

ABSTRACT

In the world of e-commerce business, companies need to focus on efforts to maintain and strengthen relationships with consumers. This study aims to analyze the effect of service quality and brand image on consumer loyalty, with consumer satisfaction as an intervening variable on Tokopedia consumers in Semarang City.

The population in this study were Tokopedia consumers in Semarang City who had used the platform for more than one year or had made more than one purchase. The research sample consisted of 150 respondents with a purposive sampling technique. Data were obtained through questionnaires and analyzed using Structural Equation Modeling (SEM) with AMOS 22.0 software.

The results showed that service quality and brand image had a positive and significant effect on consumer loyalty. In addition, service quality and brand image also had a significant positive effect on consumer satisfaction. Consumer satisfaction has been proven to be an intervening variable that strengthens the relationship between service quality, brand image, and consumer loyalty.

Keywords: Service Quality, Brand Image, Consumer Satisfaction, Consumer Loyalty