ABSTRAK

Pada zaman sekarang orang cenderung memilih sesuatu yang serba instan dan lebih berpola hidup konsumtif apalagi didukung dengan banyaknya produsen makanan yang menyediakan makanan praktis/instan (*fast food*) untuk dikonsumsi. Makanan yang praktis untuk dikonsumsi diantaranya yaitu mie instan. Salah satu merk mie instan yang sudah sangat dikenal dan menjadi favorit bagi sebagian besar warga Indonesia adalah Indomie. Harga Indomie yang ekonomis dan cita rasanya yang telah disesuaikan dengan selera Indonesia membuat produk mie instant Indomie sangat digemari oleh masyarakat.

Penelitian ini ditujukan untuk mengetahui dan menganalisa pengaruh variabel *Perceived Quality* terhadap *Customer Loyalty* melalui *Perceived Value*, *Customer Satisfaction*, dan *Customer Trust* pada konsumen Indomie di Surabaya.

Sampel yang digunakan pada penelitian ini yaitu berdasarkan data dari 100 responden yang berjenis kelamin laki – laki dan perempuan, berdomisili di Surabaya, dengan batasan usia 18 – 60 tahun. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS sebagai software untuk mengolah data. Hasil analisis menunjukkan bahwa *Statistical product and service solutions* (SPSS) dengan software 22.0 sebagai software untuk mengolah data.

Temuan empiris tersebut mengindikasikan bahwa pengaruh *Customer Satisfaction* terhadap *Customer Trust* memiliki koefisien regresi paling tinggi dengan nilai sebesar 0.588. *Perceived Quality* terhadap *Perceived Value* dengan koefisien regresi sebesar 0.528. *Perceived Quality* dengan *Customer Satisfaction* dengan koefisien regresi sebesar 0.511. *Customer Trust* dengan *Customer Loyalty* dengan koefisien regresi sebesar 0.370. *Customer Satisfaction* dengan *Customer Loyalty* dengan koefisien regresi sebesar 0.270.

Kata Kunci: *Perceived Quality, Perceived Value, Customer Satisfaction, Customer Trust, Customer Loyalty.*

ABSTRACT

Nowadays, people seems to prefer something that is instant, and they're so into consumerism which is supported by so many food manufacturers providing instant (fast) food to be consumed. One example of food that can be consumed instantly is instant noodle. One of the instant noodle brand which is famous and become most Indonesian's favorite is Indomie. The affordable price and the taste that is already customized according to Indonesian's taste makes this product became very popular among Indonesian.

This research is intended to find out and analysing the influence of variables *Perceived Quality* towards *Customer Loyalty* by Perceived Value, *Perceived Value*, *Customer Satisfaction*, and *Customer Trust* to Indomie customers at Surabaya.

Samples that are used in this research is based on the data from 100 respondent of man and woman, living at Surabaya, with an age limit of 18 – 60 years old. For processing and analysing data in this research that is using SPPS as software to process data. The analyse shows that *Statistical product and service solutions* (SPSS) with the software 22.0 as the software to process data.

Those empirical findings indicate the influence of *Customer Satisfaction* towards *Customer Trust* has the highest regression coefficient with a value of 0.588. *Perceived Quality* towards *Perceived Value* with the regression coefficient as high as 0.528. *Perceived Quality* dengan *Customer Satisfaction* with the regression coefficient as high as 0.511. *Customer Trust* with *Customer Loyalty* with the regression coefficient as high as 0.370. *Customer Satisfaction* with *Customer Loyalty* with the regression coefficient as high as 0.270.

Keywords: *Perceived Quality, Perceived Value, Customer Satisfaction, Customer Trust, Customer Loyalty.*