

# Enigma Loyalitas Konsumen: Analisis Perceived Value Multidimensi pada Konsumen GoFood Indonesia = The Enigma of Customer Loyalty: A Multidimensional Perceived Value Analysis of GoFood Indonesia Consumers

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## Abstrak

Penelitian ini bertujuan untuk melihat peran perceived value multidimensi, diantaranya service value (SV), process value (PV), dan relationship value (RV), sebagai faktor pendorong tingkat satisfaction (S) konsumen dan dampaknya pada attitudinal loyalty (AL) dan behavioral loyalty (BL) pada konsumen GoFood. Sampel terdiri dari individu berusia 17-55 tahun, menggunakan layanan GoFood setidaknya dalam tiga bulan terakhir, dan menjadikan GoFood sebagai aplikasi utama untuk pesan-antar makanan. Teknik sampling yang digunakan adalah judgemental sampling yang disebar melalui Google Form dan terkumpul sebanyak 362 responden. Analisis data dilakukan dengan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan software SmartPLS 4. Hasil penelitian membuktikan service value, process value, dan relationship value memiliki pengaruh signifikan terhadap satisfaction dan attitudinal loyalty, kecuali process value yang tidak ditemukan signifikansinya terhadap attitudinal loyalty. Satisfaction dan attitudinal loyalty masing-masing memiliki hubungan yang signifikan kepada behavioral loyalty dan keduanya (S, AL) memediasi seluruh variabel perceived value multidimensi (SV, PV, RV) dengan behavioral loyalty.

.....This study aimed to investigate the role of multidimensional perceived value, encompassing service value (SV), process value (PV), and relationship value (RV), as driving factors of satisfaction (S) and its impact on attitudinal loyalty (AL) and behavioral loyalty (BL) among GoFood users. The sample consisted of individuals aged 17-55 years, used GoFood services at least in the last three months and primarily used GoFood for food delivery. Judgemental sampling was employed with data collected through Google Forms, successfully collected 362 respondents. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS 4. The findings revealed that service value, process value, and relationship value significantly influenced satisfaction and attitudinal loyalty, except for process value, which did not exhibit a significant relationship with attitudinal loyalty. Satisfaction and attitudinal loyalty, respectively, demonstrated significant associations with behavioral loyalty. Additionally, both satisfaction (S) and attitudinal loyalty (AL) mediated the entire relationship between multidimensional perceived value variables (SV, PV, RV) and behavioral loyalty.