# Perceived Quality versus Social Media Marketing: Understanding Their Differential Effects on Brand Trust and Brand Loyalty

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## ABSTRACT

*This study aims to examine the effect of Social Media Marketing and Perceived Quality on Brand Loyalty with Brand Trust as an intervening variable. This study was conducted on Facetology consumers in the TikTok application in five districts in Malang City. The research method uses a quantitative approach with data collection through questionnaires distributed online through google forms to Facetology consumers. The measurement scale in this study is using a Likert scale. The sampling technique used was non probability sampling technique with purposive sampling method with a sample size of 110 respondents. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS 3 software to test the relationship between variables. The results showed that Social Media Marketing has no influence on brand trust. Perceived Quality has a significant effect on Brand Loyalty. Brand Trust is proven to have a positive and significant influence iton brand loyalty. The results of this study are expected to provide insight for business people, especially for marketers who are engaged in the beauty industry and use social media platforms such as TikTok to market their products. By understanding these dynamics, businesses can refine their marketing strategies to enhance brand loyalty among consumers, ultimately leading to stronger customer relationships and increased sales.*

*Keywords: Brand Loyalty; Brand Trust; Perceived Quality; Social Media Marketing*

## INTRODUCTION

Brand loyalty is one of the main concerns for the business sustainability in developing market share and retaining consumers in this digital era. Brand loyalty reflects the psychological bond that consumers have to a brand, which is shown through their intention to make repeat purchases, even though there are other options that may be superior or cheaper (Aaker, 1991). Companies that have high brand loyalty tend to have greater competitive value and can defend the market more effectively. As such, brand loyalty not only influences purchasing decisions, but also has an impact on reputation and business sustainability (Ali et al., 2024).

In the current digital era, brand loyalty is increasingly influenced by social media marketing. Social Media Marketing (SMM) is a marketing practice that utilizes social media by providing opportunities for consumers to engage with brands across the globe in their buying journey (Ali et al., 2024). Based on data from Data Reportal (2024) with over 5 billion social media users worldwide, representing 62.3% of the global population, create huge potential for

marketers. If the right strategies are implemented and appropriate targets are set, success in implementing social media marketing and building brand loyalty can be achieved.

Perceived quality or the quality that consumers perceive or experience regarding a product., is another important factor that contributes to brand loyalty. Consumers who feel content with the quality of the products they purchase tend to have a stronger emotional bond with the brand, which in turn increases brand loyalty (Aaker, 1991). These perceptions are built on various dimensions related to product characteristics, including aspects such as the dependability and pertaining to the brand (Cahyani et al., 2022).

Studies in previous research show mixed results regarding the effectiveness of social media marketing and perceived quality in creating brand loyalty. Some studies found that social media marketing is not always successful in creating brand loyalty, relying on how relevant the content is and the quality of the interaction provided (Ramadhani & Ariyanti, 2024). Similarly, perceived quality is not always consistent in increasing brand loyalty, depending on consumer perceptions of the product and other external factors (Akarawita, 2022).

Moreover, brand trust is also a supporting factor that plays an important role in fostering brand loyalty. Brand trust reflects consumers' confidence that a brand is dependable and will consistently meet their expectations (Chaudhuri & Holbrook, 2001). When consumers trust a brand, they They tend to develop a long-term commitment and a positive emotional connection with it. However, this is inconsistent with the findings in this study Madelline (2023), brand trust is proven to be unable to mediate social media marketing and perceived quality.

TikTok is a popular social media platform used by marketers to conduct promotional activities. With more than 500 million downloads and high rankings in the app store and play store, TikTok has proven successful in attracting the attention of digital users around the world. Reporting from data on DataIndonesia.id (2024), Indonesia holds the position as the country with the greatest number of TikTok users, with 127.5 million users recorded as of April 2024. This popularity provides an opportunity for brands to utilize TikTok as a platform for promotional campaigns and increase engagement with a wider target audience.

One of the most talked-about and reputable brands on TikTok is Facetology (Tokopedia, 2024). The brand focuses on beauty and personal care products, combining innovation and technology in its offerings. Facetology's popularity on TikTok is evident from the high number of hashtag searches and related video discoveries that surpassed more than 1 billion videos. The brand has also achieved success in product sales, ranking second in best-selling sunscreen products in Q1 2024.

