

THE INFLUENCE OF PERCEIVED VALUE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AND CUSTOMER ENGAGEMENT AS A MEDIATING VARIABLE ON CUSTOMERS PT.JINOM PONOROGO

Abdul Mu'iz Ihsan¹, Agus Hermawan², Agung Winarno³

¹²³Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

E-mail: abdul.muiz.2104138@students.um.ac.id

ABSTRACT

The purpose of this analysis is to determine the direct and indirect effects of perceived value on customer loyalty through customer satisfaction and customer engagement on PT JINOM Ponorogo customers. This type of research is descriptive and explanatory research, with a quantitative approach. For data processing using SEM-PLS. Questionnaire survey data was collected using Google Forms. The sample in this study was 208 customers of PT JINOM Ponorogo. The findings show that Perceived value (X) has a positive and significant effect on customer loyalty (Y). Perceived value (X) has a positive and significant effect on customer satisfaction (Z1). Perceived value (X) has a positive and significant effect on customer engagement (Z2). Customer satisfaction (Z1) has a positive and significant effect on customer loyalty (Y). Customer engagement (Z2) has a positive and significant effect on customer loyalty (Y). Customer satisfaction (Z1) has a positive and significant effect on mediating perceived value (X) on customer loyalty (Y). Customer engagement (Z2) has a positive and significant effect on mediating Perceived value (X) on customer loyalty (Y).

Keywords:

Perceived Value,
Customer Loyalty,
Customer
Satisfaction,
Customer
Engagement

INTRODUCTION

The development of information technology in recent decades is very rapid. information technology and telecommunications play an important role in human life. The internet is the latest and most up-to-date information media containing information data that can be accessed globally. Through the internet people can exchange information without having to meet face to face, making it easier for someone's work.

A survey conducted by the Association of Indonesian Internet Network Organizers (APJII) revealed that internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period which amounted to 210.03 million users. The number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77 million. In this condition, every telecommunication service provider must be increasingly clever in setting strategies to get the attention of consumers to create and form loyalty.

Having internet access has many positive impacts on society. But unfortunately, not all villages in Indonesia can enjoy internet facilities. The biggest obstacle in equalizing the internet network is uneven geographical conditions. So it requires large funds to build infrastructure. One of the Internet service providers that can reach remote villages with its slogan "Leading Open Access" is PT. JINOM Network Indonesia.

Customer loyalty is a long-term commitment of a customer, the main goal of

business people is to achieve customer loyalty, with customer loyalty will get long-term dividends as long as the business stands (Sangadji and Sopiah 2013).

In fostering customer loyalty, PT JINOM Ponorogo must increase customer satisfaction and establish a relationship between customers and the company, through the perception of what value has been obtained from PT JINOM Ponorogo's products and services. Customer satisfaction is a comparison of the quality of goods or services felt by customers with the wants, needs, and expectations of customers, and if the customer has reached a sense of satisfaction, there will be repeat purchases or customer loyalty to goods or services (Firmansyah & Prihandono, 2018). Satisfaction is a function of perceptions or impressions of performance and expectations. (Darmadi et al 2021). This relates to the customer satisfaction provided by PT JINOM Ponorogo in the form of responsive and fast service quality in handling complaints from customers.

One of the efforts to make a customer loyal is to create consumer engagement. Customer engagement can be considered as a behavior derived from rational and emotional feelings that can act to maintain customer loyalty to company services (Bowden 2009). Customer engagement has an important role in improving company performance through word-of-mouth by consumers about products, services, brands, experiences, and values (Amir et al., 2020). This is also related to customer engagement on perceived value at PT JINOM Ponorogo in the form of good perception of value from the experience that has been felt from PT JINOM products, from this experience it will be retold to others. So that it will increase the value of sales in the form of installation of new customers. Perceived value plays an important role in shaping customer satisfaction and customer engagement in increasing customer loyalty. The more quality the products and services provided by the company, the better the customer value will be and the higher the satisfaction felt by the customer.

Meanwhile, customer involvement also plays a role in making a direct contribution to the development of the company's products and services, so that the better the products and services provided by the company, the better the perceived value of these products and services. Customer perceptions of decreased customer loyalty occur due to problems related to the value that customers feel is not following what customers expect for the internet usage provided at the cost incurred by the customer. So that causes emotions to switch to another provider (Meryawan et al., 2022).

