

ABSTRACT

Viani Christie (01011180129)

THE EFFECT OF COUNTRY OF ORIGIN, BRAND IMAGE, PRODUCT ATTRIBUTES ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY TOWARDS MAYBELLINE NEW YORK IN JAKARTA METROPOLITAN AREA

(xiv + 108 pages; 7 figures; 32 tables; 6 appendices)

Maybelline New York, the world's leading cosmetic brand, experienced a setback in Indonesia after coming first in 2019 and only second most popular cosmetic brand in Indonesia in 2020. This study aims to understand the effect of country of origin, brand image, and product attributes on the relationship with customer satisfaction and customer loyalty towards Maybelline New York in Jakarta Metropolitan Area. The approach of this study is quantitative research with data collection method using the electronic questionnaires of Google forms. This study was conducted in Indonesia, specifically Jakarta Metropolitan area. In this research, total data gathered from 240 respondents were analyzed by SmartPLS 3.3.3. The outer model consists of validity and reliability measurements, and the inner model consists of measurements of multicollinearity, R-square, Q-Square, T-statistics, and P-value tests. Furthermore, structural equation modelling was performed to test the construct relations in the theoretical framework of this study. The result of this study shows that country of origin, brand image, and product attributes have a direct positive and significant effect towards customer satisfaction. The outcome also shows that brand image, product attributes, and customer satisfaction have a direct positive and significant effect towards customer loyalty.

Keywords: *Country of Origin; Brand Image; Product Attributes; Customer Satisfaction; Customer Loyalty*

References: 101 (2003-2021)