

ABSTRAK

Perdagangan merupakan faktor penting guna merangsang pertumbuhan ekonomi. Menurut Kompas (2019), industri keramik adalah salah satu industri yang memiliki potensi besar untuk dikembangkan di Indonesia. Pemerintahan Joko Widodo (Jokowi) memprioritaskan industri keramik untuk pengembangannya, baik buat memenuhi kebutuhan pasar domestik maupun ekspor. Pelanggan menjadi target utama keberhasilan bisnis karena pelanggan menjadi sumber pendapatan perusahaan. Maka dari itu, kesetiaan pelanggan adalah hal penting untuk diperhatikan. Victory Gemilang merupakan salah satu toko di Indonesia yang pengecer produk industri keramik. Selain mengecer produk industri keramik, Toko Victory Gemilang juga pengecer keramik dekoratif seperti listelo, panel, dan kostum keramik.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Perceived Quality* dan *Service Convenience* berpengaruh signifikan terhadap *Perceived Value*, apakah *Perceived Value* berpengaruh signifikan terhadap *Satisfaction*, dan *Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty*. Manfaat yang diharapkan dari penelitian ini adalah menambah wawasan ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Customer Loyalty*.

Penelitian ini merupakan penelitian kasual. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SEM. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 155 responden dengan karakteristik responden berdasarkan usia dengan batasan 18-60 tahun dan apakah berdomisili di Surabaya atau tidak. Selain itu, responden juga pernah melakukan pembelian sebanyak minimal 2 kali dalam 1 tahun terakhir pada *showroom* Victory Gemilang di Sidoarjo.

Hasil penelitian ini menunjukkan bahwa *Perceived Quality* berpengaruh signifikan terhadap *Perceived Value*, *Service Convenience* berpengaruh signifikan terhadap *Perceived Value*, *Perceived Value* berpengaruh signifikan terhadap *Satisfaction*, dan *Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty*.

Kata Kunci: *Perceived Quality, Service Convenience, Perceived Value, Satisfaction, Customer Loyalty*

ABSTRACT

Trade is an important factor in stimulating economic growth. According to Kompas (2019), the ceramic industry is one of the industries that has great potential to be developed in Indonesia. The Joko Widodo (Jokowi) government has prioritized the ceramic industry for its development, both to meet the needs of the domestic and export markets. Customers are the main target for business success because customers are a source of company revenue. Therefore, customer loyalty is an important thing to pay attention to. Victory Gemilang is one of the shops in Indonesia that retails ceramic industrial products. Apart from retailing products in the ceramic industry, Toko Victory Gemilang is also a retailer for decorative ceramics such as listelo, panels and ceramic costumes.

This study aims to determine how the influence of Perceived Quality and Service Convenience has a significant effect on Perceived Value, whether Perceived Value has a significant effect on Satisfaction, and whether Satisfaction has a significant effect on Customer Loyalty. The expected benefit from this research is to increase knowledge in the field of management, especially how much influence Customer Loyalty has.

This research is a casual research. The research method used is a quantitative method with data processing using SEM. Data collection was carried out by distributing questionnaires to 155 respondents with respondent characteristics based on age with a limit of 18-60 years and whether or not they live in Surabaya. In addition, respondents have also made purchases at least 2 times in the last 1 year at the Victory Gemilang showroom in Sidoarjo.

The results of this study indicate that Perceived Quality has a significant effect on Perceived Value, Service Convenience has a significant effect on Perceived Value, Perceived Value has a significant effect on Satisfaction, and Satisfaction has a significant effect on Customer Loyalty.

Keywords: *Perceived Quality, Service Convenience, Perceived Value, Satisfaction, Customer Loyalty*