

## **Factors Influencing Customer Loyalty Mediated by Customer Satisfaction on Imported Skincare in Batam City**

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**Abstrak.** Pada saat ini, dunia kecantikan semakin berkembang di Indonesia khususnya dalam perawatan diri. Wanita dan pria juga mulai menjaga diri dengan menggunakan *skincare*. *Skincare* sangat penting digunakan untuk kecantikan dan perawatan diri. *Skincare* sekarang sudah bisa digunakan pada berbagai kalangan masyarakat. Banyak *brand skincare* dari lokal maupun impor yang beredar di Indonesia khususnya di Batam. Namun, banyak masyarakat yang lebih memilih menggunakan produk *skincare* impor dari Korea Selatan. Penelitian ini dilakukan untuk mengetahui pengaruh *product quality*, *trust*, *brand image*, *promotion*, dan *price* terhadap *customer loyalty* pada produk *skincare* impor yang dimediasi oleh *customer satisfaction* di Kota Batam. Sampel penelitian ini adalah pengguna *skincare* Korea di Kota Batam dengan jumlah responden sebanyak 409 orang melalui penyebaran kuesioner. Data diolah dengan menggunakan aplikasi SmartPLS 3.2.9. Hasil penelitian ini menunjukkan adanya pengaruh signifikan positif pada *product quality*, *brand image*, *promotion*, dan *price* terhadap *customer satisfaction*. Sedangkan *trust* tidak berpengaruh signifikan positif terhadap *customer satisfaction* dan *trust* juga tidak memiliki pengaruh signifikan positif terhadap *customer loyalty* yang dimediasi oleh *customer satisfaction*.

**Kata kunci:** Citra Merek; Harga; Kepuasan Pelanggan; Kualitas Produk; Loyalitas Pelanggan; Promosi

**Abstract.** Currently, world beauty is growing in Indonesia, especially in self-care. Women and men are also starting to take care of themselves by using *skincare*. *Skincare* is very important to use for beauty and self-care. *Skincare* now can be used in all various circles of people. There are so many *skincare* brands from local and imports circulating in Indonesia, especially in Batam. However, many people prefer to use imported *skincare* products from South Korea. This study was conducted to know the effect of *product quality*, *trust*, *brand image*, *promotion*, and *price* on *customer loyalty* to import *skincare* products mediated by *customer satisfaction* in Batam City. The sample of this research is users of Korean *skincare* in Batam City with a total of 409 respondents through questionnaires distribution. The data were processed by using SmartPLS 3.2.9 software. The results of this research is that there is a significant positive effect of *product quality*, *brand image*, *promotion*, and *price* on *customer loyalty*. Meanwhile, *trust* does not have a significant positive impact on *customer satisfaction* and *trust* does not have a significant positive impact on *customer loyalty* mediated by *customer satisfaction*.

**Keywords:** *brand image*; *customer loyalty*; *customer satisfaction*; *price*; *product quality*; *promotion*

### **INTRODUCTION**

In the business world, many companies are developing and engaged in various business fields such as trade, industry, and services such as technology. This certainly creates business owners to think of strategies to attract consumers and not lose from the business competition (Melinda et al., 2021). The competition that often happens is in the field of beauty, especially in *skincare*. This can be seen from the increasing number of *skincare* products that are growing in Indonesia with various innovative products and also the number of people who spread information about *skincare* (Prabandari, 2021).

Many beauty industry companies are expanding their product share in Indonesia because Indonesia has a population of 270.2 million people who can be used as targets for business achievement. The increasing number of cosmetics in circulation continues to increase from year to year due to high demand in the market, especially for imported cosmetic products. Imported cosmetics are considered to have higher and better quality than local or domestic products. South Korea is one of the countries that has become a widespread importer of cosmetic products, especially *skincare* in Indonesia (Melinda et al., 2021). As 48% of Indonesian consumers prefer global cosmetics, 36% choose local cosmetics and another 16% do not choose any cosmetics (Ristanti & Iriani, 2020). However, many people are starting to shift and move from global cosmetics to Korean

cosmetics. According Arie Lukihardianti (2018) state is Korean skincare will become a trend in Indonesia in the next few years. Indonesia has great potential in Korean beauty skincare products after China. Indonesian women are starting to pay attention to the beauty of their skin by educating themselves and looking for skincare that is made from natural ingredients and does not contain harmful substances.

