

ABSTRACT

One of the challenges faced is that more and more similar businesses are growing in the Bojongsoang and surrounding areas so that this makes the level of competition even higher. This study aims to determine how the Effect of Service Quality and Value Perception on Consumer Loyalty through Customer Satisfaction as an intervening variable both partially and simultaneously.

The method used in this research is descriptive and causality using quantitative methods involving 100 respondents who are consumers of Chicken William by sampling through non-probability sampling techniques with the type of purposive sampling.

The analysis technique used in this study is descriptive analysis and path analysis using IBM SPSS Statistics 22 and Smart PLS SEM 3. The results of the analysis show that Service Quality (X1) and Value Perception (X2) variables have a partial effect on Customer Satisfaction (Y), then Customer Satisfaction variable (Y) partial effect on Customer Loyalty (Z). Then simultaneously there is the influence of Service Quality (X1) and Value Perception (X2) significantly influence Customer Satisfaction (Y). Then the intervening variable there is the influence of Service Quality (X1) and Value Perception (X2) directly affect Customer Satisfaction (Y) and this variable also influences Consumer Loyalty (Z) indirectly through the Customer Satisfaction variable.

Keywords: *Service Quality, Value Perception, Customer Satisfaction, Consumer Loyalty*