

ABSTRAK

Perkembangan produk kecantikan saat ini berkembang sangat pesat, terdapat banyak produk kecantikan menyebabkan adanya persaingan antar produk kecantikan sehingga produsen harus terus meningkatkan kebutuhan konsumen agar mendapatkan kesan yang baik di hati konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* kualitas produk dan *celebrity endorser* terhadap loyalitas pelanggan produk Scarlett Whitening.

Populasi yang digunakan dalam penelitian ini adalah konsumen yang menggunakan produk Scarlett Whitening pada mahasiswa STIESIA Surabaya. Teknik pengambilan sampel dalam penelitian ini adalah *purposive sampling*, karena jumlah populasi yang tidak diketahui secara pasti maka digunakan rumus Lemeshow sehingga diperoleh sampel sebanyak 100 responden. Sumber data yang digunakan dalam penelitian ini merupakan data primer dengan membagikan kuesioner. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan alat bantu SPSS.

Hasil penelitian ini menunjukkan bahwa *brand image*, kualitas produk dan *celebrity endorser* berpengaruh positif dan signifikan terhadap loyalitas pelanggan Scarlett Whitening. Hasil koefisien determinasi menunjukkan bahwa variabel *brand image*, kualitas produk dan *celebrity endorser* secara simultan memberikan kontribusi *R Square* sebesar 0,594 atau 59,4% terhadap loyalitas pelanggan, sedangkan sisanya 40,6% dipengaruhi oleh variabel lain.

Kata Kunci: *brand image*, kualitas produk, *celebrity endorser*, loyalitas pelanggan.

ABSTRACT

The development of beauty products is currently growing very rapidly. Moreover, the competition among producers of beauty products continues to increase as there are many products occur. Therefore, the producers maintain to increase the consumers' needs in order to get a good impression. This research aimed to find out the effect of brand image, product quality, and celebrity endorsers on the customers' loyalty to Scarlett Whitening products.

The population was students of STIESIA Surabaya who were customers of Scarlett Whitening products. Furthermore, the data collection technique used purposive sampling. Since the amount of the population was unknown, the Lemeshow was applied. In line with that, there were 100 respondents as the sample. Moreover, the data were primary with questionnaires as the instrument. The questionnaires were distributed to the respondents. Additionally, the data analysis technique used multiple linear regression with SPSS.

The result showed that brand image, product quality, and celebrity endorsers had a positive and significant effect on the customers' loyalty to Scarlett Whitening products. In addition, the coefficient determination result showed that brand image, product quality, and celebrity endorser contributed simultaneously to R square for about 0,594 or 59,4% on the customers' loyalty. Meanwhile, the rest of the 40.6% was affected by other variables.

Keywords: *Brand Image, Product Quality, Celebrity Endorser, Customers' Loyalty*



I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day 1/3/23

M. Faisal, S.Pd. (M.Pd)

STIESIA Language Center
Menur Pumpungan 30 Surabaya 60118, Indonesia