



## Trust, Product Quality, and Consumer Loyalty of Scarlett Whitening Skincare

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### ABSTRACT

**Research Aims:** Consumer loyalty is a deep commitment to repurchase or subscribe to a product or service consistently for the future, and does not affect the existing environment or existing efforts or marketing efforts carried out, as well as other things that potential for the possibility of consumers switching to competing companies. This research was conducted with the aim of finding out the influence of trust and product quality on consumer loyalty for Scarlet Whitening skincare in Dompu Regency.

**Design/methodology/approach:** This research is a quantitative descriptive research with the analytical tool used in this research is SPSS V13. SPSS is statistical data processing software which functions to analyze and manage statistics to make it easier for researchers to organize, interpret and process the data they obtain. The population in this study were Scarlet Whitening skincare consumers in Dompu Regency who met the research criteria, with a sample size of 42 respondents, on average women aged 21-30 with high school education and income <500.000.

**Research Findings:** The research results show that trust and product quality factors greatly influence consumer loyalty.

**Theoretical Contribution/Originality:** Based on the available literature, the contribution to theory and originality regarding the influence of trust, product quality, and consumer loyalty of Scarlett Whitening Skincare can be approached through the integration of customer relationship marketing (CRM) elements into the brand's marketing practices

*Keywords: Trust; product quality; consumer loyalty; scarlett whitening skincare*

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### Introduction

The development of the beauty industry in Indonesia continues to increase. Beauty products are spread in various types to suit your needs and some come from within and outside the country. The level of use and public awareness regarding the

use of beauty products has also increased. Beauty product trends are increasingly developing, this is influenced by changes in people's lifestyles and new trends that are emerging. Based on the Central Statistics Agency (BPS) report quoted from Goodstats.id, in 2020 Indonesia experienced growth in the use of beauty products by 5.59% in 2020. There was an increase from 2021 which was 7% and in 2022 there was an increase of 20.6% with the latest trends and types of products along with increasing demand from consumers. Not only women, men now need skin care so this has increased the number of consumers in the cosmetics industry (Pebriani, 2023).

With the development of the beauty industry in Indonesia, competition in the business world is also getting tougher. One of the things that is important for companies to do is that companies must work hard to study and understand consumer needs and desires to create consumer loyalty. Consumer loyalty is loyal determination and the ability to obey, carry out and practice something accompanied by full awareness and responsibility (Hery, 2018: 31).

Consumer loyalty is the desire of every company. As an important factor in a company's survival, consumer loyalty is a company's need in order to increase its advantage in competition. Consumers who are satisfied with customer products and services tend to repurchase the product and reuse the service when the same need arises again in the future. This means that the role of consumers is a key factor for companies in making repeat purchases which constitute the largest portion of the company's sales volume and consumer loyalty. Companies compete with each other to gain market share. In this case, trust and product quality are needed to gain consumer loyalty.

Trust in brands plays an important role in creating consumer loyalty towards a particular brand, whereas according to (Ferrinadewi, 2008: 150) consumer trust in brands can only be obtained if marketers can create and maintain positive emotional relationships with consumers. In gaining customer trust, one of the things consumers need is product quality. (Kotler, 2018: 261)state that product quality is a characteristic of a product or service that depends on its ability to meet customer needs, whether stated directly or implied. With good product quality, consumers will also be loyal to a product. (Susstanto & Damayanti, 2011) research results found that product quality has a positive effect on consumer loyalty, which means that product quality is very important so that it can build consumer loyalty. Meanwhile, research from (Kusumawati et al., 2017) states that product quality has no effect on customer loyalty.

Various types of beauty and body care products that offer advantages make these products the strength to be able to compete in similar market shares. The following are some of the best-selling facial care brands on E-commerce in May 2022 among the public with total sales for each below:

**Table 1.1 Best Selling Facial Care in E-commerce in May 2022**

<b>Number</b>	<b>Product name</b>	<b>Sales (in billion Rupiah)</b>
1	Ms glow	Rp 74,82
2	Scarlett whitening	Rp 29,78
3	Somethink	Rp 22,43
4	Avoskin	Rp 15,6
5	Garnier	Rp12,46

*Source: kompas.co.id, 2022*

One of the cosmetic products that is currently in demand and is popular with society is Scarlett Whitening, both for teenagers and adults. Based on table 1, Scarlett Whitening is in the second best-selling position in Indonesian E-commerce. Scarlett Whitening has a competitor, namely Ms Glow, for the first position in becoming top of mind among the public. Why did researchers choose Scarlett Whitening over Ms Glow? Because even though Scarlett is in second place in terms of sales, Scarlett whitening is a cosmetic product that has launched many products compared to other cosmetic products (Selvia et al., 2022).

