



## The Role of Brand Trust in Mediating Social Media Marketing Effects on Orlenalycious Brand Loyalty

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**Abstract.** This study aims to analyze the role of brand trust in mediating the influence of social media marketing on brand loyalty in Orlenalycious, an MSME brand known for its brownie products. In an increasingly competitive industry, building strong relationships with customers has become essential, and social media marketing is becoming one of the effective ways to achieve this. This research was conducted in Denpasar City using questionnaires distributed to 120 respondents online and offline. The sampling technique used is non-probability sampling with the purposive sampling method. The results of the study showed that all the hypotheses put forward were accepted. Social media marketing has been proven to have a positive and significant effect on brand loyalty, as well as on brand trust. In addition, brand trust also has a positive and significant influence on brand loyalty. Interestingly, brand trust can mediate the influence of social media marketing on brand loyalty in part. These findings support the Stimulus-Organism-Response (S-O-R) model, which emphasizes the importance of social media marketing in influencing consumer attitudes and behaviors through accurate information and in accordance with the promises of the products offered. The implications of this study show that in order to increase brand loyalty, Orlenalycious needs to continue to provide up-to-date information and fulfill product promises through social media marketing, so as to strengthen consumer trust and increase brand loyalty. These results are expected to be a guide for MSME managers in designing more effective marketing strategies, especially in utilizing social media to build long-term relationships with customers.

**Keywords:** Brand Loyalty, Brand Trust, Consumer Behavior, Marketing Influence, Social Media

### 1. INTRODUCTION

Indonesia as a country with the fourth largest population in the world continues to make the food and beverage industry one of the most powerful business sectors in the country (Business Indonesia, 2023). Social media tools ranked second as the most widely used online tool in the food and beverage business in Bali Province with a total percentage of 24.16 percent (BPS, 2022). The most used social media in 2024 in Indonesia is Instagram with a percentage of 84.8 percent (The Global Statistics, 2024). Many leading brands in Indonesia use Instagram to communicate with their customers. One of the MSMEs that utilise Instagram social media is Orlenalycious. This business is famous for its speciality product, brownies.

Based on reports from May to September 2024, Orlenalycious' total sales continued to show an increase, but the sales target was still not fully achieved (Orlenalycious, 2024). The Orlenalycious report also shows that the number of visits decreased slightly in July 2024. The decrease in the number of visits indicates that customers do not yet have a strong attachment to the brand. This phenomenon reflects that Orlenalycious brand loyalty has not been formed strongly because customer engagement only increases during promotions. This condition

creates a dilemma in building sustainable brand loyalty in the midst of the emergence of MSME competitors with similar products that are increasingly growing.

Competition is inevitable in the business world, including in the brownie industry in Bali. Orlenalycious, which has been established since 2018, now faces several other competitors in the brownie industry in Bali, with one of these brands experiencing a surge in popularity through the number of followers, Instagram engagement rate, and sales on online food delivery services. This surge indicates that competition in the brownie industry is intensifying and the presence of new competitors can quickly attract customers' attention. A preliminary survey was conducted to support the data and assess the level of customer loyalty toward the Orlenalycious brand. The findings indicate that although most respondents had made repeat purchases, only 7 out of 19, or 37 percent, chose Orlenalycious again for their next purchase after trying products from other brands. Efforts need to be made to determine future market potential and optimise sales in the midst of competition, that is by examining brand loyalty in order to minimise customer switching to competing brands.

Brand loyalty reflects the extent to which customers are emotionally connected to a particular brand that is often seen from repeat purchases and the low probability of switching to another brand (Haudi et al., 2022). Customers who are loyal to a brand are often the result of positive interactions that take place consistently through social media marketing strategies. Social media marketing contributes to shaping brand loyalty, as customers who experience a sense of connection are more likely to remain loyal.

This research is based on previous research regarding brand loyalty and social media marketing. Based on research conducted by Dülek & Aydin (2020) and Wantah & Mandagi (2024), it shows that social media marketing has a positive and significant effect on brand loyalty. However, these results differ from research conducted by Ramadhani & Ariyanti (2024) and Luhur et al. (2020) which shows that social media marketing has no positive and significant effect on brand loyalty.

