

## **The Influence of Product Quality and Price on Customer Loyalty Through Brand Image as A Mediation Variable on Consumers Of "B\_ERL COSMETIC" Products in Shopee Marketplace**

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### ABSTRACT

This study wants to find out how the quality and price of B\_Erl Cosmetics affect whether customers keep buying their products on Shopee. This study used a numbers-based method to figure out how the variables are related. This study looked at 100 customers who use Shopee. The customers were all women who are at least 17 years old and have made at least 2 purchases on the B\_Erl Cosmetic Shopee page. Collecting information in research using watching and asking questions. The tools we used to analyze data for our research were SPSS 26 software and Calculator Sobel Test to figure out the indirect effect. This research used a method called path analysis to analyze the data. The results we found showed that the quality and price of the product have some impact on how people see the brand. Also, the quality, price, and brand image have an effect on how loyal customers are to the brand. The quality of the product has an impact on customer loyalty through the brand image, and the price also has an impact on customer loyalty through the brand image.

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## 1. INTRODUCTION

Some women in Indonesia must use makeup before doing their daily tasks. Several beauty companies are opening in Indonesia and trying to be the top in the market. Local companies in Indonesia are not the only competition, foreign competitors also are competing. The increasing awareness of self-care, coupled with its substantial scale, presents an enticing market. It's no surprise that this has led to the growth of the national beauty and health industry. Cosmetic companies are flourishing, including the proliferation of many local cosmetic brands.

Referring to data from the National Agency of Drug and Food Control (BPOM), there has been a 20.6% increase in the number of cosmetic business operators, rising from 819 in 2021 to 913 in 2022 [1]. Furthermore, in 2023, Indonesia's cosmetic industry expanded by 21.9%, with the number of

companies growing from 913 in 2022 to 1,010. The national cosmetic industry has also made inroads into the export market. Cumulatively, from January to November 2023, the export value for cosmetic products, fragrances, and essential oils reached USD 770.8 million.

The remarkable growth of Indonesia's cosmetic industry is evident in the surge of cosmetic companies, rising from 913 in 2022 to 1,010 by mid-2023. Simultaneously, the national cosmetic industry has made significant strides in the export market. Cumulatively, from January to November 2023, the export value for cosmetic products, fragrances, and essential oils reached USD 770.8 million.[2]

Among the diverse products manufactured by Indonesian cosmetic companies, the largest market segment is dominated by personal care, with a market volume of USD 3.18 billion in 2022. Following closely are skincare at USD 2.05 billion, cosmetics at USD 1.61 billion, and fragrances at USD 39 million.

Nationally, the market potential for 2023 could encompass 467,919 products, representing an increase of over 10 times in the past 5 years. Globally, it is estimated that the market could reach USD 473.21 billion by 2028, with an average annual growth rate of 5.5%.

Furthermore, Indonesia's rapid e-commerce growth has significantly bolstered the sales of personal care and cosmetic products. From 2018 to 2022, personal care and cosmetics consistently ranked among the top 3 product categories in online marketplaces, with transaction values reaching Rp 13.2874 trillion and a transaction volume of 145.44 million.

Today, the cosmetics and personal care market is also influenced by trends and awareness of halal-labeled cosmetics. This has spurred the emergence of new products and brands that blend natural ingredients as beauty innovations.

Indonesia's beauty industry boasts immense potential for further development, fueled by abundant natural resources as raw materials for cosmetics. Additionally, the country's cultural heritage includes knowledge of beneficial plants for medicinal and body care purposes. The domestic market holds significant promise, driven by the growing population of productive age groups as avid consumers of beauty products. The thriving local cosmetic products certified as halal can continue to penetrate potential markets in regions such as the Middle East and Africa.

Because of globalization, many new competitors have appeared. This has led to more manufacturers selling similar products, which has made the market more competitive. As more companies start selling things, people have more options to pick from based on what they want. As a result, people are more careful when choosing products. More types of beauty products are available now, so people are more careful about choosing the ones that work best for them. The quality of a product or service affects how well it works. This is about how important a brand is and how people see it [3]. A company can do really well compared to others by making sure their products are really good. The quality of the product is important for making customers happy and keep them coming back for a long time.

Besides how good the product is, how much it costs also affects how people see the brand. Price is how much money customers have to pay for the things they want to buy. If the price of a product matches its quality, it can help make customers loyal.

## **2. METHOD**

This research utilizes a quantitative methodology to investigate causal connections by analyzing data from surveys and questionnaires.