So the author is interested in examining this problem in his thesis research entitled "The Effect of Perceived Value on Customer Loyalty Through Customer Satisfaction and Customer Engagement as Mediating Variables for Customers of PT.JINOM Ponorogo".

METHOD

This type of research is descriptive and explanatory research, with a quantitative approach. Descriptive research is used to explain problems related to perceived value, customer loyalty, customer satisfaction, and customer engagement in PT JINOM Ponorogo customers. Meanwhile, explanatory research is used to determine the relationship between variables regarding perceived value, customer loyalty, customer satisfaction, and customer engagement. In this research design,

the analysis used is SEM-PLS analysis. The instrument used is a questionnaire conducted through Google Forms with a 5-point Likert scale. The research instrument was tested for validity and reliability. The research design model in this study is depicted in the following figure;

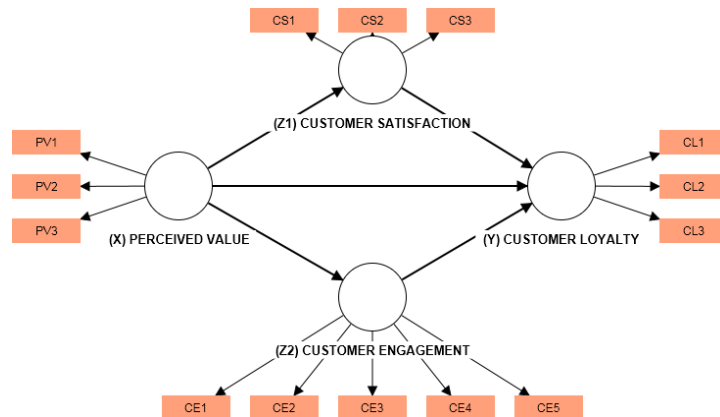


Figure 1. Research Design Model

The population of this study amounted to 4,750 customers, namely all of PT JINOM Ponorogo's customers. The sampling technique used in the study is one of the nonprobability sampling techniques, namely the incidental sampling technique. Based on the initial survey data processing, it was found that the estimated proportion of customers who subscribed on the recommendation of others was 83%, so the calculation of the research sample size was carried out using the Sample Size Calculator. Thus, from the results of the data collection that has been obtained, it can be determined that the sample is 208 respondents.

RESULTS AND DISCUSSION

Descriptive Analysis

a. *Perceived Value (X)*

Perceived value (X) in this study has 3 indicators including Benefit, Quality/Performance Value, and Price. The average customer loyalty variable is 4.05 with an effective/high meaning. It can be concluded that product benefits, service quality, and price are the Perceived Value of Provider PT JINOM Ponorogo in the internet network world so that it can increase customer loyalty.

b. *Customer Loyalty (Y)*

Customer loyalty in this study is measured by 3 indicators, namely making regular repeat purchases, saying positive things, and recommending to others. The average customer loyalty variable is 4.47 with a very effective/high category. It can be concluded that customer commitment to using PT JINOM Ponorogo's products or services for a long period and recommending them to others can increase customer loyalty.

c. *Customer Satisfaction (Z1)*

Customer Satisfaction (Z1) in this study has 3 indicators, including conformity

to expectations, service quality, and emotional factors. an average of 4.35 with a very effective / very high meaning. It can be concluded that the positive attitudes or feelings that arise from customers towards the experience of using PT JINOM products and services, these products and services provide customer satisfaction itself so that can increase customer loyalty.

d. **Customer Engagement (Z2)**

Customer Engagement in this study is measured by 5 indicators, namely Enthusiasm, Attention, Absorption, Interaction, and Identification. average of 4.28 with a very effective / very high meaning. It can be concluded that the positive attitudes or feelings that arise from customers towards the experience of using PT JINOM products and services, these products and services provide customer satisfaction itself so that can increase customer loyalty.

Outer Model Analysis

Measurement model analysis (outer model) is carried out to ensure that the measurement used is feasible or used as a measurement.

