ABSTRAK

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Program Studi : Program Magister Ilmu Manajemen

Judul : PENGARUH *SOCIAL MEDIA MARKETING* TERHADAP *BRAND SATISFACTION* DAN *BRAND LOYALTY* PRODUK KOSMETIK MEREK WARDAH DENGAN *CUSTOMER BRAND ENGAGEMENT* SEBAGAI VARIABEL MEDIASI PADA PLATFORM INSTAGRAM.

Tujuan penelitian ini adalah untuk menguji pengaruh *social media marketing* terhadap *brand satisfaction* dan *brand loyalty* produk kosmetik merek Wardah dengan *customer brand engagement* sebagai variabel mediasi pada *platform Instagram*. Data dalam penelitian ini sebanyak 165 orang konsumen produk kosmetik merek Wardah. Pengumpulan data dalam penelitian ini menggunakan kuesioner dengan alat analisis data menggunakan *Structural Equation Modeling* (SEM) yang dioperasikan dengan perangkat *Amos*. Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh positif dan signifikan terhadap *customer brand engagement*, *customer brand satisfaction* dan *brand loyalty*. Kemudian *customer brand engagement* berpengaruh positif dan signifikan terhadap *customer brand satisfaction* dan *brand loyalty.* Dan pada uji efek mediasi didapatkan bahwa *customer brand engagement* merupakan variabel mediasi parsial antara *social media marketing* dengan *brand satisfaction* dan *brand loyalty*. Hasil penelitian ini diharapkan dapat memberikan kontribusi penting bagi para pemangku kepentingan dalam mengembangkan strategi pemasaran produk kosmetik dan pemahaman pelanggan tentang produk dan merek.

Kata Kunci: *Social Media Marketing*, *Brand Satisfaction*, *Brand* Loyalty, *Customer Brand Engagement,* Produk Kosmetik

ABSTRACT

Name : *NURUL AZMI*
Study program : *Master of Management Science Program*
Title : *THE INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND SATISFACTION AND BRAND LOYALTY OF WARDAH COSMETIC PRODUCTS WITH CUSTOMER BRAND ENGAGEMENT AS A MEDIATING VARIABLE ON THE INSTAGRAM PLATFORM*

The purpose of this study is to examine the influence of social media marketing on brand satisfaction and brand loyalty of Wardah cosmetic products with customer brand engagement as a mediating variable on the Instagram platform. The data in this study were 165 consumers of Wardah cosmetic products. Data collection in this study used a questionnaire with data analysis tools using Structural Equation Modeling (SEM) operated by the Amos device. The results of the study indicate that social media marketing has a positive and significant effect on customer brand engagement, customer brand satisfaction, and brand loyalty. Then, customer brand engagement has a positive and significant effect on customer brand satisfaction and brand loyalty. And the mediation effect test found that customer brand engagement is a partial mediating variable between social media marketing and brand satisfaction and brand loyalty. The results of this study are expected to provide important contributions for stakeholders in developing cosmetic product marketing strategies and customer understanding of products and brands.

Keywords **: *Social Media Marketing, Brand Satisfaction, Brand Loyalty, Customer Brand Engagement, Cosmetic Product***