Dompu Regency itself is one of the areas where many people need cosmetic products, one of which is Scarlett whitening, based on information obtained from teenagers and adults of Scarlett whitening consumers in Dompu Regency, they buy Scarlett products through several cosmetic shops in Dompu Regency. The focus of this research is on the Scarlett Whitening product, where the aim is to determine the influence of trust and product quality on Scarlett consumer loyalty.

## **Literature Review**

### **Marketing and Consumer Behavior**

Sentono & Suyadi (2015) explains that marketing is the main activity (activity center) of a modern company, by serving all human needs effectively. This understanding views marketing as a system and the most related activities, aimed at planning, determining prices, promoting and distributing goods and services to groups of buyers. Meanwhile, according to (Kotler, 2018), consumer behavior is the study of how individuals, groups and organizations choose, give, use and how goods, services, ideas or experiences satisfy their needs and desires. Consumer loyalty is closely related to consumer behavior theory, this theory is the behavior displayed by consumers to search for, buy, use, produce and consume products or services that they hope will satisfy their needs (Lestari & Aslami, 2022).

### **Trust**

Trust According to (Zulfa & Hidayati, 2018), is all the knowledge possessed by consumers and all the conclusions consumers make about objects, attributes and benefits. Objects can be products, people, companies and anything about which someone has beliefs and attitudes. According to (Wijaya & Kuswoyo, 2022) trust is defined as a form of attitude that shows feelings of liking and persisting in using a product or brand. Trust will arise in the minds of consumers if the product purchased is able to provide the benefits or value that consumers want in a product. Meanwhile, according to (I Gusti et al., 2022) consumer trust is a perception from the consumer's perspective of the seller's reliability in experience and the fulfillment of consumer expectations and satisfaction. Based on this definition, it can be stated that consumer trust is an aspect that drives behavior to purchase products or services from a company which determines the emotional aspect therein. Especially those who buy regularly or repeatedly.

According to (Fajrin & Gunadi, 2022) trust is a form of attitude that shows feelings of liking and persisting in using a product or brand. Trust will arise in the minds of consumers if the product purchased is able to provide the benefits or value that consumers want in a product. Trust in brands plays an important role in creating consumer loyalty towards a particular brand, whereas according to (Astutik et al., 2022) consumer trust in brands can only be obtained if marketers can create and maintain positive emotional relationships with consumers. The relationship between trust and customer loyalty, namely, the higher the customer's trust in a product, the higher the level of customer loyalty to a brand. Based on this explanation, the hypothesis is formulated as follows:

H1: There is a significant influence between trust and consumer loyalty for Scarlett Whitening Skincare in Dompu Regency.

### **Product Quality**

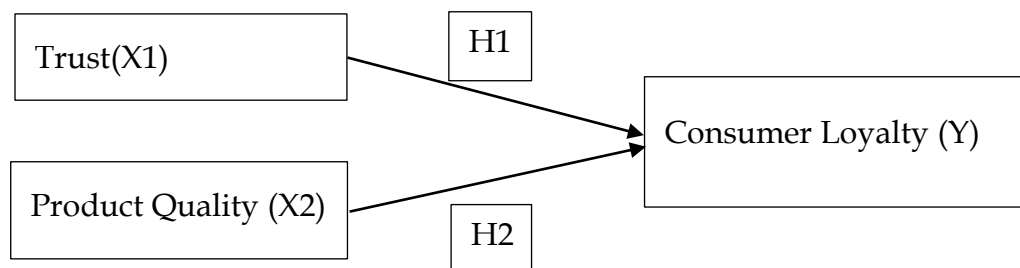
According to (Bali, 2022) product quality is the product's ability to carry out its functions. This ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to buy the product again. According to (Pramudita et al., 2022) explains that the dimensions of product quality include 8 dimensions consisting of Performance, Features, Reliability, Conformance to Specification, Durability, Serviceability, Aesthetics.

