



**THE EFFECT OF PRODUCT QUALITY AND WARDAH SKINCARE BRAND
TRUST ON CUSTOMER LOYALTY MEDIATED BY CUSTOMER
SATISFACTION**

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ABSTRACT

The purpose of this study was to analyze the effect of product quality and Wardah Skincare brand trust on customer loyalty mediated by customer satisfaction. The type of research used in this study is quantitative. The data source for this research is primary data. The population in this study were all people and all Indonesian people. The sampling technique in this study was Non-probability Sampling. The sample used in this study was 120 respondents. The data collection method uses a closed questionnaire type. The data analysis technique in this study uses Partial Least Square (PLS) using the help of SMARTPLS Software. The results of this study are that product quality has a positive and significant effect on customer satisfaction. Brand trust has a positive and significant effect on customer satisfaction. Product quality has a positive and significant effect on customer loyalty. Brand trust has a positive and significant effect on customer loyalty. Customer satisfaction significantly mediates product quality on customer loyalty. Customer satisfaction significantly mediates the relationship between brand trust and customer loyalty.

Keywords: Brand Trust, Customer Satisfaction, Product Quality, Customer Loyalty

A. INTRODUCTION

In an increasingly competitive business world, product quality and trust are two important aspects that can influence consumer purchasing decisions. Skincare, as one of the fastest growing market segments, has become an arena for intense competition between brands to win the hearts of consumers. Wardah, as a local Indonesian skincare brand, has managed to steal the spotlight by offering a variety of products that are halal and safe for the skin. However, to be able to maintain and increase customer loyalty, Wardah must continue to pay attention to the quality of its products and build strong trust with its consumers. In the modern era like today, all human needs and human activities are very diverse, ranging from primary, secondary and tertiary needs (Khasanah et al., 2021). These diverse human needs can give rise to several alternatives that can meet human needs, one of which is the emergence of Wardah skin care that is safe, halal can be used in all circles of society which is a very important factor for every woman and man in order to have confidence and look attractive to the opposite sex. It is these facts that make women take care of skin care products to experts. The increasing demand and the increasing increase make skin care companies compete for maximum profit. The increasing needs in society, the company must provide these needs so as not to lose competition with its competitors (Tjahjono et al., 2021).

The way consumers experience brand trust, the measurement of that experience and its effect on consumer behavior are some of the constructs that can be studied for a long time in the branding literature (Octaviani et al., 2021). Schmitt (1999) who can state that consumers want to buy products because of functional attributes, quality and a positive brand image as well as loyalty to customers who are so good, but they also want to buy a product that provides an experience. Brand trust contributes to brand equity satisfaction and the loyalty they provide to

their customers, which means that if a brand wants to benefit from a competitive advantage in brand equity, building brand trust must be a priority (Kuswati et al., 2021).

The cosmetics sector has grown and developed in both developed and developing countries all over the world. The constant growth and evolution of this industry provides excellent opportunities for companies and people interested in the area to be able to promote and develop their cosmetics (Sterie et al., 2019). Ardah cosmetic or skincare products can take care of a person's body to be better and brighter, whether it can take care of our skin which was originally dull can become brighter and smoother our skin and even wardah products and cosmetics that are halal and safe can take care of our skin to be cleaner every day that is doing outdoor activities or these products can protect our skin from exposure to ultraviolet rays so as not to become black, dull, or wrinkled skin during outdoor activities (Nareswari et al., 2021).

According to Kotler dan Keller, (2016), the definition of customer satisfaction is where a person's feeling of pleasure or disappointment comes from a comparison between his impression of the performance (results) of a product and his expectations. There is also according to Jung et al., (2020) customer satisfaction can be defined that the attitude of a person's feelings of pleasure or disappointment that arises after comparing the performance of a product (result) that is thought of against the expected performance.

