The Effect Of Brand Image And Perceived Value On Customer Loyalty

(Study On Wardah Product Consumers At Aurora Cosmetics Store Malang)

Iqlima Fissilmi Kaffah[1], Rohmat Dwi Jatmiko[2], Widhiyo Sudiyono[3]

widhiyo@umm.ac.id[3]

Management Department, University of Muhammadiyah Malang, Indonesia

Abstract. This scientific research intends to assess the impact of both the brand image and the perceived value on customer loyalty simultaneously and partially to consumers of Wardah cosmetic products. The principal data was gathered collectively through a questionnaire with as many as 400 respondents of consumers of Wardah cosmetic to answer the questions at the Aurora Store in Malang and was taken by the technique of purposive sampling. The combination of both the analysis of Multiple regression and the testing of hypothesis showed that brand image positively and significantly affected customer loyalty, perceived value positively and significantly affected customer loyalty. Finally both brand image, and perceived value affected customer loyalty significantly in simultaneous way.

Keywords: Customer Loyalty, Cosmetic Products, Brand Image, Perceived Value,

1   Introduction

Customer loyalty is believed to be one of the most important components in a business organization or company that is run. Loyal customers can be a very valuable asset, because these consumers not only continuously use the products or services of the company or organization, but will automatically recommend the experiences they feel and enjoy to others [2]. Customer loyalty is an important thing to study because customers will continue to make repeated purchases if they already have an emotional bond that makes customers loyal to a company product so they can recommend it to others [28]. In the current circumstances of progressively fierceful competition, each company has to monitor business competition, and has to deliver appropriate efforts needed in order to win the business competition (Pratama & Santoso, 2018). When someone is loyal to a product, they automatically take into account various factors such as the attractiveness or interest in buying a product which strongly affected by the stimulus of

the Wardah Cosmetic brand image such as LPPOM MUI halal label information on the packaging which makes consumers believe that Wardah products are safe to use [13].

Customer loyalty, besides being influenced by the brand image and the perceived value, can also be significantly influenced by several other factors, such as the trust, the service quality and price perception [17]. Other variables that can strongly affect customer loyalty in the study are price, promotion, distribution, process, and physical evidence. Research [11] shows that tangibility, empathy, responsiveness, assurance, and reliability have a very strong impact on customer loyalty. The Brand image is a representation of a brand that has been built in the past. It takes a lengthy time to build a reliable brand image, so a strategy is needed to maintain a reliable brand image so as not to influence purchasing decisions by customers against other brands. In research says that the brand image posses a substantial relationship to customer loyalty. In line with research has the result that brand image has a very strong and positive influence on customer loyalty.

Problem Formulating. Based on the context of the aforementioned situation, the following problems are formulated.. Do both the brand image and also the perceived value affect customer loyalty simultaneously and partially to the consumers of Wardah Cosmetic at the Aurora Cosmetics Store Malang?

Research Purposes. Based on the formulation of the existing problem, this study intends to assess the significance of both the perceived value and the brand image in simultaneous way and partially on customer loyalty to the consumers of Wardah cosmetic at the Aurora Cosmetics Store Malang.

2   Literature Review

 Customer Loyalty . Loyalty itself can be interpreted as a form of commitment held by customers to make purchases or continue to use the same product even though at that time there were enough choices from competing companies not to cause the customer to turn away [8]. So customer loyalty can be meant by someone who is used to buying products that have been offered and often interacts during purchases within a certain time by accepting every offer given by the company.