Table 1. Outer Model Analysis

| Variable | Indicator | Outer Loading | P-Value | Outer VIF | Explanation |
|------------------------------|-----------|---------------|---------|-----------|-------------|
| <i>Perceived Value</i> | PV1 | 0.816 | 0.000 | 1.473 | Valid |
| | PV2 | 0.794 | 0.000 | 1.392 | Valid |
| | PV3 | 0.765 | 0.000 | 1.298 | Valid |
| <i>Customer Loyalty</i> | CL1 | 0.781 | 0.000 | 1.472 | Valid |
| | CL2 | 0.839 | 0.000 | 1.627 | Valid |
| | CL3 | 0.835 | 0.000 | 1.494 | Valid |
| <i>Customer Satisfaction</i> | CS1 | 0.849 | 0.000 | 1.503 | Valid |
| | CS2 | 0.732 | 0.000 | 1.304 | Valid |
| | CS3 | 0.792 | 0.000 | 1.386 | Valid |
| <i>Customer Engagement</i> | CE1 | 0.804 | 0.000 | 1.940 | Valid |
| | CE2 | 0.770 | 0.000 | 1.709 | Valid |
| | CE3 | 0.801 | 0.000 | 1.857 | Valid |
| | CE4 | 0.821 | 0.000 | 2.008 | Valid |
| | CE5 | 0.833 | 0.000 | 2.114 | Valid |

The variables in this study have met the criteria, namely the loading factor value > 0.7 which proves that the entire instrument is valid. The overall significance value indicated by the p-value < 0.05 proves that the research instrument is significant. Furthermore, the formative measurement model (outer VIF) where the estimation results for the entire instrument show the outer VIF value < 5 which proves that there is no multicollinearity between measurement items. This proves that each variable has been able to be explained by its indicators because it has met the requirements of convergent validity.

Determinant Coefficient (R^2) and (Q^2)

The inner model aims to test the relationship between latent variables by seeing how much variance can be explained. The R Square and Q Square values in this study are to determine the predictive power of the structural model of each endogenous latent variable.

Table 2. Determinant Coefficient (R^2) and (Q^2)

| Variable | R-square | Q ² predict |
|------------------------------|----------|---------------------------|
| <i>Customer loyalty</i> | 0.633 | 0.466 |
| <i>Customer Satisfaction</i> | 0.469 | 0.454 |
| <i>Customer Engagement</i> | 0.626 | 0.618 |

The R-squares value of the customer loyalty variable is 63.3%. This shows that the customer loyalty variable can be explained by the Perceived Value, Customer Satisfaction, and Customer Engagement variables by 63.3%. Meanwhile, the remaining 36.7% is explained by other variables not discussed in this study. Furthermore, the Perceived value of Customer Satisfaction is 46.9%. The remaining 53.1% is explained by other constructs that are not explained in this study. Then Perceived Value of Customer Engagement is 62.6%. The remaining 37.4% is explained by other constructs that are not explained in this study. It can be concluded that the R square value on the purchase intention and brand image variables is <0.75. This shows that the purchase interest and brand image variables have a moderate relationship.

The predicted Q square value > 0 in this study shows that the customer loyalty variable with a value of 0.466, Customer Satisfaction with a value of 0.454, and Customer Engagement with a value of 0.618 has predictive relevance. This states that the variables in this study have a high level of prediction accuracy. every change in the Perceived Value variable can predict every change in customer loyalty.

Hypothesis Testing

Hypothesis testing is carried out to determine whether a hypothesis can be accepted or rejected by looking at the t-statistic value > 1.96 and p-value < 0.05, it is stated that the relationship between variables is significant. Hypothesis analysis tests were carried out with smartPLS 4.0 software.

Table 3. Path Coefficient

| Hypothesis | Path Coefficient | P- value | F- Square | Explanation |
|---|---------------------|-------------|--------------|-------------|
| <i>Perceived Value -> Customer Loyalty</i> | 0.167 | 0.023 | 0.028 | Accepted |
| <i>Perceived Value -> Customer Satisfaction</i> | 0.685 | 0.000 | 0.882 | Accepted |
| <i>Perceived Value -> Customer Engagement</i> | 0.791 | 0.000 | 1.671 | Accepted |
| <i>Customer Satisfaction -> Customer loyalty</i> | 0.184 | 0.024 | 0.035 | Accepted |
| <i>Customer Engagement -> Customer loyalty</i> | 0.507 | 0.000 | 0.180 | Accepted |

