

Heni Widya Islami, 2024. *Customer Engagement Terhadap Customer Satisfaction Dan Brand Trust Pada Produk Skincare Skintific* (Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Trunojoyo Madura). Skripsi, Program studi manajemen, Fakultas Ekonomi dan Bisnis. Universitas Trunojoyo Madura. Dr. A. Yahya Surya Winata, S.E., M.Si.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh *customer engagement* terhadap *customer satisfaction* dan *brand trust* pada produk *skincare skintific*. Penelitian ini merupakan penelitian kuantitatif dengan teknik pengumpulan data menggunakan kuesioner. Sampel dalam penelitian ini berjumlah 120 orang mahasiswa fakultas ekonomi dan bisnis universitas trunojoyo madura.

Menggunakan analisis perangkat *SEM PLS 4.0*. Hasil dari penelitian secara deskriptif menunjukkan bahwa *customer engagement* terhadap *brand trust* dapat diterima dan berpengaruh positif dan signifikan. Sedangkan *customer engagement* terhadap *customer satisfaction* dapat diterima dan berpengaruh positif dan signifikan, demikian pada variabel *customer satisfaction* terhadap *brand trust* dapat diterima dan berpengaruh positif dan signifikan, dan Hasil penelitian juga dapat berpengaruh tidak langsung untuk variabel *customer engagement* terhadap *brand trust* melalui *customer satisfaction* pengaruh berpengaruh positif.

Kata Kunci : Keterlibatan Pelanggan, Kepuasan Pelanggan, Kepercayaan Merek

Heni Widya Islami, 2024. Customer Engagement towards Customer Satisfaction and Brand Trust in Skintific Skincare Products (For Students at the Faculty of Economics and Business, Trunojoyo University, Madura). Thesis, Management study program, Faculty of Economics and Business. Trunojoyo University, Madura. Dr. A. Yahya Surya Winata, S.E., M.Si.

ABSTRACT

This research aims to find out whether there is an influence of customer engagement on customer satisfaction and brand trust in skintific skincare products. This research is quantitative research with data collection techniques using questionnaires. The sample in this study consisted of 120 students from the Faculty of Economics and Business, Trunojoyo Madura University.

Using SEM PLS 4.0 analysis tools. The results of the descriptive research show that customer engagement towards brand trust can be accepted and has a positive and significant effect. Meanwhile, customer engagement on customer satisfaction can be accepted and has a positive and significant effect, so the variable customer satisfaction on brand trust can be accepted and has a positive and significant effect, and the results of the research can also have an indirect effect on the variables of customer engagement and customer satisfaction on brand trust simultaneously. or together have an influence on brand trust in skintific skincare products.

Keywords: *Customer Engagement, Customer Satisfaction, Brand Trust*