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ANALISIS CUSTOMER LOYALTY PADA GUARDIAN MALL  
SAMARINDA CENTRAL PLAZA BERDASARKAN UTILITY THEORY  
DAN SATISFACTION-LOYALTY THEORY

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ABSTRAK

Fenomena meningkatnya kebutuhan masyarakat akan produk kosmetik dan perawatan kulit memicu masyarakat untuk mencoba membuka bisnis dalam bidang industri kosmetika dan perawatan kulit. Penelitian ini bertujuan untuk mengetahui adanya pengaruh signifikan *Service Quality* terhadap *Customer Loyalty* melalui *Perceived Value* dan *Satisfaction* sekaligus membuktikan *Utility Theory* dan *Satisfaction-Loyalty Model*. Penelitian ini merupakan jenis penelitian kuantitatif dengan metode eksplanatori. Responden dalam penelitian ini ialah pelanggan Guardian Mall Samarinda Central Plaza. Sampel diperoleh dengan teknik *accidental sampling* dan menggunakan teknik analisis data berupa analisis jalur (*path analysis*). Hasil penelitian membuktikan implementasi *Utility Theory* dan *Satisfaction-Loyalty Model*, serta semua hipotesis dalam penelitian ini dinyatakan diterima.

**Kata Kunci:** *Service Quality, Perceived Value, Customer Satisfaction, Customer Loyalty*

ABSTRACT

The phenomenon of increasing public needs for cosmetics and skin care products has triggered people to try to open businesses in the cosmetics and skin care industry. This study aims to determine the significant effect of *Service Quality* on *Customer Loyalty* through *Perceived Value* and *Satisfaction* while proving *Utility Theory* and *Satisfaction-Loyalty Theory*. This research is type of quantitative research with explanatory method. Respondents in this study were Guardian Mall Samarinda Central Plaza customers. The sample was obtained using accidental sampling technique and using data analysis technique in the form of path analysis. This results of the study prove *Utility Theory* and *Satisfaction-Loyalty Model* implementation, and all hypotheses in this study are accepted.

**Keyword:** *Service Quality, Perceived Value, Customer Satisfaction, Customer Loyalty*