

## ABSTRAK

Sonnia Prayoga (01619220001)

**“PENGARUH CUSTOMER EXPERIENCE, ONLINE SALES PROMOTION, BRAND IMAGE, DAN PRICE TERHADAP CUSTOMER LOYALTY PADA BRAND KATEGORI KECANTIKAN DI PLATFORM TIKTOK DI JABODETABEK”**

(105 halaman; 4 gambar; 17 tabel; 2 lampiran)

Data yang dilaporkan TikTok berdasarkan riset internal menunjukkan bahwa, ada 45 persen pengguna yang mengaku tertarik berbelanja produk kosmetik setelah menonton konten yang berisikan menjual produk kecantikan. Selain itu hasil survey yang dilakukan pada tahun 2021 menunjukkan kategori *beauty* menduduki peringkat paling pertama pada kategori *online shop* yang paling diminati. Penelitian ini bertujuan untuk mengetahui pengaruh *customer experience*, *online sales promotion*, *brand image* dan *price* terhadap customer loyalty pada brand kategori kecantikan di platform TikTok. Jenis penelitian deskriptif kuantitatif. Teknik pengumpulan data kuesioner, observasi dan dokumentasi. Sampel berjumlah 210 pengguna TikTok dan menggunakan produk kecantikan. Analisis data menggunakan regresi berganda. Hasil penelitian menunjukkan *Customer Experience*, *Sales Promotion*, *brand image* dan *price* masing-masing berpengaruh terhadap *Customer Loyalty* pada Brand Kategori Kecantikan di Platform TikTok.

Kata Kunci : *Brand Image*, *Customer Experience*, *Customer Loyalty*, *Online Sales Promotion*, *Price*.

Daftar Pustaka: 92

## ABSTRACT

Sonnia Prayoga (01619220001)

**“THE INFLUENCE OF CUSTOMER EXPERIENCE, ONLINE SALES PROMOTION, BRAND IMAGE, AND PRICE ON CUSTOMER LOYALTY IN BEAUTY BRAND CATEGORY ON THE TIKTOK PLATFORM IN JABODETABEK”**

(106 pages; 4 picturs; 17 tables; 2 appendics)

*Data reported by TikTok based on internal research shows that 45 persen of users said they were interested in shopping for cosmetic products after watching beauty product content. Apart from that, the results of a survey in 2021 showed that the beauty category was ranked first in the most popular online shop. This research aims to determine the influence of customer experience, online sales promotion, brand image, and price on customer loyalty in beauty category brands on the TikTok platform. Type of quantitative descriptive research. Questionnaire data collection techniques, observation, and documentation. The sample consisted of 210 TikTok users who used beauty products. Data analysis used multiple regression. The research results show that Customer Experience, Sales Promotion, brand image, and price each influence Customer Loyalty in Beauty Category Brands on the TikTok platform.*

*Keywords: Brand Image, Customer Experience, Customer Loyalty, Online Sales Promotion, Price.*

References : 92