Local skincare in Indonesia has developed a lot and is also no less competitive for its quality which has produced skin care according to the needs and conditions of the skin of the Indonesian people. However, there are still many people who remain loyal to using imported skincare even though there are many local products that have halal certificates and BPOM (Setiani et al., 2021). Consumers certainly always look at the quality of the product to be purchased. Affordable prices can have a positive effect on customer satisfaction which can attract consumers to be loyal to these skincare products. Promotions can also have an effect because existing promotions can make buyers more loyal. A brand with a good image can be used as a benchmark for the brand to be well known or not. If the brand image is good, it can influence customers in determining what brand products they will buy or be interested in. Customer trust can be influenced by customer belief that the products they buy can be trusted and depend on the benefits or information according to what customers need. These things can lead to a sense of satisfaction in customers which can also lead to a sense of repeat or sustainable buying.

### *Literature Review*

Good quality product can increase customer satisfaction. This research supported by Diputra & Yasa (2021) that there is a significant positive product quality on customer satisfaction. The quality of products that have high quality can produce customers who become highly satisfied (Suharyono, 2021). Product quality characteristics can influence the wishes of customers and can lead to customer satisfaction. Customer satisfaction can be seen from the review from consumers that the quality products they use are good and according to their wishes and needs (Wandi et al., 2020).

H1: Product quality has a positive significant relationship on customer satisfaction.

Companies and customers can have a mutual relationship that is earned from the trust. Trust is obtained from customers who are satisfied and get what they want (Apriliant, 2022). Customer satisfaction can occur from customer expectations so that they believe that this product is telling the truth. This proves that there is a significant relationship between trust on customer satisfaction (Aditya & Saidani, 2021). This research supported by Diputra & Yasa (2021) that there is a significant positive trust on customer satisfaction.

H2: Trust has a positive significant relationship on customer satisfaction.

Waluya et al. (2019) argue that a good and positive brand image will increase customer satisfaction which is special attention of particular concern to customers. A successful brand image can also be seen from how often customers buy the product repeatedly which indicates that the brand image is good. A positive brand image creates customers who will be more likely to repurchase that brand. Repurchases can occur because of customer satisfaction (Kesumahati & Novianti, 2021).

H3: Brand image has a positive significant relationship on customer satisfaction.

Anugrah (2020) argues that promotion has a positive significant effect on customer satisfaction. Promotion is useful to encourage customers or consumers to buy the products offered and reach more consumers. Promotion is marketing that helps spread information to attract customers. The promotion can be useful to attract consumers to use the products that they are offered. A good promotion can also make customers feel satisfied with the product promotions offered (Sudari et al., 2019).

H4: Promotion has a positive significant relationship on customer satisfaction.

An important factor in product evaluation is price. If the price of the product exceeds the quality of the product, the customer or consumer will be satisfied with the costs that he/she spent (Alipour et al., 2018). From this, it can be said that the price has a positive significant effect on customer satisfaction. According to Permana (2020), if the price given is reasonable or in accordance with the customer's budget, this can show that customers have a sense of satisfaction that can make customers want to buy the product repeatedly.

H5: Price has a positive significant relationship on customer satisfaction.

Karani et al., (2019) stated that customer satisfaction with customer loyalty from customers who have a positive response by providing recommendations to others who are proven to be loyal customers. Satisfied consumers are consumers who have high expectations or expectations granted by the company. Companies that succeed in realizing consumer expectations can affect customer satisfaction. This can prove that there is an influence of customer satisfaction on customer loyalty (Saputra et al., 2021).

