

ABSTRACT

Increasing economic growth in the era of globalization has had a major impact on the industrial sector in Indonesia. The cosmetics and skincare industry in Indonesia is increasing every year, the cosmetics market share is competing in producing skincare with the best formula to meet consumer needs in order to achieve the goals of cosmetic companies. This research aims to find out. The research method used is a descriptive and verification method with a sample size of 100 respondents. Testing research instruments using validity tests and reliability tests. The data analysis methods used are path analysis, multiple correlation, and the coefficient of determination. The results showed that in structure I, there is a positive and significant influence between price and service quality on customer satisfaction. The magnitude of the effect of price and service quality on customer satisfaction simultaneously is 85%, and the remaining 15% is influenced by other variables not examined. Partially, the effect of price on customer satisfaction is 8.31%, and the effect of service quality on customer satisfaction is 44.89%. In structure II, there is a positive and significant influence between customer satisfaction and customer loyalty. The magnitude of the effect of satisfaction on loyalty is 29%, and the remaining 71% is influenced by other variables not examined.

Keywords: Customer Loyalty, Price, Service Quality, Service Satisfaction,