Brand trust as a feeling of security that consumers have as a result of their interactions with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers Han et al., (2021). Furthermore, according to Kim dan Yang, (2020) risk perception is the uncertainty faced by consumers when they cannot predict the consequences that may be experienced from their purchase decisions. So product branding is an effort to give identity or strength to a product so that it can influence consumers to choose this product over competing products. (Pratama & Muhlisin, 2023)

Customer loyalty is a deeply held commitment to buy or support a preferred product or service again in the future even though influences. situations and marketing efforts have the potential to cause customers to switch. There is also In a more concise sense, loyalty is a consumer's commitment to a company, to subscribe to goods or services consistently on an ongoing basis even though the company has a lot of competition, but consumers will be loyal customers of the company (Kotler & Keller, 2016).

Product quality is the ability of a product to perform its function, which includes the overall useful life of the product, reliability, ease of use and repair, and other values. The higher the quality of the product, the higher the consumer's decision to purchase the product in question (Raditya et al., 2019). According to Kotler and Keller (2016) that product quality is a product's ability to perform its functions, that ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase these products. According to van Ooijen et al., (2017) hat the conventional definition of quality is performance as a direct description of a product, reliability, easy to use, aesthetics and so on. In a strategic sense, quality is everything that can provide consumer needs according to what consumers want. According Febrianti and Halim, (2020) that product quality is one of the important factors that can influence every customer's decision to buy a product. The better the quality of the product, the more consumer interest will increase in wanting to buy the product.

The purpose of this study was to analyze the effect of product quality and wardah skincare brand trust on customer loyalty mediated by customer satisfaction.

B. LITERATURE REVIEW

Brand Image Or Brand Trust

Brand trust explains that trust in a brand that will be purchased and owned by customers or consumers in interacting with them in a brand trust based on the perception that the brand trust is reliable and responsible in a product as well as several interests and welfare to consumers (Huda & Nugroho, 2020; Nuryadi et al., 2023). Riyanto and Nasir, (2023) state that trust in brands can be done and is needed to be able to build and maintain a relationship in the long term between consumers and wardah product brands and can facilitate consumers or customers with satisfaction with the commitment of a brand trust. According to Azizan dan Yusr, (2019) brand trust can occur when consumers feel comfortable, safe against satisfaction in brand trust and in a guarantee on a wardah product so that they feel satisfaction with the wardah brand as well as sincerity to the product and honesty about the product it has or is being given, thus providing a decision to remain loyal to the product and always use wardah skincare products.

Consumer Satisfaction

According to Kotler dan Keller, (2016), consumer satisfaction is satisfaction in feelings that can arise from a comparison between consumer expectations before buying and what consumers can get from a product purchased. Consumer satisfaction in this study is measured through a dimension between overall satisfaction. Furthermore (Ramadani & Putri, 2023) explain that the overall satisfaction attitude is an overall consumer assessment of the product or service used.

Customer Loyalty

Customer loyalty is a commitment to a consumer to a product or brand which can be realized by continuous repurchase behavior of the same product in the long term (Chusniartiningasih, 2019). Consumers can show loyalty behavior when repeatedly buying and using products or services and often ignore offers from competitors. Identifying consumer loyalty behavior can help companies to achieve a better understanding of consumer behavior and also enable the formation of a strategy in a better marketing. Highly satisfied customers can be willing to buy more and be more loyal to the company (Dewi, 2020).

Product Quality

According to Kotler and Keller (2016) that product quality is a product's ability to perform its functions, that ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase these products.

Research Framework

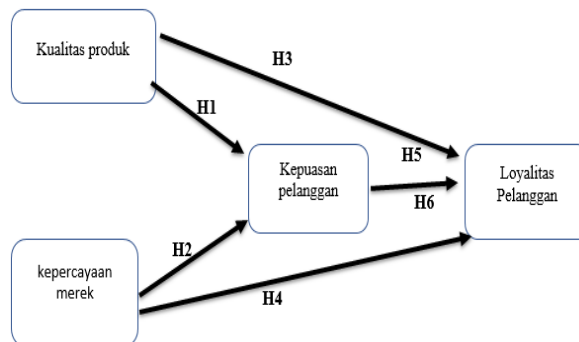


Figure 1. Research Framework

Research Hypothesis

Kotler and Keller (2016) explain that product quality is the ability of a product's functions such as durability, reliability, accuracy, and ease of use of certain products. Service quality is a customer perception formed from customer assessments of product excellence in accordance with customer needs and desires. So that customers can assess the quality of the product which is determined based on the characteristics of the product or service, if consumers (customers) feel satisfied or dissatisfied with consuming a product (Khalis et al., 2022). Thus, if the level of product quality produced is higher, it will have an impact on increasing customer satisfaction. The results of research by Wungkana and Santoso, (2021), Gunawan et al., (2019), and Marwanto et al., (2022) have proven that the relationship between product quality can provide a significant relationship to increasing customer satisfaction.

