on brand loyalty. On the basis of the findings of this study, it is hoped that the findings of this study can enrich the development of marketing management science, particularly as it relates to consumer behavior, and be able to become a reference for policy makers to further improve social media marketing and brand personality in order to build brand trust and increase brand loyalty for Emina Cosmetics. Specifically, it is hoped that the findings of this study can enrich the development of marketing management science, especially as it relates to consumer behavior.

KEY WORDS

Social media marketing, brand personality, brand trust, brand loyalty.

It is important not to undervalue the role that cosmetics play in today's culture because they have developed into an essential component of human requirements and should not be ignored because of this. It is possible to credit the rise of cosmetics to market demand as well as the influence of beauty gurus on social media. These two factors have greatly contributed to the development of the cosmetics sector and led to a greater emphasis on body care among women (Kartika, 2021). Given the growing number of young people who are a part of the millennial generation, the cosmetics industry is shifting its major focus to embrace not just adult women but also teenage women. This is due to the fact that the millennial generation is more diverse than ever before. Young adults who are still in the formative years of their lives are becoming more and more aware of the relevance of beauty trends as a significant factor that influences consumer behavior in the world of cosmetic shopping. As a direct result of this newly growing understanding, manufacturers have recognized young teenagers as a separate market segment, which they are actively monitoring and targeting in order to increase their market share.

According to information provided by the Central Bureau of Statistics (BPS, 2021), a sizeable share of Indonesia's population is made up of individuals who are in their millennial years (defined as falling between the ages of 17 and 30). This group, which accounts for about 24 percent of the total population, is highly engaged in communication through the use of a variety of social media platforms. Furthermore, the existence and participation of this group in online platforms has helped the digitalization of beauty trends, which has been a positive development. On the official website of the Central Bureau of Statistics, which can be found at www.bps.go.id, these findings are available for viewing. In the year 2021, it is anticipated that the industry of cosmetics will experience growth at a pace of 9.61 percent. According to a report that was released on the official website of the Indonesian Central Bureau of Statistics (BPS, 2021), it is expected that the current growing trend in the cosmetics sector will continue through the year 2023, which will result in additional developments and inventions in the industry. According to a survey that was published by databoks.katadata.co.id (2021) in 2021, beauty products have risen to become one of the commodities that are purchased the most frequently from the online market. The data that has been presented demonstrates the magnitude of the opportunities and possibilities that exist within the cosmetics industry.

The Emina brand, which was developed by PT Paragon Technology and Innovation, has emerged as a key player in the domestic cosmetic business, and the company is now working to increase its position in international markets. Emina was first introduced to the market in Indonesia in 2015, and since then, she has experienced a major increase in popularity and has earned a large amount of traction. Over the course of almost seven years, Emina has established a great grasp of the necessity for the Emina cosmetic brand to stay abreast of modern trends and continually generate unique and imaginative items. This has allowed Emina to establish a reputation for excellence in the cosmetic industry. The slogan "Born to be Loved" by Emina is meant to serve as a gentle reminder that every woman contains her own unique qualities and beauty, and that all Emina does is assist in enhancing that beauty via the use of cosmetics application methods that are straightforward and fun. Emina is aimed squarely at a certain segment of the female population consisting of ladies aged 15 to 25, with a special concentration on adolescent girls who are just starting out in the world of makeup and have a taste for trying new things. According to Widianti (2019), who wrote an article that can be found on the page of www.beautyjournal.id, Emina intends to question the widespread idea among women that beauty is synonymous with enduring pain. Instead, Emina's mission is to demonstrate that achieving a beautiful appearance can be a pleasurable experience through the use of their goods, which incorporate on-trend and girly color palettes while retaining a no-nonsense and functional attitude.

Emina is a local cosmetic brand that has been successful in gaining a substantial following despite the fact that it entered the Indonesian beauty sector at a relatively early stage. A strong piece of evidence of Emina's extensive appeal within the market is the fact that it has been selected as the preeminent domestic cosmetic brand in Indonesia, holding the second rank.

Emina's efforts to continually participate in creative techniques, maintain a standard of excellence, and successfully adapt to the pressures of a highly competitive environment are inextricably related to the accomplishment at hand. This accomplishment serves as a source of encouragement for Emina to continue generating imaginative products that respond to the tastes and wants of consumers. The success of Emina as the leading domestic cosmetic brand in Indonesia has worked as a catalyst for the progress of the domestic beauty sector in Indonesia, driving greater exploration of market potential both domestically and internationally. Emina's success in Indonesia has also served as a catalyst for the advancement of the international beauty sector in Indonesia. It is clear, based on the information provided by Populix in 2022, that the Wardah brand is favored by forty-eight percent of the individuals who participated in the survey. As a consequence of this, forty percent of the participants use the Emina brand, whereas just twenty-two percent of the respondents use the Make Over brand. In addition, the results of a poll showed that 19% of participants reported using "Something," whereas just 14% reported using "Purbasari." In

addition, 14% of respondents claimed that they use "YOU," and 11% reported that they use "Dear Me Bauty." According to the findings of a study that was conducted by Populix, a sizeable number of cosmetic purchases, exactly 66 percent, were completed through the use of the e-commerce platform known as Shopee. With a utilization rate of 92%, this particular marketplace has quickly established itself as the customer's first and foremost destination of choice when shopping for cosmetics.

Clarissa Gunawan, the Brand Manager of Emina, claims that the current market is experiencing the birth of various local cosmetic brands, which is leading to intense competition among companies in the local cosmetic industry. This was stated by Gunawan in reference to the current market. In the face of such a competitive environment, Emina continues to take the initiative in its campaigns to win back the loyalty of its customers to the company's brand (Widianti, 2019, para. 1). This material is available on the website that may be discovered by going to www.journal.sociolla.com.

According to Durianto et al. (2001: 126), the major focus of a company is not solely oriented on increasing profits; rather, it is on the ability of a product to sustain and evolve, which in turn fosters customer loyalty among both potential and present customers. People's level of devotion and dedication to a particular brand is reflected by their level of brand loyalty, which is an essential aspect for businesses because it indicates how much people value a certain brand. According to Nezakati (2013), a significant competitive advantage that has a sizeable impact on the entire performance of a company is the development of client loyalty toward a specific brand. Evaluating the positive reception that a product continues to receive over time and the brand loyalty that this generates is one way to determine whether or not a firm has a chance of surviving in a business environment that is highly competitive. According to Rizky and Utomo (2019), this aspect may serve as an indicator of the company's level of competitiveness in comparison to that of other brands.

The company uses a variety of marketing approaches in order to maintain and improve customer loyalty to the brand through a variety of channels. According to Kotler and Kartajaya (2017), the modern marketing environment has shifted into what is being referred to as the marketing era 4.0. This new era calls for the implementation of a novel marketing methodology that enables marketers to effectively foresee and navigate the repercussions of disruptive technologies. This is a prerequisite for this new era. In the modern environment of marketing, it is necessary to make use of a variety of marketing tools, which should include both traditional offline tactics and digital online strategies, in order to effectively access and engage with a sizeable target audience. The modern digital marketing landscape has seen an increase in the prevalence of social media marketing as a marketing channel. The term "social media marketing" refers to the strategic exploitation of social media platforms in order to effectively advertise, convince, and raise client awareness in relation to a specific product or service. According to Salvation and Sorooshian (2018), the major goal of this method is to accomplish particular goals and live up to the standards that have been set in the social as well as the economic spheres. Marketers employ social media marketing as a technique to successfully communicate brand-related information through the utilization of relevant marketing material. This is accomplished through the use of social media marketing.