H6: Customer satisfaction has a positive significant relationship on customer loyalty.

According to Sudari et al. (2019) that customer loyalty can be influenced by customer satisfaction from good product quality. Usually, customers who are satisfied with the quality of the product, they will always be loyal to the product. Diputra & Yasa (2021) states is higher satisfaction can increase customer loyalty. This satisfaction can be seen from the high quality of the product. Product quality is a product characteristic to satisfy customer needs. Customers feel satisfied if the quality is in accordance with what they need. If there is a sense of customer satisfaction, it will lead to a sense of customer loyalty (Hongdiyanto & Liemena, 2021).

H7: Product quality has a positive significant relationship on customer loyalty mediated by customer satisfaction.

According to Liani & Yusuf (2021) state is trust has a significant positive effect on customer satisfaction mediated by customer loyalty because they are satisfied and trust the products that they buy. This trust is obtained from the existence of consumer expectations of the products that they want is expected and promised. Customer loyalty is indicated by the satisfaction of consumers who feel safe using a product they trust. This shows that trust can make consumers loyal from the satisfaction that they get (Ardhiansyah et al., 2019).

H8: Trust has a positive significant relationship on customer loyalty mediated by customer satisfaction.

Delima et al., (2019) argue that customer satisfaction can come from good customer thoughts from the high brand image created by the company. From this satisfaction can have an impact on increasing customer loyalty. Brand image is important in a company because it reflects the brand identity. A superior brand image can be able to compete with other companies which cause customers to be satisfied and loyal to the brand (Cuong & Khoi, 2019). Khoironi et al., (2018) state that brand image has a strong contribution to influencing customer satisfaction. Customer satisfaction can be seen from the good feedback from consumers. This makes it also affects customer loyalty.

H9: Brand image has a positive significant relationship on customer loyalty mediated by customer satisfaction.

According to Anugrah (2020) that a better promotion offered to consumers can make more satisfied customers can be. This creates continuous and repeats buying behavior. The promotion has a direct good influence on boosting consumers and making repeat purchase behavior. This happens because they are satisfied with the promotions offered. According to Anggraini & Budiarti (2020), that to increase customer loyalty can be influenced by promotions. More attractive promotions can make customers loyal. Customer loyalty is also influenced by consumer satisfaction from promotional activities.

H10: Promotion has a positive significant relationship on customer loyalty mediated by customer satisfaction.

Delima et al., (2019) argue that price has a positive impact on customer satisfaction by mediating customer loyalty because satisfaction can occur if the price set is suitable and worth the quality obtained it's will lead customers to repeat purchases. This is supported by Sudari et al. (2019) in the opinion that with the right price, customers will feel that they will get the same benefits on their purchase. Loyal customers make the company not have to be afraid of losing customers.

H11: Price has a positive significant relationship on customer loyalty mediated by customer satisfaction.

## **METHOD**

This research design adopts the type of quantitative research, this type emphasizes objective values. These objective values can be described by processing the validity and reliability data. Research that uses quantitative types means collecting numbers, data, and test results. The variables in this study are product quality, trust, brand image, promotion, price as independent, customer

satisfaction as mediation, and customer loyalty as a dependent. Reviewed by Yurissa (2022), there are 10 well-known imported skincare brands that are in great demand by customers, namely Innisfree, COSRX, Some By Mi, Nature Republic, The Saem, Laneige, Axis-Y, Pyunkang Yul, Benton and Nacific as the object of research which is a brand that buyers are interested in. In this study, primary and secondary sources were used as sources in collecting data. Primary sources were obtained from questionnaires that had been distributed to respondents using a Likert scale of 1-5 points while secondary data were obtained from previous journals and articles. In this study, the number of samples was determined based on the Hair et al., (2014) which was calculated using the number of questions x 10. The total number of questions in this study was 38 questions. Therefore, the total sample in this study was 380 respondents. Researchers have distributed questionnaires to more than 380 respondents. The requirements for respondents in this study are respondents who are imported skincare users and domiciled in Batam City.

