

ABSTRACT

The rapid growth of the e-commerce industry in Indonesia has prompted companies to prioritize customer loyalty as a critical factor for business sustainability. This study aims to analyze the influence of perceived value, service quality, and brand image on customer satisfaction, as well as the influence of customer satisfaction on customer loyalty among Tokopedia users in Semarang. This study uses the Theory of Planned Behavior (TPB) as the theoretical framework to explain the relationships among the variables.

The research method employed is a quantitative approach using a data collection technique involving the distribution of questionnaires to 200 Tokopedia users in Semarang selected via purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) with the assistance of the AMOS program. The results indicate that perceived value, service quality, and brand image have a positive and significant influence on customer satisfaction. Furthermore, customer satisfaction was also found to have a positive and significant influence on customer loyalty.

These findings suggest that enhancing perceived value, providing high-quality service, and maintaining a strong brand image can increase customer satisfaction, which ultimately fosters customer loyalty toward Tokopedia. This study offers theoretical contributions to the development of consumer behavior research in the e-commerce sector and provides practical implications for Tokopedia in formulating strategies to enhance customer satisfaction and loyalty.

Keywords: *Perceived Value, Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty.*