The existence of a research gap between social media marketing and brand loyalty indicates the need for solutions in the form of mediating variables that can bridge the effects of social media marketing on brand loyalty. Another variable that can cause customers to be loyal to a brand is brand trust (Puspaningrum, 2020). Trust is considered to have a dominant influence because when customers experience positive experiences, they can form trust in the product (Dananjaya & Giantari, 2023). Based on a review of concepts and previous research, research on the role of brand trust in mediating the influence of social media marketing on Orlenalycious brand loyalty in Denpasar City is important to conduct.

## 2. LITERATURE REVIEW

Brand loyalty has been widely studied in recent years, and many studies link this concept to consumer behavior theory. Consumer behavior reflects the process from product selection to purchase decisions, including the possibility of repeat purchases (Uttari & Giantari, 2022). One of the models widely used to understand how consumer behavior is formed is the S-O-R model (stimulus, organism, and response) (Watonia et al., 2024).

The S-O-R model has been widely applied in various studies, especially in the context of social media marketing. Aljuhmani et al. (2023) in their research used this model to test the effect of social media marketing activities on brand loyalty. The stimulus in this study is social media marketing which will encourage customers' internal processes in forming an organism, namely brand trust. The result of internal processing will produce a response, namely brand loyalty.

Brand loyalty can be defined as customer loyalty not to switch to another brand in choosing and buying a brand repeatedly. Marketing strategies on social media are very effective tools in increasing loyalty to a brand (Puspaningrum, 2020). The results of research conducted by Riyasa et al. (2023) and Lutfiah & Astuti (2024) state that social media marketing positively and significantly increasing brand loyalty. Research conducted by Ibrahim et al. (2021) and Keni & Japiana (2022) also show that social media marketing has a positive and significant effect on brand loyalty.

H<sub>1</sub>: Social media marketing has a positive and significant effect on brand loyalty

Social media marketing refers to the strategic use of social media platforms to foster two-way communication and enhance customer relationships. Utilising social media for promotional purposes allows customers to better determine how well the promotions and products meet their needs, which can enhance their trust in products (Giantari et al., 2025:61). The results of research conducted by Haudi et al. (2022) and Ramadhani & Ariyanti (2024) show that social media marketing positively and significantly affects brand trust. In line with this, research conducted by Ali et al. (2024) and Khalid et al. (2024) also show that social media marketing positively and significantly affects brand trust.

H<sub>2</sub>: Social media marketing has a positive and significant effect on brand trust

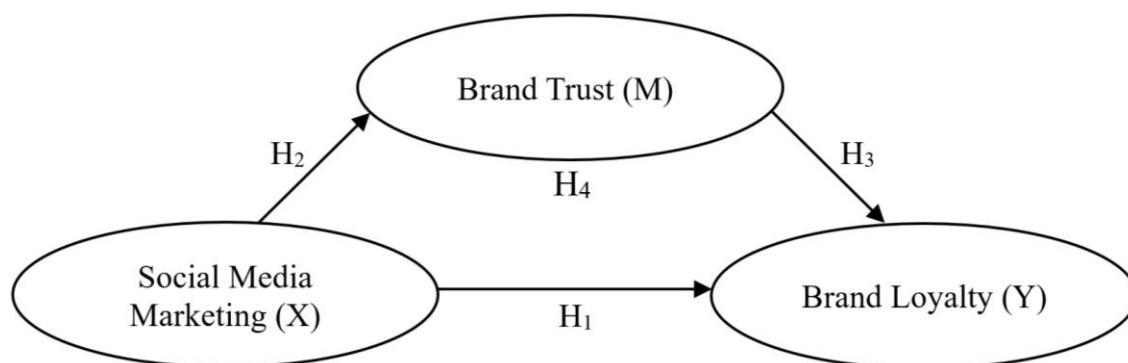
Brand trust can be defined as a customer's belief in the reliability of a brand in providing products, services, or behaviour in accordance with its promises. The higher the customer's trust in a brand, the more likely they are to remain loyal and make repeat purchases of that brand. The results of research conducted by Laksono & Suryadi (2020) and Kasiha et al. (2023) show that brand trust positively and significantly affects brand loyalty. Research results from

Nasir et al. (2020) and Komalasari & Khatimah (2022) are also in line showing that brand trust positively and significantly affects brand loyalty.

