

## **ABSTRACT**

*Rapid technological developments have caused a significant shift in consumer behavior, as evidenced by the surge in online shopping activity. This phenomenon has driven the growth of the logistics industry in Indonesia, such as JNE Express. This study aims to analyze the influence of corporate image on customer loyalty through customer satisfaction and e-WOM as intervening variables. The research was conducted on 150 respondents in Semarang City who had used JNE Express parcel delivery services. Data collection was carried out using a questionnaire with a purposive sampling method. The results of data collection were processed using Structural Equation Model (SEM) through the AMOS version 21 program. The results showed that Corporate Image had a positive and significant effect on Customer Satisfaction. Customer Satisfaction then has a positive and significant effect on E-Wom. Customer Satisfaction and E-Wom also have a positive and significant effect on Customer Loyalty. Therefore, it can be concluded that all hypotheses in the study are accepted, and it is hoped that the findings obtained can be used as evaluation material for JNE Express in the decision-making process and in creating optimal and effective marketing strategies.*

*Keywords: Corporate Image, Customer Satisfaction, Electronic Word-of Mouth, Customer Loyalty.*