

ABSTRACT

This research is motivated by communication in the retail business which is low in terms of service from employees to customers. This affects the decline in customer satisfaction and causes customer loyalty to be at a very low level. The research aims to find out and analyze how significant the influence of Commitment (X1) and Communication (X2) is on Customer Loyalty (Y). The research was carried out in October-November 2022 in the city of South Tangerang. The research method used in this research is quantitative using a questionnaire filled in directly by Scarlett Whitening users with a population of 19,920 people and a sample of 111 people calculated using descriptive (demographic) tests, data instrument tests, validity and reliability tests, assumption tests classical test, normality test, multicollinearity, multiple linear analysis, hypothesis test, coefficient of determination test (R-square - adjusted R-square), F test (anova), t test (coefficients) were carried out in this research using data processed using the program SPSS (Statistical Product and Service Solution) version 16.0. The results of this research show that Commitment has a significant influence on Customer Loyalty, Communication has a significant influence on Customer Loyalty, and Satisfaction has a significant influence. Thus, this research shows that Commitment and Communication have a significant effect on Customer Loyalty.

Keywords: Commitment, Communication and Customer Loyalty.