

ABSTRACT

This study aims to analyze the influence of brand loyalty and cognitive dissonance on consumer complaint behavior toward The Originote local skincare products from a marketing communication perspective. The study employs a quantitative associative approach involving 400 respondents who are consumers of The Originote, selected using a non-probability sampling technique. Data were collected through Likert-scale questionnaires and analyzed using multiple linear regression. The results indicate that brand loyalty influences consumer complaint behavior by 66.3%, while cognitive dissonance contributes 56.1%. Simultaneously, brand loyalty and cognitive dissonance together explain 72.2% of the variation in consumer complaint behavior, with the remaining 27.8% influenced by other factors outside the research model. These findings indicate that consumers with high brand loyalty remain inclined to express complaints when experiencing cognitive dissonance arising from discrepancies between expectations and actual product experiences.

Keywords: brand loyalty, cognitive dissonance, consumer complaint behavior.