

The Influence of Complaint Handling and Brand Image on Consumer Satisfaction and Loyalty (A Study of Azarine Overclaim Skincare Product Consumers in Lawang District)

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Abstract

The Influence of Complaint Handling, Brand Image on Consumer Satisfaction and Loyalty (Consumer Study of Azarine Overclaim Skincare Products in Lawang District). This study aims to determine the influence of complaint handling and brand image on consumer satisfaction and loyalty (a study of Azarine Overclaim Skincare Consumers in Lawang District). This study uses explanatory research with a quantitative approach and uses questionnaires as data collection techniques. The sampling method uses non-random sampling. The sample used was 116 respondents. The data analysis method used in this study is the Partial Least Square (PLS) test tool. The results of this study indicate that Complaint Handling has a positive and significant influence on Consumer Loyalty based on p-value 0.008 (<0.05), then H_1 is accepted and H_0 is rejected. Complaint Handling has a positive and significant influence on Consumer Loyalty based on p-value 0.000 (<0.05), then H_2 is accepted and H_0 is rejected. Brand Image has a positive and significant influence on Consumer Satisfaction based on p-value 0.000 (0.05), then H_3 is accepted and H_0 is rejected. Brand Image has a positive and significant influence on Consumer Loyalty based on p-value 0.000 (0.05), then H_4 is accepted and H_0 is rejected. Consumer Satisfaction has a positive and significant influence on Consumer Loyalty based on p-value 0.037 (<0.05), then H_5 is accepted and H_0 is rejected.

Keywords: Brand Image; Complaint Handling; Consumer Satisfaction; Loyalty Consumer

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INTRODUCTION

The cosmetics and skincare industry in Indonesia is growing rapidly. This is in line with the increasing public awareness of the importance of skincare. However, behind this industry growth, various issues have emerged in the world of beauty. According to the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, the number of cosmetic companies in Indonesia is estimated to increase by 21.9% from 913 in 2022 to 1,010 in mid-2023 (Ekonomi.go.id, 2024). In line with the times, the trend for beauty products in Indonesia has seen a significant increase, starting from the COVID-19 pandemic and continuing to grow until now. According to a Populix survey from databox, Indonesian consumers' preference for local cosmetic brands is quite high. Of the 500 women surveyed, 54% said they prefer local brands for their cosmetic products. Meanwhile, 11% of respondents prefer international brands, and 35% of respondents have no preference for the origin of their cosmetic brands. Three Paragon cosmetic brands topped the list of most popular brands according to this survey. Wardah was used by 48% of respondents, Emina by 40%, and Make Over by 22%. The survey included 500 female respondents, most of whom were from the Jabodetabek area (42%). Additionally, there were respondents from

Surabaya (9%), Bandung (9%), Medan (6%), Semarang (4%), other cities on Java Island (6%), and cities in other regions of Indonesia (24%).

With the emergence of laboratory tests conducted by detective doctors acting as cosmetic doctors spread across social media platforms such as TikTok, this has led to some skincare products being found to not live up to their claims, a phenomenon known as overclaiming. One such product is from a well-known brand that is widely available both in offline stores and online shops, namely Azarine. From the Azarine brand, there are two products that have been found to make exaggerated claims, which have become the main focus of consumers. These are retinol and niacinamide products that claim to contain high levels of active ingredients, whereas the test results show a significant difference. Niacinamide shows 0.45% with a product claim of 5%, which means it is still less than what is claimed in the product information. Meanwhile, retinol shows 0.00096% with a product claim of 1%, which is a significant difference between the claim and the actual information. Clarification regarding this issue was posted on the TikTok account @azarinecosmetic on 18 October 2024, stating that Azarine products will undergo improvements with slight changes to the packaging design. Laboratory tests showed a niacinamide content of 5.65% and a retinol content of 1.6%, which means the claims made in the product information have been met.

