

ABSTRACT

Nowadays, appearance is the most essential element in society, and people use cosmetics to meet the expectations of modern look. According to reports from the Central Agency on Statistics (CAS) for the first quarter of 2020, the pharmaceutical, chemical, and traditional medicine sectors, including cosmetics, expanded 5.59%. This indicates that the cosmetic business in Indonesia is growing significantly every year. MS Glow is one of the cosmetics companies that is now experiencing significant growth. A skincare and cosmetics product called MS Glow was established in 2013. MS Glow keeps expanding every year. In fact, MS Glow established a beauty clinic in 2017. MS Glow has also won a number of major awards, including the Indonesia Best Brand Award (IBBA) prize in 2020 and the Marketeters OMNI Brands of The Year prize for two consecutive years, in 2020 and 2021.

However, a few months ago, MS Glow had some unsettling problems, leading to several customer complaints concerning MS Glow products. A new trend has emerged on TikTok social media, which includes unsatisfactory testimonies from MS Glow customers. In this trend, disappointment is not just experienced by one individual, but it is experienced by many. Consequently, a large number of consumers are less confident in MS Glow's products.

The purpose of this study is to examine the impacts of the strength of brand association favorability of brand association, and uniqueness of brand association on MS Glow customer loyalty. This study employs a survey method together with a quantitative approach. The findings of this study reveal that there is an effect between the strength of brand association, favorability of brand association, and uniqueness of brand association on customer loyalty, it can be concluded that brand image has an affect towards MS Glow customer loyalty in general.

Keywords: Brand Image, Customer Loyalty, MS Glow