

ABSTRACT

This study aims to analyze the effect of price perception, perceived value, perceived quality, customer satisfaction, and customer trust on customer loyalty toward Ken Balanced Nutrition Fish Food at CPPETINDO, as well as to examine the mediating role of customer trust. This research is motivated by the increasing competition in the pet food industry, particularly in ornamental fish feed products, which requires companies not only to maintain product quality but also to build customer trust and loyalty. This study employed a quantitative approach, with data collected through questionnaires. The research sample consisted of 250 respondents who had purchased and used Ken Balanced Nutrition Fish Food. The sampling technique used was non-probability sampling with specific respondent criteria. The data were analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with SmartPLS software.

The results show that price perception, perceived quality, customer satisfaction, and customer trust have a positive and significant effect on customer loyalty. Meanwhile, perceived value does not have a significant direct effect on customer loyalty. The findings also indicate that customer trust mediates the effect of perceived value, perceived quality, and customer satisfaction on customer loyalty. However, customer trust does not mediate the effect of price perception on customer loyalty. The R-square value indicates that the research model has strong explanatory power for both customer trust and customer loyalty. These findings suggest that customer loyalty toward Ken Balanced Nutrition Fish Food is mainly shaped by perceived quality, customer satisfaction, and customer trust rather than by perceived value directly. Therefore, the company needs to maintain consistent product quality, improve customer satisfaction, and strengthen customer trust in order to sustain customer loyalty.

Keywords: price perception, perceived value, perceived quality, customer satisfaction, customer trust, customer loyalty.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *price perception*, *perceived value*, *perceived quality*, *customer satisfaction*, dan *customer trust* terhadap *customer loyalty* pada produk Ken Balanced Nutrition Fish Food di CPPETINDO, serta menguji peran *customer trust* sebagai variabel mediasi. Penelitian ini dilatarbelakangi oleh meningkatnya persaingan dalam industri *petfood*, khususnya pakan ikan hias, yang menuntut perusahaan untuk tidak hanya menjaga kualitas produk, tetapi juga membangun kepercayaan dan loyalitas pelanggan. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner. Sampel penelitian terdiri dari 250 responden yang pernah membeli dan menggunakan produk Ken Balanced Nutrition Fish Food. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan kriteria tertentu. Data dianalisis menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) melalui aplikasi SmartPLS.

Hasil penelitian menunjukkan bahwa *price perception*, *perceived quality*, *customer satisfaction*, dan *customer trust* berpengaruh positif dan signifikan terhadap *customer loyalty*. Sementara itu, *perceived value* tidak berpengaruh signifikan secara langsung terhadap *customer loyalty*. Hasil penelitian juga menunjukkan bahwa *customer trust* berperan sebagai variabel mediasi pada pengaruh *perceived value*, *perceived quality*, dan *customer satisfaction* terhadap *customer loyalty*. Namun, *customer trust* tidak memediasi pengaruh *price perception* terhadap *customer loyalty*. Nilai R-square menunjukkan bahwa model penelitian memiliki kemampuan penjelasan yang kuat terhadap variabel *customer trust* dan *customer loyalty*. Temuan ini menunjukkan bahwa loyalitas pelanggan Ken Balanced Nutrition Fish Food lebih banyak dibentuk oleh persepsi kualitas, kepuasan, dan kepercayaan pelanggan dibandingkan nilai yang dirasakan secara langsung. Oleh karena itu, perusahaan perlu menjaga konsistensi kualitas produk, meningkatkan kepuasan pelanggan, serta memperkuat kepercayaan konsumen agar loyalitas pelanggan dapat terus dipertahankan.

Kata kunci: *Price perception, perceived value, perceived quality, customer satisfaction, customer trust, customer loyalty.*