

ABSTRACT

THE EFFECT OF PRODUCT QUALITY ON CUSTOMER LOYALTY IN HALAL COSMETICS THROUGH CUSTOMER SATISFACTION AND RELIGIOSITY AS INTERVENING VARIABLE

(A Case Study of Generation Z on Muslimah)

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The purpose of this study was to determine the effect of Product Quality on Customer Loyalty in Halal Cosmetics through Customer Satisfaction and Religiosity as Intervening Variable (a case study of generation Z on Muslimah). This type of study in this research used a type of causal associative research with the Partial Least Square (PLS) approach. The analysis tool used SmartPLS3. The population of this study was the Z generation of Muslim women in Indonesia. The determination of the sample in this study depended on the number of indicators with 180 respondents. The results of this study found that Customer Satisfaction had an effect on Customer Loyalty in halal cosmetics. The religiosity affected customer loyalty in halal cosmetics. Furthermore, Product Quality and Customer Loyalty had an effect on Customer Satisfaction as an intervening variable in halal cosmetics. On other hand, Product Quality and Customer Loyalty had an effect on Religiosity as an intervening variable in halal cosmetics.

Keywords: Product Quality, Customer Loyalty, Customer Satisfaction, Religiosity