Table 4. Analysis Mediation

| Hypothesis | Path Coefficient | P-value | Explanation |
|---|------------------|---------|-------------|
| <i>Perceived Value -> Customer Satisfaction -> Customer loyalty</i> | 0.397 | 0.000 | Diterima |
| <i>Customer Loyalty -> Customer Engagement -> Customer loyalty</i> | 0.126 | 0.039 | Diterima |

Based on the results of hypothesis testing above, the influence between variables can be explained as follows:

H1: There is a positive and significant influence between Perceived Value on Customer Loyalty for PT JINOM Ponorogo provider customers. Based on Table 4, it is explained that the path coefficient is 0.167 with a p-value of 0.023, thus H1 is accepted.

H2: There is a positive and significant influence between Perceived Value on Customer Satisfaction for customers of PT JINOM Ponorogo provider. Based on Table 4, it is explained that the path coefficient is 0.685 with a P value of 0.000, thus H2 is accepted.

H3: There is a positive and significant influence between Perceived Value on Customer Engagement for PT JINOM Ponorogo provider customers. Based on Table 4, it is explained that the path coefficient is 0.791 with a P value of 0.000, thus H3 is accepted.

H4: There is a positive and significant influence between Customer Satisfaction on Customer loyalty for PT JINOM Ponorogo provider customers. Based on Table 4, it is explained that the path coefficient is equal to 0.184 with a P value of 0.024, thus H4 is accepted.

H5: There is a positive and significant influence between Customer Engagement on Customer loyalty for PT JINOM Ponorogo provider customers. Based on Table 4, it is explained that the path coefficient is equal to 0.507 with a P value of 0.000, thus H5 is accepted.

H6: There is an indirect influence between Perceived Value on Customer loyalty through Customer Satisfaction for PT JINOM Ponorogo provider customers. Based on Table 4.24, it is explained that the path coefficient of Perceived Value on Customer loyalty through Customer Satisfaction is 0.397 with a P value of 0.000, thus H6 is accepted.

H7: There is an indirect influence between Customer Loyalty on Customer loyalty through Customer Engagement of PT JINOM Ponorogo provider customers. Based on Table 4.24, it is explained that the path coefficient of the effect of Customer Loyalty on Customer loyalty through Customer Engagement is 0.126 with a P value of 0.039, thus H7 is accepted.

DISCUSSION

The Effect of Perceived Value (X) on Customer Loyalty (Y) for Customers of PT JINOM Ponorogo

The results of this study indicate that Perceived Value has a positive and significant influence on Customer Loyalty at Customer PT JINOM Ponorogo, the better the Perceived Value, the higher the level of customer loyalty at Provider PT

JINOM Ponorogo. This can be created because of Perceived Value or perceived value for the products and services that have been used by customers. The products and services offered by PT JINOM are following the benefits expected by customers. Because the higher the perceived value, the more customer loyalty increases. The most valuable aspects of perceived value are components and benefits, such as product quality, which can provide comfort and constant performance, and brand or image support services, which can give a good impression (Farahdibaj et al., 2023).

So it can be concluded that the value felt by customers will provide a stimulus to continue using PT JINOM Ponorogo products so that it can increase customer loyalty. Thus, the results of this study are supported by research (Fitriana & Susanti, 2022) which states that Perceived Value has a positive and significant effect on Customer Loyalty.

The Effect of Perceived Value (X) on Customer Satisfaction (Z1) for Customers of PT JINOM Ponorogo

Hasil penelitian ini menunjukkan bahwa *Perceived Value* memiliki pengaruh positif and significant to Customer Satisfaction at Customer PT JINOM Ponorogo, in this case the better the perceived value, the higher the customer satisfaction at the provider PT JINOM Ponorogo. PT JINOM Ponorogo has the advantage of a good internet source compared to other providers. The value that customers perceive will become satisfaction and other positive actions that customers are likely to take. Perceived value is the difference between a prospective customer's assessment of all the benefits and costs of an offer against its alternatives (Malini et al., 2018) Customer assessments of the products and services provided that are not satisfactory will make customers disappointed and will harm the company. This will have a long impact on the sustainability of the company. If the quality of products and services is not improved, it will result in the company continuing to decline so that consumers will not use the services/products of the company. Therefore, customer assessment of the services provided will create customer satisfaction (Badriyah et al., 2022). This can happen because Perceived value is one of the benchmarks used by companies in influencing customer satisfaction.

