

## **ABSTRACT**

*This research is motivated by the increasing competition in the modern retail industry in Indonesia, including in Semarang City, which requires companies to strengthen their corporate image and improve customer satisfaction in order to maintain brand loyalty. Although Superindo holds a strong market position, there is still a need for empirical evidence on how corporate image and customer satisfaction influence brand loyalty among its consumers. Therefore, this study aims to analyze the effect of corporate image on customer satisfaction, as well as the effect of customer satisfaction on brand loyalty.*

*This study uses a quantitative approach involving 330 Superindo Semarang consumers who have shopped at least once a month. Data were collected using an online questionnaire (google form) and analyzed using Structural Equation Modeling (SEM) with Partial Least Square (PLS) version 4. This study aims to examine the effect of corporate image on customer satisfaction, the effect of customer satisfaction on brand loyalty, and the effect of corporate image on brand loyalty.*

*The results show that corporate image has a positive effect on customer satisfaction, and customer satisfaction has a positive effect on brand loyalty among Superindo Semarang consumers. These findings are consistent with previous studies, which emphasize that a positive corporate image can enhance customer satisfaction, ultimately strengthening brand loyalty.*

**Keywords:** *Corporate Image, Customer Satisfaction, Brand Loyalty*