H1: Product quality has a positive and significant effect on customer satisfaction.

A consumer will be satisfied with a product if he has a positive impression of the product. This sense of satisfaction will be formed if a product has three characteristics of brand goodness measures, namely the company image, user image and product image itself (Tamindael & Ruslim, 2021). To create a sense of satisfaction in consumers, an industry must increase its brand value or image. Thus, brand image has an influence on the formation of satisfaction (Reyvi et al., 2021).

H2: brand trust has a positive and significant effect on customer satisfaction.

Consumer trust is important in relationships with product, service, or service providers. Trust arises when consumers feel that the seller is reliable and will act in their best interest. Trust is related to consumer satisfaction with the products, services, and services provided. Customer trust is often built through the positive experiences they get and the satisfaction they feel from the results of the products, services, and services provided by the provider (Nangin et al., 2020). o the hypothesis is found that brand trust has a positive and significant effect on customer satisfaction.

A product performing as expected by the customer is known as customer satisfaction. Customers are unhappy when a product performs worse than expected. According to literature studies, satisfaction is significantly and positively influenced by brand trust (Tirtayasa et al., 2021).

H3: Product quality has a positive and significant effect on customer loyalty.

Product Quality is a reflection of the ability of a product to be able to carry out its duties which include durability, reliability or progress, strength, ease of packaging and product repair. In an era like this when we want to use or buy a product we must really pay attention to the quality of the product (Ramadhina & Mugiono, 2022).

According to Pramularso,(2022) product quality is the overall combination of the characteristics of goods and services from marketing, engineering, manufacturing and maintenance that make the products and services used meet customer expectations. The dimensions of product quality include performance, reliability, durability and safety. Supported by research conducted by Putra dan Keni, (2020) which proves that product quality has a positive and significant effect on Customer Loyalty.

H4: brand trust has a positive and significant effect on customer loyalty.

According to Khan et al., (2021) brand trust is an antecedent of brand loyalty, in accordance with the concept of one-to-one (between individual customers and companies) in relationship marketing. Several empirical studies state that the role of brand trust has a positive effect on brand loyalty. Increasing customers' positive evaluation of the brand, the role of brand

trust can build brand loyalty as a result of creating high value in the exchange relationship between customers and brands or companies. Because through this positive evaluation, customers can find out how much level of risk acceptance if they use the services of a company. If the chance of accepting the risk is small, then customers do not hesitate to increase their commitment to the company (Qomariyah & Haryadi, 2022). Trust and loyalty have a close relationship, because trust has an important role in exchange relationships (interactions) and loyalty also acts as an indicator in these valuable relationships. Therefore, it can be stated that brand trust contributes positively to brand loyalty (Seo et al., 2020).

H5: Customer satisfaction significantly mediates product quality on customer loyalty.

The view according to Soehardi, (2021) product quality has a significant positive effect on customer satisfaction. Looking at the same research, namely in research (Hanifa et al., 2019) states that customer satisfaction has a positive and significant effect on customer loyalty. Looking at the results of research found in Warganegara dan Alviyani, (2020) states that there is a significant influence between product quality on satisfaction. The significant influence between satisfaction and loyalty is also found in Ratnaningrum, (2018) customer satisfaction is able to mediate the effect of service quality, value and company image on customer loyalty.

H6: Customer satisfaction significantly mediates the relationship between brand trust and customer loyalty.

