

ABSTRACT

This study aimed to see the effect of product quality on customer loyalty with brand image, brand trust, and customer satisfaction as intervening variable in Vaseline hand and body lotion. The variables used in this study are product quality as independent variable, brand image, brand trust, and customer satisfaction as intervening variable, and customer loyalty as dependent variable.

The data for this study was obtained from 202 respondents through online questionnaire survey. The sample was taken from users residing in Indonesia who is a user or have used Vaseline hand and body lotion. This study uses analytical techniques of Structural Equation Modelling (SEM) with AMOS 26.0 as the analysis instrument.

The findings of this study indicate that product quality has positive and significant effect on brand image, brand trust, and customer satisfaction and brand trust and customer satisfaction has positive and significant effect on customer loyalty while brand image has positive with no significant effect on customer loyalty. The result of this study shows product quality has positive and significant effect on customer loyalty mediated by brand trust and customer satisfaction.

Keywords : product quality, brand image, brand trust, customer satisfaction, customer loyalty