



International Journal of Economics, Accounting, and Management

Vol. 1, No. 1, March 2025
Page 400-411

E-ISSN: 3047-6798
P-ISSN: 3047-678X

Site : <https://jurnal.intekom.id/index.php/ijeam>

Customer Loyalty to Scarlett: The Role of Quality, Trust, Discount, Price and Brand Image

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Article Info

Article history:

Received February 15, 2025
Revised February 15, 2025
Accepted March 30, 2025

Keywords:

Quality,
Trust,
Discount,
Price,
Brand Image.

ABSTRACT

This study aims to determine the effect of quality, trust, discount, price and brand image on customer loyalty through customer satisfaction on Scarlett product consumers. The data used are responses from questionnaires that have been distributed via googleform with sample data of 180 responses. In this study, data processing was carried out using SPSS using the regression equation. Meanwhile, the research scale used is measurement with the Likert Scale, which is the simplest method of measuring attitudes using a scale distribution to see the development or change in attitudes of respondents. The test results obtained in this study are that the variables trust, discount and price have an effect on customer satisfaction, while the variables quality and brand image do not have a direct effect on customer satisfaction. Then the influence of the variables quality, trust, discount and customer satisfaction has an effect on customer loyalty, while the variables price and brand image have no direct effect on customer loyalty. The results of this study indicate that to achieve customer loyalty, Scarlett can start by increasing trust. Because Scarlett consumers consider trust to have an effect on customer satisfaction and customer loyalty.

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1. INTRODUCTION

Skincare has become one of the essential needs that cannot be ignored. Its purpose is not just a trend or lifestyle but also serves to maintain and care for skin health, ensuring the skin remains beautiful, attractive, and radiant. According to the Zap Beauty Index survey, 82.5% of Indonesian women believe that beauty means having bright and glowing skin. [1]. The perception has influenced many individuals to invest in skincare products to achieve their desired skin goals. This lifestyle has certainly contributed to the growth of Indonesia's skincare industry. Additionally, the Zap Beauty Index 2023 survey states that 95.1% of Indonesian women agree that it is important for men to use skincare products. [1]. This reflects a shifting mindset where skincare is no longer seen as exclusive to women but as an essential practice for everyone. As awareness of skincare benefits continues to rise, both men and women are becoming more conscious of the importance of maintaining healthy skin. The skincare industry is expected to keep evolving, with new innovations and ingredients designed to cater to diverse consumer needs.

The number of players in the cosmetics industry continues to grow due to the intense competition within the sector over time [2]. As a result, many new brands have emerged, especially in recent years, with numerous local brands offering high quality at affordable prices, contributing to the rapid growth of the local skincare industry. Consumers are becoming more selective, prioritizing products that not only enhance their beauty but also provide real benefits for skin health. This shift in consumer behavior has encouraged local brands to innovate and improve their offerings to compete with well-established international brands. One of the local brand with rising in popularity is Scarlett. Scarlett is a beauty brand from Indonesia which was founded by Felicya Angelista in 2017 [3]. Scarlett's products are widely sold in the market and have gained many loyal customers. Scarlett offers a wide range of products, from facial to body care, including body lotion, body soap, body scrub, facial soap, and facial serum. The brand continuously expands its product line to cater to different skin concerns, ensuring that customers have access to skincare solutions that suit their individual needs.

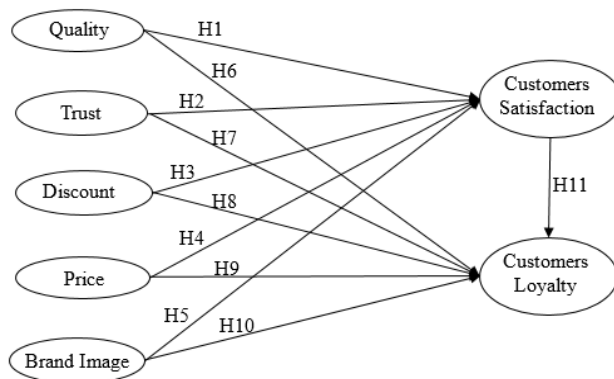
Customer loyalty is also created through the experiences customers have while interacting with a company. Positive and consistent experiences can build an emotional connection between consumers and the brand, ultimately enhancing customer loyalty. Customers who feel valued and understood by the company are more likely to remain loyal and even become advocates who help promote the brand through positive reviews. Therefore, focusing on a holistic customer experience and innovation in service is key to maintaining long-term customer loyalty. Customer loyalty can also indicate a company's tendency to gain benefits from consumer preferences for specific services. [4] Retaining customers is a key goal for businesses. Repeat purchases show customer loyalty, as the product satisfies their needs and desires.

