

## **ABSTRACT**

*This study aims to analyze the influence of commitment, trust, and perceived value on customer loyalty with customer satisfaction as an intervening variable. The case study was conducted on Lazada users in Semarang City. This study employs a quantitative approach using Structural Equation Modeling (SEM). The sample consists of 130 respondents selected through purposive sampling, with criteria including Lazada users in Semarang who have made at least one transaction and are over 17 years of age. Data was collected via an online questionnaire and analyzed using AMOS 24.0 program.*

*The results of the study indicate that commitment, trust, and perceived value have a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction was found to have a positive and significant effect on customer loyalty.*

**Keywords:** *Relationship Marketing, Commitment, Trust, Perceived Value, Customer Satisfaction, Loyalty.*

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