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## THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND LIFESTYLE ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN BODY MIST THE BODY SHOP PRODUCTS IN PEKANBARU CITY

**Abstract:** *The Body Shop has an advantage in using natural ingredients for its products. Products that have been proven to use natural ingredients are known to have good quality commensurate with the price offered with the concept of green marketing. Body Mist from The Body Shop is a best-seller product and is highly recommended on the official website of The Body Shop Indonesia. The Body Shop's Body Mist is also recommended as a Body Mist on several other sites such as mybest.com, pickybest.id, shopee.co.id, Sehatq.com and on several other sites. Body Mist The Body Shop is also known as body mist which has a soft and long lasting fragrance. This study aims to see the effect of brand image, product quality, lifestyle on consumer satisfaction and customer loyalty on The Body Shop Body Mist Products. The population in this study were consumers who had bought and used The Body Shop's body mist in Pekanbaru. While the sampling technique used non-probability sampling method by determining the size using the formula from Hair et al, and obtained a total sample of 105 people. The analytical method used is path analysis using SPSS version 26. The results of the study found that brand image, product quality and lifestyle partially had a significant effect on customer satisfaction and customer loyalty. Then consumer satisfaction is also an intervening variable in the influence of brand image, product quality and lifestyle on customer loyalty and obtained a total sample of 105 people. The analytical method used is path analysis using SPSS version 26. The results of the study found that brand image, product quality and lifestyle partially had a significant effect on customer satisfaction and customer loyalty. Then consumer satisfaction is also an intervening variable in the influence of brand image, product quality and lifestyle on customer loyalty. and obtained a total sample of 105 people. The analytical method used is path analysis using SPSS version 26. The results of the study found that brand image, product quality and lifestyle partially had a significant effect on customer satisfaction and customer loyalty. Then consumer satisfaction is also an intervening variable in the influence of brand image, product quality and lifestyle on customer loyalty.*

**Key words:** Brands Image, Product Quality, Lifestyle, Consumer Satisfaction, Customer Loyalty.

**Language:** English

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### Introduction

The use of skin care by women is an obligation in today's modern era. Even skin care products are used for the beauty needs of women and men from young to old. But not only skin care is an obligation in today's modern era, body care is also an obligation that must be paid attention to. One of the body care products is body mist.

One of the cosmetics and body mist manufacturers in Indonesia is The Body Shop. This cosmetics company from Brighton and Hove, a small

town in England, penetrated the Indonesian market in 1990, until 2017 The Body Shop Indonesia (TBSI) has 153 stores which are exclusively located in malls in 39 cities in Indonesia. Meanwhile, worldwide, The Body Shop has more than 2,200 stores in 55 different markets. One of the products that TBSI has is Body Mist. Basically, this body mist product is known for using natural ingredients, some of which come from the moringa plant, citrus fruits, natural fats extracted from nuts from the shea tree and many others.

**Table 1.1. Top Brand Index for the Body Mist Category in 2019-2021**

Brand	TBI 2019 (%)	Brand	TBI 2020 (%)	Brand	TBI 2021 (%)	TOP
The Body Shop	35.0%	The Body Shop	44.3%	The Body Shop	49.6%	TOP
Victoria's Secret	9.4%	Victoria's Secret	10.3%	Victoria's Secret	13.0%	TOP
Natural Beauty	9.5%	Natural Beauty	7.3%	Natural Beauty	8.8%	
Elvia	6.1%	Elvia	5.2%	Elvia	6.5%	

Source: [www.topbrand-award.com](http://www.topbrand-award.com)

Here the author wants to provide information about the Influence of Brand Image, Product Quality and Lifestyle on Consumer Satisfaction and Customer Loyalty in The Body Shop's Body Mist Products. Where we all know that The Body Shop's Body Mist products have many enthusiasts from various walks of life, especially perfume connoisseurs who don't want the scent to be as strong as perfume and make The Body Shop's body mist another alternative for their needs and lifestyle. From consumer satisfaction with Bodymist The Body Shop products, the question is whether consumers will have loyalty for using BodyMist The Body Shop products?

According to Keller (2013: 3), brand image is the consumer's response to a brand based on the good and bad of the brand that consumers remember. Brand image is a belief that is formed in the minds of consumers about product objects that they have experienced.