Several previous studies have investigated the relationship between social media marketing, perceived quality, brand trust, and brand loyalty. However, there are significant differences between these studies and the current research in terms of the variables used, theoretical approaches, and sample populations. Some studies found inconsistent results regarding the relationship between these variables, indicating a research gap.

The research objective outlined in the study focuses on investigating the relationships between social media marketing, perceived quality, brand trust, and brand loyalty within the context of Facetology consumers on TikTok in Malang City. The primary aim is to understand how these variables interact and influence each other, particularly examining the role of brand trust as an intervening variable. This exploration is critical as it addresses a notable gap in

existing literature regarding the effectiveness of social media marketing strategies in fostering brand loyalty.

Additionally, the research is designed to offer practical insights for marketers in the beauty industry, particularly those leveraging platforms like TikTok. By understanding the dynamics between these variables, businesses can refine their marketing strategies to better engage consumers, thereby enhancing brand loyalty and ultimately driving sales. This objective is particularly relevant given the growing importance of digital marketing in today's consumer landscape, where social media serves as a crucial platform for influencing consumer attitudes and actions.

Based on the phenomenon of Facetology in social media marketing on TikTok and the fact of high perceived quality, as well as the existing research gap, this study aims to investigate the influence of social media marketing and perceived quality on brand loyalty with brand trust as an intervening variable. This research will contribute to a deeper understanding of how these interconnected variables operate within the context of digital marketing, particularly in the beauty industry, and will offer valuable insights for marketers seeking to enhance consumer engagement and loyalty.

## LITERATURE REVIEW

### Theory S-O-R

The SOR concept involves various important aspects such as emotions, attitudes, perceptions/feelings, judgments, motivations, beliefs, and thoughts (Nieves-Pavon et al., 2023). This theory highlights that changes in a person's behavior in the form of attitudes, opinions, behaviors and affections occur due to the influence of messages conveyed by the media (Unde & Seniwati, 2019).

There are several components in the SOR theory according to Effendy (2003) as follows:
a. Message (stimulus (S). In this study, social media marketing and perceived quality act as a stimulus given by marketers to consumers. This encouragement can be accepted or rejected by consumers.
b. Communication (organism (O). Organisms received from the encouragement of social media marketing and perceived quality provided by marketers can be many things, one of which is brand trust.
c. Effect (Response (R). Communicators have a feeling of trust in a brand after marketers provide support in the form of messages in social media marketing and perceived quality. The result is a feeling of loyalty to a brand or commonly known as brand loyalty.

### Social Media Marketing

Social media marketing according to Kotler & Keller (2020) is defined as internet-based activities with activities designed to engage consumers or potential consumers, either directly or indirectly, aiming to increase awareness, improve image, or achieve sales of goods or services. Firdaus & Andarini (2024) explain that social media marketing is a company approach to market their products and services to a broad target market using online social networking tools and Internet assistance with the aim of increasing company value and gaining an advantage in business competition. Ali et al. (2024) mentioned that there are five dimensions in social media marketing, namely entertainment, interaction, trendiness, customization, word of mouth.

**Perceived Quality**

Aaker (1991) states that perceived quality refers to how consumers assess the overall quality of a product or service based on their experience, information received, and their expectations. This perception is built on various dimensions related to product characteristics, including aspects such as reliability and performance of the brand (Cahyani et al., 2022). Akarawita (2022) suggests four indicators of perceived quality, namely high quality, excellent product characteristics, reliability, consistent quality.

**Brand Trust**

Brand trust is the consumer's belief that the brand will onsistently act with honest and fair (Lau & Lee, 1999). Meanwhile Eka et al. (2021) describe brand trust as a consumer expectation that the product, service, or company behavior of a particular brand offers something in accordance with the promises that have been made. Indicators of brand trust according to Chaudhuri & Holbrook (2001) are reliability, safety, honesty, dependability, trustworthiness.

**Brand Loyalty**

Brand loyalty refers to a consumer's dedication and long-term preference for a specific brand and cannot switch to another brand or symbol without incurring large costs and without significant sales (Warsito, 2021). Brand loyalty cannot occur without prior purchase and experience in using the brand (Rifa'i, 2017). According to Kasiha et al. (2023) brand loyalty indicators are divided into four elements, namely switching cost, customer satisfaction, brand preference, commitment.

