

ABSTRACT

The advancement of digital technology brought about major changes in industries, including manufacturing and services. This gave birth to e-commerce and m-commerce, which allow consumers to shop anytime and anywhere. Uniqlo, a well-known fashion brand from Japan, wants to be a strong brand that consumers love. However, the Uniqlo application on Playstore and Appstore has received complaints regarding incomplete shipping information and features. This study was conducted to determine the effect of Uniqlo m-commerce service quality on customer loyalty, with customer satisfaction as mediation.

This research uses quantitative methods, with sample collection techniques in this study using nonprobability sampling using the help of G-Power 3.1 tools with a sample size of 153 respondents. The data collection technique was carried out by distributing questionnaires using google form and SPSS 23.0 as a validity and reliability test tool, and the data results were processed using Smart-PLS 3.2.9 tools.

The results showed that assurance, Information Quality, and Personalization, have a significant positive effect on customer satisfaction of Mobile Shopping Uniqlo Id, while Responsiveness and Security have an insignificant negative effect. reliability and Usability have a positive but insignificant effect. Customer satisfaction has a significant positive effect on customer loyalty intentions and can mediate the effect of assurance, Information Quality, and Personalization on customer loyalty intentions significantly, but cannot mediate the effect of Reliability, Responsiveness, Security, and Usability.

Keyword: *Customer Loyalty Intention, Customer Satisfaction, M-Commerce, Service Quality, SmartPLS, Uniqlo*