What is needed here is consumer complaint handling as a very important step in maintaining consumer satisfaction and loyalty. Sunarto (2006) concludes that 'consumer complaint behaviour is a term that encompasses all different actions taken by consumers when they are dissatisfied with a purchase or service'. Consumer dissatisfaction, caused by the discrepancy between expected value and the actual capabilities of the product or service received by the consumer, can have a negative impact and influence consumer loyalty and satisfaction toward the service/product. This statement aligns with research conducted by Tazkiya (2019), which found no significant effect of complaint handling on consumer satisfaction. However, this statement contradicts research conducted by Kurniasih, et al. (2022) which found that complaint handling has a positive and significant effect on customer satisfaction. Therefore, how can businesses handle and respond to consumer complaints properly so that they can be resolved effectively. This will also have an impact on consumers who were initially hesitant and disappointed with the product, restoring their trust and satisfaction with the handling of the complaint. A study by Bolton et al. (1998) found that customers who experienced problems and reported them, but then received satisfactory handling, tended to be more loyal than customers who never experienced problems.

Brand image can be defined as a set of consumer beliefs about a particular brand (Amstrong et al., 2001). According to Kotler (2012), brand image is 'the perceptions and beliefs held by customers, as reflected in the associations held in customer memory', which means that consumers will adopt perceptions and beliefs based on their experiences and memories. A product is different because of its brand, so brands give consumers an image. Brands are long-term assets, so it is very important to create a positive image in the minds of consumers. Consumers will express satisfaction with a product if they have a positive perception of it. In other words, satisfaction occurs when consumers perceive that the product possesses three key brand image indicators: the brand's image, the product's image, and the user's image. Research conducted by Harianto and Subagio (2013) and Pangandaheng (2015) indicates that brand image has a significant positive effect on consumer satisfaction. However, Sondakh C (2014) found different results, namely that brand image does not have a significant effect on consumer satisfaction.

Satisfaction arises when businesses are able to meet consumer needs or listen to consumer complaints and handle these issues appropriately. Nasution (2010) states that customer satisfaction or dissatisfaction is the customer's response to the evaluation of perceived discrepancies between prior expectations and the enjoyment of a product as experienced by consumers. Customer satisfaction is a level of needs, desires, and expectations that customers have, which can be met or exceeded through a transaction that may lead to repeat purchases or loyalty to the product or service (Ismanto et al., 2023). This is in line with the research by Herawati, et al. (2024), which states that consumer satisfaction has a significant effect on consumer loyalty. Because of consumer satisfaction with a product, they will tend to use and buy the product again, and even unconsciously give positive reviews to other consumers.

With the formation of customer satisfaction, this will automatically foster loyalty to the products they use. Kotler (2014) states that customer loyalty is a situation where customers consistently spend their entire budget on purchasing products or services from the same company. Griffin also stated that loyal consumers have characteristics such as consistently or regularly making repeat purchases. Brand loyalty is achieved through a combination of satisfaction and complaints. This is because consumer complaints are not always intended to damage the reputation of businesses, but are part of a process of evaluation and improvement. This is in line with the research by Gies Aprisia, et al (2019) that complaint handling has a significant effect on consumer loyalty.

The difference between previous studies and this study is that this study examines the influence and correlation of how complaint handling can appropriately and effectively address and resolve issues related to the overclaiming of the Azarine skincare brand image, thereby affecting consumer satisfaction and loyalty towards the business and skincare products. This study used respondents from all segments of consumers who use Azarine products in Lawang District. The study aimed to determine the effect of complaint handling and brand image on the satisfaction and loyalty of Azarine skincare consumers who overclaim

METHODS

The research applied in this study is explanatory research using a quantitative approach and survey method. Hermawan (2009) states, "Explanatory research is research that explains the cause-and-effect relationship between variables by proposing hypotheses". The data collection method is the way researchers identify or obtain quantitative information from respondents in accordance with the focus of the research. This study uses non-probability sampling techniques, specifically purposive sampling. Data is processed using Smart Sem-PLS software. Data is collected by distributing questionnaires. This study is aimed at consumers who use Azarine skincare products that have been identified as overclaimed, ranging from teenagers to adults residing in the Lawang District of Malang Regency. To determine the sample size for this study, the Machin and Campbell formula in Sardin (2014) was used, as the population size was unknown and had to be calculated in several stages and produced a sample of 116 respondents.