**Social Media Marketing and Brand Trust**

Social media marketing is seen as a powerful tool to establish relationships with customers (Haudi et al., 2022). Brand trust is considered important in influencing the effectiveness of social media marketing (Ibrahim et al., 2021). Several studies reveal the influence of SMM on brand trust. Purwianti & Fionna (2023) found an interdependent relationship between social media marketing and brand trust. In line with research by Irawan & Hadisumarto (2020) which shows that social media marketing activities have a positive and significant relationship with brand trust. Furthermore, research by Ali et al. (2024) supports these findings by demonstrating that effective social media marketing strategies significantly enhance perceived quality, which in turn strengthens brand trust among consumers.

*H1: Social Media Marketing has a positive and significant influence on Brand Trust*

**Perceived Quality and Brand Trust**

Structured brand trust formation is used by marketers as a strategy in dealing with brand crises and retaining customers (Shin, Casidy, 2016 in Akarawita, 2022). During a brand crisis, products that have higher perceived quality tend to be sought after by consumers who want to get more information. Therefore, brand trust is built based on aspects of product quality. In the end, the development of brand trust in consumers is influenced by perceived quality (Rahmatulloh et al., 2019). This is in line with research carried out by Cahyani et al. (2022) found a positive and significant relationship between perceived quality and brand trust. The same results are also shown in the research of Ardyansyah et al. (2022) that there is a strong relationship between perceived quality and brand trust. Supporting this notion, previous

research by Winnie & Keni (2020) has consistently demonstrated that higher perceived quality not only enhances brand trust but also plays a pivotal role in shaping consumer loyalty, reinforcing the importance of these constructs in strategic marketing efforts

*H2: Perceived Quality has a positive and significant influence on Brand Trust*

## Brand Trust and Brand Loyalty

Brand loyalty is considered a long-term goal that companies must achieve with the right approach to consumers. Akarawita (2022) argues that brand trust is recognized as an effective strategic tool for developing brand loyalty. It establishes a highly valuable and engaging relationship with the brand, which progressively enhances brand loyalty. Therefore, both researchers and practitioners have concluded that brand trust is a crucial factor in building brand loyalty (Firdaus & Andarini, 2024). In line with research conducted by Ali et al. (2024) found a positive relationship between brand trust and brand loyalty. The same results were also found in the research of Nilowardono et al. (2020), namely there is a positive and significant relationship between brand trust and brand loyalty. Research findings from Irawan & Hadisumarto (2020) collectively underscore the importance of fostering brand trust as a fundamental element for achieving sustainable brand loyalty in competitive markets.

*H3: Brand Trust has a positive and significant influence on Brand Loyalty*
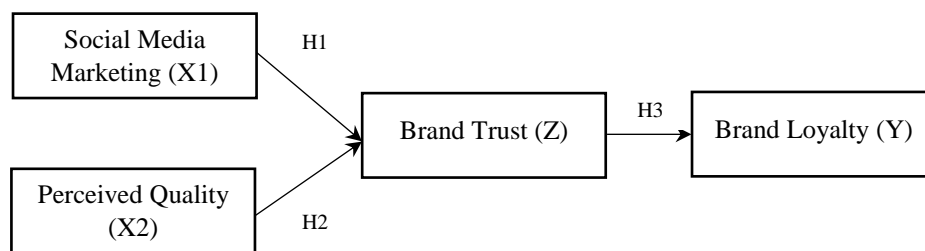
## Conceptual Framework



Figure 1. Conceptual Framework

## RESEARCH METHOD

This research was carried out with a quantitative approach with a survey method. The survey was addressed to respondents as Facetology users. The location of this research is five sub-districts in Malang City. The five districts are Lowokwaru, Sukun, Klojen, Blimbing, and KedungKandang. The population in this study are TikTok users who use Facetology products in Malang City at least 2 times. With an unknown population, using the formula from Hair et al. (2021) then obtained the sample size of 110 respondents. Meanwhile, distribution of the sample of 110 respondents refers to the total population in each sub-district in 2023 according to Badan Pusat Statistik (BPS) Malang City. According to the calculation, the total population in Malang City is 847.182 people, so the distribution results are as follows.

Table 1. Distribution of The Number of Respondents

| Sub-district | Percentage | Total |
|---|---|---|
| Lowokwaru | 19 % | 21 respondents |
| Blimbing | 22 % | 24 respondents |
| Klojen | 11 % | 12 respondents |
| Kedungkandang | 25 % | 27 respondents |

| | | |
|---|---|---|
| Sukun | 23 % | 26 respondents |
| Total | 100% | 110 respondents |

Source: Data Processed by The Authors (2024)

In the current study, the sampling technique used was non-probability sampling technique with purposive sampling method. Therefore, this study has specific criteria that are the basis for sampling, namely respondents who are domiciled (residing, working and studying) in Malang City (Lowokwaru, Sukun, Klojen, Blimbing, and KedungKandang Districts), aged 18 - 43 years, and respondents are Facetology consumers who have used Facetology products at least 2 times through the TikTok application.

