

ABSTRACT

The rapid growth of business makes competition between brands increasingly tight. Every brand must be able to adapt and innovate to attract customer's attention. In addition to getting new customers it's important to retain customers who have used a product or service of a brand. This study was structured to look deeper into the influence of consumer perceptions, especially with regard to perceived quality and perceived price and also the influence of a product's brand image and self-congruity on Lemonilo's brand loyalty in the Semarang area by using customer satisfaction as an intervening variable.

The population in this study are consumers who have bought products from the Lemonilo brand and those who adhere to a healthy lifestyle. The number of samples used as many as 125 respondents who were selected using the purpose sampling method through questionnaires distributed online with the google form feature. Data processing in this study used the analysis technique Structural Equation Model (SEM) through AMOS 24.

The result of this study succeeded in proving that the four variables; perceived quality, perceived price, brand image, and self-congruity had a positive effect on customer satisfaction, and customer satisfaction had a positive and significant effect on brand loyalty. .

Keywords: *Perception of Quality, Perception of Price, Brand image, Self-congruity, Customer satisfaction, and Brand loyalty*