(Novita & Frederica, 2023) state that product quality is a characteristic of a product or service that depends on its ability to meet customer needs, whether stated directly or implied. With good product quality, consumers will also be loyal to a product. From the results of research by (Harahap et al., 2023) regarding the influence of service and product quality on consumer loyalty, it is stated that quality has a positive and significant effect on consumer loyalty, which means that product quality

is very important so that it can build consumer loyalty. Meanwhile, research from (Putri & Edison, 2022) states that product quality has no effect on customer loyalty. Based on this explanation, the hypothesis is formulated as follows:

H2: There is a significant influence between product quality on consumer loyalty for Scarlett Whitening Skincare in Dompu Regency.

Based on the formulation of the hypothesis, the research framework in this study is described as follows:



**Figure 1. Research Framework**

## Method

### Sample Selection and Data Collection

The population in this research is all Scarlett Whitening consumers who meet the research criteria. The sampling technique in this research is the nonprobability sampling method. The characteristics and conditions used in sampling are as follows: 1) Male or Female; 2) Age 17 – 40 years, this characteristic was taken on the grounds that at the age of 17 years the respondent had reached the age limit for using skincare; 3) Have purchased or used Scarlett Whitening products at least 3 times. This characteristic is taken on the basis that consumers who have made purchases 3 times or more tend to be satisfied consumers and make repeat purchases. Based on the considerations above, the researchers took 42 research respondents.

### Operational Definition and Variable Measurement

There are three variables used in this research which consist of the dependent variable, namely Trust and Product Quality, and the independent variable, namely Consumer Loyalty. The consumer trust variable (X1) is defined as the confidence that consumers have in the business, product, service or services offered to them. The indicators are a) Reliability, b) Honesty, c) Concern, and d) Credibility. The product quality variable (X2) is a product capability that is able to fulfill every consumer need according to the consumer's needs and desires. The product quality variable has indicators a) Performance, b) Additional features, c) Reliability, d) Conformity, e)

Durability, and f) Aesthetics. Meanwhile, the consumer loyalty variable (Y) is a form of loyalty to using a product or service continuously, because if you have high satisfaction with the product or service used, you will tend to feel like recommending that product or service. Indicators of this variable are: a) Repurchasing is a consumer's intention to purchase more than once, b) Recommending to another party is suggesting or recommending to others regarding the product purchased.

### Data Analysis Technique

The data analysis technique used in this research is the multiple analysis technique, which is a regression model that involves more than one variable. Data testing in this research includes descriptive statistical tests, data validity tests consisting of validity and reliability tests, classical assumption tests which consist of 3 tests, namely normality tests, multicollinearity tests, and heteroscedasticity tests. Next, the hypothesis test is carried out in 3 stages, namely the coefficient of determination test, simultaneous F test, and t test (partial).

## Result and Discussion

### Data Validity Test Results

The validity test is used to measure whether a questionnaire is wrong or not. A questionnaire is said to be valid if the statements in the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2019). The results of validity tests on trust, product quality and consumer loyalty can be seen in the following table:

**Tabel 2. Validity Test**

Variable	Statement Item	R Count	R Table	Description
Trust (X1)	1	0,892	0.297	valid
	2	0,774	0.297	valid
	3	0,693	0.297	valid
	4	0,892	0.297	valid
Product Quality (X2)	1	0,820	0.297	Valid
	2	0,762	0.297	valid
	3	0,729	0.297	valid
	4	0,806	0.297	valid
	5	0,731	0.297	valid
	6	0,793	0.297	valid
Consumer Loyalty (Y)	1	0,874	0.297	Valid
	2	0,639	0.297	valid
	3	0,829	0.297	valid
	4	0,776	0.297	valid
	5	0,860	0.297	valid

Source: Statistical Data Processing (2023)

Based on the test results, each question item produces a calculated  $r$  value greater than the  $r$  table value of 0.297 (calculated  $r > r$  table). In other words, the research instruments for the variables trust (X1), product quality (X2), and consumer loyalty (Y) are considered to be valid because each of the values produced by the calculated  $r$  is greater than the  $r$  table (0.297). Furthermore, reliability testing is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time (Ghozali, 2019). The results of the reliability test for trust, product quality and loyalty can be seen in the following table:

