ABSTRACT

The Covid19 pandemic situation has also hit international retailers. This can be seen through the increasing number of major retailers closing their stores during the Covid19 pandemic. On the other hand, as offline fashion retail declines, changes in consumer behavior amplify the rapid development of e-commerce. In such circumstances, how to build consumer brand loyalty becomes an important concern in maintaining business existence. Zalora has become the first platform of choice in the field of fashion e-commerce based on the number of web visits in Indonesia in 2021. Although it is considered the first fashion e-commerce destination in Indonesia, there are still various negative perceptions on social media regarding consumer complaints that can affect consumer loyalty mediated by trust.

This study aims to analyze the effect of perceived quality, electronic word of mouth, and self-congruence on customer loyalty with the role of brand trust as an intermediary variable on the object of users of the Zalora Indonesia platform in the Greater Jakarta area. The number of samples used is 152 respondents with the criteria that respondents are domiciled or currently living in the Greater Jakarta area and have transacted using the Zalora Indonesia platform in the past year (until January 2022). This study uses the Structural Equation Model (SEM) analysis method with AMOS as a data processing tool.

The results of this study indicate that perceived quality, electronic word of mouth, self-congruence, and brand trust have a positive and significant effect on customer loyalty.

Keyword: *Perceived Quality, Electronic Word of Mouth, Self-Congruence, Brand Trust, Customer Loyalty.*