RESULT AND DISCUSSION

A. Respondent Profile

The characteristics of respondents are the diverse backgrounds of the respondents themselves. In this study, the characteristics of respondents are consumers of Azarine products who are overclaimed, ranging from teenagers to adults in Lawang District.

1. General Criteria for Respondents

The first general criterion for respondents is users of Niacinamide or Retinol products who have made overclaims about Azarine products. There were 116 respondents who had used retinol and niacinamide. These overclaim users are dissatisfied with the products they have been using to care for their facial skin. These direct overclaim users are more important because they have relevant experience and specific assessments of how complaint handling in overclaim issues affects consumer satisfaction and loyalty.

In addition, it was found that the respondents for this study reside in Lawang District, there were 116 respondents who are knowledgeable about facial skin care and are familiar with various beauty products, one of which is Azarine. According to the Zap Beauty Index in 2018, based on research involving 17,899 women in Indonesia, 20% of their pocket money is spent on skin care and facial skincare products.

2. Respondent Characteristics Based on Gender

From the characteristics of respondents based on gender show that there were 2 male respondents and 114 female respondents. With high beauty standards in society, women are encouraged to take care of their skin. As a result, women take great care of their skin and pay close attention to proper facial care. Sanny, L, et al (2020) argue that women purchase facial care products as a social necessity, while men place more importance on the primary function of a product than its secondary functions. Additionally, skincare routines for men typically involve fewer products compared to those used by women. However, it is important to recognise that skincare is equally important for everyone, regardless of gender.

3. Respondent Characteristics Based on Age

From the characteristics of respondents based on age can be concluded that the most respondents are aged 17-25 years with a percentage of 94.82%, while those aged 26-35 years only account for 5.18%. This is because the age range of 17-25 years is the age of adolescence to adulthood. Ningsih and Bawono (2016) state that teenage girls also think more about how to look beautiful and attractive. Another factor affecting the 18-25 age group is the emergence of psychological effects due to physical changes during the transition from adolescence to adulthood, Fikha Amelia, et al (2023). In order to be beautiful and attractive, teenage girls are willing to spend their money on expensive or branded items, one of which is facial skincare.

4. Respondent Characteristics Based on Occupation

From the characteristics of respondents based on occupation show that the majority are students/university students with a percentage of 81.03%, followed by entrepreneurs with 4.31%, private employees with 10.34%, and housewives with 2.59%, which is the smallest percentage of all. Based on the respondents' occupations, the majority are students. Students have more flexible schedules compared to other workers, such as attending lectures or school. This gives them more time to perform their skincare routines. Since the school or university years that students and university students go through are a time of exploration and self-

discovery, using skincare can be part of this process, helping them feel more confident and improve their self-image.

5. Respondent Characteristics Based on Monthly Income

From the characteristics of respondents based on monthly income show that respondents with an income of <Rp. 500,000 numbered 2 with a percentage of 1.72%, for an income of Rp. 500,000 – Rp. 1,000,000 there were 2 respondents with a percentage of 1.72%, while those with an income of Rp. 1,000,000 – Rp. 2,000,000 number 6 respondents with a percentage of 5.18%, and for those with an income > Rp. 2,000,000, the highest number is 12 respondents with a percentage of 10.34%. This is because respondents with a monthly income of Rp. 2,000,000 were the most numerous, as most of them were private employees with an average monthly income that could easily afford Azarine products and use them as part of their regular skincare routine.

6. Respondent Characteristics Based on Monthly Allowance

From the characteristics of respondents based on monthly pocket money show that respondents with an income of <Rp. 500,000 are the most numerous, with a total of 83 respondents and a percentage of 71.55%. For an income of Rp. 500,000 – Rp. 1,000,000, there are 8 respondents with a percentage of 6.90%, while those with an income of Rp. 1,000,000 – Rp. 2,000,000 numbered 3, representing 2.59% of the total. According to the Zap Beauty Index in 2018, based on research involving 17,899 women in Indonesia, 20% of their pocket money is spent on skin care and facial skincare products. Generation Z, aged 18-23, spend between Rp200,000 and Rp.400.000 per month solely for facial treatments and purchasing skincare products. From these results, it can be concluded that over 20% of skincare purchases are driven by consumerist behaviour (Eichi, 2020). and the majority of respondents have an allowance of less than Rp.500,000.

