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Nochia Vedora Alfeb^a, Muhartini Salim^b

^aUniversitas Bengkulu, Indonesia,
chiaalfeb@gmail.com

^bUniversitas Bengkulu, Indonesia,
muhartinsalim@unib.ac.id

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The Influence of product quality and brand image on customer loyalty is mediated by customer satisfaction

Nochia Vedora Alfeb^{a*}, Muhartini Salim^b

^{a*}Univeritas Bengkulu, Indonesia, chiaalfeb@gmail.com

^bUniversitas Bengkulu, Indonesia, muhartinisalim@unib.ac.id

*Correspondence: chiaalfeb@gmail.com

Abstract

Based on BPS 2021, Indonesia's cosmetics industry grew by 9.61%. BPOM recorded a 20.6% surge in cosmetics companies in 2022 and continued to increase in 2023. Indonesians trust local products to care for themselves; for example, Scarlett whitening dominated the market share with 11.32% (thus becoming the top brand), with IDR 23.8 billion in the second quarter of 2022. The research I conducted in October 2023 was quantitative, distributing questionnaires filled out by 140 respondents who used Scarlett Whitening throughout Indonesia. Then, the data was processed using SmartPLS4 (PLS-SEM). The results showed that Product quality has a significant effect on customer satisfaction, Brand image has a significant effect on customer satisfaction, Product quality has a significant effect on Customer Loyalty, Brand image has a significant effect on customer loyalty, Product quality has a significant effect on customer loyalty through customer satisfaction as a mediating variable; Brand image has a significant effect on Customer Loyalty through customer satisfaction as a mediating variable; Customer satisfaction has a significant effect on Customer Loyalty. These results provide insight for consumers in choosing products and things for companies that can increase Customer Loyalty. It is recommended that future research consider more factors that affect customer loyalty.

Keywords: Brand Image, Customer Loyalty, Customer Satisfaction, Product Quality

1. Introduction

Data from the Central Statistics Agency shows that the growth of the Indonesian cosmetics industry will be 9.61% in 2021. In 2022, the Food and Drug Supervisory Agency recorded an increase in cosmetics companies by 20.6%, which will continue until 2023. Data from the Indonesian Ministry of Industry reveals that local cosmetics sales rose almost 15% from 8.5 trillion rupiah in 2011 to 9.76 trillion rupiah in 2017. Skincare products became the main contributor, with a 32% contribution to the demand for beauty and personal care products (Dwitari & Kusdiby, 2019). A study from the Zap Beauty Index 2023 confirms this positive trend by finding that the use of local skincare is increasing. Of the 9,000 women aged 15-65 years surveyed, 96% chose local skincare products. In conclusion, local skincare brands in Indonesia continue to grow yearly, indicating positive developments in the local skincare industry.

Based on (kompas.co.id), until 2023, Indonesian people will still trust local products to care for themselves more. According to Scarlett product sales revenue reached more than IDR 23.8 billion during the second quarter of 2022, this brand is firmly at the top of sales with a market share of 11.32%. In second place, there is Nivea, which has a slightly different value, namely 11.12%, followed by Vaseline at 7.14%. Meanwhile, far from Scarlett Whitening, which is still relatively new, other brands that are in the top 10 best sellers based on the number of products sold include Nivea and Vaseline. Meanwhile, based on transaction value, Nivea is in second place with a sales revenue of IDR 23.4 billion. Then, followed by Vaseline with sales revenue worth IDR 15 billion.

Felicya Angelista's beauty products, created in 2017, are now receiving a lot of attention from Indonesian women. There are many things that Scarlett Whitening must do so that consumers feel satisfied with the brand (customer satisfaction) and create Customer Loyalty.

For example, Scarlett Whitening must maintain product quality and Scarlett Whitening also maintain their Brand Image so that their consumers remain satisfied until consumers are satisfied with Scarlett Whitening.

Many brands are trying hard to attract and maintain Customer Loyalty, including Scarlett Whitening. Customer loyalty is the act of consistently purchasing the same brand. Loyalty shows consumers' dedication to products that suit their needs. Meanwhile, (Kotler, P., & Keller, 2016) describe customer loyalty as a deep commitment to continue purchasing and supporting products or services they like, despite potential changes in situations or marketing strategies. Furthermore, (Kotler, 1997) states that satisfied customers will form an emotional bond with the products or services they use and will most likely remain loyal to the brand.

