

The Influence Of Brand Image And Brand Equity On Customer Satisfaction Of Wardah Cosmetic Products In Bandar Lampung City

Triana Rospita Andharilla¹, Dorothy Rouly Haratua Pandjaitan²

^{1,2} Faculty of Economics and Business, Universitas Lampung, Bandar Lampung, Indonesia

Corresponding author: trianarospita811@gmail.com

Abstract

This study aims to examine the influence of brand image and brand equity on customer satisfaction of Wardah cosmetic products in Bandar Lampung City. The research employed a quantitative approach using a survey method, with data collected through questionnaires distributed to 110 respondents. Data analysis was conducted using multiple linear regression and partial tests (t-test) to test the proposed hypotheses. The results indicate that the first hypothesis (H_1) is supported, meaning that brand image has a positive and significant effect on customer satisfaction. This suggests that the better Wardah's brand image is perceived by consumers, the higher their satisfaction level will be. Furthermore, the second hypothesis (H_2) is also supported, meaning that brand equity has a positive and significant effect on customer satisfaction. In other words, Wardah's brand equity such as customer loyalty, brand awareness, and perceived quality contributes to strengthening customer satisfaction. The questionnaire results highlight that the corporate image indicator within the brand image variable requires more attention, as it obtained the lowest average score. Within the brand equity variable, brand loyalty also needs to be improved to enhance customer satisfaction. Improvements in these indicators are expected to significantly increase customer satisfaction and strengthen Wardah's position in the domestic cosmetics market.

Keywords: Brand Image, Brand Equity, Customer Satisfaction, Wardah Cosmetics.



INTRODUCTION

Bandar Lampung City is one of the potential markets in the cosmetics industry. As a region with a constantly growing population, Lampung offers A great opportunity for cosmetic brands to expand their market reach. Although specific data on cosmetic sales in Lampung is still limited, the trend of increasing consumer purchasing power and growing awareness of the importance of self-care indicates that the demand for cosmetic products in this province has very promising potential. The highest sales in Lampung were recorded on Shopee, reaching a value of Rp380 billion, while Tokopedia and Blibli contributed Rp50 billion and Rp25 billion respectively. Wardah in Bandar Lampung City is the market share leader for the loose powder category with 19.3% based on data from the 2023 Top Brand Award. Marcks and Make Over follow with market shares of 17.7% and 11.2% respectively. Maybelline and Viva, as popular international and local brands, control approximately 10.5% and 9.8%. This data shows that Wardah continues to hold a leading position in the local loose powder cosmetics market (<https://vritimes.com/id/articles/>, 2025). Nguyen and Le's (2023) research indicates that brand equity significantly influences consumer satisfaction, although most studies are still limited to the service sector and global industries. Additionally, Aaker and Keller (2022) emphasize the role of customer satisfaction as a mediator between brand equity and loyalty, but the context of cosmetic products, particularly local halal brands like Wardah, has not been extensively researched empirically in Indonesia.

LITERATURE REVIEW

Management

Kotler and Keller (2021) state that marketing management is the art and science of choosing target markets and building mutually beneficial relationships thru the creation, communication, and delivery of value to consumers.

Customer Satisfaction

According to Kotler and Keller (2016), customer satisfaction is the feeling of pleasure or disappointment that arises after comparing perceived product performance with previous expectations. In other words, customer satisfaction occurs when the product or service received meets or even exceeds their expectations.



Brand Image

Brand image is the consumer's perception of a brand, formed from a series of experiences, impressions, and associations attached to that brand. According to Keller (2013), brand image is the consumer's perception of a brand, reflected in the associations contained in the consumer's memory. Brand image is very important because it can influence consumer purchasing decisions and brand loyalty.

