

## **ABSTRACT**

### **THE EFFECT OF BRAND IMAGE AND PRODUCT QUALITY ON WARDAH LIPSTICK CONSUMER LOYALTY IN BANDAR LAMPUNG**

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The purpose of this study was to determine and analyze the effect of image brand and, product quality on consumer loyalty of Wardah lipstick products in Bandar Lampung and also to find out and analyze the most important factors that had a dominant effect consumer loyalty. This study was conducted on consumers of Wardah lipstick products in Bandar Lampung. The population in the study was the consumers of Wardah lipstick products in Bandar Lampung who had bought and used Wardah lipstick products. The analytical method used in the study was the descriptive analysis method and the multiple linear regression analysis method. This type of research was an associative research and the data in the study used primary data and secondary data obtained through documentation study and a list of questions that were measured using a Likert scale, then the data were processed statistically with the SPSS for windows program, namely the t test model, f test and determinant coefficient ( $R^2$ )

Keywords: Brand Image, Product Quality, and Consumer Loyalty