

## **ABSTRACT**

E-commerce is the process of distributing, buying, selling, and marketing goods and services via the internet and other online services. Various new e-commerce sites have sprung up causing competition among e-commerce companies to become very tight. One of them is Sociolla, a beauty e-commerce company based in Indonesia that has been around for years. Since its appearance in 2015, Sociolla has managed to attract the attention of Indonesian citizens, especially people interested in beauty products and the beauty industry. This study aims to determine the effect of brand image on customer loyalty at Sociolla. Data collection was processed using a questionnaire technique that was distributed to all Sociolla users residing in Indonesia. The study population was Sociolla customers in Indonesia. The sample for this study was 433 Sociolla consumers. Data analysis will use SmartPLS 3.2.8 which results in outer model testing and inner model testing. Descriptive analysis in this study is needed to better understand the characteristics of respondents and their assessment of Sociolla. The results show that Brand Image affects Customer Loyalty at Sociolla measured using the brand image dimension, brand association. Customer satisfaction also became a factor in customers becoming loyal to Sociolla.

**Keywords: Sociolla, e-commerce, brand image, customer satisfaction, loyalty, referral, repurchase intention, reject other.**