

Nomor: 0542/UN40.F7.S1/PK.05.01/2023

***BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION
DALAM MENCIPTAKAN BRAND LOYALTY***
(Survei pada Pelanggan Sariayu Martha Tilaar)

SKRIPSI

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



Oleh
Shella Devi Novianti
NIM. 1909307

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

***BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION
DALAM MENCIPTAKAN BRAND LOYALTY***
(Survei pada Pelanggan Sariayu Martha Tilaar)

Oleh
Sheila Devi Novianti
NIM. 1909307

Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

© Sheila Devi Novianti, 2023
Universitas Pendidikan Indonesia
Juli 2023

Hak Cipta dilindungi Undang-Undang
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
dengan dicetak ulang, difotokopi, atau cara lainnya tanpa ijin dari penulis

LEMBAR PENGESAHAN

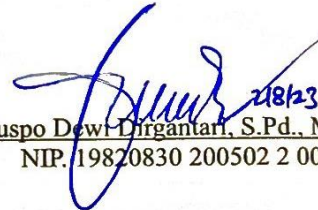
**BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION
DALAM MECIPTAKAN BRAND LOYALTY
(Survei pada Pelanggan Sariayu Martha Tilaar)**

Skripsi ini disetujui dan disahkan oleh:


Pembimbing 1

Pembimbing 2



Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M
NIP. 19690404 199903 1 001


Dr. Puspo Dewi Durgantari, S.Pd., MT., MM
NIP. 19820830 200502 2 003

**Mengetahui,
Ketua Program Studi Pendidikan Bisnis**


Dr. Puspo Dewi Durgantari, S.Pd., MT., MM
NIP. 19820830 200502 2 003

**Tanggung Jawab Yuridis
Ada Pada Penulis**


Shella Devi Novianti
NIM. 1909307

ABSTRAK

Shella Devi Novianti (1909307) “***Brand Relationship Quality dan Customer Satisfaction dalam Menciptakan Brand Loyalty (Survei pada Pelanggan Sariayu Martha Tilaar)***” di bawah bimbingan Dr. Lili Adi Wibowo, S. Pd., S. Sos., M.M. dan Dr. Puspo Dewi Dirgantari, S. Pd., MT., MM.

Penelitian ini bertujuan untuk memperoleh gambaran *brand relationship quality*, *customer satisfaction*, dan *brand loyalty* pada pelanggan Sariayu Martha Tilaar, serta untuk mengetahui pengaruh *brand relationship quality* dan *customer satisfaction* terhadap *brand loyalty* pada pelanggan Sariayu Martha Tilaar. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Populasi dalam penelitian ini berukuran 384 member Sariayu Martha Tilaar, adapun sampel pada penelitian ini yakni sebanyak 200 responden dengan menggunakan teknik sampling *simple random sampling*. Teknik analisis penelitian ini adalah analisis *Structural Equation Model* (SEM) dengan menggunakan program AMOS *for windows*. Hasil temuan pada penelitian ini menemukan bahwa gambaran *brand relationship quality*, *customer satisfaction*, dan *brand loyalty* berada pada kategori tinggi. Temuan penelitian ini menunjukkan bahwa pengaruh tidak langsung *brand relationship quality* masih memperoleh besaran pengaruh yang lebih rendah terhadap *brand loyalty*, dibandingkan dengan pengaruh langsung. Berdasarkan hasil penelitian, peneliti merekomendasikan agar Sariayu Martha Tilaar mengoptimalkan kembali *customer satisfaction* dengan memberikan yang terbaik melalui *expectation* dan *perceived satisfaction*, serta mempertahankan *brand relationship quality* dengan memberikan yang terbaik melalui *interaction quality* dan *intimacy quality* agar dapat meningkatkan *brand loyalty*.

Kata kunci: *brand relationship quality*, *customer satisfaction*, *brand loyalty*, *beauty industry*

ABSTRACT

Shella Devi Novianti (1909307) “***Brand Relationship Quality and Customer Satisfaction in Creating Brand Loyalty (Survey of Sariayu Martha Tilaar Customers)***” under the guidance of Dr. Lili Adi Wibowo, S. Pd., S. Sos., M.M. and Dr. Puspo Dewi Dirgantari, S. Pd., MT., MM.

This study aims to obtain an overview of brand relationship quality, customer satisfaction, and brand loyalty to Sariayu Martha Tilaar customers, and to determine the effect of brand relationship quality and customer satisfaction on brand loyalty to Sariayu Martha Tilaar customers. The type of research used is descriptive and verification. The population in this study was 384 members of Sariayu Martha Tilaar, while the sample in this study was 200 respondents using a simple random sampling technique. The analysis technique of this research is Structural Equation Model (SEM) analysis using the AMOS for windows program. The findings in this study found that the descriptions of brand relationship quality, customer satisfaction, and brand loyalty were in the high category. The findings of this study indicate that the indirect effect of brand relationship quality still has a lower magnitude of influence on brand loyalty, compared to the direct effect. Based on the research results, the researchers recommend that Sariayu Martha Tilaar re-optimize customer satisfaction by giving the best through expectation and perceived satisfaction, and maintaining brand relationship quality by giving the best through interaction quality and intimacy quality in order to increase brand loyalty.

Keywords: brand relationship quality, customer satisfaction, brand loyalty, beauty industry

DAFTAR ISI

ABSTRAK	i
ABSTRACT	ii
KATA PENGANTAR	iii
UCAPAN TERIMA KASIH	iv
DAFTAR ISI	vii
DAFTAR TABEL	ix
DAFTAR GAMBAR	xi
DAFTAR LAMPIRAN	xii
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	13
1.3 Tujuan Penelitian	13
1.4 Kegunaan Penelitian	14
BAB II KAJIAN PUSTAKA, PENELITIAN TERDAHULU, KERANGKA PEMIKIRAN DAN HIPOTESIS	15
2.1 Kajian Pustaka	15
2.1.1 Konsep <i>Brand Loyalty</i> dalam Perspektif <i>Strategic Brand Management</i>	15
2.1.1.1 Definisi <i>Brand Loyalty</i>	16
2.1.1.2 Pengukuran <i>Brand Loyalty</i>	17
2.1.1.3 Model <i>Brand Loyalty</i>	21
2.1.2 Konsep <i>Brand Relationship Quality</i> dalam Perspektif <i>Strategic Brand Management</i>	24
2.1.2.1 Definisi <i>Brand Relationship Quality</i>	25
2.1.2.2 Pengukuran <i>Brand Relationship Quality</i>	26
2.1.2.3 Model <i>Brand Relationship Quality</i>	30
2.1.3 Konsep <i>Customer Satisfaction</i> dalam Perspektif <i>Service Marketing</i>	33
2.1.3.1 Definisi <i>Customer Satisfaction</i>	33
2.1.3.2 Pengukuran <i>Customer Satisfaction</i>	35
2.1.3.3 Model <i>Customer Satisfaction</i>	38
2.2 Penelitian Terdahulu	41
2.3 Kerangka Pemikiran	44
2.4 Hipotesis	51
BAB III METODELOGI PENELITIAN	53
3.1 Objek Penelitian	53
3.2 Metode Penelitian	53
3.2.1 Jenis Penelitian dan Metode yang digunakan	53
3.2.2 Operasionalisasi Variabel	54
3.2.3 Jenis dan Sumber Data	60
3.2.4 Populasi, Sample dan Teknik Sampel	62
3.2.4.1 Populasi	62
3.2.4.2 Sampel	62
3.2.4.3 Teknik Sampel	63
3.2.6 Teknik Pengumpulan data	65
3.2.7 Hasil Pengujian Validitas dan Reliabilitas	66
3.2.6.1 Hasil Pengujian Validitas	66
3.2.6.2 Hasil Pengujian Reliabilitas	70
3.2.7 Teknik Analisis Data	72
3.2.7.1 Rancangan Analisis Data Deskriptif	74
3.2.7.2 Rancangan Analisis Data Verifikatif	77
3.2.7.2.1 Model dalam SEM	78
3.2.7.2.2 Asumsi, Tahap, dan Prosedur SEM	81
3.2.7.2.3 Pengujian Hipotesis	88
BAB IV HASIL DAN PEMBAHASAN	90

