

## **ABSTRACT**

*The frozen food industry in Indonesia continues to grow rapidly in line with increasing consumer demand for convenient, ready to cook food products. Fiesta Spicy Wing, a leading chicken wing brand, faces competitive pressure, as reflected in its shifting position in the Top Brand Index for the chicken wings category in 2024 and 2025. This situation indicates a shift in consumer preferences that requires a deeper understanding, particularly regarding the factors that shape brand satisfaction and loyalty.*

*This study analyzes the influence of perceived quality, brand image, and brand trust on brand loyalty, with customer satisfaction as an intervening variable among Fiesta Spicy Wing consumers in Semarang. Questionnaires were distributed to 168 respondents through a purposive sampling method using a 1-5 Likert scale. Data were processed using Structural Equation Modeling (SEM) analysis based on AMOS 24 software.*

*The results show that perceived quality, brand image, and brand trust each have a positive and significant influence on customer satisfaction, with perceived quality being the strongest predictor. These findings also confirm that perceived quality and brand image have a direct positive and significant influence on brand loyalty. Brand trust has a positive but insignificant effect on brand loyalty, so its influence operates indirectly through customer satisfaction as a full mediator. Customer satisfaction itself has been shown to have a positive and significant effect on brand loyalty while also playing a mediating role, both partially on the perceived quality and brand image pathway and fully on the brand trust-to-brand loyalty pathway.*

**Keywords :** *Perceived Quality, Brand Image, Brand Trust, Customer Satisfaction, Brand Loyalty, Frozen Food*

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