According to Schiffman and Wisenblit (2015) brand image is a different image that a brand has in the minds of consumers. Brand image (Brand Image) according to Kotler and Keller (2016) is the consumer's perception of a brand as a reflection of the associations that exist in consumers' minds. Brand image is an association that appears in the minds of consumers when remembering a particular brand. The association can simply appear in the form of certain thoughts and images associated with a brand.

Quality can be fulfilled when the company can provide products in accordance with what the customer expects and even exceeds customer expectations. Companies that offer quality will create good relationships with customers. Good relationships that have been created in the long term will make the company understand the expected needs of customers. Things like this will provide positive benefits for the company. If the quality of a product has been said to be good by the customer, then the customer will feel satisfied because he has bought a product from that brand.

The marketing concept emphasizes the importance of customer satisfaction in supporting the success of a company in realizing the expected goals. In simple terms, consumer satisfaction with a particular product is the result of a comparison made by the customer to the level of benefits offered with the level of benefits expected.

A person's lifestyle influences his behavior in terms of choosing a product to suit the lifestyle he carries (Suharno and Sutarso, 2010:89). Lifestyle itself can be interpreted as a consumption pattern that describes a person's choice of how he uses time and money (Solomon in Sumarwan, 2014:45). In an economic perspective, lifestyle shows how a person allocates his income and chooses products and various other choices when choosing alternatives in one existing product category (Suryani, 2013: 57).

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Whereas in a marketing perspective, consumers who have the same lifestyle will group themselves into one group based on their interests in using their free time and spending money.

Besides that, According to Yamit (2004: 78) "customer satisfaction is an expression of customer feelings that arise from the evaluation results after comparing what is obtained with what is expected".

From a sense of consumer satisfaction, it will lead to a consumer loyalty to the company's products. Where consumers believe and believe in every product issued by the company this will continue as long as the sense of satisfaction and loyalty that consumers get continues as well.

According to Setiadi (2003) brand loyalty can be defined as a favorable attitude towards a brand that is represented in consistent purchases of that brand over time. In brand loyalty, there is no longer a brand that is considered to be purchased other than the product brand that is often purchased. Brand loyalty is an intrinsic commitment to make repeat purchases of a particular brand.

Broadbent, Bridson, Ferkins, & Rentschler (2010) define loyalty as a deeply held commitment to repurchase or subscribe to a product or service consistently in the future, resulting in repeated brand purchases, despite situational influences and marketing efforts potentially switching behavior.

After knowing about product image, product quality, lifestyle, consumer satisfaction and customer loyalty, we can see that what a company needs is trust from consumers for the products the company issues. Because consumers are very concerned with the quality of a product.

Based on the background of the problems above, the formulation of the problem in this study is:

1. How does brand image influence consumer satisfaction with The Body Shop Body Mist products in Pekanbaru City?
2. What is the effect of product quality on customer satisfaction in The Body Shop Body Mist products in Pekanbaru City?
3. What is the influence of lifestyle on consumer satisfaction with Body Mist The Body Shop products in Pekanbaru City?
4. How does brand image influence customer loyalty in The Body Shop Body Mist Products in Pekanbaru City?
5. How does product quality affect customer loyalty in The Body Shop Body Mist products in Pekanbaru City?
6. How does lifestyle affect customer loyalty to Body Mist The Body Shop products in Pekanbaru City?
7. How does consumer satisfaction influence customer loyalty to The Body Shop Pekanbaru's Body Mist products?
8. What is the effect of brand image on customer loyalty and consumer satisfaction as an

intervening variable on The Body Shop Pekanbaru's Body Mist product?

9. What is the effect of product quality on customer loyalty and customer satisfaction as an intervening variable on The Body Shop Pekanbaru's Body Mist product?

10. What is the effect of lifestyle on customer loyalty and consumer satisfaction as an intervening variable on The Body Shop Pekanbaru's Body Mist product?

## LITERATURE REVIEW

### Brand Image

Brand image according to Kotler and Keller (2009: 403) is the perception and belief held by consumers, as reflected in the associations embedded in consumers' memories, which are always remembered for the first time when they hear a slogan and are embedded in the minds of consumers. Brand image (brand image) is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand will be more likely to make a purchase.

The brand image component consists of three parts, namely:

1. The image of the maker (corporate image), which is a set of associations that consumers perceive of companies that make goods or services.
2. Image of the user (user image), which is a set of associations that consumers perceive of users who use a product or service.
3. Product image, which is a set of associations that consumers perceive of a product or service.

