

ABSTRACT

This study aims to analyze the relationship of consumer satisfaction with consumer loyalty for beauty products or cosmetics from Mustika Ratu. This research uses quantitative method and sampling technique used is purposive sampling technique because this sampling method is preferred to respondents who have used beauty or cosmetic product from Mustika Ratu. Methods of data analysis in this study using descriptive and correlation analysis consisting of pearson product moment correlation and coefficient of determination by using software SPSS 23.0.

The results of this study indicate that consumer satisfaction has a strong relationship that is 0.757 and the amount of relationship between customer satisfaction and consumer loyalty through the coefficient of determination of 57.1%, while the rest of 42.9% influenced by other variables outside the study. The results of this study also indicate that the research hypothesis that consumer satisfaction has a relationship with proven consumer loyalty where customer satisfaction has a strong relationship with consumer loyalty users of cosmetics products from Mustika Ratu.

Keywords: Consumer Satisfaction, Consumer Loyalty