

INTISARI

Meningkatnya pembelian terhadap kosmetik di Indonesia, menjadikan banyaknya perusahaan baru yang mengeluarkan produk kosmetik baik kosmetik lokal maupun global, sehingga terjadi persaingan yang ketat di dalam industri ini. Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan kewajaran harga terhadap kepuasan konsumen, pengaruh kualitas produk dan kewajaran harga terhadap loyalitas konsumen, serta pengaruh kepuasan konsumen terhadap loyalitas konsumen pada merek kosmetik di Provinsi DIY.

Pengambilan sampel menggunakan *purposive sampling*. Pengumpulan data diperoleh dengan menggunakan metode survei, membagikan kuesioner terhadap 150 responden dengan kriteria wanita, usia minimal 17 tahun, pernah membeli dan menggunakan merek kosmetik lokal atau global satu kali dalam kurun waktu tiga bulan, dan berdomisili di Provinsi Daerah Istimewa Yogyakarta. Data yang terkumpul dianalisis menggunakan Smart PLS.

Penelitian ini menemukan kualitas produk berpengaruh positif terhadap kepuasan konsumen, kewajaran harga berpengaruh positif terhadap kepuasan konsumen, kepuasan konsumen berpengaruh positif terhadap loyalitas konsumen, kualitas produk berpengaruh positif terhadap loyalitas konsumen dan kewajaran harga berpengaruh positif terhadap loyalitas konsumen.

Kata Kunci: Produk Kosmetik Lokal, Produk Kosmetik Global, Kualitas Produk, Kewajaran Harga, Kepuasan Konsumen, Loyalitas Konsumen.

ABSTRACT

The increase in purchases of cosmetics in Indonesia has resulted in many new companies releasing cosmetic products, both locally and globally, resulting in intense competition in this industry. This study aims to examine the effect of product quality and price reasonableness on consumer satisfaction, the effect of product quality and price reasonableness on consumer loyalty, and the effect of consumer satisfaction on consumer loyalty to cosmetic brands in DIY Province.

Sampling using purposive sampling. Data collection was obtained using the survey method, distributing questionnaires to 150 respondents with the criteria of being female, at least 17 years old, having bought and used a local or global cosmetic brand once in a period of three months, and domiciled in the Special Province of Yogyakarta. The collected data were analyzed using Smart PLS.

This study found that product quality has a positive effect on customer satisfaction, price fairness has a positive effect on customer satisfaction, consumer satisfaction has a positive effect on customer loyalty, product quality has a positive effect on customer loyalty and price fairness has a positive effect on customer loyalty.

Keywords: Local Cosmetic Products, Global Cosmetic Products, Product Quality, Price Fairness, Consumer Satisfaction, Consumer Loyalty.