

ABSTRAK

Dian Nur Ulfah

Skripsi

Pengaruh Citra Merek terhadap Loyalitas Pelanggan yang dimediasi oleh Kepuasan Pelanggan Kosmetik Wardah Di Kecamatan Kenjeran Surabaya.

Penelitian ini bertujuan menganalisis (1) pengaruh citra merek terhadap kepuasan pelanggan kosmetik wardah di kecamatan Kenjeran Surabaya. (2) pengaruh citra merek terhadap loyalitas pelanggan kosmetik wardah di kecamatan Kenjeran Surabaya. (3) pengaruh kepuasan pelanggan terhadap loyalitas pelanggan kosmetik wardah di kecamatan Kenjeran Surabaya. (4) pengaruh citra merek terhadap loyalitas pelanggan yang dimediasi kepuasan pelanggan kosmetik wardah di kecamatan Kenjeran Surabaya.

Jenis Penelitian ini adalah kuantitatif. Populasi penelitian ini adalah masyarakat yang menggunakan produk wardah kosmetik di kecamatan Kenjeran Surabaya, dengan sampel sebanyak 121 responden yang diambil dengan teknik *purposive sampling*. Teknik pengumpulan data menggunakan instrumen kuesioner yang melalui tahap pengujian validitas dan reliabilitas terlebih dahulu. Teknik analisis data menggunakan analisis jalur.

Kesimpulan dari hasil pengujian setiap hipotesis menunjukkan bahwa (1) citra merek berpengaruh signifikan terhadap kepuasan pelanggan kosmetik wardah di kecamatan Kenjeran Surabaya, dibuktikan menghasilkan nilai *t statistics* sebesar 13.833 dengan probabilitas sebesar $(0.000) < 0,05$. (2) citra merek berpengaruh signifikan terhadap loyalitas pelanggan kosmetik wardah di kecamatan Kenjeran Surabaya, dibuktikan menghasilkan nilai *t statistics* sebesar 2.382 dengan probabilitas sebesar $(0.019) < 0,05$. (3) Kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan kosmetik wardah di kecamatan Kenjeran Surabaya, dibuktikan menghasilkan nilai *t statistics* sebesar 5.709 dengan probabilitas sebesar $(0.000) < 0,05$. (4) Kepuasan pelanggan memediasi pengaruh citra merek terhadap loyalitas pelanggan kosmetik wardah di kecamatan Kenjeran Surabaya, dibuktikan dari hasil analisis jalur dengan teknik *causal steps*, di mana pengaruh citra merek terhadap kepuasan pelanggan menghasilkan pengujian yang dinyatakan berpengaruh signifikan, dan pengaruh kepuasan pelanggan terhadap loyalitas pelanggan menghasilkan pengujian yang dinyatakan berpengaruh signifikan, oleh karena itu kepuasan pelanggan dinyatakan mampu memediasi citra merek terhadap loyalitas pelanggan.

Kata Kunci : Citra Merek, Kepuasan Pelanggan, Loyalitas Pelanggan

ABSTRACT

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Thesis

The influence of Brand Image on Customer Loyalty Mediated by Wardah Cosmetics Customer Satisfaction in the Kenjeran sub-district, Surabaya.

This study aims to analyze (1) the influence of brand image on wardah cosmetics customer satisfaction in the Kenjeran sub-district, Surabaya. (2) the influence of brand image on wardah cosmetics customer loyalty in the Kenjeran sub-district, Surabaya. (3) the influence of customer satisfaction on wardah cosmetics customer loyalty in the Kenjeran sub-district, Surabaya. (4) the influence of brand image on customer loyalty mediated by wardah cosmetics customer satisfaction in the Kenjeran sub-district, Surabaya.

This type of research is quantitative. The population of this research is the people who use cosmetics wardah products in Kenjeran sub-district of Surabaya, with a sample of 121 respondents taken by purposive sampling technique. Data collection techniques using questionnaire instruments that go through the stages of testing the validity and reliability first. Data analysis techniques using path analysis.

The conclusion from the test results of each hypothesis shows that (1) brand image has a significant influence on customer satisfaction of wardah cosmetics in the Kenjeran sub-district, Surabaya, proven to produce a t statistics value of 13,833 with a probability of (0,000) <0.05. (2) brand image has a significant influence on customer loyalty of wardah cosmetics in the Kenjeran sub-district, Surabaya, proven to produce a t statistics value of 2,382 with a probability of (0.019) <0.05. (3) Customer satisfaction has a significant influence on customer loyalty of wardah cosmetics in the Kenjeran sub-district, Surabaya, proven to produce a t statistics value of 5.709 with a probability of (0.000) <0.05. (4) Customer satisfaction mediates the influence of brand image on wardah cosmetics customer loyalty in the Kenjeran sub-district, Surabaya, as evidenced by the results of path analysis using causal steps technique, where the influence of brand image on customer satisfaction results in tests that are otherwise significant, and the influence of customer satisfaction on loyalty customers produce tests that are stated to have a significant influence, therefore customer satisfaction is stated to be able to mediate the brand image of customer loyalty.

Keywords: Brand Image, Customer Satisfaction, Customer Loyalty