ABSTRACT

In the era of globalization, the need for fashion continues to increase in line with societal developments. Dressing style in fashion is a way to reflect one's identity and cultural values. These changes in the world of fashion have also caused people in Indonesia to change their lifestyle and way of dressing significantly, because people will be more interested in paying attention to their appearance. This research aims to analyze the influence of product quality, customer experience, and brand image on customer loyalty with the role of customer satisfaction as a mediating variable on Erigo consumer objects in Semarang City who make purchases via the Shopee platform.

In this research, the number of samples used in the research was 110 respondents who were customers aged between 17-28 years, used Erigo clothing products for 6 months or had purchased clothing products at least once, purchased products via the Shopee platform, and customers from Semarang City. This research uses the Non-Probability Sampling method using purposive sampling. The data analysis technique in this research is the Structural Equation Model (SEM) with Partial Least Square (PLS) version 4.0 as a data processing tool.

The research results show that products quality, customer experience and brand image have a positive and significant effect on customer satisfaction, customer satisfaction and customer experience have a positive and significant effect on customer loyalty, product quality has a negative and insignificant effect on customer loyalty, brand image has a positive and insignificant effect on customer loyalty, and customer satisfaction has a positive and significant effect in moderating product quality, customer experience, and brand image on customer loyalty. The managerial implication that Erigo can apply is to use this research as their consideration to encourage improvements in their sales performance.

Keywords : Product Quality, Customer Experience, Brand Image, Customer Satisfaction, Customer Loyalty.