

ABSTRACT

The purpose of this study is to analyze the effect of customer perceived value, trust, and switching cost to the loyalty of customer waroeng SS Tembalang Semarang. The population used in this study is all the people who eat and buy waroeng ss product. The sampling method used in this study was accidental sampling method that is done giving questionnaires to be filled by waroeng ss customer. This study using multiple regression as statistic tools to test the hypothesis.

From the analysis performed in this study, customer perceived value and switching cost has positive significant effect on customer loyalty.

Keywords : customer perceived value, trust, switching cost, customer loyalty