

**ABSTRAK**

**PENGARUH SOCIAL MEDIA MARKETING DAN PERSONAL SELLING  
TERHADAP CUSTOMER LOYALTY DENGAN CUSTOMER  
ENGAGEMENT SEBAGAI VARIABEL MEDIASI PADA  
PENGGUNA DIGITAL BANKING JENIUS PT. BANK  
TABUNGAN PENSIUN NASIONAL (BTPN)**

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *social media marketing* terhadap *customer loyalty*, (2) Pengaruh *personal selling* terhadap *customer loyalty*, (3) Pengaruh *social media marketing* terhadap *customer loyalty* melalui *customer engagement* sebagai variabel mediasi, (4) Pengaruh *personal selling* terhadap *customer loyalty* melalui *customer engagement* sebagai variabel mediasi. Teknik pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dengan metode *quota sampling*. Selain itu, data yang diperoleh didapatkan dengan membagikan kuesioner melalui *g-form* terhadap 210 responden yang tersebar di 14 kota sesuai dengan sampel yang telah ditentukan. Teknik analisis data yang digunakan dalam penelitian ini adalah Partial Least Square (PLS) dengan SmartPLS 3.0. Berdasarkan hasil dan analisis yang telah dilakukan, hasil dari penelitian ini adalah: (1) *Social media marketing* berpengaruh terhadap *customer loyalty*, (2) *Personal selling* berpengaruh terhadap *customer loyalty*, (3) *Customer engagement* memediasi sebagian *social media marketing* terhadap *customer loyalty*, (4) *Customer engagement* memediasi sebagian *personal selling* terhadap *customer loyalty*.

**Kata kunci:** *Social media marketing, personal selling, customer loyalty, customer engagement*

**ABSTRACT**

**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND PERSONAL SELLING TOWARDS CSUTOMER LOYALTY WITH CUSTOMER ENGAGEMENT AS A MEDIATION VARIABLE IN JENIUS DIGITAL BANKING USERS PT. BANK TABUNGAN PENSIUN NASIONAL (BTPN)**

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*This research aims to determine: (1) The influence of social media marketing on customer loyalty, (2) The influence of personal selling on customer loyalty, (3) The influence of social media marketing on customer loyalty through customer engagement as a mediating variable, (4) The influence of personal selling towards customer loyalty through customer engagement as a mediating variable. The sampling technique in this research uses non-probability sampling with the quota sampling method. Apart from that, the data obtained was obtained by distributing questionnaires via g-form to 210 respondents spread across 14 cities according to the predetermined sample. The data analysis technique used in this research is Patrial Least Square (PLS) with SmartPLS 3.0. Based on the results and analysis that have been carried out, the results of this research are: (1) Social media marketing has an effect on customer loyalty, (2) Personal selling has an effect on customer loyalty, (3) Customer engagement partially mediates social media marketing on customer loyalty, (4) Customer engagement partially mediates personal selling on customer loyalty.*

**Keywords:** *Social media marketing, personal selling, customer loyalty, customer engagement*