As mentioned above, customer loyalty is related to customer satisfaction. Customer satisfaction is the key to increasing the effectiveness of a company's marketing. When customers are satisfied, they tend to buy more often. Customer Satisfaction is an emotional response, positive and negative, after comparing product performance with their expectations (Philip, 2001). Meanwhile, Bahrudin & Zuhro (2016), explains that customer satisfaction is an assessment of a product or service based on their purchasing decisions and consumption experience. As previously mentioned, many things must be done to gain customer satisfaction and customer loyalty. Scarlett Whitening must maintain product quality, and Scarlett Whitening also maintains its brand image so that its consumers remain satisfied until they are satisfied with Scarlett Whitening.

Quality refers to the product's ability to carry out the expected function, including aspects such as durability, reliability, strength, and ease of packaging and repair (Luthfia, 2012). Products are seen as how consumers understand what producers offer through their production results. The quality of a product is determined by various factors that ensure the product can achieve its goal, namely increasing sales. Prospective buyers expect products to have high quality to match their expectations, which ultimately creates satisfaction and loyalty to the brand or company. Product quality is an important instrument for marketers' positioning strategies (Kotler & Armstrong, 2018). Quality has a significant influence on the performance of a product or service and is closely related to consumer value and satisfaction. This factor is the reason why Scarlett Whitening pays attention to the quality of its products. Each company must have a special policy to improve the quality of its products, especially in the cosmetics industry with tight competition and the large market potential in Indonesia, especially among women. Recently, local cosmetic products have also begun to target male consumers. Therefore, companies in this sector must be committed to improving product quality to ensure customer satisfaction.

Not only prioritizing product quality to ensure customer satisfaction and loyalty but maintaining brand image is also very essential. According to (Kotler, P., & Keller, 2016), brand image is defined as how consumers perceive a brand based on the associations they have. Brand image is an image that arises from certain reasons and personal feelings generated by consumers (Ferrinadewi, 2008). Brand image is a representation of a brand that is formed in consumer memory (Eva & Cholil, 2021). Brand image as a series of brand associations that foster confidence and are firmly embedded in consumers' minds.

According to research conducted, it was confirmed by previous researchers that customer satisfaction is the main key to developing a business. If customers are satisfied with the products offered, they will shop again and recommend the product to others. Therefore, Scarlett Whitening needs to ensure the quality of its products and maintain its brand image so that consumers continue to feel satisfied and become loyal to the Scarlett Whitening brand.

This type of research is a modification by referring to previous research by adding one variable, namely product quality as development. Apart from that, the research object also targets a different target than previous research. This research aims are to find out things that influence consumer loyalty and satisfaction with beauty products because currently there is a trend regarding skincare and various beauty brands which automatically causes many beauty brands to emerge and they compete with each other to attract consumers. Because of this, I was interested in researching what makes consumers loyal. After reading related articles and seeing existing phenomena, I was interested in researching the influence of product quality and brand image on consumer loyalty through consumer satisfaction.

2. Method

Research Design

In this study, the researcher employed quantitative methods, a systematic approach to acquiring knowledge and solving problems by collecting data in numerical form. Therefore, in this research, data were gathered using data collection techniques such as distributing questionnaires, tests, and trials to assess the validity and reliability of the questionnaire. The questionnaires were distributed in early October 2023, and data collection was carried out as per the target in mid-October 2023. The researcher also utilized random sampling techniques (probability sampling). According to Sugiyono (2017), probability sampling is a sampling technique that provides an equal chance for each element or member of the population to be selected as a sample.

Research Variable

An independent variable means it can stand alone without being influenced by other variables. According to (Sugiyono, 2011), an independent variable is "a variable that influences or is the cause of the change or emergence of the dependent variable.

Independent variables

Product Quality

Product quality as the ability of a product to perform its function, including overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes (Kotler & Amstrong, 2012). Product quality plays a central role in shaping customer satisfaction levels, which, in turn, influences customer loyalty levels. Products that excel in features, performance, and design provide customers with a positive experience, meeting or even exceeding their expectations. When customers feel that the products they buy are of high quality, they tend to feel high satisfaction, which automatically has an impact on customer loyalty.