### Product quality

According to Kotler and Armstrong (2008: 273), product quality is the totality of the features and characteristics of goods/services that depend on their ability to satisfy implied needs. Meanwhile, according to Tjiptono and Chandra (2012: 105) defines that quality is a direct description of a product, starting from performance, reliability, to ease of use aesthetics. Strategically, quality is everything that can meet the needs and desires of customers.

According to Kotler and Keller (2009), product quality has eight dimensions, which are as follows.

1. Performance:
2. Display (features):
3. Durability:
4. Conformance with specifications (conformance to specifications):
5. Reliability:
6. Ability to serve (serviceability):
7. Aesthetics (aesthetics):
8. Perceived quality (perceived quality).

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### Lifestyle

Lifestyle according to Kotler (2002: 192) is a person's pattern of life in the world which is expressed in activities, interests, and opinions. Lifestyle describes the whole person in interacting with the environment. Lifestyle describes a person's entire self in interacting with his environment and describes a person's entire pattern of acting and interacting in society. Lifestyle is a function of individual characteristics that have been formed through social interaction. In simple terms, lifestyle can also be interpreted as the way a person lives his life, which includes activities, interests, likes/dislikes, attitudes, consumption and expectations.

Everyone has a lifestyle that is not permanent and rapidly changing. There are three indicators of a person's lifestyle, namely as follows (Mandey, 2009)

1. Activity
2. Interest
3. Opinion

### Consumer Satisfaction

According to Kotler and Keller in Donni Juni Priansah (2017: p.196) states that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product performance (outcome) to the expected performance (or result). If performance is below expectations, the consumer is dissatisfied. If performance meets expectations, the consumer is satisfied. If performance exceeds expectations, the consumer is very satisfied/happy.

According to Rondonuwu and Komalig in the journal Purnomo Edwin Setyo (2017). Consumer

satisfaction is measured by how well the expectations of consumers or customers are met. Explaining indicators of consumer satisfaction, namely:

1. Fulfillment of consumer expectations
2. Attitude or desire to use the product
3. Recommend to other parties
4. Quality service Quality
5. Consumer Loyalty
6. That reputation
7. Which location

### Consumer Loyalty

Customer loyalty is a customer commitment to the company which is reflected in a positive attitude by making repeat purchases and the desire to recommend to others.

According to Kotler, customer loyalty will increase when customers feel satisfied after making a purchase. Customer satisfaction is one of the important indicators in determining customer loyalty. Customer satisfaction will occur if the selected product exceeds customer expectations or at least according to customer wishes. Meanwhile, dissatisfaction will occur if the selected product does not meet the expectations of the customer.

According to Dick & Basu (in Kotler 2011: 393) there are four types of customer loyalty as follows:

1. *No Loyalty*
2. *Spurious Loyalty*
3. *Latent Loyalty*
4. *Customer Loyalty*

### Research Framework

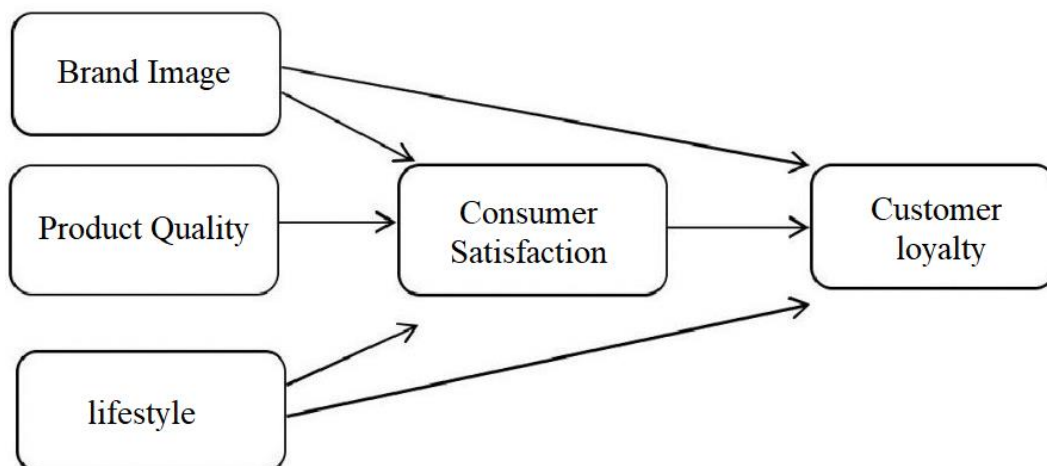


Figure 1. Research Framework

### Research Hypothesis

According to Sugiyono (2009), the hypothesis is a temporary answer to the research problem formulation, in which the research problem

formulation has been stated in the form of a question. The hypothesis is said to be temporary because the new answers given are based on theory. From the theory and framework that has been described by the



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researcher above, several hypotheses can be compiled as follows:

H1 : Brand image has a significant effect on consumer satisfaction with The Body Shop Body Mist products in Pekanbaru City.

