



The Influence Of Brand Image And Product Quality On Consumer Loyalty: A Study On Daviena Skincare Users Among FEBI UIN Jurai Siwo Lampung Students

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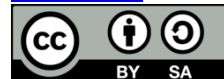
Daviena Skincare;

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Abstract

Purpose: The rapid growth of the skincare industry in Indonesia has intensified competition among local and international brands, making consumer loyalty an important factor for business sustainability. Daviena Skincare, a local skincare brand, has gained significant popularity among young consumers, particularly university students. This study aims to examine the influence of brand image and product quality on consumer loyalty among users of Daviena Skincare in the Faculty of Economics and Islamic Business FEBI UIN Jurai Siwo Lampung. **Methodology:** A quantitative approach was employed using a survey method. Data were collected from 51 respondents selected through proportional random sampling and analyzed using multiple linear regression. **Findings:** The findings reveal that brand image has a positive and significant effect on consumer loyalty, while product quality also has a positive and significant influence. Simultaneously, both variables significantly affect consumer loyalty. The coefficient of determination (R^2) indicates that 62.7% of consumer loyalty can be explained by brand image and product quality, whereas the remaining 37.3% is influenced by other factors outside the scope of this study. These findings suggest that strengthening brand reputation and maintaining product quality are essential strategies for enhancing customer loyalty in the skincare industry.

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A. Introduction

The development of the economy and technology has led to the emergence of many competing companies, each striving to demonstrate their market presence. To maintain market share, companies create brands that serve as names, identities, or markers to strengthen their products and attract consumers (Alifa, 2023). The increasing number of brands available in the market provides consumers with more choices (Nurazizah et al., 2026). Consumers evaluate not only quality, brand, and price but also the brand image attached to a product (Ruzikna, 2015).

A well-known brand is easier for consumers to recognize, especially when companies emphasize uniqueness or differentiation. This creates opportunities for brands to grow and enhances their business prospects. A strong brand image also contributes to marketing efficiency because the brand is already embedded in consumers' minds. Such a positive brand image helps companies attract new consumers and reduces the risk of business failure (Ruzikna, 2015). Brand image reflects what consumers think and feel when they encounter a brand name. A positive brand image encourages purchasing decisions and becomes the foundation of a strong corporate reputation (Hastari et al., 2023). It is also closely associated with higher consumer satisfaction and loyalty, thereby strengthening the brand's market position (Fatmaningrum, 2020). Thus, a better brand image leads to higher satisfaction and loyalty.

Beyond brand image, product quality is also a crucial factor influencing consumer satisfaction. Consumers carefully consider quality before deciding to purchase a product (Sapitri, 2020). Product quality refers to the ability of a product or service to fulfill consumer expectations in accordance with what the company promises or implies (Harjadi, 2021). Therefore, companies must prioritize product quality and benchmark it against competitors in order to satisfy and retain consumers (Sapitri, 2020). Consumer loyalty is essential for business sustainability, and companies must strive to build a positive brand image while offering high-quality products at reasonable prices (Kana, 2021). Consumer loyalty does not emerge automatically; it requires strategies for effective consumer management (Liga & Maulana, 2024). Consumers typically undergo various stages in the decision-making process, including obtaining information from advertisements or word of mouth, comparing products, making purchases, and then repurchasing based on their experience (Saryadi, 2021).

Skincare refers to a series of treatments aimed at maintaining and improving skin health. It has become increasingly popular among young people and adults, driven by technological development and widespread information related to beauty (Pangestika, 2023). Skincare is especially popular among university students, who often consider it a necessity. Their daily activities lead to various skin problems, motivating them to use skincare products (Syamsiyah, 2024). The rapid growth of skincare brands in Indonesia has created opportunities for local brands, including Daviena Skincare, a local brand specializing in facial care (Sudiantini, 2024). According to compas.co.id, Daviena has gained significant popularity and ranks first among several competitors. Established in 2018 in Palembang, South Sumatra, the brand offers facial and body care products, collagen supplements, whitening products, and other beauty items, it's promoting via online marketing (Atthahirah, 2024). Online marketplaces such as Shopee and TikTok have become essential platforms for beauty brands to expand market reach and increase sales (Sudiantini, 2024).