7. Respondent Characteristics Based on Number of Times Using Overclaim Products.

From the data shows the use of Azarine overclaim products. From the data, it can be seen that there were 6 respondents and a percentage of 5.17% who used Azarine overclaim products once. For 32 respondents, representing 27.59% of the total, the product was used twice. For 53 respondents, representing 45.69% of the total, the product was used three times. For 25 respondents, representing 21.55% of the total, the product was used more than three times. Based on the frequency of repeated product use, the highest percentage was respondents who had used the product three times. This indicates that Azarine's niacinamide and retinol products are of good quality, resulting in a positive experience when using them. This has a positive impact on attracting interest in reusing or repurchasing the product.

B. Partial Least Square

This study uses the Partial Least Square test to examine the influence of Complaint Handling and Brand Image on Customer Satisfaction and Loyalty, and uses the SmartPLS 4.0 analysis tool. The Partial Least Square (PLS) Model Scheme in hypothesis testing research uses the Partial Least Square analysis technique. The following is the PLS program model scheme that was created:

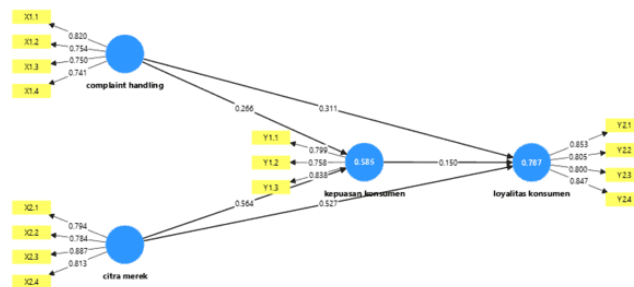


Figure 1: PLS Model Scheme
 Source: primary data processed,2025.

1. Outer Model

In the SmartPLS analysis, the measurement model evaluation (outer model) has four stages of validity and reliability assessment criteria by looking at Cronbach's Alpha, Convergent Validity, Composite Reliability, and Average Variance Extracted (AVE) for each indicator against its latent variable. The test results are as follows:

a. Convergent Validity

In this convergent validity test, outer loading values were used. An indicator is considered valid if the coefficient value is > 0.70. In this study's outer loading, all indicator variables reached a value > 0.70. This shows that the indicators can be considered valid.

Tabel. 1 Outer Loading

Indikator	Complaint Handling	Citra Merek	Kepuasan Konsumen	Loyalitas Konsumen
X1.1	0.820			
X1.2	0.754			
X1.3	0.750			
X1.4	0.741			
X2.1		0.794		
X2.2		0.784		
X2.3		0.887		
X2.4		0.813		
Y1.1			0.799	
Y1.2			0.758	
Y1.3			0.838	

Y2.1				0.853
Y2.2				0.805
Y2.3				0.800
Y2.4				0.847

Source: primary data processed,2025.

Table 8 shows the results of data processing using SmartPLS, indicating that the outer loading values for each indicator exceed the outer loading criterion value of > 0.7 , meaning that this research test is valid.

b. Discriminant Validity

Discriminant validity testing is a reflexive indicator test that uses cross-loading with its latent variables. One way to determine whether a construct has good discriminant validity or otherwise is to compare the loading values on the construct, where the value must be greater than the loading value with other constructs in the model. The following are the results of the cross-loading value test:

Tabel 2. cross-loading results

Indikator	Complaint Handling	Citra Merek	Kepuasan Konsumen	Loyalitas Konsumen
X1.1	0.820	0.523	0.511	0.633
X1.2	0.754	0.422	0.481	0.554
X1.3	0.750	0.514	0.458	0.596
X1.4	0.741	0.538	0.493	0.509
X2.1	0.493	0.794	0.647	0.668
X2.2	0.519	0.784	0.611	0.621
X2.3	0.539	0.887	0.618	0.786
X2.4	0.590	0.813	0.542	0.674
Y1.1	0.512	0.582	0.799	0.557
Y1.2	0.448	0.547	0.758	0.596
Y1.3	0.554	0.635	0.838	0.611
Y2.1	0.603	0.671	0.618	0.853
Y2.2	0.569	0.678	0.618	0.805
Y2.3	0.710	0.633	0.596	0.800
Y2.4	0.597	0.789	0.602	0.847

Source:primary data processed, 2025.

