

**PENGARUH KUALITAS PRODUK DAN BRAND IMAGE TERHADAP
LOYALITAS PELANGGAN WARDAH PADA MAHASISWA FEIS
PROGRAM STUDI MANAJEMEN UNIVERSITAS SARI MUTIARA
INDONESIA**

(Studi Kasus Pengguna Sunscreen Merek Wardah)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) Kualitas produk berpengaruh terhadap Loyalitas pelanggan, (2) Brand image berpengaruh terhadap Loyalitas pelanggan, dan (3) Kualitas produk dan brand image berpengaruh loyalitas terhadap pelanggan wardah pada Fakultas Ekonomi dan Ilmu Sosial Program Studi Manajemen Universitas Sari Mutiara Indonesia Medan (Studi kasus pengguna Sunscreen Wardah). Jenis penelitian ini adalah kuantitatif. Populasi pada penelitian ini merupakan mahasiswa Program Studi Manajemen Universitas Sari Mutiara Indonesia Medan, Sebanyak 235 orang. Sampel dalam penelitian ini sebanyak 70 responden. Teknik pengumpulan data dengan menggunakan kuesioner secara google form dengan teknik pengambilan sampel *Probability sampling*. Hasil Penelitian Menunjukkan (1) Kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (2) Brand Image berpengaruh positif dan signifikan terhadap loyalitas pelanggan, dan (3) Kualitas produk dan Brand image berpengaruh positif dan signifikan secara simultan terhadap loyalitas pelanggan.

Kata Kunci : Kualitas Produk, Brand Image, Loyalitas Pelanggan.

**THE QUALITY OF THE PRODUCT AND THE BRAND IMAGE
AFFECT THE LOYALTY OF WARDAH CUSTOMERS AT
STUDENT FEIS UNIVERSITY MANAGEMENT STUDY
PROGRAM INDONESIAN PEARL SARIS**

(Case Study Of Sunscreen User Wardah)

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ABSTRACT

The study aims at knowing (1) the quality of the product affects the loyalty of the subscribers, (2) the quality of the product and the brand image affects loyalty to customers on the faculty of economics and social sciences of the Indonesia (sunscreen user). This kind of research is quantitative. The population in this study is students of the management study program of the Indonesian university of pearl saris, as many as 235 people. The sample in this study is 70 respondents. A data collection technique using a Google form questionnaire using a sample sampling technique. Research shows that (1) the quality of the product affects positive and significant customer loyalty, (2) the brand image has a positive and significant impact on customer loyalty, and (3) the quality of the product and the brand image has a positive and significant impact simultaneously on customer loyalty.

Keywords: Product quality, Brand image, Customer Loyalty.