

ABSTRACT

The researcher identified the problem in this study as determining the extent of the influence of the founder's credibility and Skin Game's public relations campaigns on Instagram on brand loyalty. This research aimed to examine how significantly the founder's credibility and the public relations campaigns #BeasiswaMichella and #BeasiswaSkinGame affected brand loyalty. The founder's credibility included dimensions of expertise, trustworthiness, attractiveness, and similarity, while the public relations campaign was measured through message structure, message content, framing, language, and emotional appeal. Brand loyalty encompassed behavior measures, measuring switch cost, measuring satisfaction, liking the brand, and measuring commitment. A quantitative method was used, with data collected through an online questionnaire. The sampling technique applied was purposive sampling with 385 respondents who had made repeat purchases of Skin Game products, knew Michella Ham on Instagram, and were aware of the public relations campaigns #BeasiswaMichella and #BeasiswaSkinGame. The results showed that the $F\text{-value} > F\text{-table}$ ($265,816 > 2,67$), indicating that the founder's credibility and the public relations campaigns had a positive and significant influence on brand loyalty. The coefficient of determination test revealed that these two independent variables contributed 58,2% to brand loyalty, while the remaining 41,8% was influenced by other factors beyond this research.

Keywords: Credibility, Campaign, Public relations, Brand loyalty, Instagram