Components of Brand Image

According to Keller (2013), brand image consists of several key components that shape the brand's image in consumers' minds, including:

- a. Brand Associations
- b. Perceived Quality
- c. Brand Uniqueness
- d. Brand Consistency

Brand equity

Brand equity is one of the important concepts in marketing, referring to the added value that a brand provides to a product or service. This added value arises from consumer perceptions of the brand, including associations, perceived quality, and brand uniqueness that differentiates it from competitors (Kotler & Keller, 2016).

Indicator *Brand Equity*

Brand equity consists of several key indicators that serve as benchmarks for the strength and value of a brand in the eyes of consumers. According to Aaker and Keller (2022), brand equity indicators include:

- a. Brand Loyalty
- b. Brand Awareness
- c. Perceived Quality
- d. *Brand Associations / Brand Image*

IMPLEMENTATION METHOD

Types of Data

This research was conducted in Bandar Lampung City on Wardah cosmetic products, analyzing the influence of brand image, brand equity, and customer satisfaction as research subjects. The data for this study were obtained from two types of sources:

156

IJEBIR, Volume 04 Issue 06, 2025



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

primary and secondary data. Primary data were used as the main source for analyzing the influence of brand image, brand equity, and customer satisfaction. This data was obtained directly from respondents thru the distribution of questionnaires compiled based on research variable indicators. Meanwhile, secondary data were used to support the development of the theoretical foundation and understanding of the context of brand image, brand equity, and customer satisfaction. For score measurement, the researcher used a Likert scale. The population in this study consists of Wardah product consumers in Bandar Lampung City thru online platforms such as Google Forms, with a total of 110 people.

RESULTS AND DISCUSSION

Validity Test

Validity testing is conducted to determine whether each question item in the questionnaire truly measures the intended variable. Testing was conducted through KMO analysis, Anti-Image, and Factor Loading. The instrument was declared valid if the KMO value was > 0.5 and the factor loading was > 0.5 for each indicator.

Table 1. Recapitulation of Validity Test Results

No	Statement	KMO	Factor loading	Description
Brand image (X₁)				
1	Wardah products are of good quality and meet my needs.	0,615	0,588	Valid
2	Wardah products reflect superior innovation compared to other brands.		0,699	Valid
3	Wardah is known as a reputable cosmetic company.		0,585	Valid
4	Wardah is committed to Islamic values, which I appreciate.		0,712	Valid
5	Users of Wardah products look more confident and elegant.		0,746	Valid
6	Wardah products are used by individuals with the lifestyle I desire.		0,521	Valid
7	Wardah reflects my identity as a modern cosmetic consumer.		0,613	Valid



8	Wardah symbolizes natural beauty that aligns with my values.		0,526	Valid
9	Wardah products have benefits that match their claims.		0,529	Valid
10	Wardah products are effective in meeting my beauty needs.		0,510	Valid
Brand Equity (X ₂)				
1	Consumers always choose Wardah products over other brands.	0,690	0,765	Valid
2	Consumers tend to recommend Wardah to friends or family.		0,687	Valid
3	Consumers are aware of the various Wardah products available in the market.		0,728	Valid
4	Consumers easily recognize the Wardah brand when they see its products.		0,746	Valid
5	Wardah products are of good quality, commensurate with their price.		0,663	Valid
6	Consumers are satisfied with the performance and results of Wardah products.		0,743	Valid
7	The Wardah brand is synonymous with halal and high-quality cosmetic products.		0,599	Valid
8	Consumers have a positive impression of Wardah's overall brand image.		0,534	Valid
Customer Satisfaction (Y)				
1	Wardah products have consistent quality over time.		0,629	Valid
2	Wardah's service always satisfies my needs as a customer.		0,629	Valid
3	The price of Wardah products is comparable to the quality I get.		0,799	Valid
4	I feel that Wardah's price doesn't strain my budget.		0,626	Valid



5	The service from the Wardah staff is very friendly and professional.	0,612	0,606	Valid
6	Wardah always provides quick solutions if I face problems.		0,643	Valid
7	Wardah products are easy to find in stores around where I live.		0,638	Valid
8	I can easily buy Wardah products online.		0,630	Valid
9	I always feel satisfied every time I use Wardah products.		0,527	Valid
10	Wardah products provide a pleasant beauty experience for me.		0,583	Valid
11	Wardah always meets my expectations in terms of quality and innovation.		0,573	Valid
12	I feel that Wardah always keeps its customers' trust.		0,853	Valid

Source: Research Data Processing, 2025

The results of the validity test calculations for each variable across all statement items showed factor loading values greater than 0.5 (factor loading > 0.5), which means that all statement items in this study are declared valid.

