

## **ABSTRACT**

This research is based on social media marketing which is marketing using social media that is very developed at this time. Many businesses have used social media to market their products such as Avoskin Beauty. Avoskin beauty produces a wide range of skincare products, namely facial wash, toners, and serums. Marketing using social media can be used to prove the business is building brand awareness of customer loyalty. The purpose of this study was to determine the effect of social media marketing and brand awareness on customer loyalty at Avoskin Beauty. This study uses a quantitative descriptive research method with a sample of 142 respondents obtained using a simple random sampling technique. Based on the results of the simultaneous test (test F) is the value of the F count is  $186.689 > F$  table is 2.67 and of the partial test (test T) is known that the variable social media marketing (X1) of 5630 (to)  $> 1655$  (ta) while the variable brand awareness (X2) of 9733 (to)  $> 1655$  (ta). The results showed that social media marketing and brand awareness has a positive and significant effect on consumer loyalty.