ABSTRAK

Uus Rahmad Taufik. 2026. Pengaruh Pengaruh *Social Media Marketing Activities* (SMMA) Terhadap *Brand Loyalty* Pada Konsumen Produk *Skincare* Glad2glow Di Tiktok (Studi Kasus Pada Konsumen Produk *Skincare* Glad2Glow di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Anggita Langgeng Wijaya, S. E., M. Si., Ak. C.A, Pembimbing (II) Hendra Setiawan, S. E., M. M.

Tujuan penelitian untuk menganalisis dan menguji pengaruh dimensi *entertainment, interaction, trendiness, customization, dan electronic word of mouth* (*e-WOM*) dalam *Social Media Marketing Activities* terhadap *brand loyalty* konsumen produk *skincare* Glad2Glow di TikTok. Tehnik pengambilan sampel dalam penelitian ini menggunakan *Non-Probability Sampling, s*ampel penelitian sebanyak 384 responden. Metode penelitian yang digunakan yaitu pendekatan kuantitatif dengan analisis data regresi linier berganda bantuan program SPSS. Hasil peneltian ini menunjukkan bahwa: 1) variabel *Entertainment* berpengaruh secara positif dan signifikan terhadap *brand loyalty* pada konsumen Produk Skincare Glad2glow di Tiktok di Kota Madiun. 2) variabel *Interaction* berpengaruh secara positif dan signifikan terhadap *brand loyalty* pada konsumen Produk Skincare Glad2glow di Tiktok di Kota Madiun. 3) variabel *Trendiness* berpengaruh secara positif dan signifikan terhadap *brand loyalty* pada konsumen Produk Skincare Glad2glow di Tiktok di Kota Madiun. 4) variabel *Customization* berpengaruh secara positif dan signifikan terhadap *brand loyalty* pada konsumen Produk Skincare Glad2glow di Tiktok di Kota Madiun. 5) variabel *Electronic Word of Mouth* berpengaruh secara positif dan signifikan terhadap *brand loyalty* pada konsumen Produk Skincare Glad2glow di Tiktok di Kota Madiun. 6) ada pengaruh *Social Media Marketing Activities* (SMMA) (meliputi *Entertainment, Interaction, Trendiness, Customization, e-WOM*) terhadap *brand loyalty* pada konsumen Produk Skincare Glad2glow di Tiktok di Kota Madiun.

Kata Kunci: Social *Media Marketing Activities* (SMMA), *Brand Loyalty*, *Skincare* Glad2glow Tiktok

ABSTRACT

Uus Rahmad Taufik. 2026. The Influence of Social Media Marketing Activities (SMMA) on Brand Loyalty of Glad2glow Skincare Product Consumers on TikTok (Case Study on Glad2Glow Skincare Product Consumers in Madiun City). Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Anggita Langgeng Wijaya, S. E., M. Si., Ak. C.A, *Supervisor (II)* Hendra Setiawan, S. E., M. M.

The objective of this study is to analyze and test the influence of Social Media Marketing Activities dimensions specifically entertainment, interaction, trendiness, customization, and electronic word-of-mouth (e-WOM) on the brand loyalty of Glad2Glow skincare consumers on TikTok. A non-probability sampling technique was employed, resulting in a sample size of 384 respondents. The study utilized a quantitative approach with multiple linear regression analysis performed using SPSS software. The results indicate that: 1) the Entertainment variable has a positive and significant effect on brand loyalty among Glad2Glow skincare consumers on TikTok in Madiun City; 2) the Interaction variable has a positive and significant effect on brand loyalty among Glad2Glow skincare consumers on TikTok in Madiun City; 3) the Trendiness variable has a positive and significant effect on brand loyalty among Glad2Glow skincare consumers on TikTok in Madiun City; 4) the Customization variable has a positive and significant effect on brand loyalty among Glad2Glow skincare consumers on TikTok in Madiun City; 5) the Electronic Word-of-Mouth variable has a positive and significant effect on brand loyalty among Glad2Glow skincare consumers on TikTok in Madiun City; and 6) Social Media Marketing Activities (comprising Entertainment, Interaction, Trendiness, Customization, and e-WOM) collectively influence brand loyalty among Glad2Glow skincare consumers on TikTok in Madiun City.

Keywords: Social Media Marketing Activities (SMMA), Brand Loyalty, Skincare Glad2glow Tiktok