

**PENGARUH *BRAND INNOVATIVENESS* TERHADAP *BRAND LOYALTY* YANG
DIMEDIASI OLEH *PERCEIVED QUALITY* PADA PRODUK BLUSH ON REVLON
(STUDI KASUS PENGIKUT AKUN TIKTOK REVLON INDONESIA)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *brand innovativeness* terhadap *brand loyalty* yang dimediasi oleh *perceived quality* pada produk blush on Revlon. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Populasi dalam penelitian ini adalah pengikut akun tiktok revlon indonesia pengguna blush on revlon, dengan teknik pengambilan sampel menggunakan metode *non-probability sampling*. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan metode *Partial Least Square* (PLS) dengan pendekatan *Embedded Two-Stage Approach*. Hasil penelitian menunjukkan bahwa *brand innovativeness* berpengaruh signifikan terhadap *perceived quality* dan *brand loyalty*. Selain itu, *perceived quality* juga terbukti berpengaruh signifikan terhadap *brand loyalty*. Hasil pengujian mediasi menunjukkan bahwa *perceived quality* mampu memediasi pengaruh *brand innovativeness* terhadap *brand loyalty* pada blush on Revlon.

Kata Kunci: *Brand inovativeness, Perceived Quality, Brand Loyalty*.

***THE INFLUENCE OF BRAND INNOVATIVENESS ON BRAND LOYALTY
MEDIATED BY PERCEIVED QUALITY IN REVLON BLUSH PRODUCTS (CASE
STUDY OF FOLLOWERS OF THE REVLON INDONESIA TIKTOK ACCOUNT)***

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ABSTRACT

This study aims to analyze the influence of brand innovativeness on brand loyalty mediated by perceived quality in Revlon's blush on products. The research method used is a quantitative method with a descriptive and verificative approach. The population in this study consists of followers of the Revlon Indonesia TikTok account who use Revlon blush on, with the sampling technique using the non-probability sampling method. Data were collected thru the distribution of questionnaires and analyzed using the Partial Least Square (PLS) method with the Embedded Two-Stage Approach. The research results indicate that brand innovativeness has a significant impact on perceived quality and brand loyalty. Additionally, perceived quality also proves to have a significant effect on brand loyalty. The mediation test results show that perceived quality is able to mediate the influence of brand innovativeness on brand loyalty for Revlon blush on.

Keyword: *Brand inovativeness, Perceived Quality, Brand Loyalty*