Formulation Of Hypotheses

The Effect of the Brand Image on the Custumer Loyalty. Brand image is defined as a differentiator between one product and another in certain product categories owned by the company [29]. According to brand image acts as a influential component for customer loyalty who contributes to raise or build a more reliable corporate image. The greater the brand image owned by a brand, the greater the purchase decision will be. The stated that brand image is believed to be one of the most significant factors for consumers in making purchasing decisions because the brand image is a depiction of the complete conception of the brand that has been

molded from the past evidence and past experiences. Previous study administered [12] with the results of brand image have a significantly affected customer loyalty Netflix squid game, research with the results of brand image have affected psoritively and significantly on customer loyalty of PT. Pos Indonesia (PERSERO) Kapoan District, Situbondo Regency, Fernandia Mareta Sabella's research with the results of brand image affecting Lion Air customer loyalty, [22] sceintific study with the results of the brand image for not poseesing a very strong and postive bearing on Suzuki Ertiga's customer loyalty Suzuki Ertiga in Manado. According on the aforementioned explanation, the scientist defines the hypothesis:

H1: The Brand Image very strongly and psotitively affect on Customer Loyalty.

The Effect of Perceived Value on Customer Loyalty. Perceived value is a measuring value based on monetary and non-monetary costs combined with perceptions and quality. According to Hasan (2014) the perceived value is a contrast relation of the perceived benefits and costs experienced by the customer, which is treated as a determining factor for customer loyalty. The greater the perceived value perceived by consumers correctly, it is able to increase purchasing decisions repeatedly and loyal to a product (Fajryanti & Faridah, 2018). Previous study administered with the results of the perception of customers' value affected positively and significantly on customers' loyalty for GO-JEK online motorbike taxi services in Samarinda, administered [10] with the results of perceived value having an effect on customer loyalty Lion Air, the results of perceived value affected positively and significantly on customer fulfilment and the customers' loyalty of Kangoroo Premier Travel Samarinda. Based on the aforementioned description, the researcher defines the hypothesis:

H2 : The Perceived Value positively and significantly affect on Customer Loyalty.

The Effect of the Perceived Value and the Brand Image in Simultaneous way on Customer Loyalty. According to Hasan (2014) brand image and perceived value are aspects that can prevail customer loyalty, where brand image owned by a brand and perceived value is a contrast relation of perceived benefits and costs experienced by the customer as a defining factor for customer loyalty. Both Brand image and perceived value are supporting factors in the marketing process, these are factors needed for a product to compete with other products. Examined the effect of the quality of service, the brand image, the customers' trust, and the perceived value on customer loyalty at the Lion Air airline and found that both the brand's image and the perceived value have a simultaneous (simultaneously) significance on the customers' loyalty. Previous study administered the results of the perception of customers' value affected positively and significantly on customer loyalty for GO-JEK online motorbike taxi services in Samarinda, administered [10] with the results of perceived value having an effect on customers' loyalty Lion Air, with the results of the perceived value affected positively and significantly on the customers' fulfilment and customers' loyalty of Kangoroo Premier Travel Samarinda. Based on the aforementioned description, the researcher defines the hypothesis:

H3: Brand Image and Perceived Value positively,significantly and simultaneously affect on Customer Loyalty

3   Research Method

Types of research. The type of this sceintific study is explicatory research using a quantitative based approach. This type of explanatory research is a study to examine the inter-variable hypothesis regarding the outcome of the dependent variable.

Population and Sample. The population is a collection of subjects or individuals in an specific area with specific time frame with certain conditions to be monitored or obrseved. The sceintific research population can be categorized into "finite" and "infinite" populations. The population is considered finite when the exact number of population members is acknowledged, while the population is considered infinite when the number of members of the population is not well recognized.

The sample is part of the population that is the subject of research as a "representative" of the members of the population. In this scientific research, the technique of sampling employed was purposive based sampling which is a technique of non-probability sampling with higher quality, in which the researcher has created grids or boundaries based on the characteristics of the subjects that will be used as research samples. There are 380 samples from the infinite population who will be respondents in this study. With this number of respondents, it must meet several characteristics women who have made purchases 3 times at the Aurora Cosmetics Store Malang.

Data Types and Sources. In this study using primary data types. Where principal data is a type of source that is attained immediately from research subjects by researchers based on data obtained from respondents without going through intermediaries [23]. In this study, the data source was obtained directly from purchasers of Wardah cosmetic at the Aurora Store Malang. The data in this sceintific research was acquired through the distribution of questionnaires.

