

**PENGARUH KEPUASAN PELANGGAN DAN *BRAND IMAGE*
TERHADAP LOYALITAS PELANGGAN PADA PRODUK *SCARLETT WHITENING*
DI BANDAR LAMPUNG**

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ABSTRAK

Tujuan penelitian ini untuk menganalisis Pengaruh kepuasan pelanggan dan *brand image* terhadap loyalitas pelanggan pada produk *Scarlett Whitening* di Bandar Lampung. Penelitian bersifat kuantitatif, penelitian dilakukan pada aplikasi Instagram dan Whatsapp. Populasi penelitian ini adalah wanita yang pernah menggunakan produk *Scarlett Whitening*. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan metode *purposive sampling*. Sampel pada penelitian ini berjumlah 100 responden yang di hitung menggunakan rumus Lemeshow karena populasi belum diketahui. Teknik pengolahan data pada penelitian ini dilakukan dengan menggunakan *software* SmartPLS 4.0 dengan pendekatan *Structural Equation Modelling - Partial Least Square* (SEM-PLS). Hasil pengujian parsial menunjukkan kepuasan pelanggan (X1) memperoleh nilai T statistik lebih besar dari t_{tabel} ($4.433 > 1,96$) yang berarti variabel kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan, dan *brand image* (X2) memperoleh nilai T statistik lebih besar dari t_{tabel} ($3,827 > 1,96$) yang berarti variabel *brand image* berpengaruh terhadap loyalitas pelanggan dan dari hasil pengujian secara bersama-sama didapatkan nilai $F_{hitung} > F_{tabel}$ sebesar $52,12 > 3,93$ yang berarti variabel kepuasan pelanggan (X1) dan *brand image* (X2) memiliki pengaruh secara bersama-sama terhadap loyalitas pelanggan.

Kata kunci: kepuasan pelanggan, *brand image*, loyalitas pelanggan

**THE EFFECT OF CUSTOMER SATISFACTION AND BRAND IMAGE
TOWARDS CUSTOMER LOYALTY OF SCARLETT WHITENING PRODUCTS
IN BANDAR LAMPUNG**

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ABSTRACT

The aim of this research is to analyze the effect of customer satisfaction and brand image towards customer loyalty of Scarlett Whitening products in Bandar Lampung. The research was quantitative, the research was conducted by the Instagram and WhatsApp applications. The population of this study were women who had used Scarlett Whitening products. The sampling technique used was non-probability sampling with a purposive sampling method. The sample in this study consisted of 100 respondents who were calculated using the Lemeshow formula because the population was not yet known. The data processing technique in this research was carried out using SmartPLS 4.0 software with the Structural Equation Modeling - Partial Least Square (SEM-PLS) approach. The partial test result shows that customer satisfaction (X1) obtain a statistical T value greater than ttable ($4.433 > 1.96$), which means that the customer satisfaction variable has a significant effect towards customer loyalty, and brand image (X2) obtains a statistical T value greater than table ($3.827 > 1.96$) which means that the brand image variable has a significant effect on customer loyalty and it is found that the Fcount > Ftable value is $52.12 > 3.93$ which means that the customer satisfaction (X1) and brand image (X2) variables have a significant effect towards customer loyalty simultaneously.

Keywords: *customer satisfaction, brand image, customer loyalty*