H<sub>3</sub>: Brand trust has a positive and significant effect on brand loyalty

Social media marketing acts as a marketing stimulus in the form of promotions that can influence customer responses to brand in the form of brand loyalty. Customer loyalty to a brand can be influenced by other variables, that is the existence of trust in the brand (Puspaningrum, 2020). The results of research conducted by Dewi & Wardana (2023) show that the influence of social media marketing on brand loyalty is significantly mediated by brand trust. These results are also in line with research conducted by Mettasari et al. (2023); Umar et al. (2023); and Ramadhani & Ariyanti (2024) which state that the influence of social media marketing on brand loyalty is significantly mediated by brand trust.

H<sub>4</sub>: Brand trust is able to significantly mediate the influence of social media marketing on brand loyalty.



**Figure 1. Conceptual Framework**

*Source: Puspaningrum, 2020; Dewi & Wardana, 2023*

### 3. METHODS

The study's design uses a quantitative approach which is associative causality. The research was conducted in Denpasar City with the object of research, that is the role of brand trust mediating the influence of social media marketing on brand loyalty. The population includes people in Denpasar City who use Instagram social media who have shopped at Orlenalycious at least once in the last month which cannot be known with certainty.

This study involved 120 respondents who had been determined as the maximum sample through non-probability sampling techniques and purposive sampling methods (Sugiyono, 2023: 131). The criteria for determining the research sample, that are domiciled in Denpasar City, at least have completed education at a minimum of high school or vocational high school level, or its equivalent, Instagram social media users who know the Orlenalycious Instagram page, and have shopped at Orlenalycious at least once in the last month. This research was

conducted through a survey method with a questionnaire distributed online (Google Form) and offline (directly) and a Likert scale for measurement. The analysis techniques used are path analysis, sobel test, and VAF test.

#### 4. RESULTS

An overview of how respondents answered related to the study's variables is carried out by classifying the average score of respondents' answers on a measurement scale that has been set into five categories. This category is formulated in an interval range using the measurement categories in Table 1.

**Table 1.** Variable Description Criteria

No.	Average score Interval	Category	
		Social Media Marketing	Brand Trust, Brand Loyalty
1.	1.00 – 1.79	Very Bad	Very Low
2.	1.80 – 2.59	Bad	Low
3.	2.60 – 3.39	Quite Good	Quite High
4.	3.40 – 4.19	Good	High
5.	4.20 – 5.00	Very Good	Very High

*Source: Sugiyono, 2023:180*

This study analyzed three variables, that are social media marketing (X), brand trust (M), and brand loyalty (Y). The details of each of these variables are explained below.

##### **Description of social media marketing (X)**

The social media marketing variable in this study is an exogenous variable symbolized by X. Measurement is carried out using four indicators, with respondents answering on a five-point Likert scale. An overview of respondent's answers to social media marketing is presented in Table 2 below.

**Table 2.** Description of Respondents' Answers to Social Media Marketing Indicators

No.	Indicator	Respondents' Response					Average	Criteria
		Frequency (Person)						
		1	2	3	4	5		
1	Interactive content (X.1)	1	1	9	66	43	4,24	Very Good
2	Content relevance (X.2)	1	1	14	63	41	4,18	Good
3	Content recency (X.3)	0	1	11	55	53	4,33	Very Good
4	Engaging content (X.4)	0	10	30	52	28	3,82	Good
Overall average of answers to Social Media Marketing							4,14	Good

Source: Processed primary data, 2025

Table 2 presents the respondents' perceptions on social media marketing, which is measured by four indicators and has a total average score of 4.14. The statement with the highest average score among the social media marketing indicators is "I feel Orlenalycious always presents the latest information through its social media (X.3)" with an average acquisition of 4.33, which means Orlenalycious consistently presents the latest information through Instagram social media. The statement with the lowest average score among the social media marketing indicators is "I feel the content presented by the Orlenalycious Instagram account is interesting (X.4)" with an average score of 3.82. This statement falls within the high category but has the lowest average compared to the other statements. This means that in general respondents consider that the content presented by the Orlenalycious Instagram account is already interesting, but Orlenalycious still needs to increase the attractiveness of its content in Instagram social media marketing.