When making a purchase, consumers ensure the product's quality, as it shapes their expectations and leads to customer satisfaction. Likewise, when customers are satisfied with the quality of a product, they will feel assured and are more likely to make repeat purchases. When a consumer starts trusting a brand offered by a company, it increases their trust in the product and customer satisfaction, leading them to make repeat purchases from that brand. An approach used to satisfy customers is offering attractive discounts. Providing discounts can create a sense of attachment to the product, helping to build customer loyalty. Consumers will be satisfied if the price offered aligns with their desires and benefits. When customers feel the product's price is reasonable and fair, customer loyalty increases, as they believe the product meets their expectations. Brand image is linked to consumer trust in a specific brand. A strong brand image makes consumers feel satisfied, as they believe they've made a good choice. A solid brand image reinforces their loyalty to the company's products. The main goal a company must achieve is customer satisfaction. The company will always seek ideas to ensure that the products offered satisfy and meet the needs of its consumers.

Based on previous research by Wilis & Nurwulandari, it was found that quality, trust, price and brand image have a positive impact on customer satisfaction. This research also state that quality, trust, price and brand image have a positive impact on customer loyalty [5]. In addition, previous research by Simanungkalit, Sinaga, & Hutagalung, have found that discount have a positive impact on customer satisfaction [6]. And on previous research by Rahmansyah & Moko said that discount have a positive impact on customer loyalty [7]. After evaluating several variables that may influence customers' tendency to continue using Scarlett products, the researchers decided to conduct a study on the variables of quality, trust, price, discount, and brand image in relation to customer loyalty through customer satisfaction.

2. METHOD

The research model that will be examined in this study as follows.



H1 : Quality have an impact on Customer Satisfaction
H2 : Trust have an impact on Customer Satisfaction
H3 : Discount have an impact on Customer Satisfaction
H4 : Price have an impact on Customer Satisfaction
H5 : Brand Image have an impact on Customer Satisfaction

H6 : Quality have an impact on Customer Loyalty
H7 : Trust have an impact on Customer Loyalty
H8 : Discount have an impact on Customer Loyalty
H9 : Price have an impact on Customer Loyalty
H10 : Brand Image have an impact on Customer Loyalty
H10 : Customer Satisfaction have an impact on Customer Loyalty

This study uses a quantitative method, providing objective results and processing data through statistical analysis, resulting in numerical data. The questionnaire distribution is conducted objectively and tested for validity and reliability [8]. This study employs a descriptive research method, which examines issues related to current population data. The purpose of this method is to test hypotheses or answer questions related to the subject under study [9].

This study uses the Likert scale, a simple and widely used method for measuring attitudes by assessing changes in respondents' perceptions. The Likert scale in this research consists of five levels: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree) [10]. Data is collected through an online questionnaire via Google Forms. The respondents in this study are targeted at Scarlett consumers in Medan who have made purchases and used the products for six months. This ensures that respondents have sufficient experience to provide relevant feedback. The general rule for determining the minimum sample size is five times the number of indicators. With 36 indicators in this study, the required minimum sample size is 180 respondents [11].

Nonprobability sampling is a sampling method in which not all elements or members of the population have an equal chance of being selected as part of the sample. This study employs a nonprobability sampling technique, specifically purposive sampling, which selects samples based on specific criteria [10]. This study utilizes SPSS for data processing, applying regression equations to analyze the data. SPSS is chosen due to its descriptive menu and ease of use, making it accessible for researchers. Moreover, its statistical analysis capabilities produce accurate and reliable results, supporting the research objectives effectively.

3. RESULTS AND DISCUSSION

The requirements for this study are being between the ages of 18-60, domiciled in Medan, and have purchased and used Scarlett products for 6 months. This study uses data from questionnaire answers via online Googleform distribution. From the results of distributing the questionnaire, a total of 180 respondents were obtained.

3.1. Descriptive Analysis

Descriptive variable analysis is a statistical data evaluation technique that includes measures such as mean, standard deviation, and minimum-maximum values. The results of these statistical calculations are used to assess the responses collected from the survey, as they relate to the research variables being studied [12].