## RESULT

This research design adopts the type of quantitative research, this type emphasizes objective values. These objective values can be described by processing the validity and reliability data. Research that uses quantitative types means collecting numbers, data, and test results. The variables in this study are product quality, trust, brand image, promotion, price as independent, customer satisfaction as mediation, and customer loyalty as a dependent. Reviewed by Yurissa (2022), there are 10 well-known imported skincare brands that are in great demand by customers, namely Innisfree, COSRX, Some By Mi, Nature Republic, The Saem, Laneige, Axis-Y, Pyunkang Yul, Benton and Nacific as the object of research which is a brand that buyers are interested in. In this study, primary and secondary sources were used as sources in collecting data. Primary sources were obtained from questionnaires that had been distributed to respondents using a Likert scale of 1-5 points while secondary data were obtained from previous journals and articles.

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**Table 1**  
**Demographic Data of Respondents**

No.	Demographic Characteristics	Category	Total	Percentage (%)
1.	Gender	Male	119	29.1%
		Female	290	70.9%
		Total	409	100%
2.	Age	<17 Years	26	6.4%
		17-26 Years	358	87.5%
		27-36 Years	17	4.2%
		37-46 Years	7	1.7%
		47-56 Years	1	0.2%
		>56 Years	0	0%
3.	Education	Total	409	100%
		SMP	19	4.6%
		SMA/K	315	77%
		S1	68	16.6%
		S2	5	1.2%
		S3	2	0.5%
4.	Monthly Income (Rp.)	<5 million	197	48.2%
		5-10 million	157	38.4%
		10-15 million	40	9.8%
		15-20 million	4	1%
		>20 million	11	2.7%
		Total	409	100%
5.	Skincare Users	Yes	409	100%
		No	0	0%
		Total	409	100%

Source: Primary Data Processed (2022)

**Table 2**  
**Demographic Data of Respondents (Continued).**

No.	Demographic Characteristics	Category	Total	Percentage (%)
6.	Purchase of imported skincare in 1 month	1 time	0	0%
		2-3 times	252	61.6%
		4-5 times	92	22.5%
		>5 times	65	15.9%
7.	Imported skincare brands that respondents interested	Innisfree	177	23.8%
		COSRX	93	12.5%
		Some By Mi	78	10.5%
		Nature Republic	133	17.9%
		The Saem	17	2.3%
		Laneige	99	13.3%
		Axis-Y	55	7.4%
		Pyunkang Yul	46	6.2%
		Benton	15	2%
		Nacific	31	4.2%

Source: Primary Data Processed (2022)

Table 1, which shows the percentage comparison by gender, there are 29.1% male respondents and 70.9% female respondents. Based on age, 87.5% were dominated by respondents with an age range of 17-26 years old. Based on education, 77% were dominated by respondents with SMA/K educational backgrounds. Based on monthly income 197 respondents earn less than 5 million. Based on the data above 409 respondents are skincare users. As many 61.6% purchased 2-3 times imported skincare in 1 month. Total of the skincare brand that respondent's interest in 23.8% is Innisfree, 10.5% is COSRX, 10.5% is Some By Mi, 17.9% is Nature Republic, 2.3% is The Saem, 13.3% is Laneige, 7.4% is Axis-Y, 6.2% is Pyunkang Yul, 2% is Benton and 4.2% is Nacific. In the outer loadings test on the SmartPLS program, the validity value of each indicator is expected to be at least 0.7. However, with a value of 0.5 to 0.6, it is still acceptable and said to be sufficient (Ghozali, 2018). Based on the criteria in this test, if there is a value below 0.5, the indicator must be deleted because it can affect other indicators.