The results of this study are supported by research conducted by Subagio and Saputra (2012) where perceived value has a significant effect on customer satisfaction.

The Effect of Perceived Value (X) on Customer Engagement (Z2) for Customers of PT JINOM Ponorogo

The results of this study indicate that Perceived Value has a positive and significant influence on Customer Engagement at PT JINOM Ponorogo Customers. PT JINOM Ponorogo customers are very confident that the quality of products and good service is the Perceived Value of the PT JINOM Ponorogo provider. The value perceived by consumers for the goods that have been used will form an involvement and interaction of consumers with the company based on consumers' emotions towards the company for loyalty on an ongoing basis. Perceived Value will form a customer and company interaction, with this involvement customers can contribute directly to PT JINOM Ponorogo in developing PT JINOM Ponorogo services. This can be attributed to PT JINOM Ponorogo that the company that runs on this internet

network provider has a complaint feature through an Android-based application, so this feature will make benefit for customers to communicate directly, be it related to complaints or contributions related to development. The results of this study are supported by research conducted by Purnami & Kusuma (2017) perceived value has a positive and significant influence on customer engagement.

The Effect of Customer Satisfaction (Z1) on Customer Loyalty (Y) at PT JINOM Ponorogo Customers

The results of this study indicate that Customer Satisfaction has a positive and significant influence on customer loyalty at Customer PT JINOM Ponorogo, the better the customer satisfaction, the higher the level of customer loyalty at Provider PT JINOM Ponorogo. According to A. L. Setiawan, (2014) Companies that provide good quality services and products to customers will cause customer satisfaction, and in the long term, of course, will generate customer loyalty. This can be created because of customer satisfaction or customer satisfaction with the products and services that have been used by customers. Provider PT JINOM Ponorogo in providing services to customers is very responsive, good, and fast. This can increase customer satisfaction so that customers will recommend it to others. The results of this study are supported by research conducted by Fitriana & Susanti (2022).

The Effect of Customer Engagement (Z2) on Customer loyalty (Y) at PT JINOM Ponorogo Customers

The results of this study indicate that Customer Engagement has a positive and significant influence on customer loyalty at Customer PT JINOM Ponorogo, the better the customer engagement, the higher the level of customer loyalty at Provider PT JINOM Ponorogo. This can be created because of customer engagement or customer involvement in the products and services that have been used by customers. Customer engagement is important and contributes to increasing customer loyalty. Customer relationships are believed to be a way to maintain customer loyalty and loyalty, companies can increase profits by having loyal customers, so companies do not need to spend a lot of money and resources looking for new customers (Richard L. Oliver, 2010). The results of this study are supported by research by Marta et al. (2019) proves that customer engagement has a significant positive effect on customer loyalty.

The Effect of Perceived Value (X) on Customer Loyalty (Y) through Customer Satisfaction (Z1) at PT JINOM Ponorogo Customers

The results of this study indicate that Customer Satisfaction has a positive and significant effect on mediating Perceived Value on customer loyalty at PT JINOM Ponorogo Customers, The role of Perceived Value in influencing customer loyalty is a form of overall customer assessment of the benefits of products or services, service quality, price, emotional and social value of a product or service based on perceptions of what customers receive and provide. This value is the key to customer loyalty, which affects the customer's desire to make recommendations to others. Bea et al. (2019) state that satisfaction comes from the perceptions formed at each service experience when there is interaction between the customer and the service provider. Customer satisfaction is an important factor in shaping customer loyalty to a

company. The results of this study are supported by research according to Walean et al. (2022) proves that perceived value has a significant positive effect on customer loyalty through customer satisfaction. The better the perceived value of an item/service and the more satisfied it will lead to repurchase intentions.