4.1 Hasil Penelitian	90
4.1.1 Profil Perusahaan, Karakteristik dan Pengalaman	90
4.1.1.1 Profil Perusahaan.....	90
4.1.1.2 Karakteristik dan Pengalaman Dikaitkan dengan <i>Brand Loyalty</i> pada Pelanggan Sariayu Martha Tilaar di Indonesia.....	92
4.1.1.2.1 Keterkaitan Tingkat <i>Brand Loyalty</i> dengan Usia dan Jenis Kelamin.....	93
4.1.1.2.2 Keterkaitan Tingkat <i>Brand Loyalty</i> dengan Pendidikan Terakhir.....	95
4.1.1.2.3 Keterkaitan Tingkat <i>Brand Loyalty</i> dengan Pekerjaan dan Pendapatan atau Uang Saku.....	96
4.1.1.2.4 Keterkaitan Tingkat <i>Brand Loyalty</i> dengan Durasi Penggunaan dan Frekuensi Pembelian dalam Satu Bulan.....	98
4.1.1.2.5 Pengalaman Pelanggan berdasarkan Kategori Produk Sariayu Martha Tilaar yang Biasa Dibeli.....	100
4.1.1.2.6 Pengalaman Pelanggan berdasarkan Alasan Menggunakan Produk Sariayu Martha Tilaar.....	101
4.1.2 Hasil Penelitian Deskriptif.....	103
4.1.2.1 Tanggapan Pelanggan terhadap <i>Brand Loyalty</i> pada Sariayu Martha Tilaar	103
4.1.2.2 Tanggapan Pelanggan terhadap <i>Customer Satisfaction</i> pada Pelanggan Sariayu Martha Tilaar.....	113
4.1.2.3 Tanggapan Pelanggan Terhadap <i>Brand Relationship Quality</i> pada Pelanggan Sariayu Martha Tilaar	119
4.1.3 Hasil Penelitian Verifikatif	130
4.1.3.1 Uji Asumsi <i>Structural Equation Modeling</i>	130
4.1.3.2 Hasil Pengujian <i>Structural Equation Modeling</i>	134
4.1.3.3 Hasil Pengujian Hipotesis	147
4.1.3.4 Hasil <i>Standardized Loading Factor</i>	150
4.2 Pembahasan Penelitian	151
4.2.1 Pembahasan Hasil Penelitian Deskriptif.....	151
4.2.1.1 Pembahasan Hasil Penelitian <i>Brand Loyalty</i>	151
4.2.1.2 Pembahasan Hasil Penelitian <i>Customer Satisfaction</i>	154
4.2.1.3 Pembahasan Hasil Penelitian <i>Brand Relationship Quality</i>	156
4.2.2 Pembahasan Hasil Pengujian Hipotesis.....	160
4.2.2.1 Pembahasan Pengaruh <i>Brand Relationship Quality</i> terhadap <i>Brand Loyalty</i> melalui <i>Customer Satisfaction</i> secara Simultan dan Parsial ..	160
4.2.3 Implikasi Hasil Temuan Penelitian	166
4.2.3.1 Temuan Penelitian bersifat Teoritis	166
4.2.3.2 Temuan Penelitian bersifat Empiris.....	173
4.2.4 Implikasi Hasil Penelitian terhadap Pendidikan Bisnis	176
BAB V KESIMPULAN DAN REKOMENDASI.....	182
5.1 Kesimpulan	182
5.2 Rekomendasi.....	184
DAFTAR PUSTAKA.....	189

DAFTAR PUSTAKA

- Aaker D. (n.d.). Aaker Building Strong Brands. In *New York: Free Press*.
- Akrout, H., & Nagy, G. (2018). Trust and commitment within a virtual brand community: The mediating role of brand relationship quality. *Information and Management*, 55(8), 939–955. <https://doi.org/10.1016/j.im.2018.04.009>
- Alagarsamy, S., Mehroliya, S., & Singh, B. (2021). Mediating Effect of Brand Relationship Quality on Relational Bonds and Online Grocery Retailer Loyalty. *Journal of Internet Commerce*, 20(2), 246–272. <https://doi.org/10.1080/15332861.2020.1868213>
- Alexandris, K., Douka, S., Papadopoulos, P., & Kaltsatou, A. (2008). Testing the role of service quality on the development of brand associations and brand loyalty. *Managing Service Quality*, 18(3), 239–254. <https://doi.org/10.1108/09604520810871865>
- Alhaddad, A. (2015). Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty. *Journal of Reasearch in Business and Management*, 3(4), 01–08.
- Aluri, A., Price, B. S., & McIntyre, N. H. (2019). Using Machine Learning To Cocreate Value Through Dynamic Customer Engagement In A Brand Loyalty Program. *Journal of Hospitality and Tourism Research*, 43(1), 78–100. <https://doi.org/10.1177/1096348017753521>
- Amenuvor, F. E., Yi, H. T., & Boateng, H. (2021). Antecedents of adaptive selling behaviour: a study of the Korean cosmetic industry. *Asia Pacific Journal of Marketing and Logistics*, August. <https://doi.org/10.1108/APJML-03-2021-0165>
- Anderson, E. W., Fornell, C., & Mazvancheryl, S. K. (2004). Customer satisfaction and shareholder value. *Journal of Marketing*, 68(4), 172–185.
- Angita, rista tri, Rinofah, R., & Sari, pristin prima. (2021). Journal Of Management, Accounting, Economic and Business. *Pengaruh Kepemiikan Institusional, Kebijakan Hutang, Keputusan Investasi Dan Profitabilitas Terhadap Nilai Perusahaan*, 02(01), 56–70.
- Arifin, M. F., Hartoyo, H., & Yusuf, E. Z. (2020). The Importance of Service Quality in Building Customer Satisfaction and Loyalty in the Service Industry: A Case Study of Hunky Dory Barbershop. *Binus Business Review*, 11(2), 79–89. <https://doi.org/10.21512/bbr.v11i2.6268>
- Arifin, Z. (2014). *Penelitian Pendidikan: Metode dan Paradigma Baru*. PT Remaja Rosdakarya.
- Arkansas, U. (2015). *Repository Digital @ Universitas Negeri Iowa Pengembangan skala citra merek dan dampak tanda cinta pada ekuitas merek*.

