

Peranan customer experience, customer satisfaction, dan influencer marketing terhadap customer loyalty: Kasus pada dua generasi pelanggan brand kecantikan lokal (Generasi Milenial dan Generasi Z) =
The role of customer experience, customer satisfaction, and influencer marketing on customer loyalty: A case of two generations of local beauty brand customers (Millennials and Generation Z)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh customer experience, customer satisfaction, dan influencer marketing terhadap customer loyalty dari brand kecantikan lokal. Selain itu, customer demographics sebagai moderasi dari pengaruh-pengaruh tersebut juga dianalisis dengan menggunakan subjek generasi milenial dan generasi Z. Penelitian ini menggunakan pendekatan metode kuantitatif berupa cross-sectional survey melalui kuesioner daring untuk menguji 6 hipotesis. Dengan menggunakan teknik purposive sampling, Peneliti mengumpulkan 309 responden yang memenuhi kriteria berupa warga negara Indonesia (WNI), tergolong dalam generasi milenial atau generasi Z, pernah membeli produk kecantikan lokal dalam kurun 6 bulan terakhir, dan aktif dalam menggunakan media sosial. Data yang telah dikumpulkan diolah dengan metode Structural Equation Modeling (SEM) menggunakan software SmartPLS. Hasil pengolahan data menunjukkan terdapat 3 hipotesis yang terbukti secara signifikan, yaitu terdapat pengaruh positif dari customer experience terhadap customer loyalty, pengaruh positif dari customer satisfaction terhadap customer loyalty, dan pengaruh positif dari influencer marketing terhadap customer loyalty. Kemudian, moderator customer demographics ditemukan tidak memiliki peranan signifikan pada pengaruh customer experience, customer satisfaction, maupun influencer marketing terhadap customer loyalty. Penemuan dari penelitian memberikan wawasan bagi brand kecantikan lokal di Indonesia agar dapat meningkatkan customer loyalty dengan meningkatkan customer experience, customer satisfaction, dan influencer marketing.

.....This research aims to analyze the impact of customer experience, customer satisfaction, and influencer marketing on customer loyalty to local beauty brands. Additionally, it examines the role of customer demographics, specifically millennials and Generation Z, as a moderating factor in these influences. The study employs a quantitative approach through a cross-sectional survey conducted via an online questionnaire to test six hypotheses. Using purposive sampling, the researchers gathered data from 309 respondents who met the criteria of being Indonesian citizens, belonging to the millennial or Generation Z generation, having purchased local beauty products in the last six months, and actively using social media. The collected data was analyzed using Structural Equation Modeling (SEM) with SmartPLS software. The results revealed that three hypotheses were significantly supported: customer experience positively influences customer loyalty, customer satisfaction positively influences customer loyalty, and influencer marketing positively influences customer loyalty. However, customer demographics did not moderate the relationships between customer experience, customer satisfaction, and influencer marketing with customer loyalty. These findings offer valuable insights for local beauty brands in Indonesia to enhance customer loyalty by focusing on improving customer experience, satisfaction, and influencer marketing strategies.