### **2.1 Population and Sample**

This study looks at all B\_Erl Cosmetic customers who live in Indonesia and shop on Shopee Marketplace. We don't know exactly how many there are. So, we used a formula to figure out the number

of samples needed, and it turns out we need at least 100 samples Joseph F. Hair recommend that the sample size should be at least 100 people [4] So, for this study, we need to have 100 people in our survey. We have to make sure that the number of people is at least as big as the minimum size that the Lemeshow formula says it should be. We chose people on purpose to be in our survey. We specifically wanted women who are 17 or older and have bought B\_Erl Cosmetic cosmetics on Shopee.

## **2.2 Literature Review**

### **2.2.1 Product Quality ( $X_1$ )**

Product quality means how good something is and if it meets the needs of the customer. The most important thing for every company is to make sure their products are really good if they want to do well in the market. Producers and customers working together will help us understand what consumers want and need.

#### **2.2.2 Product Quality Indicators**

According to Tjiptono, the following indicators can be used to assess product quality [5]:

1. Product performance
2. Reliability
3. Durability
4. Perceived quality, can be assessed by:
  - a) Suitability of the product with what is offered through advertising.
  - b) Product safety when used and does not cause irritation or allergies.
5. Aesthetics, can be assessed by:
  - a) Unique packaging design for each product.
  - b) Colors on product packaging.

### **2.2.3 Price ( $X_2$ )**

Price is how much money people have to pay for things they want to buy or use. Price is a big factor in deciding how popular a product is and how much money a company makes. Price is important because it helps to buy things we want. Businesses decide how much to charge for their products for different reasons, but it's a good idea to think about the worth of the product, how much money they will make, and how they will advertise it when deciding on prices [6].

#### **2.2.4 Price Indicators**

According to Kotler & Armstrong, the four indicators that characterize price are [3]:

1. Affordability of price
2. Suitability of price with product quality
3. Suitability of price with benefits
4. Price matching ability or price competitiveness

### **2.2.5 Brand Image ( $Z$ )**

Brand image is how a product or service looks and how it makes people feel. It's about what the brand does to meet the needs of customers. Kotler & Keller said that brand image can be measured by how much people like the brand, how strong its reputation is, and how unique it is. [3]

#### **2.2.6 Brand Image Indicators**

As outlined by Kotler & Keller include [3]:

1. Favorability of Brand Association  
This refers to how positively customers associate with the brand. It reflects the overall sentiment and perception consumers have towards the brand.
2. Strength of Brand Association  
This indicator assesses the depth and consistency of customer associations with the brand. Strong brand associations imply a solid and enduring connection between the brand and its customers.
3. Uniqueness of Brand Association  
This measures the distinctiveness of the brand in the minds of consumers. A unique brand association

sets the brand apart from competitors and helps it stand out in the market.

### 2.2.7 Customer Loyalty (Y)

Yuniarti says that loyalty means customers sticking with a company, buying more often. Customer loyalty means continuously buying or using the same products because you really like them.

### 2.2.8 Customer Loyalty Indicators

Tjiptono in Yuniarti explains that there are six indicators that can be used to measure customer loyalty, namely[7]:

1. Repeat purchases
2. Habit of consuming the brand
3. Consistent preference for the brand
4. Choosing the brand as the top choice
5. Believing the brand is the best, meaning that consumers feel that the products consumed with that brand are the best products.
6. Recommending the brand to others.

## 2.3 Research Hypotheses

The hypothesis model used in the study is presented in the conceptual framework in Figure 1.

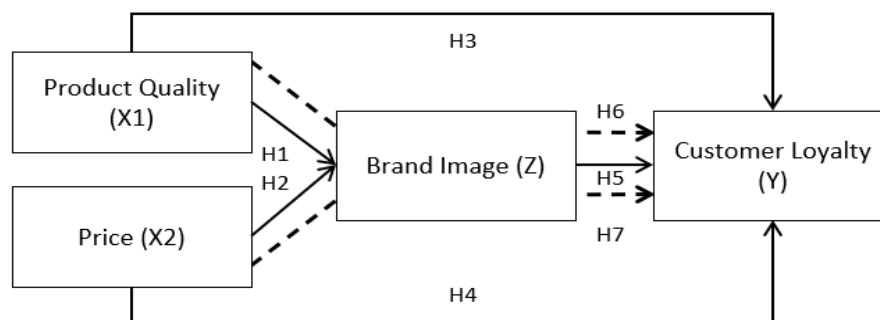


Figure 1. Conceptual Framework

The research hypotheses are as follows:

1. H1: It is hypothesized that product quality significantly influences Brand Image among B\_Erl Cosmetic consumers on Shopee.
2. H2: It is hypothesized that price significantly influences Brand Image among B\_Erl Cosmetic consumers on Shopee.
3. H3: It is hypothesized that Product Quality significantly influences Customer Loyalty among B\_Erl Cosmetic consumers on Shopee.
4. H4: It is hypothesized that Price significantly influences Customer Loyalty among B\_Erl Cosmetic consumers on Shopee.
5. H5: It is hypothesized that Brand Image significantly influences Customer Loyalty among B\_Erl Cosmetic consumers on Shopee.
6. H6: It is hypothesized that Product Quality significantly influences Customer Loyalty through Brand Image as a mediating variable among B\_Erl Cosmetic consumers on Shopee.
7. H7: It is hypothesized that Price significantly influences Customer Loyalty through Brand Image as a mediating variable among B\_Erl Cosmetic consumers on Shopee.

## 2.4 Data Analysis

In this study, we used SPSS 26 software to analyze the data. The method used to analyze the data is called path analysis. It's like a more advanced version of multiple linear regression analysis. Path analysis is a way to figure out how different things are connected in a study. It shows how one thing can cause changes in another thing. This can be direct or indirect. (Setyaningsih, 2020:149)

The operational definitions and variable indicators are presented in the following table:

**Table 1.Operational Definitions of Variables**

<b>Variable</b>	<b>Definition</b>	<b>Indicator</b>
Product Quality (X <sub>1</sub> )	Product quality refers to how well a product or service meets the needs of customers, whether those needs are explicitly stated or implied.[8]	Product performance Reliability Product durability Perceived quality, assessed by: Product's alignment with what is offered through advertisements. Safety of the product when used and absence of irritation or allergies. Aesthetics, evaluated by [9]: Uniqueness of packaging design for each product. Color on product packaging._
Price (X <sub>2</sub> )	Price is the cost of a product or service, which represents the value paid by consumers to obtain or use that product or service.[8]	Price affordability Price alignment with product quality Price alignment with benefits Price matches affordability or competitive pricing. [7]
Brand Image (Z)	Brand Image refers to the external characteristics of products or services, including how the brand aims to meet psychological or social needs of customers. [8]	Favorability of Brand Association Strength of Brand Association Uniqueness of Brand Association
Customer Loyalty (Y)	Customer loyalty means consistently choosing to buy or use the same favored products over time. It's like sticking with a brand you trust.[10]	Repeat purchases Habit of consuming the brand Consistent preference for the brand Choosing the brand as the top choice Believing the brand is the best, Recommending the brand to others.[7]

### **3. RESULT AND DISCUSSION**

#### **3.1 Validity Test**

The validity test checks if a questionnaire is good or not. The test looks at the r value and its significance level at 5%. To calculate the degrees of freedom, simply deduct 2 from the total participants, which is 100. So, when we calculate df, we get 98 and the r value in the table is 0.1966. The results in Table 2 show that all the statement items are valid because the r value calculated is higher than the r value found in the table, and the Sig. Value is less than 0.05. So, all statements can be used in the research.

Table 2. Validity Test Result

Variable	Item	Corrected Item – Total Correlation	Sig.	Remarks
Product Quality (X <sub>1</sub> )	X1.1	0,805	0,000	Valid
	X1.2	0,795	0,000	
	X1.3	0,662	0,000	
	X1.4	0,747	0,000	
	X1.5	0,799	0,000	
	X1.6	0,639	0,000	
	X1.7	0,630	0,000	
Price (X <sub>2</sub> )	X2.1	0,813	0,000	Valid
	X2.2	0,833	0,000	
	X2.3	0,751	0,000	
	X2.4	0,795	0,000	
Brand Image (Z)	Z1	0,783	0,000	Valid
	Z2	0,700	0,000	
	Z3	0,781	0,000	
	Z4	0,733	0,000	
Customer Loyalty (Y)	Y1	0,810	0,000	Valid
	Y2	0,807	0,000	
	Y3	0,657	0,000	
	Y4	0,784	0,000	
	Y5	0,700	0,000	
	Y6	0,530	0,000	

### 3.2 Reliability Test

In this study, the assumption is that if the Cronbach's Alpha ( $\alpha$ ) value  $> 0.60$ , then the variable can be considered reliable (Sugiyono, 2017:267). Table 3 tells us that the Cronbach's Alpha value for all the things we measured is more than 0.60. This means that all the questions we asked are trustworthy.

