

ABSTRACT

Nanang Nasrulloh, Psychology study program, Relationship between Brand experience and Consumer Satisfaction of the Scarlett Whitening Brand in East Java

Various types of skincare are now often found among the public, both for men and women, with various evaluations from consumers regarding their usage experience in the hope of providing satisfaction, one of which is Scarlett Whitening. The aim of the research is to determine the relationship between brand experience and consumer satisfaction, especially the skincare brand used. The research method used is quantitative with two scales, namely the brand experience scale and the consumer satisfaction scale. The subjects in this research were 248 respondents who live in East Java. By using a purposive sampling technique with the criteria for Scarlett Whitening skincare users, the data analysis method used was simple linear regression with SPSS version 26 for Windows. The results of this research show a coefficient value of 0.576 which is positive and falls into the quite strong category with a significance value of 0.000 ($0.000 < 0.05$), meaning that there is a significant relationship between brand experience and consumer satisfaction. So the hypothesis is accepted. This research provides an idea of how much relationship a brand experience has with consumer satisfaction, so that when the experience of a skincare brand is considered good both in terms of quality and service, it will be able to make consumers feel satisfied.

Keywords: skincare, brand experience, consumer satisfaction

ABSTRAK

Nanang Nasrulloh, Program studi Psikologi, Hubungan *Brand experience* Dengan Kepuasan Konsumen Merek Scarlett Whitening di Jawa Timur

Bermacam-macam jenis *skincare* kini banyak dijumpai dikalangan masyarakat baik untuk laki-laki maupun perempuan dengan berbagai evaluasi penilaian dari konsumen atas pengalaman penggunaan dengan harapan mampu memberikan kepuasan, salah satunya yakni Scarlett Whitening. Tujuan penelitian adalah untuk mengetahui hubungan *brand experience* dengan kepuasan konsumen terutama merek *skincare* yang digunakan. Metode penelitian yang digunakan yakni kuantitatif dengan dua skala yakni skala *brand experience* dan skala kepuasan konsumen. Subjek dalam penelitian ini sebanyak 248 responden yang berdomisili di Jawa Timur. Dengan menggunakan teknik *purposive sampling* dengan kriteria pengguna *skincare* Scarlett Whitening, metode analisa data yang digunakan yakni regresi linier sederhana dengan SPSS versi 26 for windows. Hasil penelitian ini menunjukkan nilai koefisien sebesar 0,576 yang bersifat positif dan masuk dalam kategori cukup kuat dengan nilai signifikansi sebesar 0,000 ($0,000 < 0,05$) artinya terdapat hubungan signifikan pada *brand experience* dengan kepuasan konsumen. Sehingga hipotesis diterima. Penelitian ini memberikan gambaran seberapa besar sebuah hubungan suatu *brand experience* pada suatu merek dengan kepuasan konsumen, sehingga ketika pengalaman suatu merek *skincare* dinilai bagus baik dari segi kualitas maupun pelayanan akan mampu membuat konsumen merasa puas.

Kata kunci : *skincare, brand experience, kepuasan konsumen*