

## **ABSTRACT**

*This study aims to examine the relationship between personalization, channel integration quality, and perceived trust in influencing customer loyalty, with customer satisfaction acting as a mediating variable among users of the Alflagift application in Semarang City. This study is motivated by the growing importance of implementing omnichannel strategies in the digital retail industry to create an integrated customer experience while fostering sustainable customer loyalty. This research employed a quantitative approach using a survey method involving 150 respondents who were users of the Alflagift application and met the research criteria. Data processing and analysis were conducted using the Structural Equation Modeling method based on Partial Least Squares (PLS-SEM) with the assistance of SmartPLS 4 software.*

*The findings indicate that personalization and channel integration quality have a positive and significant effect on customer satisfaction. Meanwhile, perceived trust shows a positive influence but is not statistically significant toward customer satisfaction. Furthermore, customer satisfaction is proven to have a strong positive and significant effect on enhancing customer loyalty. The mediation analysis reveals that customer satisfaction significantly mediates the relationship between personalization and channel integration quality with customer loyalty. However, customer satisfaction is not able to mediate the relationship between perceived trust and customer loyalty.*

**Keywords:** *Personalization, Channel Integration Quality, Perceived Trust, Customer Satisfaction, Customer Loyalty.*