

ABSTRACT

The pursuit of customer retention has been driven by intense competition among numerous companies. The study utilizes the customer relationship management methodology to analyze the influence of service quality, product quality, brand image, and customer satisfaction on customer loyalty. (Study on customers of Starbucks Coffee at Paragon Mall Semarang.) 180 respondents were selected using purposive sampling. Data collection methods by online questionnaires. Research using the Structural Equation Modeling (SEM) technique and the statistical analysis tool SPSS AMOS 23. According to data analysis, enhancing customer satisfaction and fostering strong customer loyalty can be achieved by improving the quality of service, product quality, and brand image. The study is limited by its small-scale sample size, a restricted number of respondents, and incomplete coverage of the study's variables. To enhance future research, it is recommended to broaden the pool of participants and augment the sample size. Additionally, incorporating other variables that correlate with customer loyalty would be advantageous.

Keywords: *Brand Image, Customers Loyalty, Customers Satisfaction, Product Quality, Service Quality.*

