

ABSTRAK

Maha Suryani Indriastuti. 2025. Pengaruh *Content Marketing*, *Brand Ambassador*, dan Citra Merek terhadap Loyalitas Pelanggan Produk Susu Ultra (Studi Empiris pada Konsumen Produk Susu Ultra di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M. (II) Wiwin Juliyanti, S.E., S.Pd., M. Ak.

Abstrak: Persaingan yang semakin ketat dalam industri makanan dan minuman menuntut perusahaan untuk menerapkan strategi efektif guna meningkatkan loyalitas pelanggan. Penelitian ini bertujuan mengkaji pengaruh *content marketing*, *brand ambassador*, dan citra merek terhadap loyalitas pelanggan produk Susu Ultra di Kota Madiun. Pendekatan yang digunakan adalah kuantitatif dengan metode *purposive sampling*, melibatkan 385 responden yang merupakan konsumen Susu Ultra. Data dikumpulkan melalui penyebaran kuesioner, kemudian dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, regresi linier berganda, serta uji hipotesis dengan bantuan software SPSS versi 25. Hasil analisis menunjukkan bahwa *content marketing*, *brand ambassador*, dan citra merek secara parsial berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata kunci: *Content Marketing*, *Brand Ambassador*, Citra Merek, Loyalitas Pelanggan.

ABSTRACT

Maha Suryani Indriastuti. 2025. *The Effect of Content Marketing, Brand Ambassadors, and Brand Image towards Customer Loyalty of Ultra Milk Products (An Empirical Study of Ultra Milk Consumers in Madiun City). Management Study Program, Faculty of Economics and Business, Univercity Of PGRI Madiun. Advisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M. (II) Wiwin Juliyanti, S.E., S.Pd., M.Ak.*

Abstract: *Increasingly fierce competition in the food and beverage industry demands that companies implement effective strategies to increase customer loyalty. This study aims to examine the influence of content marketing, brand ambassadors, and brand image towards customer loyalty of Ultra Milk products in Madiun City. The quantitative approach used was purposive sampling, involving 385 respondents who were Ultra Milk consumers. Data were collected through questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression, and hypothesis testing using SPSS version 25 software. The results of the analysis indicate that content marketing, brand ambassadors, and brand image have a partial positive and significant effect towards customer loyalty.*

Keywords: *Content Marketing, Brand Ambassadors, Brand Image, Customer Loyalty.*