- Ayoub, D., & Metawie, M. (2022). A Proposed Model of the Impact of Green Image on Green Loyalty: Application on Natural Cosmetics in Egypt. *52(4)*, 421–456. <https://doi.org/10.21608/jsec.2022.268671>
- Back, Ki-Joon; Parks, S. C. (2003). A Brand Loyalty Model Involving Cognitive , Affective , and Conative Brand Loyalty. *Journal of Hospitality & Tourism Research*, *27(4)*, 419–435.
- Baldinger, A. L., & Rubinson, J. (1996). Brand loyalty: The link between attitude and behavior. *Journal of Advertising Research*, *36(6)*, 22–34.
- Bapat, D., & Thanigan, J. (2016). Exploring Relationship among Brand Experience Dimensions, Brand Evaluation and Brand Loyalty. *Global Business Review*, *17(6)*, 1357–1372. <https://doi.org/10.1177/0972150916660401>
- Baquero, A. (2022). Net Promoter Score (NPS) and Customer Satisfaction: Relationship and Efficient Management. *Sustainability (Switzerland)*, *14(4)*. <https://doi.org/10.3390/su14042011>
- Bilgin, Y. (2018). the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, *6(1)*, 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, *73(3)*, 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Bruhn, P. M. (2012). *Conceptualizing and Measuring Brand Relationship Quality : Results of a cross-industry study in the German Consumer Market. June.*
- Budi, S. C., Hidayat, Z., & Mani, L. (2021). The Effects of Experience and Brand Relationship to Brand Satisfaction, Trust and Loyalty Shopping Distribution of Consumer Philips Lighting Product in Indonesia. *Journal of Distribution Science*, *19(1)*, 115–124. <https://doi.org/10.15722/jds.19.1.202101.115>
- Busacca, B., Pelloni, O., & Bertoli, G. (2009). Consumer Evaluations of Brand Extension: The Impact of Brand Relationship Quality and Naming Strategy * 1. *EsicMarket*, *130*, 285–306.
- Buttle, F. (2000). *Service management and marketing: a customer relationship management approach.*
- C. W. Chen. (2011). Statistical analysis for consumers' intentions of purchasing cosmetics. *African Journal of Business Management*, *5(29)*, 11630–11635. <https://doi.org/10.5897/ajbm11.1278>
- Carman, J. M. (1970). Correlates of Brand Loyalty: Some Positive Results. *Journal of Marketing Research*, *7(1)*, 67. <https://doi.org/10.2307/3149509>
- Casaló, L. V., Flavián, C., & Guinalú, M. (2010). Relationship quality, community promotion and brand loyalty in virtual communities: Evidence from free

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- software communities. *International Journal of Information Management*, 30(4), 357–367. <https://doi.org/10.1016/j.ijinfomgt.2010.01.004>
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chinomona, R., Mahlangu, D., & Poee, D. (2013). Brand service quality, satisfaction, trust and preference as predictors of consumer brand loyalty in the retailing industry. *Mediterranean Journal of Social Sciences*, 4(14), 181–190. <https://doi.org/10.5901/mjss.2013.v4n14p181>
- Chinomona, R., & Maziriri, E. T. (2017). The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: A case of male consumers for cosmetic brands in South Africa. *Journal of Business and Retail Management Research*, 12(1), 143–154. <https://doi.org/10.24052/jbrmr/v12is01/tiobabaapqoblariacomcfcbisa>
- Choi, E., & Lee, K. C. (2019). Effect of trust in domain-specific information of safety, brand loyalty, and perceived value for cosmetics on purchase intentions in mobile e-commerce context. *Sustainability (Switzerland)*, 11(22). <https://doi.org/10.3390/su11226257>
- Choi, Y. G., Ok, C. M., & Hyun, S. S. (2017). Relationships between brand experiences, personality traits, prestige, relationship quality, and loyalty: An empirical analysis of coffeehouse brands. *International Journal of Contemporary Hospitality Management*, 29(4), 1185–1202. <https://doi.org/10.1108/IJCHM-11-2014-0601>
- Christopher, H. (2011). *Services marketing*.
- Chung, Y., & Kim, A. J. (2020). Effects of mergers and acquisitions on brand loyalty in luxury Brands: The moderating roles of luxury tier difference and social media. *Journal of Business Research*, 120(January), 434–442. <https://doi.org/10.1016/j.jbusres.2019.11.030>
- Cleff, T. (2014). Exploratory data analysis in business and economics: An introduction using spss, stata, and excel. In *Exploratory Data Analysis in Business and Economics: An Introduction Using Spss, Stata, and Excel*. <https://doi.org/10.1007/978-3-319-01517-0>
- Cohen, J. B., & Houston, M. J. (1972). Cognitive Consequences of Brand Loyalty. *Journal of Marketing Research*, 9(1), 97. <https://doi.org/10.2307/3149619>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Method : 12th Edition*.
- Cuong, D. T. (2020). The role of brand trust as a mediator in the relationship between brand satisfaction and purchase intention. *International Journal of Psychosocial Rehabilitation*, 24(June), 2020. <https://doi.org/10.37200/IJPR/V24I6/PR261416>

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Cyntya, C., & Berlianto, M. P. (2023). Effect of Credible Online Review, Brand Equity Dimension, and Customer Satisfaction Towards Bio Beauty Lab's Repurchase Intention. *Jurnal Organisasi Dan Manajemen*, 19(1), 203–223. <https://doi.org/10.33830/jom.v19i1.3740.2023>
- Darmayanti, R. (2021). *Pengaruh Kualitas Produk terhadap Citra Merek Sariayu Martha Tilaar*. 1–23.
- Dawes, J., Stocchi, L., & Dall'Olmo-Riley, F. (2020). Over-time variation in individual's customer satisfaction scores. *International Journal of Market Research*, 62(3), 262–271. <https://doi.org/10.1177/1470785320907538>
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113. <https://doi.org/10.1177/0092070394222001>
- Dirgantari, P. D., Yusary, S., Wibowo, L. A., Hidayat, Y. M., Soegoto, E. S., Mahphoth, M. H. Bin, & Martha, J. A. (2022). Increase Brand Loyalty Through Brand Benefits on Domestic Products in Indonesia. *Journal of Eastern European and Central Asian Research*, 9(5), 802–814. <https://doi.org/10.15549/jeecar.v9i5.1059>
- Djamaludin, M. D., & Fahira, A. (2023). *The Influence of Brand Trust and Satisfaction towards Consumer Loyalty of a Local Cosmetic Products Brand X among Generation Z*. 8, 27–44.
- Dogra, K. (2019). The Impact of Influencer Marketing on Brand Loyalty Towards Luxury Cosmetics Brands: Comparison of Generation Z and Millennial. *Modul University, June*.
- Dwyer, B., LeCrom, C., & Greenhalgh, G. P. (2018). Exploring and Measuring Spectator Sport Fanaticism. *Communication and Sport*, 6(1), 58–85. <https://doi.org/10.1177/2167479516679411>
- Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>
- Ebrahimi, S., & Fahmifar, A. A. (2019). Design; Beauty and User Satisfaction. *International Journal of Arts*, 2019(2), 27–40. <https://doi.org/10.5923/j.arts.20190902.01>
- Ekinci, Y., Yoon, T. H., & Oppewal, H. (2004). an Examination of the Brand Relationship Quality Scale in the Evaluation of Restaurant Brands. *Advances in Hospitality and Leisure*, 1(04), 189–197. [https://doi.org/10.1016/S1745-3542\(04\)01012-4](https://doi.org/10.1016/S1745-3542(04)01012-4)
- Erdoğan, İ. E., & Çiçek, M. (2012). The Impact of Social Media Marketing on Brand Loyalty. *Procedia - Social and Behavioral Sciences*, 58, 1353–1360. <https://doi.org/10.1016/j.sbspro.2012.09.1119>

