

**HUBUNGAN ANTARA KEPUASAN KONSUMEN DAN CITRA MEREK  
TERHADAP LOYALITAS MEREK PADA PRODUK PEMBERSIH  
WAJAH POND'S**

*Rosalia Putri Ayu Wijayati*

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui 1) Hubungan antara kepuasan konsumen dengan loyalitas merek pada produk pembersih wajah Pond's, 2) Hubungan antara citra merek dengan loyalitas merek pada produk pembersih wajah Pond's, 3) Variabel mana yang memiliki skor korelasi lebih tinggi terhadap loyalitas merek pembersih wajah Pond's. Subjek dalam penelitian ini adalah konsumen yang menggunakan merek Pond's. Jumlah subyek dalam penelitian ini sebanyak 50 subjek. Hipotesis 1) Ada hubungan antara kepuasan konsumen dengan loyalitas merek pada produk pembersih wajah Pond's, 2) Ada hubungan antara citra merek dengan loyalitas merek pada produk pembersih wajah Pond's, 3) Ada skor korelasi yang lebih tinggi antara kepuasan konsumen dengan loyalitas merek, dibandingkan skor korelasi antara citra merek dengan loyalitas merek pada produk pembersih wajah Pond's. Data penelitian diungkap dengan menggunakan skala loyalitas merek, skala kepuasan konsumen, dan skala citra merek. Skala loyalitas merek memiliki reliabilitas sebesar 0,924, skala kepuasan konsumen memiliki reliabilitas sebesar 0,895, dan skala citra merek memiliki reliabilitas sebesar 0,942. Analisis data dilakukan dengan menggunakan korelasi *Pearson Product Moment*. Hasil penelitian menunjukkan 1) Korelasi kepuasan konsumen dengan loyalitas merek sebesar 0,731 dengan  $p = 0,000$ , yang berarti ada hubungan yang positif antara kepuasan konsumen dengan loyalitas merek pada produk pembersih wajah Pond's, 2) Korelasi citra merek dengan loyalitas merek sebesar 0,872 dengan  $p = 0,000$ , yang berarti ada hubungan yang positif antara citra merek dengan loyalitas merek pada produk pembersih wajah Pond's, 3) Perbedaan korelasi antara  $r_{x_1y}$  dan  $r_{x_2y}$  diperoleh  $t$  hitung = -2,649 dan  $t$  tabel = 1,678 yang menunjukkan  $H_0$  ditolak dan  $H_1$  diterima, yang berarti skor korelasi citra merek dengan loyalitas merek lebih tinggi, dibandingkan skor korelasi kepuasan konsumen dengan loyalitas merek pada produk pembersih wajah Pond's.

Kata kunci: loyalitas merek, kepuasan konsumen, dan citra merek

**THE RELATION BETWEEN CONSUMER SATISFACTION  
AND BRAND IMAGE TOWARD BRAND LOYALTY OF  
POND'S CLEANSING FACE**

*Rosalia Putri Ayu Wijayati*

**ABSTRACT**

*The purpose of this research was know 1) the relation between consumer satisfaction and brand loyalty of Pond's cleansing face, 2) the relation between brand image and brand loyalty of Pond's cleansing face, 3) which variable that had the higher correlation score toward brand loyalty of Pond's cleansing face. The subjects of this research was consumer that used Pond's. Total subjects in this research are 50 subjects. Hypothesis 1) there was a relation between consumer satisfaction and brand loyalty of Pond's cleansing face, 2) there was a relation between brand image and brand loyalty of Pond's cleansing face, 3) there was a higher correlation score toward consumer satisfaction with brand loyalty, compared to the correlation score between brand image and brand loyalty of Pond's cleansing face. The research data is revealed by using brand loyalty scale, consumer satisfaction scale, and brand image scale. Brand loyalty scale had reliability score of 0,924, consumer satisfaction scale had reliability score of 0,895, and brand image scale had reliability of 0,942. Data analysis was done by using correlation Pearson Product Moment. The result of this research refers to 1) correlation between consumer satisfaction and brand loyalty about 0,731 with  $p = 0,000$ , which mean that there was a positive relation between consumer satisfaction and brand loyalty of Pond's cleansing face, 2) correlation between brand image and brand loyalty about 0,872 with  $p = 0,000$ , which mean that there was a positive relation between brand image and brand loyalty of Pond's cleansing face, 3) the differences of the correlation were between  $r_{xy}$  and  $r_{xz}$  obtained  $t$  count = -2649 and  $t$  table = 1,678 that showed  $H_0$  had been rejected and  $H_1$  had been accepted, which mean the correlation between brand's image and brand's loyalty is higher, compared to the correlation score between consumer satisfaction and brand loyalty of Pond's cleansing face.*

*Key words : brand loyalty, consumer satisfaction, and brand image*