Table 3. Reliabilities Test

Variable	Cronbach's Alpha	N of Items	Remarks
Product Quality (X <sub>1</sub> )	0,852	7	Reliable
Price (X <sub>2</sub> )	0,809	4	Reliable
Brand Image (Z)	0,741	4	Reliable
Customer Loyalty (Y)	0,811	6	Reliable

### 3.3 Partial t-test Sub Structure

Table 4. Partial t-test Sub Structure 1 Result

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	4,470	0,865		5,166	0,000
Product Quality	0,243	0,047	0,462	5,195	0,000
Price	0,329	0,068	0,429	4,831	0,000
Dependent Variable: Brand Image					

Based on the results of the partial t-test in Table 4, the t-value for the Product Quality variable is 5.195  $>$  t-table 1.984, with a significance value of  $0.000 < 0.05$ . Therefore, H<sub>0</sub> is rejected and H<sub>1</sub> is accepted,

concluding that the Product Quality variable significantly influences the Brand Image variable.

The t-value for the Price variable is  $4.831 > t\text{-table } 1.984$ , with a significance value of  $0.000 < 0.05$ . Therefore,  $H_0$  is rejected and  $H_1$  is accepted, concluding that Price significantly influences the Brand Image variable.

Table 5. Partial t-test Sub Structure 2 Result

Variable	B	Std. Error	Beta	t	Sig
(Constant)	0,374	1,435		0,260	0,795
Product Quality	0,454	0,078	0,512	5,849	0,000
Harga	0,241	0,111	0,187	2,166	0,033
Brand Image	0,416	0,149	0,247	2,790	0,006
<b>Dependent Variable: Customer Loyalty</b>					

Results of the partial t-test in Table 5 show that the t-value for the Product Quality variable is  $5.849 > t\text{-table } 1.984$ , with a significance value of  $0.000 < 0.05$ . Therefore,  $H_0$  is rejected, and  $H_1$  is accepted, concluding that the Product Quality variable significantly influences the Customer Loyalty variable.

The t-value for the Price variable is  $2.166 > t\text{-table } 1.984$ , with a significance value of  $0.033 < 0.05$ . Therefore, the hypothesis stating that the Price variable significantly influences Customer Loyalty is accepted.

The t-value for the Brand Image variable is  $2.790 > t\text{-table } 1.984$ , with a significance value of  $0.006 < 0.05$ . Therefore, the hypothesis stating that the Brand Image variable significantly influences Customer Loyalty is accepted.

### 3.3.1 Sobel Test

To determine whether the indirect effect of independent variables on dependent variables through mediating variables has a significant influence, a Sobel test is conducted.

Input:		Test statistic:	Std. Error:	p-value:
a	0.243	Sobel test: 2.45664239	0.04114885	0.01402422
b	0.416	Aroian test: 2.42182038	0.0417405	0.01544298
s <sub>a</sub>	0.047	Goodman test: 2.49301098	0.04054856	0.01266649
s <sub>b</sub>	0.149	Reset all	Calculate	

Figure 2. Sobel 1 Test Result

Figure above shows the results of the Sobel test for the Product Quality variable on Customer Loyalty through Brand Image. The Z-value obtained from the Sobel test is  $2.456 > 1.98$  Z-table, and the p-value is  $0.014 < 0.05$ , indicating that the indirect effect of Product Quality on Customer Loyalty through Brand Image has a significant influence. Therefore, the hypothesis stating that the Product Quality variable significantly influences Customer Loyalty through Brand Image is accepted.

Figure above shows the results of the Sobel test for the Price variable on Customer Loyalty through Brand Image. The Z-value obtained from the Sobel test is  $2.418 > 1.98$  Z-table, and the p-value is  $0.015 < 0.05$ , indicating that the indirect effect of Price on Customer Loyalty through Brand Image has a significant influence. Therefore, the hypothesis stating that the Price variable significantly influences Customer Loyalty through Brand Image is accepted.