Brand Image

According to (Kotler et al., 2008), brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumers' memories. The dependent variable is a variable that is influenced by the data because of the existence of the independent variable (Sugiyono, 2004). Brand image has a significant impact on the level of customer satisfaction and loyalty. Brand image includes the perceptions and opinions customers have of a brand, including reputation, brand values, and overall image. A positive brand image can strengthen the relationship between the company and customers. A positive brand image creates positive expectations, and when a brand is able to meet or even exceed these expectations, customers tend to experience high levels of satisfaction. Therefore, companies need to proactively manage their brand image through marketing strategies, brand communications, and customer experience, with the aim of building and maintaining a positive brand image to increase customer satisfaction and loyalty.

The dependent variable

Customer Loyalty

According to (Kotler, P., & Keller, 2016), explains that customer loyalty is a commitment held to purchase or reuse a preferred product or service in the future despite situational influences and marketing actions or efforts to switch. According to (Sugiyono, 2014), a mediating variable is a variable that theoretically influences the relationship between the independent variable and the dependent variable into an indirect relationship that cannot be observed and measured. Customer loyalty reflects the extent to which consumers have attachment, trust, and loyalty to a brand, product, or service. This is manifested in the tendency of consumers to repeatedly choose and buy products from a particular brand, even in the midst of varied market competition. Factors that drive customer loyalty involve consistent positive experiences, identification with brand values, trust and emotional attachment, and purchasing consistency that indicates persistent preferences. Loyalty programs, positive brand reputation, and social influence can also play a role in building and maintaining loyalty. Customer loyalty not only includes repeat purchases but creates deep relationships between brands and consumers, which in turn can provide long-term benefits, including high customer retention and advocacy support from loyal customers.

The mediating variable

Customer Satisfaction

According to (Philip, 2001), customer satisfaction is a person's feeling of happiness or disappointment which comes from a comparison between his impression of the performance or results of a product and his expectations. Customer satisfaction can be seen as the initial trigger that triggers the loyalty formation process. Customer satisfaction and loyalty are closely related in the context of a company's relationship with its customers. The level of customer satisfaction provides an overview of the extent to which customer expectations are met by the products or services provided. When customers are satisfied with their experience, this tends to lay the foundation for the development of customer loyalty.

Population and Sample

Population is a combination of all elements in the form of events, things or people who have similar characteristics which is the center of attention of a researcher because it is seen as a research universe (Ferdinand, 2014). The population of respondents for this study are Scarlett Whitening product users throughout Indonesia who have used this product at least once. The results of the research I conducted showed that 73% of the 140 samples I used showed that they had used Scarlett Whitening more than once. The sample is a population element chosen to represent the population in the study (Cooper & Schindler, 2006). This research method uses probability sampling techniques to study Scarlett Whitening consumer loyalty. Therefore, the sample will be selected randomly, and the questionnaire will be structured based on existing variables. In accordance with the '10-times rule' method which is generally used in PLS-SEM analysis, this method provides an estimate of the minimum sample size which is most commonly used in various fields, including IS (Information Systems) and other fields (Hair et al., 2011), (Peng & Lai, 2012). Based on this theory, the sample from my research is 17 indicators x 5 = 135 samples (reduced to 140 samples).

Method of Collecting Data

The data collection method used in this research is primary data, while the data collection method is carried out using a questionnaire given to respondents directly. Respondents are asked questions related to certain concepts or variables, and they are asked to provide appropriate responses (Sekaran, 2006). According to (Sugiyono, 2017), a questionnaire is a

data collection technique that is carried out by giving a set of questions or written statements to respondents to answer.

The scale used in this research is the Likert scale. The scale used in this research is the Likert scale. This scale used to measure the extent to which respondents agree or disagree with statements on a scale of 5 for strongly agree, 4 for agree, 3 for slightly disagree, 2 for disagree, and 1 for strongly disagree.

Data Testing Method

Validity Test

The validity test is used to measure whether a questionnaire is valid or not. An instrument can be said to be valid if it is able to measure what is desired and can reveal data from the variables studied accurately. The level of validity of an instrument shows the extent to which the data collected does not deviate from the description of the intended validity (Ghozali, 2008). The criteria for determining whether the data studied is valid or not are as follows:

- a) If calculated number is more than r table value, then the questionnaire item used is valid.
- b) If calculated number is less than r table value then the questionnaire item used is invalid.

