


**PENGARUH *OMNI-CHANNEL BRAND* ERIGO TERHADAP *CUSTOMER LOYALTY* DENGAN *CUSTOMER SATISFACTION* SEBAGAI VARIABEL MEDIASI PADA PENGGUNA *FASHION* DI PROVINSI DAERAH ISTIMEWA YOGYAKARTA**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *omni-channel* pada *brand* Erigo terhadap *customer loyalty* dengan *customer satisfaction* sebagai variabel mediasi pada pengguna *fashion* di Daerah Istimewa Yogyakarta. Metode penelitian ini menggunakan pendekatan kuantitatif. Teknik pengambilan sampel dalam penelitian ini menggunakan Teknik *purposive sampling*, dengan jumlah responden sebanyak 127 responden yang meliputi pengguna *fashion* produk Erigo. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* yang telah diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji analisis deskriptif, uji instrumen yang meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, linearitas dan heteroskedastisitas dan uji hipotesis yang meliputi uji t, uji sobel dan koefisien determinasi dengan bantuan program IBM SPSS *Statistic* versi 26. Hasil penelitian menunjukkan bahwa *omni-channel* berpengaruh positif dan signifikan terhadap *customer loyalty*, *omni-channel* berpengaruh positif dan signifikan terhadap *customer satisfaction*, *customer satisfaction* berpengaruh positif dan signifikan terhadap *customer loyalty* dan *customer satisfaction* memediasi hubungan antara *omni-channel* terhadap *customer loyalty*.

**Kata Kunci:** *Omni-Channel, Customer Loyalty, Customer Satisfaction*

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***THE INFLUENCE OF ERIGO'S BRAND OMNI-CHANNEL ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE FOR FASHION USERS IN THE PROVINCE SPECIAL REGION OF YOGYAKARTA***

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***Abstract***

*This study is aimed to analyze the influence of Erigo's brand omni-channel on customer loyalty with customer satisfaction as mediating variable among fashion users in the Special Region of Yogyakarta. The research employed quantitative approach. The sampling technique used was purposive sampling, with total of 127 respondents who were users of Erigo fashion products. Primary data was collected using questionnaire distributed via Google Forms, which has been tested for validity and reliability. Data analysis involved descriptive analysis, instrument testing including validity and reliability tests, classical assumption tests such as normality, linearity, and heteroscedasticity tests, and hypothesis testing including t-tests, Sobel tests, and coefficient of determination, with the assistance of IBM SPSS Statistics version 26. The results indicates that omni-channel has positive and significant effect on customer loyalty, omni-channel has positive and significant effect on customer satisfaction, customer satisfaction has positive and significant effect on customer loyalty, and customer satisfaction mediates the relationship between omni-channel and customer loyalty.*

***Keywords:*** *Omni-Channel, Customer Loyalty, Customer Satisfaction*

