

**PENGARUH CITRA MEREK, KENYAMANAN DAN KEPUASAN
TERHADAP LOYALITAS PELANGGAN SKINCARE
MS GLOW DI *STORE* SEMURUP**

SKRIPSI

Diajukan Untuk Memenuhi Salah Satu Syarat Guna Memperoleh Gelar Sarjana
Ekonomi



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui : 1) Pengaruh Citra Merek Terhadap Loyalitas Pelangan Skincare di store Semurup 2) Pengaruh Kenyamanan Terhadap Loyalitas Pelangan Skincare di store Semurup 3) Pengaruh Kepuasan Terhadap Loyalitas Pelangan Skincare di store Semurup 4) Pengaruh Citra Merek , Kenyaman,kepuasan Terhadap Loyalitas Pelangan Skincare di store Semurup. Populasi dalam Penelitian ini adalah Pelangan Skincare di store Semurup. Selanjutnya penetapan jumlah sampel dengan *accidental sampling* yaitu didasarkan pada kenyataan bahwa mereka kebetulan muncul di objek .Maka didapat ukuran sampel sebanyak 70 Responden dengan Teknik pengambilan sampel *Purposive sampling* denga menggunakan kuesioner. Berdasarkan hasil penelitian menunjukkan bahwa : 1) Citra Merek Berpengaruh Signifikan Terhadap Loyalitas Pelangan Skincare di store Semurup Sebesar 17,1% 2) Kenyaman Berpengaruh Signifikan Terhadap Loyalitas Pelangan Skincare di store Semurup Sebesar 12,2% 3) kepuasan Berpengaruh Signifikan Terhadap Loyalitas Pelangan Skincare di store Semurup Sebesar 2% 4) Pengaruh Citra Merek , Kenyaman,kepuasan Terhadap Loyalitas Pelangan Skincare di store Semurup Sebesar 31,2%

Kata kunci: Pengaruh Citra Merek , Kenyaman,kepuasan dan Loyalitas Pelangan

***INFLUENCE OF BRAND IMAGE, COMFORT AND
SATISFACTION ON SKINCARE CUSTOMER LOYALTY
MS GLOW AT SEMURUP STORE***

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ABSTRACT

This study aims to determine: 1) The effect of brand image on skincare customer loyalty at the Semurup store 2) The effect of convenience on skincare customer loyalty at the Semurup store 3) The effect of satisfaction on skincare customer loyalty at the Semurup store 4) The effect of brand image, comfort, satisfaction on Skincare Customer Loyalty at the Semurup store. The population in this study were Skincare Customers at the Semurup store. Furthermore, the determination of the number of samples by accidental sampling was based on the fact that they happened to appear on the object. Then a sample size of 70 respondents was obtained by purposive sampling technique using a questionnaire. Based on the results of the study, it shows that: 1) Brand Image has a Significant Influence on Skincare Customer Loyalty at the Semurup store by 17.1% 2) Convenience has a Significant Influence on Skincare Customer Loyalty at the Semurup store by 12.2% 3) Satisfaction has a Significant Influence on Skincare Customer Loyalty at the Semurup store by 2% 4) The Influence of Brand Image, Comfort, Satisfaction on Skincare Customer Loyalty at the Semurup store by 31.2%

Keywords: The Influence of Brand Image, Convenience, Satisfaction and Customer Loyalty