

**PENGARUH *REFERENCE GROUP INFLUENCE* TASYA FARASYA
TERHADAP *BRAND LOYALTY* PENGGUNA PRODUK PERAWATAN
WAJAH SKINTIFIC**

ABSTRAK

Tasya Farasya sebagai *reference group influence* mempengaruhi konsumen dalam loyalitas merek produk perawatan wajah Skintific. Tujuan penelitian ini yaitu untuk mengetahui pengaruh *reference group influence* terhadap *brand loyalty* produk Skintific. Metode yang digunakan yaitu kuantitatif dengan pendekatan regresi. Teknik sampling yang digunakan yaitu dengan *non-probability sampling*, metode pengumpulan data menggunakan kuesioner yang berisi dua alat ukur yaitu *reference group influence* dan *brand loyalty*. Subjek penelitian sejumlah 224 dewasa awal penonton ulasan Tasya Farasya produk perawatan wajah Skintific. Teknik analisis data pada penelitian ini menggunakan analisis regresi linear sederhana. Berdasarkan hasil analisis data, menunjukkan bahwa *reference group influence* Tasya Farasya memiliki pengaruh positif dan signifikan terhadap *brand loyalty* produk perawatan wajah Skintific, sehingga dapat diartikan bahwa semakin tinggi *reference group influence* maka akan semakin tinggi *brand loyalty*.

Kata Kunci: *Reference Group Influence* Tasya Farasya, *Brand Loyalty* Skintific, Dewasa Awal.

**THE INFLUENCE OF TASYA FARASYA'S REFERENCE GROUP
INFLUENCE ON BRAND LOYALTY USERS OF SKINTIFIC FACIAL
CARE PRODUCTS**

ABSTRACT

Tasya Farasya as an influencer in the reference group influences consumers in brand loyalty for Skintific facial care products. The aim of this research is to determine the effect of reference group influence on brand loyalty for Skintific products. The method used is a quantitative research method with a regression approach. The sampling technique used is non-probability sampling with data collection methods using a questionnaire containing two measuring tools, namely reference group influence and brand loyalty. The research subjects were 224 early adults who were viewers of Tasya Farasya's review of Skintific facial care products. The data analysis technique in this research uses simple linear regression analysis. Based on the results of data analysis, it shows that Tasya Farasya's reference group influence has a positive and significant influence on brand loyalty for Skintific facial care products, so it can be interpreted that the higher the reference group influence, the higher the brand loyalty.

Key Words: *Reference Group Influence Tasya Farasya, Brand Loyalty*

Skincare Skintific, Early Adulthood.