3.1.1. Quality

Quality refers to all aspects and characteristics of a product or service that affect its reliability in meeting specific needs [13]. There are six indicator that used to examine Quality: Performance, Features, Reliability, Conformance to Specifications, Durability, and Aesthetics [13] [14]

3.1.2. Trust

Trust can be defined as the belief that a product will deliver an experience that meets personal expectations. Trust helps reduce consumer doubts, as they not only believe in the brand's credibility but also perceive it as reliable, safe, and honest—key components in building trust. The Trust variable is examined using five indicators: brand predictability, brand preference, brand competence, brand reputation, and trust in the company [15].

3.1.3. Discount

A discount can be defined as a price reduction from the original price, offered to consumers as a form of appreciation for certain actions that benefit the seller [7]. The Discount Variable is studied with 5 indicators, which are the duration of the discount period, discount frequency, timing of the discount, the type of product that receives the discount, and the size of the discount/amount [16].

3.1.4. Price

Price is the value in the form of money or goods with specific benefits, assigned to a service or product at a particular time and place, making it an important attribute evaluated by both consumers and management, as it plays a crucial role in shaping consumer perceptions [14]. The Price Variable is studied with 5 indicators, which are affordability, price in accordance with product quality, price in accordance with benefits, price competitiveness, and price list [17] [14].

3.1.5. Brand Image

Brand image can be defined as consumers' perceptions, preferences, or tendencies that are embedded in their memory [17]. Brand image is the perception shaped by brand elements used by a company to differentiate its products from competitors' products. The Brand Image Variable is studied with 5 indicators, which are brand recall, brand recognition, good brand reputation, brand uniqueness, and brand strength [17] [13] [18].

3.1.6. Customer Satisfaction

Customer satisfaction refers to a product's ability to meet user expectations after comparing its performance with consumer expectations. Consumer satisfaction arises if the value of the product offered can satisfy consumers over a long period of time [4]. The Customer Satisfaction Variable is studied with 5 indicators, which are overall satisfaction, expectations, responsiveness, comparison, and confirmation/disconfirmation [19] [20].

3.1.7. Customer Loyalty

The sustainability of a business heavily depends on having loyal customers to the brand. Customer loyalty refers to the habit of ordering or choosing the same brand in every transaction or purchase [13]. Customer loyalty is measured using five indicators: repeat purchase, retention, referral, positive word-of-mouth, and commitment to the brand [13].

3.2. Analysis Result

3.2.1. Validity Test

Validity testing ensures that the collected data aligns with the research subject and that the questionnaire provides relevant information. By ensuring validity, the research produces accurate and reliable data support proper conclusions.

Table 1. Validity Test

Variable	Indikator	Pearson Correlation	Sig. (2-tailed)	Validity
<i>Quality</i>	Q1	0,887	0,000	Valid
	Q2	0,809	0,000	Valid
	Q3	0,894	0,000	Valid
	Q4	0,834	0,000	Valid
	Q5	0,798	0,000	Valid
	Q6	0,856	0,000	Valid
<i>Trust</i>	T1	0,887	0,000	Valid
	T2	0,819	0,000	Valid
	T3	0,837	0,000	Valid
	T4	0,78	0,000	Valid
	T5	0,837	0,000	Valid
<i>Discount</i>	D1	0,770	0,000	Valid
	D2	0,872	0,000	Valid
	D3	0,811	0,000	Valid
	D4	0,889	0,000	Valid
	D5	0,871	0,000	Valid
<i>Price</i>	P1	0,853	0,000	Valid
	P2	0,838	0,000	Valid
	P3	0,832	0,000	Valid
	P4	0,84	0,000	Valid
	P5	0,878	0,000	Valid
<i>Brand Image</i>	BI1	0,826	0,000	Valid
	BI2	0,936	0,000	Valid
	BI3	0,916	0,000	Valid
	BI4	0,857	0,000	Valid
	BI5	0,898	0,000	Valid
<i>Customers Satisfaction</i>	CS1	0,907	0,000	Valid
	CS2	0,812	0,000	Valid
	CS3	0,873	0,000	Valid
	CS4	0,847	0,000	Valid
	CS5	0,908	0,000	Valid
<i>Customers Loyalty</i>	CL1	0,778	0,000	Valid
	CL2	0,851	0,000	Valid
	CL3	0,865	0,000	Valid
	CL4	0,782	0,000	Valid
	CL5	0,831	0,000	Valid

To determine its validity, the calculated r-value ($df = 180 - 2 = 178$) at a 5% significance level is 0.1463. Since the value of each indicator exceeds the calculated r-value ($r\text{-table} > r\text{-value}$), it can be concluded that all indicators for each variable are valid.

