

**PENGARUH *USER GENERATED CONTENT* TERHADAP *CUSTOMER*
ENGAGEMENT PRODUK PERAWATAN KULIT
(Survei pada Generasi Z Pengikut TikTok The Body Shop)**

SKRIPSI

Diajukan sebagai Salah Satu Syarat untuk Memperoleh Gelar Sarjana Manajemen pada
Program Studi Manajemen Universitas Pendidikan Indonesia



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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Manajemen pada Fakultas Pendidikan Ekonomi dan Bisnis

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ENGAGEMENT PRODUK PERAWATAN KULIT
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BANDUNG

2025

LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi berjudul **“Pengaruh *User Generated Content* terhadap *Customer Engagement* Produk Perawatan Kulit (Survei pada Generasi Z Pengikut TikTok The Body Shop)”** beserta seluruh isi di dalamnya ini murni disusun oleh penulis tanpa adanya plagiasi yang kontradiktif dengan aturan keilmuan yang beredar. Melalui pernyataan ini, saya menyatakan bersedia untuk bertanggung jawab atas risiko atau sanksi bilaman ditemukan adanya pelanggaran terhadap integritas keilmuan atau adanya klaim terhadap karya saya di masa mendatang.

Bandung, 1 Agustus 2025

Yang membuat pernyataan



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ABSTRAK

Aghi Ghaniya Ummami (2102324) “Pengaruh *User Generated Content* Terhadap *Customer Engagement* Produk Perawatan Kulit (Survei pada Generasi Z Pengikut TikTok The Body Shop)” di bawah bimbingan Prof. Dr. Vanessa Gaffar, S.E.Ak., MBA. dan Dr. Ayu Krishna Yuliawati, S.Sos., M.M.

Perkembangan pasar dan perubahan preferensi konsumen yang dipengaruhi oleh meningkatnya penggunaan media sosial telah menciptakan persaingan bisnis yang semakin kompetitif. Para pemilik usaha dituntut untuk lebih inovatif dalam strategi pemasarannya, salah satunya dengan memanfaatkan media sosial sebagai alat pemasaran yang efektif. Platform *short-video* seperti TikTok menjadi salah satu media yang banyak digunakan untuk meningkatkan *Customer Engagement* melalui konten yang menarik dan interaktif. Salah satu strategi pemasaran yang kini banyak diterapkan adalah *User Generated Content* (UGC) yang mana pelanggan atau pengguna secara aktif berkontribusi dalam pembuatan dan penyebaran konten mengenai suatu merek atau produk. Penelitian ini bertujuan untuk memberikan gambaran mengenai *User Generated Content*, tingkat *Customer Engagement*, serta menganalisis hubungan antara keduanya. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif-kuantitatif dan desain penelitian kausal. Penentuan sampel dilakukan dengan teknik *non-probability purposive sampling* terhadap Generasi Z yang merupakan pengikut akun TikTok @thebodyshopindo, dengan jumlah sampel sebanyak 400 responden. Pengumpulan data primer dilakukan melalui kuesioner berbasis Google Form dan Wawancara. Analisis data mencakup uji validitas dan reliabilitas, uji normalitas *Kolmogorov-Smirnov*, uji korelasi *Pearson*, uji regresi linear sederhana, serta uji hipotesis menggunakan perangkat lunak SPSS. Penelitian ini mengungkapkan bahwa gambaran Generasi Z terhadap *User Generated Content* dan tingkat *Customer Engagement* berada pada kategori “baik”. Temuan ini juga menunjukkan adanya pengaruh yang signifikan antara *User Generated Content* terhadap *Customer Engagement* pada produk perawatan kulit The Body Shop.

Kata Kunci: *User Generated Content*, *Customer Engagement*, TikTok, The Body Shop, Generasi Z.

ABSTRACT

Aghi Ghaniya Ummami (2102324) “The Effect of User Generated Content on Customer Engagement of Skin Care Products (Survey of Gen Z TikTok Followers of The Body Shop).” under the guidance of Prof. Dr. Vanessa Gaffar, S.E.Ak., MBA. and Dr. Ayu Krishna Yuliawati, S.Sos., M.M.

Market developments and changing consumer preferences, influenced by the increasing use of social media, have intensified business competition. Business owners are required to be more innovative in their marketing strategies, one of which is leveraging social media as an effective marketing tool. Short-video platforms such as TikTok have become widely used media to enhance customer engagement through engaging and interactive content. One of the most commonly applied marketing strategies today is User Generated Content (UGC), where customers or users actively contribute to the creation and dissemination of content related to a brand or product. This study aims to provide an overview of User Generated Content, the level of Customer Engagement, and analyze the relationship between the two variables. The research employs a quantitative method with a descriptive-quantitative approach and a causal research design. The sample selection was conducted using non-probability purposive sampling targeting Generation Z followers of the TikTok account @thebodyshopindo, resulting in a total of 400 respondents. Primary data was collected through a questionnaire distributed via Google Forms and Interview. Data analysis includes validity and reliability tests, the Kolmogorov-Smirnov normality test, Pearson correlation test, simple linear regression analysis, and hypothesis testing using SPSS 26.0 software. The findings of this study are expected to provide insights for business owners on leveraging UGC as an effective marketing strategy to enhance customer engagement and ensure business sustainability. This study reveals that Generation Z perceives User Generated Content and the level of Customer Engagement as being in the 'high' category. The findings also indicate a significant influence of User Generated Content on Customer Engagement with The Body Shop's skincare products.

Keywords: *User Generated Content, Customer Engagement, TikTok, The Body Shop, Gen Z.*

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