### Description of brand trust (M)

The brand trust variable in this study is a mediating variable symbolized by M. Measurement is carried out using four indicators, with respondents answering on a five-point Likert scale. An overview of respondent's answers to brand trust is presented in Table 3 below.

**Table 3.** Description of Respondents' Answers to Brand Trust Indicators

Table 3.2: Comparison of Respondents' Attitude to Brand Trust Indicators								
No.	Indicator	Respondents' Response					Average	Criteria
		Frequency (Person)						
		1	2	3	4	5		
1	Brand credibility (M.1)	0	0	6	64	50	4,37	Very High
2	Brand competence (M.2)	0	0	21	59	40	4,16	High
3	brand dependency (M.3)	0	3	22	57	38	4,08	High
4	Brand reputation (M.4)	0	4	6	61	49	4,29	Very High
Overall average of responses to Brand Trust							4,23	Very High

Source: Processed primary data, 2025

Table 3 presents the respondents' perceptions on brand trust, which is measured by four indicators and has a total average score of 4.23. The statement with the highest average score among the brand trust indicators is "I believe that Orlenalycious is able to fulfil promises related to its products (M.1)" with an average score of 4.37, which means that Orlenalycious is able to

keep promises related to its product claims. The statement with the lowest average score among the brand trust indicators is "I feel I can rely on Orlenalycious to meet my needs (M.3)" with an average score of 4.08. This statement falls within the high category but has the lowest average compared to the other statements. This means that in general respondents feel quite confident that they can rely on Orlenalycious to meet their needs, but this aspect still has the opportunity to be improved to strengthen brand trust.

### Description of brand loyalty (Y)

The brand loyalty variable in this study is an endogenous variable symbolized by Y. Measurement is carried out using four indicators, with respondents answering on a five-point Likert scale. An overview of respondent's answers to brand loyalty is presented in Table 4 below.

<b>Table 4. Description of Respondents' Answers to Brand Loyalty Indicators</b>								
No.	Indicator	Respondents' Response Frequency (Person)					Average	Criteria
		1	2	3	4	5		
1	Recommend the brand to others (Y.1)	1	1	9	51	58	4,37	Very high
2	Continue to purchase products from the brand (Y.2)	0	3	23	62	32	4,03	High
3	Stay loyal to the brand even if the price is higher than average (Y.3)	0	4	33	55	28	3,89	High
4	Speak positively about the brand (Y.4)	0	1	18	57	44	4,20	Very high
<b>Overall average of responses to Brand Loyalty</b>							<b>4,12</b>	<b>High</b>

*Source: Processed primary data, 2025*

Table 4 shows respondents' perceptions of brand loyalty which has four indicators with an average total score of 4.12. The statement with the highest average score among the brand loyalty indicators is "I am willing to recommend Orlenalycious to others on Instagram social media (Y.1)" with an average score of 4.37, which means that respondents are willing to recommend Orlenalycious to others on Instagram social media. The statement with the lowest average score among the brand loyalty indicators is "I remain loyal in buying Orlenalycious products rather than other brand alternatives (Y.3)" with an average score of 3.89. This statement falls within the high category but has the lowest average compared to the other statements. This means that in general respondents have not fully shown loyalty in buying Orlenalycious products compared to other brands.

## **Hypothesis Testing**

### **H<sub>1</sub>: Social media marketing has a positive and significant effect on brand loyalty**

Social media marketing shows a coefficient of 0.282 and a significance value of 0.002 in the analysis results so that H<sub>1</sub> is accepted. This shows that social media marketing influence brand loyalty of Orlenalycious customers in Denpasar City positively and significantly. These results support research by Ebrahim (2020); Riyasa et al. (2023); and Dayanti et al. (2025) which state that there is a positive and significant influence between social media marketing on brand loyalty, which means that the better social media marketing is managed, the higher customer loyalty to the brand.

