

## ABSTRAK

Fashion merupakan salah satu kebutuhan akan masyarakat yang tidak akan sepi peminatnya, dan fashion sendiri juga muncul tren terbaru dari setiap merek tersebut dengan daya tarik dan ciri khas fashion masing-masing. Untuk itu penting sekali untuk selalu menjaga kualitas sekaligus mempertahankan kualitas produk agar selalu menjadi unggulan dalam dunia fashion. Zara merupakan brand fashion terkenal di seluruh dunia dan selalu memberikan style fashion terbaru disetiap musimnya, dan Zara pun juga adalah Brand yang mudah mengikuti perkembangan tren, ketika muncul tren terbaru. Pada 1975, Ortega mendirikan toko Zara di depan toko perbelanjaan paling penting di kota Spanyol. Tempat itu merupakan lokasi yang sangat strategis. Bisnisnya terus maju dengan pesat karena harganya yang murah dan kualitasnya yang mewah. Pada 1989, Ortega tercatat telah membuka hampir 100 toko Zara di Spanyol. Saat ini, terdapat lebih dari 1.700 toko Zara di 86 negara yang tersebar di enam benua.

Penelitian ini di tujukan untuk mengetahui pengaruh Perceived quality, Perceived Value, Brand Personality, Brand Uniqueness terhadap Customer Satisfaction dan customer satisfaction terhadap brand loyalty Zara di Surabaya. Penelitian ini menggunakan sampel pelanggan produk Zara yang berdomisili di Surabaya, pria dan wanita, yang berbelanja di Zara Surabaya lebih dari dua kali dalam 3 bulan terakhir, dengan rentan usia 18 tahun- 60 tahun, sejumlah 140 responden. Pengolahan data pada penelitian ini menggunakan software SPSS versi 22.0. hasil analisis menunjukkan bahwa Perceived Quality berpengaruh positif dan signifikan terhadap customer satisfaction pelanggan Zara di Surabaya, Perceived Value berpengaruh positif dan signifikan terhadap customer satisfaction produk Zara di Surabaya, Brand Personality berpengaruh positif dan signifikan terhadap customer satisfaction pelanggan Zara di Surabaya, Brand Uniqueness berpengaruh positif dan signifikan terhadap customer satisfaction pelanggan Zara di Surabaya, Customer Satisfaction berpengaruh positif dan signifikan terhadap brand loyalty produk Zara di Surabaya.

**Kata kunci : Kualitas yang dirasakan, nilai yang dirasakan, kepribadian merek, keunikan merek, kepuasan pelanggan, kesetiaan merek, Zara.**

## ABSTRACT

Fashion is one of the needs of the people who will not be lonely enthusiasts, and the fashion itself also emerge the latest trends of each brand with the charm and distinctive features of each fashion. For this reason, it is important to always maintain quality while maintaining product quality. to always be a leader in the fashion world. Zara is a well-known fashion brand throughout the world and always provides the latest fashion styles in every season, and Zara is also a brand that easily keeps up with trends, when the latest trends emerge. In 1975, Ortega founded the Zara store in front of the most important shopping shop in the city of Spain. The place is a very strategic location. His business continues to advance rapidly because of its low price and luxurious quality. In 1989, Ortega was recorded to have opened nearly 100 Zara stores in Spain. At present, there are more than 1,700 Zara stores in 86 countries spread across six continents.

This research aims to determine the effect of Perceived quality, Perceived Value, Brand Personality, Brand Uniqueness on Customer Satisfaction and customer satisfaction on Zara's brand loyalty in Surabaya. This study uses samples of Zara product customers domiciled in Surabaya, male and female, who shop at Zara Surabaya more than twice in the last 3 months, with ages 18 to 60 years, totaling 140 respondents. Processing data in this study using SPSS version 22.0 software. the results of the analysis show that Perceived Quality has a positive and significant effect on Zara's customer satisfaction in Surabaya, the Perceived Value has a positive and significant effect on Zara's customer satisfaction products in Surabaya, Brand Personality has a positive and significant impact on customer satisfaction at Zara's customers in Surabaya, Brand Uniqueness has a positive effect and significant to Zara's customer satisfaction customers in Surabaya, Customer Satisfaction has a positive and significant effect on the brand loyalty of Zara products in Surabaya.

***Keywords: Perceived Quality, Perceived Value, Brand Personality, Brand Uniqueness, Customer Satisfaction, Brand Loyalty***