

## ABSTRAK

Meningkatnya persaingan perusahaan industri perawatan kecantikan di kalangan remaja Surabaya yang sangat pesat mendasari peneliti untuk melakukan penelitian yang bertujuan untuk mengetahui pengaruh promosi dan citra merek terhadap loyalitas pelanggan yang dimediasi kepuasan pelanggan pada produk Wardah.

Populasi dalam penelitian ini adalah mahasiswi STIESIA Surabaya yang pernah melakukan pembelian ulang produk Wardah minimal 3 kali. Teknik pengambilan sampel menggunakan *nonprobability sampling* dan penentuan sampel yang digunakan adalah *purposive sampling*, dengan jumlah sampel sebanyak 100 responden. Teknik analisa yang digunakan dalam penelitian ini adalah metode analisis jalur (*path analysis*)

Hasil penelitian ini menunjukkan bahwa promosi dan citra merek berpengaruh signifikan dan positif terhadap kepuasan pelanggan. Promosi, citra merek, dan kepuasan pelanggan terbukti berpengaruh signifikan terhadap loyalitas pelanggan. Promosi dan citra merek terbukti berpengaruh signifikan terhadap loyalitas pelanggan yang dimediasi kepuasan pelanggan. Hasil penelitian ini juga menunjukkan besaran pengaruh langsung promosi dan citra merek lebih besar dibandingkan besaran pengaruh tidak langsung promosi dan citra merek terhadap loyalitas pelanggan melalui kepuasan pelanggan.

**Kata Kunci :** Promosi, Citra Merek, Kepuasan Pelanggan, Loyalitas Pelanggan.

## ABSTRACT

The increasing competition among the beauty care industry companies among Surabaya teenagers is growing rapidly, allowing underlying researchers to conduct research that aims to determine the effect of promotion and brand image on customer loyalty mediates by customer satisfaction on Wardah products.

The population of this research used students of STIESIA Surabaya who have purchased Wardah products at least 3 times. The sample collection technique used probability sampling, and the sample determined used purposive sampling with 100 respondents. Furthermore, the analysis technique of this research used a path analysis method.

This research showed that promotion and brand image had a significant and positive affect on the customers' satisfaction. Promotion, brand image, and customer satisfaction were significantly proved to affect customers' loyalty. Promotion and brand image were significantly proven to affect customers' loyalty. This research showed that the amount of direct promotion and brand image had a more significant effect than indirect effect of promotion and brand image on the customers' loyalty in the form of customer satisfaction.

Keywords: Promotion, brand image, customers satisfaction, customer loyalty.



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