Data Collection Method. The methodology for collecting data employed in this sceintific study is an online survey. The implementation of an online survey using questionnaires is intended as data collection by providing a set of questions that have been organised beforehand, this is carried out so that respondents answer the list of questions .

Data Measurement and Scaling. The measurement in this sceintific research is a Likert scale which was utilized to evaluate the answer score. The Likert scale is used to assess whether a subject, an item, or an event is agreeable or disagreeable. This scale has five possible outcomes., namely: Strongly Disagree , Disagree. Moderate, Agree, Strongly Disagree with a score of 1-5.

Instrument Test for Research

a)   **Validity test**

Test of validity is examined to explain how well data collected from research instruments (Sukmawati & Putra, 2019). Testing at the level of = 0.05 as the test criteria. While the decision

criteria r count is greater than or equal to r table using 5% significant level. Decision making criteria are:

a) the item of questionnaire is stated as valid when r count greater than or equal to r table

b) the item of questionnaire is stated as invalid when r count less than r table,

b) Reliability test

Test of reliability is an index test that depicts to which extent is the measurement instrument is reliable or trusted, it also depicts to which extent the outcomes of the measurement stay dependable or steady every time when it is carried out on the same problem and the same measuring instrument .

The instrument is said to be reliable if it meets the following requirements:

a) If Croncbach's coefficient alpha > 0.6 then it can be said to be reliable.

b) If Croncbach's coefficient alpha <0.6 then it cannot be stated asreliable.

Normality test

Normality test intends to know the residual value/difference that exists in the study having a normal or abnormal distribution. The residual value can be seen from the curve in the SPSS analysis output in the form of a bell-shaped curve .

The analysis technique is as follows:

1) If the value of Sig.is greater than 0.05, then the data distribution is normal.

2) If the value of Sig. less than 0.05, then the data distribution is not normal.

Data analysis method

a) Multiple Linear Regression

The analysis of Linear regression is certain technique in statistics that is employed to generate protoype and inspect the effect of one variable or several self-determining variables (independent variables) on the impacted variable (dependent variable). While multiple linear regression was analysis using regression employing two or more independent variable.

Customer Loyalty = a + b1 Brand Image + b2 Perceived Value

Y = Customer Loyalty

a = Constant'

b1 = Value that shows how much influence Brand's Image has on Customer Loyalty is included in the regression model.

b2 = Value that shows how much influence Value Perception has on Customer Loyalty is included in the regression model.

X1 = Brand Image

X2 = Perceived Value

e = Error term (residual)

Classic Assumption Test

a) Multicollinearity

The multicollinearity test was conducted using the test of VIF. The test's result was determined by examining at the Tolerance value. When it was greater than 0.10, then multicollinearity did not occur. Meanwhile when the value of VIF was less than 10, then the multicollinearity will not arise.

b) Autocorrelation

The autocorrelation test whether the correlation among the confounding errors in the period (t)and the confounding errors in period before (t-1) arises in the model of linear regression. To identify symtomps of autocorrelation, the Durbin Watson test (d) by looking at the Durbin Watson table can be conducted. When the value of dU < d < 4-dU, then the autocorrelation symptoms are not occured in the model.

c) Heteroscedasticity

Heteroscedasticity test is a test used to determine whether a model has been free from heteroscedasticity problems, in other words, it does not only look at the scatter plot or see if the residuals have a pattern or not. The basis for making the decision is when the significant value of Sig. smaller than 0.05, then heteroscedasticity arises, and when Sig. greater than 0.05, then there is no heteroscedasticity.

Coefficient of Determination

The capability of the prototype to justify the variance of the dependent variable is measured using coefficient of determination, which has a value between zero and one .

