

ABSTRACT

This study was motivated by the increasing use of e-commerce platforms for purchasing cosmetic products, which underscores the importance of understanding the factors that influence consumer loyalty. The study aims to analyze the influence of brand experience on brand loyalty, taking into account the role of perceived quality and brand trust as mediating variables among consumers of Maybelline foundation products on the Shopee platform. This study employs a quantitative approach using a survey method, distributing a questionnaire to 167 respondents who are Maybelline foundation consumers on Shopee. The data analysis technique used is Structural Equation Modeling (SEM) with the assistance of AMOS 24 software, involving stages of validity, reliability, normality, outlier, and multicollinearity tests, as well as model goodness-of-fit evaluation. The results of the study indicate that brand experience has a positive and significant effect on brand loyalty (C.R = 3.274; $p = 0.001$), perceived quality (C.R = 6.068; $p < 0.001$), and brand trust (C.R = 5.214; $p < 0.001$). Furthermore, brand trust has a positive and significant effect on brand loyalty (C.R = 5.104; $p < 0.001$). However, perceived quality does not have a significant effect on brand loyalty (C.R = 0.506; $p = 0.613$). The mediation test results indicate that brand trust partially mediates the relationship between brand experience and brand loyalty ($p < 0.05$), whereas perceived quality does not act as a mediating variable. These findings confirm that consumer loyalty is more influenced by brand experience and trust than by perceived quality alone.

Keyword: Brand Experience, Brand Loyalty, Perceived Quality, Brand Trust, E-commerce, Shopee, Cosmetics

