

ABSTRAK

Judul : Pengaruh *Electronic Word Of Mouth, Experiential Marketing, Dan Citra Merek* Loyalitas Pelanggan Pada *Cosmetic Youthfull, Outstanding, Dan Unique (Y.O.U)*
Nama : Tiara Astari Fitri
Program Studi : S1 Manajemen
Dosen Pembimbing : Dr. Hasyim, S.E., MM., M.Ed

Penelitian ini bertujuan untuk mengetahui Pengaruh *Electronic Word Of Mouth, Experiential Marketing, Dan Citra Merek* Terhadap Loyalitas Pelanggan Pelanggan Pada *Cosmetic Youthfull, Outstanding, Dan Unique (Y.O.U)*. Variabel independen terdiri atas *electronic word of mouth, experiential marketing* dan citra merek, variabel dependen terdiri atas loyalitas pelanggan *Cosmetic Youthfull, Outstanding, Dan Unique (Y.O.U)*. Jumlah sampel 155 responden yang terdiri dari konsumen yang telah menggunakan produk *Y.o.u Cosmetic*. Dengan teknik pengambilan sampel menggunakan metode *Non Probability Sampling* dengan menggunakan teknik *Purposive Sampling*, pengujian instrument menggunakan uji validitas, reabilitas. Sedangkan metode yang digunakan dalam penelitian teknik Analisis Regresi Linier Berganda.

Hasil penelitian ini mengindikasikan bahwa variabel *Electronic Word Of Mouth* berpengaruh positif namun tidak signifikan terhadap Loyalitas Pelanggan, kemudian hasil lain dari *Experiential Marketing* dan Citra Merek berpengaruh signifikan terhadap Loyalitas Pelanggan. *Electronic Word Of Mouth, Experiential Marketing, dan Citra Merek* berpengaruh bersama-sama terhadap Loyalitas Pelanggan pada *Cosmetic Youthfull, Outstanding, Dan Unique (Y.O.U)*

Kata Kunci:

Electronic Word Of Mouth, Experiential Marketing, dan Citra Merek terhadap Loyalitas Pelanggan.

ABSTRACK

Title : *The Electronic Word Of Mouth, Experiential Marketing, and Brand Image on Customer Loyalty in Cosmetic Youthfull, Outstanding, and Unique (Y.O.U)*
Name : *Tiara Astarti Fitri*
Study program : *SI Manajement*
Mentor : *Dr. Hasyim, S.E., MM., M.Ed*

This study aims to determine the effect of Electronic Word of Mouth, Experiential Marketing, and Brand Image on Customer Loyalty of Customers in Cosmetic Youthful, Outstanding, and Unique (Y.O.U). The independent variable consists of electronic word of mouth, experiential marketing and brand image, the dependent variable consists of customer loyalty Cosmetic Youthful, Outstanding, and Unique (Y.O.U). The total sample of 155 respondents consisting of consumers who have used Y.o.u Cosmetic products. The sampling technique uses the Non Probability Sampling method by using the Purposive Sampling technique, testing the instrument using the validity, reliability test. While the methods used in the research are Multiple Linear Regression Analysis techniques. The results of this study indicate that the Electronic Word Of Mouth variable has a positive but not significant effect on Customer Loyalty, then other results from Experiential Marketing and Brand Image have a significant effect on Customer Loyalty. Electronic Word Of Mouth, Experiential Marketing, and Brand Image influence together on Customer Loyalty in Cosmetic Youthful, Outstanding, and Unique (Y.O.U)

Keywords:

Electronic Word of Mouth, Experiential Marketing, and Brand Image on Customer Loyalty.