Recently, the skincare industry has faced issues related to product claims that do not align with laboratory results, and Daviena Skincare has also been affected (Susanti et al., 2021). A viral review by TikTok account @dokterdetektif highlighted discrepancies between the claimed ingredients in Daviena's Handbody Dosting (HB Dosting) and laboratory test results, which reportedly did not detect niacinamide despite the product's

claims (Andin, 2025). This issue has reduced consumer trust in skincare products more broadly. In the digital era, consumers are increasingly critical, making product authenticity and transparency essential in building trust and loyalty (Kompasianacom, 2025).

College students, particularly those with strong analytical skills and broad access to information, can make informed decisions regarding skincare. This study focuses on students of the Faculty of Economics and Islamic Business (FEBI) at UIN Jurai Siwo Lampung, many of whom use Daviena Skincare due to its halal certification and BPOM approval, which are especially important for Muslim consumers.

A preliminary questionnaire distributed to FEBI students showed that 108 students used Daviena Skincare. Further interviews with three students revealed that two continued to use the product despite the overclaim issue due to compatibility and affordability while one student chose to stop using it because the issue caused uncertainty and reduced trust. The overclaim controversy has the potential to damage brand image and perceptions of product quality, which may ultimately affect consumer loyalty. Extensive previous studies have widely demonstrated that a positive brand image and superior product quality are critical drivers of consumer loyalty (Alifa, 2023; Ruzikna, 2015). However, most of these studies were conducted under stable and ideal market conditions. There is still a significant research gap regarding how consumer loyalty fluctuates when a well-known brand experiences a severe transparency crisis or overclaim controversy in the digital era. Furthermore, empirical evidence remains limited on whether brand image or functional product quality holds more resilience when challenged by viral negative publicity on social media platforms like TikTok (Sudiantini, 2024).

This study is academically crucial as it contributes to the literature on brand crisis management and consumer behavior, particularly within the cosmetic industry. Investigating university students—specifically those with an economics background (FEBI)—offers unique theoretical insights. It examines whether rational consumers base their long-term loyalty on external brand reputation or internal product compatibility and cost-efficiency during a product crisis. Therefore, this research fills the gap by providing a deeper understanding of consumer resilience and brand loyalty dynamics under the influence of social media skepticism. Based on these issues, this study aims to examine the influence of brand image and product quality on consumer loyalty toward Daviena Skincare.

B. Method

This study uses a quantitative descriptive design to examine the effect of brand image and product quality on consumer loyalty toward Daviena Skincare among FEBI students at UIN Jurai Siwo Lampung. The population consisted of 108 students using Daviena Skincare, with a sample of 51 selected via proportionate random sampling. Data were collected through a validated Likert-scale questionnaire. Analysis included classical assumption tests (validity, reliability, normality, multicollinearity, and heteroscedasticity), multiple linear regression, t-tests, and the coefficient of determination (R^2) to assess the influence of the independent variables on consumer loyalty.

Hypotheses Development: Effect of Brand Image on Consumer Loyalty

A strong and positive brand image creates a distinctive impression that attracts consumers and may lead to repeat purchases. When consumers have a favorable perception of corporate image, user image, and product image, they are more likely to develop strong commitment and loyalty. To evaluate this effect, the research instrument for this variable is constructed based on Kotler's brand image dimensions. These dimensions include corporate image (the reputation of the firm), user image (the

perception of the consumer base), and product image (the attributes of the skincare items), which are operationalized through detailed questionnaire items using a 5-point Likert scale. Based on these underlying indicators, the first hypothesis is proposed: H1: Brand image has a positive effect on consumer loyalty toward Daviena Skincare among FEBI UIN Jurai Siwo Lampung students.