Many academics have investigated the topic of social media marketing, including Awali and Astuti (2021), who have argued that social media marketing exerts a positive and notable impact on brand loyalty. Other academics have reached similar conclusions. As a result of this, marketing efforts that are carried out on social media platforms have the ability to increase customer loyalty to a specific brand. In a recent study that was carried out by Wantini and Yudiana (2021), it was found that social media marketing plays a significant role in molding brand loyalty among customers of BRI Syariah KCP Magelang Bank. This was determined as a result of the findings of the study.

According to Kang et al. (2017), the cultivation of brand personality is another strategy that can be utilized to promote customer loyalty to a particular company. This strategy complements the prioritization of marketing techniques on social media platforms. The strategy of using a brand's personality to pick a brand and effectively engage customers is referred to as "brand personality." According to Adha (2019), this strategy entails associating

various characteristics of human personality with the brand in order to create an emotional connection between the two, which in turn makes it easier for clients to remember and recognize the brand. The benefits of having a distinct brand personality can attract the attention of consumers to a greater degree and help facilitate the further expansion of the brand. When developed appropriately, the brand personality of a company has the potential to strengthen customer loyalty to the company and leave a long-lasting impact on the minds of consumers. According to Sung and Kim (2010), the construction of a brand personality is of significant importance for marketing managers because it provides a means of cultivating individuality within the market and, as a result, eventually has a substantial impact on the degree to which consumers are loyal to a certain brand. This finding is consistent with the research that was carried out by Ernanda and Gunawan (2019), which postulates that the personality qualities of a brand have a positive and statistically significant impact on the variables that pertain to brand loyalty.

It has been demonstrated in a previous study that was carried out by Suryadinatha (2015) that marketing through social media has a significant impact on customer loyalty. According to the findings of the research, leveraging social media as an effective marketing strategy can lead to increased customer loyalty to a brand. According to the findings of a study that was conducted by Pratama (2016), it was discovered that social media marketing has a positive impact on brand loyalty, and more specifically on the Air Asia Indonesia social media Fan Page located in the city of Malang. Mustiningsih (2017) illustrated the discrepancy in research findings by suggesting that there was not a statistically significant association observed between social media marketing and brand loyalty among private colleges in Jakarta. This was proved by the author's use of the phrase "there was no statistically significant relationship observed." The outcomes of the study that was carried out by Satrio and colleagues (2021) provide evidence in support of the prior argument that marketing through social media does not have a significant impact on customer loyalty. The majority of this can be attributed to the fact that not all customers who purchase Erigo products also have an active presence on various social media sites.

According to the findings of the investigation that was carried out by Anggina and Patrisia (2022), there is not a statistically significant association between the personality of a brand and the brand loyalty of customers who purchase Converse Brand shoes. It was proven in a study that was carried out by Su and Chang (2018) that there is no significant association between brand personality and brand loyalty in the context of Muslim fashion items in Indonesia. This finding was based on the findings of the study. According to the findings of Nikhashemi and Valaei (2018) and Molinillo et al. (2017), certain aspects of a brand's personality have a relatively small influence on the degree to which consumers are loyal to the brand. The findings of this study contrast with those of earlier studies, such as the one that was carried out by Wahyuni and Fitriani (2017). That study established a positive and substantial association between brand personality and brand loyalty in the context of the cosmetic brand Wardah in Indonesia. The findings of this study, on the other hand, show that consumers in Indonesia are loyal to the Wardah brand. According to the findings of a previous study, increasing customer loyalty to a brand can be accomplished through careful management and methodical development of the brand's identity. The aforementioned discovery is supported by a study that was conducted by Ong (2017). This study says that two out of the five dimensions of virtual brand personality within the banking industry, specifically enthusiasm and competence, have the ability to increase brand loyalty. In addition, Ernanda and Gunawan's research (2019) provides more support for this conclusion by establishing that brand personality variables have a positive and statistically significant impact on brand loyalty variables in relation to Adidas footwear in Surabaya. This shows that brand personality characteristics exert an influence on brand loyalty variables.

There is a need for further study into the function of brand trust as a mediating variable in the relationship between social media marketing, brand personality, and brand loyalty. This requirement is based on the findings of the preliminary survey as well as the discovered research gap in the existing body of literature. According to Awali and Astuti (2021), the situation in which the average consumer holds a tendency to rely on the brand's capacity to

fulfill its pledged functionality is often considered to be an indicator of brand trust. Sometimes, confidence in a brand is defined as an individual's confident reliance and certainty in the dependability and intents of a company's products or services under client scenarios that involve the possibility of loss. The level of trust that customers have in a particular brand directly influences the products and services they choose to purchase. According to Putra and Sulistyawati's (2019) research, trust has the potential to cultivate relationships that are of great value.

According to the findings of previous studies, Awali and Astuti (2021) hypothesized that one of the most important factors in nurturing consumer loyalty toward a particular brand is the building of customer confidence in that brand. Trust has always been the cornerstone of loyalty, and it has the potential to play a big role as an important intermediate in the process of developing long-lasting relationships and, as a result, sustaining brand loyalty. In addition, the argument behind including brand trust as a mediating variable is built in the belief that when customers possess a sense of trust, they are more likely to demonstrate brand loyalty. This is because trust makes customers feel as though they are in control of the situation. As a result, this can strengthen the connection between social media marketing and brand personality, which can in turn have a positive impact on customer loyalty.

According to Lau and Lee (1999), the development of a devoted following for a brand is directly proportional to the degree of trust that consumers have in that brand. To put it another way, in order for a business to be successful in building brand loyalty, it must first earn the trust of its target audience. When it comes to the effect that social media marketing has on customer loyalty, trust in the brand plays an essential part. Trust in a brand plays an important function as a mediator in the connection between a company's personality and the loyalty of its customers.

Given the presence of these phenomena and identified research gaps, it is imperative to undertake a comprehensive study that examines the "Role of brand trust as a mediator in the impact of social media marketing and brand personality on brand loyalty among customers of Emina cosmetics in Denpasar".

Based on the background and literature review, the hypotheses that are formulated are:

- H1: Social media marketing has a positive and significant effect on brand loyalty;
- H2: Brand personality has a positive and significant effect on brand loyalty;
- H3: Social media marketing has a positive effect and significant to brand trust;
- H4: Brand personality has a positive and significant effect on brand trust;
- H5: Brand trust has a positive and significant effect on brand loyalty;
- H6: Brand trust is able to mediate the effect of social media marketing on brand loyalty;
- H7: Brand trust is able to mediate the effect of brand personality on brand loyalty.

