

ABSTRACT

The cosmetic industry in Indonesia has experienced rapid growth in line with increasing public awareness of personal care, the development of social media, and changes in consumer lifestyles, which have intensified competition between local and global cosmetic brands in building brand loyalty. Wardah, as one of Indonesia's local cosmetic brands, adopts a halal concept that is highly relevant to the characteristics of the Indonesian market; however, sales data indicate that its performance remains below that of several other brands, including foreign brands, thereby presenting challenges in maintaining brand loyalty.

This study aims to examine the effects of Brand Experience and Electronic Word of Mouth on Brand Loyalty, with Brand Satisfaction and Brand Trust serving as mediating variables. This research employs a quantitative approach using the Structural Equation Modeling (SEM) method through the SmartPLS version 4.0 application. Data were collected through questionnaires distributed to 160 Wardah consumers aged at least 17 years and domiciled in Semarang City.

The results indicate that Brand Experience and Electronic Word of Mouth have a positive and significant effect on Brand Loyalty, both directly and indirectly through Brand Satisfaction and Brand Trust. Furthermore, Brand Satisfaction and Brand Trust are proven to play an important mediating role in strengthening the relationship between the independent variables and Brand Loyalty. These findings suggest that positive consumer experiences and information obtained through electronic media are able to enhance consumer satisfaction and trust, which ultimately foster brand loyalty.

Keywords: *Brand Experience, Electronic Word of Mouth, Brand Satisfaction, Brand Trust, Brand Loyalty.*