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Eresia-Eke, C. E., Jammine, C., & Locke, C. (2019). Towards customer satisfaction and loyalty: What cuts it in a hair salon? *The Southern African Journal of Entrepreneurship and Small Business Management*, 11(1), 1–7. <https://doi.org/10.4102/sajesbm.v11i1.215>
- Fatmawati, I., & Amanati, A. K. (2023). *How Does Consumer Experience with Cosmetics Products Create EWOM , Satisfaction , and Loyalty?* 14(1). <https://doi.org/10.18196/mb.v14i1.14525>
- Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Universitas Diponegoro.
- Fournier, S. (1998). Consumers and Their Brands Developing. *Journal of Consumer Research*, 24(4), 343–353.
- Frederik, L., Priatna, D., & Roswina, W. (2020). *The Influence of Relationship Quality and Service Quality on Customer Satisfaction and Its Implications On Loyalty*. 1(4), 525–534. <https://doi.org/10.31933/DIJEMSS>
- Gao, H. (2022). *Key Factors Influencing People to Buy Cosmetics*.
- Ghozali, I. (2014). *Model Persamaan Struktural. Konsep dan Aplikasi dengan Program AMOS 24. Update Bayesian SEM*. Badan Penerbit Universitas Diponegoro.
- Giovanis, A., Rizomyliotis, I., & Kavoura, A. (2022). On the relationships between digital brand evidence, relationship quality and behavioural intentions among online tourism agencies' customers. *European Journal of Tourism Research*, 30, 1–21. <https://doi.org/10.54055/ejtr.v30i.2592>
- Gomes da Silva, J., & Cristhina Oliveira Guedes, K. (2019). How to evaluate the services of a small beauty salon in Manaus? *International Journal for Innovation Education and Research*, 7(11), 1535–1553. <https://doi.org/10.31686/ijer.vol7.iss11.2014>
- Gounaris, S., Chatzipanagiotou, K., & Koritos, C. D. (2020). The impact of service quality consistency and customization on brand relationship quality: Evidence from the hotel industry. *Journal of Business Research*, 99(December 2017), 319–331. <https://doi.org/10.1016/j.jbusres.2019.02.049>
- Gremler, D. D., & Brown, S. W. (1996). Service loyalty: Its Nature, Importance, and Implications. *Advancing Service Quality: A Global Perspective*, June, 171–180.
- Greve, G. (2014). The Moderating Effect of Customer Engagement on the Brand Image – Brand Loyalty Relationship. *Procedia - Social and Behavioral Sciences*, 148, 203–210. <https://doi.org/10.1016/j.sbspro.2014.07.035>
- Guest, L. (1944). A study of brand loyalty. *Journal of Applied Psychology*, 28(1), 16–27. <https://doi.org/10.1037/h0053554>
- H, R. K., & Kirom, N. R. (2023). *Study of the Effect of Service Quality and*

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Customer Satisfaction on Customer Loyalty to Inez Cosmetics Company of Malang*. 3(2), 44–52. <https://doi.org/10.54756/IJSAR.2023.V3.2.5>
- Hajipour, B., Bavarsad, B., & Zarei, S. E. (2013). Effect of Marketing Factors on Brand Relationship Equity and Affects the Customers' Purchase Intention. *Journal of Management Research*, 5(1), 317–332. <https://doi.org/10.5296/jmr.v5i1.2947>
- Hameed, S., & Kanwal, M. (2018). Effect of Brand Loyalty on Purchase Intention in Cosmetics Industry. *Research in Business and Management*, 5(1), 25. <https://doi.org/10.5296/rbm.v5i1.12704>
- Han, H., Chua, B. L., Lee, S., & Koo, B. (2021). Quality, emotion, price, and social values in building passenger loyalty: Impact of relationship quality (mediator) and in-flight physical environments (moderator). *Journal of Travel and Tourism Marketing*, 38(2), 123–138. <https://doi.org/10.1080/10548408.2021.1887054>
- Harary, F., & Lipstein, B. (1962). The Dynamics of Brand Loyalty: A Markovian Approach. *Operations Research*, 10(1), 19–40. <https://doi.org/10.1287/opre.10.1.19>
- Hariyadi, G. T., Nuryanto, I., & Wijaya, M. P. (2020). Upaya Brand Salience untuk Mendorong Terjadinya Brand Resonance. *Jurnal Penelitian Ekonomi Dan Bisnis*, 5(1), 122–135. <https://doi.org/10.33633/jpeb.v5i1.3280>
- Harlan, J. (2017). *Perhitungan Ukuran Sampel: Power dan Ukuran Efek*. Gunadarma.
- Hoffman, K. D., & Bateson, J. E. G. (2016). *Services marketing: concepts, strategies, & cases*. Cengage learning.
- Hollander, S. W., Kaplan, L. B., Olson, J. C., Ryan, G. E., Speller, D. E., & Wolf, R. N. (1973). *A. Haddock*. X(February), 1–9.
- Huang, C. C., Fang, S. C., Huang, S. M., Chang, S. C., & Fang, S. R. (2014). The impact of relational bonds on brand loyalty: The mediating effect of brand relationship quality. *Managing Service Quality*, 24(2), 184–204. <https://doi.org/10.1108/MSQ-04-2013-0072>
- Huber, F., Vollhardt, K., Matthes, I., & Vogel, J. (2010). Brand misconduct: Consequences on consumer-brand relationships. *Journal of Business Research*, 63(11), 1113–1120. <https://doi.org/10.1016/j.jbusres.2009.10.006>
- Hudson, S., Roth, M. S., Madden, T. J., & Hudson, R. (2015). The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees. *Tourism Management*, 47, 68–76. <https://doi.org/10.1016/j.tourman.2014.09.001>
- Hur, W. M., Ahn, K. H., & Kim, M. (2011). Building brand loyalty through managing brand community commitment. *Management Decision*, 49(7),

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

1194–1213. <https://doi.org/10.1108/00251741111151217>

- Husaini, F., Kusumawati, A., & Mawardi, M. (2017). The influence of customer satisfaction and brand trust on brand loyalty (Survey on Undergraduate Student as User of Apple iPhone in University of Brawijaya). *Jurnal Administrasi Bisnis SI Universitas Brawijaya*, 47(1), 32–38.
- Ibrahim, B. (2021). Social Media Marketing Activities and Brand Loyalty: A Meta-Analysis Examination. *Journal of Promotion Management*, 0(0), 1–31. <https://doi.org/10.1080/10496491.2021.1955080>
- In, K. R. I. V. (1966). *University Microfilms, Inc., Ann Arbor, Michigan*. 1860–1960.
- Iyer, P., Davari, A., Srivastava, S., & Paswan, A. K. (2021). Market orientation, brand management processes and brand performance. *Journal of Product and Brand Management*, 30(2), 197–214. <https://doi.org/10.1108/JPBM-08-2019-2530>
- Jacoby, J. (1975). A Brand Loyalty Concept: Comments on a Comment. *Journal of Marketing Research*, 12(4), 484. <https://doi.org/10.2307/3151103>
- Jaman, I. W., Putra, A., & Putri, D. P. (2019). The Mediating Role of Relationship Marketing between Service Quality and Customer Loyalty Service Quality and Customer Loyalty. *Journal of Relationship Marketing*, 0(0), 1–13. <https://doi.org/10.1080/15332667.2019.1589246>
- Jamshidi, D., & Roustia, A. (2021). Brand Commitment Role in the Relationship between Brand Loyalty and Brand Satisfaction: Phone Industry in Malaysia. *Journal of Promotion Management*, 27(1), 151–176. <https://doi.org/10.1080/10496491.2020.1809596>
- Jang, H., Olfman, L., Ko, I., Koh, J., & Kim, K. (2008). The influence of on-line brand community characteristics on community commitment and brand loyalty. *International Journal of Electronic Commerce*, 12(3), 57–80. <https://doi.org/10.2753/JEC1086-4415120304>
- Jawaharrani, K., Lekshmi, R. S., Nirmalraj, A., & Mary, V. S. (2023). *Determinants of brand loyalty among skin care cosmetic users in chennai city*. 14(02), 3188–3194. <https://doi.org/10.47750/pnr.2023.14.02.375>
- Jeuland, A. P. (1979). Brand Choice Inertia as One Aspect of the Notion of Brand Loyalty. *Management Science*, 25(7), 671–682. <https://doi.org/10.1287/mnsc.25.7.671>
- Jung, H., Lee, & Kang, M. S. (2012). the Effect of Brand Experience on Brand. *Academy of Marketing Science Journal*, 16(1), 87–99.
- Karami, M. (2022). Brand equity, brand loyalty and the mediating role of customer satisfaction: evidence from medical cosmetics brands. *Pressacademia*, 9, 156–171. <https://doi.org/10.17261/pressacademia.2022.1627>

