

ABSTRACT

The rapid development of internet makes human behavior as consumers also change, one example is the use of e-commerce which makes it easier for consumers to buy a product. Beauty products have become one of the trends among the public so that several e-commerce products that focus on beauty products appear, namely Sociolla. Sociolla as a new e-commerce that focuses on beauty products still has to compete with other e-commerce that sells similar products. The phenomenon of Sociolla's low customer loyalty and the inconsistency of the results of research on perceived quality towards brand loyalty is the basic basis for research that aims to develop an empirical research model to determine the relationship between customer review and rating, perceived quality, and price on brand loyalty by using brand satisfaction as an intervening variable. in order to generate loyal users.

This research begins by developing a research framework to analyze the relationship between customer review and rating, perceived quality, price, brand satisfaction, and brand loyalty. Data collection involved 177 respondents using a questionnaire method consisting of open questions about the identity of the respondents and closed questions related to the research. This study takes respondents who are Sociolla e-commerce users aged 17-25 years and over, and have made purchases through Sociolla. The data obtained were then analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using the Analysis Moment of Structural (AMOS) version 25.

The results of the study found that customer review and rating, perceived quality, price, and brand satisfaction had a positive and significant influence on brand loyalty. Therefore, all hypotheses in this study were accepted after modification of the model. It is hoped that the results of the managerial implications of this research can be useful as suggestions for improvement for Sociolla's e-commerce.

Keyword : *E-commerce, Online Customer Review and Rating, Perceived Quality, Price, Brand Satisfaction, Brand Loyalty.*