

ABSTRACT

Rapid technological advancements have driven significant changes across various aspects of life, including the business world, which demands companies to continuously innovate and adapt. In the retail footwear industry, intense competition between local and international products compels companies to implement effective strategies to attract attention and maintain customer loyalty. In 2023, Tomkins shoe sales experienced a decline of 19.77%, caused by decreased customer purchasing power, high imports of cheap footwear, and widespread illegal imports of used shoes, necessitating more effective strategies to face industry competition. This study aims to address this phenomenon by examining the influence of brand image, product quality, and trust on customer loyalty, with customer satisfaction serving as a mediating variable among Tomkins shoe users in Semarang.

This research employs a purposive sampling method, targeting the population of Tomkins shoe users in Semarang, with a sample size of 174 respondents who have purchased the product at least twice. The study is quantitative in nature, utilizing Covariance-Based Structural Equation Modeling (CB-SEM) analyzed through AMOS version 23 software.

The results indicate that brand image has a negative and insignificant effect on customer satisfaction. Product quality has a positive but insignificant effect on customer satisfaction. Trust, however, has a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on customer loyalty.

Keywords: *Brand Image, Product Quality, Trust, Customer Satisfaction, Customer Loyalty*