C. RESEARCH METHODS

This research method is quantitative. The population in this study were all people and all Indonesian people. The sampling technique in this study was Non-probability Sampling (Sugiyono, 2017). The sample used in this study was 120 respondents. So, the sample criteria in this study are as follows:

1. People in Indonesia
2. Know Wardah products
3. Have bought or used wardah products.

This study uses primary data in its preparation. Data is obtained through respondents' answers using a closed questionnaire type. The data collected in this study can be obtained with primary data and secondary data. Primary data is obtained from filling out an online questionnaire using the Google Forms link. (Sekaran & Bougie, 2017).

The data analysis method used in this research is SEM-PLS analysis, a tool for predicting and exploring complex models with less stringent requirements on data Gio, et al (2019). The data analysis technique in this study uses Partial Least Square (PLS) using the help of SMARTPLS Software.

D. RESEARCH RESULTS AND DISCUSSION

Convergent Validity

Convergent validity uses the outer loading value or loading factor. An indicator is declared to meet convergent validity in a good category if the outer loading value is > 0.7 . The outer loading value of each indicator variable.

Table 1. Outer Loading Results

Indicator	Brand trust	Customer satisfaction	Product quality	Customer loyalty
Ease of use			0,892	
Effect speed			0,921	
Effect quality			0,906	
Comfort of use			0,896	
Composition according to standards and expectations			0,922	
Result as expected			0,883	
Consistent quality	0,919			
Meets needs	0,943			
Fulfills desire	0,922			
Product benefits	0,911			
Meets needs				0,885
Product usability				0,903
Product usability				0,916
Product repurchase				0,917
Product loyalty				0,909
Regular purchase of products				0,928
Purchase of a wide range of products				0,819
Key benefits of the product		0,823		
Excess product expectations		0,818		
Product reliability		0,832		
Wise purchase		0,755		
Good product quality		0,864		
Product usability		0,856		
Product effect in general		0,889		

Source: Data processed, 2024

Based on Table 1, it is known that each research variable has an outer loading of > 0.7 . The data above shows that there are no indicators that can show an outer loading value < 0.5 , so the indicator is declared feasible or valid.

Discriminant Validity

Discriminant Validity can be seen through the Average Variance Extracted (AVE) method for each indicator has a criterion of > 0.5 which can be declared valid.

Table 2. Results Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Product quality	0,816

Brand trust	0,853
Customer loyalty	0,805
Customer satisfaction	0,697

Source: Data processed, 2024

Composite Reliability

Composite reliability can be explained that the part that can be used to test the reliability value of variable indicator indicators. It can be said that a variable meets composite reliability if the composite reliability value is > 0.7 . The following is the value of the composite reliability results for each variable.

Table 3. Results Composite Reliability

Variable	Composite Reliability
Product quality	0,964
Brand trust	0,959
Customer loyalty	0,966
Customer satisfaction	0,941

Source: Data processed, 2024

Based on Table 3, it is known that the value of the composite reliability of all variables is above 0.7, which means that all variables are reliable.

Cronbach's Alpha

The reliability test with composite reliability above can be strengthened by using Cronbach's alpha value. A variable can be said to be reliable if it has a Cronbach's alpha value > 0.7 . The following is the Cronbach's alpha value for each variable.

Table 4. Results Cronbach's Alpha

Variable	Cronbach's Alpha
Product quality	0,955
Brand trust	0,943
Customer loyalty	0,959
Customer satisfaction	0,927

Source: Data processed, 2024

Based on Table 4, it is known that the value of Cronbach's alpha for all variables is above 0.7, which indicates that all variables are reliable or have a high level of reliability.

Multicollinearity Classical Assumption Test

The amount that can be used to detect multicollinearity is the variance inflation factor (VIF). If $VIF < 10$ or $Tolerance\ value > 0.01$, it can be stated that there is no multicollinearity. The following are the results of the multicollinearity test of each variable.

Table 5. Collineritty Statistic (VIF)

Variable	Product quality	Brand trust	Customer satisfaction	Customer loyalty
Product quality			4,635	4,662
Brand trust			4,635	4,644
Customer satisfaction				4,674
Customer loyalty				

Source: Data processed, 2024

Based on Table 5, it can be seen that the VIF value of each variable is less than 5 so it can be stated that all indicators in this study do not have multicollinearity problems.

Inner Model Analysis

In this study, the results of the patch coefficient test, goodness of fit test and hypothesis testing will be explained.

