

ABSTRACT

Business competition in fashion products such as handbags, clutches, and cardholders in Indonesia has increased, in line with the growth in the number of new fashion brands. Companies must create new marketing strategies to maintain and gain a greater market. This study aims to determine the influence of social media, retail stores, and product quality on customer loyalty through customer lifetime value in Janus Apparel products.

The population in this study are people who have heard, known, or bought Janus Apparel products. The number of samples used was 250 people who were selected using purposive sampling through questionnaires. Data obtained from questionnaires were then processed and analyzed using the AMOS program.

The results show that the three independent variables had a positive influence on the customer lifetime value, and the customer lifetime value had a positive influence on customer loyalty. However, the most influential process for increasing customer loyalty in Janus Apparel is by increasing social media that affects the customer lifetime value as a determinant of success in increasing customer loyalty.

Keywords : Social Media, retail store, product quality, customer lifetime value, customer loyalty.