ABSTRACT

This study aims to analyze the effect of customer value, service quality, and promotion on customer loyalty with customer satisfaction as the intervening variable. The sample used in this study are consumers who have purchased gold at least twice at Toko Emas Barokah Baru. The number of samples used was 125 respondents. The data collection method used is a questionnaire. This study used the Structural Equation Modeling (SEM) analysis technique using the AMOS 25.0 analysis tool.

The results of this study indicate that customer value has a positive effect on customer satisfaction, service quality has a positive effect on customer satisfaction, promotion has a positive effect on customer satisfaction, and customer satisfaction has a positive effect on customer loyalty.

Keywords : Customer Value, Service Quality, Promotion, Customer Loyalty, Customer Satisfaction