ABSTRAK

Adapun yang menjadi tujuan dari penelitian ini adalah untuk mengetahui bagaimana pengaruh aktivitas pemasaran media sosial dalam keterlibatannya terhadap pengalaman pelanggan, yang diwakili oleh kualitas hubungan, dan menganalisis pengaruhnya terhadap kepuasan pelanggan dan loyalitas pelanggan dalam aktivitas pemasaran media sosial. Pengambilan sample dilakukan dengan menggunakan metode *non probability sampling* dengan teknik *purposive sampling* dengan jumlah sample sebanyak 187 responden, batas usia mulai dari 18 tahun sampai usia 29 tahun dengan minimal pembelian *parfume* andinskin 2 kali dalam waktu 1 bulan. Jumlah pernyataan yang diajukan kepada responden sebanyak 38 pernyataan yang terdiri dari 10 pernyataan Aktivitas Pemasaran Media Sosial, 10 pernyataan Pengalaman Pelanggan, 6 pernyataan Kualitas Hubungan, 4 pernyataan Kepuasan Pelanggan dan 8 pernyataan Loyalitas Pelanggan. Teknik analisis data yang digunakan dalam penelitian ini terdiri dari, uji validitas, uji reliabilitas, uji asumsi klasik, analisis deskriptif dan analisis jalur. Hasil penelitian berdasarkan uji analisis jalur adalah bahwa variabel Aktivitas Pemasaran Media Sosial berpengaruh negatif dan tidak signifikan terhadap variabel Kualitas Hubungan, Pengalaman Pelanggan berpengaruh positif dan signifikan terhadap variabel Kualitas Hubungan, Aktivitas Pemasaran Media Sosial berpengaruh positif dan signifikan terhadap variabel Kepuasan Pelanggan, Pengalaman Pelanggan berpengaruh positif dan signifikan terhadap variabel Kepuasan Pelanggan, Aktivitas Pemasaran Media Sosial berpengaruh positif dan signifikan terhadap variabel Loyalitas Pelanggan, Pengalaman Pelanggan berpengaruh positif dan signifikan terhadap variabel Loyalitas Pelanggan, Kualitas Hubungan berpengaruh positif dan signifikan terhadap variabel Kepuasan Pelanggan, Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap variabel dependen Loyalitas Pelanggan.

Kata Kunci : Aktivitas Pemasaran Media Sosial, Pengalaman Pelanggan, Kualitas Hubungan, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

This study aims to determine the effect of social media marketing activities, customer experience, and relationship quality through customer satisfaction on customer loyalty at the Tiktok store at perfume andinskin. As for the purpose of this study is to find out how the influence of social media marketing activities in its involvement on customer experience, which is represented by the quality of relationships, and to analyze the effect on customer satisfaction and customer loyalty in social media marketing activities. Sampling was carried out using a purposive sampling method with a total sample of 187 respondents, age limit ranging from 18 years to 29 years with a minimum purchase of Andinskin perfume 2 times within 1 month. The number of ports submitted to respondents was 38 ports consisting of 10 Social Media Marketing Activity counters, 10 Customer Experience ports, 6 Relationship Quality ports, 4 Customer Satisfaction ports and 8 Customer loyalty points. Data analysis techniques used in this study consisted of validity test, reliability test, classical assumption test, descriptive analysis and path analysis. The results of the research based on the path analysis test are that the Social Media Marketing Activity variable has a negative and not significant effect on the Relationship Feelings variable, Customer Experience has a positive and significant effect on the Relationship Quality variable, Social Media Marketing Activity has a positive and significant effect on the Customer Satisfaction variable, Customer Experience has an effect Customer Satisfaction Variable, Social Media Marketing Activity has a positive and significant effect on the Customer Loyalty variable, Customer Experience has a positive and significant effect on the Customer Loyalty variable, Relationship Quality has a positive and significant effect on the Customer Satisfaction variable, Customer Satisfaction has a positive and significant effect on the dependent variable Customer Loyalty .

Keywords: Social Media Marketing Activity, Customer Experience, Relationship Quality, Customer Satisfaction, Customer Loyalty