

## ABSTRAK

**Siti Zumaniyah Nabela, NIM (1820310111).** *“The Effect of Brand Love, Product Quality and Customer Relationship Management on Costumer Loyalty to Consumers of Oriflame Product in Jepara”.*

Oriflame merupakan bisnis MLM yang kini diminati banyak kalangan masyarakat sehingga perusahaan memiliki peluang untuk mendapatkan konsumen loyal karena banyak citra positif yang telah diciptakan kepada konsumen. Tujuan penelitian ini untuk mengetahui pengaruh brand love, product quality, dan customer relationship management terhadap customer loyalty pada produk Oriflame di Kabupaten Jepara. Penelitian ini termasuk jenis penelitian kuantitatif dengan pendekatan *field research*. Populasi yang digunakan seluruh pengguna produk Oriflame di Kabupaten Jepara dengan 68 responden sebagai sampel yang diperoleh melalui metode *purposive sampling*. Alat analisis yang digunakan adalah analisis regresi berganda dengan bantuan program olah data IBM SPSS Statistic 26.

Hasil dari penelitian ini yaitu 1) Variabel *brand love* berpengaruh signifikan terhadap *customer loyalty* pada produk Oriflame di Kabupaten Jepara. 2) Variabel *product quality* berpengaruh signifikan terhadap *customer loyalty* pada produk Oriflame di Kabupaten Jepara. 3) Variabel *customer relationship management* berpengaruh signifikan terhadap *customer loyalty* pada produk Oriflame di Kabupaten Jepara. Berdasarkan hasil uji F bahwa  $F_{hitung} > F_{tabel}$  ( $55.057 > 2,17$ ) berarti variabel *brand love*, *product quality* dan *customer relationship management* adalah variabel berpengaruh secara signifikan terhadap *customer loyalty* pada produk Oriflame di Kabupaten Jepara.

**Kata Kunci:** *Brand Love, Product Quality, Customer Relationship Management, Customer Loyalty*

### **Abstract**

*Oriflame is an MLM business that is now in great demand by many people, so the company has the opportunity to get loyal customers because of the many positive images that have been created for consumers. The purpose of this study was to determine the effect of brand love, product quality, and customer relationship management on customer loyalty to Oriflame products in Jepara Regency. This research is a type of quantitative research with a field research approach. The population used is all users of Oriflame products in Jepara Regency with 68 respondents as samples obtained through purposive sampling method. The analytical tool used is multiple regression analysis with the help of the IBM SPSS Statistic 26 data processing program.*

*The results of this study are 1) Brand love has a significant effect on customer loyalty to Oriflame products in Jepara Regency. 2) The product quality variable has a significant effect on customer loyalty to Oriflame products in Jepara Regency. 3) The customer relationship management variable has a significant effect on customer loyalty to Oriflame products in Jepara Regency. Based on the results of the F test that  $F_{count} > F_{table}$  ( $55,057 > 2.17$ ) means that the variables of brand love, product quality and customer relationship management are variables that have a significant effect on customer loyalty to Oriflame products in Jepara Regency.*