The data in this study were collected from respondents through a questionnaire with a Likert scale consisting of five levels as a measurement scale and previous research literature. The variables used in the study are independent variables, social media marketing (X1) and perceived quality (X2). In the Likert scale, the variables measured are converted into variable indicators. These indicators are then used as a starting point in compiling measurement instrument items, which may include statements or questions (Sugiyono, 2018). While the dependent variable is brand loyalty (Y). Furthermore, brand trust (Z) as a mediating variable. Before entering the data analysis stage, first test the validity and reliability of the instrument. Furthermore, descriptive statistical data analysis and Partial Least Squares Structural Equation Modeling (PLS-SEM) were used using SmartPLS 3 software.

**Social Media Marketing**

Based on the five dimensions in social media marketing according to Ali et al. (2024), namely entertainment, interaction, trendiness, customization, word of mouth, the statement items used in this study are as follows.

1) I find the content and promotions presented by Facetology on TikTok attractive.
2) I enjoy the entertainment content presented by Facetology on TikTok.
3) I often participate in discussions or comments on Facetology's posts on TikTok.
4) I feel encouraged to interact with other users through the content presented by Facetology.
5) I feel connected to Facetology because I am influenced by the content presented on TikTok.
6) I feel that Facetology's content and promotions on TikTok are very trendy.
7) I often see Facetology posts on TikTok that become the topic of conversation for many people.
8) I search for information related to Facetology products through TikTok.
9) I can choose the content that best suits my interests from Facetology's posts on TikTok.
10) I want to give recommendations to others regarding Facetology products after seeing content and promotions on TikTok.
11) I often hear recommendations from others on TikTok to use Facetology.

**Perceived Quality**

From the four indicators of perceived quality according to Akarawita (2022), namely high quality, excellent product characteristics, reliability, consistent quality, the statement items used in this study are as follows.

1) I believe that Facetology products are of high quality.

2) I am very satisfied with the features and performance offered by Facetology products.
3) I feel confident that Facetology products will function properly with each use.
4) I am satisfied that the quality of Facetology products never disappoints.

**Brand Loyalty**

From the four elements in brand loyalty according to Kasiha et al. (2023), namely switching cost, customer satisfaction, brand preference, commitment, the statement items used in this study are as follows.

1) I feel suitable with the quality provided by Facetology, making it difficult for me to switch to another brand.
2) I am very satisfied with Facetology products.
3) I feel that Facetology has high value in my eyes.
4) I feel that I should continue to support the Facetology brand because of its high quality.

**Brand Trust**

From the five indicators of brand trust according to Chaudhuri & Holbrook (2001), namely reliability, safety, honesty, dependability, trustworthiness, the statement items used in this study are as follows.

1) I believe that the quality of Facetology products is always consistent over time.
2) I feel that Facetology products are safe to use.
3) I believe that Facetology is honest in providing information related to its products.
4) I believe Facetology products are reliable.
5) I believe Facetology products are safe, reliable, and do not disappoint.

**RESULTS AND ANALYSIS**

**Respondent Characteristics**

The purpose of using respondent characteristics is to offer an overview of the object of research and to enable the identification of patterns or trends that may affect the results of the research. Information on respondent characteristics is very important and is generally presented in a systematic and detailed table. The characteristics of the respondents are presented in the following table.

**Table 2. Respondent Characteristicts**

| Description | Frequency | Percentage |
|---|---|---|
| **Gender** | | |
| Female | 80 | 73% |
| Male | 30 | 27% |
| Total | 110 | 100% |
| **Age** | | |
| 18 – 22 years old | 83 | 75% |
| 23 – 27 years old | 21 | 19% |
| 28 – 32 years old | 5 | 5% |
| > 33 years old | 1 | 1% |
| Total | 110 | 100% |
| **Sub-district** | | |
| Lowokwaru | 21 | 19% |