H2 : Product quality has a significant effect on consumer satisfaction with The Body Shop Body Mist products in Pekanbaru City.

H3 : Lifestyle has a significant effect on consumer satisfaction with Body Mist The Body Shop products in Pekanbaru City

H4 : Brand image has a significant effect on customer loyalty to The Body Shop Body Mist Products in Pekanbaru City.

H5 : Product quality has a significant effect on customer loyalty to The Body Shop Body Mist products in Pekanbaru City.

H6 : Lifestyle has a significant effect on customer loyalty to Body Mist The Body Shop products in Pekanbaru City.

H7 : Consumer satisfaction has a significant effect on customer loyalty to The Body Shop Pekanbaru's Body Mist products.

H8 : Brand image has a significant effect on customer loyalty with consumer satisfaction as an interveing variable on the Body Mist The Body Shop Pekanbaru product.

H9 : Product quality has a significant effect on customer loyalty with consumer satisfaction as an interveing variable on the Body Mist The Body Shop Pekanbaru product.

H10 : Lifestyle has a significant effect on customer loyalty with consumer satisfaction as an interveing variable on the Body Mist The Body Shop Pekanbaru product.

## RESEARCH METHODS

The research location was carried out in Pekanbaru City and the objects studied were The Body Shop body mist users. Pekanbaru is the capital of Riau province which has a population of more than 900 thousand people and another reason the author chose Pekanbaru City is because the author lives in Pekanbaru City. The type of data used in this research is quantitative data. Quantitative data is data in the form of numbers or qualitative data that is made into numbers (scoring). There are two types of data sources used in this study, namely: primary data and primary data. The population in this study were consumers who had bought and used The Body Shop's body mist in Pekanbaru City. In this study the population was very large (difficult to determine), so the sampling technique used was a non-probability sampling method which could not provide equal opportunities for every element or member of the population to be selected as a member of the sample. The conditions specified in this sample are people who live in the city of Pekanbaru and have used The Body Shop's body mist. Determining a representative sample size

depends on the number of indicators multiplied by 5 to 10 (Hair et al., 1995), which indicates that the minimum sample size is 5 observations. Based on the calculations, the sample in this study was 105 respondents who were taken based on predetermined criteria. To obtain complete, correct and detailed data, the researchers used data collection techniques, namely: questionnaires, documentation. The data analysis method in this study was path analysis using SPSS version 26.

## RESEARCH RESULTS AND DISCUSSION

### Validity and Reliability Test

#### 1. Validity test

From the validity test it is known that the value of r counts for all variable statement items  $> 0.192$ . This means that the items used to measure each variable are declared valid.

#### 2. Reliability Test

Based on the reliability test, the reliability value of all variables can be determined  $\geq 0.6$ . Thus it can be interpreted that the measuring instrument used in the study is reliable or can be trusted.

### Classic assumption test

#### 1. Normality test

From the normality test, the Kolmogorov Smirnov significance value for both path models is 0.155 and 0.075 which is greater than 0.05. Thus it can be concluded that the path model meets the assumption of normality.

#### 2. Multicollinearity Test

Based on the multicollinearity test, it is known that the variance inflation factor (VIF) values for all variables (1.849; 1.859; 1.173; 2.236; 2.313; 1.604 and 3.428)  $< 10$  or tolerance (0.541; 0.538; 0.853; 0.447; 0.432; 0.623 and 0.292)  $> 0.10$ . So it can be stated that there are no symptoms of multicollinearity in the path model.

#### 3. Heteroscedasticity Test

Based on the heteroscedasticity test, it can be seen that the independent variables are not significant to the absolute residual (0.950; 0.817; 0.468; 0.729; 0.645; 0.300 and 0.601  $> 0.05$ ). This means that there is no heteroscedasticity in the path model.