Input:		Test statistic:	Std. Error:	p-value:
a	0.329	Sobel test: 2.41820156	0.05659743	0.01559743
b	0.416	Aroian test: 2.38035982	0.05749719	0.01729574
s <sub>a</sub>	0.068	Goodman test: 2.45790741	0.05568314	0.01397492
s <sub>b</sub>	0.149	Reset all	Calculate	

Figure 3. Sobel 2 Test Result

### The coefficient of determination

Table 6. Coefficient of Determination Result

Variable	Adjusted R Square
Brand Image	0,704
Customer Loyalty	0,776

The coefficient of determination shows how much the model can explain the changes in the dependent variable. The acceptable values are limited to the range of 0 to 1. The Adjusted R-Square value in sub-structure 1 is 0.704 or 70.4%, which means that the Product Quality variable (X1) and Price variable (X2) contribute 70.4% to the Brand Image variable (Z), while the remaining 100% - 70.4% = 29.6% is the contribution of other variables not examined in this study. For sub-structure 2, the Adjusted R-Square value is 0.776 or 77.6%, indicating that the Product Quality variable (X1), Price variable (X2), and Brand Image variable (Z) contribute 77.6% to the Customer Loyalty variable (Y), while the remaining 100% - 77.6% = 22.4% is the contribution of other variables not examined in this study.

Table 7 Direct Influence and Indirect Influence

H	Variable	Direct Influence	Indirect Influence (p <sub>zx</sub> ) (p <sub>yz</sub> )	Total Influence (PL + PTL)
H1	Product Quality (X1) on Brand Image (Z)	0,462		0,462
H2	Price (X2) on Brand Image (Z)	0,429		0,429
H3	Product Quality (X1) on Customer Loyalty (Y)	0,512		0,512
H4	H4 : Price (X2) on Customer Loyalty (Y)	0,187		0,187
H5	Brand Image (Z) on Customer Loyalty (Y)	0,247		0,247
H6	Product Quality (X1) on Customer Loyalty (Y)		Through Brand Image (Z) 0,462 x 0,247 = 0,114	0,626
H7	Price (X2) on Customer Loyalty (Y)		Through Brand Image (Z) 0,429 x 0,247 = 0,105	0,292
	e1	0,544		0,544
	e2	0,473		0,473

a. Direct Influence of Product Quality on Brand Image (H1)



The study shows that if a product is good quality, it will have a big impact on how people see the brand. The impact is about 46. 2% This shows that the quality of a product can have a big impact on how consumers see the brand. In this case, it affects B\_Erl Cosmetic shoppers on Shopee by 46. 2% Most people agree that they are happy with the B\_Erl Cosmetic products they buy. If B\_Erl Cosmetic products get better, people will think better of the brand. The quality of a product is important for the image of a brand.

Product quality describes the extent to which the product can meet and satisfy customer needs (Kotler et al., 2020:238). This theory indicates that product quality can influence Brand Image. Customers will feel satisfied when buying and using products with good quality.

In line with the research conducted by Rizal Zulkarnain, Taufik, Agus David Ramdansyah (2020), Asri Yanti Bali (2022), Agung Hudaya (2020), with research analysis results proving that the Product Quality variable significantly influences Brand Image.

**b. Direct Influence of Price on Brand Image (H2)**

The data analysis results prove that Price has a significant influence on Brand Image, with a direct effect of 0.429 or 42.9%. This means that the price can significantly influence Brand Image among B\_Erl Cosmetic consumers on Shopee by 42.9%.

This gives information about the prices of B\_Erl Cosmetic on Shopee. They are considered good for the Indonesian economy and are very affordable. Buyers think about the price when they decide to buy something. Reasonable prices, prices that are fair for the quality of the product, prices that reflect the benefits, and prices that are competitive will make the brand look even better. Consumers often use the price to decide if a product or service is worth it based on what they think they will get out of it.

The results of this study are consistent with previous research conducted by Asri Yanti Bali [11], Agung Hudaya [12], with research analysis results showing that price significantly influences Brand Image.

**c. Direct Influence of Product Quality on Customer Loyalty (H3)**

The research shows that the quality of the product has a big impact on how loyal customers are. The impact is about 51.2%. This means that the quality of the product can have a big effect on how much customers like B\_Erl Cosmetic on Shopee. The effect is 51. 2% When B\_Erl Cosmetic makes better products, more customers will keep buying from them. Good quality products can make customers want to keep buying from the same company. Customers keep coming back because they like the good quality products.

These research findings align with previous studies conducted by Rizal Zulkarnain, HER Taufik, Agus David Ramdansyah [13], Agung Hudaya [12], and Asri Yanti Bali [11], showing that product quality significantly influences customer loyalty.

**d. Direct Influence of Price on Customer Loyalty (H4)**

The data analysis results prove that Price has a significant influence on Customer Loyalty with a direct effect of 0.187 or 18.7%. This means that the price can significantly influence customer loyalty among B\_Erl Cosmetic consumers on Shopee by 18.7%.

