

ABSTRACT

Every year cosmetic industry in Indonesia continues to grow. In 2019 the growth of cosmetics in Indonesia was 6.58 percent, this value has increased from the previous year, it is even predicted that in 2021 the growth of cosmetics in Indonesia will be at 8 percent. This makes the cosmetic industry more competitive. To be able to survive in the midst of intense competition in the cosmetics industry, companies must be able to create their own uniqueness in order to compete in the market, besides that the company must be able to maintain the loyalty of its customers by creating a good brand image, maintaining the quality of its products and creating satisfaction from its consumers. One of the local cosmetic companies, namely Sariayu Martha Tilaar, has carried out various strategies and innovations in order to create a competitive advantage. However, this did not make Sariayu's sales stable. This study aims to analyze the effect of brand image, product quality and customer satisfaction on consumer loyalty to Sariayu Martha Tilaar cosmetic products in Jakarta.

Data collection techniques using a questionnaire. The population used in this study is the consumer of Sariayu Martha Tilaar cosmetics in Jakarta. The sample used was 100 respondents. This study uses multiple linear regression analysis with SPSS 23 analysis tool.

The results showed that brand image had a positive and significant effect on consumer loyalty to Sariayu Martha Tilaar cosmetics. Then, product quality has a positive and significant effect on consumer loyalty to Sariayu Martha Tilaar cosmetics. In addition, satisfaction has a positive and significant effect on consumer loyalty to Sariayu Martha Tilaar cosmetics. Brand image variable has the most dominant influence on consumer loyalty, so it is important for Sariayu Martha Tilaar to continue to maintain and improve its brand image, one way that can be done is to improve product quality.

Keywords : Brand Image, Customer Satisfaction, Loyalty Customer, Product Quality, Sariayu Martha Tlaar.