

The Influence of Brand Ambassadors, Brand Equity, and Product Quality on Customer Loyalty for Wardah Products in the Marketplace (Case Study of Kendal Kemlagi Village Residents), Tya Fazyra, 2024, Management Program, Faculty of Economics, Islamic University of Darul 'Ulum Lamongan.

ABSTRACT

This study analyzes the influence of Brand Ambassador, Brand Equity, and Product Quality on Customer Loyalty to Wardah products in the marketplace, focusing on the residents of Kendal Kemlagi Village. Out of a total population of 2,209 women, 1,000 met the criteria, and 96 were selected as the sample. Multiple linear regression analysis revealed that Product Quality (t-value 5.862) and Brand Equity (t-value 2.539) have a significant impact on Customer Loyalty, while Brand Ambassador (t-value 1.550) is not significant. The F-test confirmed that all three variables simultaneously have a significant impact on Customer Loyalty (F-value 80.055). These findings suggest that Wardah should focus on improving product quality and brand equity to enhance customer loyalty.

Keywords: Brand Ambassador, Brand Equity, Product Quality, Customer Loyalty, Wardah.

Pengaruh Brand Ambassador, Ekuitas Merek dan Kualitas Produk Terhadap Loyalitas Pelanggan Produk Wardah di Marketplace (Studi Kasus pada Warga Desa Kendal Kemlagi), Tya Fazyra, 2024, Prodi Manajemen, Fakultas Ekonomi, Universitas Islam Darul 'Ulum Lamongan.

ABSTRAK

Penelitian ini menganalisis pengaruh Brand Ambassador, Ekuitas Merek, dan Kualitas Produk terhadap Loyalitas Pelanggan produk Wardah di marketplace, dengan fokus pada warga Desa Kendal Kemlagi. Dari total populasi 2.209 wanita, 1.000 wanita memenuhi kriteria, dan 96 orang dipilih sebagai sampel. Analisis regresi linier berganda menunjukkan bahwa Kualitas Produk (t hitung 5.862) dan Ekuitas Merek (t hitung 2.539) memiliki pengaruh signifikan terhadap Loyalitas Pelanggan, sementara Brand Ambassador (t hitung 1.550) tidak signifikan. Uji F menunjukkan bahwa ketiga variabel secara simultan berpengaruh signifikan terhadap Loyalitas Pelanggan (F hitung 80.055). Temuan ini menyarankan agar Wardah lebih fokus pada peningkatan kualitas produk dan ekuitas merek untuk meningkatkan loyalitas pelanggan.

Kata Kunci: Brand Ambassador, Ekuitas Merek, Kualitas Produk, Loyalitas Pelanggan, Wardah.