| | | |
|---|---|---|
| Sukun | 24 | 22% |
| Klojen | 12 | 11% |
| Blimbing | 27 | 25% |
| Kedungkandang | 26 | 23% |
| Total | 110 | 100% |
| **Latest Education** | | |
| SMP/ SMP | 3 | 3% |
| SMA/SMK/MA | 62 | 56% |
| D1/D2/D3 | 3 | 3% |
| S1/D4 | 41 | 37% |
| S2/S3 | 1 | 1% |
| Total | 110 | 100% |
| **Income** | | |
| < 500.000 | 23 | 21% |
| 500.000 – 1.000.000 | 11 | 10% |
| 1.000.000 – 2.000.000 | 25 | 23% |
| 2.000.000– 3.000.000 | 22 | 20% |
| 3.000.000 – 4.000.000 | 22 | 20% |
| > 4.000.000 | 7 | 6% |
| Total | 110 | 100% |
| **Frequency of viewing Facetology promotional content/advertisements on TikTok** | | |
| Never at all | 1 | 1% |
| Ever | 8 | 7% |
| Rarely | 26 | 24% |
| Often | 44 | 40% |
| Very often | 31 | 28% |
| Total | 110 | 100% |

6)    Source: Data Processing Results by SmartPLS 3 (2024)

According to Table 2. the data shows that the respondents consisted of 110 people with details of female gender 80 people, and male 30 people. This shows that Facetology consumers in Malang City are mostly women. Based on age, 83 respondents aged 18 – 22 years old, 23 – 27 years old as many as 21 people, 28 – 32 years old as many as 5 people, > 33 years old as many as 1 person. This shows that most Facetology consumers in Malang City are 18 – 22 years old. Based on domicile by sub-district, there were 21 people in Lowokwaru, 24 people in Sukun, 12 people in Klojen, 27 people in Blimbing, 26 people in Kedungkandang.

Based on the latest education, SMP/MTs are 3 people, SMA/SMK/MA are 62 people, D1/D2/D3 are 3 people, S1/D4 are 41 people, S2/S3 are 1 person. This shows that Facetology consumers in Malang City are mostly with the last education of SMA/SMK/MA. Based on income < 500.000 as many as 23 people, 500.000 – 1.000.000 as many as 11 people, 1.000.000 – 2.000.000 as many as 25 people, 2.000.000 – 3.000.000 as many as 22 people, 3.000.000 – 4.000.000 as many as 22 people, > 4.000.000 as many as 7 people. This shows that Facetology consumers in Malang City mostly have an income of 1.000.000 – 2.000.000.

Based on the frequency of viewing Facetology promotional content / advertisements on TikTok, the category never at all was 1 person, the category never was 8 people, the category rarely was 26 people, the category often was 44 people, the category very often was 31 people.

This shows that Facetology consumers in Malang City mostly often see Facetology promotional content/advertisements on TikTok.

**Outer Model**

Outer model is the process of evaluating the instruments used in collecting research data. The outer model shows the relationship between latent variables and the indicators that measure them (Rahadi, 2023). The findings from the analysis show that most of the indicators on each research variable have loading factor values that exceed 0,70 indicating good validity.

**7)**



8)    Source: Data Processing Results by SmartPLS 3 (2024)
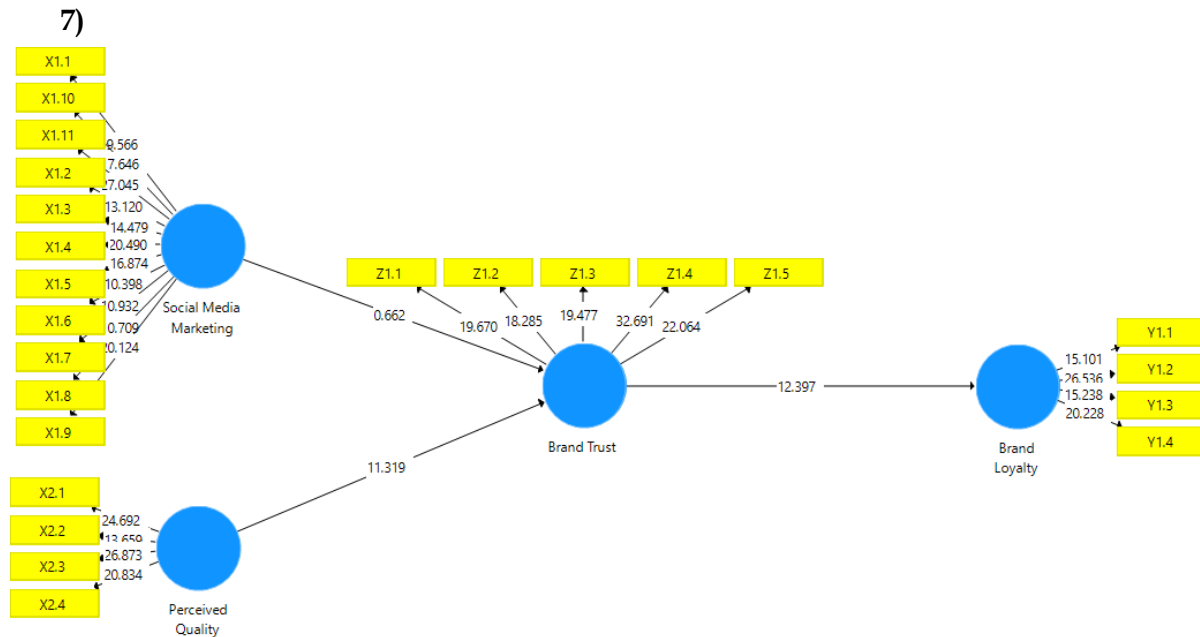
9)    **Figure 2. Full Model PLS**