Reliability Test

According to (Sugiyono, 2017), states that a reliability test is the extent to which measurement results using the same object will produce the same data. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time. Respondents' answers to this statement are said to be reliable if each question measures the same thing. If the indicator answers are random, then it can be said to be unreliable (Ghozali, 2016). The tool for measuring reliability is Cronbach-alpha. The results of reliability measurements using cronbach alpha are said to be reliable if the reliability coefficient $r(11) > 0.60$, but if the reliability coefficient $r(11) < 0.60$ then it can be said to be unreliable or inconsistent.

Data Analysis Method

Partial Least Square is a structural equation model orientation that is used to test theories or to develop theories (Ghozali, 2006). PLS is an alternative approach that shifts the focus from covariance-based SEM (measuring the relationship between two variables) to variance-based (measuring the correlation between the same two random variables). PLS is often used for three reasons, namely data distribution, sample size, and the use of formative indicators. This method has strong advantages because it does not depend on many assumptions, does not require data that is distributed in a multivariate normal manner (allowing the use of indicators with various scales in the same model), and can be applied with relatively small samples, usually 30-50 samples are sufficient. can already be used in research (Ghozali, 2006). Meanwhile, according to (Hoyle, 1999), Partial Least Square is a "powerful" analysis method because it can be applied to all data scales, does not require many assumptions and the sample size does not have to be large. Although Partial Least Square can also be used to confirm a theory, it can also be used to explain whether or not there is a relationship between latent variables (Ghozali, 2006).

Hypothesis Test

t-test

The T test is a statistical method used to assess whether the null hypothesis is true or false. This test involves comparing the calculated t value with the t table value based on significance. In hypothesis testing, if the T-statistic value is less than 1.96, then the results are considered not significant. The comparison between the calculated t and t table values is used as an assessment criterion:

- a) If the calculated t value exceeds the t table value, then this indicates that there is a significant influence between the independent and dependent variables which can be accepted in the hypothesis.
- b) If the calculated t value is lower than the t table value, then this indicates that there is no significant influence between the independent and dependent variables, so the hypothesis must be rejected.

F-test

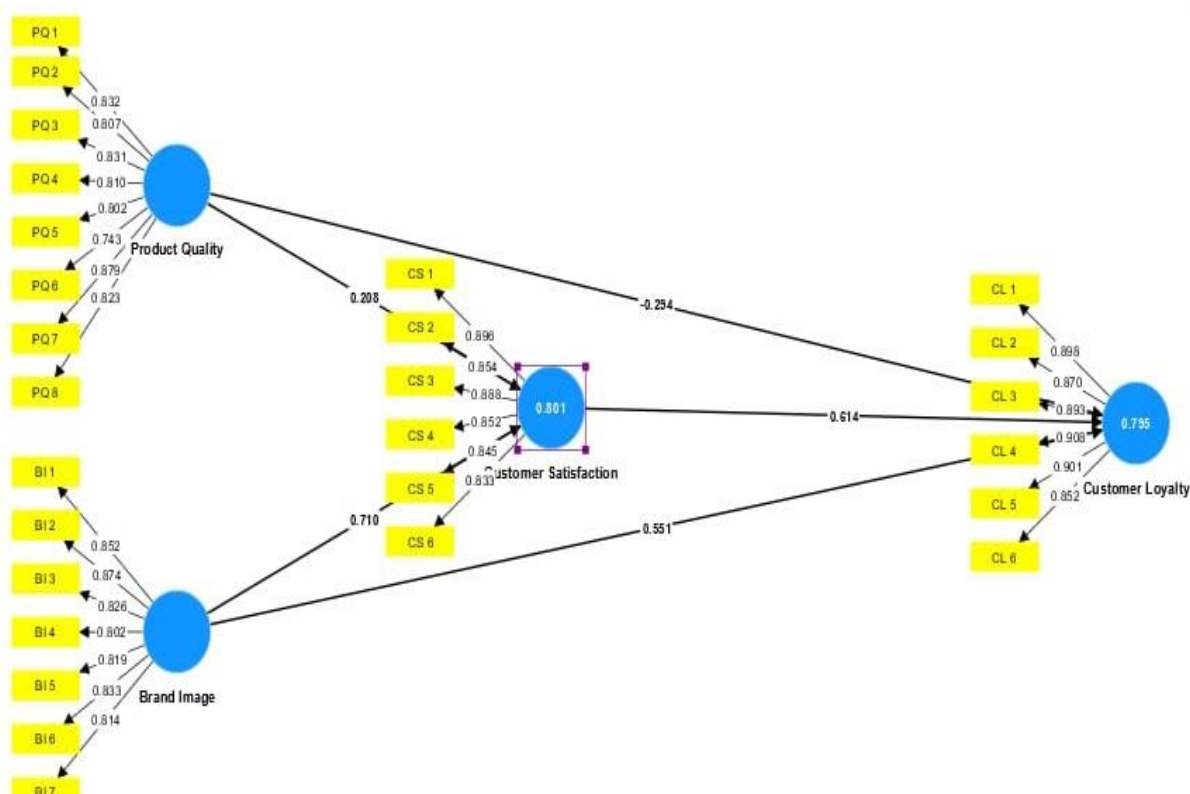
F Test, also known as Simultaneous F Test, is a method for evaluating the collective influence of all independent variables on the dependent variable. The main goal is to determine whether the regression model created has significance or not. The F test is used to assess whether the independent variables jointly influence the dependent variable. According to (Ghozali, 2016), the simultaneous influence test is used to determine whether the independent variables jointly influence the dependent variable. The condition is that if the F significance value is less than 0.05, then the hypothesis is accepted, which means that all independent variables have a significant influence on the dependent variable.

