

**THE INFLUENCE OF PRICE, E-SERVICE QUALITY, BRAND
IMAGE AND SALES PROMOTION TOWARD CUSTOMER
LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATION
VARIABLE OF TOKOPEDIA CUSTOMERS IN WEST SUMATRA**

THESIS

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The Influence of Price, E-Service Quality, Brand Image and Sales Promotion Toward Customer Loyalty with Customer Satisfaction As a Mediation Variable Of Tokopedia Customers In West Sumatra

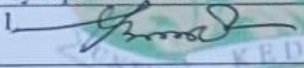
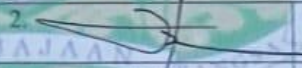
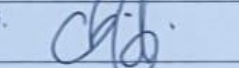
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ABSTRACT

Activities carried out by people today can now be carried out online by utilizing technological and internet developments, one of which is shopping using e-commerce. This study aims to explore the influence of price, e-service quality, brand image, and sales promotion towards customer loyalty with customer satisfaction as a mediation variable of Tokopedia customers in West Sumatra. This study applied quantitative exploratory with online survey technique. In this study, the questionnaire was administered to 220 customer of Tokopedia. The study using SmartPLS 3.0 for data analysis. This study found that e-service quality and brand image has a positive and significant influence towards customer loyalty mediated by customer satisfaction.

Keywords: Price, E-Service Quality, Brand Image, Sales Promotion, Customer Satisfaction, Customer Loyalty, Tokopedia.

This thesis is already examined and passed on March 21st, 2023. This abstract already approved by supervisor and examiners:

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