Effect of Product Quality on Consumer Loyalty

High product quality, reflected in performance, reliability, durability, and other attributes, leads to consumer satisfaction. Products that meet or exceed expectations encourage consumers to make repeat purchases and resist switching to competitors, which are indicators of loyalty. The measurement instrument for this variable is developed by adapting the product quality frameworks from Kotler & Armstrong. The instrument explicitly breaks down the variable into four detailed indicators: performance (the efficacy of the skincare), reliability (consistency of results), durability (product shelf-life), and product attributes (packaging and texture). Each indicator is measured via specific questionnaire statements to capture the students' tangible experiences. Therefore, the second hypothesis is formulated: H2: Product quality has a positive effect on consumer loyalty toward Daviena Skincare among FEBI UIN Jurai Siwo Lampung students.

Simultaneous Effect of Brand Image and Product Quality on Consumer Loyalty

Loyalty develops when consumers experience satisfaction, which is strengthened by both a positive brand image and high product quality. These two variables interact to enhance consumers' commitment to repurchase and maintain their loyalty to the brand. Following Philip Kotler's conceptualization of loyalty, the research instrument captures consumer loyalty through two primary behavioral indicators: repurchase commitment (the strong intention to buy the product again) and maintaining brand loyalty (the dedication to remain faithful to Daviena Skincare despite market alternatives). These operational indicators are integrated into the final section of the questionnaire to assess how brand image and product quality simultaneously sustain long-term consumer retention. Thus, the third hypothesis is proposed: H3: Brand image and product quality simultaneously have a positive effect on consumer loyalty toward Daviena Skincare among FEBI UIN Jurai Siwo Lampung students.

Conceptual Framework

The conceptual framework illustrates the theoretical relationship between the independent variables—brand image (X1) and product quality (X2)—and the dependent variable, consumer loyalty (Y) (Sugiyono, 2013). The model shows that both variables influence consumer loyalty both partially and simultaneously.

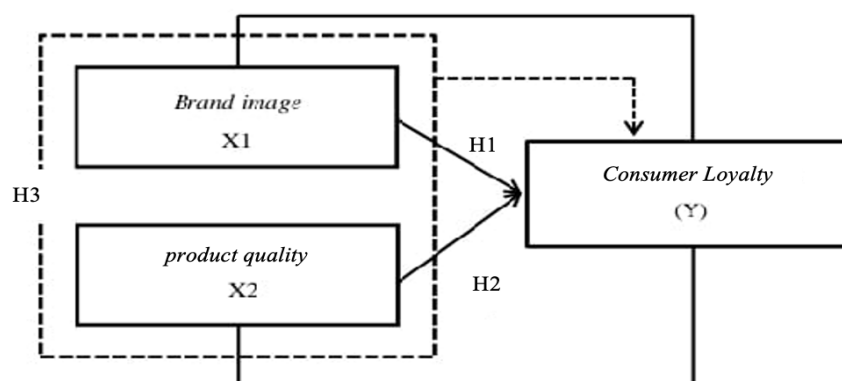
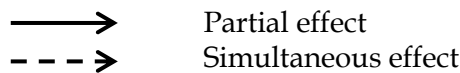


Figure 1. Conceptual Framework

Information:



Based on this framework, it is proposed that brand image (X1) and product quality (X2) each have significant partial effects on consumer loyalty (Y), and together they exert a simultaneous influence on consumer loyalty toward Daviena Skincare among FEBI UIN Jurai Siwo Lampung students.

C. Results and Discussion

1. Results

Instrument Testing

Before analyzing the research data to test the hypotheses, the research instrument (questionnaire) was rigorously tested for validity and reliability. This testing aims to ensure that the questionnaire items used to measure Brand Image (X1), Product Quality (X2), and Consumer Loyalty (Y) are accurate, consistent, and free from measurement errors. The instrument test was conducted on 30 respondents who shared similar characteristics with the actual research sample but were not included in the final research sample. The measurement scale used for each questionnaire item was a 5-point Likert Scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The instrument used in this study was a Likert scale, which consisted of five alternative answers, as follows:

Table 1. Score Of Alternative Answers

Alternative answers	Explanation	Question score
SA	Strongly Agree	5
A	Agree	4
D	Disagree	3
DA	Don't Agree	2
SDA	Strongly Disagree	1

