

Pengaruh *Perceived Quality* dan *Perceived Value of Cost* terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada Fresh.Co

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ABSTRACT: This study aims to identify the significant influence of *Perceived Quality* and *Perceived Value of Cost* to Customer Loyalty through Customer Satisfaction on Fresh.co using quantitative research methodology. The results of the study indicate that there is a positive and insignificant influence between *Perceived Quality* and Customer Loyalty, a positive and significant influence between *Perceived Value of Cost* and Customer Loyalty, a positive and significant influence between *Perceived Quality* and Customer Satisfaction, a positive and significant influence between *Perceived Value of Cost* and Customer Loyalty, a positive and significant influence between Customer Satisfaction and Customer Loyalty. Meanwhile, Customer Satisfaction mediates fully and significantly the relation between *Perceived Quality* and Customer Loyalty. Customer Satisfaction also mediates partially and significantly the relation between *Perceived Value of Cost* and Customer Loyalty.

Keywords: *Perceived value of cost, Perceived quality, Customer Loyalty, Customer Satisfaction*

ABSTRAK: Penelitian ini bertujuan untuk mengidentifikasi pengaruh signifikan dari *Perceived Quality* dan *Perceived Value of Cost* terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada Fresh.co menggunakan metode kuantitatif. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan tidak signifikan antara *Perceived Quality* dan Loyalitas Pelanggan, pengaruh positif dan signifikan antara *Perceived Value of Cost* dan Loyalitas Pelanggan, pengaruh positif dan signifikan antara *Perceived Quality* dan Kepuasan Pelanggan, pengaruh positif dan signifikan antara *Perceived Value of Cost* dan Kepuasan Pelanggan, pengaruh positif dan signifikan antara Kepuasan Pelanggan dan Loyalitas Pelanggan. Sementara itu, Kepuasan Pelanggan memediasi secara penuh dan signifikan hubungan antara *Perceived Quality* dan Loyalitas Pelanggan. Kepuasan Pelanggan juga memediasi secara parsial dan signifikan hubungan antara *Perceived Value of Cost* dan Loyalitas Pelanggan.

Keywords: *Perceived value of cost, Perceived quality, Loyalitas Pelanggan, Kepuasan Pelanggan.*

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