

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, persepsi harga, kesadaran merek terhadap loyalitas merek (studi pada pelanggan pembersih wajah wardah). Penelitian ini dilakukan terhadap 185 responden dengan menggunakan pendekatan kuantitatif. Metode analisis data yang digunakan adalah *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa citra merek berpengaruh positif dan signifikan terhadap loyalitas merek pembersih wajah wardah, persepsi harga berpengaruh positif dan signifikan terhadap loyalitas merek pembersih wajah wardah, kesadaran merek berpengaruh positif dan signifikan terhadap loyalitas merek pembersih wajah wardah.

Kata Kunci: Citra Merek, Persepsi Harga, Kesadaran Merek, Loyalitas Merek



ABSTRACT

This research aims to determine the effect of brand image, price perception, brand awareness on brand loyalty (Study on wardah facial cleanser customers). This research was conducted on 185 respondents using a quantitative approach. The data analysis method used is Structural Equation Modeling (SEM). The results showed that brand image has a positive and significant effect on wardah facial cleanser brand loyalty, price perception has a positive and significant effect on wardah facial cleanser brand loyalty, brand awareness has a positive and significant effect on wardah facial cleanser brand loyalty.

Keywords: *Brand Image, Price Perception, Brand Awareness, Brand Loyalty*