The Effect of Perceived Value (X) on Customer Loyalty (Y) through Customer Engagement (Z2) at PT JINOM Ponorogo Customers

The results of this study indicate that Customer Engagement has a positive and significant effect on mediating Perceived Value on customer loyalty at PT JINOM Ponorogo Customers. Despite the importance of perceived value and its influence on consumer loyalty which greatly impacts profitability and business survival, little is known about the relationship between perceived value and consumer loyalty through customer engagement. Perceived value provides a stimulus for customers to continue using the perceived product or service to form consumer involvement and interaction with the company. The ultimate goal of customer engagement is to strengthen long-term relationships with customers and increase profitability through customer loyalty so that company services can compete in the market (Ladhari, 2008). Customer engagement is important and contributes to increasing customer loyalty. Customer involvement in improving their performance through recommendations to others regarding experiences that have used PT JINOM Ponorogo's products and services. This research is in line with Purnami & Kusuma's research (2017) which also found that customer engagement is a mediating variable on the effect of Perceived value on loyalty. Higher customer engagement will be able to strengthen the influence of Perceived value on consumer loyalty.

CONCLUSION

Based on the results of research on the Effect of Perceived Value on Customer loyalty with Customer Satisfaction and Customer Engagement as Mediating Variables on Customers of PT JINOM Ponrogo, the researchers draw the following conclusions. Perceived Value has a positive and significant effect on Customer Loyalty for customers of PT JINOM Ponorogo. This means that the better the Perceived Value, the higher the customer loyalty to PT JINOM products and services. Perceived Value has a positive and significant effect on Customer Satisfaction and Customer engagement for PT JINOM Ponorogo customers. This means that the better the Perceived Value, the higher the customer satisfaction with the products and services provided by PT JINOM, and the better the Perceived Value, the higher the customer contribution to the products and services of PT JINOM. Customer Satisfaction and Customer engagement have a positive and significant effect on Customer loyalty for PT JINOM Ponorogo customers. This means that the higher the Customer Satisfaction and Customer engagement, the more Customer loyalty will increase. Perceived Value has a positive and significant effect on Customer loyalty through Customer Satisfaction at PT JINOM Ponorogo customers. This means that the higher Customer Satisfaction of PT JINOM Ponorogo customers due to perceived value can increase Customer loyalty for PT JINOM Ponorogo customers. Perceived Value has a positive and significant effect on Customer loyalty through Customer Engagement for PT JINOM Ponorogo customers. This means that the higher the Customer Engagement of PT JINOM Ponorogo customers. which is caused by

perceived value, it can increase customer loyalty for PT JINOM Ponorogo customers.

ACKNOWLEDGMENT

Based on these results, the advice that can be given is that some customers of PT JINOM Ponorogo feel that the price of the subscription package is quite high compared to other providers. The suggestion that can be given is that PT JINOM is expected to create new stimuli related to the price of the subscription package. The company can also adjust product and service characteristics with other providers. For further researchers, the results of this study can be used as reference material to develop and consider other factors that can influence variables by adding variables such as variables, trust, brand image, brand loyalty, and so on.