3.2.2. Reliability Test

Reliability testing is used to measure and ensure the consistency of respondents in answering the questionnaire, even when tested under different conditions or times.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Reliability
<i>Quality</i>	0,919	<i>Reliable</i>
<i>Trust</i>	0,886	<i>Reliable</i>

Variable	Cronbach's Alpha	Reliability
<i>Discount</i>	0,894	<i>Reliable</i>
<i>Price</i>	0,901	<i>Reliable</i>
<i>Brand Image</i>	0,923	<i>Reliable</i>
<i>Customers Satisfaction</i>	0,911	<i>Reliable</i>
<i>Customers Loyalty</i>	0,873	<i>Reliable</i>

In the reliability test, a variable is considered reliable if the Cronbach’s α value is greater than 0.60. From the table, shows that each variable exceeds 0.60, indicating that all variables—quality, trust, discount, price, brand image, customer satisfaction, and customer loyalty—are reliable.

3.2.3. Normality Test

The normality test is conducted to determine whether the data follows a normal distribution.

Table 3. Normality Test

Model	Asymp. Sig.	Critical Number	Conclusion
<i>Quality, Trust, Discount, Price , Brand image to Customer Satisfaction</i>	0.200	>0,05	Normal
<i>Quality, Trust, Discount, Price , Brand image , Customer Satisfaction to Customer Loyalty</i>	0.200	> 0,05	Normal

From the results, the significance value (Sig.) is 0.200, which is greater than 0.05, indicating that the data is normally distributed. Normality can be assessed through graphical analysis. Below is the result of the graphical analysis:

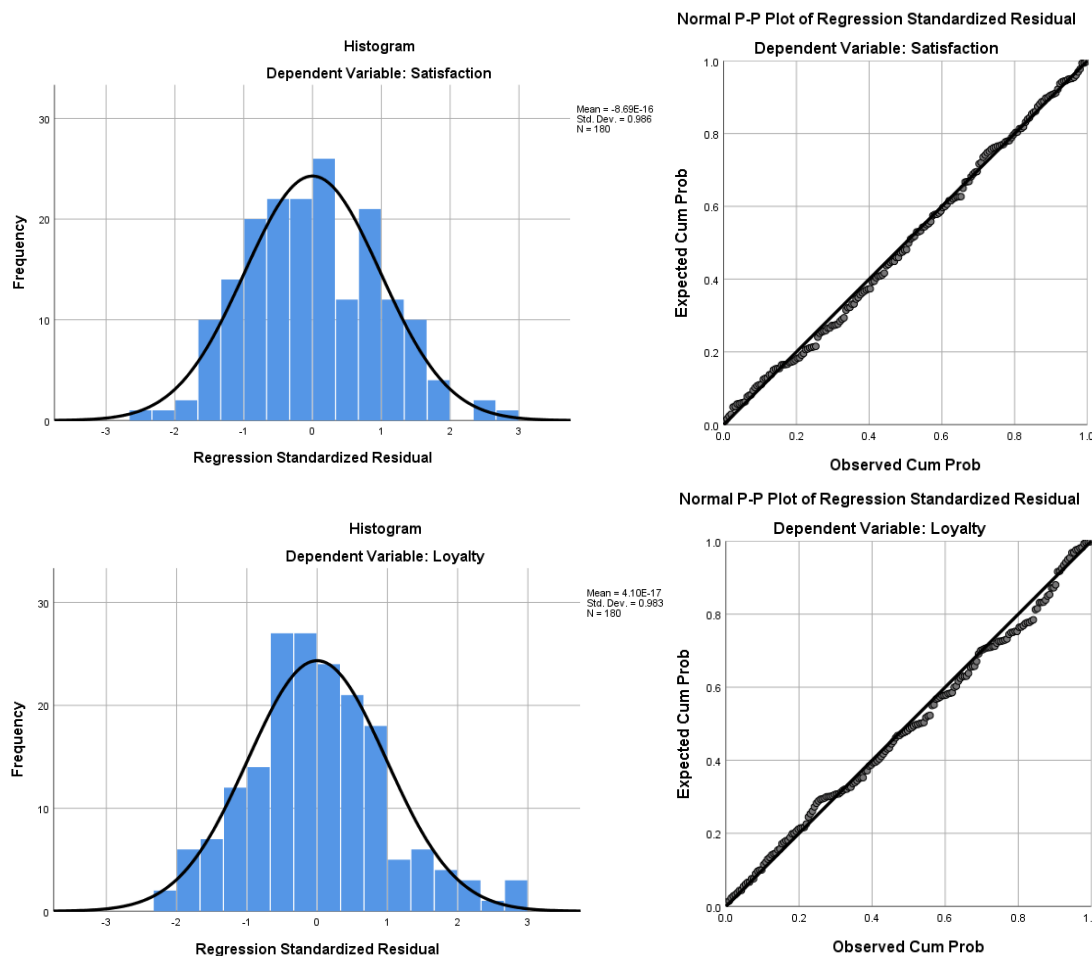


Figure 1. Histogram and Normal P-plot Normality Test

The histogram in the image shows a bell-shaped curve centered in the middle. Additionally, the P-Plot graph indicates that the data points are spread along the diagonal line and align with it. Therefore, it can be concluded that the data follows a normal distribution.

3.2.4. Heteroskedasticity Test

Residual variables in the regression model persist from one observation to the next in the heteroskedasticity test. Homoskedasticity occurs when the residual variance remains constant, whereas heteroskedasticity is present when the variance differs across observations.

Table 4. Heteroskedasticity Test

Variable	Sig.	Keterangan
Quality Customer Satisfaction	0,8328	There is no Heteroscedasticity
Trust Customer Satisfaction	0,0842	There is no Heteroscedasticity
Discount Customer Satisfaction	0,5727	There is no Heteroscedasticity
Price Customer Satisfaction	0,0966	There is no Heteroscedasticity
Brand Image Customer Satisfaction	0,0592	There is no Heteroscedasticity
Quality Customer Loyalty	0,7531	There is no Heteroscedasticity
Trust Customer Loyalty	0,2852	There is no Heteroscedasticity
Discount Customer Loyalty	0,1331	There is no Heteroscedasticity
Price Customer Loyalty	0,1102	There is no Heteroscedasticity
Brand Image Customer Loyalty	0,1858	There is no Heteroscedasticity
Customer Satisfaction Customer Loyalty	0,0859	There is no Heteroscedasticity

The heteroskedasticity test using statistical analysis shows that there are no significance values (Sig.) below 0.05. This indicates that heteroskedasticity is not present in any of the variables. In addition to the analytical test, a graphical test is also conducted, which includes:

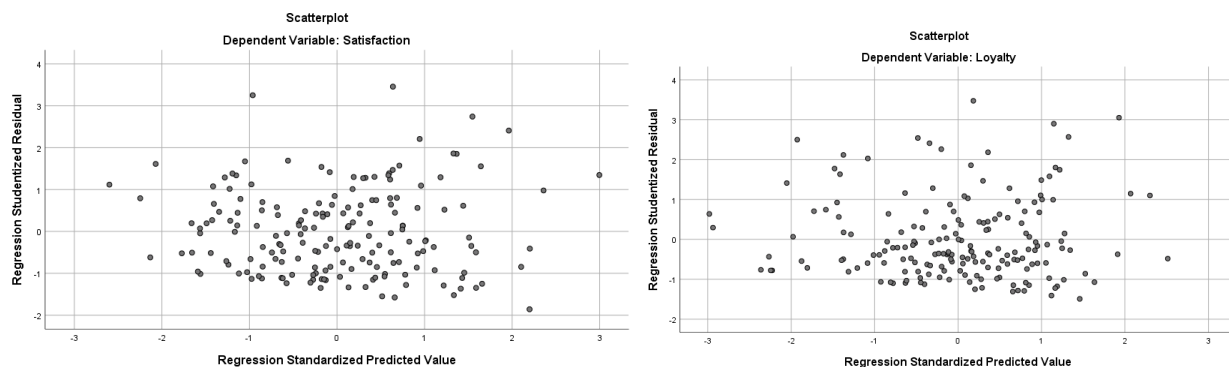


Figure 2. Scatterplot Heteroskedasticity Test

In both Figure, it can be observed that the data points do not cluster or form a specific pattern; instead, they are scattered above and below zero. This indicates that heteroskedasticity is not present in the regression model.