R Square Test

Ghozali (2018) states that coefficient determination (R-Square) is used to measure how far the model's ability to explain variations in the dependent variable. Based on the data that has been processed, the R-Square value is obtained:

Table 6. Results R-Square

Variable	R-square	R-square Adjusted
Customer satisfaction	0,850	0,848
Customer loyalty	0,920	0,918

Based on Table 6, it is known that there is an influence on the customer satisfaction variable of 0.850 or 8.5%. While the influence of the customer loyalty variable is 0.920 or 9.2%.

Predictive Relevance (Q square)

The good of fit assessment is known from the Q-square value. Q-square predictive relevance is used to measure how well the observed value is generated by the model and also the parameter estimate. A Q-square value greater than 0 (zero) indicates that the model lacks predictive relevance (Ghozali, 2014).

Based on the calculation, it is found that the result of the Q-square value is 0.988, meaning that the level of diversity of the model proposed by the independent variable in explaining the dependent variable is 0.988 or 9.88% and the remaining 90.12% is still influenced by other factors. Thus it can be concluded that this research model can be declared to have good goodness of fit.

f-Square

The f square value of 0.02 as small 0.15 as medium, and the value of 0.35 as large. Values less than 0.02 can be ignored or considered no effect (Sarstedt et al., 2017). Based on data processing that has been carried out by researchers using smart PLS 3.0, the results of the f-Square (f^2) value are obtained.

Table 7. Results F-Square (F^2)

Variable	Product quality	Brand trust	Customer satisfaction	Customer loyalty
Product quality			0,306	0,046
Brand trust			0,152	0,379
Customer satisfaction				0,202
Customer loyalty				

Source: Data processed, 2024

Based on Table 7, it is known that the ability to predict the effect of product quality on customer satisfaction of 0.306 is classified as moderate. Brand trust on customer satisfaction of 0.152 is medium. Product quality on customer loyalty of 0.046 is classified as small. Brand trust on customer loyalty of 0.379 is classified as medium. Customer satisfaction to customer loyalty of 0.202 is classified as moderate.

Hypothesis Test**Direct Effect Testing**

Hypothesis testing carried out in this study was carried out by looking at the P Value. This hypothesis can be declared accepted if the P Value < 0.05 . In this study, there is a direct effect and an indirect effect because there is a mediating variable. The bootstrapping procedure is carried out to assess the significant effect between variables as follows.

Table 8. Results Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Trust -> Customer Satisfaction	0,389	0,381	0,113	3,428	0,001
Brand Trust -> Customer Loyalty	0,610	0,603	0,092	6,640	0,000
Customer Satisfaction -> Customer Loyalty	0,329	0,326	0,067	4,883	0,000
Product Quality -> Customer Satisfaction	0,551	0,559	0,114	4,856	0,000
Product Quality -> Customer Loyalty	0,358	0,365	0,094	3,831	0,000

Source: Primary data, processed 2024

Based on the results of the data above that has been processed through Smart PLS 3.0 in the path coefficient table, it shows that the brand trust variable has a positive effect on customer satisfaction, as evidenced by the original sample value of 0.389 and the significance indicated by the t-statistic value of $3.428 > 2$ with a p-value of $0.001 < 0.05$. Thus it can be concluded that brand trust has a positive and significant effect on customer satisfaction. (Ariyani et al., 2022)

Based on the results of the data that has been processed through Smart PLS 3.0 in the path coefficient table above, it is known that the customer satisfaction variable has a positive effect on customer loyalty, as evidenced by the original sample value of 0.329 and is significant as indicated by the t-statistic value of $4.883 > 2$ with a P value of $0.000 < 0.05$. Thus it can be concluded that customer satisfaction has a positive and significant effect on customer loyalty.

Based on the results of the data that has been processed through Smart PLS 3.0 in the path coefficient table above, it is known that the Product Quality variable has a positive effect on customer satisfaction, as evidenced by the original sample value of 0.551 and is significant which can be shown from the t-statistic value of $4.856 > 2$ with a P value of $0.000 < 0.05$. Thus it can be concluded that product quality has a positive and significant effect on customer satisfaction.

