ABSTRACT

The increasingly competitive body care industry requires companies to strengthen customer loyalty. However, differences in consumer perceptions of price and brand image of Scarlett Body Lotion products are still found and are presumed to influence customer loyalty. This study aims to analyze the effect of price perception and brand image on customer loyalty toward Scarlett Body Lotion products. This study employed a quantitative method using multiple linear regression analysis. The sample consisted of 385 respondents selected using the Cochran formula. Data were collected through questionnaires and analyzed using descriptive analysis, multiple linear regression analysis, t-test, F-test, and coefficient of determination. The results showed that price perception had a positive and significant effect on customer loyalty (t = 14.294; Sig. = 0.000), as did brand image (t = 11.962; Sig. = 0.000). Simultaneously, both variables had a positive and significant effect on customer loyalty (F = 2615.669; Sig. = 0.000), with a coefficient of determination (R^2) of 0.932. These results indicate that price perception and brand image explain 93.2% of the variation in customer loyalty, while the remaining 6.8% is influenced by other factors outside the scope of this study. Therefore, customer loyalty can be improved by setting prices that are appropriate to the quality and benefits of the product, as well as continuously strengthening the brand image

Keywords: *Brand Image, Customer Loyalty, Price Perception, Scarlett Body Lotion.*