

**PENGARUH CITRA MEREK DAN KEPERCAYAAN TERHADAP
KEPUASAN DAN LOYALITAS PELANGGAN
PRODUK KECANTIKAN MS. GLOW**

**Mustika
Program Studi Manajemen**

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh citra merek dan kepercayaan merek terhadap kepuasan dan loyalitas pelanggan terhadap produk kecantikan Ms. Glow. Selain itu, penelitian ini juga bertujuan untuk menguji pengaruh kepuasan pelanggan terhadap loyalitas pelanggan terhadap produk kecantikan Ms. Glow. Metode penelitian yang digunakan adalah kuantitatif dengan sampel sebanyak 100 konsumen Ms. Glow. Analisis data dilakukan menggunakan uji instrumen, analisis deskriptif, uji asumsi klasik, analisis jalur, dan uji hipotesis. Hasil penelitian dan pembahasan menunjukkan beberapa simpulan terkait produk kecantikan Ms. Glow. Pertama, citra merek memiliki pengaruh positif terhadap kepuasan pelanggan produk kecantikan Ms. Glow. Kedua, kepercayaan merek juga memiliki pengaruh positif terhadap kepuasan pelanggan produk kecantikan Ms. Glow. Ketiga, citra merek tidak memiliki pengaruh terhadap loyalitas pelanggan produk kecantikan Ms. Glow. Keempat, kepercayaan merek memiliki pengaruh positif terhadap loyalitas pelanggan produk kecantikan Ms. Glow. Terakhir, kepuasan pelanggan memiliki pengaruh positif terhadap loyalitas pelanggan produk kecantikan Ms. Glow.

Kata Kunci: Citra Merek, Kepercayaan Merek, Kepuasan Pelanggan, Loyalitas Pelanggan, Produk Kecantikan, Ms. Glow

***THE INFLUENCE OF BRAND IMAGE AND TRUST
ON CUSTOMER SATISFACTION AND LOYALTY
TOWARDS MS. GLOW BEAUTY PRODUCTS***

**Mustika
Management Study Program**

ABSTRACT

This study aims to examine and analyze the influence of brand image and brand trust on customer satisfaction and loyalty towards Ms. Glow beauty products. Additionally, this research also aims to test the influence of customer satisfaction on customer loyalty towards Ms. Glow beauty products. The research method employed is quantitative with a sample size of 100 Ms. Glow consumers. Data analysis was conducted using instrument testing, descriptive analysis, classical assumption testing, path analysis, and hypothesis testing. The findings and discussions of the study indicate several conclusions regarding Ms. Glow beauty products. First, brand image has a positive influence on customer satisfaction towards Ms. Glow beauty products. Second, brand trust also has a positive influence on customer satisfaction towards Ms. Glow beauty products. Third, brand image does not have an influence on customer loyalty towards Ms. Glow beauty products. Fourth, brand trust has a positive influence on customer loyalty towards Ms. Glow beauty products. Finally, customer satisfaction has a positive influence on customer loyalty towards Ms. Glow beauty products.

Keywords: *Brand Image, Brand Trust, Customer Satisfaction, Customer Loyalty, Beauty Products, Ms. Glow.*