**Tabel 3. Reliability Test**

Variable	Cronbach's Alpha	N of item	Condition value of Cronbach's Alpha	Decision
Trust (X1)	0,821	4	0,06	Reliable
Product Quality (X2)	0,864	6	0,06	Reliable
Consumer Loyalty (Y)	0,853	5	0,06	Reliable

Source: Statistical Data Processing (2023)

Based on the reliability testing technique table with a Cronbach alpha value of 0.06. If you look at the table, the Cronbach alpha value produced by the product (x1) is 0.821, price (x2) is 0.864, and consumer loyalty (y) is 0.853. It can be stated that all statements from each variable have been tested for reliability so that they are declared reliable, because the Cronbach's alpha value for each variable tested is  $> 0.06$ .

### Classic Assumption Test Results

Below are presented the results of classical assumption tests including: normality test, multicollinearity test, and heteroscedasticity test.

**Table 4. Data Normality Test Result**

Description	Unstandarized Residual	Alpha
N	42	0,05
<i>Asymp. Siginifikansi (2-tailed)</i>	0,066	

Source: Statistical Data Processing (2023)

Based on the results of the normality test on research in Table 4, it shows that the value of Asymptotic Significance (2-tailed) is 0.066 and this value is greater than 0.05, so it can be said that the residual data is normally distributed. Next, the multicollinearity test aims to test that the regression model found a correlation between the independent variables. According to (Ghozali, 2019), the results of the multicollinearity test can be seen in the following table:

**Table 5. Multicollinearity Test Results**

Model	Tolerance	VIF
Trust (X1)	0,039	25.448
Product Quality (X2)	0,039	25.448

Source: Statistical Data Processing (2023)

Based on the table above, it can be seen that the trust (x1) tolerance value is 0.039, and the product quality (x2) tolerance is 0.039, greater than 0.10 (TOL > 0.10), and the trust VIF value (x1) is 25,448 , and product quality (x2) of 25,448, it can be concluded that there is no multicollinearity disturbance, so that all independent variables consisting of trust variables and product quality variables are normal or multicollinearity does not occur. The final classical assumption test is the heteroscedasticity test which aims to test whether in the regression model there is inequality of variables from the residuals of one observation to another. If the variance of the residual from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity.

**Table 6. Heteroscedasticity Test Results**

Variabel	Sig.	Alpha	Description
Trust (X1)	0,623	0,05	There is no heteroscedasticity
Product Quality (X2)	0,447	0,05	There is no heteroscedasticity

Source: Statistical Data Processing (2023)

Based on table 6, the results of the heteroscedasticity test using the Glejser test obtained a significant value (sig) of 0.623 for the trust variable (x1) and a significant value (sig) of 0.447 for the product quality variable (x2). Each variable produces a value that is greater than the probability level, namely 0.05 or equal to  $0.623 > 0.05$ ,  $0.447 > 0.05$ . So this shows that in the regression model there are no symptoms of heteroscedasticity.

## Hypothesis Test Results

Multiple linear regression analysis is used to determine whether there is a relationship or influence between more than one variable and the dependent variable. The results of the multiple linear regression analysis test can be seen in the following table:

**Tabel 7. Results of Multiple Linear Regression Analysis**

No	Variabel	B	Alpha	R Count	Sig. T
1	Trust (X1)	0,487	0,05	3.005	0,005
2	Product Quality (X2)	0,509	0,05	4.580	0,000

Dependent Variable = Consumer Loyalty  
 F Statistik = 725.190  
 F table = 4.08  
 T table = 1.683  
 Sig. f = 0,000<sup>a</sup>  
 Adjusted R<sup>2</sup> = 0,972

Source: Statistical Data Processing (2023)

The coefficient of determination ( $R^2$ ) essentially measures how far the model's ability is to explain variations in the dependent variable. The coefficient of determination ( $R^2$ ) value is between zero and one. A small  $R^2$  value means that the ability of the independent variables to explain variations in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable. The results of the  $R^2$  coefficient of determination test can be seen in the following table: Based on Table 9, it can be seen that the correlation coefficient (R) is 0.974 which, when expressed as a percentage, is 97.4%. Thus, the influence of variable X simultaneously on variable Y is only 97.4%. The remaining 2.6% is influenced by other variables not studied. From these figures it can be concluded that the relationship between the independent variable and the dependent variable is very strong.

