

ABSTRAK
**PENGARUH *SELF-BRAND CONNECTION* TERHADAP KEPUASAN
PELANGGAN DENGAN PENGALAMAN MEREK SEBAGAI MEDIASI
PADA PRODUK MAKE OVER DI BANDAR LAMPUNG**

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Banyaknya perusahaan kosmetik yang terus bermunculan menyebabkan persaingan di industri ini semakin ketat. Berdasarkan data yang diperoleh dari *Top Brand Index*, selain kategori bedak tabur dan bedak padat, *Make Over* belum berhasil mendapatkan *Top Brand Award*. Dilansir dari databoks.id, *Make Over* belum mampu melampaui merek PT Paragon lainnya, yaitu Wardah dan Emina. Masalah yang dihadapi oleh kosmetik *Make Over* adalah tingginya tingkat persaingan dalam kategori kosmetik. Penelitian ini bertujuan untuk meneliti pengaruh *self-brand connection* dan pengalaman merek terhadap kepuasan pelanggan merek *Make Over* di Bandar Lampung. Pada penelitian ini pendekatan yang digunakan adalah kuantitatif dengan teknik deskriptif. Penelitian ini menggunakan metode *purposive sampling* dalam menentukan sampel yang berdasarkan beberapa kriteria tertentu dengan populasi pelanggan *Make Over* di Bandar Lampung. Kuesioner disebarluaskan secara *online* melalui *google form* kepada 130 responden. Penelitian ini menggunakan *Partial Least Square* (PLS) dengan uji koefisien *outer model* dan *inner model*. Hasil penelitian menunjukkan semua hipotesis diterima, yaitu *self-brand connection* dan pengalaman merek berpengaruh positif terhadap kepuasan pelanggan serta pengalaman merek memediasi hubungan antara *self-brand connection* dan kepuasan pelanggan.

Kata Kunci: *Self-brand Connection*, Pengalaman Merek, Kepuasan Pelanggan.

ABSTRACT
**THE EFFECT OF SELF-BRAND CONNECTION ON CUSTOMER
SATISFACTION WITH BRAND EXPERIENCE AS MEDIATING
VARIABLE ON MAKE OVER PRODUCTS IN BANDAR LAMPUNG**

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The number of cosmetic companies that continue to emerge has caused competition in this industry to become increasingly fierce. Based on data obtained from the Top Brand Index, apart from the loose powder and pressed powder categories, Make Over has not succeeded in getting the Top Brand Award. Reporting from databoks.id, Make Over has not been able to surpass other PT Paragon brands, namely Wardah and Emina. The problem faced by Make Over cosmetics is the high level of competition in the cosmetics category. This research aims to examine the influence of self-brand connection and brand experience on customer satisfaction for the Make Over brand in Bandar Lampung. In this research, the approach used is quantitative with descriptive techniques. This research uses a purposive sampling method to determine a sample based on certain criteria with the population of Make Over customers in Bandar Lampung. Questionnaires were distributed online via Google Form to 130 respondents. This research uses Partial Least Square (PLS) with outer model and inner model coefficient tests. The research results show that all hypotheses are accepted, namely that self-brand connection and brand experience have a positive effect on customer satisfaction and brand experience mediates the relationship between self-brand connection and customer satisfaction.

Keywords: Self-brand Connection, Brand Experience, Customer Satisfaction.