

ABSTRACT

This research aims to examine the influence of service quality, perceived value, and customer trust on customer satisfaction and loyalty in the context of Deliverree Indonesia services. The research employed a survey method with data collected through questionnaires distributed to users of Deliverree Indonesia services. The sample consisted of 218 respondents, and the data were analyzed using Structural Equation Model (SEM) with the assistance of SmartPLS 3.0 software.

The findings of the study indicate that service quality, perceived value, and customer trust have a positive impact on customer satisfaction. Higher levels of service quality, perceived value, and customer trust result in greater customer satisfaction. Moreover, perceived value, customer trust, and customer satisfaction also positively influence customer loyalty. Higher levels of perceived value, customer trust, and customer satisfaction increase the likelihood of customers remaining loyal to Deliverree Indonesia services. However, the research findings show that service quality does not have a significant influence on customer loyalty. This could be attributed to external factors beyond the control of Deliverree Indonesia, such as intense market competition, changing consumer preferences, or economic factors that may affect customer loyalty.

Based on the research findings, several recommendations can be provided. From a theoretical perspective, further research is needed to explore the factors influencing service quality and perceived value. Additionally, maintaining a focus on customer satisfaction as a key aspect of service provision is crucial. From a practical standpoint, the company should develop employee training programs, enhance communication with customers, effectively manage the company's reputation and brand, regularly collect customer feedback to identify areas for improvement, and establish attractive customer loyalty programs.

Keywords : Customer loyalty, Customer satisfaction, Deliverree, Service quality, Trust, Perceived value