

ABSTRACT

The aim of this study are to analyze the effects of Service Quality and Perceived Value towards Customer Loyalty with Customer Satisfaction as Intervening Variable. This study was taken because there are still differences and research gaps with previous studies. This study focused on Super Indo located in the city of Semarang.

This research was conducted using primary data. The samples, consist of 114 respondents, was selected by means of purposive sampling technique. The respondents selected were customers aging above 15 years old who had went shopping in Super Indo in Semarang in the past three months. The analysis method used is Structural Equation Modeling (SEM) done in SmartPLS 4.0 software.

The results of the study show that Service Quality and Perceived Value have significant impacts on Customer Satisfaction but they don't have significant direct impacts on Customer Loyalty. Meanwhile they have significant impacts only if mediated by Customer Satisfaction.

Keywords : *Kualitas Layanan, Perceived Value, Kepuasan Pelanggan, Customer Loyalty.*