

## ABSTRAK

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ANALISIS PENGARUH PERCEIVED QUALITY, SERVICE QUALITY, PERCEIVED VALUE, TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION PADA PELANGGAN STARBUCKS PAKUWON MALL DI SURABAYA

(xiv + 74 halaman + 6 gambar + 20 tabel + 3 lampiran)

Penelitian ini menganalisis pengaruh Perceived Quality, Service Quality, dan Perceived Value terhadap Customer Loyalty dengan Customer Satisfaction sebagai mediasi pada pelanggan Starbucks di Surabaya. Metode Partial Least Squares-Structural Equation Modeling (PLS-SEM) digunakan untuk menguji hubungan langsung dan tidak langsung antar variabel serta kekuatan pengaruhnya melalui uji f-squared. Data diperoleh dari kuesioner pada responden berdomisili di Surabaya, berusia 18–60 tahun, dan telah membeli di Starbucks minimal dua kali dalam tiga bulan terakhir. Hasil menunjukkan bahwa Perceived Quality, Service Quality tidak berpengaruh positif signifikan terhadap Customer Loyalty, baik langsung maupun melalui Customer Satisfaction. Namun, Perceived Value baik secara langsung dan melalui mediasi oleh Customer Satisfaction, tetap memberikan pengaruh yang positif dan signifikan pada Customer Loyalty. Pengujian f-squared mengungkap bahwa Perceived Value memiliki nilai signifikansi yang lebih besar. Temuan ini sejalan dengan studi sebelumnya yang menyoroti pentingnya nilai persepsi dalam meningkatkan kepuasan dan loyalitas pelanggan. Implikasi teoritisnya adalah memperkuat pemahaman tentang peran kepuasan pelanggan sebagai mediator dalam loyalitas pelanggan. Secara manajerial, Starbucks disarankan memprioritaskan peningkatan kualitas layanan dan kualitas nilai untuk memperkuat kepuasan serta loyalitas pelanggan.

**Kata kunci:** *Perceived Quality, Service Quality, Perceived Value, Customer Loyalty, Customer Satisfaction.*

## ***ABSTRACT***

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**ANALYSIS OF THE INFLUENCE OF PERCEIVED QUALITY, SERVICE QUALITY, AND PERCEIVED VALUE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AMONG STARBUCKS CUSTOMERS AT PAKUWON MALL IN SURABAYA**

(xiv + 74 pages + 6 figure + 20 table + 3 appendices)

This study analyzes the impact of Perceived Quality, Service Quality, and Perceived Value on Customer Loyalty with Customer Satisfaction as a mediator among Starbucks customers in Surabaya. The Partial Least Squares-Structural Equation Modeling (PLS-SEM) method was used to examine both direct and indirect relationships between variables and the strength of their effects through f-squared testing. Data was collected via a questionnaire from respondents residing in Surabaya, aged 18–60, who had purchased from Starbucks at least twice in the last three months. The results show that Perceived Quality and Service Quality do not have a significant positive effect on Customer Loyalty, either directly or through Customer Satisfaction. However, Perceived Value, both directly and through Customer Satisfaction mediation, significantly and positively impacts Customer Loyalty. The f-squared testing reveals that Perceived Value has a larger significance value. These findings align with previous studies emphasizing the importance of perceived value in enhancing customer satisfaction and loyalty. The theoretical implication is the reinforcement of understanding the role of customer satisfaction as a mediator in customer loyalty. Managerially, it is recommended that Starbucks prioritize improving service quality and perceived value to strengthen customer satisfaction and loyalty.

**Kata kunci:** *Perceived Quality, Service Quality, Perceived Value, Customer Loyalty, Customer Satisfaction.*