

ABSTRACT

The purpose of this study is to investigate and define a theoretical model that examines the relationship between customer relationship management, relationship marketing orientation, product quality, customer engagement, and brand trust towards brand loyalty among on PT Bank Central Asia Tbk consumers in Semarang. This research is carried out in the context of commitment-trust theory. The study surveyed total 216 valid responses PT Bank Central Asia Tbk consumers in Semarang. The analysis technique used in this study is SEM (Structural Equation Modelling) for data analysis and interpretation, processed through IBM SPSS AMOS 23 software.

The results indicate that all the examined hypotheses are accepted. customer relationship management and relationship marketing orientation significantly and positively impacts customer engagement Product quality significantly and positively impacts brand trust and brand loyalty. Additionally, customer engagement brand trust both significantly and positively influence brand loyalty. The findings enhance the existing literature pertaining to the importance of brand loyalty, contextual factor by providing new insights and refining strategies for enhancing sales and business sustainability.

The research contributes originality lies in providing information to the application of commitment-trust theory by focusing PT Bank Cental Asia Tbk consumers in Semarang, providing a specific contextual perspective. This research not only broadens the empirical application of commitment-trust theory but also actionable insights for practioners aiming to optimize performance.

Keywords – Customer Relationship Management, Relationship Marketing Orientation, Product Quality, Customer Engagement, Brand Trust, Brand Loyalty