Based on Table 2 above, it shows that the cross-loading value for each indicator of each latent variable has a greater value when compared to the indicator value of other latent variables. This indicates that each indicator has a stronger relationship with the latent variable than with other latent variables.

Thus, these results show that the indicators of the variables are valid and successfully meet the requirements of discriminant validity. Such as the Complaint Handling indicator of 0.820, which is higher than other constructs, namely Brand Image of 0.523, Customer Satisfaction of 0.511, and Customer Loyalty of 0.633. This shows that X1.1 has proven to have the greatest contribution and receives a better score than other variables.

The value of discriminant validity can also be determined using the Average Variance Extracted (AVE) method, with the criterion that each indicator must have a value > 0.5 in order to be considered valid.

Table 3. Discriminant Validity method Average Variance Extracted (AVE)

Variabel	Average Variance Extacted (AVE)	Description
Complaint Handling	0.588	Valid
Brand Image	0.673	Valid
Customer Satisfaction	0.638	Valid
Customer Loyalty	0.683	Valid

Source: primary data processed, 2025.

From the table 3 above, it can be concluded that the AVE value of the Complaint Handling variable is > 0.5 with a value of 0.588, the Brand Image variable is > 0.5 with a value of 0.673, the Consumer Satisfaction variable is > 0.5 with a value of 0.638, and the Consumer Loyalty variable is > 0.5 with a value of 0.683. Based on the results of each variable, they have good discriminant validity and are deemed valid.

c. Composite Reliability

The Composite Reliability Test is a test used to evaluate how accurate a measuring instrument is when used repeatedly. The Composite Reliability Test is also part of testing the reliability of each variable indicator. If the value of each composite reliability variable is > 0.70 , then it can be said to meet composite reliability. The following are the composite reliability values for each variable:

Table 4. Composite Reliability

Variabel	Composite Reliability (<i>rho_a</i>)	Composite Reliability (<i>rho_c</i>)	Description
Complaint Handling	0.769	0.851	Reliabel
Brand Image	0.842	0.892	Reliabel
Costumer Satisfaction	0.719	0.841	Reliabel

Costumer Loyalty	0.847	0.896	Reliabel
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Source: primary data processed, 2025.

It can be seen that each variable has a Composite Reliability > 0.70, which means that all four variables can be considered reliable.

d. Cronbach Alpha

The reliability test for the Composite Reliability test above, which has been explained, can be reinforced by using the Cronbach Alpha value. A variable can be said to be reliable if Cronbach Alpha > 0.70. The following are the Cronbach Alpha values for each variable:

Table 5. Cronbach Alpha

Variabel	Cronbach Alpha	Description
Complaint Handling	0.766	Reliabel
Brand Image	0.837	Reliabel
Costumer Satisfuction	0.716	Reliabel
Costumer Loyalty	0.845	Reliabel

Source: primary data processed, 2025.

It can be seen that each variable has a Composite Reliability > 0.70, which means that all four variables can be considered reliable.

2. Inner Model

This inner model test is used to identify and categorise the relationships between latent constructs that have been hypothesised previously. This is done by analysing the results of parameter coefficient estimates and their significance levels. Indrajaya, et al. (2023), Internal model testing seeks to identify and classify the relationships between latent variables. From the results of the inner model test conducted on Smart-PLS through Bootstrapping.

a) Coefficient Determination (R²)

The coefficient determination (R-Square) value is used to measure how much the dependent variable is influenced by other variables. The influence of independent variables on dependent variables is determined using the R-Square value. The R-Square value is divided into three categories. A value above 0.67 is considered strong; a value between 0.33 and 0.67 is considered moderate; and a value between 0.19 and 0.33 is considered weak. Gunari, (2022). The following are the results of data processing using Smart-PLS 4.0. The R-Square value is:

Table 6. R-Square

Variabel	R-Square	R-Square Adjusted
Costumer Satisfaction	0.585	0.577
Costumer Loyalty	0.787	0.781

Source: primary data processed, 2025

Based on Table 4.22, the test results show that the magnitude of the influence of complaint handling (X1) and brand image (X2) on consumer satisfaction (Y1) has an r-square value of 0.585. Meanwhile, the test results for the magnitude of the influence of complaint handling (X1), brand image (X2), and customer satisfaction (Y1) on customer loyalty (Y2) have an r-square value of 0.787, with the remainder influenced by other variables.

