

ABSTRACT

Advances in technology have provided significant changes to people's consumption patterns. Changes in consumption (shopping) patterns have put demands for every company to be able to develop new ways of communicating, offering, encouraging and persuading as well as serving its target market. Especially in an effort to serve the global market, strategic efforts are needed so that the market has easy access to the services and products offered. The market's desire to meet this demand has been understood as an opportunity and a platform for Zalora Indonesia's online store to facilitate and organize cheap, easy and quality shopping. The challenge is how to build customer loyalty in the midst of increasingly fierce and dynamic competition so that the company is still able to increase profitability.

This study aims to determine the effect of service quality, product quality and corporate image on customer loyalty with customer satisfaction as an intervening variabel. As the object of study in this study, the customers of the Zalora online store who live in the Semarang City area, totaling 110 respondents. The sampling method used is non-probability sampling with purposive sampling technique. While the analysis tool used in this research is Structural Equation Modeling (SEM).

The results showed that service quality, product quality and company image had a positive and significant effect on customer satisfaction. The results of this study also show that customer satisfaction has a positive and significant effect on customer loyalty. Based on the results of the analysis, it is known that the customer satisfaction variabel has the most influential contribution to customer loyalty.

Keywords: *Service Quality, Product Quality, Company Image, Customer Satisfaction, Customer Loyalty.*