

ABSTRAK

Penelitian ini bertujuan untuk mengetahui, hubungan antara Halal *Awareness* dan *Brand Ambassador* terhadap Loyalitas Pelanggan pada Mahasiswa Universitas Sangga Buana YPKP Bandung. Penelitian ini menggunakan metode kuantitatif dengan pendekatan penelitian deskriptif asosiatif. Teknik pengambilan sampel menggunakan teknik *probability sampling*, yaitu *simple random sampling* dengan jumlah sampel 98 orang. Teknik analisis data menggunakan metode *Statistical Package for Social Science* (SPSS).

Berdasarkan hasil penelitian menemukan bahwa: (1) Halal *Awareness* berpengaruh positif terhadap Loyalitas Pelanggan dengan nilai regresi 0,00 dan tingkat signifikasinya 0,911. (2) *Brand Ambassador* berpengaruh negatif terhadap Loyalitas Pelanggan dengan nilai regresi 0,716 dan tingkat signifikasinya 0,911 (3) Halal *Awareness* dan *Brand Ambassador* secara simultan berpengaruh positif terhadap Loyalitas Pelanggan dengan tingkat signifikasinya 0,000 lebih kecil dari $<0,05$ dan nilai F hitungnya 41,197 nilai F hitung $> F$ tabel. Kemudian dari data yang diperoleh ditemukan bahwa Halal *Awareness* bernilai 87%, *Brand Ambassador* bernilai 84% dan Loyalitas Pelanggan bernilai 81% yaitu dengan garis kontinum berada pada kategori sangat baik dan baik. Adapun besarnya kontribusi pengaruh Halal *Awareness* dan *Brand Ambassador* terhadap Loyalitas Pelanggan sebesar 46,4% dan sisanya sebesar 53,6% dijelaskan oleh faktor lain yang tidak diteliti.

Dengan kata lain, dapat disimpulkan bahwa Halal *Awareness* berpengaruh signifikan dan positif secara parsial terhadap Loyalitas Pelanggan, *Brand Ambassador* tidak berpengaruh secara signifikan dan negative secara parsial terhadap Loyalitas Pelanggan, sementara Halal *Awareness* dan *Brand Ambassador* berpengaruh signifikan dan positif secara simultan terhadap Loyalitas Pelanggan. Penerapan Halal *Awareness* dan *Brand Ambassador* berdasarkan hasil penelitian telah dilaksanakan secara cukup baik, oleh karena itu diharapkan perusahaan perusahaan Wardah *Cosmetics* tetap selaras dalam menerapkan Halal *Awareness* dan *Brand Ambassador* ini, bahkan bisa terus ditingkatkan lagi.

Kata kunci : Halal *Awareness*, *Brand Ambassador* dan Loyalitas Pelanggan

ABSTRACT

This study aims to determine the relationship between Halal Awareness and Brand Ambassador to Customer Loyalty in Students of the Faculty of the University of Sangga Buana YPKP Bandung. This study uses quantitative methods with associative descriptive research approach. The sampling technique used is probability sampling technique, namely simple random sampling with a sample size of 88 people. The data analysis technique used the method Statistical Package for Social Science (SPSS).

Based on the results of the study found that: (1) Halal Awareness has a positive effect on Customer Loyalty with a regression value of 0.00 and a significance level of 0.911. (2) Brand Ambassador has a negative effect on Customer Loyalty with a regression value of 0.716 and a significance level of 0.911 (3) Halal Awareness and Brand Ambassador simultaneously have a positive effect on Customer Loyalty with a significance level of 0.000 less than <0.05 and a calculated F value of 41.197 F count $> F$ table. Then from the data obtained, it is found that Halal Awareness is worth 87%, Brand Ambassador is worth 84% and Customer Loyalty is worth 81%, namely the continuum line is in the excellent and good category. The magnitude of the contribution of the influence of Halal Awareness and Brand Ambassador on Customer Loyalty is 46,4% and the remaining 53,6% is explained by other factors not examined.

In other words, it can be concluded that Halal Awareness has a significant and partially positive effect on Customer Loyalty, Brand Ambassadors have no significant and partially negative effect on Customer Loyalty, while Halal Awareness and Brand Ambassadors have a simultaneous significant and positive effect on Customer Loyalty. The implementation of Halal Awareness and Brand Ambassadors based on research results has been carried out quite well, therefore it is hoped that Wardah companies will Cosmetics remain aligned in implementing Halal Awareness and Brand Ambassadors, and can even continue to be improved.

Keywords : *Halal Awareness, Brand Ambassador and Customer Loyalty*