

## **ABSTRACT**

*Something is a well-known Indonesian brand that was born in 2019 with the aim of fulfilling the desire and need for halal-certified beauty products with high quality and affordable prices. Something uses social media as a means to promote its products, namely with Tiktok ads. Something is the most common TikTok advertisement seen by viewers with 57.3 million, however, in consumer purchases, the purchase decision for Something products is still weak at position 3. This means, consumer loyalty to Something is also low, so whether advertising media Tiktok has an effect on brand loyalty. Brand loyalty or brand loyalty is the feeling of consumers liking a brand which is reflected in their buying behavior repeatedly and not considering other brands. Many factors can influence brand loyalty, including social media marketing, brand experience and brand trust. Therefore, the purpose of this study is to analyze the effect of social media marketing and brand experience on brand loyalty through brand trust.*

*Population selected by consumers who have watched SomeThinc tik tok advertisements and bought SomeThinc products. The sample selected as many as 112 consumers. This type of data uses primary and secondary data. Methods of data collection with documentation and questionnaires. The analytical technique used is multiple regression analysis and Sobel test.*

*The results of the analysis prove: 1. Social Media Marketing has an effect on Brand Trust. 2. Brand Experience has an effect on Brand Trust. 3. Brand Trust influences Brand Loyalty. 4. Social Media Marketing has an effect on Brand Loyalty. 5. Brand Experience has an effect on Brand Loyalty.*

**Keywords** : *Social Media Marketing, Brand Experience, Brand Trust, Brand Loyalty*