

ABSTRACT

Title : *The Influence of Brand Experience and Product Diversity on Loyalty through Emina Cosmetics Customer Satisfaction.*

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Study Program : *S-1 Management*

This study aims to determine the effect of Brand Experience and Product Diversity on Loyalty through Emina Cosmetics Customer Satisfaction. The independent variable consists of Brand Experience and Product Diversity, the dependent variable is Loyalty and the intervening variable is Customer Satisfaction. This research was conducted on consumers who had bought Emina cosmetics products more than once in the last 2 months. The sample used was 160 respondents with the sampling technique, namely purposive sampling. This type of research is associative which is causal and the method used in this research is Path Analysis.

The results of this study indicate that Brand Experience and Product Diversity have a positive and significant effect on Customer Satisfaction. Brand Experience and Customer Satisfaction have a positive and significant effect on Loyalty, while Product Diversity has no positive and significant effect on Loyalty. Customer Satisfaction has succeeded in becoming an Intervening variable for Brand Experience.

Keywords: *Brand Experience, Product Diversity, Customer Satisfaction, Loyalty.*