3.2.5. Linearity Test

The linearity test aims to examine whether the model has been correctly constructed, particularly in terms of the linear relationship between the independent and dependent variables in the regression model.

Table 5. Linearity Test

Variable	Deviation from Linearity	Keterangan
Quality Customer Satisfaction	0,661	There is a linear relationship.
Trust Customer Satisfaction	0,315	There is a linear relationship.
Discount Customer Satisfaction	0,423	There is a linear relationship.
Price Customer Satisfaction	0,114	There is a linear relationship.
Brand Image Customer Satisfaction	0,954	There is a linear relationship.
Quality Customer Loyalty	0,724	There is a linear relationship.

Trust Customer Loyalty	0,348	There is a linear relationship.
Discount Customer Loyalty	0,833	There is a linear relationship.
Price Customer Loyalty	0,779	There is a linear relationship.
Brand Image Customer Loyalty	0,803	There is a linear relationship.
Customer Satisfaction Customer Loyalty	0,419	There is a linear relationship.

The table above shows that the deviation from linearity value for each variable is greater than 0.05. This indicates a linear relationship between the independent variables and the dependent variables, customer satisfaction and customer loyalty.

3.2.6. Multicollinearity Test

The multicollinearity test is conducted to confirm that there is no high correlation between independent variables, which could affect the stability of regression coefficient estimates. If multicollinearity is present, the analysis results may become inaccurate.

Table 6. Multicollinearity Test

Variable	Tolerance	VIF	Keterangan
Quality Customer Satisfaction	0,832	1,2019	There is no multicollinearity
Trust Customer Satisfaction	0,8558	1,1685	There is no multicollinearity
Discount Customer Satisfaction	0,8325	1,2011	There is no multicollinearity
Price Customer Satisfaction	0,9913	1,0088	There is no multicollinearity
Brand Image Customer Satisfaction	0,7836	1,2761	There is no multicollinearity
Quality Customer Loyalty	0,8283	1,2073	There is no multicollinearity
Trust Customer Loyalty	0,7939	1,2596	There is no multicollinearity
Discount Customer Loyalty	0,8136	1,2292	There is no multicollinearity
Price Customer Loyalty	0,9217	1,0849	There is no multicollinearity
Brand Image Customer Loyalty	0,7802	1,2817	There is no multicollinearity
Customer Satisfaction Customer Loyalty	0,8096	1,2351	There is no multicollinearity

As seen in the table, each Tolerance value is greater than 0.10, and each VIF value is less than 10. This indicates that multicollinearity is not present in any of the variables.

3.2.7. Hypothesis Test

3.2.7.1. Multiple Linear Regression Analysis

Multiple linear regression analysis involves more than one independent variable. This is done to determine the direction and size of the effect of each independent variable on the dependent variable.

a. First Regression.

$$\text{Customer Satisfaction} = 7,406 + 0,049 \text{ Quality} + 0,229 \text{ Trust} + 0,121 \text{ Discount} + 0,247 \text{ Price} + 0,069 \text{ Brand Image}$$

b. Second Regression.

$$\text{Customer Loyalty} = 4,171 + 0,119 \text{ Quality} + 0,212 \text{ Trust} + 0,144 \text{ Discount} + 0,008 \text{ Price} + 0,010 \text{ Brand Image} + 0,276 \text{ Customer Satisfaction}$$

3.2.7.2. Coefficient of Determination

Evaluation of the Adjusted R2 value is very important to understand the role of the independent variable in influencing the dependent variable.

The following are the results of the coefficient of determination.

Table 7. Coefficient of Determination

Model	Adjusted R Square
<i>Quality, Trust, Discount, Price, Brand image to Customer Satisfaction</i>	0,167
<i>Quality, Trust, Discount, Price, Brand image, Customer Satisfaction to Customer Loyalty</i>	0,312

The Adjusted R² value of 0.167 shows that Quality, Trust, Discount, Price, and Brand Image explain 16.7% of Customer Satisfaction, while 83.3% is influenced by other factors. In the second equation, an Adjusted R² of 0.312 indicates that these variables, along with Customer Satisfaction, account for 31.2% of Customer Loyalty, meanwhile 68,8% was not discussed in this study.

3.2.7.3. F Test

The F-test is conducted to comprehensively evaluate the significance of the regression model. The test is performed by checking the significance value below 0.05, indicating that the hypothesis is accepted.

