

## **ABSTRACT**

*This study aims to analyze the effect of product innovation, customer engagement, and brand trust on brand loyalty for Skintific products in the Jabodetabek area. A quantitative approach was employed using a survey method through online questionnaires distributed to 112 respondents selected via purposive sampling. Data were analyzed using multiple linear regression. The findings reveal that product innovation, customer engagement, and brand trust positively and significantly influence brand loyalty. This study offers practical contributions to developing more effective marketing strategies, particularly, in enhancing consumer loyalty through relevant innovations, active engagement, and strengthening trust in the Skintific brand.*

*Keywords : Product Innovation, Customer Engagement, Brand Trust, Brand Loyalty*