

Abstract

This study was conducted to examine the influence of product quality and customer relationship management on customer loyalty with customer satisfaction as the intervening variable among Avoskin consumers in Bandung. The purpose of this research is to identify and analyze how product quality and customer relationship management affect customer loyalty through customer satisfaction, both directly and indirectly among Avoskin consumers in Bandung.

A quantitative approach was employed using a descriptive method and path analysis through Structural Equation Modelling - Partial Least Square (SEM-PLS). Data were collected from 100 Avoskin users selected through non-probability sampling using purposive sampling technique.

The results show that product quality has a positive and significant effect on customer loyalty through customer satisfaction. On the other hand, customer relationship management does not have a significant effect on customer satisfaction, either directly or indirectly on customer loyalty. Furthermore, customer satisfaction has a positive and significant effect on customer loyalty. These findings highlight that product quality plays a crucial role in shaping customer satisfaction and loyalty, whereas the customer relationship management strategy needs to be reevaluated to be more effective in fostering long-term relationships. This study is expected to serve as a reference for companies in developing more customer-oriented marketing strategies.

Keywords: *Product Quality, Customer Relationship Management, Customer Loyalty, Customer Satisfaction, Avoskin, SEM-PLS*