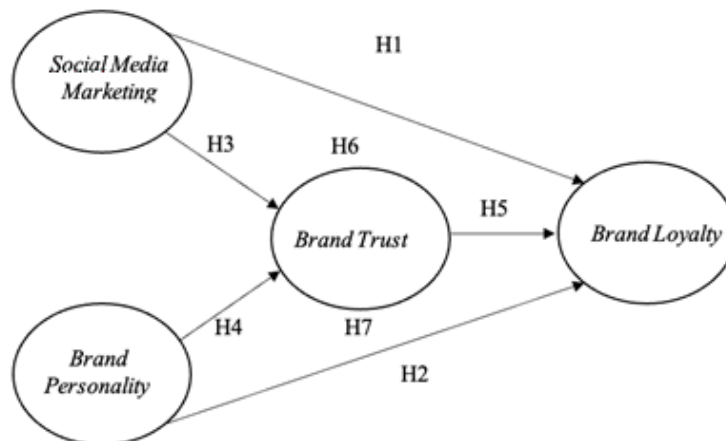


Figure 1 – Research Model

METHODS OF RESEARCH

This study employs quantitative data types that are analyzed using associative methods. Sugiyono (2021: 21) posits that quantitative research is grounded on the premise that symptoms can be categorized and that there exists a causal relationship between symptoms, characterized by cause and effect. Additionally, an associative relationship refers to the purported connection between variables within the population under investigation (Sugiyono, 2021: 65). The present study is situated in Denpasar City, which is located in the Bali Province. The study's population comprises customers of Emina cosmetic products residing in Denpasar City, and the exact number cannot be definitively determined (infinite).

This study used a non-probability sampling methodology due to the lack of information regarding the total population size. This study employed a purposive sample technique, which involves selecting participants based on certain criteria or considerations (Sugiyono, 2021: 131). The criteria utilized for identifying the sample employed are as follows: (1) The minimum educational requirement is a high school diploma or an equivalent qualification. This factor is taken into account due to the fact that individuals possessing such a level of education typically possess a more comprehensive knowledge base, enabling them to effectively complete and comprehend the questionnaire. (2) The participants reside in Denpasar City. (3) The participants have made several purchases and utilized Emina cosmetic items on more than two occasions since the year 2022. In order to do multivariate analysis, it is recommended that the appropriate sample size be 5-10 times more than the number of indicators utilized. This study encompassed a total of 25 indicators, resulting in a sample size that varied between 125 and 250 samples. Based on the aforementioned concerns, a sample size of 150 samples was utilized. The data gathering approach employed in the research involved the utilization of a questionnaire. The survey is administered via a Google Form and disseminated over several social media platforms. Questionnaires will be disseminated to potential participants. Prior to delivering the questionnaire to potential respondents, it is imperative to conduct a thorough testing process to ensure its suitability for use. The primary objective of testing the validity and reliability of the questionnaire is to ascertain its effectiveness in accurately assessing symptoms and generating valid data.

This study employed descriptive statistical analysis to examine the acquired data by providing a comprehensive description of the data without aiming to draw overarching conclusions or generalizations. Inferential statistics are employed to address research hypotheses. In the present study, statistical analysis was conducted. The approach employed in this study is Partial Least Squares (PLS) based Structural Equation Modeling.

RESULTS AND DISCUSSION

The respondents used in this study had several different characteristics or identities in filling out the questionnaire. The characteristics of the respondents are presented in Table 1.

Based on the data presented in Table 1, it is evident that the gender distribution of the respondents exhibits a notable predominance of women, comprising 124 individuals, which accounts for approximately 82.7 percent of the total sample. This implies that the majority of buyers of Emina cosmetic items in Denpasar are predominantly female, as women generally exhibit a greater inclination towards skincare and makeup.

A total of 126 individuals, accounting for 84.0 percent, fell within the age bracket of 17-27 years. Additionally, 18 individuals, representing 12.0 percent, belonged to the age range of 28-38 years. The survey participants within the age range of 39-49 years included a total of four individuals, accounting for 2.7 percent of the whole sample. The survey participants who were older than 49 years of age consisted of two individuals, accounting for a proportion of 1.3 percent. The majority of individuals surveyed in Denpasar that utilize Emina cosmetic goods are 126 respondents between the ages of 17 and 27. The reason behind Emina Cosmetics' market targeting strategy is in its deliberate focus on catering to the preferences and needs of young women.

Table 1 – Characteristics of Respondents

No	Characteristics of Respondents	Number of people)	Percentage (%)
1	Gender		
	Man	26	17.3
	Woman	124	82.7
	Total	150	100
2	Age		
	17 - 27 Years old	126	84.0
	28 - 38 Years old	18	12.0
	39 - 49 Years old	4	2.7
	> 49 Years old	2	1.3
	Total	150	100
3	Education		
	Highschool	50	33.3
	Diploma	31	20.7
	Bachelor Degree	66	44.0
	Master Degree	3	2.0
	Total	150	100
4	Occupation		
	Private sector employee	63	42.0
	Student / Student	49	32.7
	civil servant	5	3.3
	Businessman	17	11.3
	Another:	16	10.7
	Total	150	100
5	Income		
	Rp. < Rp. 1,000,000	46	30.7
	Rp. 1,000,000 - Rp. 3,000,0000	46	30.7
	Rp. 3,000,000 - Rp. 6,000,000	38	25.3
	Rp. 6,000,000 - Rp. 9,000,000	9	6.0
	Rp. > Rp. 9,000,000	9	6.0
	Total	150	100

Source: Primary data processed, 2023.

The last characteristic pertains to the final level of education attained by the respondents. Specifically, 50 individuals, constituting 33.3 percent of the sample, reported having completed high school or its equivalent as their highest educational qualification. A total of 31 individuals, accounting for 20.7 percent, have obtained a diploma, while 66 individuals, representing 44.0 percent, have achieved a bachelor's degree. Three individuals have obtained a master's degree, representing a proportion of 2 percent. The data indicates that a majority of the participants possess a bachelor's degree. This implies that those with a bachelor's degree exhibit a higher inclination towards utilizing Emina cosmetic items.

The majority of respondents in this study were employed in the private sector, with 63 individuals, accounting for 42 percent of the total sample. Subsequently, 49 participants identified themselves as students, representing 32.7 percent of the sample. The group of individuals identified as entrepreneurs consisted of 17 individuals, representing 11.3 percent of the total sample. In contrast, civil servants accounted for 5 individuals, constituting 3.3 percent of the sample. The remaining category, referred to as "others," comprised 16 individuals, or 10.7 percent of the sample.

The study reveals that a significant proportion of participants, comprising 46 individuals, own an income ranging from Rp. 1,000,000 to Rp. 3,000,000, accounting for approximately 30.7 percent of the total respondents. Subsequently, a group of participants with a monthly income of Rp. 1,000,000 comprised 46 individuals, accounting for approximately 30.7 percent of the total respondents. A total of 38 participants, accounting for 25.3 percent, reported an income ranging from Rp. 3,000,000 to Rp. 6,000,000. The participants included in the study had a monthly income ranging from IDR 6,000,000 to IDR 9,000,000. A cohort consisting of nine individuals, representing a proportion of 6.0 percent. In conclusion, the study included a total of nine participants whose income exceeded IDR 9,000,000, accounting for 6.0 percent of the sample.

