

ABSTRAK

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PENGARUH *CONSISTENCY*, *ORIGINALITY*, *ADVERTISEMENT TRUTHFULNESS*, DAN *RELIABILITY* TERHADAP *BRAND LOYALTY* MELALUI *BRAND ATTACHMENT* PADA PELANGGAN PRODUK *SOMETHINC* DI SURABAYA

(xvi + 159 halaman: 16 gambar; 23 tabel; 4 lampiran)

Pascapandemi COVID-19 industri kosmetik di Indonesia terus menunjukkan perkembangan yang signifikan sehingga menjadi salah satu sektor unggulan dalam perekonomian nasional. Berdasarkan Badan Pusat Statistik (BPS) 2020, pertumbuhan ekonomi kosmetik mencapai sebesar 5,59% pada triwulan 1. Perkembangan pasar dan kebutuhan masyarakat menjadikan produk kosmetik sebuah tren atau gaya hidup yang tidak hanya digunakan oleh konsumen perempuan namun juga oleh konsumen laki-laki. Somethinc merupakan salah satu produk kosmetik lokal yang didirikan sejak Mei 2019 oleh Irene Ursula yakni seorang beauty influencer lulusan Pelita Harapan University (careers.beautyhaul.com/). Somethinc dirancang untuk memenuhi kebutuhan kulit konsumen di Indonesia, dengan fokus utama pada segmen pasar kalangan anak muda. Tujuan utama yang ingin dicapai pada penelitian ini adalah untuk menganalisis pengaruh *Consistency*, *Originality*, *Advertisement Truthfulness*, dan *Reliability* terhadap *Brand Loyalty* melalui *Brand Attachment* pada pelanggan produk Somethinc di Surabaya. Dalam penelitian ini, sejumlah 192 responden berpartisipasi, dan data yang diperoleh dari mereka digunakan untuk analisis peneliti. Pengumpulan data dilakukan melalui kuisioner online yang disebar menggunakan *Google Form*. Responden dalam penelitian ini merupakan pelanggan Somethinc yang berusia 18-60 tahun, berdomisili atau bertempat tinggal di Surabaya, dan menggunakan produk Somethinc secara rutin dalam 6 bulan terakhir. Penelitian ini bersifat kausal dengan metode kuantitatif dengan menggunakan aplikasi SPSS 22.0 untuk mengolah data primer dari 192 pelanggan produk Somethinc di Surabaya. Berdasarkan hasil penelitian ditemukan bahwa *Consistency* berpengaruh positif dan signifikan terhadap *Brand Attachment* ($\beta = 0,231$); *Originality* berpengaruh positif dan signifikan terhadap *Brand Attachment* ($\beta = 0,141$); *Advertisement Truthfulness* berpengaruh positif dan signifikan terhadap *Brand Attachment* ($\beta = 0,166$); *Reliability* berpengaruh positif dan signifikan terhadap *Brand Attachment* ($\beta = 0,265$); dan *Brand Attachment* berpengaruh positif dan signifikan terhadap *Brand Loyalty* ($\beta = 0,452$). Dalam implikasi teoritis menyatakan bahwa penelitian terdahulu mendukung penelitian sekarang.

Kata Kunci: *Consistency*, *Originality*, *Advertisement Truthfulness*, *Reliability*, *Brand Attachment*, dan *Brand Loyalty*

Referensi: 84 (1987-2024)

ABSTRACT

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THE INFLUENCE OF CONSISTENCY, ORIGINALITY, ADVERTISEMENT TRUTHFULNESS, AND RELIABILITY ON BRAND LOYALTY THROUGH BRAND ATTACHMENT FOR SOMEHINC PRODUCT CUSTOMERS IN SURABAYA.

(xvi + 159 pages; 16 figures; 23 tables; 4 attachments)

After the COVID-19 pandemic, the cosmetics industry in Indonesia continues to show significant development, becoming one of the leading sectors in the national economy. Based on the 2020 Central Statistics Agency (BPS), the economic growth of cosmetics reached 5.59% in the first quarter. Market development and community needs make cosmetic products a trend or lifestyle that is not only used by female consumers but also by male consumers. Somethinc is a local cosmetic product that was founded in May 2019 by Irene Ursula, a beauty influencer who graduated from Pelita Harapan University (careers.beautyhaul.com/). Somethinc is designed to meet the skin needs of consumers in Indonesia, with a main focus on the youth market segment. The main objective to be achieved in this study is to analyze the effect of Consistency, Originality, Advertisement Truthfulness, and Reliability on Brand Loyalty through Brand Attachment on Somethinc product customers in Surabaya. In this study, a total of 192 respondents participated, and the data obtained from them were used for the researcher's analysis. Data collection was done through an online questionnaire distributed using Google Form. Respondents in this study are Somethinc customers who are 18-60 years old, domiciled or residing in Surabaya, and using Somethinc products regularly in the last 6 months. This research is causal in nature with quantitative methods using the SPSS 22.0 application to process primary data from 192 Somethinc product customers in Surabaya. Based on the research results, it was found that Consistency has a positive and significant effect on Brand Attachment ($\beta = 0.231$); Originality has a positive and significant effect on Brand Attachment ($\beta = 0.141$); Advertisement Truthfulness has a positive and significant effect on Brand Attachment ($\beta = 0.166$); Reliability has a positive and significant effect on Brand Attachment ($\beta = 0.265$); and Brand Attachment has a positive and significant effect on Brand Loyalty ($\beta = 0.452$). In the theoretical implications, it states that previous research supports current research.

Keywords: Consistency, Originality, Advertising Truthfulness, Reliability, Brand Attachment, and Brand Loyalty.

References: 84 (1987-2024)