Table 2. Instrument grid

No	Variable	Indicator	No. Item
1	Brand Image	Corporate Image	1, 2
		User Image	3, 4
		Product Image	5,6,7
2	Product Quality	Performance	1
		Features	2
		Reability	3
		Conformance	4
		Durability	5
		Service Ability	6
		Aesthetic	7
		Customer Perceived Quality	8
3	Consumer Loyalty	There is a repurchase	1
		Purchases in Larger Quantities	2
		There is a More	3

No	Variable	Indicator	No. Item
		Frequent Frequency of Visits	
		Giving Recommendations to People	4
		Demonstrating the Resilience of Competitors	5

a) Validity Test

The validity test was used to correlate each item with the total score of the respective variable while considering the measurement scale applied, whether ordinal, interval, or rating. The procedure was conducted by comparing the Pearson correlation value (r-count) with the r-table value, as well as comparing the p-value with the significance level $\alpha = 0.05$ (Machali, 2021).

Table 3. Validity Test Results for Variables X1, X2, and Y

Variable		Pearson Correlation (r-count)	R-table Value	Description
Brand Image (X1)	X1.1	0,900	0,278	Valid
	X1.2	0,977	0,278	Valid
	X1.3	0,900	0,278	Valid
	X1.4	0,802	0,278	Valid
	X1.5	0,977	0,278	Valid
	X1.6	0,977	0,278	Valid
	X1.7	0,977	0,278	Valid
Product Quality (X2)	X2.1	0,973	0,278	Valid
	X2.2	0,658	0,278	Valid
	X2.3	0,674	0,278	Valid
	X2.4	0,841	0,278	Valid
	X2.5	0,914	0,278	Valid
	X2.6	0,931	0,278	Valid
	X2.7	0,961	0,278	Valid
	X2.8	0,942	0,278	Valid
Consumer Loyalty (Y)	Y.1	0,902	0,278	Valid
	Y.2	0,902	0,278	Valid
	Y.3	0,968	0,278	Valid
	Y.4	0,968	0,278	Valid
	Y.5	0,968	0,278	Valid

All questionnaire items showed $r\text{-count} > r\text{-table}$; therefore, all items for Brand Image (X1), Product Quality (X2), and Consumer Loyalty (Y) are declared valid.

b) Reliability Test

The reliability test was used to determine whether the instrument is consistent and dependable. If Cronbach's Alpha > 0.60 , the indicators are considered reliable; otherwise, they are unreliable.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items
Brand Image	0,974	7
Product Quality	0,949	8
Consumer Loyalty	0,968	5

From Table 4, all variables have Cronbach's Alpha values greater than 0.60, indicating that all 20 items are reliable.

Classical Assumption Tests

a) Normality Test

The normality test assessed whether the residuals were normally distributed. Based on the Normal P-Plot on Figure 1, the data points were positioned close to the diagonal line, indicating that the residuals followed a normal distribution. Thus, the normality assumption was met

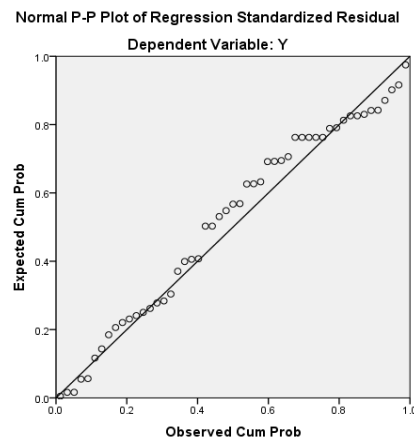


Chart 1. Normal P-Plot

b) Heteroscedasticity Test

The Glejser test was used to determine heteroscedasticity. A model is free from heteroscedasticity if the significance value > 0.05 (Nugraha, 2014).