3. Results and Discussion

Outer Model Results

Figure 1

Outer Model



Source: Data Processing Output (2023)

Validity Test

Table 2

Validity Test

Indicator Items	Convergent Validity		Discriminant Validity	Status	
	Loading Factor	AVE			
X1. 1	0.832		0.832	Valid	
X1. 2	0.807		0.807	Valid	
X1. 3	0.831		0.831	Valid	
X1. 4	0.810	0.667	0.810	Valid	
X1. 5	0.802		0.802	Valid	
X1. 6	0.743		0.743	Valid	
X1. 7	0.879		0.879	Valid	
X1. 8	0.823		0.823	Valid	
X2. 1	0.852			0.852	Valid
X2. 2	0.874		0.874	Valid	
X2. 3	0.826		0.826	Valid	
X2. 4	0.802	0.692	0.802	Valid	
X2. 5	0.819		0.819	Valid	
X2. 6	0.833		0.833	Valid	
X2. 7	0.814		0.814	Valid	
Z1. 1	0.896			0.896	Valid
Z1. 2	0.854			0.854	Valid
Z1. 3	0.888	0.787	0.888	Valid	
Z1. 4	0.852		0.852	Valid	
Z1. 5	0.845		0.845	Valid	
Z1. 6	0.833		0.833	Valid	
Y1. 1	0.898			0.898	Valid
Y1. 2	0.870			0.870	Valid
Y1. 3	0.893	0.742	0.893	Valid	
Y1. 4	0.908		0.908	Valid	
Y1. 5	0.901		0.901	Valid	
Y1. 6	0.852		0.852	Valid	

Source: Data Processing Output (2023)

The results of convergent validity testing on outer loadings are seen in the table above which uses all variables including product quality (X1). brand image (X2), Customer Satisfaction (Z), and Customer Loyalty (y). According to (Jr et al., 2021), an individual's reflection measure is said to be high when it correlates more than 0.7. Each variable has a loading factor value of >0.70, so it can be interpreted that all constructs are valid. For an average value of Average Variance Extracted of at least 0.5. If the AVE value is >0.50 then the construct is considered valid. In discriminant validity testing, the AVE value was greater than 0.50. So, it can be said that the items used in the construct are valid and have met the requirements for good convergent validity.

Reliability Test

Table 3

Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	Status
Product Quality	0.928	0.932	Reliable
Brand Image	0.926	0.926	Reliable
Customer Satisfaction	0.946	0.947	Reliable
Customer Loyalty	0.930	0.931	Reliable

Source: Data Processing Output (2023)

A measure is considered reliable when it has a Composite Reliability value > 0.7 and Cronbach's alpha > 0.70 (Jr et al., 2021). The four variables above have Cronbach's alpha and composite reliability values greater than 0.70. So, it can be concluded that the construct in this research is reliable.

