

ABSTRACT

In no time, social media has revolutionized the way internet users communicate and connect. Many users have accepted such websites to avail free services. On the internet, social media allows users to collaborate, connect and communicate with each other digitally. B2B refers to the process of selling goods or services to other businesses. Quantitative techniques are used in this study. Meanwhile, to process the data, this research uses PLS-SEM. Partial Least Square is one of the statistical methods used in (SEM). The aim is to see if there is a relationship or influence between the constructs to assess the predictive relationship between them. By word of mouth, customer satisfaction with the selling company has a large and profitable impact on the company's sales. Consumers who are happy with the service they receive are more likely to make repeat purchases, be loyal to the company, and most importantly, spread the word about the company to their friends and family. The quality of a product directly affects consumer loyalty, meaning that the higher the quality of customer service, the higher the loyalty. Customers are active in the service process, therefore the quality of the services they consume is determined by them. These findings indicate that product expectations and values are used to measure customer satisfaction. The growing variety of distinctive clothing, as well as clothing trends as people's lifestyles, shows that this industry is growing rapidly.

Keyword: B2B, Social Media, E-Business