

Abstrak

**PENGARUH *CUSTOMER ENGAGEMENT* DAN *BRAND EXPERIENCE* TERHADAP
LOYALITAS KONSUMEN PRODUK *SKINCARE* SKINTIFIC MELALUI *BRAND
TRUST* SEBAGAI
VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk mengetahui (1) Pengaruh *customer engagement* terhadap loyalitas konsumen produk *skincare* Skintific, (2) Pengaruh *brand experience* terhadap loyalitas konsumen produk *skincare* Skintific, (3) Pengaruh *customer engagement* terhadap loyalitas konsumen melalui *brand trust* sebagai variabel mediasi, (4) Pengaruh *brand experience* terhadap loyalitas konsumen melalui *brand trust* sebagai variabel mediasi. Tehnik pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dengan metode *purposive sampling*. Data dikumpulkan dengan membagikan kuesioner berupa *g-form* secara online ke seluruh masyarakat pengguna *skincare* Skintific yang terkumpul sebanyak 201 responden. Sampel dalam penelitian ini adalah para pengguna *skincare* Skintific, sudah melakukan pembelian sebanyak 3x dan sedang menggunakan produk Skintific selama 3 bulan terakhir. Tehnik analisis data dalam penelitian ini adalah *partial least square* dengan menggunakan SmartPLS 3.0. Hasil yang diperoleh dalam penelitian ini sebagai berikut: (1) *Customer engagement* berpengaruh terhadap loyalitas konsumen, (2) *Brand experience* tidak berpengaruh terhadap loyalitas konsumen, (3) *Brand trust* dapat memediasi antara *customer engagement* terhadap loyalitas konsumen, (4) *Brand trust* tidak memediasi antara *brand experience* terhadap loyalitas konsumen.

Kata kunci: *Customer Engagement, Brand Experience, Brand Trust, Loyalitas Konsumen.*

Abstract

THE INFLUENCE OF CUSTOMER ENGAGEMENT AND BRAND EXPERIENCE ON CONSUMER LOYALTY OF SKINTIFIC SKINCARE PRODUCTS THROUGH BRAND TRUST AS A MEDIATING VARIABLE

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This study aims to determine (1) The effect of customer engagement on consumer loyalty for Skintific skincare products, (2) The effect of brand experience on consumer loyalty for Skintific skincare products, (3) The effect of customer engagement on consumer loyalty through brand trust as a mediating variable, (4) The effect of brand experience on consumer loyalty through brand trust as a mediating variable. The sampling technique in this study uses non-probability sampling with purposive sampling method. Data was collected by distributing questionnaires in the form of g-forms online to all Skintific skincare users, which collected 201 respondents. The samples in this study were Skintific skincare users, had made three purchases and were using Skintific products for the last 3 months. The data analysis technique in this study is partial least square using SmartPLS 3.0. The results obtained in this study are as follows: (1) Customer engagement affects consumer loyalty, (2) Brand experience has no effect on consumer loyalty, (3) Brand trust can mediate between customer engagement and consumer loyalty, (4) Brand trust does not mediate between brand experience and consumer loyalty.

Keywords: Customer Engagement, Brand Experience, Brand Trust, Consumer Loyalty