

ABSTRACT

The Influence of Social Media Marketing on Brand Loyalty through Customer Engagement as an Intervening Variable (Study of Users of Somethinc Skincare Brand in Jakarta)

Clara Dewi Woro Laras Wening¹⁾, Dr. Dede Suleman, M.M., CMA.²⁾

¹⁾ Student of Management Department, Pembangunan Jaya University

²⁾ Lecturer of Management Department, Pembangunan Jaya University

This research aims to determine the influence of Social Media Marketing on Brand Loyalty through Customer Engagement as an intervening variable. Consumers of the Somethinc skincare brand were used as samples in this study with the criteria of users of the Somethinc skincare brand products, both men and women living in Jakarta, totaling 112 users of the skincare brand products. The research method used is quantitative by collecting data through questionnaires. This research uses Structural Equation Modeling (SEM) data analysis techniques which are processed with the help of AMOS 23 software. The results of the research show that social media marketing does not have a significant effect on brand loyalty for the Somethinc brand, social media marketing has a significant effect on customer engagement for the Somethinc brand, customer engagement has a significant effect on brand loyalty in the Somethinc brand and social media marketing has an effect on brand loyalty through the mediation of customer engagement in the Somethinc brand.

Keywords: Brand Somethinc, Skincare, Social Media Marketing, Customer Engagement, and Brand Loyalty.

Libraries : 73

Publication Years : 2016 - 2023