Table 5. Heteroscedasticity Test Results

Model	Unstandardized Coefficients (B)	Std. Error	Beta	t	Sig.
Constant	1.613	1.181	—	1.366	178
X1	.034	.041	.142	.837	407
X2	-.017	.039	-.076	-.451	654

Because X1 (0.407) and X2 (0.654) have Sig > 0.05 , the model is free from heteroscedasticity.

c) Multicollinearity Test

A regression model is free from multicollinearity if Tolerance > 0.10 and VIF < 10 (Purnomo, 2016). Both variables meet the criteria; thus, there is no multicollinearity.

Table 6. Multicollinearity Test Results

Model	Tolerance	VIF
X1	0.716	1.397
X2	0.716	1.397

Multiple Linear Regression Analysis

The regression equation used is: $Y = a + b_1X_1 + b_2X_2 + e$. From Table 7, the regression equation is: $Y = 0,887 + 0,159X_1 + 0,418X_2 + e$.

Table 7. Multiple Linear Regression Test Results

Model	B	Std. Error	Beta	t	Sig.
Constant	0.887	2.071	—	0.428	0.670
X1	0.159	0.071	0.231	2.221	0.031
X2	0.418	0.068	0.644	6.184	0.000

Interpretation:

- Constant (0.887): If X1 and X2 remain constant, Consumer Loyalty (Y) is 0.887.
- Brand Image (X1): A coefficient of 0.159 indicates a positive influence; a one-unit increase in X1 increases loyalty by 15.9%.
- Product Quality (X2): A coefficient of 0.418 indicates that a one-unit increase in X2 increases loyalty by 41.8%.

Hypothesis Testing

a) t-Test (Partial Test)

From Table 7, using $t\text{-table} = 2.010$ ($df = 48$) the partial test as follows: Brand Image (X1): $\text{Sig} = 0.031 < 0.05$ and $t = 2.221 > 2.010 \rightarrow \text{Significant}$; Product Quality (X2): $\text{Sig} = 0.000 < 0.05$ and $t = 6.184 > 2.010 \rightarrow \text{Significant}$. Thus, both X1 and X2 significantly affect Y.

b) F-Test (Simultaneous Test)

Since $\text{Sig} = 0.000 < 0.05$ and $F\text{-count} (40.365) > F\text{-table} (3.191)$, Brand Image (X1) and Product Quality (X2) jointly influence Consumer Loyalty (Y).

Table 8. F-Test Results

Model	Sum of Squares	f	Mean Square	F	Sig.
Regression	525.558		262.779	40.365	.000
Residual	312.481	8	6.510	—	—
Total	838.039	0	—	—	—

c) Coefficient of Determination (R^2)

The Adjusted R Square value of 0.612 shows that Brand Image and Product Quality explain 61.2% of the variation in Consumer Loyalty. The remaining 38.8% is influenced by other variables not included in this study.

Table 9. Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error
1	.792	.627	.612	2.551

2. Discussion

The Influence Of Brand Image And Product Quality On Consumer Loyalty

The findings of this study demonstrate that both brand image and product quality significantly influence consumer loyalty toward Daviena Skincare among students of FEBI UIN Jurai Siwo Lampung. These results align with the theoretical understanding that a strong brand image forms positive associations in consumers' minds, which subsequently leads to trust, satisfaction, and long-term loyalty. A favorable brand image encourages consumers to continue purchasing a product and recommend it to others, reflecting the loyalty dimensions highlighted in previous studies.

The positive and significant effect of brand image (X1) on consumer loyalty (Y) indicates that consumers perceive Daviena Skincare as a credible and trustworthy brand. This suggests that visual identity, brand reputation, product claims, and overall brand communication successfully create strong mental associations among users. When consumers feel emotionally connected and confident in a brand, their likelihood to remain committed increases. This finding supports the argument that brand image plays a strategic role in shaping repeat purchases and positive word-of-mouth behavior.

Similarly, product quality (X2) also shows a positive and significant effect on consumer loyalty. The regression coefficient for product quality is higher than that of brand image, indicating that product performance may have a stronger influence on loyalty. This suggests that consumers not only consider the image of Daviena Skincare but also value its efficacy, safety, ingredients, texture, and suitability for their skin type. High-quality products that meet consumer expectations tend to generate satisfaction, which in turn fosters loyalty. This is consistent with the notion that quality is a core determinant of customer retention in the skincare industry, where product performance directly affects consumer trust.

