

ABSTRACT

In recent years, many companies have used social media to engage customers with brands. However, these companies are still struggling to achieve brand loyalty because they do not fully understand how to build consumer-brand relationships in a social media manner.

This research is a quantitative research with causal data analysis. Data collection is done by distributing questionnaires. Sampling in the study used a random sampling technique. Based on the calculation of the number of samples used in this study, there were 400 respondents who were consumers of Mustika cosmetics. Data processing is done by SEM-PLS and using Smart PLS software version 3.0.

The results show that social media marketing has a positive influence on brand loyalty, brand consciousness, and value consciousness. The results show that brand consciousness and value consciousness have a positive influence on brand loyalty. The results of the study show that brand consciousness and value consciousness that mediate the relationship between social media marketing and brand loyalty have a positive influence.

Things that must be done by Mustika Ratu cosmetics are to maintain brand loyalty by increasing social media marketing on social media which contains brand or promotional content.

Keywords: Mustika Ratu, Cosmetic, Social Media Marketing, Brand Loyalty, Brand Consciousness and Value Consciousness