Reliability Test

Table 2. Results of the Research Variable Reliability Test

No	Statement	Cronbach Alpha	Cronbach Alpha if item deleted	Description
Brand image (X₁)				
1	Wardah products are of good quality and meet my needs.		0,612	Reliabel
2	Wardah products reflect superior innovation compared to other brands.		0,616	Reliabel



3	Wardah is known as a reputable cosmetic company.	0,664	0,625	Reliabel
4	Wardah is committed to Islamic values, which I appreciate.		0,633	Reliabel
5	Users of Wardah products look more confident and elegant.		0,629	Reliabel
6	Wardah products are used by individuals with the lifestyle I desire.		0,655	Reliabel
7	Wardah reflects my identity as a modern cosmetic consumer.		0,623	Reliabel
8	Wardah symbolizes natural beauty that aligns with my values.		0,656	Reliabel
9	Wardah products have benefits that match their claims.		0,656	Reliabel
10	Wardah products are effective in meeting my beauty needs.		0,628	Reliabel
Brand Equity (X₂)				
1	Consumers always choose Wardah products over other brands.	0,710	0,651	Reliabel
2	Consumers tend to recommend Wardah to friends or family.		0,662	Reliabel
3	Consumers are aware of the various Wardah products available in the market.		0,672	Reliabel
4	Consumers easily recognize the Wardah brand when they see its products.		0,653	Reliabel
5	Wardah products are of good quality, commensurate with their price.		0,684	Reliabel
6	Consumers are satisfied with the performance and results of Wardah		0,638	Reliabel



	products.			
7	The Wardah brand is synonymous with halal and high-quality cosmetic products.		0,656	Reliabel
8	Consumers have a positive impression of Wardah's overall brand image.		0,670	Reliabel
Customer Satisfaction (Y)				
1	Wardah products have consistent quality over time.		0,759	Reliabel
2	Wardah's service always satisfies my needs as a customer.		0,749	Reliabel
3	The price of Wardah products is comparable to the quality I get.		0,764	Reliabel
4	I feel that Wardah's price doesn't strain my budget.		0,752	Reliabel
5	The service from the Wardah staff is very friendly and professional.		0,782	Reliabel
6	Wardah always provides quick solutions if I face problems.		0,727	Reliabel
7	Wardah products are easy to find in stores around where I live.	0,786	0,719	Reliabel
8	I can easily buy Wardah products online.		0,780	Reliabel
9	I always feel satisfied every time I use Wardah products.		0,778	Reliabel
10	Wardah products provide a pleasant beauty experience for me.		0,776	Reliabel
11	Wardah always meets my expectations in terms of quality and innovation.		0,749	Reliabel
12	I feel that Wardah always keeps its customers' trust.		0,765	Reliabel

Source: Research Data Processing, 2025



Based on Table 2, it is known that all variables in this study have a Cronbach's Alpha value above 0.70. Brand image has a value of 0.664, brand equity 0.710, and customer satisfaction 0.786. Thus, all three variables are declared reliable and can be used for further testing

Classic Assumption Test Normality Test

Table 3. Results of the Kolmogorov-Smirnov Normality Test

		Brand_image	Brand_equity	Kepuasan_pelanggan
N		110	110	110
Normal Parameters ^{a,b}	Mean	36.4273	28.0818	42.1364
	Std. Deviation	5.76681	4.97357	6.98554
Most Extreme Differences	Absolute	.075	.112	.123
	Positive	.049	.047	.067
	Negative	-.075	-.112	-.123
Test Statistic		.075	.112	.123
Asymp. Sig. (2-tailed)		.163 ^c	.181 ^c	.329 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Research Data Processing, 2025

