

ABSTRAK

PENGARUH *BRAND IMAGE* DAN *BRAND EQUITY* TERHADAP KEPUASAN PELANGGAN PRODUK KOSMETIK WARDAH DI KOTA BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* dan *brand equity* terhadap kepuasan pelanggan produk kosmetik Wardah di Kota Bandar Lampung. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik survei melalui kuesioner yang dibagikan kepada 110 responden. Analisis data dilakukan dengan regresi linier berganda serta uji parsial (uji t) untuk menguji hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa hipotesis diterima, yang berarti *brand image* berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Hal ini menunjukkan bahwa semakin baik citra merek Wardah di mata konsumen, semakin tinggi tingkat kepuasan yang dirasakan. Selanjutnya, juga diterima, yang berarti *brand equity* berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Dengan kata lain, kekuatan ekuitas merek Wardah seperti loyalitas pelanggan, kesadaran merek, dan kualitas yang dirasakan mampu memperkuat tingkat kepuasan konsumen.

Kata Kunci: *Brand Image*, *Brand Equity*, Kepuasan Pelanggan, Kosmetik Wardah.

ABSTRACT

THE INFLUENCE OF BRAND IMAGE AND BRAND EQUITY ON CUSTOMER SATISFACTION OF WARDAH COSMETIC PRODUCTS IN BANDAR LAMPUNG CITY

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This study aims to examine the influence of brand image and brand equity on customer satisfaction of Wardah cosmetic products in Bandar Lampung City. The research employed a quantitative approach using a survey method, with data collected through questionnaires distributed to 110 respondents. Data analysis was conducted using multiple linear regression and partial tests (t-test) to test the proposed hypotheses. The results indicate that the hypothesis is supported, meaning that brand image has a positive and significant effect on customer satisfaction. This suggests that the better Wardah's brand image is perceived by consumers, the higher their satisfaction level will be. Furthermore, is also supported, meaning that brand equity has a positive and significant effect on customer satisfaction. In other words, Wardah's brand equity such as customer loyalty, brand awareness, and perceived quality contributes to strengthening customer satisfaction.

Keywords: Brand Image, Brand Equity, Customer Satisfaction, Wardah Cosmetics.