

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara kepuasan pelanggan dengan loyalitas pelanggan produk lipstik matte wardah pada mahasiswi Universitas Mercu Buana Yogyakarta. Subjek penelitian ini sebanyak 78 orang mahasiswi dengan usia minimal 18 tahun dan sudah pernah membeli produk wardah lebih dari satu kali. Metode pengumpulan data menggunakan skala loyalitas pelanggan dan skala kepuasan pelanggan. Hasil analisis dengan uji korelasi *product moment* diperoleh ( $r_{xy}$ ) sebesar 0.560 ( $P = 0.000$ ). Hal ini menunjukkan bahwa terdapat hubungan positif antara kepuasan pelanggan dengan loyalitas pelanggan produk lipstik matte wardah pada mahasiswa Universitas Mercu Buana Yogyakarta, Koefisien determinasi ( $R^2$ ) sebesar 0,314 artinya variabel kepuasan pelanggan dalam penelitian ini mampu memberikan sumbangan sebesar 31.4% terhadap loyalitas pelanggan produk lipstik matte wardah pada mahasiswi Universitas Mercu Buana Yogyakarta. Hal ini sekaligus menegaskan pengaruh variabel lain yang tidak diteliti dalam penelitian ini sebesar 68.6%.

**Kata Kunci : Kepuasan Pelanggan, Loyalitas Pelanggan, Pelanggan Produk Lipstik Matte Wardah**

## **ABSTRACT**

This research aimed to know the relationship between customer satisfaction and the customer loyalty Wardah matte lipstick at student in Mercu Buana University Yogyakarta. The subjects in this research were 78 female students with minimum age 18 years old and had bought Wardah products more than once. The method of data collection used a customer loyalty scale and customer satisfaction scale. The resulted of the analysis with product moment correlation test obtained ( $r_{xy}$ ) of 0.560 ( $P = 0.000$ ). It showed that there is a positive relationship between customer satisfaction and customer loyalty for Wardah matte lipstick products for students at Mercu Buana University Yogyakarta, The coefficient of determination ( $R^2$ ) was 0.314 it means that the variable customer satisfaction in this research was able to contribute 31.4% to customer loyalty for Wardah matte lipstick products on female students in Mercu Buana University Yogyakarta. It also confirmed the influence of other variables were not examined in this study amounted 68.6%.

**Keywords: Customer Satisfaction, Customer Loyalty, Customers of Wardah Matte Lipstick Products**