Based on Table 3, the results of the statistical test using the Kolmogorov-Smirnov test above show the significance value (Asymp. Sig. 2-tailed) for the brand image variable is 0.163, brand equity is 0.181, and customer satisfaction is 0.329, which is greater than the significance limit of 0.05. Therefore, it can be concluded that the residual data in this study are normally distributed.



Frequency Table for Brand Image Variable (X_1)**Table 4. Respondent Answers for the Brand Image Variable (X_1)**

No	Statement	Percentage of Answers					Total
		STS	TS	N	S	SS	
1	Wardah products are of good quality and meet my needs.	3,6%	11,8%	20,9%	39,1%	24,5%	100%
2	Wardah products reflect superior innovation compared to other brands.	8,2%	13,6%	22,7%	35,5%	20,0%	100%
3	Wardah is known as a reputable cosmetic company.	10,0%	12,7%	25,5%	27,3%	24,5%	100%
4	Wardah is committed to Islamic values, which I appreciate.	2,7%	7,3%	24,5%	32,7%	32,7%	100%
5	Users of Wardah products look more confident and elegant.	2,7%	7,3%	20,0%	37,3%	32,7%	100%
6	Wardah products are used by individuals with the lifestyle I desire.	6,4%	12,7%	20,0%	38,2%	22,7%	100%
7	Wardah reflects my identity as a modern cosmetic consumer.	7,3%	10,9%	24,5%	25,5%	31,8%	100%
8	Wardah symbolizes natural beauty that aligns with my values.	5,5%	10,0%	28,2%	29,1%	27,3%	100%
9	Wardah products have benefits that match their claims.	9,1%	11,8%	22,7%	35,5%	20,9%	100%
10	Wardah products are effective in meeting my beauty needs.	7,3%	4,5%	24,5%	30,9%	32,7%	100%

Source: Research Data Processing, 2025

Table 4 shows positive agreement that Wardah has good quality according to needs (63.6%), reflects valued Islamic values (65.4%), and is able to boost users' confidence and elegant impression (70.0%). Additionally, Wardah is also considered to represent the

163



identity of modern consumers (57.3%) and symbolize natural beauty that aligns with personal values (56.4%).

Frequency Tabulation of the *Brand Equity* Variable (X2)

Table 5. Respondent Answers for the *Brand Equity* Variable (X2)

No	Statement	Percentage of Answers					Total
		STS	TS	N	S	SS	
1	Consumers always choose Wardah products over other brands.	6,4%	10,9%	33,6%	29,1 %	20,0 %	100%
2	Consumers tend to recommend Wardah to friends or family.	1,8%	10,0%	37,3%	29,1 %	21,8 %	100%
3	Consumers are aware of the various Wardah products available in the market.	3,6%	9,1%	30,9%	39,1 %	17,3 %	100%
4	Consumers easily recognize the Wardah brand when they see its products.	3,6%	10,9%	32,7%	32,7 %	20,0 %	100%
5	Wardah products are of good quality, commensurate with their price.	17,3%	20,9%	22,7%	25,5 %	13,6 %	100%
6	Consumers are satisfied with the performance and results of Wardah products.	3,6%	5,5%	24,5%	30,0 %	36,4 %	100%
7	The Wardah brand is synonymous with halal and high-quality cosmetic products.	4,5%	8,2%	37,3%	28,2 %	21,8 %	100%
8	Consumers have a positive impression of Wardah's overall brand image.	1,8%	15,5%	30,9%	34,5 %	17,3 %	100%

Source: Research Data Processing, 2025

Based on Table 5, The respondents' answers show a positive trend, although with variations in perception on some indicators. The majority of respondents stated they were satisfied with the performance and results of Wardah products (66.4%), and considered



the Wardah brand synonymous with halal and quality cosmetics (50.0%). Additionally, the tendency to recommend Wardah products to friends or family was also quite high (50.9%), indicating consumer loyalty. However, there is a more neutral perception regarding product knowledge and recognition (30.9%-32.7%), as well as quality relative to price (22.7% neutral with 38.2% of respondents even choosing disagree or strongly disagree), indicating that there are still doubts about value for money.