Hypothesis Test

a) F Test

The F test was employed with the intend of knowing whether all determining (independent) variables had a simultaneously (together) affect on impacted (dependent) variable. The decision making is based on whether the significant value is smaller than 0.05, thus it can be concluded that the determining variable has a simultaneous (together) effect on the impacted (dependent)variable. If F-count is bigger than F-table, then H0 is then denied and H1 is then admitted.

b) T test

T- test is used to know whether an independent variable consisting of brand's image and perceived value will exhibit a significant effect to its impactd (dependent) variable, namely Customers'Loyalty. When the value of t count is less than t table, the hypothesis is rejected, and

has no partial effect on either brand's image or perceived values on customers' loyalty. Meanwhile, if the value of t arithmetic > t table, thus the hypothesis is admitted and has partial impact between brands' image and perceived value on the customers' loyalty.

4 Result And Discussion

Data Description. Based on the data extracted from the research results that have been distributed using questionnaires through google forms, the characteristics of the respondents are obtained which include age , domicile, gender, , frequency of making purchases and period of purchase. The results of collecting respondents based on their characteristics are as the following:

Table 1. Respondent's Gender

Gender	Amount	Percentage (%)
Women	400	100%
Man	0	0%
Total	400	100%

Source: Principal Data

Based on table number 1, it depicts that the number of female respondents is 400 people while the male respondents are 0%, this shows that the customers of Wardah products are dominated by women and the suitability of the specified characteristics. Women are considered more interested in making purchases on the image of the Wardah brand and perceived value compared to men.

Table 2. Respondent Age

Age	Amount	Percentage (%)
17-24 years old	216	54%
25-30 years old	136	34%
31-35 years old	44	11%
<55 years old	4	1%
Total	400	100%

Source: Principal Data

According to table 2, it can be envisioned that the age of the respondents is dominated by people aged 17-24 years, with a total of 216 respondents. This shows that young people or teenagers are more interested in Wardah cosmetic products and the various advantages of Wardah products, with various other considerations such as quality, price, and so on.

Table 3. Respondent Domicile

Domicile	Amount	Percentage (%)
Malang	194	48,5%
Surabaya	110	27,5%
Sidoarjo	44	11%
Other	52	13%
Total	400	100%

Source: Principal Data

According to table number 3, the fifures can be concluded that the respondent's domicile is dominated by people who is living in Malang, with total of 194 respondents. This shows that respondents who came from Malang make more purchases of wardah products. With this, a good brand image and perceived value will create customer satisfaction that can keep these customers loyal.

Table 4. Respondents Purchase Frequency

Purchase Frequency	Amount	Percentage (%)
3 times	202	50,5%
4 times	123,2	30,8%
5 times	50,8	12,7%
> 6 times	24	6%
Total	400	100%

Source: Principal Data

According to table number 4, the figures can be concluded that the most respondents which have made purchases 3 times with a total of 202 respondents, which means that it allows them to have high satisfaction and loyalty to Wardah products.

Table 5. Respondents Purchase Period

Period	Amount	Percentage (%)
< 1 week	90	22,5%
This week	158	39,5%
> 1 week	90	22,5%
> 1 month	62	15,5%
Total	400	100%

Source: Principal Data

Based on the table number 4.5 the figures can be concluded that the most respondents conduct purchases within 1 week with a total of 158 respondents, which means that this study can get more valid data because the respondents' assessments are still fresh and remember well how the assessment indicators given regarding brand image , their perceived value and loyalty.

Instrument Test Results

a) **Validity test**

Table 6. Recapitulation of Validity Test Results

Variable	Item	Correlation	r tabel (N = 400 ; α = 5%)	Information
	Y1	0,600	0,098	Valid
	Y2	0,724	0,098	Valid
	Y3	0,543	0,098	Valid
	Y4	0,646	0,098	Valid
	Y5	0,620	0,098	Valid
Custumer Loyalty	Y6	0,664	0,098	Valid

