

ABSTRAK

Judul : Pengaruh Marketing Public Relations Terhadap Loyalitas Pelanggan Produk Skincare Skintific
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Program Studi : Hubungan Masyarakat

Skincare merupakan serangkaian perawatan kulit untuk menjaga kesehatan dan kecantikan kulit. Tingginya kebutuhan market dalam produk skincare, dibuktikan dengan angka penjualan yang tinggi untuk kategori perawatan wajah di e-commerce. Pada Media Sosial saat ini sebagai sarana publisitas dalam mempromosikan produk, publikasi yang dilakukan melalui media sosial pun melakukan hal kreatif dalam membuat konten yang menarik perhatian. Marketing Public Relations sangat berperan penting bagi perusahaan, hal tersebut mempengaruhi terhadap loyalitas pelanggan Skintific. Tujuan penelitian Mengetahui Pengaruh Marketing Public Relations Terhadap Loyalitas Pelanggan Produk Skincare Skintific. Teori yang digunakan dalam penelitian ini adalah Marketing Public Relations (MPR) Kotler & Keller, Loyalitas Pelanggan . Pendekatan dalam penelitian ini kuantitatif dengan menggunakan metode survei. Teknik pengumpulan data Uji regresi linear sederhana. Populasi dalam penelitian ini adalah followers akun Instagram @skintificid sejumlah 62 responden dihitung menggunakan rumus slovin teknik pengambilan sampel menggunakan random sampling. Temuan atau hasil penelitian ini adalah Marketing Public Relations sebagian besar responden menjawab setuju pada pernyataan ke 3 sebesar 3,73 dengan isi pernyataan “Informasi Skintific selalu update di website”, sedangkan nilai terendah pada pernyataan ke 2 sebesar 3,50 dengan isi pernyataan “Skintific melakukan promosi penjualan produk di Instagram, website secara langsung”. Loyalitas Konsumen sebagian besar responden menjawab setuju nilai tertinggi yaitu pada pernyataan ke 2 sebesar 3,70 dengan isi pernyataan “Skintific melakukan promosi penjualan produk di instagram, website secara langsung sehingga saya tertarik untuk membeli ulang”, nilai terendah yaitu pada pernyataan ke 8 sebesar 3,15 dengan isi pernyataan “Saya menginformasikan di media sosial kepada pengikut saya untuk membeli produk Skintific” Terdapat pengaruh berdasarkan uji t antara Marketing Public Relations terhadap keputusan Loyalitas Pelanggan Brand Skintific sebesar 0,745 atau 74,5% artinya Marketing Public Relations berpengaruh kuat terhadap Loyalitas Pelanggan Brand Skintific.

Kata Kunci : Marketing, Public Relations, Loyalitas Konsumen

ABSTRACT

Title : *The Influence of Marketing Public Relations on Customer Loyalty of Skincare Skintific Products*
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Skincare is a series of skin treatments to maintain skin health and beauty. The high market demand for skincare products is evidenced by the high sales figures for the facial care category in e-commerce. At present, social media is a means of publicity in promoting products, publications made through social media also do creative things in creating attention-grabbing content. Marketing Public Relations plays an important role for the company, it influences Skintific's customer loyalty. The aim of this research is to find out the effect of marketing public relations on customer loyalty for skincare products. The theory used in this study is Kotler & Keller's Marketing Public Relations (MPR), Customer Loyalty. The approach in this research is quantitative using survey methods. Data collection techniques Simple linear regression test. The population in this study were followers of the Instagram @skintificid account, a total of 62 respondents, calculated using the slovin formula, the sampling technique used was random sampling. The findings or results of this study are that most of the MPR respondents answered agree in the 3rd statement of 3.73 with the statement "Skintific information is always updated on the website", while the lowest score in the 2nd statement was 3.50 with the statement "Skintific is promoting selling products on Instagram, website directly. Consumer Loyalty, most of the respondents answered agree that the highest score was in the 2nd statement of 3.70 with the contents of the statement "Skintific is promoting product sales on Instagram, websites directly so I am interested in buying again", the lowest score is in the 8th statement of 3.15 with the contents of the statement "I inform on social media to my followers to buy skintific products" There is an influence based on the t test between Marketing Public Relations on the decision of Skintific Brand Customer Loyalty of 0.745 or 74.5% meaning that Marketing Public Relations has a strong influence on Customer Loyalty Brand Skintific.

Keywords : **Marketing, Public Relations, Consumer Loyalty**