

ABSTRAK

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Pengaruh pemasaran media sosial dan reputasi perusahaan terhadap loyalitas pelanggan dengan kepercayaan merek sebagai mediasi serta tinjauan menurut sudut pandang islam (studi kasus: loyalitas pelanggan kosmetik wardah dki jakarta)

103 halaman + vii halaman + 19 tabel + 6 gambar + 3 lampiran

Uraian Abstrak

Penelitian ini dilatarbelakangi oleh inkonsistensi hasil studi sebelumnya terkait pengaruh pemasaran media sosial, reputasi perusahaan, dan kepercayaan merek terhadap loyalitas pelanggan. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh pemasaran media sosial dan reputasi perusahaan terhadap loyalitas pelanggan, dengan kepercayaan merek sebagai variabel mediasi, serta meninjau dari sudut pandang Islam. Studi ini dilakukan pada konsumen kosmetik Wardah di DKI Jakarta dengan jumlah responden sebanyak 180 orang yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode Partial Least Square-Structural Equation Modeling (PLS-SEM) melalui software SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) pemasaran media sosial berpengaruh positif dan signifikan terhadap kepercayaan merek; (2) reputasi perusahaan juga berpengaruh positif dan signifikan terhadap kepercayaan merek; (3) pemasaran media sosial berpengaruh signifikan terhadap loyalitas pelanggan; (4) reputasi perusahaan tidak berpengaruh terhadap loyalitas pelanggan; (5) kepercayaan merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan; (6) kepercayaan merek memediasi secara parsial hubungan antara pemasaran media sosial dengan loyalitas pelanggan; (7) kepercayaan merek memediasi secara penuh hubungan antara reputasi perusahaan dan loyalitas pelanggan; (8) Dalam perspektif Islam, pemasaran, reputasi, kepercayaan merek, dan loyalitas pelanggan merupakan bagian dari muamalah yang harus dilandasi nilai syariah seperti kejujuran, amanah, keadilan, dan kehalalan. Strategi Wardah yang mengedepankan edukasi halal dan etika bisnis mencerminkan komitmen syariah, sehingga selaras dengan nilai keagamaan konsumen Muslim dan membentuk kepercayaan serta loyalitas.

Kata Kunci: Pemasaran Media Sosial, Reputasi Perusahaan, Kepercayaan Merek, Loyalitas pelanggan

ABSTRACT

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The Influence of Social Media Marketing and Corporate Reputation on Customer Loyalty with Brand Trust as a Mediator and a Review from an Islamic Perspective (Case Study: Wardah Cosmetics Customer Loyalty in DKI Jakarta)

103 page + vii page + 19 table + 6 figure + 3 attachment

Abstract Description

This study was motivated by the inconsistency of previous studies regarding the influence of social media marketing, corporate reputation, and brand trust on customer loyalty. The purpose of this study is to analyze the influence of social media marketing and corporate reputation on customer loyalty, with brand trust as a mediating variable, as well as to review it from an Islamic perspective. The study was conducted on Wardah cosmetics consumers in Jakarta with a sample size of 180 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method via SmartPLS 4 software. The results of the study indicate that: (1) social media marketing has a positive and significant effect on brand trust; (2) corporate reputation also has a positive and significant effect on brand trust; (3) social media marketing has a significant effect on customer loyalty; (4) corporate reputation does not affect customer loyalty; (5) brand trust has a positive and significant effect on customer loyalty; (6) brand trust partially mediates the relationship between social media marketing and customer loyalty; (7) brand trust fully mediates the relationship between company reputation and customer loyalty; (8) From an Islamic perspective, marketing, reputation, brand trust, and customer loyalty are part of muamalah, which must be based on Sharia values such as honesty, trustworthiness, justice, and halal. Wardah's strategy of prioritizing halal education and business ethics reflects its commitment to Sharia principles, aligning with the religious values of Muslim consumers and fostering trust and loyalty.

Keywords: Social Media Marketing, Corporate Reputation, Brand Trust, Customer Loyalty