

ABSTRAK

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“Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience (Studi kasus pada pembelian produk Skintific melalui platform media sosial)”

Tujuan dari penelitian ini adalah untuk menguji dan menganalisis pengaruh positif *Social Media Marketing Activity* (SMMA) terhadap *Relationship Quality* (RQ) pada merek Skintific, untuk menguji dan menganalisis pengaruh positif *Customer Experience* (CX) terhadap *relationship quality* pada merek Skintific, untuk menguji dan menganalisis pengaruh positif *relationship quality* terhadap *repurchase intention* pada merek Skintific, untuk menguji dan menganalisis pengaruh positif *relationship quality* terhadap *intention to recommend* pada merek Skintific, untuk menguji dan menganalisis pengaruh positif *relationship quality* terhadap *participation intention* pada merek Skintific. Metode yang digunakan dalam penelitian ini adalah metode penelitian jenis kuantitatif. Paradigma penelitian yang digunakan pada penelitian ini adalah paradigma positivisme. Subjek atau informan dalam penelitian ini adalah konsumen merek Skintific yang pernah melakukan pembelian produk melalui media sosial. Teknik pengumpulan data yang digunakan pada penelitian ini adalah melalui kuesioner. Analisis data dalam penelitian ini dilakukan dengan menggunakan software PLS (*Partial Least Square*) dan data diolah dengan menggunakan program *Smart PLS 4.0*.

Hasil penelitian menunjukkan bahwa *Social Media Marketing Activity* (SMMA) memiliki pengaruh positif terhadap *Relationship Quality* (RQ), *Customer Experience* memiliki pengaruh positif terhadap *Relationship Quality* (RQ), *Relationship Quality* (RQ) memiliki pengaruh positif terhadap *Repurchase Intention* (RNT), *Relationship Quality* (RQ) memiliki pengaruh positif terhadap *Intention to Recommend* (INR) dan *Relationship Quality* (RQ) memiliki pengaruh positif terhadap *Intention to Participation Intention* (INP).

Kata Kunci : *Social Media Marketing Activity, Relationship Quality, Customer Experience, Repurchase Intention, Intention to Recommend, Participation Intention*

ABSTRACT

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“Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience (Case study on purchasing Skintific products through social media platforms)”

The purpose of this study is to test and analyze the positive influence of social media marketing activity (SMMA) on relationship quality (RQ) on the Skintific brand, to test and analyze the positive influence of customer experience (CX) on relationship quality on the Skintific brand, to test and analyze the positive influence of relationship quality on repurchase intention on the Skintific brand, to test and analyze the positive influence of relationship quality on intention to recommend on the Skintific brand, to test and analyze the positive influence of relationship quality on participation intention on the Skintific brand. The method used in this study is a quantitative research method. The research paradigm used in this study is the positivism paradigm. The subjects or informants in this study are consumers of the Skintific brand who have purchased products through social media. The data collection technique used in this study is through a questionnaire. Data analysis in this study was conducted using PLS (Partial Least Square) software and the data was processed using the Smart PLS 4.0 program.

The results of the study indicate that Social Media Marketing Activity (SMMA) has a positive effect on Relationship Quality (RQ), Customer Experience has a positive effect on Relationship Quality (RQ), Relationship Quality (RQ) has a positive effect on Repurchase Intention, Relationship Quality (RQ) has a positive effect on Intention to Recommend (INR) and Relationship Quality (RQ) has a positive effect on Intention to Participation Intention (INP).

Keywords: Social Media Marketing Activity, Relationship Quality, Customer Experience, Repurchase Intention, Intention to Recommend, Participation Intention