

ABSTRAK

**PENGARUH KETERLIBATAN JENAMA DI MEDIA SOSIAL PADA
LOYALITAS JENAMA YANG DIMEDIASI OLEH KO-KREASI DAN
KEPERCAYAAN JENAMA SKINTIFIC DI INDONESIA**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh keterlibatan jenama di media sosial pada loyalitas jenama konsumen Skintific, (2) peran ko-kreasi jenama dalam memediasi pengaruh keterlibatan jenama di media sosial pada loyalitas jenama konsumen Skintific, (3) peran kepercayaan jenama dalam memediasi pengaruh keterlibatan jenama di media sosial pada loyalitas jenama konsumen Skintific. Data diperoleh melalui penyebaran kuesioner secara daring kepada 387 responden yang merupakan konsumen produk Skintific di Indonesia. Data dianalisis menggunakan *metode Partial Least Squares Structural Equation Modeling (PLS-SEM)* dengan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) keterlibatan jenama di media sosial berpengaruh positif pada loyalitas jenama konsumen Skintific, (2) ko-kreasi jenama terbukti memediasi pengaruh keterlibatan jenama di media sosial pada loyalitas jenama konsumen Skintific dengan jenis mediasi parsial (*complementary mediation*), (3) kepercayaan jenama terbukti memediasi pengaruh keterlibatan jenama di media sosial pada loyalitas jenama konsumen Skintific dengan jenis mediasi *parsial (complementary mediation)*.

Kata kunci: keterlibatan jenama di media sosial, ko-kreasi jenama, kepercayaan jenama, loyalitas jenama, Skintific.

ABSTRACT

THE EFFECT OF SOCIAL MEDIA BRAND ENGAGEMENT ON BRAND LOYALTY MEDIATED BY BRAND CO-CREATION AND BRAND TRUST OF SKINTIFIC IN INDONESIA

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This study aims to determine: (1) the effect of social media brand engagement on brand loyalty of Skintific consumers, (2) the role of brand co-creation in mediating the effect of social media brand engagement on brand loyalty of Skintific consumers, (3) the role of brand trust in mediating the effect of social media brand engagement on brand loyalty of Skintific consumers. Data were obtained through an online questionnaire distributed to 387 respondents who are consumers of Skintific products in Indonesia. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The results of this study indicate that: (1) social media brand engagement has a positive and significant effect on brand loyalty of Skintific consumers, (2) brand co-creation is proven to mediate the effect of social media brand engagement on brand loyalty of Skintific consumers with partial mediation (complementary mediation), (3) brand trust is proven to mediate the effect of social media brand engagement on brand loyalty of Skintific consumers with partial mediation (complementary mediation).

Keywords: social media brand engagement, brand co-creation, brand trust, brand loyalty, Skintific.