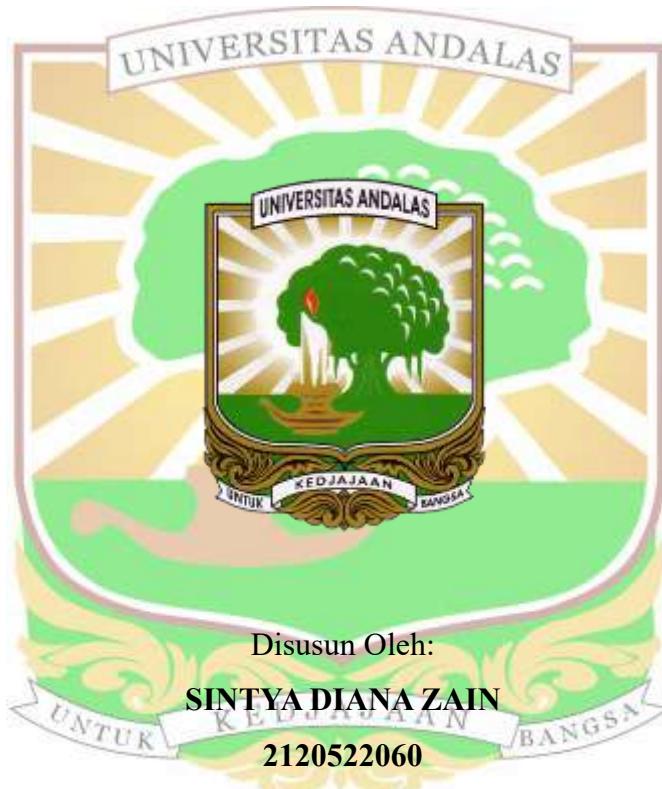


**PENGARUH SOCIAL MEDIA MARKETING ACTIVITY (SMMA) DAN
CUSTOMER EXPERIENCE TERHADAP PARTICIPATION INTENTION
SKINCARE MELALUI RELATIONSHIP QUALITY
(STUDI PADA PENGGUNA MEDIA SOSIAL TIKTOK)**

TESIS



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*Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen Pada
Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Andalas*



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ABSTRAK

Penelitian ini bertujuan untuk menganalisis *pengaruh Social Media Marketing Activity (SMMA)* dan *Customer Experience* terhadap *Participation Intention* produk *skincare* di Indonesia pada generasi Z pengguna TikTok dengan *Relationship Quality* (*trust* dan *satisfaction*) sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis data *cross section*, di mana data dikumpulkan sekali dalam periode tertentu dari responden terpilih. Data primer diperoleh melalui penyebaran kuesioner kepada 200 responden dan dianalisis menggunakan metode *Partial Least Square Structural Equation Modeling (SEM-PLS)* dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa SMMA dan *Customer Experience* berkontribusi dalam meningkatkan *Relationship Quality*, dan kualitas hubungan tersebut berperan penting dalam mendorong *Participation Intention*. Namun, pengaruh SMMA yang dimediasi oleh *Relationship Quality* tidak terbukti signifikan, sementara *Customer Experience* yang dimediasi oleh *Relationship Quality* berpengaruh signifikan terhadap *Participation Intention*. Temuan ini menegaskan bahwa membangun kepercayaan dan kepuasan konsumen merupakan faktor kunci untuk meningkatkan partisipasi pengguna TikTok (konsumen *skincare*), sehingga strategi pemasaran media sosial perlu dipadukan dengan upaya memperkuat kualitas hubungan antara merek dan konsumen.

Kata Kunci: *Social Media Marketing Activity (SMMA), Customer Experience, Relationship Quality, Participation Intention.*

**THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITY (SMMA)
AND CUSTOMER EXPERIENCE ON SKINCARE PARTICIPATION
INTENTION THROUGH RELATIONSHIP QUALITY
(A STUDY OF TIKTOK SOCIAL MEDIA USERS)**

ABSTRACT

This study aims to analyze the effect of Social Media Marketing Activity (SMMA) and Customer Experience on Participation Intention of skincare products in Indonesia among generation Z TikTok users with Relationship Quality (trust and satisfaction) as a mediating variable. A quantitative approach was applied using cross-sectional data, collected once during a specific period from selected respondents. Primary data were obtained from 200 respondents through questionnaires and analyzed using Partial Least Square Structural Equation Modeling (SEM-PLS) with the assistance of SmartPLS 4 software. The results show that SMMA and Customer Experience contribute to enhancing Relationship Quality, which plays a significant role in encouraging Participation Intention. Nevertheless, the mediating effect of Relationship Quality on the relationship between SMMA and Participation Intention was not significant, while Customer Experience mediated by Relationship Quality significantly influenced Participation Intention. These findings confirm that building consumer trust and satisfaction is essential to increasing participation of TikTok users (skincare consumers), so that social media marketing strategies should be aligned with efforts to strengthen the quality of relationships between brands and consumers.

Keywords: *Social Media Marketing Activity (SMMA), Customer Experience, Relationship Quality, Participation Intention.*