3. Hypothesis Testing

Based on the results of the hypothesis data test conducted with a significant size that can be seen from the t-statistic value and p-value test. If the t-statistic value is greater than 1.96 and the p-value is less than 0.05, then the hypothesis is accepted (Habil, 2022). If the t-test value is less than the t-statistic = 1.96, then H0 cannot be rejected, meaning the parameter is not significant or the latent variable does not influence other latent variables. The following are the results of the hypothesis test obtained through path coefficients using the bootstrapping technique:

Table 7. Hypothesis Test Results through Path Coefficient Bootstrapping Technique

Variabel	Original sample (O)	Sample Mean (M)	Standart deviation (STDEV)	T Statistics	P Values	Keterangan
X1 - Y1	0.266	0.271	0.100	2.669	0.008	Positif dan signifikan
X1 - Y2	0.311	0.309	0.069	4.504	0.000	Positif dan signifikan
X2 - Y1	0.564	0.563	0.090	6.290	0.000	Positif dan signifikan
X2 - Y2	0.527	0.531	0.077	6.841	0.000	Positif dan signifikan
Y1 - Y2	0.150	0.149	0.072	2.090	0.037	Positif dan signifikan

Source: primary data processed, 2025

Based on the table above, the results of the inner model test can be concluded that all variables show positive and significant effects on other variables. With a t-statistic value greater than 1.96 and a p-value less than 0.05, this indicates that one variable has a significant positive effect on another.

4. Research Findings

a. The Effect of Complaint Handling on Customer Satisfaction

Complaint Handling is a statement or expression of dissatisfaction with a product or service, either verbally or in writing, from internal or external consumers, Virja (2010). Based on Chrisna, et al. (2013), who stated that consumers who complain are actually still giving the company an opportunity to provide them with satisfactory service. Complaint Handling shows that the highest rating given by respondents indicates that Azarine handles complaints quickly and effectively. By evaluating and re-checking products that have been the subject of consumer complaints, Azarine provides appropriate and clear solutions so that consumers understand that Azarine has handled the issue appropriately and effectively.

Customer satisfaction is a match between a product or service and the consumer. If a desired product or service is able to meet or exceed consumer expectations, then the consumer will be satisfied. Customer satisfaction is the consumer's assessment of a product or service in terms of whether it has met their needs and expectations, Zeithaml Bitner and Dwayne (2009). Customer satisfaction indicates that the average rating given by respondents makes them feel emotionally affected by the overclaim issue with this Azarine product. Therefore, it is highly likely that they will continue to use the product because improvements have been made to its quality. Additionally, while the product's quality does not cause skin damage, the overclaimed product may delay the results consumers expect and those promised by Azarine.

As can be seen in the results presented above, this study is in line with previous research conducted by Muratin (2022), which states that complaint handling has a positive and significant effect on customer satisfaction. This study is also supported by previous research conducted by Rachmawati & Pratiwi (2018), which found that complaint handling has a positive and significant effect on customer satisfaction.

b. The Influence of Brand Image on Consumer Satisfaction

Brand image is a guide used by consumers in evaluating products when they do not have sufficient knowledge about a product. Brand image is something abstract and cannot be measured nominally/mathematically, but the image can only be felt from the results of research/good or bad values, positive or negative responses, Ruslan (2005). Brand image shows that the average assessment of respondents indicates that they have slightly negative feelings towards the brand image of Azarine's niacinamide and retinol products after learning that these products are among those that make exaggerated claims. Therefore, to restore the brand image, it is necessary to acknowledge the mistake, take responsibility, and provide tangible evidence to consumers, so that consumers gradually regain their trust and the brand image of the product in their minds.

