

## ABSTRAK

Industri fashion telah menyumbang kontribusi terhadap PDB (Pendapatan Domestik Bruto) nasional Indonesia. Industri fashion juga memberikan kontribusi terhadap peningkatan PDRB (Produk Domestik Regional Bruto). Peningkatan di industri fashion tidak lepas dari banyaknya pebisnis yang tertarik membuka gerai fashion di beberapa kota di Indonesia. Salah satu industri retail fashion adalah Uniqlo, sebagai brand *fashion* ternama asal Asia.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Quality of Product*, *Brand Image*, dan *Quality of Service* terhadap *Customer Loyalty* melalui *Customer Loyalty*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Quality of Product*, *Brand Image* dan *Quality of Service* terhadap *Customer Loyalty* melalui *Customer Trust* yang pada akhirnya akan meningkatkan loyalitas konsumen Uniqlo di Surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 105 responden dengan karakteristik responden pria dan wanita, berumur 18-60 tahun, dan melakukan pembelian produk Uniqlo di Surabaya dalam kurun 3 bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Quality of Product* menunjukkan hasil yang positif dan berpengaruh signifikan terhadap *Customer Trust* dengan koefisien regresi sebesar 0.240; variabel *Brand Image* menunjukkan hasil yang positif dan berpengaruh signifikan terhadap *Customer Trust* dengan koefisien regresi sebesar 0.433; variabel *Quality of Service* menunjukkan hasil yang positif dan berpengaruh signifikan terhadap *Customer Trust* dengan koefisien regresi sebesar 0.514; variabel *Quality of Product* berpengaruh positif tapi tidak signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.077; variabel *Brand Image* menunjukkan hasil yang positif dan berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.371; variabel *Quality of Service* berpengaruh positif tapi tidak signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.186; variabel *Customer Trust* menunjukkan hasil yang positif dan berpengaruh signifikan terhadap *Customer Loyalty* dengan koefisien regresi sebesar 0.259.

**Kata Kunci:** *Quality of Product*, *Brand Image*, *Quality of Service*, *Customer Trust* dan *Customer Loyalty*

## ABSTRACT

The fashion industry has contributed to the contribution of Indonesia's national GDP (Gross Domestic Product). The fashion industry also contributes to the increase in GRDP (Gross Regional Domestic Product). The increase in the fashion industry is inseparable from the many business people who are interested in opening fashion outlets in several cities in Indonesia. One of the fashion retail industries is Uniqlo, as a well-known fashion brand from Asia.

This study aims to determine how the effect of *Quality of Product*, *Brand Image*, and *Quality of Service* on *Customer Loyalty* through *Customer Trust*. The expected benefit of this study is to add to the repertoire of knowledge in the field of management, especially how much influence the *Quality of Product*, *Brand Image* and *Quality of Service* have on *Customer Loyalty* through *Customer Trust* which will ultimately increase Uniqlo *Consumer Loyalty* in Surabaya.

This research is a causal study. The research method used is a quantitative method by processing data using AMOS. Data collection is done by distributing questionnaires to 105 respondents with the characteristics of male and female respondents, aged 18-60 years, and purchasing Uniqlo products in Surabaya in the last 3 months.

The results showed that the Quality of Product variable showed positive results and had a significant effect on Customer Trust with a regression coefficient of 0.240; Brand Image variable shows positive results and has a significant effect on Customer Trust with a regression coefficient of 0.433; Quality of Service variable shows positive results and has a significant effect on Customer Trust with a regression coefficient of 0.514; Quality of Product variable has a positive but not significant effect on Customer Loyalty with a regression coefficient of 0.077; Brand Image variable shows positive results and has a significant effect on Customer Loyalty with a regression coefficient of 0.371; Quality of Service variables have a positive but not significant effect on Customer Loyalty with a regression coefficient of 0.186; Customer Trust variable shows positive results and has a significant effect on Customer Loyalty with a regression coefficient of 0.259.

**Key Words:** *Quality of Product, Brand Image, Quality of Service, Customer Trust dan Customer Loyalty*