The data presented in Table 1 indicates that the majority of consumers of Emina

cosmetic products in Denpasar who have purchased and utilized these products within the previous year are predominantly female individuals aged between 17 and 27 years. Furthermore, these consumers possess a tertiary education degree (S1), are employed in the private sector, and have a total income ranging from Rp. 1,000,000 to Rp. 3,000,000.

The outer model measurement model is evaluated with the convergent and discriminant validity of the indicators as well as the composite reliability for all indicators.

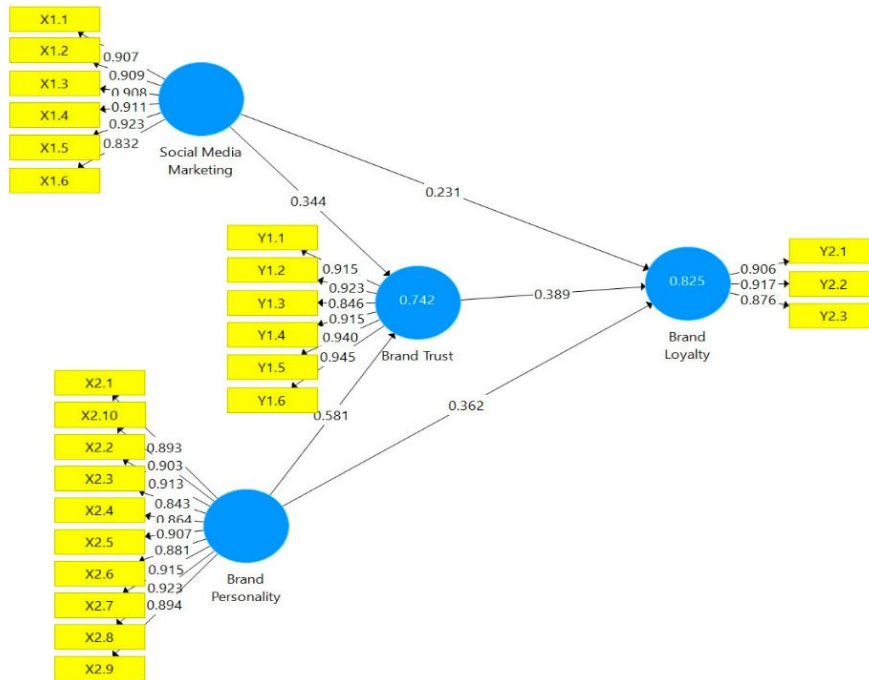


Figure 2 – Measurement Model

Table 2 – Convergent Validity Test Results

Variable	Dimensions	Indicator	Outer Loading	Information
Social Media Marching	Entertainment	X 1.1	0.907	Valid
		X 1.2	0.909	Valid
	interactions	X 1.3	0.908	Valid
		X 1.4	0.911	Valid
	trendy	X 1.5	0.923	Valid
		X 1.6	0.832	Valid
Brand Personalities	Sincerity	X 2.1	0.893	Valid
		X 2.2	0.913	Valid
	Excitement	X 2.3	0.843	Valid
		X 2.4	0.864	Valid
	Competence	X 2.5	0.907	Valid
		X 2.6	0.881	Valid
	Shopistications	X 2.7	0.915	Valid
		X 2.8	0.923	Valid
	Ruggedness	X 2.9	0.894	Valid
		X 2.10	0.903	Valid
Brand Trusts	Brand trust	Y 1.1	0.915	Valid
		Y 1.2	0.923	Valid
	Brand safety	Y 1.3	0.846	Valid
		Y 1.4	0.915	Valid
	Honesty of a brand	Y 1.5	0.940	Valid
		Y 1.6	0.945	Valid
Brand Loyalty	-	Y 2.1	0.906	Valid
	-	Y 2.2	0.917	Valid
	-	Y 2.3	0.876	Valid

Source: Primary data processed (2023).

The correlation that exists between the indicator score and the variable score might be interpreted as evidence of convergent validity. If an individual indicator has a correlation of 0.70 or higher with another variable, then it is regarded reliable. According to Hair et al. (2014), factor weights with a value of 0.50 to 0.6 were considered to have sufficiently strong validity to explain the latent construct. This was because it was the beginning stage of developing a measurement scale, and the number of indicators per construct was not very high, ranging from three to seven indicators.

Table 2 reveals that each of the numbers represents an outer loading variable that is bigger than 0.50, as is evident from examination of the table. As a result, one is able to arrive at the realization that the findings of this study can be relied upon because the facts have been presented. This would imply that the score of the latent variable and the reflective indicator have a strong association with one another because they are both reflective indicators. Verifying the research's convergent validity can also be accomplished by looking at the value of the average variance extracted (AVE) for each latent variable. This is an additional method. If the average variance extracted (AVE) of the latent variable is greater than 0.5, then it is regarded to have strong convergent validity. Because it measures the variability of the latent variable, AVE is responsible for this result. The results of this investigation indicate that the value that should be used for the AVE should be one that is more than 0.50. The results of the convergent validity test that were conducted with the help of AVE are presented in Table 3 which can be found further down on this page.

Table 3 – Covergent Validity Test Results Using Average Variance Extracted (AVE)

n/n	Average Variance Extracted (AVE)
Social Media Marketing (X ₁)	0.808
Brand Personality (X ₂)	0.799
Brand Trust (Y ₁)	0.836
Brand Loyalty (Y ₂)	0.810

Source: Processed data (2023).

Table 4 – Test Discriminant Validity Cross-Loading Validity Test

n/n	Social Media Marketing (X ₁)	Brand Personality (X ₂)	Brand Trust (Y ₁)	Brand Loyalty (Y ₂)
X _{1.1}	0.681	0.606	0.658	0.907
X _{1.2}	0.660	0.602	0.653	0.909
X _{1.3}	0.740	0.640	0.670	0.908
X _{1.4}	0.716	0.668	0.682	0.911
X _{1.5}	0.729	0.671	0.723	0.923
X _{1.6}	0.705	0.670	0.707	0.832
X _{2.1}	0.794	0.893	0.748	0.693
X _{2.2}	0.744	0.903	0.781	0.670
X _{2.3}	0.808	0.913	0.764	0.682
X _{2.4}	0.693	0.843	0.657	0.581
X _{2.5}	0.749	0.864	0.713	0.578
X _{2.6}	0.771	0.907	0.759	0.680
X _{2.7}	0.721	0.881	0.756	0.640
X _{2.8}	0.803	0.923	0.769	0.645
X _{2.9}	0.715	0.894	0.715	0.609
X _{2.10}	0.777	0.766	0.915	0.711
Y _{1.1}	0.768	0.751	0.923	0.688
Y _{1.2}	0.807	0.758	0.846	0.657
Y _{1.3}	0.760	0.722	0.915	0.678
Y _{1.4}	0.809	0.764	0.940	0.724
Y _{1.5}	0.814	0.774	0.945	0.708
Y _{1.6}	0.906	0.778	0.767	0.674
Y _{2.1}	0.917	0.784	0.748	0.703
Y _{2.2}	0.876	0.729	0.815	0.744
Y _{2.3}	0.803	0.923	0.769	0.645

Source: Processed data (2023).