### **H<sub>2</sub>: Social media marketing has a positive and significant effect on brand trust**

Social media marketing shows a beta coefficient of 0.657 and a significance value of 0.000 in the analysis results so that H<sub>2</sub> is accepted. This shows that social media marketing influences brand trust of Orlenalycious customers in Denpasar City positively and significantly. This result supports research by Irawan & Hadisumarto (2020); Narwanda & Prabowo (2023); and Hazmi et al. (2024) which state that social media marketing positively and significantly affects brand trust., which means that the better social media marketing is managed, the higher customer trust in the brand.

### **H<sub>3</sub>: Brand trust has a positive and significant effect on brand loyalty**

Brand trust shows a beta coefficient of 0.461 and a significance value of 0.000 in the analysis results so that H<sub>3</sub> is accepted. This shows that brand trust influence Orlenalycious customers' brand loyalty in Denpasar City positively and significantly. These results support research by Kasiha et al. (2023); Hazmi et al. (2024); Nurkhalis et al. (2024) which state brand trust positively and significantly affects brand loyalty, which means that the higher the brand trust, the higher the loyalty to the brand.

### **H<sub>4</sub>: Brand trust is able to significantly mediate the effect of social media marketing on brand loyalty**

The Sobel test results obtained  $Z = 4.793$  and a VAF value of 51.7 percent so that H<sub>4</sub> was accepted. This shows that brand trust acts as a partial mediator in the influence of social media marketing on brand loyalty. These results support research by Ebrahim (2020); Mettasari et al. (2023); and Umar et al. (2023) which state that brand trust is able to play a mediating role in the influence of social media marketing on brand loyalty, which means that the higher the brand trust felt during social media marketing efforts, the higher customers tendency to remain loyal to the brand.



## 5. DISCUSSION

### **The Influence of Social Media Marketing on Brand Loyalty**

The results of hypothesis testing indicate that social media marketing has a positive and significant effect on brand loyalty. This means that the better the social media marketing managed by Orlenalycious, the higher the level of brand loyalty shown by Orlenalycious customers in Denpasar City.

In this study, the social media marketing variable was measured using several indicators: interactive content, content relevance, content recency, and engaging content. Based on respondents' answers, the content recency indicator received the highest average score among all indicators used to measure social media marketing. This indicates that the brand loyalty of Orlenalycious customers in Denpasar City tends to be more influenced by the recenciness of information in social media marketing. The study illustrates that regularly updated information shared by Orlenalycious through the Instagram platform encourages customers to stay connected and interested in the latest developments of the brand, thereby increasing the potential for building brand loyalty. Providing up-to-date content reflects the brand's professionalism and attention to customer needs and interests, and shown that Orlenalycious is responsive to trends and market changes. This makes customers feel well-informed and more confident in the brand, which in turn fosters stronger loyalty.

This study's results are in line with the S-O-R model used in the research. Stimulus (S) is represented as social media marketing in this study, which is capable of generating a response (R) in the form of brand loyalty exhibited by customers. Engaging social media marketing through the delivery of always up-to-date information can build the perception that the brand is responsive to evolving needs and trends, creating a relevant and meaningful experience for customers. Business owners who continuously update their social media in line with trends and the latest information will encourage the formation of brand loyalty (Siregar et al., 2023).

The findings of this study support research conducted by Novia & Loisa (2024) and Dayanti et al. (2025), which stated that social media marketing positively and significantly affects brand loyalty. These results support the findings of previous studies by Ebrahim (2020) and Riyasa et al. (2023), which found a positive and significant relationship between social media marketing and brand loyalty. According to research by Khusniah et al. (2024) on the effect of social media on customer engagement with the brand, brand trust, and brand loyalty among 210 Starbucks customers in three major cities in East Java Province, social media marketing was found to have a positive and significant effect on brand loyalty. This is

consistent with the results of the present study, indicating that the better the social media marketing managed by Orlenalycious, the higher the level of customer loyalty to the brand.

