

ABSTRACT

In Indonesia, there is an MLM business community that specifically markets Oriflame products. Oriflame's revenue data shows a significant decline year over year from 2017 to 2022. Thus, based on the data showing Oriflame's revenue decline, it can be assumed that there are several factors influencing this revenue decline related to service quality and Brand Gestalt concerning customer satisfaction. The purpose of this research is to determine the influence of service quality and brand gestalt on customer satisfaction in the Multi-Level Marketing business at Oriflame. The data collection technique is through the use of questionnaires. Data analysis used the SPSS 26 application as a tool. The research method used was quantitative with a sample of 162 people. Based on the test results, it was found that the service quality variable does not have a significant effect on Customer Satisfaction in the Oriflame Multi-Level Marketing business. The Brand Gestalt variable has a positive and significant impact on Customer Satisfaction in the Oriflame Multi-Level Marketing business. The researcher hopes that future researchers are advised to add variables that influence customer satisfaction and use different calculation variations from this study to increase the level of accuracy and certainty.

Keywords: *Service Quality, Brand Gestalt, Customer Satisfaction*