Description of Respondent Statements Regarding Financial Rewards

Table 6. Description of Respondent Statements Regarding Financial Rewards

No	Statement	Percentage of Answers					Total
		STS	TS	N	S	SS	
1	Wardah products have consistent quality over time.	2,7%	12,7%	30,9%	40,0%	13,6%	100%
2	Wardah's service always satisfies my needs as a customer.	2,7%	8,2%	27,3%	33,6%	28,2%	100%
3	The price of Wardah products is comparable to the quality I get.	1,8%	15,5%	36,4%	33,6%	12,7%	100%
4	I feel that Wardah's price doesn't strain my budget.	2,7%	12,7%	30,0%	40,0%	14,5%	100%
5	The service from the Wardah staff is very friendly and professional.	0,0%	9,1%	35,5%	38,2%	17,3%	100%
6	Wardah always provides quick solutions if I face problems.	10,0%	20,0%	29,1%	29,1%	11,8%	100%
7	Wardah products are easy to find in stores around where I live.	8,2%	10,9%	26,4%	27,3%	27,3%	100%
8	I can easily buy Wardah products online.	2,7%	10,9%	34,5%	23,6%	28,2%	100%
9	I always feel satisfied every time I use Wardah products.	6,4%	17,3%	30,0%	34,5%	11,8%	100%
10	Wardah products provide a pleasant beauty experience for me.	2,7%	17,3%	31,8%	32,7%	15,5%	100%



11	Wardah always meets my expectations in terms of quality and innovation.	3,6%	12,7%	27,3%	29,1%	27,3%	100%
12	I feel that Wardah always keeps its customers' trust.	6,4%	7,3%	28,2%	26,4%	31,8%	100%

Source: Research Data Processing, 2025

Table 6, The respondents' responses show a positive trend. The majority of respondents rated the quality of Wardah products as consistent over time (53.6%), service as satisfactory (61.8%), and prices as not too burdensome (54.5%). The aspect of ease of access was also quite strong, as evidenced by product availability in nearby stores (54.6%) and ease of online purchase (51.8%). However, there is doubt about the service indicator in handling problems (29.1% neutral and 30.0% disagree). Nevertheless, positive perceptions regarding trust in Wardah are quite dominant (58.2%).

Results of Simple Linear Regression Test and Partial Test (T-test)

Simple Linear Regression Test

Table 7. Results of Simple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.646	4.022		4.636	.000
Brand_image	.423	.124	.317	3.250	.021
Brand_equity	.652	.132	.464	4.942	.000

Source: Research Data Processing, 2025

- 1.) Variable *Brand image* (X_1) has a calculated $t_{\text{value}} > t_{\text{table}}$ ($3.250 > 1.660$) with a significance of 0.021. This means rejecting H_0 and accepting H_a , indicating that the brand image variable has a significantly positive effect on the customer satisfaction variable for Wardah cosmetic products in Bandar Lampung City.
- 2.) Variable *Brand equity* (X_2) has a calculated $t_{\text{value}} > t_{\text{table}}$ ($4.942 > 1.660$) with a significance of 0.000. This means rejecting H_0 and accepting H_a , which indicates that the Brand equity variable has a significantly positive effect on the customer



satisfaction variable for Wardah cosmetic products in Bandar Lampung City.

The results of the coefficient of determination test yielded an R value of 0.732, indicating a strong relationship between brand image and brand equity and customer satisfaction. An R-squared value of 0.536 means that 53.6% of the variation in customer satisfaction can be explained by brand image and brand equity combined, while the remaining 46.4% is influenced by other factors outside the scope of this research model.