### **The Influence of Social Media Marketing on Brand Trust**

The results of hypothesis testing show that social media marketing has a positive and significant effect on brand trust. This means that the better Orlenalycious manages its social media marketing, the higher the brand trust felt by its customers in Denpasar City.

The social media marketing variable in this study was measured using several indicators: interactive content, content relevance, content recency, and engaging content. Based on the respondents' answers, the content recency indicator received the highest average score among all the indicators used. This indicates that brand trust formed in consumers' minds is most influenced by the recenciness of information provided through social media marketing. This study shows that regularly updated information shared by Orlenalycious on Instagram encourages customers to form the perception that Orlenalycious is a trustworthy brand, which increases the potential for building brand trust.

This study's results are in line with the S-O-R used in the research. Stimulus (S) is represented as social media marketing in this study that influences the organism (O), that is the customers' perceptions and attitudes, which in turn leads to the formation of brand trust as they receive the latest information from Orlenalycious on Instagram. In the online context, brand trust tends to be formed through the delivery of timely information on social media platforms, which affects customers' behaviour towards the brand (Irawan & Hadisumarto, 2020).

These findings support previous research by Irawan & Hadisumarto (2020); Ashrafa et al. (2022); Narwanda & Prabowo (2023); and Hazmi et al. (2024), which found that social media marketing positively and significantly affects brand trust. According to research by Maulizar et al. (2024) on the influence of price, product quality, store atmosphere, and social media marketing on repurchase intention mediated by brand trust among 404 respondents who had shopped at Kopi Janji Jiwa in Banda Aceh, social media marketing was found to have a positive and significant effect on brand trust. This is consistent with the results of the present study, which indicates that the better Orlenalycious manages its social media marketing, the higher the trust customers feel towards the brand.

### **The Influence of Brand Trust on Brand Loyalty**

The results of hypothesis testing show that brand trust has a positive and significant effect on brand loyalty. This means that the higher the brand trust felt by customers, the higher the brand loyalty shown by Orlenalycious customers in Denpasar City.

The brand trust variable in this study was measured using several indicators: brand credibility, brand competence, brand dependency, and brand reputation. Based on respondents' answers, the indicator of brand credibility received the highest average score among all indicators used to measure brand trust. This indicates that customers' loyalty to the brand tends to be formed because they believe Orlenalycious can be trusted to fulfil the promises it makes.

This study's results are in line with the S-O-R model used in this research. The brand trust that develops within customers serves as the organism (O) that generates the response (R) in the form of customer loyalty towards the Orlenalycious brand. Brand trust creates confidence among consumers that the brand will meet their expectations, which ultimately encourages the formation of loyal behaviour towards the brand (Cahyani et al., 2022). A high level of trust in the brand creates a long-term bond between consumers and the brand, which becomes the foundation for building brand loyalty.

These findings support previous research conducted by Kasiha et al. (2023); Hazmi et al. (2024); Nurkhalis et al. (2024); and Alkhafagi (2024), which stated that brand trust positively and significantly affects brand loyalty. According to research by Pramadanti et al. (2023) on the role of brand trust in mediating the influence of product quality, perceived value, and e-WOM on brand loyalty among 175 customers of Janji Jiwa Coffee in East Bekasi, brand trust was found to have a positive and significant effect on brand loyalty. This is consistent with the results of the present study, which indicates that the higher the customers' trust in the Orlenalycious brand, the higher their loyalty towards the brand.

### **The Role of Brand Trust in Mediating the Effect of Social Media Marketing on Brand Loyalty**

The results of hypothesis testing, as indicated by the Sobel Test and VAF Test values, show that brand trust can partially mediate the effect of social media marketing on brand loyalty. This is shown by the results of each variable, that are social media marketing has a positive and significant effect on brand loyalty, social media marketing has a positive and significant effect on brand trust, brand trust has a positive and significant effect on brand loyalty, and the influence of social media marketing on brand loyalty remains positive and significant through the mediating role of brand trust. This means that the higher the brand trust felt by customers as a response to social media marketing, the more likely they are to show loyalty to the brand. Partial mediation indicates that, in addition to the direct effect of social media marketing on brand loyalty, there is an additional effect through brand trust, which acts as a mediator between the two variables.

