

**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

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**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS DIPONEGORO
SEMARANG
2022**