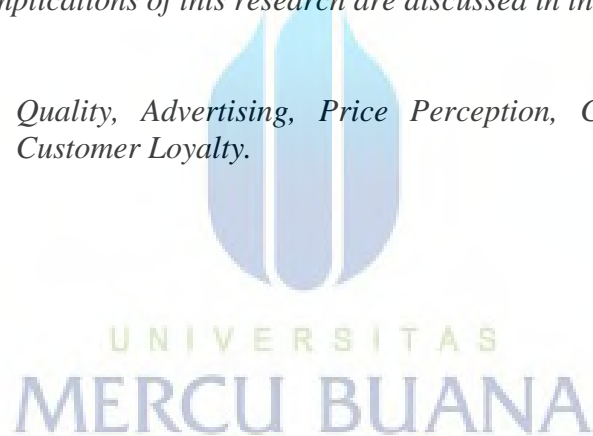


## **ABSTRACT**

*In general, this study to examine and analyze the effect of service quality, advertising, price perception on customer value, and the effect of customer value on customer loyalty for Jabodetabek Commuter train customers. The population of this study were customers of KA Commuter located in Jabodetabek, with a total sample of 115 customers. Methods of data analysis using Structural Equation Modeling-Partial Least Square (SEM-PLS). The results of the study found that: (1) Service quality has a positive and significant effect on customer value. (2) Advertising has a positive and significant effect on customer value. (3) Price perception has a positive and significant effect on customer value. (4) Customer value has a positive and significant effect on customer loyalty. (5) Customer value can mediate the effect of service quality on customer loyalty in a positive and significant way. (6) Customer value can mediate the effect of advertising on customer loyalty in a positive and significant way. (7) Customer value can positively and significantly mediate the effect of price perception on customer loyalty. The implications of this research are discussed in the article.*

*Keywords: Quality, Advertising, Price Perception, Customer Value, and Customer Loyalty.*



## ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh *service quality*, *advertising*, *price perception* terhadap *customer value*, dan pengaruh *customer value* terhadap *customer loyalty* pelanggan KA Commuter Jabodetabek. Populasi dari penelitian ini adalah pelanggan Kreta Api Commuter yang berlokasi di Jabodetabek, dengan jumlah sampel sebanyak 115 orang pelanggan. Metode analisis data menggunakan *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Hasil penelitian menemukan bahwa: (1) *Service quality* berpengaruh positif dan signifikan terhadap *customer value*. (2) *Advertising* berpengaruh positif dan signifikan terhadap *customer value*. (3) *Price perception* berpengaruh positif dan signifikan terhadap *customer value*. (4) *Customer value* berpengaruh positif dan signifikan terhadap *customer loyalty*. (5) *Customer value* dapat memediasi pengaruh *service quality* terhadap *customer loyalty* secara positif dan signifikan. (6) *Customer value* dapat memediasi pengaruh *advertising* terhadap *customer loyalty* secara positif dan signifikan. (7) *Customer value* dapat memediasi pengaruh *price perception* terhadap *customer loyalty* secara positif dan signifikan. Implikasi penelitian ini dibahas dalam artikel.

Kata Kunci: *Quality*, *Advertising*, *Price Perception*, *Customer Value*, dan *Customer Loyalty*.

