

ABSTRACT

The rapid growth of social media, particularly TikTok, has significantly transformed marketing strategies in the beauty industry. This phenomenon emphasizes the need for companies to adopt influencer marketing and digital intelligence to enhance customer loyalty. This study aims to analyze the influence of influencer marketing strategies and digital intelligence on customer loyalty, with brand trust as a mediating variable. The research employed a quantitative approach with purposive sampling, involving 162 respondents who were TikTok users in Surakarta and had purchased beauty products through the platform. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The findings reveal that influencer marketing has a positive and significant effect on both brand trust and customer loyalty. Similarly, digital intelligence positively and significantly influences brand trust and customer loyalty. Moreover, brand trust plays a significant mediating role in the relationship between influencer marketing, digital intelligence, and customer loyalty. These results highlight that brand trust serves as a key determinant in fostering long-term customer loyalty in the digital era. The practical implication of this study provides valuable insights for beauty industry practitioners to optimize influencer-based and digital technology-driven marketing strategies in strengthening consumer relationships.

Keywords : *Influencer Marketing; Digital Intelligence; Brand Trust; Customer Loyalty; TikTok; Beauty Products.*

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