

ABSTRAK

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ANALISIS PENGARUH SOCIAL MEDIA MARKETING, SOCIAL INFLUENCE, FACILITATING CONDITIONS, PERFORMANCE EXPECTANCY, DAN EFFORT EXPECTANCY TERHADAP BRAND AWARENESS MELALUI BRAND LOYALTY SEBAGAI VARIABEL INTERVENING PADA KONSUMEN SCARLETT WHITENING DI KOTA KUPANG

(xviii+70 halaman; 4 gambar; 8 tabel; 1 lampiran)

Diera modern saat ini, perkembangan bisnis produk kecantikan sangat berkembang pesat. Masyarakat terutama kaum wanita, semakin sadar akan pentingnya kosmetik sebagai kebutuhan sehari-hari, serta tuntutan seseorang untuk berpenampilan menarik didepan khalayak umum menjadi salah satu alasan industri kosmetik berkembang dengan baik di Indonesia. Bagi Wanita, penampilan dan kecantikan itu begitu penting karena didukung oleh popularitas, sosialnya, pemilihan teman hidup dan karir dipengaruhi dari daya Tarik fisik seseorang. Produk kecantikan dan perawatan tubuh merupakan sebuah produk yang memiliki sebuah kemampuan agar dapat memenuhi kebutuhan Wanita akan kecantikan, yang sekaligus menjadi sarana bagi konsumen untuk menjelaskan identitas diri secara sosial di mata masyarakat (Ferrinadewi, 2016).

Data dari penelitian ini dikumpulkan dengan kuesioner elektronin Google form dari 105 responden yang pernah membeli skincare di *Scarlett Whitening* di Kota Kupang. Penelitian ini menggunakan SPSS digunakan untuk menilai hubungan antara variable. Penelitian ini menunjukkan bahwa *Social Media Marketing, Social Influence Dan Facilitating Conditions, Performance Expectancy Dan Effort Expectancy* berpengaruh signifikan terhadap *Brand Awareness dan Loyalty*. Hal ini menunjukkan bahwa pebisnis usaha retail khususnya sales harus mempertimbangkan variable-variabel ini jika ingin meningkatkan penjualan

Kata Kunci : *Social Media Marketing, Social Influence Dan Facilitating Conditions, Performance Expectancy, Effort Expectancy, Brand Awareness dan Loyalty*

ABSTRACT

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(xviii+70 pages; 4 figures; 8 tables; 1 appendix)

In today's modern era, the development of the beauty product business is growing rapidly. Society, especially women, are increasingly aware of the importance of cosmetics as a daily necessity, and the demand for someone to look attractive in front of the general public is one of the reasons the cosmetics industry is developing well in Indonesia. For women, appearance and beauty are very important because they are supported by popularity, social status, choice of life partner and career is influenced by one's physical attractiveness. Beauty and body care products are products that have the ability to meet women's needs for beauty, which is also a means for consumers to explain their social identity in the eyes of society (Ferrinadewi, 2016).

Data from this study were collected using an electronic Google form questionnaire from 105 respondents who had bought skincare at Scarlett Whitening in Kupang City. This study uses SPSS to assess the relationship between variables. This study shows that Social Media Marketing, Social Influence and Facilitating Conditions, Performance Expectancy and Effort Expectancy have a significant effect on Brand Awareness and Loyalty. This shows that retail businesses, especially sales, must consider these variables if they want to increase sales

Keywords: Social Media Marketing, Social Influence Dan Facilitating Conditions, Performance Expectancy, Effort Expectancy, Brand Awareness and Loyalty