R-Square Test

Table 4

R-Square Test

Variablele	R-Square
Customer Satisfaction (Z)	0.795
Customer Loyalty (Y)	0.801

Source: Data Processing Output (2023)

R-Square is a way to assess how much an endogenous construct can be explained by an exogenous one. The R-Square for the customer satisfaction variable is 0.795. Based on the results above, it can be concluded that the percentage of customer satisfaction variables can be explained by all exogenous constructs, namely product quality and brand image, amounting to 79.5%.

Hypothesis Test (Significance) Direct Effect

Table 5

Direct Effect Hypothesis Test Results (Direct Influence)

Variable	Original Sample	Sample Mean	Standard Deviaton (STDEV)	T statistics (O/STDEV)	P Value	Information
(X1) -> (Z)	-0.294	-0.293	0.110	2.664	0.008	Significant
(X2) -> (Z)	0.551	0.556	0.117	4.698	0.000	Significant
(Z) > (Y)	0.614	0.611	0.108	5.664	0.000	Significant
(X1) -> (Y)	0.208	0.208	0.072	2.881	0.004	Significant
(X2) -> (Y)	0.710	0.711	0.070	10.090	0.000	Significant

Source: Data Processing Output (2023)

Product Quality (X1) to Customer Satisfaction (Z)

Based on the results of the direct effect t statistic hypothesis test for the variable product quality (X1) on customer satisfaction (Z), namely $2,664 > 1,960$ and a P value of $0.008 < 0.050$. This can be concluded that H1 is accepted, original sample (o) and sample mean shows minus (-). This means that in this study the product quality variable (X1) has a significant negative effect on customer satisfaction (Z).

Brand Image to Variabel Customer Satisfaction (Z)

Based on the results in the direct effect t statistical hypothesis test table for the brand image variable (X2) on the customer satisfaction variable (Z), it is $4,698 > 1,960$ and the P value is

0.000 < 0.050. With this it can be concluded that H2 is accepted. This means that in this research the brand image variable (X2) has a significant effect on customer satisfaction (Z).

Customer Satisfaction (Z) to Customer Loyalty (Y)

Based on the results in the direct effect t statistical hypothesis test table for the customer satisfaction variable (Z) on the Customer Loyalty variable (Y), it is 5,664 > 1,960 and the P value is 0.000 < 0.050. With this it can be concluded that H3 is accepted. This means that in this research the customer satisfaction variable (Z) has a significant effect on Customer Loyalty (Y).

Product Quality (X1) to Customer Loyalty (Y)

Based on the results in the direct effect t statistical hypothesis test table for the product quality variable (X1) on the Customer Loyalty variable (Y), it is 2,881 > 1,960 and the P value is 0.004 < 0.050. With this it can be concluded that H4 is accepted. This means that in this research the product quality variable (X1) has a significant effect on Customer Loyalty (Y).

Brand Image (X2) to Customer Loyalty (Y)

Based on the results in the direct effect t statistical hypothesis test table for the brand image variable (X2) on the Customer Loyalty (Y) variable, it is 10,090 > 1,960 and the P value is 0.000 < 0.050. With this it can be concluded that H5 is accepted. This means that in this research the brand image variable (X2) has a significant effect on Customer Loyalty (Y).

Indirect Effect

Table 6

Indirect Effect Hypothesis Test Results (Indirect Influence)

Variable	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P Values	Information
(X1) > (Z) > (Y)	0.127	0.126	0.047	2.707	0.007	Significant
(X2) > (Z) > (Y)	0.346	0.435	0.095	4.595	0.000	Significant

Source: Data Processing Output (2023)

Product Quality (X1) to Customer Loyalty (Y) through the Customer Satisfaction (Z)

Based on the results in the hypothesis test table, the Indirect effect t statistic for product quality (X1) on the Customer Loyalty (Y) variable through the customer satisfaction (Z) variable is 2,707 > 1,960 and the P value is 0.007 < 0.050. With this it can be concluded that H6 is accepted. This means that in this research the product quality variable (X1) has a significant effect on Customer Loyalty (Y) through the customer satisfaction variable (Z).

Brand Image (X2) to Customer Loyalty (Y) through the Customer Satisfaction (Z)

Based on the results in the hypothesis test table, the Indirect effect t statistic for brand image (X2) on the Customer Loyalty (Y) variable through the customer satisfaction (Z) variable is 4,595 > 1,960 and the P value is 0.000 < 0.050. With this it can be concluded that H7 is accepted. This means that in this research the brand image variable (X2) has a significant effect on the Customer Loyalty variable (Y) through the customer satisfaction variable (Z).