The price of a product affects how loyal customers are to a brand. Tjiptono said that keeping the price low can help keep customers coming back. [5] If B\_Erl Cosmetic offers a good price that the customer can afford, they will become more loyal to the brand.

These research findings are consistent with previous studies conducted by Daniel I Nyoman R.C., I Wayan Santika, Ni Nyoman Rsi Respati [14], Asri Yanti Bali [11], and Agung Hudaya [12], showing that price significantly influences customer loyalty.

**e. Direct Influence of Brand Image on Customer Loyalty (H5)**

The data analysis results prove that Brand Image significantly influences Customer Loyalty with a direct effect of 0.247 or 24.7%. This means that Brand Image can significantly influence customer loyalty among B\_Erl Cosmetic consumers on Shopee by 24.7%.

When customers are very happy with a company, they are more likely to stay loyal to that company and keep buying their products for a long time. If customers like B\_Erl Cosmetic, they will keep buying it. These research findings are in line with previous studies conducted by Lukman Nuzul Hakim [15] and Agung Hudaya [12], showing that Brand Image significantly influences customer loyalty.

**f. Indirect Influence of Product Quality on Customer Loyalty through Brand Image (H6)**

The data analysis results prove that Product Quality significantly influences Customer Loyalty through Brand Image with an indirect effect of 0.114 as evidenced by the Sobel test. It can be concluded that there is mediation between product quality and customer loyalty through Brand Image.

According to the analysis, the way people see a brand can help make customers like a product more and be loyal to it. This means that the quality of a product affects how much a customer likes and stays loyal to a brand. Improving how good a product is makes customers feel more loyal. It can make them 11.4% more likely to stick with that company. So, the quality of a product really affects how loyal customers are to B\_Erl Cosmetic on Shopee. This is because of the image of the brand.

The quality of a product is important for how people see the brand. Product quality means how well the product can make customers happy by meeting their needs. This theory says that the quality of a product can affect how people see the brand. People will be happy when they buy and use products that are really good. When customers are happy, they keep buying the same product or from the same company, which makes them loyal. If B\_Erl Cosmetic's products get better, customers will be happier and more likely to keep buying from them. These research findings are consistent with previous studies conducted by Rizal Zulkarnain, HER Taufik, Agus David Ramdanyah [13], and Asri Yanti Bali [11], showing that product quality significantly influences customer loyalty through Brand Image.

**g. Indirect Influence of Price on Customer Loyalty through Brand Image (H7)**

The data analysis results prove that Price has a significant influence on Customer Loyalty through Brand Image with an indirect effect of 0.105 as evidenced by the Sobel test. This means that Brand Image can mediate the impact of price on customer loyalty by 10.5%. Therefore, price significantly influences customer loyalty through Brand Image among B\_Erl Cosmetic consumers on Shopee.

Consumers often look at the price to decide if a product or service is worth buying. They think about the benefits they will get compared to the cost. If B\_Erl Cosmetic offers a good price that people can afford, then customers will be happier and keep coming back.

The typical score for the price question on the survey is high. This means that people think the prices of B\_Erl Cosmetic on Shopee are fair. This is decided by looking at prices that are fair for the quality and benefits of the product, and comparing them to what other companies are charging.

These research findings are consistent with previous studies conducted by Asri Yanti Bali [11] with the title "The Influence of Product Quality and Price on Customer Loyalty with Brand Image as an Intervening Variable". The research analysis results show that price significantly influences customer loyalty through Brand Image.

**4. CONCLUSION**

Based on the testing and analysis conducted in this study, the following conclusions can be drawn:

- a) Product quality significantly influences Brand Image among B\_Erl Cosmetic consumers on Shopee.
- b) Price significantly influences Brand Image among B\_Erl Cosmetic consumers on Shopee.

- c) Product quality significantly influences customer loyalty among B\_Erl Cosmetic consumers on Shopee.
- d) Price significantly influences customer loyalty among B\_Erl Cosmetic consumers on Shopee.
- e) Brand Image significantly influences customer loyalty among B\_Erl Cosmetic consumers on Shopee.
- f) Product quality significantly influences customer loyalty through Brand Image as a mediating variable among B\_Erl Cosmetic consumers on Shopee.
- g) Price significantly influences customer loyalty through Brand Image as a mediating variable among B\_Erl Cosmetic consumers on Shopee.

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