

ABSTRACT

The main objective of this research is to empirically prove the influence of perceived service quality and perceived value on the level of online consumer loyalty for Wardah beauty products in Semarang City with consumer satisfaction and trust as mediating variables. Researchers took a population of all consumers who bought Wardah products online and determined a sample of 100 people. The data obtained was then analyzed by path analysis using SEM PLS. The results of this research are that there is a significant positive influence of perceived value, satisfaction and trust on online consumer loyalty, but there is no influence of perceived service quality. There is a significant positive influence of perceived service quality and perceived value on satisfaction and satisfaction itself has a direct influence on consumer trust. Consumer satisfaction is able to be a mediating variable in the influence of perceived service quality on loyalty but is not able to mediate the influence of perceived value on loyalty.

Keyword: *Perceived Service Quality; Perceived Value; E-Loyalty; Customer Satisfaction; Customer Trust*