

## **ABSTRACT**

**Rindy Atika, 15819589**

***The Effect of Beauty Influencer Review Content and L'Oreal Paris Brand Image on Consumer Loyalty on Lorealparisid\_shop Tiktok Followers.***

*Keywords: Content Review, Beauty Influencer, Brand Image*

*(xii + 83 + appendices)*

*This study aims to determine the Influence of Beauty Influencer Review Content and L'Oreal Paris Brand Image on Consumer Loyalty among Tiktok Followers of lorealparisid\_shop. The research method employed is a quantitative method using the Uses and Effect theory. The study population includes 643,600 followers of Tik Tok lorealparisid\_shop as of May 17, 2023. A sample of 100 respondents was selected using purposive sampling with the slovin formula and a margin of error of 10%. Statistical analysis results indicate that the calculated F-value is less than 0.05, leading to the rejection of the null hypothesis (Ho) and the acceptance of the alternative hypothesis (Ha). This suggests that Beauty Influencer Review Content (X1) and Brand Image L'Oreal Paris (X2) significantly impact Consumer Loyalty (Y) among lorealparisid\_shop's Tik Tok followers. Furthermore, the results of the coefficient of determination test reveal that variable X1, which is Beauty Influencer Review Content, has an R-squared value of 0.624, while variable X2, which is Brand Image L'Oreal Paris, has an R-squared value of 0.578. This indicates that Beauty Influencer Review Content (X1) exerts a stronger and more significant influence on Consumer Loyalty (Y) compared to Brand Image L'Oreal Paris (X2). In conclusion, this study concludes that Beauty Influencer Review Content and Brand Image L'Oreal Paris have a positive and significant influence on Consumer Loyalty among followers of Tik Tok lorealparisid\_shop, with Beauty Influencer Review Content (X1) considered to be stronger in influencing Consumer Loyalty (Y) compared to Brand Image L'Oreal Paris (X2).*

*Bibliography (1999-2022)*