

**THE IMPACTS OF BRAND ENGAGEMENT,
USER GRATIFICATION, AND BRAND TRUST
ON CONTENT MARKETING AND BRAND
LOYALTY (A STUDY ON THE CONSUMERS
OF SKINCARE PRODUCTS)**



BACHELOR THESIS

Proposed as one of the requirements to complete the International Undergraduate
Program of the Faculty of Economics and Business, Diponegoro University

Compiled By:

Yolanda Gabrita Kamal

NIM. 12010118190177

FEB UNDIP

**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS DIPONEGORO
SEMARANG**

2022