Based on the results of the data that has been processed through Smart PLS 3.0 in the path coefficient table above, it is known that the product quality variable has a positive effect on customer loyalty, it is evidenced that the original sample value is 0.358 and significant, which can be shown from the t-statistic value of $3.831 > 2$ with a P value of $0.000 < 0.05$. Thus it can be concluded that product quality has a positive and significant effect on customer loyalty.

Testing Indirect Effects

Through indirect effect testing in order to determine the indirect effect of the brand trust variable on customer loyalty with customer satisfaction as a mediating variable and the indirect effect of the product quality variable on customer loyalty on customer satisfaction as a mediating variable. The results of the analysis can be seen through the indirect effect table using the bootstrapping technique as follows:

Table 9. Total Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Trust -> Customer Satisfaction->Customer Loyalty	0,128	0,125	0,048	2,660	0,008
Product Quality -> Customer Satisfaction ->Customer Loyalty	0,181	0,181	0,048	3,746	0,000

Source: Primary data, processed 2024

Based on the data from the results of the indirect effect, it can be seen that the level of significant value on customer satisfaction that mediates and influences the brand trust variable on customer loyalty is 0.008 which means $0.008 < 0.05$, with these results so it can be stated that

customer satisfaction is not able to mediate between brand trust and customer loyalty. with these results indicating that customer satisfaction does not fully mediate the influence of brand trust on customer loyalty. The role of satisfaction is more accurately referred to as partially mediated.

Based on the data from the results of the indirect effect, it can be seen that the level of significant value on customer satisfaction that mediates and the influence of the product quality variable on customer loyalty is 0.000, which means $0.000 < 0.05$ with these results so that it can be stated that customer satisfaction is not able to mediate between product quality and customer loyalty. with these results indicating that customer satisfaction does not fully mediate the effect of product quality on customer loyalty. the role of satisfaction is more appropriately referred to as partially mediated.

Discussion

Product quality has a positive and significant effect on customer satisfaction.

Berdasarkan hasil penelitian menunjukkan Based on the results of the study, it shows that product quality has a positive and significant effect on customer satisfaction. The results of this data are supported by previous research conducted by Gunawan et al., (2019) which states that there is a positive effect of product quality on customer satisfaction. There are also results from this data supported by previous research conducted by Wungkana dan Santoso, (2021) which states that there is a positive and significant effect of product quality on customer satisfaction.

The results showed that there is a positive and significant influence between product quality on customer satisfaction of wardah skincare product companies. The study found that wardah products from the wardah skincare product company have high quality standards, quality effectiveness, and quality convenience. This product can effectively meet customer needs. Therefore, customers are satisfied with the quality of wardah skincare products that they like and even recommend the products to others. In addition, they expressed their intention to remain long-term customers in the wardah skincare product company. The results showed a positive and significant influence between product quality on customer satisfaction at the wardah skincare product company. The results of this study are in line with research by Fera dan Pramuditha, (2021) which states that product quality has a direct positive and significant effect on customer satisfaction. The study found that the higher the product quality, the happier it will be. This result is in accordance with the results presented in the respondent's description that the quality of Wardah skincare products is considered high and is able to create consumer satisfaction such as being satisfied with the taste and service provided by the company.

Brand trust has a positive and significant effect on customer satisfaction.

Based on the results of the study, it shows that brand trust has a positive and significant effect on customer satisfaction. The results of this data are supported by previous research conducted by (Nisa, 2019) which states that brand trust has a positive and significant effect on customer satisfaction. The results of this study are in accordance with the theory that reveals brand trust is the customer's desire to rely on a brand in the face of risk, because the brand's expectations will lead to positive results. According to Suryani dan Koranti, (2022) state that the results of the study show customer satisfaction, brand trust, and brand image have a positive and significant influence on customer loyalty. Customers will continue to use Wardah skincare products if they trust the brand trust, so that the expectations of expectations are very appropriate and in the end they lead to customer satisfaction.

Product quality has a positive and significant effect on customer loyalty.

