ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *brand personality* dan *brand experience* terhadap *brand loyalty* melalui *brand love* pada konsumen *skincare* Skintific di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling*. Jumlah sampel dalam penelitian ini sebanyak 145 responden yang merupakan pengguna produk *skincare* Skintific. Data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis dengan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) menggunakan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa *brand experience* berpengaruh positif dan signifikan terhadap *brand love* dengan nilai koefisien jalur sebesar 0,344, nilai *T-statistic* sebesar 3,568, dan nilai *P-value* sebesar 0,000. *Brand personality* memiliki pengaruh positif terhadap *brand love* dengan nilai koefisien jalur sebesar 0,086, nilai *T-statistic* sebesar 1,684, dan nilai *P-value* sebesar 0,092. Hasil pengujian juga menunjukkan bahwa *brand love* berperan dalam membentuk *brand loyalty* dan mampu memediasi hubungan antara *brand personality* dan *brand experience* terhadap *brand loyalty*. Nilai *R-square* sebesar 0,733 menunjukkan bahwa model mampu menjelaskan 73,3% variasi *brand love*, sedangkan nilai *R-square brand loyalty* sebesar 0,679 menunjukkan bahwa 67,9% variasi *brand loyalty* dapat dijelaskan oleh variabel dalam model penelitian. Berdasarkan nilai *effect size*, pengaruh terbesar terdapat pada hubungan *brand experience* terhadap *brand loyalty* dengan nilai *F-square* sebesar 0,580. Secara keseluruhan, hasil penelitian menunjukkan bahwa *brand love* memiliki peran penting dalam menjembatani pembentukan *brand loyalty* konsumen *skincare* Skintific.

Kata Kunci: *Brand Personality*, *Brand Experience*, *Brand Love*, *Brand Loyalty*, Skintific.

ABSTRACT

This study aims to analyze the effect of brand personality and brand experience on brand loyalty through brand love among Skintific skincare consumers at the Faculty of Economics and Business, Universitas Malikussaleh. This study employed a quantitative approach using purposive sampling. The sample consisted of 145 respondents who were users of Skintific skincare products. Data were collected through questionnaires using a Likert scale and analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with SmartPLS software. The results showed that brand experience had a positive and significant effect on brand love, with a path coefficient of 0.344, a T-statistic of 3.568, and a P-value of 0.000. Brand personality had a positive effect on brand love, with a path coefficient of 0.086, a T-statistic of 1.684, and a P-value of 0.092. The findings also showed that brand love played a role in developing brand loyalty and mediated the relationship between brand personality and brand experience toward brand loyalty. The R-square value of 0.733 indicates that the model explained 73.3% of the variation in brand love, while the R-square value of 0.679 indicates that 67.9% of the variation in brand loyalty was explained by the variables included in the research model. Based on the effect size analysis, the largest effect was found in the relationship between brand experience and brand loyalty, with an F-square value of 0.580. Overall, the findings indicate that brand love plays an important role in mediating the development of consumer brand loyalty toward Skintific skincare products.

Keywords: *Brand Personality, Brand Experience, Brand Love, Brand Loyalty, Skintific.*