

## Abstract

*The Body Shop is one of the cosmetic and personal care brands in Indonesia. Based on the 2019 and 2020 Top Brand Awards, The Body Shop was ranked first in the body mist and body butter categories. Both are the best care products that The Body Shop has. In this study there is a phenomenon that not all of The Body Shop's products are in demand by customers, there are still many customers who are dissatisfied, it can have an impact on customer loyalty of The Body Shop. This research was conducted to determine the results of the influence of brand image, product quality and price on customer loyalty of the body shop through the variable of customer satisfaction of The Body Shop.*

*The sampling technique used in this study used a non-probability sampling technique, namely purposive sampling technique, namely sampling by determining specific characteristics that are in accordance with the research objectives so that it is expected to be able to answer the research problem. The data analysis technique used is descriptive analysis technique and using the T test method. Based on the results of the descriptive analysis that has been carried out, it can be seen that the assessment of respondents who are 100 consumers of The Body Shop in Palu City on the independent variable brand image is in the high category, then the product quality variable is in the high enough category, and on the price variable are in the high category. Meanwhile, the respondent's response to the intervening variable customer satisfaction is in the high enough category and finally the dependent variable customer loyalty is in the high category.*

*Based on the results of the descriptive analysis that has been carried out, it can be seen that the assessment of respondents who are 100 consumers of The Body Shop in Palu City on the independent variable brand image is in the high category, then the product quality variable is in the fairly high category, and the price variable are in the high category. While the responses of respondents to the intervening variable of customer satisfaction are in the fairly high category and finally the dependent variable of customer loyalty is in the high category.*

**Keywords:** *Product Quality, Price and Customer Loyalty*