

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Relasi Pelanggan Dan Respon Konsumen Terhadap Loyalitas Pelanggan Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Produk *Skincare Scarlet Whitening* Metode yang digunakan adalah Structur Equation Modeling (SEM) dengan Partial Least Square (PLS) 3.0. Dengan mengedarkan kuesioner sebanyak 90 responden. Hasil analisis data menyimpulkan, terdapat pengaruh positif dan tidak signifikan variabel relasi pelanggan terhadap variabel kepuasan konsumen. Terdapat pengaruh positif dan tidak signifikan variabel respon konsumen terhadap variabel kepuasan konsumen. Terdapat pengaruh positif dan signifikan variabel relasi pelanggan terhadap variabel loyalitas pelanggan. Terdapat pengaruh positif dan signifikan variabel respon konsumen terhadap variabel loyalitas pelanggan. Terdapat pengaruh positif dan signifikan variabel kepuasan konsumen terhadap variabel loyalitas pelanggan. Terdapat pengaruh positif dan tidak signifikan relasi konsumen terhadap loyalitas pelanggan melalui kepuasan konsumen sebagai variabel intervening. Terdapat pengaruh positif dan signifikan respon konsumen terhadap loyalitas pelanggan melalui kepuasan konsumen sebagai variabel intervening.

Kata Kunci: Relasi Pelanggan, Respon Konsumen, Kepuasan Konsumen Dan Loyalitas Pelanggan

ABSTRACT

This study aims to determine how much influence Customer Relations and Consumer Response have on Customer Loyalty with Consumer Satisfaction as an Intervening Variable in Scarlet Whitening Skincare Products. The method used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) 3.0. By distributing questionnaires as many as 90 respondents. The results of the data analysis concluded that there was a positive and insignificant influence of the customer relations variable on the customer satisfaction variable. There is a positive and insignificant influence of consumer response variables on consumer satisfaction variables. There is a positive and significant influence of customer relations variables on customer loyalty variables. There is a positive and significant effect of consumer response variables on customer loyalty variables. There is a positive and significant influence of consumer satisfaction variables on customer loyalty variables. There is a positive and insignificant influence of consumer relations on customer loyalty through customer satisfaction as an intervening variable. There is a positive and significant influence on consumer response to customer loyalty through customer satisfaction as an intervening variable.

Keywords: Customer Relations, Consumer Response, Customer Satisfaction And Customer Loyalty