Discussions

Scarlett must ensure that every aspect of the product quality it offers meets or exceeds customer expectations to increase customer satisfaction and customer loyalty. The following are the points that Scarlett must do based on the product quality indicators that I use: 1) Performance: Ensuring the product or service functions well and in accordance with the expectations or promises given and carrying out regular trials to ensure the performance of the product or service remains optimal ; 2) Durability: Using high quality materials that are durable and carrying out durability testing to ensure the product can be used for a long time (does not cause side effects if used for a long period of time); 3) Conformity to Specifications:

Ensure that every product produced complies with predetermined specifications and create a strict quality control system to prevent defective products; 4) Features: Offer additional features that provide added value for customers and listen to customer feedback and innovate to improve or add product features (innovative packaging to make things easier for consumers; 5) Reliability: Ensure the product or service is consistent in its performance and free from failure, providing warranty or after-sales support to increase customer confidence. Ensure that the information on the Scarlett Whitening packaging is complete and clear, so that it matches the reality of the product received by consumers; 6) Aesthetics: Designing products and packaging with an attractive appearance that suits the tastes of the target market and prioritizing finishing quality to improve the appearance of the product; 7) Quality Impression: Having diverse products with good functions and quality to build a strong brand reputation through marketing and positive testimonials as well as maintaining good communication with customers and ensuring they have a positive perception of product quality; 8) Speed and Convenience: Ensure products are easy to obtain and provide responsive customer service and help customers quickly if there are problems.

In the context of brand image, Scarlett must consider indicators that create a positive brand image and obtain customer satisfaction and loyalty. The following are the points that Scarlett must do based on the product quality indicators that I use: 1) Brand Association Advantages: identifying and highlighting the advantages of the Scarlett brand compared to competitors and communicating the benefits and added value of the products or services offered by Scarlett (for example, Scarlett is more prioritizing product quality so as to obtain a MURI record); 2) The Power of Brand Association: Building emotional relationships with customers so that they always remember the Scarlett brand and regularly holding branding campaigns or activities that increase brand awareness (so that when buying skincare consumers remember Scarlett Whitening); 3) Unique Brand Association: highlighting the unique aspects of the Scarlett brand that competitors do not have (Scarlett Whitening has its own uniqueness) and carrying a value proposition that is distinctive and different from others, and fulfills consumers' sensory enjoyment; 4) Brand Quality: guarantees that the quality of the product or service provided is always consistent and meets customer expectations and communicates Scarlett's commitment to quality to the public (with this Scarlett Whitening can satisfy consumer desires for the product); 5) Brands Can Satisfy Consumers: Understanding customer needs and expectations and ensuring products or services can fulfill them (for example Scarlett Whitening products focus on product quality) as well as getting positive feedback and testimonials from customers to apply in strategy; 6) Brands Can Provide Enjoyment: Creating a pleasant brand experience (can provide sensory enjoyment, both in terms of packaging and other aspects), for example through packaging, customer interaction, or special promotions as well as prioritizing emotional aspects of the brand that can provide special happiness or satisfaction for customer; 7) Brand Relationships: Building long-term relationships with customers through loyalty programs, good customer service and two-way communication as well as showing that Scarlett cares about its customers and community, for example through CSR programs or community involvement, Scarlett can also work with Korean Idol and others (so during fan meetings customers get new acquaintances and family).

4. Conclusion

The conclusion of this research is that there is a significant negative influence between product quality and customer satisfaction, there is a significant influence between brand image and customer satisfaction, there is a significant influence between product quality and customer loyalty, there is a significant influence between brand image and customer loyalty,

there is a significant influence between quality products on customer loyalty through customer satisfaction as a mediating variable, there is a significant influence between brand image and customer loyalty through customer satisfaction as a mediating variable, there is a significant influence between customer satisfaction on customer loyalty. My advice to customers is to be wiser in choosing the products they want to use, this can be seen from product quality, brand image and other factors. My advice to companies is to maintain product quality, brand image, customer satisfaction, customer loyalty and other supporting factors. My advice for further research is for researchers to increase the number of variables that can influence or be related to this. Researchers are also advised to increase the sample size to strengthen the results. This can also broaden the reader's horizons.

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