

ABSTRACT

This research is motivated their sales decline House of Smith Semarang in the period 2014-2015 , The decline in sales can be formulated that how consumers feel satisfied and loyal after using House of Smith Semarang amid increasingly fierce competition phenomenon. This study aimed to examine the effect of Customisation , Product quality on Consumer Loyalty through Customer trust and Satisfaction on House of Smith Semarang Store.

Samples were consumers House of Smith Semarang, amounting to 128 people. Data analysis method used is Structural equation modeling (SEM) through AMOS software. The Independent variable in this research is consist of 3 variable which is customer trust, customer satisfaction and customer loyalty and the dependent variable consist of customization and product quality.

The results showed that the Customisation and product quality showed a positive influence on Customer trust, Customer trust and customer satisfaction subsequently accepted as an intervening variable in mediating the customisation and product quality to Consumer Loyalty.

Keywords: Customisation, product quality, customer trust, customer satisfaction, consumer loyalty.