

ABSTRACT

The development of the fashion world in Indonesia has grown rapidly. The number of new fashion retail companies is increasingly diverse from domestic and foreign brands. Therefore, each company competes to soften market share because consumer needs for fashion are increasingly diverse. Every company must have the right strategy so that the brand continues to be in demand by consumers from time to time. Zara is a retail fashion from Spain that is in demand by global consumers and in Indonesia. This research was conducted to find out how much consumer loyalty on Zara products in Bandung City can be measured from the Brand Image factor, Product Quality and Price, which factors are the benchmarks for the formation of Consumer Satisfaction so that there is a Customer Loyalty.

This study aims to determine how the influence of brand image, product quality and price on consumer loyalty through customer satisfaction as an intervening variable in ZARA products in the city of Bandung both partially and simultaneously. This research is descriptive by using quantitative methods involving 100 respondents who have visited and purchased ZARA products in Bandung with sampling through non-probability sampling techniques with a type of purposive sampling, which is taking samples by specifying specific characteristics according to the research objectives. so that it is expected to answer the research problems. The analysis technique used in this study is path analysis.

The results of the analysis show that the Brand Image (X1) variable partially influences the Consumer Authority (Y), then the Product Quality variable (X2) partially influences Customer Satisfaction (Y), then the Price variable (X3) partially influences Customer Satisfaction (Y), then the Consumer Satisfaction variable (Y) has a partial effect on Consumer Loyalty (Z). Then simultaneously there are influences of Brand Image (X1), Product Quality (X2), Price (X3), and Consumer Satisfaction (Y) have a significant effect on Consumer Loyalty (Z) ZARA in Bandung City.

Keywords: *Brand Image, Product Quality, Price, Consumer Satisfaction, Consumer Loyalty.*