

## **ABSTRACT**

*Customer satisfaction is the most important thing in terms of consumer loyalty to a brand. With the financial literacy of Indonesian society still being very small, will it strengthen or weaken the relationship between customer satisfaction and customer loyalty to the brand. The research method used in this research is a quantitative research method by distributing questionnaires. The sample from this research was 101 respondents (Generation Z). The data was processed using the IBM SPSS 26 application. The results of this research are that customer satisfaction influences brand loyalty, financial literacy influences brand loyalty, and financial literacy is unable to moderate the influence of customer satisfaction on brand loyalty.*

*Keywords: Customer Satisfaction, Brand Loyalty, Financial Literacy*