**Table 3**  
**Outer Loading Test Result**

Variable	Outer Loading	Result
Product Quality 1	0.824	Valid
Product Quality 2	0.827	Valid
Product Quality 3	0.729	Valid
Trust 1	0.695	Valid
Trust 2	0.745	Valid
Trust 3	0.727	Valid
Trust 4	0.735	Valid
Trust 5	0.718	Valid
Brand Image 1	0.648	Valid
Brand Image 2	0.671	Valid
Brand Image 3	0.747	Valid
Brand Image 4	0.730	Valid

Source: Primary Data Processed (2022)

**Table 4**  
**Outer Loading Test Result (Continued.)**

<b>Variable</b>	<b>Outer Loading</b>	<b>Result</b>
Brand Image 5	0.744	Valid
Promotion 1	0.670	Valid
Promotion 2	0.714	Valid
Promotion 3	0.727	Valid
Promotion 4	0.774	Valid
Promotion 5	0.687	Valid
Promotion 6	0.725	Valid
Promotion 8	0.706	Valid
Price 1	0.682	Valid
Price 2	0.669	Valid
Price 3	0.744	Valid
Price 4	0.790	Valid
Price 5	0.723	Valid
Price 6	0.641	Valid
Customer Satisfaction 1	0.736	Valid
Customer Satisfaction 2	0.745	Valid
Customer Satisfaction 3	0.694	Valid
Customer Satisfaction 4	0.780	Valid
Customer Satisfaction 5	0.753	Valid
Customer Loyalty 1	0.786	Valid
Customer Loyalty 2	0.780	Valid
Customer Loyalty 3	0.759	Valid
Customer Loyalty 4	0.732	Valid
Customer Loyalty 5	0.725	Valid

Source: Primary Data Processed (2022)

The table above shows that all indicator correlations with variables have met the minimum requirements of 0.5 which can be said that all indicators are declared valid. There are 2 indicators on the promotion variable that have been removed because the results of these indicators are not good which can affect the stages of data testing. The Average Variance Extracted (AVE) test was conducted to determine the validity of each construct. The requirement for construct validity is that the AVE must have a value above 0.5 (Latan & Noonan, 2017). The results of the research listed in the SmartPLS output indicate that all AVE values are more than 0.5 so it can be concluded that all indicators are declared valid. The table above shows that all indicator correlations with variables have met the requirements. This test is the last test to determine the validity. Table 6 shows that all variables are declared valid. The requirement to meet discriminant validity is to meet the value > 0.70. If all convergent validity has met the requirements, it can be continued for the next test.

**Table 5**  
**Average Variance Extracted Result**

<b>Variable</b>	<b>AVE</b>	<b>Result</b>
Brand Image	0.503	Valid
Customer Loyalty	0.573	Valid
Customer Satisfaction	0.551	Valid
Price	0.504	Valid
Product Quality	0.631	Valid
Promotion	0.512	Valid
Trust	0.524	Valid

Source: Primary Data Processed (2022)

**Table 6**  
**Result Discriminant Validity**

Variable	Discriminant Validity	Result
Brand Image	0.709	Valid
Customer Loyalty	0.757	Valid
Customer Satisfaction	0.742	Valid
Price	0.710	Valid
Product Quality	0.795	Valid
Promotion	0.715	Valid
Trust	0.724	Valid

Source: Primary Data Processed (2022)

Reliability is a test to assess whether the respondents' answers to questions given over a long period of time are consistent or not. Cronbach's Alpha and Composite Reliability are indicators to test reliability in a research model (Kurniawan et al., 2021). The requirement to meet the criteria for Cronbach's Alpha and Composite Reliability is a minimum variable value of 0.7. In the test results that have met the requirements for each variable, it is stated that all of these variables are good and reliable or it can be said that this research questionnaire has been consistent. The results of the reliability test in the table above show that all the values of Cronbach's Alpha and Composite Reliability variables are more than 0.7, so it can be concluded that all constructs are reliable. A variable can be said to have a significant relationship if it has a significance value of  $P < 0.05$ . The following table shows the significant results of the relationship between product quality, trust, brand image, promotion, and price variables on customer satisfaction and the relationship between customer satisfaction variables and customer loyalty.