Next, it can be seen that the sig value. from the results of multiple regression analysis is 0.000, so the comparison is obtained that  $0.000 < 0.05$ . Meanwhile fcount is 725,190 and Ftable is 4.08, so we get  $F_{count} > F_{table} = 725,190 > 4.08$ . This means that there is a significant influence between trust (X1) and product quality (X2) simultaneously on consumer loyalty (Y). The next test is the t test which is used to test the influence of the independent variables (providing information and determining business size) partially on the dependent variable for decision making. If the significance value is  $< 0.05$  then there is a variable that influences the dependent

variable. In testing the First Hypothesis (H1) the significance value (sig.) for the consumer variable is 0.005, so the data obtained is that sig. 0.005 = 0.005. So it is proven that there is a significant influence between the trust variable (X1) on consumer loyalty (Y). The second hypothesis shows that the significance value for the product quality variable is  $0.000 < 0.05$ , which means there is a significant influence between the product quality variable (X2) on consumer loyalty (Y).

## Discussion

The research results show that the trust variable (x1) has a positive and significant influence on the loyalty of Scarlett Whitening skincare consumers in Dompu Regency. This describes the higher the level of trust that consumers get, the more loyal consumers will be. From this explanation, it can be stated that this research is in line with consumer behavior theory, where customers will be confident in the products they buy because they have a fairly broad understanding and are able to convince themselves. With this explanation, it can be stated that the first hypothesis (H1) trust has a significant effect on consumer loyalty. This research is supported by demographic data from 42 respondents for beliefs based on gender. With the most dominant gender being female, 38 people with 26 people aged 21-30, 22 people with a high school education and income <500,000. Based on respondents' answers, it is stated that Scarlett Whitening provides satisfaction and good quality compared to other skincare. The results of this research are in line with research conducted by (Lubis et al., 2022), (Kurniawan, 2022), and (Armanto et al., 2022), stating that trust has a significant and positive influence on consumer loyalty, on the other hand, (Lutfiani & Musfiroh, 2022) states that trust does not have a significant influence to consumer loyalty.

Furthermore, based on the results of hypothesis testing, it shows that product quality has a significant effect on consumer loyalty. Product quality is one of the keys to competition among business actors that is offered to consumers. Consumers always want to get quality products according to the price they pay, although there are some people who think that expensive products are quality products. If the company can implement this, the company will be able to continue to satisfy consumers and increase the number of consumers. From this explanation it can be stated that this research is in line with consumer behavior theory, consumer behavior is the study of how individuals, groups and organizations choose, give, use and how goods, services, ideas or experiences satisfy their needs and desires. This research is supported by demographic data from 42 respondents. With the most dominant gender being female, 38 people, 26 people aged 21-30, 22 people with a high school education and income <500,000. This research is in line with the statements of (Bali, 2022), (Putri & Edison, 2022) and (Aryani, 2020) in their research which states that trust has a positive and significant effect on consumer loyalty, on the other hand, (Nasution & Frimayasa, 2022) states that product quality has no effect on consumer loyalty.

## Conclusion

Based on the results of the research and discussion presented in the previous chapter, the following conclusions can be drawn, there is a positive and partially significant influence between trust on consumer loyalty of Scarlett Whitening skincare in Dompu District. This means that the higher the trust given to Scarlett Whitening skincare consumers, the more loyal consumers will be. Furthermore, from the results of hypothesis testing, there is a positive and partially significant influence between product quality on consumer loyalty of Scarlett Whitening skincare. This means that the higher the product quality that Scarlett Whitening skincare consumers get, the more loyal consumers will be. Based on the conclusions presented, suggestions were made to various parties related to this research. For future researchers, it is hoped that they will conduct research on the same topic regarding the influence of trust and product quality on consumer loyalty with a different research object, namely consumers of other cosmetic skincare products, with the aim of seeing comparisons between several other skincare products.

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