

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *Customer Experience* dan Konten Media Sosial terhadap *Customer Loyalty* pada produk *skincare* Glad2Glow. Metode yang digunakan adalah kuantitatif deskriptif. Populasi dalam penelitian ini adalah Mahasiswa Program Studi S1 Manajemen Fakultas Ekonomi dan Bisnis Universitas Dharma Andalas, jumlah sampel yang digunakan sebanyak 203 responden yang diperoleh dengan menggunakan teknik purposive sampling. Pengolahan data penelitian dilakukan dengan menggunakan aplikasi IBM SPSS 25 melalui uji validitas, reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t (parsial), uji F (simultan), dan koefisien determinasi (Adjusted R²). Hasil penelitian menunjukkan bahwa *Customer Experience* berpengaruh positif dan signifikan terhadap *Customer Loyalty*, sedangkan Konten Media Sosial tidak berpengaruh signifikan terhadap *Customer Loyalty*. Meskipun demikian, secara simultan *Customer Experience* dan Konten Media Sosial berpengaruh signifikan terhadap *Customer Loyalty*.

Kata kunci: *Customer Experience*, konten media sosial dan *Customer Loyalty*

ABSTRACT

This study aims to examine and analyze the influence of Customer Experience and Social Media Content on Customer Loyalty toward Glad2Glow skincare products. The method used is descriptive quantitative. The population in this study consists of undergraduate students in the Management Program at the Faculty of Economics and Business, Dharma Andalas University. The sample size is 203 respondents, obtained using purposive sampling techniques. Data analysis was conducted using IBM SPSS 25 software through validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests (partial), F-tests (simultaneous), and the coefficient of determination (Adjusted R^2). The results of the study indicate that Customer Experience has a positive and significant effect on Customer Loyalty, while Social Media Content does not have a significant effect on Customer Loyalty. However, simultaneously, Customer Experience and Social Media Content have a significant effect on Customer Loyalty.

Keywords: *Customer Experience, social media content, and Customer Loyalty*