

## ABSTRAK

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**Kepuasan Pelanggan Sebagai Variabel Mediasi Hubungan *Brand Experience* Dan *Perceived Value* Terhadap Loyalitas Pelanggan Kosmetik MAKE OVER Serta Tinjauannya dari Sudut Pandang Islam (Studi Kasus Pada Konsumen Produk Color Stick Matte Crayon Dari MAKE OVER di DKI Jakarta).**

137 + XIV Halaman, 23 Tabel, 3 Gambar, dan 6 Lampiran

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui Kepuasan Pelanggan Sebagai Variabel Mediasi Hubungan *Brand Experience* Dan *Perceived Value* Terhadap Loyalitas Pelanggan Kosmetik MAKE OVER (Studi Kasus Pada Konsumen Produk Color Stick Matte Crayon Dari MAKE OVER di DKI Jakarta) Serta Tinjauannya Dalam Sudut Pandang Islam. Populasi sample dalam penelitian ini ialah Masyarakat yang pernah berbelanja dan menggunakan produk Color Stick Matte Crayon dari MAKE OVER. Teknik yang digunakan dalam pengambilan sampel adalah *probability sampling*. Sampel dalam penelitian ini sebanyak 140 responden. Data dikumpulkan dan diolah dengan menggunakan metode *survey* dengan instrumen kuesioner.. Metode analisis yang digunakan yaitu analisis *Partial Least Square Structural Equation Modelling* (PLS-SEM). Berdasarkan hasil penelitian diperoleh kesimpulan : *Brand Experience* tidak berpengaruh terhadap Loyalitas Pelanggan, *Perceived Value* berpengaruh terhadap Loyalitas Pelanggan, *Brand Experience* berpengaruh terhadap Kepuasan Pelanggan, *Perceived Value* berpengaruh terhadap Kepuasan Pelanggan, Kepuasan Pelanggan berpengaruh terhadap Loyalitas Pelanggan, Kepuasan Pelanggan dapat memediasi hubungan antara *Brand Experience* Terhadap Loyalitas Pelanggan, Kepuasan Pelanggan dapat memediasi hubungan antara *Perceived Value* terhadap Loyalitas Pelanggan. Dalam pandangan Islam *Brand Experience*, *Perceived Value*, Kepuasan Pelanggan, Loyalitas Pelanggan sudah sesuai dengan prinsip Al-Qur'an dan Hadist.

**Kata Kunci :** *Brand Experience*, *Perceived Value*, Kepuasan Pelanggan dan Loyalitas Pelanggan

## **ABSTRACT**

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***Customer Satisfaction as a Mediating Variable of Brand Experience and Perceived Value Relationship to Customer Loyalty MAKE OVER Cosmetics and its Review from an Islamic point of view (Case Study on Consumers of Color Stick Matte Crayon Products from MAKE OVER in DKI Jakarta).***

*137 + XIV Pages, 23 Tables, 3 Figures, and 6 Appendices*

### ***Abstract Description***

*This study aims to determine customer satisfaction as a mediating variable of the relationship between Brand Experience and Perceived Value on customer loyalty of MAKE OVER cosmetics (case study on consumers of Color Stick Matte Crayon products from MAKE OVER in DKI Jakarta) and its review in an Islamic point of view. The sample population in this study is people who have shopped and used Color Stick Matte Crayon products from MAKE OVER. The technique used in sampling is probability sampling. The sample in this study was 140 respondents. Data was collected and processed using survey methods with questionnaire instruments. The analysis method used is the analysis of Partial Least Square Structural Equation Modeling (PLS-SEM). Based on the results of the study, conclusions were obtained: Brand Experience does not affect Customer Loyalty, Perceived Value affects Customer Loyalty, Brand Experience affects Customer Satisfaction, Perceived Value affects Customer Satisfaction, Customer Satisfaction affects Customer Loyalty, Customer Satisfaction can mediate the relationship between Brand Experience and Customer Loyalty, Customer Satisfaction can mediate the relationship between Perceived Value to Customer Loyalty. In the Islamic view Brand Experience, Perceived Value, Customer Satisfaction, Customer Loyalty are in accordance with the principles of the Qur'an and Hadith.*

***Keywords : Brand Experience, Perceived Value, Customer Satisfaction and Customer Loyalty***