

ABSTRACT

PT Standardpen Industries always conducts product development and innovation, this is done to expand market and product segmentation. In 2015, PT standardpen Industries launched a product called Twillo, twillo is a marker writing tool category which has the characteristic of having 2 nibs (dual tip) which adjusts the desires of consumers with various and attractive color variants.

The expansion of the market segment and the continuous innovation carried out by PT Standardpen Industries, has made the targeted market segmentation more focused. The reason is, Generation Z, which has been continuously developing, has made new potential goals. This research examines the extent to which Generation Z has responded to perceived quality, brand image and customer satisfaction on repurchase intention and customer loyalty to Twillo products from PT Standardpen Industries.

This study used quantitative method with 400 respondents, with non probability sampling techniques and purposive sampling type. Then analyzed by Smart PLS 3.3.2. From the research results, it was found that respondents' responses to variables (perceived quality and customer satisfaction) on variables (repurchase intention and customer loyalty) had a significant positive influence. However, for the variable (Brand Image to Customer Loyalty), have no significant influence

Based on the results of this study, to make Generation Z more loyal to use Twillo products, PT Standardpen must further increase its online and offline marketing activities. Another thing that can be implied to gain consumer loyalty is making promos and bundles that include Twillo products, with promos for distributors and stores. The gimmick that is given free of charge can spur an increase in loyalty of Twillo. As for online marketing activities that invite Gen Z, it can be counted as an advantage of free word of mouth on the internet. By inviting generation Z to take part in online events, workshops and giveaways that include Twillo products.

Keywords: *perceived quality, brand image, customer satisfaction, repurchase intention, customer loyalty.*