

ABSTRACT

This study aims to analyze the effect of perceived price, service quality, and trust on customer loyalty with customer satisfaction as an intervening variable on Alfamidi customers as Midi Kriing Application users in Jabodetabek area. This study uses perceived price, service quality, and trust as independent variables, customer loyalty as a dependent variable, and customer satisfaction as an intervening variable.

The population in this study were Alfamidi customers as Midi Kriing Application users who had shopped at least twice in the past year with user domiciles in the Jabodetabek area. The sample in this study were 140 Midi Kriing Application users who were at least 18 years old. Data was obtained by distributing questionnaires which were processed and analyzed using the SEM (Structural Equation Model) method and the AMOS 24 program.

The results showed that perceived price has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, trust has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on customer loyalty, price perception has a positive and significant effect on customer loyalty, service quality has a positive and significant effect on customer loyalty, and also trust has a positive and significant effect on customer loyalty.

Keywords: *Perceived Price, Service Quality, Trust, Customer Satisfaction, Customer Loyalty*