

***ANALYSIS OF CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION
AS A MEDIATING VARIABLE: A STUDY OF WARDAH COSMETIC PRODUCT
IN JAKARTA***

By Bimayu Rati

Abstract

This study analyzes the influence of Perceived Quality and Price Perception on Customer Loyalty with Customer Satisfaction as a mediator for Wardah lip products in Jakarta. The decline in the Top Brand Index for five consecutive years is the main background. This quantitative research involved 150 Wardah customers in Jakarta selected through non-probability sampling. Data were analyzed using PLS-SEM. The results show that Perceived Quality has a positive and significant effect on Customer Loyalty, both directly and through Customer Satisfaction. Conversely, Price Perception does not significantly affect Customer Loyalty directly, but it does have a significant indirect effect through Customer Satisfaction. Customer Satisfaction is proven to be the dominant factor influencing Customer Loyalty. These findings confirm that customer satisfaction is a crucial bridge between quality and price perceptions and loyalty. Therefore, Wardah is advised to prioritize enhancing satisfaction and maintaining consistent product quality to strengthen loyalty in the competitive cosmetics industry.

Keywords : *Perceived Quality, Price Perception, Customer Satisfaction, Customer Loyalty, Wardah.*

**ANALISA *CUSTOMER LOYALTY* MELALUI *CUSTOMER SATISFACTION*
SEBAGAI VARIABEL MEDIASI
(STUDI PADA PELANGGAN PRODUK KOSMETIK WARDAH DI JAKARTA)**

Oleh Bimayu Rati

Abstrak

Penelitian ini menganalisis pengaruh *Perceived Quality* dan *Price Perception* terhadap *Customer Loyalty* dengan *Customer Satisfaction* sebagai mediasi pada produk bibir Wardah di Jakarta. Fenomena penurunan *Top Brand Index* selama lima tahun berturut-turut menjadi latar belakang utama. Penelitian kuantitatif ini melibatkan 150 responden pelanggan Wardah di Jakarta yang dipilih secara *non-probability sampling*. Data dianalisis menggunakan PLS-SEM. Hasil penelitian menunjukkan bahwa *Perceived Quality* berpengaruh positif dan signifikan terhadap *Customer Loyalty*, baik secara langsung maupun melalui *Customer Satisfaction*. Sebaliknya, *Price Perception* tidak berpengaruh signifikan terhadap *Customer Loyalty* secara langsung, namun berpengaruh signifikan secara tidak langsung melalui *Customer Satisfaction*. *Customer Satisfaction* terbukti menjadi faktor dominan yang memengaruhi *Customer Loyalty*. Temuan ini menegaskan bahwa kepuasan pelanggan merupakan jembatan penting antara persepsi kualitas dan harga dengan loyalitas. Oleh karena itu, Wardah disarankan untuk memprioritaskan peningkatan kepuasan dan konsistensi kualitas produk guna memperkuat loyalitas di tengah persaingan industri kosmetik yang ketat.

Kata Kunci : *Perceived Quality, Price Perception, Customer Satisfaction, Customer Loyalty, Wardah.*