**10) Table 3. Outer Model**

| Variable | Item | Outer Loading | Cronbach Alpha | Composite Reliability | AVE |
|---|---|---|---|---|---|
| Social Media Marketing (X1) | X1.1 | 0,851 | 0,940 | 0,948 | 0,625 |
| | X1.2 | 0,783 | | | |
| | X1.3 | 0,715 | | | |
| | X1.4 | 0,783 | | | |
| | X1.5 | 0,808 | | | |
| | X1.6 | 0,761 | | | |
| | X1.7 | 0,757 | | | |
| | X1.8 | 0,758 | | | |
| | X1.9 | 0,823 | | | |
| | X1.10 | 0,798 | | | |
| | X1.11 | 0,849 | | | |
| Perceived Quality (X2) | X2.1 | 0,830 | 0,851 | 0,899 | 0,691 |
| | X2.2 | 0,792 | | | |
| | X2.3 | 0,874 | | | |
| | X2.4 | 0,827 | | | |
| Brand Loyalty (Y) | Y1.1 | 0,763 | 0,812 | 0,876 | 0,639 |
| | Y1.2 | 0,840 | | | |

| | Y1.3 | 0,782 | | | |
| | Y1.4 | 0,810 | | | |
| | Z1.1 | 0,840 | | | |
| | Z1.2 | 0,833 | | | |
| Brand Trust (Z) | Z1.3 | 0,838 | 0,894 | 0,922 | 0,702 |
| | Z1.4 | 0,878 | | | |
| | Z1.5 | 0,798 | | | |

11)    Source: Data Processing Results by SmartPLS 3 (2024)

Based on Table 3. The social media marketing variable is measured by eleven items which are declared valid, with an outer loading value of 0,715 – 0,851 which shows good validity, reflecting the measurement of social media marketing. Reliability is reliable, Cronbach's alpha and composite reliability > 0,70, indicating the eleven items on this variable are reliable. The convergent validity of this variable reached an AVE of 0,625, exceeding the 0,50 threshold, indicating good convergent validity.

The perceived quality variable is measured by four items that are declared valid, with an outer loading value of 0,792 – 0,874 which indicates good validity, reflecting the measurement of perceived quality. Reliability is reliable, Cronbach's alpha and composite reliability > 0,70, indicating the four items on this variable are reliable. The convergent validity of this variable reached an AVE of 0,691, exceeding the 0,50 threshold, indicating good convergent validity.

The brand loyalty variable is measured by four items which are declared valid, with an outer loading value of 0,763 – 0,840 which indicates good validity, reflecting the measurement of brand loyalty. Reliability is reliable, Cronbach's alpha and composite reliability > 0,70, indicating that the four items in this variable are reliable. The convergent validity of this variable reached an AVE of 0,639, exceeding the 0,50 threshold, indicating good convergent validity.

The brand trust variable was measured by five items that were declared valid, with an outer loading value of 0,798 – 0,878 which indicates good validity, reflecting the measurement of brand trust. Reliability is reliable, Cronbach's alpha and composite reliability > 0,70, indicating the five items on this variable are reliable. The convergent validity of this variable reached an AVE of 0,702, exceeding the 0,50 threshold, indicating good convergent validity.

