

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *sharia relationship marketing*, *customer value* dan *customer satisfaction* terhadap *brand image* pada Outlet Zoya Semarang. Populasi yang digunakan dalam penelitian ini adalah pelanggan Outlet Zoya Semarang yang tidak diketahui secara pasti jumlahnya. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *Purposive Sampling*. Sampel yang diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS *versi 23*. Hasil penelitian menunjukkan bahwa variabel *sharia relationship marketing*, *customer value* dan *customer satisfaction* berpengaruh signifikan secara parsial maupun simultan terhadap *brand image*. Dan variabel *customer value* dan *customer satisfaction* mampu memediasi hubungan antara *sharia relationship marketing* dengan *brand image*.

Kata Kunci : *Sharia Relationship Marketing*, *Customer Value*, *Customer Satisfaction* dan *Brand Image*.

## **ABSTRACT**

*This study aims to analyze the influence of sharia relationship marketing, customer value and customer satisfaction on brand image in Zoya Outlet Semarang. The population used in this study were Zoya Semarang Outlet customers whose numbers were not known. The sampling technique used in this study is Purposive Sampling. The sample taken was 100 respondents with the research instrument in the form of a questionnaire. Data analysis using SPSS version 23. The results of the study showed that the sharia variable relationship marketing, customer value and customer satisfaction had a significant and partial effect on the brand image. And the customer value variable and customer satisfaction are able to mediate the relationship between sharia relationship marketing with brand image.*

*Keywords: Sharia Relationship Marketing, Customer Value, Customer Satisfaction and Brand Image.*