

## **ABSTRACT**

*The research utilizes the Tiktok Shop component, which is a built-in e-commerce functionality within the Tiktok social media platform. The objective of this study is to examine and evaluate the impact of service quality and brand image on customer loyalty, with customer satisfaction serving as the mediating variable.*

*For this study, a sample of 110 participants was selected using purposive sampling, which involves selecting individuals based on specific criteria or considerations. The criteria for selection were as follows: individuals residing in Semarang City, who actively utilize and make purchases through the Tiktok Shop feature, and are at least 17 years of age.*

*The findings from the direct analysis indicate that E-Service Quality positively influences e-Customer Satisfaction, Brand Image positively influences e-Customer Satisfaction, E-Service Quality positively influences e-Customer Loyalty, Brand Image positively influences e-Customer Loyalty, and e-Customer Satisfaction positively influences e-Customer Loyalty. The results of this research can be continued with studies with Tiktokshop objects on people in other regions or regions.*

*Keywords: E-Customer Loyalty, E-Service Quality, Brand Image, E-Customer Satisfaction.*