Variable	Item	Correlation	r tabel (N = 400 ; α = 5%	Information
(Y)	Y7	0,617	0,098	Valid
	Y8	0,717	0,098	Valid
	Y9	0,729	0,098	Valid
	X1.1	0,604	0,098	Valid
	X1.2	0,559	0,098	Valid
	X1.3	0,580	0,098	Valid
	X1.4	0,615	0,098	Valid
	X1.5	0,573	0,098	Valid
	X1.6	0,682	0,098	Valid
	X1.7	0,603	0,098	Valid
	X1.8	0,643	0,098	Valid
Brand Image	X1.9	0,627	0,098	Valid
(X1)	X1.10	0,635	0,098	Valid
	X1.11	0,671	0,098	Valid
	X1.12	0,622	0,098	Valid
	X1.13	0,645	0,098	Valid
	X1.14	0,572	0,098	Valid
	X1.15	0,673	0,098	Valid
	X1.16	0,688	0,098	Valid
	X2.1	0,763	0,098	Valid
	X2.2	0,755	0,098	Valid
Perceived Value	X2.3	0,762	0,098	Valid
(X2)	X2.4	0,699	0,098	Valid

Source: Data attachment 2

According to the recapitulation of the results of the validity test shown in table number 4.6 above, it can be concluded that the total score for every variable statement posses a value of rcount > rtable (0.098). So it concludes that the variables of brands' image, perceived values and customers' loyalty show valid numbers.

b) **Reliability test**

Table 7. The Result of Recapitulation of Reliability Test

Variable	Alpha - Cronbach	Infrmation
Brand Image (X1)	0,859	Reliable
Perceived Value (X2)	0,732	Reliable
Custumer Loyalty (Y)	0,830	Reliable

Source: Data attachment 2

According to table number 4.7, it concludes that the brands' image, perceived values and customers' loyalty variables have a Cronbach Alpha greater than 0.6, so it concludes that all statements on each variable is dependable.

c) **Normality test**

Table 8. Recapitulation of Reliability Test Results

Variable	Sig	Decision
Residual	0,111	Normal

According to table number 4.8, itconcludes that value of sig (significance) is 0.111 which is more than 0.05, it concludes that the data in this scientific research follow the bell curve (normally distributed) with the conditions of normality being met.

Data analysis method Result

a) Multiple Linear Regression

Based on the equation of multiple linear regression aforementioned, it is known that ::
a. Customer Loyalty (Y) on consumers of Wardah products, the value is influenced by brand image and perceived value
b. The constant of value (a) which is 1.068 defines that when there is no brands' image and perceived values or equals to none (zero), thus customers' loyalty has a fixed value of 1.068.
c. The coefficient of the regression X1 (b1) is 0.212 or 21.1% with a positive sign,
This means that the brand image on Wardah cosmetics
has an influence of 21.2% on customer loyalty.
d. The regression coefficient of X2 (b2) is 0.128 or 12.8% with a positive sign,
This means that the perception of value in Wardah cosmetics
has an effect of 12.8% on customer loyalty.

Classic Assumption Test Result

a) Multicollinearity

Table 9. Multicollinearity Test Results Recapitulation

Variable	Colinearity Statistic		Information
	Tolerence	VIF	
Brand Image (X1)	0,485	2,063	Not occur multicollinearity
Perceived Value (X2)	0,485	2,063	Not occur multicollinearity

According to table number 4.9 above, it concludes that the two variables of brand's image and perceived values posses an acceptance value greater than 0.10 and the value of VIF below 10.0.

b) Autocorrelation

Table 10. Autocorrelation Test Results

D	dL	Du	4-dU
1.899	1.830	1.840	2.151

Source: Data attachment 4

According to table number 4.10 above, itconcludes that there is no correlation among the confounding errors in the period (t) and the confounding errors in the period before (t-10 in the model of line regression. According to Durbin Watson value, the test results are between dU < d < 4-dU with a value of (1,840 < 1,899 < 2,151) so that based on this test it can be stated that there is no autocorrelation in the model.

c) **Heteroscedasticity**

Table 11. Recapitulation of Heteroscedasticity Test Results

Variable	Sig	Interpretation
Brand Image (X1)	0,463	Not occur heteroscedasticity
Percieved Value (X2)	0,278	Not occur heteroscedasticity

Source: Data attachment 4

According to table number 4.11 above, it concludes that significance (sig) of brand's image (X1) = 0.463; and (sig) perceived value (X2) = 0.278 where the significance of the two variables is > 0.05, it concludes that this model is away from heteroscedasticity.

