

PENGARUH *PERCEIVED QUALITY*, *RISK*, *VALUE*, *CUSTOMER SATISFACTION* DAN *TRUST* TERHADAP *CUSTOMER LOYALTY* THE BODY SHOP DI SURABAYA

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INTISARI

Penelitian ini bertujuan untuk membuktikan pengaruh *Perceived quality*, *Perceived risk*, *Customer satisfaction*, *Customer trust*, dan *Perceived value* terhadap *Customer loyalty*. Objek yang digunakan pada penelitian ini adalah The Body Shop di Surabaya. Pengolahan data dilakukan dengan menggunakan SEM (Structural Equation Modeling) dengan software AMOS versi 22.0. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Responden di dalam penelitian ini adalah 158 pelanggan The Body Shop di Surabaya, pernah mengunjungi salah satu outlet The Body Shop dalam 6 bulan terakhir, dan pernah membeli dan menggunakan produk The Body Shop dalam 3 bulan terakhir. Teknik pengambilan sampel menggunakan non-probability sampling. Hasil penelitian menunjukkan bahwa *Perceived quality*, *Customer satisfaction*, *Customer trust*, dan *Perceived value* memiliki pengaruh positif dan signifikan terhadap *Customer loyalty*, sedangkan *Perceived risk* tidak berpengaruh terhadap *Customer loyalty*. Hasil penelitian juga menunjukkan bahwa *Perceived quality* dan *Perceived value* memiliki pengaruh positif dan signifikan terhadap *Customer satisfaction* dan *Customer trust*, namun *Perceived quality* memiliki pengaruh negatif dan signifikan terhadap *Perceived risk*. Pada hasil penelitian ini juga menemukan bahwa *Perceived risk* memiliki pengaruh negatif dan signifikan terhadap *Customer satisfaction* dan *Customer trust*, ditemukan juga *Customer satisfaction* memiliki pengaruh positif dan signifikan terhadap *Customer trust*.

Kata kunci: *Customer Loyalty*, *Customer Satisfaction*, *Perceived Quality*

***IMPACT OF PERCEIVED QUALITY, RISK, VALUE, CUSTOMER SATISFACTION AND TRUST TOWARDS CUSTOMER LOYALTY
THE BODY SHOP IN SURABAYA***

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ABSTRACT

This study aims to prove the effect of Perceived quality, Perceived risk, Customer satisfaction, Customer trust, and Perceived value on Customer loyalty. The object used in this study is The Body Shop in Surabaya. Data processing was performed using SEM (Structural Equation Modeling) with AMOS software version 22.0. The data used are primary data obtained from distributing questionnaires. Respondents in this study were 158 of The Body Shop customers in Surabaya, which had visited one of The Body Shop outlet the last 6 months, and had bought and used one of The Body Shop products the last 6 months. The sampling technique uses non-probability sampling. The results showed that Perceived quality, Customer satisfaction, Customer trust, and Perceived value had a positive and significant effect on Customer loyalty, while Perceived risk had no effect on Customer loyalty. The results also show that Perceived quality and Perceived value has a positive and significant effect on Customer satisfaction and Customer trust, then Perceived quality has a negative and significant effect on Perceived risk. The results identified that Perceived risk has a negative and significant effect on Customer satisfaction and Customer trust, and Customer satisfaction has a positive and significant effect on Customer trust.

Keywords: Customer Loyalty, Customer Satisfaction, Perceived Quality