# Determination of Consumer Loyalty in the Jabodetabek Muslim Community with Perceived Value as a Mediating Variable

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### Abstract

*Consumer loyalty to a product is influenced by many factors, such as price, product quality, and design. In addition, perceived value that is well managed by the company can also achieve various business goals, such as increasing consumer loyalty. This research is a quantitative research that aims to determine the effect of halal labels, prices, and product quality on consumer loyalty with perceived value as a mediating variable. This study used primary data obtained through distributing questionnaires which were responded to by 115 Muslim consumers using Indonesian skincare in Jabodetabek. Selection of the sample in this study using purposive sampling. The data analysis technique used is Structural Equation Modeling (SEM) with Partial Least Square (PLS). The results of this study indicate that the variable halal label and price have no significant effect on consumer loyalty, while product quality and perceived value have a significant effect on consumer loyalty. In the mediating variable, the halal label has no significant effect on perceived value. while price and product quality have a significant effect on perceived value. In the indirect effect, the halal label does not have a significant effect on consumer loyalty through perceived value as mediation, while price and product quality have a significant effect on consumer loyalty mediated by perceived value partially.*

*Keywords: consumer loyalty, halal label, perceived value, price, product quality*

# Determinasi Loyalitas Konsumen pada Masyarakat Muslim Jabodetabek dengan Perceived Value Sebagai Variabel Mediasi

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## Abstrak

Loyalitas konsumen terhadap suatu produk dipengaruhi oleh banyak faktor, seperti harga, kualitas produk, dan desain. Selain itu *perceived value* yang dikelola dengan baik oleh perusahaan juga dapat mencapai berbagai tujuan bisnis, seperti meningkatkan loyalitas konsumen. Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh label halal, harga, dan kualitas produk terhadap loyalitas konsumen dengan *perceived value* sebagai variabel mediasi. Penelitian ini menggunakan data primer yang diperoleh melalui penyebaran kuesioner yang diberikan tanggapan oleh responden sebanyak 115 konsumen muslim pengguna *skincare* Indonesia di Jabodetabek. Pemilihan sampel dalam penelitian ini menggunakan *purposive sampling*. Teknik analisis data yang digunakan adalah *Structural Equation Modeling* (SEM) dengan *Partial Least Square* (PLS). Hasil penelitian ini menunjukkan bahwa variabel label halal dan harga tidak berpengaruh signifikan terhadap loyalitas konsumen, sementara kualitas produk dan *perceived value* berpengaruh signifikan terhadap loyalitas konsumen. Pada variabel mediasi, label halal tidak berpengaruh signifikan terhadap *perceived value*. sementara harga dan kualitas produk berpengaruh signifikan terhadap *perceived value*. Pada pengaruh secara tidak langsung, label halal tidak berpengaruh signifikan terhadap loyalitas konsumen melalui *perceived value* sebagai mediasi, sementara harga dan kualitas produk berpengaruh signifikan terhadap loyalitas konsumen dimediasi oleh *perceived value* secara parsial.

**Kata Kunci:** harga, kualitas produk, label halal, loyalitas konsumen, perceived value