

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis tanggapan konsumen mengenai Kualitas Produk, *Online Shopping Experience* (OSE), Kepuasan Pelanggan, dan Loyalitas Konsumen, serta pengaruh Kualitas Produk dan OSE terhadap Kepuasan Pelanggan dan dampaknya pada Loyalitas Konsumen *Facial Wash Acne Derm Wardah* di Kota Bandung yang berbelanja melalui Shopee. Metode yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif. Sampel penelitian adalah konsumen yang dipilih menggunakan *purposive sampling*, dan data dianalisis menggunakan analisis deskriptif serta *path analysis*. Hasil penelitian menunjukkan bahwa Kualitas Produk berada pada kategori baik, sedangkan OSE, Kepuasan Pelanggan, dan Loyalitas Konsumen berada pada kategori kurang baik. Kualitas Produk dan OSE berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan, baik secara parsial maupun simultan. Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Konsumen. Kualitas Produk dan OSE juga berpengaruh tidak langsung terhadap Loyalitas Konsumen melalui Kepuasan Pelanggan. Berdasarkan hasil tersebut, Wardah perlu meningkatkan kualitas produk dan pengalaman belanja online agar kepuasan dan loyalitas konsumen meningkat.

Kata Kunci: Kualitas Produk, *Online Shopping Experience*, Kepuasan Pelanggan, Loyalitas Konsumen.

ABSTRACT

This study aims to analyze consumer responses regarding Product Quality, Online Shopping Experience (OSE), Customer Satisfaction, and Customer Loyalty, as well as the effect of Product Quality and OSE on Customer Satisfaction and its impact on Customer Loyalty among consumers of *Facial Wash Acne Derm Wardah* in Bandung City who purchase through Shopee. This study used a quantitative method with descriptive and verificative approaches. The sample was selected using purposive sampling, and the data were analyzed using descriptive analysis and path analysis. The results showed that Product Quality was in the good category, while OSE, Customer Satisfaction, and Customer Loyalty were in the poor category. Product Quality and OSE had a positive and significant effect on Customer Satisfaction, both partially and simultaneously. Customer Satisfaction had a positive and significant effect on Customer Loyalty. Product Quality and OSE also had an indirect effect on Customer Loyalty through Customer Satisfaction. Accordingly, Wardah needs to improve product quality and the online shopping experience to increase customer satisfaction and loyalty.

Keywords: Product Quality, Online Shopping Experience, Customer Satisfaction, Customer Loyalty.