DISCUSSION

The Influence of *Brand Image* on Customer Satisfaction

The research results indicate that the *brand image* of Wardah cosmetic products in Bandar Lampung City significantly influences customer satisfaction, as a good brand image is able to increase consumer trust, pride, and loyalty toward the product. According to this theory, satisfaction arises when consumer expectations formed thru brand reputation and image are met or even exceeded. This aligns with the view that the more positive the brand image, the higher the level of satisfaction formed in the minds of customers. This finding aligns with the research by Kim and Kim (2024), which proves that a positive brand image can enhance consumer perception of product quality and brand trust, thereby significantly impacting customer satisfaction, including in the tourism industry and other sectors.

The Influence of *Brand Equity* on Customer Satisfaction

The research findings conclude that there is an influence of *brand equity* on customer satisfaction with Wardah cosmetic products in Bandar Lampung City, which can be explained thru Grand Theory, namely Relational Marketing Theory. This theory emphasizes the importance of creating long-term value thru sustainable relationships between companies and consumers, where brand equity becomes a strategic asset that strengthens trust and positive perceptions of the brand. These findings align with Nguyen and Le's (2023) discovery that companies successfully building consistent brand equity can increase customer satisfaction thru strong perceptions of quality, trust, and brand image. Aaker and Keller's (2022) research concludes that high brand equity will increase customer satisfaction, strengthen loyalty, and drive repurchase intentions as a form of consumer attachment to the brand.



CONCLUSION AND RECOMMENDATIONS

Based on the results of the regression analysis, it can be concluded that *brand image* (X_1) and *brand equity* (X_2) have a positive and significant effect on customer satisfaction (Y). A strong brand image not only drives initial purchasing decisions but also fosters long-term consumer loyalty, which is a crucial asset for the company's sustainability. This indicates that consumer perception of brand image can strengthen the emotional bond between customers and products, thereby enhancing the value of the consumption experience. Consistent and strategic brand image management is key to creating and maintaining sustainable customer satisfaction. Meanwhile, brand equity can create a sense of security, comfort, and pride for consumers when using a product, thus strengthening long-term loyalty. Additionally, brand equity also plays a crucial role in differentiating Wardah from its competitors in the cosmetics market, while also providing a sustainable competitive advantage. Therefore, strengthening brand equity is a key strategy for Wardah in maintaining consumer satisfaction and expanding its market share. Strengthening brand equity is one of the key factors for companies to maintain their existence and relevance in the face of increasingly fierce competition.

Based on the findings and conclusions, the following recommendations are provided for various parties. Practical Advice (Wardah) to continue strengthening its brand image thru product innovation that aligns with beauty trends and consumer needs, without abandoning its halal identity, which is its competitive advantage. Additionally, product quality must be consistently maintained to align with the established brand image. Companies can also increase brand equity by expanding product variety, providing more personalized service, and strengthening digital promotion strategies to build consumer loyalty across different market segments. For future researchers, this study can be developed not only with quantitative methods such as questionnaires, but also with qualitative approaches like in-depth interviews and observations, allowing for a broader exploration of consumer perspectives, including their subjective experiences using Wardah products.

REFERENCES

- Aaker, D. A. (1996). *Building Strong Brands*. New York: Free Press.
- Aaker, D. A., & Keller, K. L. (2022). Brand equity and brand loyalty: The mediating effect of customer satisfaction. *Journal of Marketing Research*, 59(4), 102-117.