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Kaur, H., Paruthi, M., Islam, J. U., & Hollebeek, L. D. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics*, 46, 101321. <https://doi.org/10.1016/j.tele.2019.101321>
- Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2–3), 139–155. <https://doi.org/10.1080/13527260902757530>
- Keller, K. L. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. In *Journal of Consumer Marketing* (Vol. 17, Issue 3). <https://doi.org/10.1108/jcm.2000.17.3.263.3>
- Keller, K. L. (2019). ‘Strategic brand management.’ *Journal of Brand Management*, 5(6), 457–459. <https://doi.org/10.1057/bm.1998.36>
- Keller, K. L. (2020). Leveraging secondary associations to build brand equity: theoretical perspectives and practical applications. *International Journal of Advertising*, 39(4), 448–465. <https://doi.org/10.1080/02650487.2019.1710973>
- Keller, K. L., Parameswaran, A. M. G., & Jacob, I. (2015). Strategic Brand Management. In *Journal of Brand Management* (Vol. 5, Issue 6). <https://doi.org/10.1057/bm.1998.36>
- Keller, K. L., Prameswaran, A. M. ., & Jacob, I. (2015). Building, Measuring, and Managing Brand Equity Fourth Edition. In *Pearson India Education Services* (Vol. 5, Issue 6).
- Keller, K. L., & Swaminathan, V. (2019). ‘Strategic brand management.’ In *Journal of Brand Management* (Vol. 5, Issue 6). <https://doi.org/10.1057/bm.1998.36>
- Keller, K., Parameswaran, A., & Jacob, I. (2015). Strategic brand management: Building, measuring, and managing brand equity. In *Journal of Brand Management* (Vol. 5, Issue 6). <https://doi.org/10.1057/bm.1998.36>
- Khan, M. A., Hashim, S. Bin, & Bhutto, M. Y. (2022). the Role of Halal Brand Relationship Quality Towards Relational, Utility Value and Halal Brand Resonance. *International Journal of Business and Society*, 23(1), 1–18. <https://doi.org/10.33736/ijbs.4595.2022>
- Kim, C. K., Han, D., & Park, S. B. (2001). The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. *Japanese Psychological Research*, 43(4), 195–206. <https://doi.org/10.1111/1468-5884.00177>
- Kirana, E. K., & Wahyudi, L. (2021). Building Brand Loyalty Through Consumer Engagement and Brand Trust on Skincare Product. *International Journal of Education and Social Science Research*, 04(01), 218–232. <https://doi.org/10.37500/ijessr.2021.4122>
- Kotler, Philip, & Amstrong, G. (2014). Prinsip-Prinsip Pemasaran, Jilid 1. In

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Manajemen Pemasaran (Vol. 7, p. 1835).

- Kotler, Philip, & Keller, K. L. (2009). *Marketing Management* 13th edition. *Ebook of Marketing Management 13th Edition, 1*, 662.
- Kotler, Philip, & Keller, K. L. (2016). *Marketing Management* (15th Global). Pearson.
- Kotler, Phillip, & Keller, K. L. (2016). *Manajemen Pemasaran edisi 12*. PT. Indeks, Jakarta.
- Kumar, V., & Pansari, A. (2016). Competitive Advantage Through Engagement. *Journal of Marketing Research*, 53. <https://doi.org/10.1509/jmr.15.0044>
- Kusnendi. (2008). *Model-model Persamaan Structura*. Alfabeta.
- Lam, I. K. V., & Wong, I. K. A. (2020). The role of relationship quality and loyalty program in tourism shopping: a multilevel investigation. *Journal of Travel and Tourism Marketing*, 37(1), 92–111. <https://doi.org/10.1080/10548408.2020.1711848>
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755–1767. <https://doi.org/10.1016/j.chb.2012.04.016>
- Ledikwe, A., Roberts-Lombard, M., & Klopper, H. B. (2019). The perceived influence of relationship quality on brand loyalty: An emerging market perspective. *African Journal of Economic and Management Studies*, 10(1), 85–101. <https://doi.org/10.1108/AJEMS-04-2018-0113>
- Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>
- Li, M., Teng, H., & Chen, C. (2020). Journal of Hospitality and Tourism Management Unlocking the customer engagement-brand loyalty relationship in tourism social media : The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44(June), 184–192. <https://doi.org/10.1016/j.jhtm.2020.06.015>
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020a). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44(November 2019), 184–192. <https://doi.org/10.1016/j.jhtm.2020.06.015>
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020b). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism*

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Management. <https://doi.org/10.1016/j.jhtm.2020.06.015>

- Lim, W. M., Jee, T. W., & De Run, E. C. (2020). Strategic brand management for higher education institutions with graduate degree programs: empirical insights from the higher education marketing mix. *Journal of Strategic Marketing*, 28(3), 225–245. <https://doi.org/10.1080/0965254X.2018.1496131>
- Liu, K. N., Tsai, T. I., Xiao, Q., & Hu, C. (2020). The impact of experience on brand loyalty: Mediating effect of images of Taiwan hotels. *Journal of China Tourism Research*, 00(00), 1–20. <https://doi.org/10.1080/19388160.2020.1777238>
- Lo, A. (2020). Effects of customer experience in engaging in hotels' CSR activities on brand relationship quality and behavioural intention. *Journal of Travel and Tourism Marketing*, 37(2), 185–199. <https://doi.org/10.1080/10548408.2020.1740140>
- López-Miguens, M. J., & Vázquez, E. G. (2017). An integral model of e-loyalty from the consumer's perspective. *Computers in Human Behavior*, 72, 397–411. <https://doi.org/10.1016/j.chb.2017.02.003>
- Lou, C., & Xie, Q. (2021). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376–402. <https://doi.org/10.1080/02650487.2020.1788311>
- Malhotra, N. K. (2015). *Essentials of Marketing Research* (Global Edi). Pearson Education Limited.
- Malhotra, N. K., & Birks, D. S. (2013). *Marketing Research: An Applied Approach*.
- Manager, M., & Limited, P. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*, 4(1999), 341–370.
- Manavat, P., Pandey, S., Pandey, M., & Chauhan, D. (2022). UNDERSTANDING THE IMPACT OF INFLUENCER ON BRAND LOYALTY IN COSMETIC INDUSTRY. 03, 1372–1382.
- Massie, J. D. D. (2022). S. M. Polii ., J. D. D. Massie ., M. V. J. Tielung customer perceptions about green marketing in “ the body shop ” Manado persepsi pelanggan tentang pemasaran hijau di “ the body shop ” Manado *Jurnal EMBA Vol . 9 No . 2 April 2021 , Hal . 957-966*. 9(2), 957–966.
- Memon, K., & Khan, S. (2021). Brand Consumer Relationship Quality as a Predictor of Brand Loyalty : Evidence From Smart Phone Users of Pakistan. 2, 18–27.
- Memon, M. S. (2021). Measuring the effect of Brand Personality on Brand Loyalty: Mediating Role of Customer Satisfaction. *Psychology and Education Journal*, 58(1), 2386–2397. <https://doi.org/10.17762/pae.v58i1.1114>

