

**PERAN *PERCEIVED VALUE* TERHADAP LOYALITAS PELANGGAN YAMAHA MOTOR
DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI**

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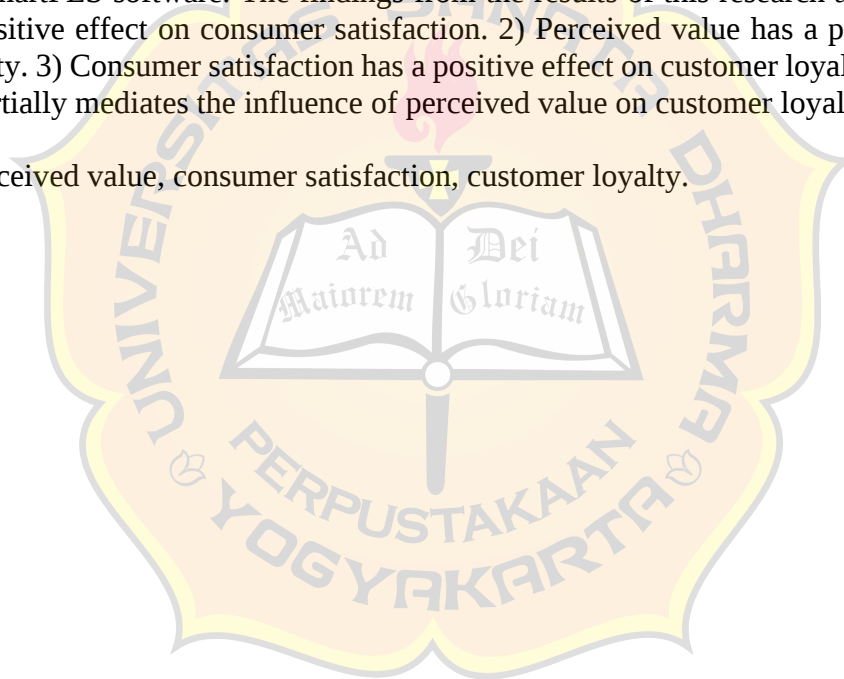
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ABSTRACT

This research was conducted with the aim of testing: 1) The influence of perceived value on customer loyalty, 2) The influence of perceived value on consumer satisfaction, 3) The influence of consumer trust on customer loyalty, 4) The role of consumer satisfaction in mediating the influence of perceived value on customer loyalty. The population in this research are Yamaha Motor customers or consumers in Yogyakarta. The sampling technique used purposive sampling with a total research sample of 100 respondents. Research data was collected by distributing questionnaires to 100 Yamaha motorbike users. The data analysis technique uses Partial Least Square with SmartPLS software. The findings from the results of this research are: 1) Perceived value has a positive effect on consumer satisfaction. 2) Perceived value has a positive effect on customer loyalty. 3) Consumer satisfaction has a positive effect on customer loyalty. 4) Consumer satisfaction partially mediates the influence of perceived value on customer loyalty.

Keywords: perceived value, consumer satisfaction, customer loyalty.



ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk menguji: 1) Pengaruh *perceived value* terhadap loyalitas pelanggan, 2) Pengaruh *perceived value* terhadap kepuasan konsumen, 3) Pengaruh kepercayaan konsumen terhadap loyalitas pelanggan, 4) Peran kepuasan konsumen dalam memediasi pengaruh *perceived value* terhadap loyalitas pelanggan. Populasi dalam penelitian ini adalah pelanggan atau konsumen Yamaha Motor di Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel penelitian sebanyak 100 orang responden. Data penelitian dikumpulkan melalui penyebaran kuesioner pada 100 orang pengguna sepeda motor Yamaha. Teknik analisis data menggunakan Partial Least Square dengan software SmartPLS. Temuan dari hasil penelitian ini adalah: 1) *Perceived value* berpengaruh positif terhadap kepuasan konsumen. 2) *Perceived value* berpengaruh positif terhadap loyalitas pelanggan. 3) Kepuasan konsumen berpengaruh positif terhadap loyalitas pelanggan. 4) Kepuasan konsumen memediasi sebagian (*partially mediation*) pengaruh *perceived value* terhadap loyalitas pelanggan.

Kata kunci: *perceived value*, kepuasan konsumen, loyalitas pelanggan.