When doing an analysis of a test's discriminant validity, cross loading measurements with constructs or values from the Fornell-Larcker criterion are one of the methods that are utilized. If the value of the cross loading and the Fornell-Larcker criterion of each indicator of the variable in question is greater than the value of the cross loading and the Fornell-Larcker criterion of other variables, then it is argued that the indicator in question should be considered valid. Other variables may also be considered valid. The findings of the test to determine the discriminant validity are detailed in the table that can be seen below and may be viewed there. As can be observed, the entire cross loading values for each indicator in each variable are more than 0.50. This is the case for the entire cross loading values. Because of this, it is feasible to state that the data supplied in the study are dependable, which implies that the research model may now make use of the latent variable as an appropriate point of comparison. Because of this, it is also possible to say that the study was successful.

Table 5 – Validity test using the Fornell Larscker Validity Test

	Social Media Marketing	Brand Personalities	Brand Trusts	Brand Loyalty
Social Media Marketing	0.899			
Brand Personalities	0.717	0.894		
Brand Trusts	0.760	0.827	0.914	
Brand Loyalty	0.786	0.849	0.864	0.900

Source: Processed data (2023).

Since the values of cross loading and the Cornell-Larcker criterion for the indicators and variables of interest are larger than the values for the other variables, which are larger than 0.50, the discriminant validity data using these two measures were deemed valid in this study. The very high discriminant validity is explained by the data in Tables 4 and 5 which can be found above.

If there is a correlation between two constructs in this study, the value of the root square of the average variance extracted (RSAVE) is determined for each construct and can be used to assess the study's discriminant validity. This can be inferred from the fact that the square root of AVE, shown here, is larger than the correlation between the buildings.

To evaluate the construct reliability of measurement models that employ reflected indicators, it is possible to examine the Composite Reliability value and supplement it with the Cronbach's Alpha value. The values of all constructs are greater than or equal to the minimum constraints of Cronbach's Alpha (more than 0.7) and Composite Reliability (greater than or equal to 0.7), respectively, as shown by the results of the reliability tests using these methods. This suggests that the data is quite trustworthy. Table 6 displays the results of the studies conducted to determine the instruments' reliability.

Table 6 – Composite Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Information
Social Media Marketing (X ₁)	0.952	0.962	Reliable
Brand Personality (X ₂)	0.972	0.975	Reliable
Brand Trust (Y ₁)	0.961	0.968	Reliable
Brand Loyalty (Y ₂)	0.882	0.927	Reliable

Source: Processed data (2023).

Table 6 shows the test results which obtained Cronbach's Alpha and Composite Reliability values for all constructs greater than 0.70. So that all variables in this study have met the Composite Reliability requirements.

The R-square value, often known as the "goodness of fit model," is evaluated as part of the testing process. The coefficient of determination, often known as R², is a statistical tool that can be utilized to determine the extent to which the influence of an exogenous construct is influenced by an endogenous construct. According to Sarstedt et al. (2017), the strength of a model can be determined by its R-square value: a value of 0.75 indicates that the model is

strong, a value of 0.50 shows that the model is moderate, and a value of 0.25 suggests that the model is weak. If the R-square value is close to zero, then the influence of exogenous variables on endogenous variables is relatively weak. On the other hand, if the R-square value is closer to one, then the effect of exogenous variables on endogenous variables is relatively strong. The range of R-square values is 0-1; the lower the value, the stronger the influence of exogenous variables on endogenous variables.

Table 7 – R-Square Test Results

n/n	R Square	R Square Adjusted
Brand Trust (Y ₁)	0.742	0.738
Brand Loyalty (Y ₂)	0.825	0.821

Source: Processed data (2023).

Table 7 reveals that the R-square value for the brand trust variable is 0.742, which indicates that this research model is moderate or 74.2 percent accurate. The variation in the brand trust variable is influenced by social media marketing and brand personality, while the remaining 25.8 percent is influenced by other factors. omitted from the model for simplicity. The value of R square for the brand loyalty variable is 0.825, which indicates that this research model is moderate. This value also indicates that social media marketing and brand personality account for 82.5 percent of the variations in brand loyalty. The remaining 17.5 percent of the variations in brand loyalty are influenced by other factors that are not included in the model.

The use of the Partial Least Square (PLS) test to examine the validity of the direct effect hypothesis will reveal five hypotheses. The purpose of the hypothesis test is to establish the level of influence that the independent variables have on the variable that is being tested. The bootstrapping method was created by Geisser and Stone. It is possible to acquire significance values by utilizing this method. The hypothesis is put through its paces by using a statistical test known as the t test. If the p-value is less than or equal to 5%, then the alternative hypothesis is accepted. Table 8 presents the bootstrapping results of the PLS analysis, which reveal the direct influence.

Table 8 – Results of the Direct Effect Test

n/n	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Personality (X ₂) -> Brand Loyalty (Y ₂)	0.362	0.349	0.126	2,875	0.004
Brand Personality (X ₂) -> Brand Trust (Y ₁)	0.581	0.588	0.124	4,684	0.000
Brand Trust (Y ₁) -> Brand Loyalty (Y ₂)	0.389	0.398	0.127	3,064	0.002
Social Media Marketing (X ₁) -> Brand Loyalty (Y ₂)	0.231	0.235	0.086	2,676	0.008
Social Media Marketing (X ₁) -> Brand Trust (Y ₁)	0.344	0.339	0.111	3,097	0.002

Source: Processed data (2023).

The following is an explanation of the direct effect between variables that may be derived from Table 8.

The value of the correlation coefficient between testing the hypothesis on the effect of social media marketing on brand loyalty generates a value of 0.231, which indicates that social media marketing has a positive influence on brand loyalty. The probability level, or P-Value, comes in at 0.008, which is less than 0.05. Based on these findings, social media marketing has a favorable and significant effect on brand loyalty. This suggests that the level of social media marketing in Denpasar is directly correlated to the level of customer loyalty experienced by Emina cosmetics items.

A correlation coefficient value of 0.362 was found while testing the hypothesis on the effect of brand personality on brand loyalty. This indicates that brand personality does, in

fact, have a positive influence on brand loyalty. The probability level, or P-Value, is 0.004, which is less than 0.05. According to these findings, brand personality has a positive and significant effect on brand loyalty. This implies that the level of brand personality of Emina cosmetics items sold in Denpasar is directly correlated to the level of brand loyalty enjoyed by those who purchase them.

A correlation coefficient value of 0.344 was found while testing the hypothesis on the effect of social media marketing on brand trust. This indicates that social media marketing has a positive influence on brand trust. The probability level, or P-Value, is 0.002, which is less than 0.05. According to these findings, social media marketing has a positive and significant effect on brand trust. This indicates that the level of social media marketing for Emina cosmetic items in Denpasar is directly correlated to the level of trust consumers have in such products.