**Table 7**  
**Reliability Test Result**

Variable	Cronbach's Alpha	Composite Reliability	Result
Brand Image	0.752	0.835	Reliable
Customer Loyalty	0.813	0.870	Reliable
Customer Satisfaction	0.796	0.860	Reliable
Price	0.802	0.859	Reliable
Product Quality	0.707	0.837	Reliable
Promotion	0.841	0.880	Reliable
Trust	0.773	0.846	Reliable

Source: Primary Data Processed (2022)

**Table 8**  
**Direct Effect Result**

Effect	Sample Mean	P Values	Result
Product Quality -> Customer Satisfaction	0.135	0.006	H1: Significant Positive
Trust -> Customer Satisfaction	0.086	0.130	H2: Not Significant
Brand Image -> Customer Satisfaction	0.222	0.000	H3: Significant Positive
Promotion -> Customer Satisfaction	0.158	0.002	H4: Significant Positive
Price -> Customer Satisfaction	0.354	0.000	H5: Significant Positive
Customer Satisfaction -> Customer Loyalty	0.684	0.000	H6: Significant Positive

Source: Primary Data Processed (2022)

**Table 7**  
**Indirect Effect Result**

Effect	Sample Mean	P Values	Result
Product Quality -> Customer Satisfaction -> Customer Loyalty	0.095	0.008	H7: Significant Positive
Trust -> Customer Satisfaction -> Customer Loyalty	0.060	0.132	H8: Not Significant
Brand Image -> Customer Satisfaction -> Customer Loyalty	0.155	0.000	H9: Significant Positive
Promotion -> Customer Satisfaction -> Customer Loyalty	0.110	0.003	H10: Significant Positive
Price -> Customer Satisfaction -> Customer Loyalty	0.245	0.000	H11: Significant Positive

Source: Primary Data Processed (2022)

R-square is the main evaluation criteria for the structural model and the significance of the path coefficients. The target level of the R-square construct must be high on PLS-SEM prediction oriented to explain the variance of the endogenous latent variables. However, the assessment of a high level of R square depends on the particular research discipline (Hair et al., 2014). The criteria is the value of R squares > 0.50 indicates the prediction result in the "Strong" category.

**Table 8**  
**R-square Adjusted Result**

<b>Variable</b>	<b>Adjusted R Square</b>	<b>Percent</b>
Customer Loyalty	0.480	48.0%
Customer Satisfaction	0.663	66.3%

Source: Primary Data Processed (2022)

Based on the test results, the direct effect of product quality on customer satisfaction shows that the sample mean value is 0.135 and the P value is 0.006. It can be concluded that product quality has a significant positive effect on customer satisfaction. This is in accordance with the proposed hypothesis 1. The results of this study are supported by research conducted by Waluya et al., (2019), Rahman & Sitio (2020), and Diputra & Yasa (2021). Based on the test results, the relationship of trust to customer satisfaction has a sample mean value of 0.086 and a P value of 0.130. It can be concluded that trust has no significant effect on customer satisfaction. This is not in accordance with the proposed hypothesis 2. These results have similar results in research conducted by Al-Ansi et al., (2019) that trust cannot be used for customer satisfaction and loyalty because it all depends on each product. This is also supported by research conducted by Cheshin et al., (2018) and Mawey & Tumbel (2018).

Based on the test results, the direct relationship between brand image and customer satisfaction shows that the sample mean value is 0.222 and the P value is 0.000. It can be concluded that brand image has a significant positive effect on customer satisfaction. This is in accordance with the proposed hypothesis 3. The results of this study are supported by research conducted by Wilson (2019) and Cuong & Khoi (2019). Based on the test results, the direct influence of promotion on customer satisfaction shows that the sample mean value is 0.158 and the P value is 0.002. It can be concluded that promotion has a significant positive effect on customer satisfaction. This is in accordance with the proposed hypothesis 4. The results of this study are supported by research conducted by Rahman & Sitio (2020), Anugrah (2020), and Suharyono (2021).