### Simultaneous Test (Test F)

From simultaneous test results (f test) of the first structure obtained a calculated F value of 81.727 with a significance of 0.000. Obtained the value of F table at alpha 5% with the equation  $n - k - 1$ ;  $k = 105 - 3 - 1$ ;  $3 = 101$ ;  $3 = 2.695$  (see table F attachment 6), where n is the number of samples, k is the number of independent variables and 1 is constant. Thus it is known that F count (81.727)  $>$  F table (2.695) or Sig. (0.000)  $<$  alpha (0.05). This means that brand image, product quality and lifestyle together have a

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significant effect on customer satisfaction. Thus it can be said that the structural model has an estimate that is not biased or a model that we can trust.

Then the second structure test was carried out to see the effect of brand image, product quality, lifestyle and customer satisfaction on consumer loyalty.

Simultaneous test results (f test) of the second structure obtained a calculated F value of 175.742 with a significance of 0.000. Obtained the value of F table at alpha 5% with the equation  $n - k - 1$ ;  $k = 105 - 4 - 1$ ;  $4 = 100$ ;  $4 = 2.463$  (see table F attachment 6), where n is the number of samples, k is the number of independent variables and 1 is constant. Thus it is known that F count (175.742) > F table (2.463) or Sig. (0.000) < alpha (0.05). This means that brand image, product quality, lifestyle and customer satisfaction together have a significant effect on customer loyalty. Thus it can be said that the structural model has an estimate that is not biased or a model that we can trust.

### Determination Coefficient Test (Adjusted R2)

Test results of the coefficient of determination (R2) of the first structure the adjusted R value is obtained<sup>2</sup> of 0.700 or 70%. This means that 70% of customer satisfaction can be influenced by brand image, product quality and lifestyle. Because the determination is more than 50%, it can be said that the structural model has an unbiased estimate or a model we can trust.

Test results of the coefficient of determination (R2) of the second structure the adjusted R value is obtained<sup>2</sup> of 0.870 or 87%. This means that 87% of customer loyalty can be influenced by brand image, product quality, lifestyle and customer satisfaction. Because the determination is more than 50%, it can be said that the structural model has an unbiased estimate or a model we can trust.

Based on the results of the coefficient of determination in the two models above, the total coefficient of determination can be obtained as follows:

$$\begin{aligned} \text{Adjusted } R^2_{\text{Model}} &= 1 - (1 - \text{Adjusted } R^2_1) (1 - \text{Adjusted } R^2_2) \\ &= 1 - (1 - 0.700) (1 - 0.870) \\ &= 1 - (0.300) (0.130) \\ &= 1 - 0.039 \\ &= 0.961 \text{ or } 96.1\% \end{aligned}$$

The result of calculating the model determination is 0.961 or 96.1%. This means that 96.1% of the model can be explained by the variables used in the research model, while the remaining 3.9% is influenced by other variables not included in this study. Because the determination is more than 50%, you can it is said that the structural model has unbiased estimates or a model we can trust.

### Hypothesis test

Partial test results (t test) of the first structure it can be known the value of t count of each independent variable. While the value of t table at a significance level of 5% (2-tailed) is obtained by the equation  $n - k - 1$ ;  $\alpha/2 = 105 - 3 - 1$ ;  $0.05/2 = 101$ ;  $0.025 = 1.984$ , where n is the number of samples, k is the number of independent variables and 1 is the constant. Thus, the following results are obtained:

1. Brand image. The value of t count (4.595) > t table (1.984) or Sig. (0.000) < alpha (0.05). Thus, the first hypothesis proposed is accepted, meaning that brand image has a significant effect on customer satisfaction.

2. Product quality. The value of t count (4.966) > t table (1.984) or Sig. (0.000) < alpha (0.05). Thus, the second hypothesis proposed is accepted, meaning that product quality has a significant effect on customer satisfaction.

3. Lifestyle. The value of t count (6.096) > t table (1.984) or Sig. (0.000) < alpha (0.05). Thus, the third hypothesis proposed is accepted, meaning that lifestyle has a significant effect on customer satisfaction.

Then the first structural equation is made as follows:

$$Y_1 = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 e_1$$

$$Y_1 = 0.336 X_1 + 0.364 X_2 + 0.355 X_3 + 0.548 e_1$$

Then testing the hypothesis on the second structure is to answer whether brand image, product quality, lifestyle and customer satisfaction partially affect consumer loyalty which is done by t test.