The correlation coefficient value of 0.581 that was found while testing the hypothesis on the effect of brand personality on brand trust indicates that brand personality does, in fact, have a positive influence on brand trust. The value of the P-Value is 0.000, which is less than the threshold of 0.05. According to these findings, brand personality has a positive and significant effect on brand trust. This implies that the level of brand personality for Emina cosmetic items sold in Denpasar is directly correlated to the level of trust consumers have in such products.

A correlation coefficient value of 0.389 is found when testing the hypothesis on the effect of brand trust on brand loyalty; this indicates that brand trust has a positive influence on brand loyalty. The probability level, or P-Value, is 0.002, which is less than 0.05. These findings point to a positive and statistically significant relationship between brand trust and brand loyalty. This indicates that the level of trust in the brand is directly correlated to the level of brand loyalty of Emina cosmetic items in Denpasar.

Examination of the mediating variables in this study regarding the mediating role of brand trust variables on the indirect effect of social media marketing and brand personality on brand loyalty.

From the calculation results it can be seen that the VAF value for the influence model of brand trust mediating social media marketing on brand loyalty is 36.7 percent, while the VAF value for the influence model of brand trust mediating social media marketing on brand loyalty is 38.4 percent, because the VAF values of the two models are in the range of 20 percent to 80 percent, it can be concluded that these two models are partial mediation.

DISCUSSION OF RESULTS

The findings of the test indicate that Hypothesis 1 (H1) should be accepted. This indicates that marketing through social media has a favorable and significant effect on customer loyalty to a brand. On the basis of these findings, it is possible to draw the conclusion that the cosmetic brand Emina will experience an increase in brand loyalty proportional to the effectiveness of the social media promotion that it conducts. The respondents' ratings indicate that they agree with the assertion that marketing activities through social media can encourage customers to be loyal and attached to the Emina brand, as shown by the summary findings of their ratings that are included in the descriptive statistics. Customers who are exposed to successful marketing campaigns on social media are more likely to develop an emotional connection to the brand, have a positive impression of the business, and be satisfied with the products and services that are offered to them.

According to the findings of the characteristics of the respondents, the majority of the people who participated in this study had completed at least one year of college and belonged to the millennial generation. Specifically, their ages ranged from 17 to 27 years old. The millennial generation has a propensity to be adaptable to technology, namely the usage of social media, which allows them to absorb information and education in the form of content as a form of promotion for Emina cosmetic products so that they will transition to using Emina cosmetic products. Consequently, the millennial generation has a high likelihood of utilizing Emina cosmetic products.

This provides further evidence that the Theory of Planned Behavior (TPB), which refers to the process by which people or groups select, purchase, and use things to satisfy their needs and aspirations, is influenced by a number of elements, one of which is social considerations. According to the Planned Behavior Theory (TPB), someone might be influenced by demonstrating support from people who are thought to be significant or prominent in an online community. This is how perceived social pressure, also known as subjective norms, can have an effect. Subjective norms can reinforce a consumer's intention to remain loyal to a brand when they are conveyed to the customer through customer testimonials or social influence that is developed from social media.

Research carried out by Ibrahim and Aljarah (2018) in the hospitality industry in North Cyprus found that social media marketing has a favorable and significant influence on brand loyalty. The findings of this study complement those findings. This research is corroborated by research that was conducted by Ismail (2017: 122) and Bilgin (2018). These researchers found that the results of social media marketing have a favorable and significant influence on brand loyalty.

The influence of brand personality on brand loyalty

The outcomes of the tests performed on the hypotheses reveal that H2 should be accepted. This indicates that brand personality has a positive and significant effect on brand loyalty, which suggests that the more successfully Emina cosmetics performs its brand personality, the greater the growth in brand loyalty that will occur to Emina's brand. The findings of the respondents' ratings that were compiled into descriptive statistics suggest that customers of Emina who have a tendency to have a greater level of brand loyalty include customers who feel and identify with a positive brand personality, as well as customers whose preferences align with the characteristics of the brand. Customers will have a powerful affinity for the brand and will experience feelings of emotional connection to it. Customers' trust and allegiance to a brand can be strengthened when that brand possesses a robust personality. Customers will have the impression that Emina understands their requirements and expectations if the company maintains a brand personality that is constant, genuine, appealing, and pertinent to the market group that they serve. This will deepen the link that exists between brands and customers, and customers have a tendency to select Emina as their top choice in the sector of cosmetic products.

According to the data on the characteristics of the respondents, the majority of the respondents were private employees. These individuals tended to have a better understanding of brand appeal, particularly the brand personality of Emina Cosmetics, which truly desired to share joy through their products. Emina Kosmetik cultivates an upbeat and enjoyable environment, which encourages customers to take pleasure in the process of being dressed up and to enthusiastically celebrate their own unique beauty. Emina Cosmetics has been successful in developing connections with customers, which has resulted in a rise in customer loyalty to the brand of Emina's products. The brand personality of Emina Cosmetics shows cheeriness, youth and vitality, creativity, inexpensive quality, and togetherness, among other characteristics.

According to the Theory of Planned Behavior (TPB), a person typically acts after first considering the consequences of his or her actions and then making the decision to carry out the behavior in question. According to TPB, a person's conduct is defined by an evaluation (attitude) of something that is favorable and unpleasant and is impacted by subjective norms, namely the social pressure that is felt in carrying out or not carrying out a behavior. Additionally, a person's behavior is affected by something that is favorable and unfavorable. Consumers may have the notion that they have control over the decision to remain loyal to a brand if the brand possesses a powerful and consistent brand personality. This is because consumers who have this perspective believe that the brand will always supply the desired level of quality and value.

The findings of this study provide credence to the findings of previous research carried out by Lada and colleagues (2014), which found that a positive influence of brand personality on brand loyalty exists. This research is consistent with the findings of research carried out

by Mulyadi and Saktiawati (2013) and Yasri and Sylvia (2014), which demonstrate that the personality of a brand has a favorable influence on the level of customer loyalty.

The influence of social media marketing on brand trust

The findings of the test of the hypothesis show that Hypothesis 3 (H3) should be accepted. This indicates that social media marketing has a positive and significant effect on brand trust, which translates to the fact that the level of trust placed in the Emina cosmetics brand is directly proportional to the quality of the social media marketing efforts put forth by the Emina cosmetics brand. The descriptive statistics of the summaries of the results of the respondents' assessments highlight the significance of social media marketing as an instrument for enhancing and constructing brand trust. Emina is able to communicate brand messaging in a consistent manner, develop direct contacts with customers, and deliver material that is both relevant and engaging because it makes effective use of social media channels. Customers are more likely to have faith in and rely on the Emina brand the more actively the Emina brand engages in social media activities.

