ABSTRACT

Coffee shops are one of the most profitable business opportunities. Kopi Kenangan *as one of the players in the local coffee shop believes that it will grow as a unicorn industry by expanding its sales through digital applications. The purpose of this study is to analyze the Perceived Value of Customer Loyalty through, Customer Loyalty at* Kopi Kenangan Jakarta

. This research uses a quantitative approach and descriptive analysis. Non-probability sampling and purposive sampling are the sampling techniques used in this study with data as many as 385 respondents obtained from questionnaires. Data analysis was assisted with the help of software. The SMARTPLS 3.0

conclusions of this study are as follows: there is a positive and significant relationship between Perceived Value and Customer Satisfaction, Perceived Value and Customer Loyalty, Customer Satisfaction and Customer Loyalty and an indirect relationship between Perceived Value and Customer Loyalty through Customer Satisfaction. That way, the role of the Customer Satisfaction variable as an intervening variable has a effect Partial Mediation which does not change the result of the influence between Perceived Value.

***Key Word**: Perceived Value, Customer Satisfaction, Customer Loyalty*