

## ABSTRAK

Putri Vika Noerindah (01619210027)

### **ANTESEDEN DARI *CUSTOMER SATISFACTION* DAN DAMPAKNYA TERHADAP *CUSTOMER LOYALTY BRAND SKINCARE SOMETHINC***

(xiii + 76 halaman; 7 gambar; 24 tabel)

Penelitian ini bertujuan untuk menganalisis pengaruh positif *brand awareness*, *price fairness*, *product quality*, *perceived value* terhadap *customer satisfaction* dan dampaknya terhadap *customer loyalty* pada *brand skincare Somethinc*. Penelitian ini menggunakan metode deskriptif kuantitatif dengan target populasi seluruh pengguna produk *brand skincare Somethinc* di Indonesia pada generasi millennial dan generasi Z, dengan responden sebanyak 507. Data yang telah diperoleh diolah dan dianalisis dengan *Partial Least Square-Structural Equation Modeling* menggunakan Smart-PLS. Hasil dari penelitian ini meliputi adanya pengaruh positif *brand awareness*, *product quality* dan *perceived value* terhadap *customer satisfaction*, namun tidak ada pengaruh positif *price fairness* terhadap *customer satisfaction*. Ada pula pengaruh positif *customer satisfaction* terhadap *customer loyalty* terhadap *brand skincare Somethinc*.

**Kata Kunci :** *Brand Skincare Somethinc, Brand Awareness, Price Fairness, Product Quality, Perceived Value, Customer Satisfaction, Customer Loyalty*

Referensi : 98 (2012-2022)

## **ABSTRACT**

Putri Vika Noerindah (01619210027)

### ***ANTECEDENTS OF CUSTOMER SATISFACTION AND THE EFFECT TO CUSTOMER LOYALTY OF SKINCARE BRAND SOMETHINC***

*(xiii + 76 pages; 7 figures; 24 tables)*

*This study aims to analyze the positive effect of brand awareness, price fairness, product quality, perceived value to customer satisfaction and the impact to customer loyalty of skincare brand Somethinc. The research method used is descriptive quantitative method with millennials and gen z users of skincare brand Somethinc in Indonesia as population target, with 507 respondents. All data are used and analyzed using Partial Least Square-Structural Equation Modeling with Smart-PLS. Based on the research results, it is found that brand awareness, product quality and perceived value have positive effect on customer satisfaction, but there's no positive effect from price fairness on customer satisfaction. Then, customer satisfaction has a positive effect on customer loyalty.*

**Keywords:** *Brand Skincare Somethinc, Brand Awareness, Price Fairness, Product Quality, Perceived Value, Customer Satisfaction, Customer Loyalty*

References : 98 (2012 - 2022)