

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran media sosial dan citra merek terhadap loyalitas merek skincare Wardah pada Generasi Z di Kecamatan Burneh, Bangkalan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada responden yang merupakan pengguna skincare Wardah. Teknik pengambilan sampel menggunakan non-probability sampling dengan metode purposive sampling. Data dianalisis menggunakan metode Structural Equation Modeling-Partial Least Squares (SEM-PLS).

Hasil penelitian menunjukkan bahwa pemasaran media sosial memiliki pengaruh positif namun tidak signifikan terhadap loyalitas merek. Sebaliknya, citra merek berpengaruh positif dan signifikan terhadap loyalitas merek. Temuan ini menunjukkan bahwa citra merek merupakan faktor yang lebih dominan dalam meningkatkan loyalitas merek dibandingkan pemasaran media sosial. Oleh karena itu, perusahaan perlu terus memperkuat citra merek melalui peningkatan kualitas produk, reputasi, dan kepercayaan konsumen agar loyalitas pelanggan tetap terjaga.

Kata Kunci: Pemasaran Media Sosial, Citra Merek, Loyalitas Merek, Skincare Wardah, Generasi Z.

ABSTRACT

This study aims to analyze the influence of social media marketing and brand image on the brand loyalty of Wardah skincare among Generation Z in Burneh District, Bangkalan. This research employed a quantitative approach using a survey method by distributing questionnaires to respondents who were Wardah skincare users. The sampling technique used was non-probability sampling with a purposive sampling method. The data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method.

The results indicate that social media marketing has a positive but insignificant effect on brand loyalty. In contrast, brand image has a positive and significant effect on brand loyalty. These findings suggest that brand image is a more dominant factor in enhancing brand loyalty than social media marketing. Therefore, companies should continuously strengthen their brand image by improving product quality, maintaining a positive reputation, and increasing consumer trust to sustain customer loyalty.

Keywords: Social Media Marketing, Brand Image, Brand Loyalty, Wardah Skincare, Generation Z.