Partial test results (t test) of the second structure it can be known the value of t count of each independent variable. While the value of t table at a significance level of 5% (2-tailed) is obtained by the equation  $n - k - 1$ ;  $\alpha/2 = 105 - 4 - 1$ ;  $0.05/2 = 100$ ;  $0.025 = 1.984$  (see table t appendix 7), where n is the number of samples, k is the number of independent variables and 1 is the constant. Thus, the following results are obtained:

1. Brand image. The value of t count (2.816) > t table (1.984) or Sig. (0.006) < alpha (0.05). Thus, the fourth hypothesis proposed is accepted, meaning that brand image has a significant effect on customer loyalty.

2. Product quality. The value of t count (3.007) > t table (1.984) or Sig. (0.003) < alpha (0.05). Thus, the fifth hypothesis proposed is accepted, meaning that product quality has a significant effect on customer loyalty.

3. Lifestyle. The value of t count (2.061) > t table (1.984) or Sig. (0.042) < alpha (0.05). Thus, the sixth hypothesis proposed is accepted, meaning that lifestyle has a significant effect on customer loyalty.

4. Consumer satisfaction. The value of t count (9.842) > t table (1.984) or Sig. (0.000) < alpha (0.05). Thus, the seventh hypothesis proposed is accepted, meaning that customer satisfaction has a significant effect on customer loyalty.

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Then the first structural equation is made as follows:

$$Y_2 = \beta_{21}X_1 + \beta_{22}X_2 + \beta_{23}X_3 + \beta_{24}Y_1 + \epsilon_2$$

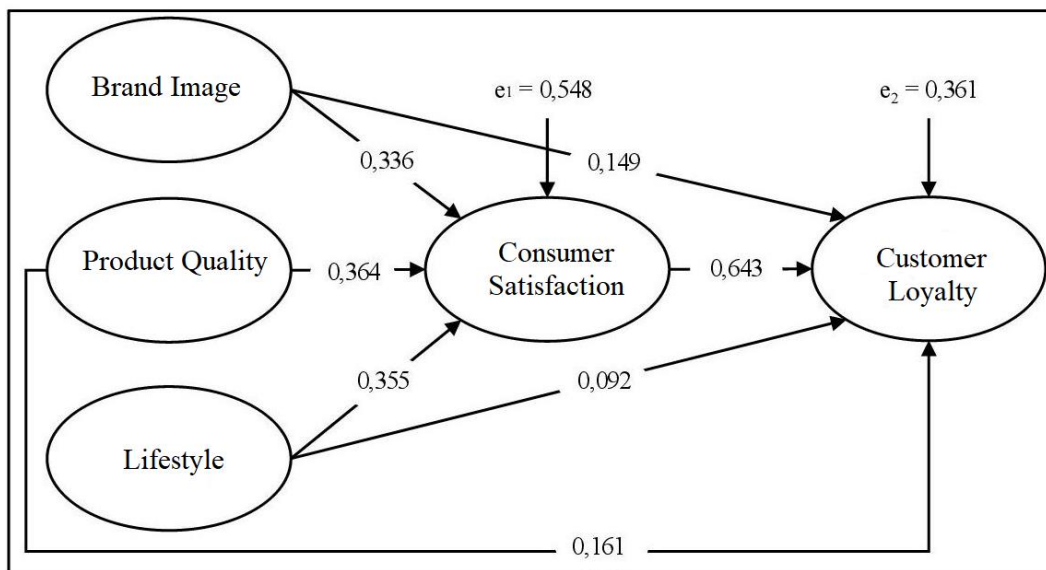
$$Y_2 = 0.149X_1 + 0.161X_2 + 0.092X_3 + 0.643Y_1 + 0.361\epsilon_2$$

From Partial test results (t test) of the first and second structures, it can be seen that the indirect effect of brand image, product quality and lifestyle on customer loyalty through consumer satisfaction is as follows:

**Table 1. Intervening Test Results**

Influence	Direct	Indirect	Total Influence	Information
Brand Image → Consumer Satisfaction	0,336	-	0,336	Strong
Product Quality → Consumer Satisfaction	0,364	-	0,364	Strong
Lifestyle → Consumer Satisfaction	0,355	-	0,355	Strong
Brand Image → Consumer Satisfaction → Customer Loyalty	0,149	$0,336 \times 0,643 = 0,216$	0,365	Strong
Product Quality → Consumer Satisfaction → Customer Loyalty	0,161	$0,364 \times 0,643 = 0,234$	0,395	Strong
Lifestyle → Consumer Satisfaction → Customer Loyalty	0,092	$0,355 \times 0,643 = 0,228$	0,320	Strong
Consumer Satisfaction → Customer Loyalty	0,643	-	0,643	Strong

From the research conducted, a structural model diagram can be made as follows:



**Figure 1. Full Research Model Diagram**

Source :Results of Data Processing, 2023.