Coefficient of Determination Test Results

Table 12. Recapitulation of the Results of the Analysis of the Coefficient of Determination (R^2)

Model	(R)	Coefficient of Determination (R^2)
1	0,743	0,550

Source: Data attachment 5

According to table number 4.12 above, it concludes that the coefficient of determination is 0.550. So that it can be defined that 55.0% of the Customer Loyalty variable is influenced by the brand image and perceived value variables, meanwhile the remaining 45% is influenced by other factors not examined in this study.

Hypothesis Test Results

a) **F Test**

The effect of free variables together (simultaneously) on bound variables can be known through the analysis of calculated F. The results of the analysis are as follows:

Table 13. Simultaneous Hypothesis Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5732.291	2	2866.145	245.738	.000[b]
Residual	4630.387	397	11.663		
Total	10362.677	399			

Source: Data attachment 6

According to table number 4.13, it concludes that the F value of 245.738 is more than the value of F table 2.6049, and posses value of p (sig.) 0.000 <0.05, it concludes that the simultaneous hypothesis test (F test) of the variable brands' image and perceived values on the dependent variable, namely customer loyalty posses a strong influence.

b) T test

The proposed hypothesis must be tested first, to find out the effect of each free variable on the bound of variable. The results of the T test is displayed as in the following table:

Table 14. T Test Results

Hypothesis	T	Sig.	Information
H1: Brand image affects customer loyalty	5.622	.000	H1 Accepted
H2: Perceived value affects customer loyalty	9.171	.000	H2 Accepted

According to table number 4.14, it concludes that the significance of the brand image variable is 0.000 which is less than 0.05 while the t count is 5.622 > 1.962. posses Beta of 0.212 or 21.2% and significance value the value perception variable is 0.000 which less than 0.05 and the t count is 9.171 > 1.962. It can signifies that H0 is denied and thus H1 is admitted. So it can be determined that the brand's image and perceived values variable has strongly and positively affected on customers' loyalty.

5   Conclusion And Suggestions

According to the presentation of the results of research and discussions that have been delivered regarding brand's image and perceived values on the customers' loyalty (Study Case on Consumers of Wardah Cosmetic at Aurora Stores Malang), so that it can be concluded as follows:

1. Brand's image positively and significantly affected on the customer loyalty, this signifies that the brand image variable posses a positively(unidirectional) impact on customers' loyalty, this also illustrates that the higher the brand image of Wardah cosmetics, the higher the consumer purchasing decisions at Wardah cosmetics. So it will arise to make repeated purchase decisions and be loyal to Wardah cosmetics.

2. Perceived value positively and significantly affected on the customer loyalty, this means that the perceived value variable has a positive (unidirectional) impact on customer loyalty, this also illustrates that the better the perception of value percieved by consumers on Wardah products correctly can increase purchasing decisions repeatedly and loyal to Wardah products.

3. The Brand image and The perceived value on Wardah has positively,significantly and simulatntneously affected on the customer loyalty. This defines that the better the brand image and perceived value of Wardah products, it will have a good impact and improve consumer purchasing decisions on Wardah products and can recommend to others.

According to the study results administerd by researchers regarding brand image and perceived value, it is proven that it can affect customer loyalty to consumers of wardah products, the researchers hope and provide suggestions:

a. In the brand image, it is hoped that Wardah company can optimize and further enhance the brand image on the logo element on Wardah cosmetics as a consumer attraction so that it is easily recognized and able to influence consumer preferences to make purchasing decisions. It is hoped that Wardah needs to improve the form of packaging, in this case it is hoped that Wardah needs to improve the form of packaging that is more attractive, because this will also affect consumer enthusiasm in making purchasing decisions on Wardah cosmetics.

b. On the perception of value, it is hoped that Wardah's company can optimize and further improve the perception of value in the price element of Wardah's products for consideration for consumers before making a purchase. Wardah needs to improve the form of packaging that is more attractive, this can be viewed in terms of practicality and ease of use in the form of Wardah cosmetic packaging.

c. It is hoped that the Wardah company can further improve and optimize the highest elements in the brand image and perceived value, as well as improve the lowest elements, because the better the two elements and the better the Wardah company in improving the lowest elements, the better. consumer purchasing decisions on Wardah products also increase and have the potential to be loyal to Wardah products.

