

ABSTRAK

**PERSEPSI PELANGGAN SOTO GALE PADA DIGITAL MARKETING,
LOKASI, DAN PERCEIVED VALUE DIMEDIASI KEPUASAN
PELANGGAN TERHADAP LOYALITAS**

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh *digital marketing* terhadap kepuasan pelanggan Soto Gale, (2) pengaruh lokasi terhadap kepuasan pelanggan Soto Gale, (3) pengaruh *perceived value* terhadap kepuasan pelanggan Soto Gale. (4) pengaruh *digital marketing* terhadap loyalitas. (5) pengaruh lokasi terhadap loyalitas. (6) pengaruh *perceived value* terhadap loyalitas. (7) pengaruh kepuasan pelanggan Soto Gale terhadap loyalitas. (8) pengaruh *digital marketing* terhadap loyalitas dengan dimediasi kepuasan pelanggan. (9) pengaruh lokasi terhadap loyalitas dengan dimediasi kepuasan pelanggan. (10) pengaruh *perceived value* terhadap loyalitas dengan dimediasi kepuasan pelanggan. Penelitian ini dilakukan dengan menggunakan pendekatan penelitian deskriptif kuantitatif. Populasi yang digunakan adalah pelanggan Soto Gale Solo. Metode pengambilan sampel dalam penelitian ini adalah *nonprobability sampling*, dengan menggunakan *purposive sampling*. Peneliti menggunakan kuesioner untuk memperoleh informasi yang diperlukan. Teknik analisis data yang digunakan untuk penelitian ini dengan *software* SmartPLS 3. Hasil dari penelitian ini adalah (1) *digital marketing* berpengaruh terhadap kepuasan pelanggan. (2) lokasi tidak berpengaruh terhadap kepuasan pelanggan. (3) *perceived value* berpengaruh terhadap kepuasan pelanggan. (4) *digital marketing* berpengaruh terhadap loyalitas. (5) lokasi berpengaruh terhadap loyalitas. (6) *perceived value* tidak berpengaruh terhadap loyalitas. (7) kepuasan pelanggan berpengaruh terhadap loyalitas. (8) *digital marketing* berpengaruh signifikan positif terhadap loyalitas dengan mediasi parsial melalui kepuasan pelanggan Soto Gale. (9) lokasi tidak berpengaruh terhadap loyalitas dengan tidak memediasi melalui kepuasan pelanggan Soto Gale. (10) *perceived value* berpengaruh signifikan positif terhadap loyalitas dengan *full* mediasi melalui kepuasan pelanggan Soto Gale.

Kata kunci : *digital marketing*, lokasi, *perceived value*, kepuasan pelanggan, loyalitas.

ABSTRACT

SOTO GALE CUSTOMERS' PERCEPTIONS ON DIGITAL MARKETING, LOCATION, AND PERCEIVED VALUE MEDIATED BY CUSTOMER SATISFACTION ON LOYALTY

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This study aims to determine (1) the influence of digital marketing on Soto Gale customer satisfaction, (2) the influence of location on Soto Gale customer satisfaction, and (3) the influence of perceived value on Soto Gale customer satisfaction. (4) the influence of digital marketing on loyalty. (5) the influence of location on loyalty. (6) the influence of perceived value on loyalty. (7) the influence of Soto Gale customer satisfaction on loyalty. (8) the influence of digital marketing on loyalty is mediated by customer satisfaction. (9) the influence of location on loyalty is mediated by customer satisfaction. (10) the influence of perceived value on loyalty mediated by customer satisfaction. This study was conducted using a quantitative descriptive research approach. The sampling method in this study was nonprobability sampling, using purposive sampling. The researcher used a questionnaire to obtain the necessary information. The data analysis technique used for this study was SmartPLS 3 software. The results of this study are as follows: (1) digital marketing affects customer satisfaction. (2) location does not affect customer satisfaction. (3) perceived value affects customer satisfaction. (4) digital marketing affects loyalty. (5) location affects loyalty. (6) perceived value does not affect loyalty. (7) customer satisfaction affects loyalty. (8) digital marketing has a significant positive effect on loyalty with partial mediation through Soto Gale customer satisfaction. (9) location has no effect on loyalty with partial mediation through Soto Gale customer satisfaction. (10) perceived value has a significant positive effect on loyalty with mediation through Soto Gale customer satisfaction.

Keyword : digital marketing, location, perceived value, costomer satisfaction, loyalty.