

RINGKASAN

Persaingan industri kecantikan yang semakin ketat menuntut perusahaan untuk tidak hanya menawarkan produk berkualitas, tetapi juga menciptakan pengalaman merek yang berkesan guna membangun keterikatan emosional dan loyalitas konsumen. Dalam industri skincare, hubungan jangka panjang dengan konsumen menjadi kunci mempertahankan daya saing merek. Penelitian ini menganalisis pengaruh *brand experience* terhadap *brand loyalty* melalui *brand love* sebagai variabel mediasi pada konsumen MS Glow. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap responden perempuan yang pernah membeli produk MS Glow. Teknik sampling menggunakan purposive sampling dan analisis data dilakukan dengan PLS-SEM.

Hasil penelitian menunjukkan bahwa *brand experience* berpengaruh positif dan signifikan terhadap *brand love* dan *brand loyalty*. Selain itu, *brand love* berpengaruh positif dan signifikan terhadap *brand loyalty* serta mampu memediasi hubungan antara *brand experience* dan *brand loyalty*. Hasil ini menegaskan bahwa pengalaman merek yang baik dapat meningkatkan rasa cinta terhadap merek dan memperkuat loyalitas konsumen.

Kata kunci: Brand Experience, Brand Love, Brand Loyalty, PLS-SEM, MS Glow.

SUMMARY

The increasingly competitive beauty industry requires companies not only to offer high-quality products but also to create memorable brand experiences to build emotional attachment and customer loyalty. In the skincare industry, maintaining long-term relationships with consumers is essential to sustain brand competitiveness. This study examines the effect of brand experience on brand loyalty through brand love as a mediating variable among MS Glow consumers. A quantitative approach was employed using a survey method distributed to female consumers who had purchased MS Glow products. The sampling technique used purposive sampling, and the data were analyzed using PLS-SEM.

The results indicate that brand experience has a positive and significant effect on brand love and brand loyalty. Furthermore, brand love has a positive and significant effect on brand loyalty and significantly mediates the relationship between brand experience and brand loyalty. These findings confirm that a positive brand experience enhances brand love and strengthens customer loyalty.

Keywords: Brand Experience, Brand Love, Brand Loyalty, PLS-SEM, MS Glow.