Table 8. F test

Model	df (Regression)	df (Residual)	F	Sig
Quality, Trust, Discount, Price, Brand image to Customer Satisfaction	5	174	8,183	0,000
Quality, Trust, Discount, Price, Brand image, Customer Satisfaction to Customer Loyalty	6	173	14.522	0,000

In the first model, the sig value is 0.000. With an F-table value of 2.27 (df1 = 5, df2 = 174), it is observed that F-table < F-calculated and 0.000 < 0.05. Therefore, Quality, Trust, Discount, Price, and Brand Image simultaneously impact Customer Satisfaction.

In the second model, the sig value is 0.000. With an F-table value of 2.15 (df1 = 6, df2 = 173), it is observed that F-table < F-calculated and 0.000 < 0.05. Therefore, Quality, Trust, Discount, Price, Brand Image and Customer Satisfaction simultaneously impact Customer Loyalty.

3.2.7.4. T Test

The T-test is used to assess the significance of each independent variable on the dependent variable in the regression model. If the significance value is less than 0.05, the independent variable has a significant partial effect on the dependent variable.

Table 9. T test

Hypothesis	Sig.	Description
H1 : Quality have an impact on Customer Satisfaction	0.376	Hypothesis rejected
H2 : Trust have an impact on Customer Satisfaction	0.000	Hypothesis accepted
H3 : Discount have an impact on Customer Satisfaction	0.046	Hypothesis accepted
H4 : Price have an impact on Customer Satisfaction	0.000	Hypothesis accepted
H5 : Brand Image have an impact on Customer Satisfaction	0.383	Hypothesis rejected
H6 : Quality have an impact on Customer Loyalty	0.014	Hypothesis accepted
H7 : Trust have an impact on Customer Loyalty	0.000	Hypothesis accepted
H8 : Discount have an impact on Customer Loyalty	0.006	Hypothesis accepted
H9 : Price have an impact on Customer Loyalty	0.893	Hypothesis rejected
H10 : Brand Image have an impact on Customer Loyalty	0.883	Hypothesis rejected
H11 : Customer Satisfaction have an impact on Customer Loyalty	0.000	Hypothesis accepted

3.3. Discussion

3.3.1. The Influence of Quality on Customer Satisfaction

The results show that quality does not impact customer satisfaction. This may be due to consumers having diverse preferences and expectations. Although Scarlett's products meet standards, customer satisfaction may decline if their expectations are not met. This study indicates that the advertised benefits and product design of Scarlett received neutral responses, signifying consumer dissatisfaction with the perceived benefits and a lack of appeal in the product design.

3.3.2. The Influence of Trust on Customer Satisfaction

The research results show that trust has a positive impact on customer satisfaction. Trust in a brand reflects consumers' confidence that the brand is reliable, safe, and honest. When consumers trust a brand, they tend to choose its products repeatedly without hesitation. This study found that Scarlett's products have successfully built a sufficient level of trust among consumers. The higher the trust, the greater the satisfaction experienced. If Scarlett can maintain this trust, consumer loyalty can be sustained.

3.3.3. The Influence of Discount on Customer Satisfaction

This study shows that discounts have a positive impact on customer satisfaction. Discounts enhance consumer satisfaction by providing added value, allowing them to purchase Scarlett products at a lower price. When consumers feel they are getting a better deal, they perceive Scarlett as a brand that cares about their needs and preferences.

3.3.4. The Influence of Price on Customer Satisfaction

This study shows that price has a positive impact on customer satisfaction. Consumer satisfaction increases when Scarlett offers prices that meet their needs. Price is an important factor that influences consumer perception and purchase decisions. When the price is considered fair, consumers tend to feel satisfied and are more likely to become loyal customers. This study found that Scarlett successfully satisfies its customers in terms of price, contributing to increased customer satisfaction.

3.3.5. The Influence of Brand Image on Customer Satisfaction

This study shows that brand image does not impact customer satisfaction. Brand image includes various impressions, values, and emotions formed based on consumers' experiences, information, and interactions with the brand. Scarlett's brand image does not affect customer satisfaction with its products. In this case, a good brand image does not necessarily leave a positive impression or memory with consumers.

3.3.6. The Influence of Quality on Customer Loyalty

The results of this study found that quality has a positive impact on customer loyalty. Quality encompasses all aspects of a product, both its usefulness and the benefits it provides. Scarlett, which maintains and improves the quality of its products, aims not only to retain customer loyalty but also to attract new consumers. The better the quality of Scarlett's products, the higher the customer loyalty to the brand.

