

ABSTRAK

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PENGARUH FAKTOR-FAKTOR DETERMINAN TERHADAP LOYALITAS KONSUMEN DENGAN KEPUASAN SEBAGAI VARIABEL MEDIATOR PADA *AESTHETIC CLINIC*

Tujuan dari penelitian ini adalah untuk menyelidiki dampak persepsi kualitas, persepsi nilai biaya, identitas merek, interaksi pelanggan, dan lokasi toko terhadap loyalitas pelanggan, dengan kepuasan pelanggan bertindak sebagai mediator. Penelitian ini difokuskan pada pasien dari XYZ Beauty Clinic Group di Jakarta. Penelitian ini dilakukan di Jakarta dan melibatkan 186 pasien dari XYZ Beauty Clinic Group di Jakarta. Proses pengumpulan data melibatkan distribusi survei online dengan memanfaatkan aplikasi Google Form. Kuesioner menggunakan Skala Likert dengan format skala 5. Metode analisis data yang digunakan dalam penelitian ini meliputi analisis deskriptif, yang melibatkan penentuan mean, median, modus, dan simpangan baku. Selain itu, analisis inferensial dilakukan dengan menggunakan pendekatan partial least square (PLS) atau PLS-SEM. Temuan menunjukkan bahwa Perceived Quality, Store Location, dan Customer Satisfaction memberikan dampak yang baik dan substansial terhadap Customer Loyalty. Variabel Perceived Value of Cost, Brand Identification, dan Customer Engagement tidak menunjukkan dampak yang positif dan signifikan secara statistik terhadap Customer Loyalty. Kualitas yang Dirasakan, Nilai Biaya yang Dirasakan, Identifikasi Merek, Keterlibatan Pelanggan, dan Lokasi Toko memberikan dampak positif dan substansial terhadap Kepuasan Pelanggan. Loyalitas Pelanggan dipengaruhi secara positif dan signifikan oleh Kualitas yang Dirasakan, Nilai Biaya yang Dirasakan, Identifikasi Merek, Keterlibatan Pelanggan, dan Lokasi Toko, yang dimediasi oleh Kepuasan Pelanggan.

Kata Kunci : *Brand Identification, Customer Engagement, Customer Loyalty, Customer Satisfaction, Perceived Quality, Perceived Value of Cost, Store Location*

Referensi : 135 (2014–2024)

ABSTRACT

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THE INFLUENCE OF DETERMINANT FACTORS ON CUSTOMER LOYALTY WITH SATISFACTION AS A MEDIATING VARIABLE IN AESTHETIC CLINICS

The purpose of this study was to determine the effect of perceived quality, perceived cost value, brand identity, customer engagement, and store location on customer loyalty in XYZ Beauty Clinic Group patients in Jakarta. This study also examines the role of customer satisfaction as a mediator in the relationship. This study was conducted in Jakarta with 186 research subjects from XYZ Beauty Clinic Group in Jakarta. The data collection process was carried out by distributing online surveys through the Google Form application using a Likert Scale with a 5 -point format. The data analysis methodology used in this study was to conduct descriptive analysis by calculating central tendency measures such as mean, median, mode, and standard deviation. In addition, inferential analysis was carried out using the partial least squares (PLS) or PLS-SEM technique. The results showed that Perceived Quality, Store Location, and Customer Satisfaction had a positive and significant effect on Customer Loyalty. The variables Perceived Value of Cost, Brand Identification, and Customer Engagement did not show a positive and statistically significant effect on Customer Loyalty. Perceived Quality, Perceived Cost Value, Brand Identification, Customer Involvement, and Store Location have a positive and substantial impact on Customer Satisfaction. Customer Loyalty is positively and significantly influenced by Perceived Quality, Perceived Cost Value, Brand Identification, Customer Involvement, and Store Location, all of which are mediated by Customer Satisfaction.

Keyword : *Brand Identification, Customer Engagement, Customer Loyalty, Customer Satisfaction, Perceived Quality, Perceived Value of Cost, Store Location*

References: 135 (2014–2024)