

# UNIVERSITAS INTERNASIONAL BATAM

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Faculty of Economy  
Management Study Program  
Odd Semester 2019/2020

## ***ANALYSIS OF THE FACTORS INFLUENCING LOYALTY TOWARDS SKINCARE PRODUCTS IN THE COMMUNITY OF BATAM CITY***

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### ***ABSTRACT***

*Marketing is a series of strategies in an effort to increase sales and generate profit for a company. Communication is one of the main indicators in conveying the functions and uses of a product or service. The level of competition in the business world allows for buyers to constantly be in search of the most favorable product or service. The importance of embracing and building communication with consumers has a positive impact on building trust. Excellent communication can influence consumers' views on brand image and company image.*

*Loyalty is a commitment held by consumers to make purchases and review product strength consistently. Variables that influence loyalty in this study is brand communication, brand image, brand trust, and brand loyalty. This study was developed using the object of research that is the user of skincare products by using a questionnaire with 22 questions that represent indicators on each research variable.*

*The data processing used PLS version 3.0 with a total of 222 respondents collected. The results showed a positive significant effect on each variable tested.*

***Keywords : brand communication, brand image, brand trust, brand loyalty.***