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IBI (India) = 4.260  
OAJI (USA) = 0.350

### **The Effect of Brand Image on Consumer Satisfaction**

The first hypothesis proposed in this study is accepted, meaning that brand image has a significant effect on customer satisfaction of Body Mist The Body Shop in Pekanbaru City. The better the consumer's perception of the Body Mist The Body Shop brand image, the higher the consumer satisfaction and conversely, the worse the consumer's perception of the Body Mist The Body Shop brand image, the lower the consumer satisfaction.

### **Effect of Product Quality on Consumer Satisfaction**

The second hypothesis proposed in this study is accepted, meaning that product quality has a significant effect on customer satisfaction with Body Mist The Body Shop in Pekanbaru City. The better the consumer's perception of the quality of Body Mist The Body Shop products, the higher the consumer satisfaction and conversely, the worse the consumer's perception of the quality of Body Mist The Body Shop products, the lower the consumer satisfaction.

### **The Effect of Lifestyle on Consumer Satisfaction**

The third hypothesis proposed in this study is accepted, meaning that lifestyle has a significant effect on customer satisfaction with Body Mist The Body Shop in Pekanbaru City. The higher the consumer's perception of the lifestyle using Body Mist The Body Shop, the higher the consumer's satisfaction and vice versa, the lower the consumer's perception of the lifestyle using Body Mist The Body Shop products, the lower the consumer's satisfaction.

### **The Effect of Brand Image on Customer Loyalty**

The fourth hypothesis proposed in this study is accepted, meaning that brand image has a significant effect on customer loyalty of Body Mist The Body Shop in Pekanbaru City. The better the consumer's perception of the Body Mist The Body Shop brand image, the higher the customer loyalty and conversely, the worse the consumer's perception of the Body Mist The Body Shop brand image, the lower the customer loyalty.

### **Effect of Product Quality on Customer Loyalty**

The fifth hypothesis proposed in this study is accepted, meaning that product quality has a significant effect on customer loyalty of Body Mist The Body Shop in Pekanbaru City. The better the consumer's perception of the quality of Body Mist The Body Shop products, the higher customer loyalty will be and vice versa, the worse the consumer's perception of the quality of Body Mist The Body Shop products, the lower customer loyalty will be.

### **Influence of Lifestyle on Customer Loyalty**

The sixth hypothesis proposed in this study is accepted, meaning that lifestyle has a significant effect on customer loyalty of Body Mist The Body Shop in Pekanbaru City. The higher the consumer's perception of the lifestyle using Body Mist The Body Shop, the higher customer loyalty will be and vice versa, the lower the consumer's perception of the lifestyle using Body Mist The Body Shop products, the lower customer loyalty will be.

### **The Effect of Consumer Satisfaction on Customer Loyalty**

The seventh hypothesis proposed in this study is accepted, meaning that customer satisfaction has a significant effect on customer loyalty of Body Mist The Body Shop in Pekanbaru City. The higher the level of consumer satisfaction with Body Mist The Body Shop products, the higher customer loyalty will be and conversely, the lower the level of customer satisfaction with Body Mist The Body Shop products, the lower customer loyalty will be.

### **The Effect of Brand Image on Customer Loyalty Through Consumer Satisfaction**

The eighth hypothesis proposed in this study is accepted, meaning that brand image has a significant effect on customer loyalty with consumer satisfaction as an intervening variable on The Body Shop Body Mist product in Pekanbaru City. The better the consumer's perception of the Body Mist The Body Shop brand image, the higher the consumer satisfaction which in turn can increase customer loyalty and vice versa, the worse the consumer's perception of the Body Mist The Body Shop brand image, the lower the consumer satisfaction and in turn reduce customer loyalty.

### **Effect of Product Quality on Customer Loyalty Through Consumer Satisfaction**

The ninth hypothesis proposed in this study is accepted, meaning that product quality has a significant effect on customer loyalty with consumer satisfaction as an intervening variable on Body Mist The Body Shop products in Pekanbaru City. The better the consumer's perception of the quality of Body Mist The Body Shop products, the higher the consumer satisfaction which in turn can increase customer loyalty and vice versa, the worse the consumer's perception of the quality of Body Mist The Body Shop products, the lower the consumer satisfaction and in turn reduce customer loyalty.

