

Pengaruh manfaat relasional terhadap persepsi nilai sehubungan loyalitas pelanggan: studi kasus di tiga gerai kopi Indonesia = The effect of relational benefits on perceived value in relation to customer loyalty: a case study in Indonesias three local coffee outlets

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Abstrak

Tujuan dari penelitian ini adalah untuk menentukan efek langsung dan tidak langsung (dimediasi melalui perceived value) relational benefits terhadap customer loyalty. Empat hyphotheses digunakan dari dukungan literatur sebelumnya. Jumlah responden yang digunakan dalam penelitian ini adalah 140 responden yang usia 17 tahun dan di atas yang tinggal di daerah Jakarta. Data dikumpulkan melalui convinience sampling dan purposive sampling. Metode yang digunakan dalam penelitian ini adalah Structural Equation Modeling (SEM). Semua hyphotheses didukung dan signifikan. Dalam hal ini, relational benefits memang memiliki efek positif pada perceived value. Relational benefits juga positif mempengaruhi customer loyalty dan memiliki efek tidak langsung terhadap customer loyalty melalui perceived value. Terakhir, perceived value positif mempengaruhi customer loyalty.

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The purpose of this study is to determine the direct and indirect effect (mediated through perceived value) of relational benefits to customer loyalty. Four hyphotheses were used from literature support. Total respondents were used in this study were 140 respondents who are 17 year of age and above who are living in Jakarta area. The data was collected through convinience sampling and purposive sampling. The method used in this research is Structural Equation Modeling (SEM). All hyphotheses were supported and significant. In this case, relational benefits does have positive effect on perceived value. Relational benefits also positively influence customer loyalty and has an indirect effect on customer loyalty via perceived value. Lastly, perceived value positively influences customer loyalty.