The simultaneous effect of both variables, as shown in the F-test, demonstrates that brand image and product quality jointly contribute to shaping consumer loyalty. The R-square value of 0.627 indicates that 62.7% of consumer loyalty is explained by these two variables, while the remaining 37.3% is influenced by factors not examined in this study, such as price, promotion, customer experience, social media engagement, or peer recommendations. This suggests that while brand image and product quality are crucial, other marketing and experiential factors may also shape loyalty. Overall, the study confirms that strengthening both brand image and product quality is essential for maintaining and increasing consumer loyalty, particularly in the highly competitive skincare market. Daviena Skincare may benefit from enhancing its branding strategies and continuously improving product performance to remain relevant and trusted among young consumers.

The findings of this study are consistent with several previous empirical studies that have examined the relationship between brand image, product quality, and consumer loyalty. Prior research by Alfeb and Salim (2024) demonstrated that both brand image and product quality significantly influence customer loyalty, either directly or through the mediating role of customer satisfaction (Alfeb & Salim, 2024). Similarly, Cahyani, Susanto, and Nurullaila (2023) found that brand image and product quality have a simultaneous and partial positive effect on consumer loyalty, supporting the notion that consumers tend to remain loyal when they perceive a strong brand and reliable product performance (Cahyani et al., 2023). Research on skincare products also shows similar patterns; Retnowati and Asrudi (2023) reported that brand image and product quality contribute to consumer loyalty for Skintific products, even when customer satisfaction acts as an intervening variable (Retnowati & Asrudi, 2023). Furthermore, studies by Amaliyasari and Rusdianto (2025) and Sherly (2022) also confirmed that brand image and perceived quality significantly shape consumer loyalty across various product categories (Amaliyasari & Rusdianto, 2025; Sherly, 2022). These consistent findings indicate that the positive influence of brand image and product quality on loyalty is robust across different sectors, including skincare, thereby reinforcing the results of the present study on Daviena Skincare users.

D. Conclusion

This study was conducted to determine whether brand image and product quality contribute to the formation of consumer loyalty toward Daviena Skincare among FEBI UIN Jurai Siwo Lampung students. The findings provide a clear answer to this objective: consumer loyalty can be strengthened when a brand is able to build a positive identity

and consistently deliver high-quality products. In other words, loyalty does not emerge solely from product usage but from a combination of emotional connection to the brand and satisfaction derived from product performance.

Based on these findings, several practical recommendations can be proposed. First, Daviena Skincare should continue to reinforce the elements of its brand image such as credibility, user perception, and product identity through targeted communication strategies that resonate with young consumers. Second, maintaining and improving product quality must remain a priority, especially aspects that directly influence user experience, such as reliability, safety, and visible results. By integrating brand image enhancement with continuous quality improvement, the company can foster stronger emotional attachment and sustain long-term customer loyalty.

Beyond managerial implications, the study also highlights the importance of understanding consumer perception holistically. Loyalty is shaped not only by functional benefits but also by symbolic and psychological value. Future brand management strategies in the skincare industry should therefore consider both aspects to build competitive advantage and retain consumers in an increasingly saturated market.

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F. Author Contributions Statement

Neni Rahmawati was responsible for data collection, data analysis, and manuscript drafting. Hanna Hilyati Aulia contributed to the study conceptualization, methodology development, supervision, and manuscript review and editing. All authors have read and approved the final manuscript.

G. Conflict of Interest

The authors declare that there are no conflicts of interest regarding the publication of this article. The research was conducted independently without any financial, commercial, or personal relationships that could influence the results or interpretation of the findings.

H. AI Usage Statement

The authors used artificial intelligence (AI) tools, including ChatGPT, solely for language improvement, grammar checking, and manuscript editing. All research design, data collection, data analysis, interpretation of results, and final content decisions were conducted and verified by the authors. The authors take full responsibility for the accuracy and integrity of the manuscript.

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