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Morphology, T. C. (2016). *The interplay between brand loyalty and brand satisfaction*.
- Muchardie, B. G., Yudiana, N. H., & Gunawan, A. (2016). Effect of Social Media Marketing on Customer Engagement and its Impact on Brand Loyalty in Caring Colours Cosmetics, Martha Tilaar. *Binus Business Review*, 7(1), 83. <https://doi.org/10.21512/bbr.v7i1.1458>
- Muthi, L. H., & Utama, A. P. (2023). *The Effect of Price , Brand Image and Promotion on Easy Shopping Customer Repurchase Intention Mediated By Customer Satisfaction*. 4(4), 613–626.
- Nakazawa, M. (2014). To investigate the effectiveness of relationship quality in relation to enhancing the customer loyalty and the consumer buying behaviour among generation Y , using the example of cosmetic industry . *Dublin Business School, March*, 1–82.
- Nandya, T., & Permana, D. (2021). Analysis of the Effect of Electronic Customer Relationship Management (E-Crm) and Brand Trust on Customer Satisfaction and Loyalty in Pixy Cosmetic Products. *Dinasti International Journal of Management Science*, 2(3), 467–483. <https://doi.org/10.31933/dijms.v2i3.708>
- Närvänen, E., Kuusela, H., Paavola, H., & Sirola, N. (2020). A meaning-based framework for customer loyalty. *International Journal of Retail and Distribution Management*, 48(8), 825–843. <https://doi.org/10.1108/IJRDM-05-2019-0153>
- Nguyen, T. T. N. (2020). Developing and validating five-construct model of customer satisfaction in beauty and cosmetic E-commerce. *Heliyon*, 6(9), e04887. <https://doi.org/10.1016/j.heliyon.2020.e04887>
- Oh, H. C. (1995). *An Empirical Study of The Relationship Between Restaurant Image and Customer Loyalty*. Virginia Polytechnic Institute and State University.
- Oliver, R. L. (1999). Whence consumer loyalty ? *Journal of Marketing*, 63(Special Issue 1999), 33–44.
- Oliver, R. L. (2010). *Satisfaction: A Behavioral Perspective on the Consumer*.
- Orhan, M. A., & MacIlvaine, C. (2020). Examining Digital Brand Experiences as a Predictor of Brand Relationship Quality and Loyalty. *International Journal of Marketing Communication and New Media*, 8(15), 46–64.
- Papista, E., & Dimitriadis, S. (2012). Exploring consumer-brand relationship quality and identification: Qualitative evidence from cosmetics brands. *Qualitative Market Research*, 15(1), 33–56. <https://doi.org/10.1108/13522751211191982>
- Parmar, S. M. (2014). A Study of Brand Loyalty for Cosmetic Products among Youth. *A Study of Brand Loyalty for Cosmetic Products among Youth*, 3(6),

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

9–21.

- Peng, M. Y. P., & Li, Y. (2019). The impact of expressive brand relationship on brand loyalty: Drawing on relationship marketing theory. *2019 16th International Conference on Service Systems and Service Management, ICSSSM 2019*, 1–5. <https://doi.org/10.1109/ICSSSM.2019.8887611>
- Pentina, I., Gammoh, B. S., Zhang, L., & Mallin, M. (2013). Drivers and Outcomes of Brand Relationship Quality in the Context of Online Social Networks. *International Journal of Electronic Commerce*, 17(3), 63–86. <https://doi.org/10.2753/jec1086-4415170303>
- Poomduang, T., & Kheokao, J. (2019). *Dimensions of Relationship Quality: The sense of strength between consumer and brand*. 3, 189–202. <https://doi.org/10.33422/ics21.2019.07.384>
- Priyono. (2016). *Metode Penelitian Kuantitatif*.
- Puška, A., Stojanović, I., & Berbić, S. (2018). the Impact of Chocolate Brand Image, Satisfaction, and Value on Brand Loyalty // Uticaj Imidža Brenda Čokolade, Zadovoljstva I Vrijednosti Na Lojalnost Brenda. *EMC Review - Časopis Za Ekonomiju - APEIRON*, 15(1). <https://doi.org/10.7251/emc1801037p>
- Putra, E. Y., & Pane, M. P. (2022). Analysis Of Factors Affecting Brand Loyalty On Cosmetic Products In Batam. *International Journal of Social Science and Religion (IJSSR)*, 231–250. <https://doi.org/10.53639/ijssr.v3i3.84>
- Putri, A. D. E., Indarini, -, & Anandya, D. (2019). *The influence of brand communication, brand image, brand satisfaction, and brand trust on brand loyalty*. 308(Insyma), 122–125. <https://doi.org/10.2991/insyma-19.2019.31>
- Qiutong, M., & Rahman, M. J. (2019). the Impact of Cosmetics Industry Social Media Marketing on Brand Loyalty: Evidence From Chinese College Students. *Academy of Marketing Studies Journal*, 23(2), 1–15.
- Quan, N. H., Chi, N. T. K., Nhung, D. T. H., Ngan, N. T. K., & Phong, L. T. (2020). The influence of website brand equity, e-brand experience on e-loyalty: The mediating role of e-satisfaction. *Management Science Letters*, 10(1), 63–76. <https://doi.org/10.5267/j.msl.2019.8.015>
- Quaye, E. S., Taoana, C., Abratt, R., & Anabila, P. (2022). Customer advocacy and brand loyalty: the mediating roles of brand relationship quality and trust. *Journal of Brand Management*, 29(4), 363–382. <https://doi.org/10.1057/s41262-022-00276-8>
- Rachmawati, I. (2020). Service quality role on customer's loyalty of Indonesia internet service provider during Covid-19. *Jurnal Manajemen Dan Pemasaran Jasa*, 13(2), 167. <https://doi.org/10.25105/jmpj.v13i2.7116>
- Raju, J. S., Srinivasan, V., & Lal, R. (1990). The Effects of Brand Loyalty on

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Competitive Price Promotional Strategies. *Management Science*, 36(3), 276–304. <https://doi.org/10.1287/mnsc.36.3.276>
- Ramadhanayanti, D. A., Suliawan, G. N., Limesa, M., & Murwani, I. A. (2022). The Impact of Founder's Perceived Credibility in Social Media on Customer-Brand Engagement to Improve Customer Satisfaction and Brand Loyalty in Indonesian Fashion SMEs. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(2), 9134–9147.
- Rao, X., Qiu, H., Morrison, A. M., Wei, W., & Zhang, X. (2022). Predicting Private and Public Pro-Environmental Behaviors in Rural Tourism Contexts Using SEM and fsQCA: The Role of Destination Image and Relationship Quality. *Land*, 11(3). <https://doi.org/10.3390/land11030448>
- Rather, R. A., & Camilleri, M. A. (2019). The effects of service quality and consumer-brand value congruity on hospitality brand loyalty. *Anatolia*, 30(4), 547–559. <https://doi.org/10.1080/13032917.2019.1650289>
- Reichenbach, A., Bringmann, A., Reader, E. E., Pournaras, C. J., Rungger-Brändle, E., Riva, C. E., Hardarson, S. H., Stefansson, E., Yard, W. N., Newman, E. A., & Holmes, D. (2019). Effect of perceived quality and perceived value towards brand loyalty through customer satisfaction j-klin beauty jember. *Progress in Retinal and Eye Research*, 561(3), S2–S3.
- Restiana, L. (2020). *Customer Perceived Service Quality , Product Quality , Satisfaction and Loyalty in Beauty Business. 1*, 288–291.
- Salem, S. F., & Salem, S. O. (2021). Effects of Social Media Marketing and Selected Marketing Constructs on Stages of Brand Loyalty. *Global Business Review*, 22(3), 650–673. <https://doi.org/10.1177/0972150919830863>
- Santoso, S. (2011). *Structural Equation Modeling (Konsep dan Aplikasi dengan AMOS 18)*. PT Elex Media Komputindo.
- Saraswati, M., Rifai, A. I., & Yudhistira, P. (2022). Review of Customer Satisfaction Index by INACA for Pattimura International Airport Ambon, Indonesia. *Citizen: Jurnal Ilmiah Multidisiplin Indonesia*, 2(5), 865–872. <https://doi.org/10.53866/jimi.v2i5.202>
- Sari, A., Sucherly, Hasan, M., & Oesman, Y. M. (2022). Brand-consumer relationship of female millennials toward K-beauty. *Innovative Marketing*, 18(2), 72–84. [https://doi.org/10.21511/im.18\(2\).2022.07](https://doi.org/10.21511/im.18(2).2022.07)
- Sarjono, H., & Julianita, W. (2015). *Structural Equation Modeling (SEM). Sebuah Pengantar, Aplikasi untuk Penelitian Bisnis*. Salemba Empat.
- Sarmad, I., & Ali, R. (2023). How Does Customer Advocacy Influence Brand Loyalty? A Serial Mediation of Brand Relationship Quality and Brand Trust. *Pakistan Journal of Commerce and Social Science*, 17(1), 191–213.
- Sarwono, Y. (2010). Pengertian Dasar Structural Equation Modeling (SEM). *Jurnal*

