

ABSTRACT

World fashion trends are growing rapidly in Indonesia. Various models and types of clothing continue to emerge which are warmly welcomed and enthusiastic by fashion lovers. In Indonesia, fashion continues to face improvements from one day to another. Changes occur because of the existence of various world fashion brands that have entered Indonesia by offering the most fashionable trending models to attract market revenue. This condition also helps the Indonesian economy, one of which is in the retail sector. This research was conducted in order to find out how customer satisfaction with fashion products is strongly influenced by factors such as product quality, service quality which have an impact on consumer loyalty. This research uses a type of quantitative research. The research carried out requires a process of data analysis in order to get an interpretation of the results of the data and research used, and this of course requires an analytical method that is in accordance with the research being carried out, and the method used is a quantitative method, where this method the data that is processed will later be in the form of statistics and supported by SEM (Structural Equation Modeling) analysis techniques operated through the AMOS (Analysis of Moment Structure) program.

Keywords : Product Quality, Service Quality, Customer Satisfaction, Customer Loyalty, SEM.