

ABSTRACT

Competition in the cosmetics industry in Indonesia is increasingly high. In the competition, companies are required to achieve competitive advantage in winning competition. Customer loyalty is needed by the company to survive and be able to compete with other cosmetics companies.

The purpose of this study is for the factors that influence customer loyalty in Wardah cosmetic products in Indonesia and to find out whether the research model can be applied to cosmetic consumers in Indonesia.

The method in this study uses quantitative research methods. This research is a descriptive study, using multiple linear regression models. The sampling technique uses non probability sampling with the type of purposive sampling. Data was collected through an online questionnaire through Google forms for up to 400 respondents. Data processing techniques using descriptive analysis, multiple linear regression analysis and test classic assumptions and hypothesis testing.

Based on the results of research and analysis conducted, it can be seen that brand image has a significant effect on customer satisfaction, perceived quality has a significant effect on customer satisfaction, price has a significant effect on customer satisfaction, promotion has a significant effect on customer satisfaction and customer satisfaction has a significant effect on customer loyalty.

Among the four independent variables, the price variable has the biggest influence in influencing customer loyalty. This means Wardah cosmetics companies must continue to upgrade the quality of their products by offering relevant but high quality prices in order to gain a competitive position in the cosmetics sector.

Keywords: *Brand Image, Perceived quality, Price, Promotion, Consumer Satisfaction, Customer Loyalty*