- Abdul Haseeb Tahir, & Zobia Saeed. (2024). The Impact of Brand Image on Customer Satisfaction and Brand Loyalty: A Systematic Literature Review. *Heliyon*, 10(16), e36254. DOI: 10.1016/j.heliyon.2024.e36254
- Ayu, S., & Budiantono, A. (2023). Pengaruh Brand Experience dan Brand image terhadap Kepuasan Pelanggan yang Dimoderasi Kualitas Pelayanan. *Jurnal Manajemen dan Bisnis*, 15(2), 123-137.
- Basharat Raza, Aamir Sohail, & Shrafat Ali Sair. (2024). Examining the Contributions of Brand Image and Perceived Quality to Customer Loyalty Through Satisfaction and Trust. *Gomal University Journal of Research*, 40(2), 45-58. DOI: 10.51380/gujr-40-02-02
- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation, and Practice* (8th ed.). Pearson Education.
- Crane, A., Matten, D., & Spence, L. J. (Eds.). (2019). *Corporate Social Responsibility: Readings and Cases in a Global Context* (3rd ed.). Routledge
- Dibb, S., Simkin, L., & Pride, W. M. (2021). *Marketing: Concepts and Strategies* (8th ed.). Cengage Learning.
- Fitriani, R., & Santoso, B. (2021). Pengaruh kualitas produk dan pelayanan terhadap kepuasan pelanggan. *Jurnal Manajemen dan Bisnis*, 12(3), 145- 157.
- Grönroos, C. (2020). *Service Management and Marketing: Managing the Service Profit Logic* (4th ed.). Wiley.
- Handayani, S., & Nugroho, A. (2020). Pengukuran kepuasan pelanggan pada bisnis e-commerce menggunakan skala Likert. *Jurnal Sistem Informasi*, 16(2), 87-95.
- Illahi, K., & Andarini, S. (2022). Pengaruh Brand image dan Brand Awareness terhadap Loyalitas Pelanggan pada Pengguna Provider Telkomsel. *Jurnal Manajemen Pemasaran*, 15(2), 123-134.
- Indonesia.go.id. (2023). Kinclong Industri Kosmetik Tanah Air. Diakses dari <https://indonesia.go.id/kategori/editorial/7984/kinclong-industri-kosmetik-tanah-air?lang=1Indonesia.go.id>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand equity* (4th ed.). Pearson Education.
- Kim, J., & Kim, H. (2024). The impact of brand image on customer satisfaction and brand loyalty:A systematic review. *Journal of Tourism and Hospitality Research*18(3),45-62.
<https://www.sciencedirect.com/science/article/pii/S2405844024122852>



- Kompas.co.id. (2022). Data Penjualan Kosmetik Wajah, Brand Lokal Kuat Bersaing. Diakses dari <https://kompas.co.id/article/data-penjualan-kosmetik/Compas+3Compas+3Compas+3>
- Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2021). Marketing Management (16th ed.). Pearson Education.
- Kshetri, N. (2022). Blockchain and marketing: Opportunities and challenges. International Journal of Information Management, 64, 102435.
- Kumar, V., Rajan, B., & Gupta, S. (2020). Customer engagement in service. Journal of Marketing, 84(4), 32-51.
- Kurnia Illahi, S., & Andarini, S. (2022). Pengaruh Brand image dan Brand Awareness terhadap Brand Loyalty pada Pengguna Provider Telkomsel di Surabaya. Reslaj: Religion Education Social Laa Roiba Journal, 4(6).Laa Roiba Journal+1Enrichment Journal+1
- Laila, N., & Fitriyah, S. (2022). Pengaruh Brand image dan Brand Trust melalui Kepuasan Konsumen Sebagai Variabel Intervening Terhadap Loyalitas Konsumen Skincare MS Glow di Surabaya. Jurnal Bisnis dan Manajemen Indonesia, 9(1), 45-59.
- Lestari, D., & Pratama, F. (2021). Analisis Pengaruh Brand equity dan Harga terhadap Kepuasan Pelanggan pada Produk Kosmetik Wardah di Surabaya. Jurnal Ekonomi dan Bisnis, 10(3), 134-146.
- Luo, X., Fan, M., & Zhang, J. (2023). Adaptive marketing in dynamic environments. Journal of Marketing Research, 60(1), 23-38.
- Maheera Khan, Mobina Farasat, Maryam Gull, & Rabia Aslam. (2024). Building Brand Image and Loyalty: The Role of Customer Satisfaction and Engagement. Pakistan Journal of Humanities and Social Sciences, 12(2), 123-135. DOI: 10.52131/pjhss.2024.v12i2.2152
- Nguyen, T. H., & Le, P. T. (2023). The effect of corporate social responsibility on brand image and brand equity and its impact on consumer satisfaction. Business, 13(5), 118. <https://www.mdpi.com/2076-3387/13/5/118>
- Putra, A. R., & Wahyuni, S. (2021). Pengaruh Brand image Terhadap Kepuasan Pelanggan pada Produk Kosmetik di Surabaya. Jurnal Manajemen dan Bisnis, 8(2), 123-135.
- Putra, R. A., & Lestari, D. (2021). Peran Brand Awareness dalam Meningkatkan Loyalitas Pelanggan: Studi pada Produk Telekomunikasi. Jurnal Bisnis dan Manajemen, 18(3), 210-220.



