

ABSTRAK

Fakultas Ekonomi dan Bisnis
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Pengaruh Brand Awareness, Brand Image, Label Halal dan Kepuasan Pelanggan Terhadap Loyalitas Konsumen Pada Produk Sabun Wajah Garnier (Studi kasus pengguna sabun wajah garnier pada Fakultas Ekonomi dan Bisnis Universitas Yarsi).

Uraian Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji secara simultan Brand Awareness, Brand Image, Label Halal, Kepuasan Pelanggan dengan Loyalitas Konsumen pada Produk Sabun Wajah Garnier dan untuk mengetahui Bagaimana Pandangan Islam Terhadap Pengaruh Simultan Brand Awareness, Brand Image, Label Halal, Kepuasan Pelanggan Terhadap Loyalitas Konsumen Pada Produk Sabun Wajah Garnier Sampel yang digunakan dalam penelitian ini adalah mahasiswa Fakultas Ekonomi dan Bisnis Universitas Yarsi yang pernah menggunakan produk Sabun wajah Garnier yang berjumlah 100 orang. Metode pengumpulan data dengan menggunakan kuesioner. Analisis data menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) secara parsial terdapat pengaruh yang signifikan antara Brand Awareness terhadap Loyalitas Konsumen pada produk Sabun wajah Garnier. (2) secara parsial terdapat pengaruh yang signifikan antara Brand Image terhadap Loyalitas Konsumen pada produk Sabun wajah Garnier. (3) secara parsial terdapat pengaruh yang signifikan antara Label Halal terhadap Loyalitas Konsumen pada produk Sabun wajah Garnier. (4) secara parsial terdapat pengaruh yang signifikan antara Kepuasan Pelanggan terhadap Loyalitas Konsumen pada produk Sabun wajah Garnier. (5) secara bersama-sama Brand Awareness, Brand Image, Halal Label, Customer Satisfaction berpengaruh signifikan terhadap Loyalitas Konsumen pada produk Sabun wajah Garnier. (6) Brand Awareness, Brand Image, Label Halal, Kepuasan Pelanggan dengan Loyalitas Konsumen pada produk Sabun wajah Garnier. Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Yarsi sudah taat syariat Islam. Hal ini karena kesadaran merek yang baik, citra merek dibangun dengan cara yang baik, label halal telah diverifikasi, konsumen merasakan kepuasan yang baik.

Keyword : *brand awareness, brand image, halal label, kepuasan pelanggan dan loyalitas konsumen*

ABSTRACT

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The Influence of Brand Awareness, Brand Image, Halal Label and Customers on Consumer Loyalty in Garnier Facial Soap Products (A case study of Garnier facial soap users at the Faculty of Economics and Business, Yarsi University).

Abstract Description

This research was conducted with the aim of testing Simultaneously Brand Awareness, Brand Image, Halal Label, Customer Satisfaction with Consumer Loyalty in Garnier Facial Care Products and to find out how the Islamic View of the Effect of Simultaneous Brand Awareness, Brand Image, Halal Label, Customer Satisfaction on Consumer Loyalty in Garnier Facial Care Products The samples used in this study were students of the Faculty of Economics and Business, YARSI University who had used Garnier facial care products, totaling 100 people. Methods of data collection by using a questionnaire. Data analysis used multiple linear regression analysis. The results showed that: (1) partially there is a significant influence between Brand Awareness on Consumer Loyalty in Garnier facial care products. (2) partially there is a significant influence between Brand Image on Consumer Loyalty in Garnier facial care products. (3) partially there is a significant effect between Halal Label on Consumer Loyalty on Garnier facial care products. (4) partially there is a significant influence between Customer Satisfaction on Consumer Loyalty on Garnier facial care products. (5) together Brand Awareness, Brand Image, Halal Label, Customer Satisfaction have a significant effect on Consumer Loyalty in Garnier facial care products. (6) 6. Brand Awareness, Brand Image, Halal Label, Customer Satisfaction with Consumer Loyalty in Garnier facial care products. Students of the Faculty of Economics and Business, Yarsi University have complied with Islamic Shari'a. This is because of good brand awareness, brand image is built in a good way, halal label has been verified, consumers feel good satisfaction.

Keyword : *brand awareness, brand image, halal label, customer satisfaction and customer loyalty*