The brand trust variable in this study was measured using several indicators, that are brand credibility, brand competence, brand dependency, and brand reputation. Based on respondents' answers, the indicator of brand credibility received the highest average score among all the indicators used to measure brand trust. This shows that the brand trust felt by Orlenalyxious customers in Denpasar City is often formed from their belief that Orlenalyxious can fulfil the promises it makes, which makes customers more likely to remain loyal to the brand. Customers tend to develop stronger trust when the brand consistently provides up-to-date information and keeps up with the latest trends, as the more information customers receive, the greater the potential for fostering brand loyalty (Mettasari et al., 2023).

This study's results are in line with the S-O-R model used in the research. Stimulus (S) is represented as social media marketing in this study, which increases brand trust as the organism (O) that emerges within customers, leading to the response (R) of brand loyalty towards Orlenalyxious. Based on this, social media marketing not only directly influences brand loyalty but also indirectly through its effect on brand trust, which play a mediating role in linking social media marketing to brand loyalty.

These findings support previous research conducted by Ebrahim (2020); Srivastava et al. (2022); Mettasari et al. (2023); and Umar et al. (2023), which stated that brand trust significantly mediates the effect of social media marketing on brand loyalty. According to research by Ramadhani & Ariyanti (2024) on the influence of social media marketing on brand trust, brand image, and brand loyalty among 301 customers of Fore Coffee in Jakarta and Bandung, brand trust was found to mediate the effect of social media marketing on brand loyalty. This is consistent with the results of the present study, indicating that the higher the brand trust felt by Orlenalyxious customers during social media marketing activities, the more likely they are to show loyalty to the brand.

## **6. CONCLUSION**

The following are the conclusions of this study. Social media marketing has a positive and significant effect on brand loyalty, indicating that the better the social media marketing is managed, the higher the level of brand loyalty shown by Orlenalyxious customers in Denpasar City. Social media marketing also has a positive and significant effect on brand trust, meaning that the better the social media marketing is managed, the higher the brand trust perceived by Orlenalyxious customers in Denpasar City. Brand trust exerts a positive and significant effect on brand loyalty, implying that the higher the perceived brand trust, the higher the brand loyalty shown by Orlenalyxious customers in Denpasar City. Furthermore, brand trust serves as a

partial mediator in the relationship between social media marketing and brand loyalty, which means that better-managed social media marketing leads to higher levels of brand trust, thereby enhancing Orlenalycious customers' brand loyalty in Denpasar City.

It is recommended that Orlenalycious management enhance the quality and creativity of emotionally engaging and interactive content by introducing a short-format mini documentary or web series that tells the story behind the brand, such as the founder's journey, product innovation processes, and customer experiences, shared consistently across social media platforms. This effort can be complemented by monthly challenges that invite active customer participation in content creation, such as the "Brownies Decoration Challenge" or "My Orlenalycious Moment." These initiatives not only enrich the content but also encourage authentic user-generated content, expand reach, and foster an active and loyal customer community through social media. In addition, it is important to build a perception of brand reliability through a more strategic and systematic approach. One initiative that can support this is the introduction of a content rubric called "Fast Response Friday," a weekly session where Orlenalycious openly responds to customer questions or feedback via graphic posts or short videos. This effort reinforces the image of Orlenalycious as a responsive and transparent brand that values customer input and can be relied upon by its audience. Furthermore, strengthening brand loyalty, particularly among women as a dominant segment, can be achieved through "Customer of the Week" content featuring selected customers each week. This content can be streamed through the "Orlenalycious Member Card" program, which provides benefits such as special discounts and access to workshops with the Exploreager community for customers with a certain monthly purchase amount. This makes social media not only informative but also emotional, interactive, and encouraging long-term engagement.

## **LIMITATION**

This study has several limitations that should be acknowledged. First, it was conducted solely with Orlenalycious customers in Denpasar City, which limits the applicability of the findings to other regions or market contexts. Second, the relatively small sample size and the specific geographic focus reduce the generalizability of the results to broader populations. Third, the research examined only the predetermined model variables and did not investigate other potential factors that might influence the relationships between social media marketing, brand trust, and brand loyalty.

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