

ABSTRACT

Increasing market share of the cosmetics business in Indonesia is getting bigger and this makes cosmetics companies competing to create quality and affordable products so as to create strong customer loyalty to their products. Good customer loyalty must be supported by the same level of customer or consumer retention of other product offerings, which is influenced by the level of customer satisfaction, consumer confidence in the brand and the cost of moving the brand or product.

This study was conducted to determine and measure how much influence customer satisfaction, brand trust and switching costs have on customer retention and the impact on customer loyalty for Maybelline brand lipstick products. The variables in this study include customer satisfaction, brand trust and switching costs as independent variables (X), customer retention as variables between (Y) and customer loyalty variables as dependent variables (Z).

This research is a quantitative study with descriptive and causal objectives. The sampling technique used in this study is non-probability sampling with accidental sampling method to 100 respondents, where respondents in this study are consumers of Maybelline Lipstick in Bandung. Analysis of the data used is SEM analysis with the help of Smart PLS 3.0.

Based on the analysis of the Structure Equational Model (SEM), it shows that the influence of Customer Retention (CR) on Customer Loyalty (LP) is 0.776 and is included in the high category. Then the second biggest influence is Brand Trust (BR) on Customer Retention (CR) of 0.413 and included in the medium category, Customer Satisfaction (KP) on Customer Retention (CR) of 0.260 and included in the low category and the smallest influence is shown by the influence of Switching Cost (SW) on Customer Retention (CR) of 0.234 and included in the low category.

Keywords: Customer Satisfaction, Brand Trust, Switching Cost, Customer Retention, Customer Loyalty