

## **ABSTRACT**

*The increase of health problems and people's need to have a better quality of life has triggered a big opportunity for companies to start entering the business of health service providers and products, one of which is a pharmacy. The rapid growth of the pharmacy business raises competition between companies that need to be anticipated. Therefore companies must be able to find new marketing strategies to survive and gain new market shares in the midst of competition.*

*Based on the phenomenon, this study aims to determine and analyze the effect of service quality, customer perceived value, and corporate image on customer satisfaction and its impact on customer loyalty. The population in this study were customers of Apotek Kimia Farma Pandanaran in Semarang City with a sample of 160 respondents. The research method is in the form of a questionnaire while the analysis technique used the Structural Equation Model (SEM) through AMOS version 24.*

*The results showed that service quality, customer perceived value, and corporate image have a positive and significant effect on customer satisfaction, and customer satisfaction has a positive and significant effect on customer loyalty.*

*Keywords: service quality, customer perceived value, company image, customer satisfaction, customer loyalty*