- Rahayu, S. (2021). Pengaruh Asosiasi Merek terhadap Loyalitas Konsumen. *Jurnal Manajemen Pemasaran*, 15(2), 120-130.
- Ren, J., Zhang, Y., & Chen, L. (2023). Antecedents and Consequences of Brand equity: Evidence from Starbucks. *International Journal of Consumer Studies*, 47(4), 501-515. <https://doi.org/10.1111/ijcs.12847>
- Sulistyawati, B. S., Istiqomah, F. N., Mustofa, H., Diski, K. M., Melati, N. V. S., & Rahadhini, M. D. (2023). Pengaruh persepsi harga dan brand image terhadap keputusan pembelian: Studi kasus konsumen Wardah Cosmetics di Surakarta. *JAMBURA: Jurnal Ilmiah Manajemen dan Bisnis*, 6(2). <https://ejurnal.ung.ac.id/index.php/JIMB/article/view/19821>
- Sulistyo, A. (2023). Pengaruh Brand Trust, Brand equity, Brand image dan Brand Ambassador terhadap Keputusan Pembelian Investasi Reksa Dana pada Aplikasi Bibit. *Jurnal Ekonomi dan Bisnis*, 18(1), 78-92.
- Tjiptono, F. (2017). Strategi Pemasaran. Andi Offset, Yogyakarta.
- Top Brand Award. (2023). Komparasi Brand Index - Top Brand Award. Diakses dari [https://www.topbrand-award.com/komparasi_brand/bandingkan?97Top Brand AwardVRiTimes.\(n.d.\).RetrievedSeptember3,2025,fromhttps://vritimes.com/id/articles/18b82fa7-27d2-11ef-ae09-0a58a9feac02/5e13a96c-0bac-11f0-8d130a58a9feac02](https://www.topbrand-award.com/komparasi_brand/bandingkan?97TopBrandAwardVRiTimes.(n.d.).RetrievedSeptember3,2025,fromhttps://vritimes.com/id/articles/18b82fa7-27d2-11ef-ae09-0a58a9feac02/5e13a96c-0bac-11f0-8d130a58a9feac02)
- Wahyuni, S., & Kurniawan, D. (2022). Pengaruh harapan pelanggan terhadap kepuasan pelanggan di industri telekomunikasi. *Jurnal Bisnis dan Manajemen*, 9(1), 45-55.
- Yadav, M. S., & Pavlou, P. A. (2023). AI in marketing: Challenges and opportunities. *Marketing Science*, 42(3), 389-407.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education, New York.
- Zheng, T., Wang, F., & Li, J. (2024). Mapping the Landscape of Brand equity Research: A Bibliometric Analysis of SCOPUS Data (1993-2023). *Journal of Business Research*, 150, 20435. <https://doi.org/10.1016/j.jbusres.2023.11.003>.

