ABSTRACT

The Fashion industry is growing quite well with the presence of technology, but consumer behavior, especially Generation Z and Millennials, has become a challenge in itself because of the low level of loyalty, based on a global survey conducted by Daymon Worldwide (2017) shows that only 29% of millennials usually buy the same brand. This is also experienced by Humblezing as an outdoor fashion brand maintaining the loyalty of its customers. Based on the relationship with the owner of Humblezing and observations in the Shopee Humblezing online store, there are still low purchases made by existing customers. So that research is carried out on Service Quality and Brand Image to find out its effect on Customer Loyalty.

The research method used in this study is a quantitative method with descriptive analysis. Sampling was carried out using a non-probability sampling technique used was purposive sampling of the number of respondents of 300 Shopee Humblezing customers. While the data analysis technique used is multiple linear regression analysis.

The results of the study based on descriptive analysis for the Service Quality variable are already in the excellent category by 89%, the Brand Image variable is already in the excellent category by 89%, the Customer Loyalty variable is already in the excellent category by 88%. It is proven in the analysis of Multiple Regressions The quality of service has a significant effect on Customer Loyalty. However, different results are shown by the Brand Image which has proven to be insignificant influencing Customer Loyalty. Cumulatively, the influence of Service Quality and Brand Image has a significant influence with an influence of 88.9% and the remaining 11.8% is influenced by other factors that are not studied.

Keywords: Quality of Service, Brand image, and Customer Loyalty