

ABSTRACT

The skincare segment of the cosmetic industry has experienced significant growth in recent decades. The emergence of new technologies, lifestyle changes, and increased awareness of self-care have been primary drivers in intensifying competition within this sector. Cosmetic companies are racing to introduce innovations, use natural ingredients, and develop products that offer more effective solutions and personalization for various skin types.

This study examines the impact of brand trust and social media marketing on consumer loyalty towards Vaseline hand and body lotion in West Java. The study was conducted through a survey involving a series of knowledge tests and data analysis from questionnaires distributed to Vaseline hand and body lotion consumers. The study utilized accidental sampling and a total of 385 respondents, utilizing the Bernoulli formula, and processed data using SPSS Version 26 with multiple regression analysis.

This study enhances our comprehension of the influence of brand trust and social media marketing on consumer loyalty. This study aims to evaluate companies' strategies for managing social media marketing and brand trust to maintain consumer loyalty.

The research indicates that brand trust and social media marketing significantly impact customer loyalty. The results of the coefficient of determination test show that brand trust and social media marketing have a contribution value of 35,8% to customer loyalty for Vaseline hand and body lotion, while 64,2% is the influence of external variables not examined in the research.

Keywords : *cosmetic industry, brand trust, social media marketing, consumer loyalty, marketing strategy*