The framework known as the Theory of Planned Behavior (TPB) is an approach to understanding human behavior that is based on the individuals' intentions. The theory of planned behavior (TPB) contends that attitudes toward an activity, subjective norms (perceptions of the perspectives of other people), and perceived behavioral control all have an impact on a person's intention to carry out an action. The application of social media marketing to the Emina cosmetic brand has the potential to play a significant role in the development and consolidation of customer perceptions that they have control in selecting a brand and placing their confidence in it. Emina is able to deliver a great experience for customers, answer promptly and effectively to concerns or problems raised by consumers, and provide satisfaction guarantees all as a result of its active participation in social media. This has the potential to improve the sense of perceived behavioral control and to raise the consumer's trust in the brand.

Based on the characteristics of the respondents in this study, it was dominated by the millennial generation, specifically in the age range of 17-25 years, and it was dominated by undergraduate education. This is able to provide a positive assessment of the use of social media marketing, which can provide benefits for companies, one of which is increasing brand trust in the minds of consumers. In addition, this study was able to provide a positive assessment of the use of social media marketing, which can provide benefits for companies.

The findings of this research back the findings from Ibrahim and Aljarah (2018), who did a study to explain that social media marketing has a substantial relationship to the level of confidence consumers have in brands. Research conducted by Tatar and Erdogmus (2016), which suggests that social media marketing has a substantial relationship to brand trust, lends confirmation to the findings of this research.

The influence of brand personality on brand trust

The results of the test of the hypothesis demonstrate that H4 can be accepted. This indicates that the personality of a brand has a positive and significant effect on the trust consumers have in that brand. What this implies is that the level of trust consumers have in the Emina cosmetic brand is directly proportional to how well the Emina brand conveys its personality. According to a description of the findings in descriptive statistics based on the evaluations of respondents, "brand personality" is a term that refers to the qualities and traits that are associated with a brand. This comprises aspects such as the values of the brand, the image of the brand, the communication style, and the attitudes of the brand that are represented in the interactions that the company has with its customers. The level of trust that consumers have in a brand can be significantly impacted by a variety of factors, including the personality of the brand. When consumers perceive and recognize a positive brand personality, such as honesty, dependability, care, or originality, emanating from Emina Cosmetics, they are more likely to have a higher level of trust in the company's products and services.

According to the Theory of Planned Behavior (TPB), a person will behave in a certain

way based on their evaluation (attitude) of whether or not a certain aspect of a situation is positive. The dedication of the Emina cosmetics company to developing a powerful and consistent brand identity might give customers the impression that they have some degree of control over the brand they choose and the level of confidence they have in it. Customers feel more in control of their decision to trust and remain loyal to a brand when the brand has a personality that is reliable and consistent in providing superior products or services.

The findings of this research lend support to the findings of Ahmad and Thyagaraj's (2015) research, which found that the personality of a brand has a major impact on consumers' trust in that brand. This conclusion lends credence to the findings of Rismawati and Djaya (2012), who demonstrated that there is a favorable and statistically significant connection between a company's personality and its consumers' trust in that company.

The effect of brand trust on brand loyalty

The results of the test of the hypothesis demonstrate that H5 can be accepted. This indicates that there is a positive and significant relationship between brand trust and brand loyalty, which suggests that the greater the degree to which consumers trust the Emina brand name and its cosmetic items, the greater their level of commitment to the Emina brand. On the other hand, consumer loyalty to the Emina brand decreases in direct proportion to the level of faith in the company's cosmetic products.

According to the findings of this research, respondents who are customers of Emina cosmetic items have a very high level of trust in the brand. The wide community has acknowledged the quality of Emina's products, which is demonstrated by the fact that the company has amassed one million followers across its various social media platforms. These followers are located all around Indonesia. In addition, Emina's products were recognized as the Best in Local Brand at the Sociolla Awards 2020 and became the Local Brand of the Year at the Female Daily Best of Beauty Awards 2020. This demonstrates that customers have a high level of confidence in the Emina brand, which allows them to direct their purchasing decisions toward Emina cosmetic products. When consumers have a positive impression of a product's brand, they are more likely to choose that product and make a purchase.

According to the Theory of Planned Behavior (TPB), a person's actual behavior is determined by perceived behavioral control. This refers to the individual's perspective of something based on previous experiences that are taken into consideration. Consumers have the idea that they have power over their decision to remain loyal to a brand when they trust the brand they are purchasing. The customers have the impression that the brand in which they have placed their faith will continue to give the required quality and satisfaction. As a result, the consumers believe they have the ability to exercise control over their level of brand loyalty about the Emina cosmetic brand.

According to the data on the characteristics of the respondents in this survey, the respondents were dominated by members of the millennial generation in the age range of 17-27 years old. Information on Emina cosmetic goods can be acquired through social media. The millennial generation is adaptable to the use of social media so that they can absorb information, particularly regarding the credibility of the company as well as the advantages and achievements achieved by Emina Cosmetics, which will create positive perceptions in the minds of consumers in order to increase their sense of trust. This is important because the millennial generation will be the consumers of Emina Cosmetics in the future.

The findings of this study provide credence to the findings of research carried out by Ibrahim and Aljarah (2018) on the hospitality business in North Cyprus, which demonstrated that a consumer's level of confidence in a brand has a positive and discernible impact on their level of brand loyalty. This finding is corroborated by research by Orzan et al. (2016), Tatar & Erdogmus (2016), and Khan & Fatma (2019), all of which show that brand trust has a positive and significant influence on brand loyalty. Khan & Fatma (2019) also found that trust in a brand was significantly related to a consumer's willingness to recommend that brand to others.

The role of brand trust mediates the influence of social media marketing on brand loyalty

According to the results of the test of the hypothesis, it appears that the VAF calculation that incorporates brand trust somewhat mediates the influence of social media marketing on brand loyalty. According to the findings of this study, it is possible to draw the conclusion that the level of trust consumers have in the Emina Cosmetics brand is directly correlated to the amount of influence social media marketing has on brand loyalty. Trust in a brand is an important factor to consider since it acts as an intermediary mechanism between customer loyalty and social media marketing. That is to say, when customers have a high level of trust in a company, they are more likely to have a good response to marketing efforts made through social media, which in turn improves customer loyalty to the Emina cosmetics brand.

According to Ajzen (1991:179), the theory of Planned Behavior provides an explanation for attitudes, subjective norms, and perceptions of behavior control, all of which play a role in determining behavioral intentions, which in turn produce actual conduct. Respondents who are clients of Emina cosmetic products agree, for the purposes of this study, that Emina cosmetics are well known by the greater community; customers believe that Emina's company has strong reputation; Emina's products have their own unique appeal; and consumers regard Emina to be the best brand available when compared to other brands. The dissemination of positive, fascinating, and pertinent material across social media platforms helps to establish trust and reinforces consumer intents to remain loyal to the brand. This trust is generated as a result of the successful implementation of the social media marketing plan of the organization. Because consumer trust in a company is the primary driver of brand loyalty, businesses that use social media marketing will be able to boost their customer retention rates.

