

## ABSTRAK

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### **PENGARUH *PERCEIVED VALUE*, KEPUASAN PELANGGAN, KEPERCAYAAN PELANGGAN TERHADAP LOYALITAS PELANGGAN PADA *OUTLET NIKE* DI JAKARTA**

(xiv + 151 halaman; 8 gambar; 32 tabel; 10 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh *perceived value*, kepuasan pelanggan, kepercayaan pelanggan terhadap loyalitas pelanggan pada outlet Nike di Jakarta. Penelitian ini dilakukan di Jakarta dengan melibatkan 114 konsumen pria dan wanita generasi milenium. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 48 pertanyaan dengan Skala Likert 1 – 5 berdasarkan metode *non-probability sampling* dengan teknik *convenience sampling*. Data dianalisis dengan metode *SEM* berbasis *SmartPLS 3*. Hasil penelitian ini menyatakan bahwa Hasil penelitian menunjukkan bahwa *perceived value* berpengaruh positif terhadap loyalitas pelanggan dan kepuasan pelanggan. Hasil penelitian ini juga menunjukkan bahwa kepuasan pelanggan berpengaruh positif terhadap kepercayaan pelanggan dan kepercayaan pelanggan memiliki pengaruh yang positif terhadap loyalitas pelanggan. Meski demikian, dari hasil penelitian ini didapatkan hasil bahwa kepuasan pelanggan tidak berpengaruh positif terhadap loyalitas pelanggan. Penelitian ini dapat digunakan sebagai masukan bagi outlet Nike untuk memberikan pelayanan yang lebih baik kepada konsumen sehingga konsumen bukan hanya memiliki kepuasan terhadap suatu produk tetapi juga dapat memiliki loyalitas serta harapan yang tinggi terhadap produk Nike.

Referensi : 77 (1986 - 2014)

Kata Kunci : *Perceived Value*, Kepuasan Pelanggan, Kepercayaan Pelanggan, Loyalitas Pelanggan

## ABSTRACT

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***THE IMPACT OF STATUS CONSUMPTION TO SHOPPING STYLE: A STUDY OF MILLENNIALS MALE CONSUMERS ON FASHION PRODUCTS***

(xiv + 151 halaman; 6 gambar; 32 tabel; 10 lampiran)

This study was conducted to determine the effect of perceived value, customer satisfaction, customer trust on customer loyalty at Nike outlets in Jakarta. This research was conducted in Jakarta involving 114 male and female consumers of the millennial generation. Data was collected by distributing questionnaires containing 48 questions with a Likert scale of 1 – 5 based on non-probability sampling method with convenience sampling technique. The data were analyzed using the SEM method based on SmartPLS 3. The results of this study stated that the results showed that perceived value had a positive effect on customer loyalty and customer satisfaction. The results of this study also shows that customer satisfaction has a positive effect on customer trust and customer trust has a positive effect on customer loyalty. However, from the results of this study, it was found that customer satisfaction did not have a positive effect on customer loyalty. The result of this research can be used as an input for Nike outlets to provide better service to consumers so that consumers not only have satisfaction with its product but also create a relationship to build loyalty and high perceived value expectations for Nike products.

*Reference* : 77 (1986 - 2014)

*Key Words* : *Perceived Value, Customer Satisfaction, Trust, Customer Loyalty*