**Inner Model**

After testing the outer model in accordance with the minimum limit requirements of convergent validity, discriminant validity, composite reliability, and Cronbach's alpha, the next is testing the inner model. This inner model testing also includes hypothesis testing related to the influence between the variables in the study.

The first stage in this test is the R-Square ($R^2$) test. R-Square ($R^2$) is used in assessing how well the statistical model is able to predict the results represented by the dependent variable in model (Rahadi, 2023).

### Table 4. R-Square ($R^2$) Result

| | R-Square ($R^2$) |
|---|---|
| Brand Loyalty | 0,524 |
| Brand Trust | 0,636 |

Source: Data Processing Results by SmartPLS 3 (2024)

From Table 4. obtained the R-Square ($R^2$) value for the brand loyalty variable of 0,524 and brand trust of 0,636. This means that the exogenous influence on endogeneity shows moderate predictive power. This is enough to prove that the two variables are capable of making predictions. The next stage is testing F Square (Effect Size). The F Square value reflects whether the influence has a small, medium, or large value (Rahadi, 2023).

**Table 5. F Square (Effect Size) Result**

|  | Brand Loyalty | Brand Trust |
|---|---|---|
| Brand Trust (Z) | 1,102 |  |
| Perceived Quality (X2) |  | 1,002 |
| Social Media Marketing (X1) |  | 0,004 |

Source: Data Processing Results by SmartPLS 3 (2024)

According to Table 5. it is evident that the effect of social media marketing variables on brand trust is 0,004. This means that the social media marketing variable on brand trust has a small influence because it has a magnitude of 0,004. The variable perceived quality on brand trust is 1,002. This means that the variable perceived quality on brand trust has a large influence because it has a magnitude of more than 0,5. The brand trust variable on brand loyalty is 1,002. This means that the brand trust variable on brand loyalty has a big influence because it has a magnitude of more than 0,5, namely. After testing the R-Square ($R^2$) and F Square (Effect Size), next is hypothesis testing. The results of hypothesis testing are presented below.

**Table 6. Hypothesis Test**

|  | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistic | P Values | Keterangan |
|---|---|---|---|---|---|---|
| Social Media Marketing (X1) → Brand Trust (Z) | 0,047 | 0,064 | 0,071 | 0,662 | 0,254 | H1 Ditolak |
| Perceived Quality (X2) → Brand Trust (Z) | 0,768 | 0,754 | 0,068 | 11,319 | 0,000 | H2 Diterima |
| Brand Trust (Z) → Brand Loyalty (Y) | 0,724 | 0,724 | 0,058 | 12,397 | 0,000 | H3 Diterima |

12)    Source: Data Processing Results by SmartPLS 3 (2024)

Based on Table 6. suggests that Social Media Marketing (X1) has no significant effect on Brand Trust (Z). This is shown by the T-Statistic value of 0,662 and the P-Value of 0,254, which exceeds than the general threshold of 0,05. Thus, the first hypothesis (H1) is rejected.

Conversely, Perceived Quality (X2) has a significant effect on Brand Trust (Z). This is shown in the acquisition of a T-Statistic value of 11.319 and a P-Value of 0,000. The P-value is smaller than α = 0,05, as a result, the second hypothesis (H2) is accepted. In addition, Brand Trust (Z) also has a significant influence on Brand Loyalty (Y). This is indicated by the T-Statistic value of 12,397 and a P-Value of 0,000, the P value is smaller than α = 0,05, thus, the third hypothesis (H3) is accepted.

**The Effect of Social Media Marketing on Brand Trust**

The results of the analysis show that the effect of social media marketing on brand trust is not significant. This means that social media marketing in this study is not strong enough to increase brand trust in the brand. This finding opposes the initial hypothesis, which states that

SMM is expected to strengthen the relationship between consumers and brands through more personalized digital interactions. However, the resulting data analysis provides the result that SMM does not have a large enough influence to build direct trust in Facetology on TikTok. This means that although social media marketing activities are increasingly popular and adopted by many companies, such efforts do not automatically create trust in brands, at least in the context of this study. This finding suggests that there are other factors that are more dominant in influencing the formation of consumer trust in brands apart from the marketing strategies implemented on social media.