3.3.7. The Influence of Trust on Customer Loyalty

This study shows that trust has a positive impact on customer loyalty. Trust ensures that consumers feel confident in the reliability and consistency of the product, strengthening long-term loyalty. In the case of Scarlett products, customer loyalty grows alongside increasing trust, meaning the higher the trust, the greater the consumer loyalty.

3.3.8. The Influence of Discount on Customer Loyalty

This study found that discounts have a positive impact on customer loyalty. Discounts create the impression that consumers are gaining more benefits, encouraging them to return in the future. Regularly offered discounts can also strengthen consumers' desire to remain loyal to a product. Through such programs, consumers feel valued and motivated to shop again for similar offers, ultimately reinforcing their loyalty.

3.3.9. The Influence of Price on Customer Loyalty

This study found that price does not impact customer loyalty. Consumers do not consider price as a key factor influencing their loyalty. While price plays a role in purchase decisions, consumers in this study tend to prioritize other factors, such as quality and trust in the brand. This indicates that loyal consumers do not solely seek the lowest price but value other aspects that provide greater benefits. Competitive pricing may attract new consumers, but the study shows that long-term loyalty cannot be built on price alone.

3.3.10. The Influence of Brand Image on Customer Loyalty

This study found that brand image does not impact customer loyalty. Customer loyalty is not based on visuals, perceptions, or a product's reputation but rather on the experiences and benefits consumers receive. To build long-term customer loyalty, companies should focus on improving other aspects and creating consistent experiences rather than relying solely on a strong brand image. Scarlett product consumers perceive the brand image as good, but this alone is not enough to maintain their loyalty.

3.3.11. The Influence of Customer Satisfaction on Customer Loyalty

This study found that customer satisfaction has a positive impact on customer loyalty. Customer satisfaction refers to the extent to which a brand meets or even exceeds consumer expectations after they evaluate its performance. Customer satisfaction is not only about immediate experience but also includes the product's ability to maintain its performance over time. When consumers consistently feel satisfied, their relationship with the brand strengthens, leading to long-term customer loyalty. In this case, Scarlett has successfully achieved customer satisfaction, encouraging satisfied consumers to continue using its products and fostering customer loyalty.

4. CONCLUSION

The conclusion of this study is described as follows :

- a. Quality does not affect Customer Satisfaction. The quality of Scarlett's products has not influenced customer satisfaction, possibly due to other factors considered by consumers.
- b. Trust has a positive effect on Customer Satisfaction. The higher the consumer's trust in Scarlett's products, the greater the satisfaction they experience.
- c. Discount has a positive effect on Customer Satisfaction. Scarlett provides added value through discounts, allowing consumers to purchase products at a lower price than the normal rate.
- d. Price has a positive effect on Customer Satisfaction. When the price is perceived as reasonable or appropriate, consumers tend to feel satisfied with their purchase.
- e. Brand Image does not affect Customer Satisfaction. Even if a product has a good brand image, it does not necessarily leave a lasting impression on consumers or lead to satisfaction.
- f. Quality has a positive effect on Customer Loyalty. Highly loyal consumers tend to pay attention to the quality of the products they use.
- g. Trust has a positive effect on Customer Loyalty. Customer loyalty grows alongside trust, meaning the higher the level of trust, the stronger the customer loyalty.
- h. Discount has a positive effect on Customer Loyalty. Regularly offered discount programs can strengthen consumers' desire to remain loyal to a product.
- i. Price does not affect Customer Loyalty. Competitive pricing may attract new customers, but sustainable loyalty cannot always be built solely through pricing strategies.
- j. Brand Image does not affect Customer Loyalty. Scarlett's consumers perceive the brand image as good, but this alone is not enough to maintain loyalty.
- k. Customer Satisfaction has a positive effect on Customer Loyalty. Scarlett has successfully created customer satisfaction, leading satisfied consumers to continue using their products and fostering long-term loyalty.

In this study, a total of 180 respondents were used as the sample, meaning the research may not fully represent the entire population of Scarlett product users. Another limitation is the data collection period and the sampling location. The research results may vary if a different sample is studied. This study also found that brand image does not influence customer satisfaction and loyalty. However, this limitation could be due to the subjective perception of the brand for a specific product. This variable may yield different results for other brands or product categories.

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