References

[1] Anggadwita, G., Alamanda, D. T., & Ramadani, V. (2020). Halal Label vs Product Quality in Halal Cosmetic Purchasing D

[2] Dewi, M. P. (2020). Pengaruh Persepsi Harga dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Dimediasi Kepuasan Konsumen Pada RM. Wongsolo Malang. IQTISHODUNA, 16(2), 167-190.

[3] Dewi, P. S. A., & Suprapti, N. W. S. (2018). Membangun loyalitas pelanggan melalui kepuasan yang dipengaruhi oleh kualitas produk, persepsi harga dan citra merek (studi pada produk smartphone merek Oppo). Matrik: Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan, 12(2), 87.

[4] Dora, Y. M. (2020). The Use Of Halal Labels To Improve The Consumer Loyalty Of Cosmetic Product In Bandung City Indonesia. International Journal of Psychosocial Rehabilitation, 24(2), 3308--3313. Erlangga.

[5] Faizal, H., & Nurjanah, S. (2019). Pengaruh Persepsi Kualitas Dan Citra Merek Terhadap Loyalitas Pelanggan Dengan Kepercayaan Pelanggan Dan Kepuasan Pelanggan Sebagai Variabel Antara. Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT, 4(2), 307-316.

[6] Handayani, T., Suseno, Y. D., & Widajanti, E. (2019). Analisis Pengaruh Citra Merek, Label Halal, dan Iklan Terhadap Loyalitas Pelanggan Produk Kosmetik Herbal Moreskin di Sragen. Jurnal Manajemen Sumber Daya Manusia, 13(1), 94–104.

[7] Indarto, E. W., Suroso, I., Sudaryanto, S., & Qomariah, N. (2018). the Effect of Brand Image and Product Attributes on Customer Satisfaction and Customer Loyalty. Journal of Applied Management, 16(3), 457–466. https://doi.org/10.21776/ub.jam.2018.016.03.10

[8] Kotler, P., & Keller, K. L. (2009). Marketing Management, Thirteent Edision (A. Maulana & Wi. Hardani (eds.); Thirteen). Penerbit Erlangga. Kotler, P., & Lee, N. (2008). Social Marketing : Influencing Behaviors For Good.

[9] Lepojević, V., & Đukić, S. (2018). Factors Affecting Customer Loyalty in the Business Market - an Empirical Study in the Republic of Serbia. Facta Universitatis, Series: Economics and Organization, 15(3), 245–256. https://doi.org/10.22190/fueo18032451

[10] Mareta Sabella, F. (2019). Pengaruh Kualitas Pelayanan, Citra Merek, Persepsi Nilai Dan Kepercayaan Terhadap Loyalitas Pelanggan Pada Perusahaan Penerbangan Lion   Air (Doctoral dissertation, Universitas Muhammadiyah Surakarta).

[11] Martha, L., & Jordan, R. (2022). Pengaruh Tangible, Emphaty, Responsiveness, Assurance, Dan Reliability Terhadap Loyalitas Pelanggan Pada Hotel Bunda Padang. ULIL ALBAB: Jurnal Ilmiah Multidisiplin, 1(6), 1488-1503.

[12] Novitasari, W., & Rohimakumullah, M. A. A. Pengaruh Brand Image Squid Game Terhadap Loyalitas Pelanggan Netflix Pada Remaja Di Kota Bandung.