Based on the test results, the direct influence of price on customer satisfaction shows that the sample mean value is 0.351 and the P value is 0.000. It can be concluded that price has a significant positive effect on customer satisfaction. This is in accordance with the proposed hypothesis 5. The results of this study are supported by research conducted by Hudaya (2020), Permana (2020), Suharyono (2021), and Rusmana et al., (2020). Based on the test results, the direct relationship between customer satisfaction and customer loyalty shows that the sample mean value is 0.698 and the P value is 0.000. It can be concluded that customer satisfaction has a significant positive effect on customer loyalty. This is in accordance with the proposed hypothesis 6. The results are supported by research conducted by Surahman et al., (2020), Hatta & Rachbini (2018), and Hudaya (2020).

Based on the test results, the direct effect of product quality on customer loyalty mediated by customer satisfaction shows that the sample mean value is 0.095 and the P value is 0.008. It can be concluded that product quality has a significant positive effect on customer loyalty mediated by customer satisfaction. The results are supported by research conducted by Kurniawan et al., (2021), Suharyono (2021), and Delima et al., (2019). Based on the test results, the relationship of trust to customer loyalty mediated by customer satisfaction shows that the sample mean value is 0.060 and the P value is 0.132. It can be concluded that trust has a refusing or insignificant effect on customer loyalty mediated by customer satisfaction. This is supported by research conducted by Minta (2018) which rejects the influence because satisfaction can not only come from products or services but can also come from global relations.

Based on the test results, the direct influence of brand image on customer loyalty mediated by customer satisfaction shows that the t-statistic value is 4.502 and the P value is 0.000. It can be concluded that brand image has a significant positive effect on customer loyalty mediated by



customer satisfaction. The results are supported by research conducted by Delima et al., (2019) and Assegaff & Pranoto (2020). Based on the test results, the relationship of direct influence on promotion to customer loyalty mediated by customer satisfaction shows that the sample mean value is 0.110 and the P value is 0.003. It can be concluded that promotion has a significant positive effect on customer loyalty mediated by customer satisfaction. The results are supported by research conducted by Anugrah (2020) and Rahman & Sitio (2020). Based on the test results, the direct influence of price on customer loyalty mediated by customer satisfaction shows that the sample mean value is 0.245 and the P value is 0.000. It can be concluded that price has a significant positive effect on customer loyalty mediated by customer satisfaction. The results are supported by research conducted by Sudari et al., (2019) and Delima et al., (2019).

## CONCLUSIONS

This study was conducted to determine the factors that can affect customer loyalty to imported skincare. Based on the results of hypothesis testing that has been done trust has no significant effect on customer loyalty. Consumers do not necessarily feel satisfied and loyal to a product from their trust. Product quality has a significant positive effect on customer satisfaction. Customer satisfaction can occur if the company sells products with good quality because that quality can create a sense of customer satisfaction. Brand image has a significant positive effect on customer satisfaction. Brand image is important in a company because it reflects the brand identity. Promotion has a significant positive effect on customer satisfaction. Good and attractive promotions can make customers interested and satisfied with the products offered are useful for them. Price has a significant positive effect on customer satisfaction. Price can be a determinant of the value of a product purchased by customers whether it is worth it or not according to the price. Customer satisfaction has a significant positive effect on customer loyalty. This can happen from positive feedback from customers who feel satisfied and become loyal and buy these products again and again. From the result, all variables are significant positive on customer satisfaction. Meanwhile, trust does not have a significant positive impact on customer satisfaction and trust does not have a significant positive impact on customer loyalty mediated by customer satisfaction.

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