

ABSTRAK

Pada awalnya fashion tercipta dikarenakan adanya keinginan kaum wanita agar terlihat menarik. Fashion bisa tercipta karena keinginan salah satu seniman yang ingin membuat sketsa baju yang dapat memenuhi keinginan masyarakat pada zamannya. Setiap tahunnya fashion memiliki model yang berbeda- beda mengikuti generasi di setiap musimnya memiliki karakteristik yang berbeda- beda

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Product Quality*, *Brand Image* dan *Price* terhadap *Customer Loyalty* melalui *Customer Satisfaction*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Customer Satisfaction* sehingga meningkatkan *Customer Loyalty* yang pada akhirnya akan meningkatkan transaksi berkelanjutan dari Zara di Surabaya. Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 150 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili Surabaya, pernah berbelanja di Zara di Surabaya dalam enam bulan.

Hasil penelitian menunjukkan bahwa variabel *product quality* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.424; variabel *brand image* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.258; variabel *price* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0.279; variabel *product quality* berpengaruh signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0.208; variabel *brand image* tidak berpengaruh signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0.052; variabel *price* berpengaruh signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0.304 dan variabel *customer satisfaction* berpengaruh signifikan terhadap *customer loyalty* dengan koefisien regresi sebesar 0.344.

Kata Kunci: *Product Quality*, *Brand Image*, *Price*, *Customer Satisfaction*, dan *Customer Loyalty*

ABSTRACT

In the beginning, fashion was created due to the desire of women to look attractive. Fashion can be created because of the desire of one artist who wants to sketch clothes that can fulfill the desire of the people of his day. Every year fashion has a different model following the generation in each season which has different characteristics.

This study aims to determine how the effect of product quality, brand image and price on customer loyalty through customer satisfaction. The expected benefit of this study is to add to the repertoire of knowledge in the field of management, especially how much influence *Customer Satisfaction* has on increasing Customer Loyalty which will ultimately increase to ongoing transaction of Zara in Surabaya. This research is a causal study. The research method used is a quantitative method by processing data using SPSS. Data Collection was done by distributing questionnaires to 150 respondents with characteristics of male and female respondents aged 18- 60 years, domiciled in Surabaya, having shopped at Zara in Surabaya in six months.

The results showed that the product quality variable had a significant effect on customer satisfaction with a regression coefficient of 0.424; brand image variable has a significant effect on customer satisfaction with a regression coefficient of 0.258; price variable has a significant effect on customer satisfaction with a regression coefficient of 0.279; product quality variable has a significant effect customer loyalty with a regression coefficient of 0.208; brand image variable does not have a significant effect on customer loyalty with a regression of 0.052; price variable has a significant effect on customer loyalty with a regression coefficient of 0.304 and the customer satisfaction variable has a significant effect on customer loyalty with a regression coefficient 0.344.

Key Words: Product Quality, Brand Image, Price, Customer Satisfaction, and Customer Loyalty