

The Impact of Perceived Quality and Perceived Value On Customer Satisfaction and Loyalty

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[https://doi.org/10.35609/gcbssproceeding.2022.2\(22\)](https://doi.org/10.35609/gcbssproceeding.2022.2(22))

ABSTRACT

One of the key elements that determines a business's financial and general success is customer loyalty. Because they are happy with the products they have already purchased, customers become loyal. Customer loyalty is ultimately a result of customer satisfaction. The purpose of this study is to ascertain whether perceived value and quality affect customers' satisfaction and loyalty with autoparts products. This study included 132 respondents who were auto parts customers. The results showed that customer satisfaction is significantly impacted by perceived quality. Customer loyalty is not directly influenced by a perceived quality, but it is indirectly affected by it. Customer satisfaction is significantly impacted by value perception. Customer loyalty is influenced by perceived value both directly and indirectly. Along with customer satisfaction, which significantly affects customer loyalty.

Keywords: Quality Perception, Value Perception, Customer Satisfaction, Customer Loyalty