REFERENCE

- Amir A, Mandey SL, Tawas HN. Pengaruh Perceived Value, Brand Image Terhadap Customer Loyalty Melalui Customer Engagement Sebagai Variabel Mediasi (Studi Pada Pelanggan Indihome Pt. Telkom Manado). *JMBI UNSRAT*. 2020;7(3):612-627.
- Badriyah N, Azizah LN, Fernanda DA. Pengaruh Perceived Service Quality , E-Service Quality , Dan Perceived Value Terhadap Customer Satisfaction Di Era Covid-19 (Studi Pada Customer GRAB di Mahasiswa Fakultas Ekonomi UNISLA) COVID-19 di wuhan , Provins Hubei , Tiongkok yang kemudian ditet. *Semin Nas Ris Ekon dan Bisnis 2022*,. 2022;19:43-56.
- Bea, I. F., Pasinringi, S. A., & Zulkifli, A. (2019). Pengaruh Service Experience Dan Perceived Value Terhadap Kepuasan Pasien Pada Instalasi Rawat Inap Di Rsud Kota Makassar. *Jurnal Kesehatan Masyarakat Maritim*, 1(2). <https://doi.org/10.30597/jkmm.v1i2.8713>
- Bowden J. Journal of Hospitality Marketing & Customer Engagement : A Framework for Assessing Customer-Brand Relationships : The Case of the Restaurant Industry Customer Engagement : A Framework for Assessing Customer-Brand Relationships : The Case of the Restaurant. *J Hosp Leis Mark*. 2009;18(6):574-596. doi:10.1080/19368620903024983
- Darmadi R, Silitonga P, Kristiadi AA. Pengaruh Citra Merek Terhadap Loyalitas Perguruan Tinggi Melalui Social Media Customer Engagement dan Kepuasan Pelanggan. *J Ilmu Manaj*. 2021;11(1):11. doi:10.32502/jimn.v11i1.3430
- Farahdibaj HA, Nur Diana D, Fakhriyyah D. Pengaruh Customer Perceived Value dan Trust Terhadap Kepuasan dan Dampaknya pada Loyalitas Nasabah Pengguna Mobile Banking Bank Syariah Indonesia. *El-Aswaq Islam Econ Financ J*. 2023;4(1):28-38. <https://repository.uinjkt.ac.id/dspace/handle/123456789/59611>
- Firmansyah D, Prihandono D. Pengaruh Kualitas Pelayanan Dan Perceived Value Terhadap Loyalitas Pelanggan Dengan Kepuasan. *Manag Anal J*. 2018;7(1).
- Fitriana SH, Susanti A. Pengaruh Perceived Service Quality, Perceived Value, Customer Satisfaction Terhadap Customer Loyalty Pengguna Jasa Grabfood Di Solo Raya. *Jurnal Ilmiah Edunomika*. 2022;6(2). doi:10.29040/jie.v6i2.4720
- Ladhari R. Alternative measures of service quality: A review. *Manag Serv Qual*. 2008;18(1):65-86. doi:10.1108/09604520810842849
- Malini S, Zulkarnain, Ginting EDJ. Peran Perceived Value Dan Promosi Penjualan

- Terhadap Kepuasan Pelanggan Dan Dampaknya Terhadap Intensi Membeli Ulang Pada Pengguna Transportasi Online. *Psikologia J Pemikir dan Penelit Psikol.* 2018;12(2):108-121. doi:10.32734/psikologia.v12i2.2255
- Marta RE, Abror A, Trinanda O. Pengaruh Customer Engagement Terhadap Loyalitas Nasabah Dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Study Kasus Pada Bank Bri Unit Belimbing Padang). *J Ecogen.* 2019;2(2):156. doi:10.24036/jmpe.v2i2.6676
- Meryawan IW, Gde T, Wijaya A, Suryawan K. Perceived Value pada Customer Loyalty : Peran Mediasi Customer Engagement (Studi Kasus Konsumen Trika Media Internet Access). *J Pendidik Ekon Undiksha.* 2022;14(2):339-349.
- Purnami NM, Kusuma AA. Peran Customer Engagement Memediasi Pengaruh Persepsi Nilai Terhadap Loyalitas Konsumen. *Semin Nas Sains Dan Teknol.* 2017;4:15-16.
- Richard L. Oliver. Satisfaction: A Behavioral Perspective on the Consumer. *J Serv Manag.* 2010;21(4):549-551.
- Sangadji dan Sopiah. *Perilaku Konsumen Pendekatan Praktis.* C.V Andi; 2013.
- Setiawan AL. Analisa Pengaruh Service Quality Dan Customer Relationship Management Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Intervening Di Kampoeng Kidz, Batu-Jawa Timur. *J Manaj Pemasar Petra.* Published online 2014:1-9.
- Subagio, H., & Saputra, R. (2012). Pengaruh Perceived Service Quality, Perceived Value, Satisfaction Dan Image Terhadap Customer Loyalty (Studi Kasus Garuda Indonesia). In *Jurnal Manajemen Pemasaran* (Vol. 7, Issue 1). Petra Christian University. <https://doi.org/10.9744/pemasaran.7.1.42-52>
- Walean R, Ambalao S, Roring M, Rihi ML. Pengaruh Service Quality, Corporate Image dan Perceived Value terhadap Customer Loyalty yang Dimediasi oleh Customer Satisfaction di Rumah Sakit Advent Manado. *Aksara J Ilmu Pendidik Nonform.* 2022;8(2):853. doi:10.37905/aksara.8.2.853-878.2022