Based on the results of the study, it shows that product quality has a positive and significant effect on customer loyalty. The results of this data are supported by previous research

conducted by Lengkong et al., (2021) which states that product quality has a positive and significant effect on customer loyalty. According to Khalis et al., (2022) stated that the results showed that product quality has a positive and significant effect on customer loyalty. The results of simultaneous testing of product quality, trust have a positive and significant effect on consumer loyalty. According to Gunawan et al., (2019) states that the results of this study product quality and customer satisfaction have a positive and significant effect both partially and simultaneously on customer loyalty. This can be interpreted that product quality can lead to customer loyalty, and where wardah skincare products have good product quality so that they can increase customer loyalty to wardah skincare products.

Brand trust has a positive and significant effect on customer loyalty.

Based on the results of the study, it shows that brand trust has a positive and significant effect on customer loyalty. The results of this data are supported by previous research conducted by Bastian, (2014) which states that brand trust has a positive and significant effect on customer loyalty and also the results of the fourth hypothesis according Khalis et al., (2022) states that this study investigates how customer involvement directly and indirectly impacts customer satisfaction, brand trust, and brand loyalty. Customer engagement was found to have a positive and significant relationship with customer satisfaction, customer loyalty, and brand trust. Through customer satisfaction, customer engagement has a positive and significant indirect relationship with brand trust. Customer loyalty has a significant indirect relationship to brand loyalty through customer satisfaction and brand trust. Furthermore, there is a significant positive relationship between customer satisfaction and customer trust, and brand trust also has a significant positive relationship with customer loyalty.

Customer satisfaction significantly mediates product quality on customer loyalty.

Based on the research results obtained that customer satisfaction significantly mediates product quality on customer loyalty. In line with previous findings by Segara and Sudiarta, (2019) which explained that he found that the customer satisfaction variable significantly mediates product quality on customer loyalty. Tirtayasa et al., (2021) state that In addition, this study investigates how customer engagement directly and indirectly impacts customer satisfaction, brand trust, and brand loyalty. Customer engagement was found to have a positive and significant relationship with customer satisfaction, brand loyalty, and brand trust. Through customer satisfaction, customer engagement has a positive and significant indirect relationship with brand trust. Customer loyalty has a significant indirect relationship to brand loyalty through customer satisfaction and brand trust. Furthermore, there is a relationship between customer satisfaction significantly mediates between product quality and customer loyalty.

Customer satisfaction significantly mediates the relationship between brand trust and customer loyalty.

Based on the results obtained, customer satisfaction significantly mediates the relationship between brand trust and customer loyalty. In line with research conducted by Tirtayasa et al., (2021) which explains that the relationship between customer satisfaction variables significantly mediates the relationship between brand trust and customer loyalty. Customer satisfaction must be measured by the wardah skincare company, because by knowing the level of customer satisfaction, the wardah skincare company can find out the advantages and uniqueness of a brand, besides that, it can also find out what the weaknesses of a product or brand are, so that strategies can be made to reduce its weaknesses. According to Chusniartiningsih, (2019) states that customer satisfaction significantly mediates the

relationship between brand trust and customer loyalty. But for companies to maximize customer loyalty, it is important to recognize the mediating role of customer trust in this relationship. However, the most important intermediary in this relationship is customer trust. Customers must believe that their data will be treated responsibly and that their needs and preferences will be taken into account.

E. CONCLUSION

Based on the results and discussion, it is found that product quality has a positive and significant effect on customer satisfaction. The product quality of Wardah products which is indicated by the ease of use of the product, fast effect, in accordance with standards and results as expected can increase customer satisfaction.

Brand trust has a positive and significant effect on customer satisfaction. Brand trust which is indicated by the consistency of the product, meeting product needs, and being able to have benefits in a product. Product quality has a positive and significant effect on customer loyalty. Wardah product quality which can be indicated by the ease of use of the product, provides an effect on the product, has the quality of the effect, provides the quality of comfort in the product, has the standard quality of the composition and the expected quality, has the quality of the product desire. brand trust has a positive and significant effect on customer loyalty. brand trust which can be indicated by being consistent with the brand, fulfilling product needs, having product benefits. mediation results show that customer satisfaction significantly mediates product quality on customer loyalty.

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