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Ilmiah Manajemen Bisnis Ukrida, 10(3), 98528.

- Sastroasmoro, S. (2015). Dasar Dasar Metodologi Penelitian. *Dasar-Dasar Metodologi Penelitian*, February, 359.
- Schermelleh-Engel, K., Moosbrugger, H., & Müller, H. (2003). Evaluating the fit of structural equation models: Tests of significance and descriptive goodness-of-fit measures. *MPR-Online*, 8(May), 23–74.
- Schiffman, L. G., & Wisenblit, J. L. (2015). Consumer behavior (vol. 11). *England Pearson Education Limited*.
- Schmalensee, R. (1974). Brand Loyalty and Barriers to Entry. *Southern Economic Journal*, 40(4), 579. <https://doi.org/10.2307/1056376>
- Schnebelen, S., & Bruhn, M. (2018). An appraisal framework of the determinants and consequences of brand happiness. *Psychology and Marketing*, 35(2), 101–119. <https://doi.org/10.1002/mar.21073>
- Segoro, W. (2013). The Influence of Perceived Service Quality, Mooring Factor, and Relationship Quality on Customer Satisfaction and Loyalty. *Procedia - Social and Behavioral Sciences*, 81, 306–310. <https://doi.org/10.1016/j.sbspro.2013.06.433>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*.
- Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality. *Journal of Retailing and Consumer Services*, 47(October 2018), 57–65. <https://doi.org/10.1016/j.jretconser.2018.10.007>
- Smit, E., Bronner, F., & Tolboom, M. (2007). Brand relationship quality and its value for personal contact. *Journal of Business Research*, 60(6), 627–633. <https://doi.org/10.1016/j.jbusres.2006.06.012>
- So, J. T., Parsons, A. G., & Yap, S. F. (2013). Corporate branding, emotional attachment and brand loyalty: The case of luxury fashion branding. *Journal of Fashion Marketing and Management*, 17(4), 403–423. <https://doi.org/10.1108/JFMM-03-2013-0032>
- Sohail, M. S., Hasan, M., & Sohail, A. F. (2019). The Impact of Social Media Marketing on Brand Trust and Brand Loyalty. *International Journal of Online Marketing*, 10(1), 15–31. <https://doi.org/10.4018/ijom.2020010102>
- Solomon, M. R. (2011). Consumer behavior: Buying, having, and being, Global Edition. *Pearson*, 14(2), 116–124.
- Sukmadinata, N. S. (2012). *Metode Penelitian Pendidikan*. Rosda Karya.
- Sulhaini, Sulhaini, Rusdan, R., Sulaimiah, S., & Dayani, R. (2022). Analysing K-Beauty Brands from the Consumer–Brand Relationship Perspective. *International Research Journal of Business Studies*, 15(1), 39–52. <https://doi.org/10.21632/irjbs.15.1.39-52>

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Sunaryo, S., Syafii, I., & Prameswari, M. D. (2022). Pengaruh Customer Experience Dan Relationship Quality Pada Repurchase Intention Produk Skincare Garnier Melalui Service Quality. *IDEI: Jurnal Ekonomi & Bisnis*, 3(1), 1–8. <https://doi.org/10.38076/ideijeb.v3i1.103>
- Susanti, V., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2020). Rational Antecedent Framework of Brand Satisfaction in the Industrial Market: Assessing Rational Perceived Quality and Rational Perceived Value Roles. *International Review of Management and Marketing*, 10(1), 19–26. <https://doi.org/10.32479/irmm.9017>
- Syarifah, A., & Ali, M. M. (2020). Influence Analysis of Product Quality and Brand Trust against Customer Satisfaction and Impact on Customer Loyalty Wardah Brand Cosmetics in Jabotabek. *International Journal of Innovative Science and Research Technology*, 5(4), 8.
- Taghipourian, M. J., & Bakhsh, M. M. (2016). *Loyalty : From Single-Stage Loyalty to Four-Stage Loyalty. January 2015*.
- Thaichon., P., Quach, T. N., & Lobo, A. (2013). Marketing communications: factors influencing brand loyalty of internet service provider Paramaporn. *Australian and New Zealand Marketing Academy Conference, December, 1–5*.
- Tjahjono, E. J., Ellitan, L., & Handayani, Y. I. (2021). Product Quality and Brand Image Towards Customers' Satisfaction Through Purchase Decision of Wardah Cosmetic Products in Surabaya. *Journal of Entrepreneurship & Business*, 2(1), 56–70. <https://doi.org/10.24123/jeb.v2i1.4023>
- Tucker, W. T. (1964). The Development of Brand Loyalty. *Journal of Marketing Research*, 1(3), 32. <https://doi.org/10.2307/3150053>
- Unurlu, C., & Uca, S. (2017). The effect of culture on brand loyalty through brand performance and brand personality. *International Journal of Tourism Research*, 19(6), 672–681. <https://doi.org/10.1002/jtr.2139>
- Veloutsou, C. (2007). Identifying the Dimensions of the Product-Brand and Consumer Relationship. *Journal of Marketing Management*, 23(1–2), 7–26. <https://doi.org/10.1362/026725707x177892>
- Wang, Y., & Xiao, Z. (2022). The Dual Effects of Consumer Satisfaction on Brand Switching Intention of Sharing Apparel. *Sustainability (Switzerland)*, 14(8), 1–15. <https://doi.org/10.3390/su14084526>
- Wenninger, A., Rau, D., & Röglinger, M. (2022). Improving customer satisfaction in proactive service design: A Kano model approach. *Electronic Markets*, 32(3), 1399–1418. <https://doi.org/10.1007/s12525-022-00565-9>
- Widiastuti, O. (2017). Pengaruh Kualitas Produk terhadap Keputusan Pembelian Merek Sariayu Martha Tilaar. *Applied Microbiology and Biotechnology*, 85(1), 2071–2079.

