

ABSTRACT

Currently, the competition among cosmetic producers in Indonesia is more tightening. Many cosmetic producers in Indonesia are competing to made the qualified facial moisture products which are suitable for women. The brand product of Pond's as a market leader of facial moisture in Indonesia is experiancing a sharp decline in market share because new entrance offer better product. Pond's has created new strategy to persuade existing consumers to be loyal to this brand.

The research aims to analyze the effect of factor of brand characteristics, company characteristics, and consumer-brand characteristics. Respondents in this research were 100 female students. Method used was non probability sampling, mainly accidental sampling. Data ware collected by distributing questionnaires. Data analysis method was performed by multiple linier regression using SPSS software.

The results of regression test demonstrates that company's characteristics variable has a positive and significant effect (0,373) on brand loyalty of Pond's facial moisture. Product brand's characteristics variable has a positive and significant effect (0,296) on brand loyalty of Pond's facial moisture.

Keywords: *Brand characteristics, company characteristics, consumer-brand characteristics, and brand loyalty*