This low influence could be due to the lack of relevance of the quality of content or social media strategy to consumers. In a social media environment, repetition of content, lack of personal interaction, or poorly targeted messages can reduce the effectiveness of SMM in building emotional bonds and trust with consumers. In addition, social media algorithms that tend to be commercial and promotional in nature can be one of the factors that reduce consumer perceptions of brand authenticity and honesty. The rejection of this hypothesis can also be explained by the characteristics of consumers who may be more critical in assessing information or content presented through social media. In some cases, consumers tend to rely on reviews from other users or personal experiences before building trust in a brand, rather than relying solely on promotional information they get through social platforms. Therefore, marketing activities on social media may not be effective enough without other support that is more convincing to consumers.

This result is not consistent with previous studies which show that SMM significantly increases brand trust (Haudi et al., 2022). This difference in results may be due to the different platforms or consumer characteristics studied. On TikTok, users tend to be more interested in entertaining and creative content, so promotion-focused SMM strategies may be less effective. Other factors, such as the level of consumer interaction with brand content or the transactional nature of social media content, could also be reasons why SMM does not have a significant effect on brand trust in this study.

**The Effect Perceived Quality on Brand Trust**

The results of the analysis suggest that the effect of perceived quality on brand trust is positive and significant. This means that consumer perceptions of product quality have a significant impact on the level of consumer trust in a brand. This finding strengthens the hypothesis that when consumers perceive a product to be of high quality, their trust in the brand tends to increase. This result confirms that the higher the product quality perceived by consumers, the higher their level of trust in the brand. In this study, consumers' positive perceptions of the quality of Facetology on TikTok make a significant contribution to brand trust.

In the marketing world, perceived quality is a crucial element in maintaining brand trust, especially in the face of intense competition. Consumers tend to give greater trust to brands that are able to meet or exceed their expectations of product quality. It is essential to note that perceived quality is not only limited to the physical aspects of the product, but also includes customer service, brand reputation, and the overall consumer experience. Therefore, companies that manage to maintain or improve the quality of their products tend to have consumers who are more loyal and trusting of their brand.

Perceived quality is not only influenced by the product attributes themselves, but also by previous customer experiences and the brand's reputation in the market. When consumers have a positive experience with a product, they tend to build a better perceived quality, and ultimately increase their trust in the brand. Previous research also backs the findings of the analysis, which strengthens the notion that perceived quality is a crucial factor in building brand trust (Nilowardono et al., 2020).

**The Effect Brand Trust on Brand Loyalty**

The findings in this study indicate that brand trust is proven to have a very significant influence on brand loyalty. This reflects that the greater the level of consumer trust in a brand, the more likely they are to remain loyal to the brand. This finding supports the initial hypothesis in this study. Brand trust is an important element and is the basis for creating long-term relationships between consumers and brands. In this study, consumers who have a sense of trust in Facetology are likely to be more loyal and continue to use products from the brand.

Brand loyalty is one of the important aspects in the long-term success of the company. Loyal consumers will not only continue to make repeat purchases, but also tend to give positive recommendations to others, which in turn can increase the company's reputation and market share. Thus, maintaining consumer trust is key in building strong brand loyalty. In this case, companies need to continue to maintain good relationships with consumers through transparency, consistency in product quality, and effective communication to maintain a high level of trust.

Consumers who have confidence that the brand can be trusted, both in terms of product quality and service, will tend to make repeat purchases and provide brand recommendations to others. This is because trust creates a feeling of security and satisfaction with their interactions with the brand. This finding aligns with studies in previous research, Firdaus & Andarini (2024) shows that brand trust holds an important role in creating brand loyalty, which further emphasizes that trust is the main foundation in maintaining consumer loyalty. Therefore, companies must consistently maintain and enhance consumer trust in Facetology to maintain sustainable brand loyalty.

**CONCLUSION AND RECOMMENDATION**

Based on the research and discussion, it shows that social media marketing has no significant effect on brand trust, indicating that social media marketing efforts, although popular, are not enough to build consumer trust directly. In contrast, perceived quality is shown to have a significant effect on brand trust, reinforcing the view that perceived quality is key in building brand trust. In addition, brand trust significantly influenced brand loyalty, confirming the importance of brand trust in creating and maintaining brand loyalty. For future research, it is recommended to explore other variables that can mediate the relationship between social media marketing and brand trust, as well as further explore the impact of creative content and personal interaction on social media on brand trust and brand loyalty. For Facetology, it is recommended to focus on improving the perceived quality of their products and services as a strategy to enhance brand trust. Additionally, the company should explore innovative social media strategies that emphasize personal interactions and creative content to better engage with consumers and foster a stronger sense of trust and loyalty.

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