### **The Effect of Lifestyle on Customer Loyalty Through Consumer Satisfaction**

The ninth hypothesis proposed in this study is accepted, meaning that lifestyle has a significant effect on customer loyalty with consumer satisfaction as an intervening variable on Body Mist The Body



## Impact Factor:

ISRA (India) = 6.317  
ISI (Dubai, UAE) = 1.582  
GIF (Australia) = 0.564  
JIF = 1.500

SIS (USA) = 0.912  
PIIHQ (Russia) = 3.939  
ESJI (KZ) = 8.771  
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630  
PIF (India) = 1.940  
IBI (India) = 4.260  
OAJI (USA) = 0.350

Shop products in Pekanbaru City. The higher the consumer's perception of lifestyle using Body Mist The Body Shop, it will increase consumer satisfaction which in turn can increase customer loyalty and vice versa, the lower the consumer's perception of lifestyle using Body Mist The Body Shop, the higher consumer satisfaction will be low and in turn reduce customer loyalty.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

From the results of the research that has been described in the previous chapter, the conclusions of this study can be drawn as follows:

1. Brand image has a significant effect on customer satisfaction of Body Mist The Body Shop in Pekanbaru City. The better the consumer's perception of the Body Mist The Body Shop brand image, the higher the consumer satisfaction.
2. Product quality has a significant effect on customer satisfaction of Body Mist The Body Shop in Pekanbaru City. The better the consumer's perception of the quality of Body Mist The Body Shop products, the higher the consumer satisfaction.
3. Lifestyle has a significant effect on customer satisfaction of Body Mist The Body Shop in Pekanbaru City. The higher the consumer's perception of lifestyle by using The Body Shop's Body Mist, the higher the consumer's satisfaction.
4. Brand image has a significant effect on customer loyalty Body Mist The Body Shop in Pekanbaru City. The better the consumer's perception of the Body Mist The Body Shop brand image, the higher customer loyalty will be.
5. Product quality has a significant effect on customer loyalty Body Mist The Body Shop in Pekanbaru City. The better the consumer's perception of the quality of Body Mist The Body Shop products, the higher customer loyalty will be.
6. Lifestyle has a significant effect on customer loyalty to Body Mist The Body Shop in Pekanbaru City. The higher the consumer's perception of lifestyle by using The Body Shop's Body Mist, the higher customer loyalty will be.
7. Consumer satisfaction has a significant effect on customer loyalty Body Mist The Body Shop in Pekanbaru City. The higher the level of consumer satisfaction with The Body Shop Body Mist products, the higher customer loyalty will be.
8. Brand image has a significant effect on customer loyalty with consumer satisfaction as an

intervening variable on The Body Shop Body Mist products in Pekanbaru City. The better the consumer's perception of the Body Mist The Body Shop brand image, the more consumer satisfaction will increase which in turn can increase customer loyalty.

9. Product quality has a significant effect on customer loyalty with consumer satisfaction as an intervening variable on The Body Shop Body Mist products in Pekanbaru City. The better the consumer's perception of the quality of Body Mist The Body Shop products, the more consumer satisfaction will increase which in turn can increase customer loyalty.

10. Lifestyle has a significant effect on customer loyalty with consumer satisfaction as an intervening variable on The Body Shop Body Mist products in Pekanbaru City. The higher the consumer's perception of lifestyle by using The Body Shop's Body Mist, it will increase consumer satisfaction which in turn can increase customer loyalty

### Suggestion

From the results of the research and conclusions that have been described previously, the authors provide the following suggestions:

#### 1. Share Body Mist The Body Shop

The brand image, quality and lifestyle of Body Mist The Body Shop products have been considered good and have an influence on customer satisfaction and loyalty. For this reason, companies need to maintain the image and quality of products that can improve consumer lifestyles so that consumer satisfaction and loyalty are maintained. Then the company also increased the campaign to the public that The Body Shop is a product that pays attention to the environment and social. Because there are still many consumers or the public who do not know or even realize that The Body Shop is a product that carries a green marketing program.

#### 2. For Consumers

Body mist is a body fragrance with a light and refreshing fragrance but a fragrance that doesn't last long, only lasts for about 2-3 hours. Therefore, consumers should only use body mist as a substitute perfume or for activities that are light in nature.

#### 3. Further Researcher

To see other factors that affect customer satisfaction and loyalty to Body Mist The Body Shop products in Pekanbaru City with different methods and analytical tools. Then it is also considered important to make an open questionnaire so that you can get direct arguments from consumers regarding research variables.

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