

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan relationship marketing yang dilakukan oleh MS Glow Surabaya dalam membangun dan mempertahankan loyalitas pelanggan setia (loyal customer) melalui pemanfaatan strategi digital marketing. Fokus penelitian terletak pada bagaimana brand menciptakan hubungan jangka panjang dengan pelanggan melalui interaksi digital, seperti media sosial, WhatsApp, e-commerce, serta program loyalitas berbasis digital. Penelitian ini menggunakan pendekatan kualitatif dengan paradigma konstruktivis. Data diperoleh melalui observasi, dokumentasi, dan wawancara mendalam dengan lima informan yang merupakan pelanggan loyal MS Glow Surabaya, menggunakan teknik purposive sampling. Hasil penelitian menunjukkan bahwa MS Glow Surabaya menerapkan berbagai bentuk relationship marketing digital, antara lain dengan menghadirkan konten interaktif di media sosial, menjaga komunikasi langsung melalui WhatsApp, memanfaatkan live session di e-commerce, serta memberikan program loyalitas yang dirancang untuk mempertahankan keterikatan emosional pelanggan. Strategi tersebut terbukti mampu meningkatkan kepercayaan, kepuasan, dan keterlibatan pelanggan, yang pada akhirnya memperkuat loyalitas. Penelitian ini menegaskan bahwa penerapan relationship marketing berbasis digital menjadi kunci dalam membangun kedekatan dengan pelanggan, sekaligus memberikan kontribusi bagi pengembangan teori komunikasi pemasaran di era digital.

Kata Kunci: Relationship Marketing, Loyal Customer, Ms Glow Surabaya, Industri Kecantikan.

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ABSTRACT

This study aims to analyze the application of relationship marketing by MS Glow Surabaya in building and maintaining loyal customers through the use of digital marketing strategies. The focus of the study is on how the brand creates long-term relationships with customers through digital interactions, such as social media, WhatsApp, e-commerce, and digital-based loyalty programs. This study uses a qualitative approach with a constructivist paradigm. Data was obtained through observation, documentation, and in-depth interviews with five informants who are loyal customers of MS Glow Surabaya, using purposive sampling techniques. The results show that MS Glow Surabaya implements various forms of digital relationship marketing, including presenting interactive content on social media, maintaining direct communication through WhatsApp, utilizing live sessions on e-commerce, and providing loyalty programs designed to maintain customer emotional attachment. These strategies have proven effective in increasing customer trust, satisfaction, and engagement, ultimately strengthening loyalty. This study confirms that the implementation of digital-based relationship marketing is key to building customer intimacy, while also contributing to the development of marketing communication theory in the digital era.

Keywords: *Relationship Marketing, Loyal Customer, MS Glow Surabaya, Beauty Industry.*