Customer satisfaction is the feeling of pleasure or disappointment that arises after comparing the performance (results) of a product with the expected performance (results), Sasongko (2021). Customer satisfaction is the key factor and one of the factors that influence the success of a business. Therefore, businesses that can provide satisfaction to consumers who have purchased and used a product will see the brand image of that product as valuable in the eyes of

consumers. Customer satisfaction indicates that the average rating given by respondents makes them feel emotionally affected by the overclaim issue with this Azarine product. Therefore, it is highly likely that they will continue to use the product because improvements have been made to its quality. Additionally, while the product's quality does not cause skin damage, the overclaimed product may delay the results consumers expect and those promised by Azarine.

This study is supported by previous research conducted by Dadang Suhardi, et al. (2024), which states that brand image variables have a positive and significant effect on product consumer satisfaction variables. This is reinforced by research from Aulia Inggil Pakarti, et al. (2025), which also states that brand image has a positive and significant effect on consumer satisfaction with skincare products.

c. The Effect of Complaint Handling on Customer Loyalty

Complaint Handling is a systematic and structured process for managing and resolving complaints from consumers regarding their dissatisfaction with a product or service provided. Complaint Handling is something that consumers express because they feel that the service they received did not match what was promised, Tazkiya (2019). Complaint Handling shows that the highest rating given by respondents indicates that Azarine handles complaints quickly and effectively. By evaluating and re-checking products that have been the subject of consumer complaints, Azarine provides appropriate and clear solutions so that consumers understand that Azarine has handled the issue appropriately and effectively.

Consumer loyalty is a function of actions and attitudes. Consumer loyalty is a consumer's commitment to a brand, store, or supplier based on very positive characteristics in long-term purchases and harmonious relationships between businesses and consumers, thereby providing a good basis for repeat purchases and creating brand loyalty, as well as generating word-of-mouth recommendations (Tjiptono, 2004). Consumer loyalty shows that the average assessment of respondents makes them feel influenced by the quality of Azarine products, even though these products were once classified as overclaimed products. This may be due to several factors, such as consumer loyalty to products they have been using for a long time, despite changes in product quality.

This is supported by previous research conducted by Agus Widarko, et al. (2020), which states that there is a positive and significant influence between complaint handling and consumer loyalty among Shavira Catering & Service consumers. Another study by Aprilia et al. (2019) also states that company image and complaint handling have an important influence on consumer loyalty. The faster complaints are handled, the better and higher the consumer loyalty will be.

d. The Influence of Brand Image on Consumer Loyalty

Brand image is the way consumers view a product based on their experiences, which are recorded in their memories. Brand image is the association that arises in consumers' minds when they remember a particular brand (Kuswanto, 2021). A positive brand image helps companies in their marketing activities to increase consumer interest. Brand image shows that the average assessment of respondents indicates that they have slightly negative feelings towards the brand image of Azarine's niacinamide and retinol products after learning that these products are

among those that make exaggerated claims. Therefore, to restore the brand image, it is necessary to acknowledge the mistake, take responsibility, and provide tangible evidence to consumers, so that consumers gradually regain their trust and the brand image of the product in their minds.

According to Lovelock, C. H., Patterson, P. G., & Wirtz (2015), customer loyalty refers to a behaviour that is directed towards repeat purchases and recommending the company's products to friends or partners. Parasuraman defines customer loyalty in the context of service marketing as a response closely related to a pledge or promise to uphold the commitment underlying the continuity of the relationship, and is typically reflected in sustained purchases from the same service provider based on dedication and pragmatic constraints. Consumer loyalty shows that the average assessment of respondents makes them feel influenced by the quality of Azarine products, even though these products were once classified as overclaimed products. This may be due to several factors, such as consumer loyalty to products they have been using for a long time, despite changes in product quality.

