

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Customer Perceived Value* terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi pada Kedai Poenya Kita di Jombang. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif. Data diperoleh melalui penyebaran kuesioner kepada 100 responden dan dianalisis menggunakan teknik *Structural Equation Modeling* (SEM) dengan bantuan perangkat lunak SmartPLS 4.1 Hasil penelitian menunjukkan bahwa *Customer Perceived Value* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, serta loyalitas pelanggan. Selain itu, kepuasan pelanggan juga berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Temuan lainnya mengungkapkan bahwa kepuasan pelanggan mampu memediasi secara parsial hubungan antara *Customer Perceived Value* dengan loyalitas pelanggan. Dengan demikian, peningkatan persepsi nilai pelanggan terhadap produk dan layanan yang diberikan dapat meningkatkan kepuasan sekaligus memperkuat loyalitas pelanggan terhadap Kedai Poenya Kita.

ABSTRACT

This study aims to determine the effect of Customer Perceived Value on customer loyalty with customer satisfaction as a mediating variable at Kedai Poenya Kita in Jombang. The research method used is quantitative with a descriptive approach. The data were obtained through distributing questionnaires to 100 respondents and analysed using Structural Equation Modeling (SEM) techniques with the help of SmartPLS 4.1 software. The results showed that Customer Perceived Value has a positive and significant effect on customer satisfaction, as well as customer loyalty. In addition, customer satisfaction also has a positive and significant effect on customer loyalty. Other findings reveal that customer satisfaction is able to partially mediate the relationship between Customer Perceived Value and customer loyalty. Thus, increasing customer value perceptions of the products and services provided can increase satisfaction while strengthening customer loyalty to Kedai Poenya Kita.