

ABSTRACT

Zara entered the Indonesian market in 2005 and competes with other major brands like H&M and GAP. Zara's ability to adapt quickly to customer preferences and offer the latest fashion trends gives it a competitive edge. Fostering customer commitment is a priority for businesses, especially in the face of intense competition. Commitment is linked to brand image, performance, and service quality. This research aims to investigate the relationships between ZARA's brand image, service quality, and customer trust with ZARA customer commitment, as well as the impact of customer commitment on ZARA customer retention.

The population comprises Zara customers in Indonesia. In this study, the sample consists of Indonesian Zara customers who have made multiple purchases at the store. The distribution of the questionnaire to the specified correspondents is the technique used for data collection. This research employs quantitative analysis. The study utilizes SEM (Structural Equation Model) data analysis tools operated through the AMOS 24.0 program for multivariate analysis. The results showed that Hypothesis 1 suggests a significant impact of brand image on customer commitment, while Hypothesis 2 indicates no significant effect of service quality on customer commitment. On the other hand, Hypothesis 3 reveals that trust does not significantly influence customer commitment, and Hypothesis 4 shows that customer commitment significantly affects customer retention. In summary, brand image has the highest direct impact on customer commitment, and customer commitment positively affects customer retention. However, customer trust and service quality do not have a significant effect on customer commitment.

Keywords: *brand image, service quality, customer trust, customer commitment, customer retention*

