

## **ABSTRACT**

***Muhammad Agil Nur Ilman, 2026. The Influence of Islamic Customer Relationship Management and Brand Image on Customer Loyalty with Customer Satisfaction as an Intervening Variable (A Study of Consumers of PT Dthree Sukses Mulia, Tasikmalaya City)***

*The development of Micro, Small, and Medium Enterprises (MSME) in Tasikmalaya City has shown rapid growth, including in the Muslim fashion sector. PT Dthree Sukses Mulia is one of the Micro, Small, and Medium Enterprises (MSME) operating in this field, however it faces the problem of low customer loyalty, as indicated by the majority of customers making only a single purchase. Therefore, this study aims to analyze the influence of Islamic customer relationship management and brand image on customer loyalty through customer satisfaction as an intervening variable.*

*This research employs a quantitative approach using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). Data were obtained through the distribution of questionnaires to 215 consumers of PT Dthree Sukses Mulia. The research instruments underwent validity and reliability testing prior to analysis. The data processing was conducted using SmartPLS software.*

*The results of this study indicate that Islamic customer relationship management and brand image have a significant effect on customer satisfaction. Furthermore, Islamic customer relationship management, brand image, and customer satisfaction are proven to have a significant effect on customer loyalty. In addition, customer satisfaction acts as an intervening variable in the relationship between Islamic customer relationship management and brand image with customer loyalty.*

*This research concludes the strengthening customer relationships based on Islamic values and managing a positive brand image are important factors in increasing customer loyalty at PT Dthree Sukses Mulia. These findings provide implications for the company to improve service strategies, build a positive brand image, and enhance communication in order to establish higher-quality long-term relationships with customers.*

***Keywords: Islamic Customer Relationship Management, Brand Image, Customer Satisfaction, Customer Loyalty***