The findings of this study lend support to the findings of previous research carried out by Handayani and Martini, (2015). They argued that the findings of brand trust mediate the relationship between social media marketing and brand loyalty among Yamaha automatic motorcycle users in Semarang. Brand trust was found to be a mediating variable in this study. The findings of this study lend support to the findings of previous research carried out by Handayani and Martini, (2015). Consumer trust has an effect on customer loyalty, specifically in the form of repurchasing intentions and repurchasing intensity, and its connection to social media marketing makes this connection particularly important. According to the findings of Kresnadana and Jatra's research (2020), brand trust has the ability to act as a mediator in the connection between social media marketing and brand loyalty.

The role of brand trust mediates the effect of brand personality on brand loyalty

According to the results of the test of the hypothesis, it appears that the VAF calculation that incorporates brand trust somewhat mediates the influence of social media marketing on brand loyalty. According to the findings of this study, it is possible to draw the conclusion that the effect of brand personality on brand loyalty is amplified in direct proportion to the degree to which consumers trust the Emina Cosmetics brand. Customers are more likely to buy Emina cosmetics products repeatedly, recommend the brand to others, and share positive experiences with the brand on social media platforms when they have faith in the brand, which helps direct and strengthen the positive influence generated by the personality of the brand.

According to the idea of planned behavior, attitudes, subjective norms, and views of a person's ability to regulate their behavior are the factors that determine behavioral intentions, which in turn produce actual behavior. The respondents in this study who are also clients of Emina cosmetic goods agree that trust in the brand plays an essential role in mitigating the effect of personality on brand loyalty. Consumers have a tendency to be more loyal to a brand when they trust that brand and have a high level of faith in that brand.

The findings of this investigation lend credence to the findings of the research carried out by Anggraeni et al. According to, brand trust is regarded to considerably mediate the relationship between brand personality and brand loyalty. As a result, businesses need to

pay attention to consistent and reliable branding in order to develop consumer trust in brands, which will encourage consumers to buy the brand and remain loyal to the brand. This result is bolstered by the findings from the study carried out by Kim et al. (2016), which suggest that the effect of brand personality on brand loyalty is mediated by brand trust. The findings of the study conducted by Pham and Nguyen (2019) lend support to the assertion that a beneficial influence of brand personality on brand loyalty can be achieved through the establishment of brand trust.

IMPLICATIONS OF RESEARCH RESULTS

On the basis of the research that has been carried out, it is possible to deduce that this research, taken as a whole, provides theoretical support for a number of earlier investigations and is consistent with the idea of planned behavior. It is anticipated that this research will give an empirical addition to the advancement of marketing knowledge regarding the relationship between social media marketing characteristics, brand personality, brand trust, and brand loyalty.

According to the findings of a study that showed social media marketing and brand personality both have an effect on brand trust and brand loyalty, brand trust has the ability to moderate the effect of social media marketing and brand personality on brand loyalty. On the basis of these findings, the results of this study have the potential to enrich the development of marketing management science, particularly in relation to consumer behavior marketing Emina cosmetics, and support other empirical studies related to the influence of social media marketing and brand personality on brand loyalty mediated by brand trust.

This research has implications for Emina cosmetics that can be applied to increase consumer loyalty. Based on the research results, there are six practical implications that can be applied by Emina cosmetics, including:

a) based on the variables It is common knowledge in the field of social media marketing that the indicator "Emina's very up-to-date social media" has the highest average of any other indicator. This is something that the management of the company should take into consideration in order to continue to pay attention to the content and context of the social media promotion that is relevant to the audience, to carry out ongoing marketing, to maintain interaction with the audience by doing things like receiving input or feedback from the audience, and to make marketing acceptable to the audience. by conducting market research or being aware of the company's share of the market in advance, and credibility by creating advertisements that can be believed for the right reasons. Because of this, Emina Cosmetics' marketing efforts through social media are able to stimulate excellent marketing performance for the brand;

b) based on the variables It is well known that the indicator "Emina products are quality products" has the highest average value. This is related to the brand personality. Maintaining product quality, brand values, brand image, communication style, and brand attitude, all of which are represented in brand interactions with customers, can help Emina maintain its high popularity and target new market targets. This can be accomplished by paying attention to all of the aforementioned factors. to make the product more appealing to potential buyers;

c) It is known that the indicator "consumers feel safe using the Emina brand because it is BPOM" has the greatest average value on the brand trust variables. This indicates that customers have the perception that Emina's company assures that its goods are in accordance with all relevant laws and regulations. On the product's packaging, Emina's party includes a label that has been standardized by BPOM to establish consumer confidence in their products. This is done in the hopes that it will be able to increase consumer loyalty to Emina's products.

CONCLUSION

Based on the discussion above, some conclusions are obtained as follows:

1) The use of social media marketing in Denpasar has an effect that is both favorable

and significant on the customers' devotion to the Emina cosmetics brand. On the basis of these findings, it is possible to draw the conclusion that the level of success that Emina Cosmetics enjoys with the social media marketing campaigns it runs in Denpasar City is directly proportional to the degree to which those customers are loyal to the company;

2) Customers in Denpasar who purchase Emina cosmetics report a positive and significant effect of the brand's personality on their devotion to the company. On the basis of these findings, it is possible to draw the conclusion that the customer loyalty of Emina cosmetics clients in Denpasar City will increase proportionately to the degree to which the brand personality of Emina cosmetics is improved;

3) Marketing using social media has a beneficial and noticeable impact on consumers' trust in a brand. On the basis of these findings, it is possible to draw the conclusion that the level of trust that customers of Emina Cosmetics in Denpasar City have in the brand is proportional to how well the company markets itself through social media;

4) There is a positive and noticeable effect that a brand's personality has on the consumers' trust in the brand. On the basis of these findings, it is possible to draw the conclusion that the level of trust in the Emina brand among customers in Denpasar City increases in direct proportion to the level of personality associated with the Emina brand;

5) Trust in the brand, which has a favorable and significant impact on customer loyalty. On the basis of these findings, it is possible to draw the conclusion that the level of brand loyalty displayed by buyers of Emina cosmetics in Denpasar City is directly proportional to the level of faith they have in the Emina brand;

6) The relationship between social media marketing and brand loyalty is somewhat mediated by the concept of brand trust. That is to say, the higher the level of brand trust in Emina cosmetics, the greater the influence that social media marketing has on Emina cosmetics products, and ultimately, the higher the level of brand loyalty that Emina cosmetics customers who reside in Denpasar City have for the company. The mechanism of brand trust serves as a crucial intermediate between social media marketing and brand loyalty, playing a vital part in both processes. Customers are more likely to have a good response to marketing efforts made through social media if they have a high level of trust in the brand, which in turn improves customer loyalty to the Emina cosmetic brand;

7) The relationship between the personality of the brand and customer loyalty is somewhat mediated by the concept of brand trust. The personality of a brand has an effect on customer loyalty, which is mediated by trust in the brand. That is to say, the higher the level of trust in the Emina cosmetics brand, the greater the influence that the brand personality has on the Emina cosmetics products, and ultimately, the higher the level of consumer loyalty to the Emina cosmetics brand. Trust in a brand helps direct and strengthen the positive influence generated by a brand's personality on consumer behavior, such as increasing the likelihood that customers will purchase Emina cosmetics products on multiple occasions, recommending the brand to others, or sharing their positive experiences with the brand on various social media platforms.

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