

Pengaruh Customer Perceived Value dan Competitive Advantage Terhadap Customer Loyalty Melalui Peran Trust sebagai Mediasi (Studi Pada Generasi Z Pengguna Brand Skintific) = The Influence of Customer Perceived Value and Competitive Advantage on Customer Loyalty Through The Mediating Role of Trust: A Study on Generation Z Users of The Skintific Brand

Nadhifa Rizqy Audeta, author

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Abstrak

Tingginya tingkat persaingan bisnis di Indonesia sebab semakin banyak alternatif brand skincare. Generasi Z dinilai memiliki daya beli yang lebih rendah dibandingkan generasi sebelumnya, yang membuat mereka lebih sadar akan harga dan mengurangi nilai loyalitas terhadap suatu merek. Penelitian ini fokus pada pengaruh Customer Perceived Value (X1) dan Competitive Advantage (X2) terhadap Customer Loyalty (Y) dengan Trust (M) sebagai mediasi pada Generasi Z pengguna brand Skintific di Indonesia. Dengan menggunakan metode kuantitatif dan kuesioner kepada 220 responden, hasil analisis Structural Equation Modelling-Partial Least Square (SEM-PLS) menunjukkan bahwa Customer Perceived Value dan Competitive Advantage berpengaruh positif dan signifikan terhadap Customer Loyalty melalui peran Trust sebagai mediasi. Temuan ini memberikan pemahaman mendalam tentang faktor-faktor yang memengaruhi loyalitas pelanggan, khususnya pada Generasi Z di dalam pasar skincare, memberikan pandangan yang berharga bagi perkembangan merek Skintific.

.....With a surge in skincare brand alternatives, Indonesia's business landscape witnesses heightened competition. Generation Z, characterized by lower purchasing power, prioritizes price consciousness, leading to reduced brand loyalty. This study focuses on examining the influence of Customer Perceived Value (X1) and Competitive Advantage (X2) on Customer Loyalty (Y) among Generation Z users of the Skintific brand in Indonesia, with Trust (M) serving as a mediating factor. Through a quantitative method involving 220 respondents and questionnaire analysis, Structural Equation Modelling- Partial Least Square (SEM-PLS) reveals that Customer Perceived Value and Competitive Advantage significantly and positively impact Customer Loyalty, mediated by Trust. These findings provide a comprehensive understanding of factors influencing customer loyalty, particularly within the Generation Z skincare market, offering valuable insights for the development of the Skintific brand.