[13] Nurfitriana, S., & Iriani, F. (2018). Citra Merek, Kualitas Produk, Harga Dan Pengaruhnya Pada Minat Beli Ulang Produk Kecantikan Wardah. Sebatik, 22(2), 56-63.

[14] Oliver R. L. (1999). Whence Consumer Loyalty? Journal of Marketing, 63, 33– 44.

[15] Pasharibu, Y., & Nanang. (2021). Brand image , Lokasi , dan Fasilitas Sport Club Gym terhadap Loyalitas Pelanggan. Jurnal Penelitian Dan Pengembangan Sains Dan Humaniora, 5(1), 128–135.

[16] Pengaruh Experiental Marketing dan Persepsi Nilai Terhadap Pembelian Ulang Melalui Kepuasan (Studi pada Penumpang Kereta Api Argo Bromo Anggrek)

[17] Pohan, G. R. U., & Cokki, C. (2020). Faktor yang Mempengaruhi Loyalitas Pelanggan SPBU Pertamina di Jakarta. Jurnal Manajerial dan Kewirausahaan, 2(4), 925-934.

[18] Putera, A. K., & Wahyono. (2018). Pengaruh Kualitas Pelayanan,Citra Merek dan Kualitas Produk terhadap Loyalitas Konsumen melalui Kepuasan Konsumen. 67 Management Analysis Journal, 7(1), 110–119. https://doi.org/10.15294/maj.v7i1.20445

[19] Putriana, L., Herawati, A., Kaniati, R., & Hatta, I. H. (2019). Consumer Loyality Analysis of Cosmetic Product in Indonesia. International Journal of Business, Economics, and Law, 19(5), 104–110.

[210] Rahayu, Y., & Suarna, I. F. (2017). Analisis Kesadaran dan Loyalitas Merek Kosmetik Herborist. Jurnal EKUBIS, 2(1), 67–81.

[21] Setiawati, L., & Susanti, A. (2022). Pengaruh Pengalaman Pelanggan, Kesadaran Merek dan Kepuasaan Pelanggan Terhadap Loyalitas Pelanggan pada Ella Skin Care di Cabang Gentan. Jurnal Ekonomi Akuntansi dan Manajemen, 21(1), 49-59.

[22] Sinurat, E. S., Lumanauw, B., & Roring, F. (2017). Pengaruh inovasi produk, harga, citra merek dan kualitas pelayanan terhadap loyalitas pelanggan mobil suzuki ertiga. Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 5(2).

[23] Sugiyono, P. D. (2018). Metode Penelitian Kuantitatif (S. S.H., M.Pd. (ed.)). Alfabeta.

[24] Tarigan, H. I., Manurung, Y., & Marpaung, W. (2019). Loyalitas Pelanggan Dan Kualitas Pelayanan Pada Pelanggan Jasa Transportasi Online. PHILANTHROPY: Journal of Psychology, 3(1), 34. https://doi.org/10.26623/philanthropy.v3i1.1285

[25] Ulfah, D. N., Rukismono, M., & Tan, E. R. (2020). Pelanggan Kosmetik Wardah Di Kecamatan Kenjeran Surabaya. Seminar Nasional Ilmu Terapan (SNITER), 4(1), 1–6.

[26] V. Wiratna Sujarweni. (2015). Methodology of Economic Business Research. Yogyakarta: New Library.

[27] Warganegara, T. L. P., & Alviyani, D. (2020). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Klinik Kecantikan Puspita Cabang Kotabumi. Jurnal Manajemen Dan Bisnis (JMB), 1(2), 26– 33.

[28] Yeridha, R. A. P., Kuleh, J., & Sampeliling, A. (2019). Pengaruh persepsi nilai pelanggan dan brand image terhadap loyalitas pelanggan jasa ojek online go-jek di samarinda. JURNAL MANAJEMEN, 11(1), 94-99.

[29] Yunaida, E. (2017). Pengaruh Brand Image (Citra Merek) terhadap Loyalitas Konsumen Produk Oli   Pelumas Evalube di Kota Langsa. Jurnal Manajemen dan Keuangan, 6(2), 798-807.