Based on the above research, it can be supported by previous research conducted by Pramudyo (2012), which states that brand image has a positive and significant influence on consumer loyalty. This research is also in line with the results of research by Jojok Dwirdotjahjono, et al. (2023), which states that consumer satisfaction has a positive and significant influence on consumer loyalty.

e. The Influence of Customer Satisfaction on Customer Loyalty

Customer satisfaction is the fulfilment of customers' desires and expectations regarding a product or service, according to Engel, Blackwell, and Miniardi in Sumarwan (2011). Therefore, if satisfied customers continue to consume the product, it encourages them to remain loyal to the product and service and willingly promote it through word of mouth (Yuniarti, 2015). Customer satisfaction indicates that the average rating given by respondents makes them feel emotionally affected by the overclaim issue with this Azarine product. Therefore, it is highly likely that they will continue to use the product because improvements have been made to its quality. Additionally, while the product's quality does not cause skin damage, the overclaimed product may delay the results consumers expect and those promised by Azarine.

Brand loyalty is relatively stable behaviour in the long term, whereby consumers decide to repeatedly purchase goods or services from a chosen company. Consumer loyalty is a deep commitment by consumers to consistently resubscribe or repurchase selected products or services in the future, even though circumstances and marketing efforts have the potential to cause behavioural changes (Oliver, 2015). Consumer loyalty shows that the average assessment of respondents makes them feel influenced by the quality of Azarine products, even though these products were once classified as overclaimed products. This may be due to several factors, such as consumer loyalty to products they have been using for a long time, despite changes in product quality.

This is supported by previous research conducted by Nirma Kurriwati (2015), which also concluded that customer satisfaction has a positive and significant effect on customer loyalty. This research is also reinforced by the results of research by Ariadi Santoso, et al (2018), which states that customer satisfaction

has a positive and significant effect on customer loyalty. Therefore, consumer loyalty is a function of consumer satisfaction.

CONCLUSION

1. Complaint Handling has a positive and significant effect on Customer Satisfaction based on a p-value of 0.008 (< 0.05), therefore H1 is rejected and H0 is accepted. This proves that complaint handling that is carried out quickly and effectively can generate satisfaction felt by consumers. Additionally, by providing clear solutions, addressing complaints seriously and thoroughly, and facilitating easy access to communication regarding consumer complaints. Thus, when complaint handling has a positive impact, it will generate satisfaction felt by consumers, and they will become loyal customers to Azarine products. Brand Image has a positive and significant influence on Customer Satisfaction based on a p-value of 0.000 (< 0.05), so H3 is accepted and H0 is rejected.
2. Brand image has a positive and significant influence on consumer satisfaction. Based on a p-value of 0.000 (< 0.05), H3 is accepted and H0 is rejected. This proves that the overclaim issue with Azarine products has caused consumers to view the brand image of these products negatively. Although Azarine's niacinamide and retinol products are still perceived negatively, many consumers have expressed satisfaction with the results of these products. Despite the overclaim issue, Azarine continues to pay attention to every experience consumers have while using their products. As a result, the brand image of Azarine products will return to positive when consumer satisfaction is established in consumers' minds.
3. Complaint Handling has a positive and significant effect on Customer Loyalty based on a p-value of 0.000 (< 0.05), therefore H2 is accepted and H0 is rejected. This proves that complaint handling that is carried out quickly and effectively can generate satisfaction felt by consumers. Additionally, by providing clear solutions, addressing complaints seriously and thoroughly, and offering easy access to communication channels regarding consumer complaints, when complaint handling has a positive impact, it will generate satisfaction felt by consumers, and they will become loyal customers to Azarine products.
4. Brand image has a positive and significant influence on consumer loyalty based on a p-value of 0.000 (< 0.05), so H4 is accepted and H0 is rejected. This proves that the overclaiming issue with Azarine products has given the brand a negative image in the eyes of consumers. Although the Azarine niacinamide and retinol products are still perceived negatively, many consumers have expressed satisfaction with the results of the products. Thus, while the brand image is indeed negative in their eyes, the experience they have with the product's results does not result in skin issues. As long as Azarine continues to improve product quality, the brand image can still be built in terms of consumer loyalty by recommending Azarine products and giving a second chance to the updated Azarine products, which have better quality than before.
5. Customer satisfaction has a positive and significant effect on customer loyalty based on a p-value of 0.037 (< 0.05), so H5 is accepted and H0 is rejected. This proves that consumer satisfaction with a product will have a very positive effect on consumer loyalty. This is because if consumers are satisfied with the product, they will not hesitate to share information and recommend the product to others based on their positive experience.

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