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Wijanto, S. (2007). *Structural Equation Modeling dengan LISREL 8.80*. Graha Ilmu.
- Wijaya, T. (2009). *Analisis SEM dengan AMOS versi 18*. Universitas Atmajaya.
- Willems, L. M., Baier, H., Bien, C. G., Bösebeck, F., Dümpelmann, M., Hamer, H. M., Kellinghaus, C., Knake, S., Schreiber, M., Staack, A. M., Surges, R., Tergau, F., von Podewils, F., Weber, Y., Wehner, T., Winter, Y., Philipp Zöllner, J., Strzelczyk, A., & Rosenow, F. (2021). Satisfaction with and reliability of in-hospital video-EEG monitoring systems in epilepsy diagnosis – A German multicenter experience. *Clinical Neurophysiology*, *132*(9), 2317–2322. <https://doi.org/10.1016/j.clinph.2021.04.020>
- Wirtz, J. (2017). Managing Customer Relationships and Building Loyalty. In *Managing Customer Relationships and Building Loyalty* (Vol. 10, Issue January 2018). <https://doi.org/10.1142/y0012>
- Wirtz, J., & Lovelock, C. (2022). *Services Marketing*.
- Xie, L., Poon, P., & Zhang, W. (2017). Brand experience and customer citizenship behavior: the role of brand relationship quality. *Journal of Consumer Marketing*, *34*(3), 268–280. <https://doi.org/10.1108/JCM-02-2016-1726>
- Xu, C., Alimasi Mongo, P., & Abdul Ganiyu, S. (2021). Retracted Article: Model construction and empirical study on mobile commerce user satisfaction. *Current Psychology*, *40*(1), 35–43.
- Yang, K. F., Yang, H. W., Chen, Y. Y., & Fan, C. C. (2019). Research on the service quality, customer satisfaction, customer loyalty in the cosmetics industry - Taking LANEIGE as an example. *ACM International Conference Proceeding Series*, 32–37. <https://doi.org/10.1145/3355966.3355990>
- Yang, T. J., & Liu, C. H. (2014). How to improve the customer loyalty in the cosmetics industry. *11th International Conference on Service Systems and Service Management, ICSSSM 2014 - Proceeding*. <https://doi.org/10.1109/ICSSSM.2014.6874105>
- Yoshida, M., Gordon, B. S., Nakazawa, M., Shibuya, S., & Fujiwara, N. (2018). Bridging the gap between social media and behavioral brand loyalty. *Electronic Commerce Research and Applications*, *28*, 208–218. <https://doi.org/10.1016/j.elerap.2018.02.005>
- Yvonne, A., & Kristaung, R. (2013). *Metodologi Penelitian Bisnis dan Akuntansi*. Dian Rakyat.
- Zehir, C., Şahin, A., Kitapçı, H., & Özçahin, M. (2011). The effects of brand communication and service quality in building brand loyalty through brand trust; the empirical research on global brands. *Procedia - Social and Behavioral Sciences*, *24*, 1218–1231. <https://doi.org/10.1016/j.sbspro.2011.09.142>

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2010). Services marketing strategy. *Wiley International Encyclopedia of Marketing*.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. C. N.-H. . . Z. 2013. (2013). *Services marketing: integrating customer focus across the firm*. McGraw-Hill Inc.,US.
- Zhao, J., Butt, R. S., Murad, M., Mirza, F., & Saleh Al-Faryan, M. A. A. (2022). Untying the Influence of Advertisements on Consumers Buying Behavior and Brand Loyalty Through Brand Awareness: The Moderating Role of Perceived Quality. *Frontiers in Psychology*, 12(January), 1–15. <https://doi.org/10.3389/fpsyg.2021.803348>
- Zheng, X., K., C. M., K.O., C. M., & Liang, L. L. (2015). Building Brand Loyalty through User Engagement in Online Brand Communities in Social Networking Sites. *Information Technology & People*, 28(1), 163–194.

Sumber Situs:

- Sariayu Martha Tilaar. (2018). Retrieved May 26, 2022, from Instagram.com website: https://www.instagram.com/sariayu_mt/
- (2021). Retrieved October 24, 2021, from Sociolla.com website: <https://journal.sociolla.com/>
- 2021 Beauty Industry Trends & Cosmetics Marketing: Statistics and Strategies for Your Ecommerce Growth. (2019, October 18). Retrieved October 11, 2021, from Common Thread Collective website: <https://commonthreadco.com/blogs/coachs-corner/beauty-industry-cosmetics-marketing-ecommerce#statistics>
- About Top Brand Award - Indonesian Prestigious Merek Award. (n.d.). Retrieved October 14, 2021, from Top Brand Award website: <https://www.topmerek-award.com/en/about-top-merek-award/>
- Beauty & Personal Care - Indonesia | Statista Market Forecast. (2021). Retrieved October 13, 2021, from Statista website: <https://www.statista.com/outlook/cmo/beauty-personal-care/indonesia>
- Beauty & Personal Care - Worldwide | Statista Market Forecast. (2021). Retrieved October 11, 2021, from Statista website: <https://www.statista.com/outlook/cmo/beauty-personal-care/worldwide>
- Fernando, A. (2021, August 5). Induk Sariayu “Ngos-ngosan”, Begini Jeroan Emiten Kosmetik RI. Retrieved October 17, 2021, from CNBC Indonesia website: <https://www.cnbcindonesia.com/market/20210805080102-17-266219/induk-sariayu-ngos-ngosan-begini-jeroan-emiten-kosmetik-ri>
- Global Beauty and Personal Care Market Report 2021-2026 - ResearchAndMarkets.com. (2021, June 22). Retrieved October 11, 2021,

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

from Businesswire.com website:
<https://www.businesswire.com/news/home/20210622005830/en/Global-Beauty-and-Personal-Care-Market-Report-2021-2026---ResearchAndMarkets.com>

Global Beauty and Personal Care Products Market - Industry Analysis and Forecast (2019-2026) By Product, Distribution Channel, Type, and Region. (2021, June 7). Retrieved October 11, 2021, from MAXIMIZE MARKET RESEARCH website: <https://www.maximizemarketresearch.com/market-report/global-beauty-and-personal-care-products-market/17955/>

Mengenal Macam-Macam Skincare yang Wajib Kamu Miliki! (2019). Retrieved October 14, 2021, from <http://www.senka.id> website: <https://www.senka.id/senka-stories/macam-macam-skincare>

Monavia Ayu Rizaty. (2021, October 5). Industri Kosmetik Tumbuh 5,59 Persen, Ini Merek Perawatan Tubuh Terlaris pada Agustus 2021. Retrieved October 23, 2021, from Katadata.co.id website: <https://databoks.katadata.co.id/datapublish/2021/10/05/industri-kosmetik-tumbuh-559-persen-ini-merek-perawatan-tubuh-terlaris-pada-agustus-2021>

Nusaresearch. (2020). Laporan Tentang Makeup Routine | Nusaresearch. Retrieved October 24, 2021, from Nusaresearch - Survei Online No. 1 di Indonesia website: https://nusaresearch.net/public/news/996-Laporan_Tentang_Makeup_Routine.nsr

PT Cekindo Business International. (2021, September 29). Registrasi Kosmetik di Indonesia - Cekindo Business International. Retrieved October 13, 2021, from Cekindo.com website: <https://www.cekindo.com/id/layanan/registrasi-kosmetik-indonesia>

PT Martina Berto TBK. (2021). Retrieved October 17, 2021, from Martinaberto.co.id website: https://www.martinaberto.co.id/investor.php?page=investor_financial_reports

Selma Intania Hafidha. (2020, October 19). 6 Manfaat Lulur untuk Kulit. Retrieved October 17, 2021, from liputan6.com website: <https://hot.liputan6.com/read/4385814/6-manfaat-lulur-untuk-kulit-ketahui-cara-memakai-yang-benar-agar-hasil-maksimal>

Top Brand Index Beserta Kategori Lengkap. (n.d.). Retrieved from Top Brand Award website: <https://www.topmerek-award.com/top-merek-index/>

Shella Devi Novianti, 2023

BRAND RELATIONSHIP QUALITY DAN CUSTOMER SATISFACTION DALAM MENCIPTAKAN BRAND LOYALTY (SURVEI PADA PELANGGAN SARIAYU MARTHA TILAAAR)

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu