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# The Influence Of Customer Perceived Value And Customer Trust On Customer Loyalty In J&T Delivery Services Bengkalis

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ABSTRACT

The development of the delivery service business is quite rapid with the presence of various shipping companies that are tough competitors for other shipping companies. This study aims to determine the effect of customer perceived value and customer trust on customer loyalty on J&T delivery services in Bengkalis. The type of research used is associative research with a quantitative approach. The variables in this study include the value of customer perception, customer trust and customer loyalty. The population of this research is people who use J&T delivery services in Bengkalis. The sample used in this study was 100 respondents who were taken using purposive sampling technique and the data collection method was using a questionnaire. The data analysis used is descriptive analysis, classical assumptions, multiple linear regression, T test, and F test. The results of this study indicate that the variable perceived value by customers partially has a positive and significant effect on customer loyalty, customer trust also has a positive and significant impact. significant to customer loyalty. And simultaneously the two independent variables have a significant effect on customer loyalty.

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Keywords: Customer Perceived Value, Customer Trust, Customer Loyalty

## 1. Introduction

The domestic delivery service business in recent years has grown quite rapidly with the presence of various companies in the field of shipping which has become tough competitors for other shipping companies. Changes in technology have brought changes to the style of life and the business world. According to Warayuanti and Suyanto in Chrystiantari (2020), with the use of internet technology, a new phenomenon emerged, namely online shopping (e-commerce). So many people use online shopping sites to buy the things they need. Through online shopping, it is believed that buyers can save time, money, and effort. Currently, the community has accustomed to doing shopping transactions done online to provide greater space for package delivery service companies to expand their business.

In this era of globalization, it is undeniable that goods delivery services are needed, be it individuals or by organizations/companies. Delivery of goods (raw materials, semi-finished materials, or finished goods) that is not on time can cause delays in the delivery of goods. This is what causes consumers to be less satisfied in the service of the service delivery package. This resulted in high demand for services means the delivery of goods/packages such, with so marketing services delivery/package also increased. Along with the increasing needs of the community will be various forms of delivery are lightweight to heavy then the kind of delivery of goods/packages that offer increasingly growing.

The tight competition in the business world, especially delivery services, has made many companies and entrepreneurs are competing to innovate their products and services to survive. J&T Express is a company engaged in the delivery of goods in Indonesia. J&T Express itself serves delivery throughout the interior of the city and outside the city and abroad. Not only that, but J&T Express also provides pick-up and delivery services quickly to consumers, at the same time. In 2019, J&T received the Top Brand award in the Courier Service Category. This award is given for the success of J&T as a shipping company whose services are most in-demand by the public.

Consumer behavior, especially in the service sector, is strongly influenced by the services provided. Orientation to consumers through good service is very effective in attracting consumers. Information, criticism, and suggestions from consumers must be responded to quickly so that customers do not glance at the services of competing companies. Loyalty is an important factor for a company in order to

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continue to survive in the increasingly fierce business competition. There are several factors that influence customers to be loyal, one of them is perceived value. According to Moliner et al. in Lee et al. (2011), perceived value is an important main factor in marketing activities. This means that the perceived value has a meaning to the extent to which consumers get the benefits and usefulness of the transactions that have been carried out Ha and Janda in Lee et al. (2011). Strategies to reach consumers can be built by managing the best service quality so that under these conditions will lead to customer satisfaction. Thus, it can be said that the value perceived by customers can be considered by customers to make repurchase intentions (loyalty), in this case through the J&T application.

In addition to perceived value, which can affect customer loyalty are customer trust. Customer trust is important for companies because companies cannot build relationships without trust Kurniasari and Ernawati (2012). Customer trust that is built, including trusting someone will lead to high customer trust and their abilities and desires. Customer trust is a very powerful weapon in building relationships because of the high customer trust in a company, making the company strong in fostering relationships with customers Jasfar (2012). his is in line with the theory Nugroho et al. (2013) that the relationship between trust and customer loyalty is, the higher the customer trust in a product, the higher the level of customer loyalty to a brand. Customer commitment to the product is a belief in using a product which includes recommendations and trust.

The theories related to this research include the value of customer perception, customer trust and customer loyalty. According to Howard in Isnan (2013), consumer satisfaction is the buyer's cognitive situation related to the equivalence or discrepancy between the results obtained and the sacrifices made. The main factor that determines customer satisfaction is the customer's perception of service quality. Customer satisfaction has in turn a direct impact on customer loyalty Sofi (2015). Although customer loyalty is affected by many other factors depending on the industry and type of product, customer satisfaction has the most direct impact on loyalty. The results further found that if a business has to enhance its performance, it must have to realize the importance of customer value, customer satisfaction, and customer loyalty. The products that have little difference in terms of features, quality, and variety, customer satisfaction, and customer loyalty will play a vital role in increasing the rating of the firm. In Supertini et al. (2020), that customer trust and satisfaction have a positive and significant effect on customer loyalty, customer trust has a positive and significant effect on customer loyalty and customer satisfaction has a positive and significant effect on customer loyalty. Meanwhile, according to Tirtayani in Suryani et al (2016) marketers will create products that are following the needs and desires of consumers, so that consumers will feel the value they get when consuming products from the company.

Consumer loyalty is not only centered on the satisfaction and price of a product but the value obtained and the quality that is considered by consumers to place a brand in their minds, business actors are often more inclined to emphasize prices to make them look cheap by lowering the quality of their products. Things like this make customers usually disappointed and give up not wanting to consume a product again. This study wants to show that the value contained in the product, as well as the high quality of a product, is more important than the things mentioned above. Therefore, the author will research " The Influence Of Customer Perceived Value And Customer Trust On Customer Loyalty In J&T Delivery Services Bengkalis”

## 2. Literature Review and Hypothesis

According to Kotler and Ketler (2012), customer perceived value (CPV) is the difference between the prospective customer's assessment of all the benefits and costs of an offer from the collection of benefits and costs of an offer against alternatives. From the description of these various sources, it can be concluded that customer value is the difference between customer ratings and the costs incurred to obtain a product whose purpose is to meet customer needs by customer expectations.

According to Andrisan (2016), the essence of customer perceived value is the trade-off between perceived benefits and perceived sacrifices. So, there are two approaches to increase the customer's perceived value, increase the perceived benefit or reduce the perceived sacrifice.

According to Kotler and Keller (2012), trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm’s perceived competence, integrity, honesty, and benevolence. Building trust can be especially tricky in online settings, and firms often impose more stringent requirements on their online business partners than on others. Business buyers worry that they won’t get products of the right quality delivered to the right place at the right time.

According to Maharani (2010), trust is the belief of one party in the reliability, durability, and integrity of the other party in the relationship and the belief that his actions are in the best interest and will produce positive results for the trusted party.

Consumer trust according to Mowen and Minor in Wikanta (2018) is as follows: "Consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits.

According to Kotler and Keller (2012), Customer loyalty reflects the customer's strong commitment to consistently buy or re-subscribe to a particular product or brand in the future, even though it is influenced by situations and marketing efforts that have the potential to cause switching behavior to other products or brands.

Oliver in Sangadji and Sopiah (2013) states that customer loyalty is a customer commitment to persist deeply to re-subscribe or repurchase selected products or services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause changes in behavior. Meanwhile, according to Morais in Sangadji and Sopiah (2013) says that customer loyalty is a customer's commitment to a store brand, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases.

According to Rai (2014) Customer Loyalty is a pychological character formed by sustained satifaction of the customer coupled with emotional attachment formed with the service provider that leads to a state of willingly and consislently being in he relationship with preference. According to Ismanto (2020) Customer loyalty is one of the key factors for success in e-commerce. Loyal customers can often make big profits. Many customers tend to give up their services if something goes wrong with their service, shows price sensitivity, and spreads the word about the business. As a result, the loyalty of the customers are the main source of sustainable growth and strong profits and assets. Hasan (2014) said that customer loyalty is people who buy regularly and repeatedly, they continuously and repeatedly come to the same place to satisfy their desires by having a product or getting a service and paying for the product.

Based on the description above, a conceptual framework is made as shown in Figure 1.

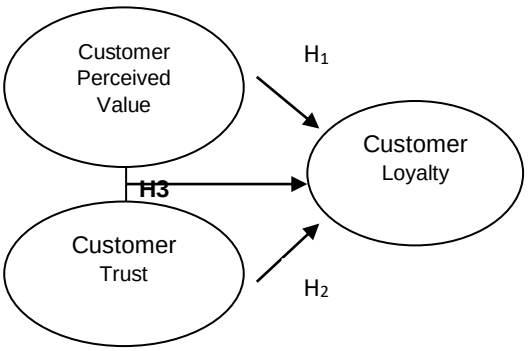


Figure 1. Conceptual Framework

Based on theoretical studies and theoretical frameworks, the hypotheses in this study are as follows :

$H_1$: There is has partially significant effect of Customer Perceived Value (X1) on Customer Loyalty (Y) in J&T delivery service Bengkalis

$H_2$: There is has partially significant effect of Customer Trust (X2) on Customer Loyalty (Y) in J&T delivery service Bengkalis

$H_3$: There is has simultaneously significant effect of Customer Perceived Value (X1) and Customer Trust (X2) on Customer Loyalty (Y) in J&T delivery service Bengkalis

## 3. Research Method

The location of this research was conducted in Bengkalis City. The object of research is a scientific objective to obtain data with a specific purpose and use an objective, valid, and reliable matter about a particular matter. The object of this research is the public using delivery services such as J&T. In this research, the writer uses associative quantitative research, namely research that asks the relationship between two or more variables, Sugiyono (2017). And using quantitative research because the data obtained in the form of numbers. The figures obtained will be further analyzed in data analysis.

According to Sugiyono (2017), the population is a generalization area consisting of objects/subjects that have certain numbers and characteristics determined by researchers to be studied and then drawn conclusions. The characteristics of the population in this study are people who use delivery services such as J&T in Bengkalis. According to Sugiyono (2017), the sample is part of the number and characteristics of the population. Determination of the sample in this study using a non-probability purposive sampling technique. Purposive sampling technique according to Sugiyono (2017), purposive sampling is a sampling technique with certain considerations. Data or information obtained through written questions using questionnaires distributed to respondents who are customers of shipping services in Indonesia which are the object of research, namely J&T in Bengkalis City. In this study, the size of the population is unknown, so to make it easier to determine the number of samples taken, the Stanley Lemeshow formula is determined Ridwan (2012). From the results of the calculations, a minimum sample of 96 customers who make transactions using J&T, JNE and Ninja Express delivery services are obtained. For a better representation of the population, the number of samples taken is 100 respondents.

Data analysis method that using in this research is test of validity and reability research instrument, classical asumption, multiple linear regresion and test of hypothesis F and T test. Data validity test is evidence that the instrument, technique, or process used for a concept measures the intended concept. A validity test shows the extent to which a measuring instrument matches or matches the desired

measuring instrument. A reliability test is carried out to find out how far the resistance of a measuring instrument is used. A data is declared reliable if two or more researchers in the same object produce the same data, or the same researcher at different times produces the same data, or a group of data when split into two shows no different data. Multiple regression analysis is a study of the dependence of the dependent variable with one or more independent variables, with the aim of estimating the population mean or the average value of the dependent variable based on the known value of the independent variable.

## 4. Result

### 3.1 Characteristic of Respondents

Based on the results of the study obtained the characteristics of respondents conclude by gender, age, occupation and income. Characteristics of respondent by gender are grouped as follows:

**Table 1 Characteristic of respondent based on gender**

| Gender | Number of Respondent | Percentage (%) |
|---|---|---|
| Male | 24 | 24 |
| Female | 76 | 76 |
| Total | 100 | 100 |

*Source : Processed Data, 2021*

Based on Table 1, it can be seen that the number of female respondents is greater than male respondents. This comparison reflects the conditions of delivery service in general, where women tend to using J&T delivery service . Characteristics of respondents by age are presented in the following table :

**Table 2 Characteristics of respondent based on age**

| Age (Years) | Number of Respondent | Percentage (%) |
|---|---|---|
| 12 – 16 | 2 | 2 |
| 17 – 25 | 85 | 85 |
| 26 – 35 | 10 | 10 |
| 36 – 45 | 3 | 3 |
| Total | 100 | 100 |

*Source : Processed Data, 2021*

Information from Table 4.2 shows that out of 100 respondents, who were 12-16 years old there were 2 respondents (2%), respondents aged 17-25 years were 85 respondents (85%), 26-35 years were 10 people (10%), and 3 person (3%) aged 36-45 years. So it can be concluded that most of the respondents in this study using J&T delivery service were dominated by the consumers aged 17-25 years. Description of respondents by occupation are groups as follows:

**Table 3 Characteristics of respondent based on occupation**

| Occupation | Number of Respondent | Percentage (%) |
|---|---|---|
| Farmer | 2 | 2 |
| Laborer | 5 | 5 |
| Civil Servant | 1 | 1 |
| Fisherman | 0 | 0 |
| Student | 73 | 73 |
| Other | 19 | 19 |
| Total | 100 | 100 |

*Source : Processed Data, 2021*

Based on Table 3 showed the result of respondent based on occupation. The results showed that 2 respondents were is a farmer (2%). Respondents who is laborer were 5 people (5%). Respondents who is civil servant were 1 person (1%). Respondents who is are 0 person (0%). Respondents who is a students are 73 people (73%). And 19 people (19%) is the other occupation . Based on the elaboration of table 4.6, most respondent is a student are 73 respondent. This shows that the respondents in this study were dominated by students who using J&T delivery service in Bengkalis. Characteristics of respondents based on income are presented in the following table:

**Table 4 Characteristic of respondent based on income**

| Income | Number of Respondent | Percentage (%) |
|---|---|---|
| <Rp. 1.000.000 | 72 | 72 |
| Rp. 1.000.000 – Rp. 3.000.000 | 23 | 23 |
| >Rp. 3.000.000 | 5 | 5 |
| Total | 100 | 100 % |

*Source : Processed Data, 2021*

Based on Table 4 above, it can be seen that the respondent's source of income of respondent. Most of the respondents income is in the range of <Rp.1.000.000 in general, with the total respondent is 72 people (72%).

## 3.2Validity and Reability Test

The validity test using the product-moment analysis method is carried out on the question items in the questionnaire, namely by calculating the correlation coefficient of all statements is greater than the critical value seen from the critical. Furthermore, testing the reliability of the measured results in this research will use the Cronbach Method by calculating the reliability coefficient which is called the alpha coefficient. From the table below it can be seen that the reliability coefficient of each statement shows a large enough coefficient so that it can be concluded that the statement used by each variable is reliable.

**Table 5 Validity and Reliability Test Result**

| Research Variable | Indicator | $r_{count}$ | $r_{table}$ | Information | Cronbach's alpha | Cut off | Criteria |
|---|---|---|---|---|---|---|---|
| Customer Perceived Value | Service benefits | 0.725 | 0.1966 | Valid | 0.939 | 0.60 | Reliable |
| | | 0.715 | 0.1966 | Valid | | | |
| | | 0.671 | 0.1966 | Valid | | | |
| | Personnel benefits | 0.728 | 0.1966 | Valid | | | |
| | | 0.771 | 0.1966 | Valid | | | |
| | | 0.793 | 0.1966 | Valid | | | |
| | Image benefits | 0.732 | 0.1966 | Valid | | | |
| | | 0.692 | 0.1966 | Valid | | | |
| | | 0.656 | 0.1966 | Valid | | | |
| | Monetary cost | 0.739 | 0.1966 | Valid | | | |
| | | 0.657 | 0.1966 | Valid | | | |
| | Time cost | 0.712 | 0.1966 | Valid | | | |
| | | 0.797 | 0.1966 | Valid | | | |
| | Psychological cost | 0.764 | 0.1966 | Valid | | | |
| | | 0.742 | 0.1966 | Valid | | | |
| | | 0.718 | 0.1966 | Valid | | | |
| Customer Trust | Competence | 0.783 | 0.1966 | Valid | 0.898 | 0.60 | Reliable |
| | | 0.795 | 0.1966 | Valid | | | |
| | | 0.709 | 0.1966 | Valid | | | |
| | Intregity | 0.845 | 0.1966 | Valid | | | |
| | | 0.832 | 0.1966 | Valid | | | |
| | | 0.765 | 0.1966 | Valid | | | |
| | Benevolence | 0.768 | 0.1966 | Valid | | | |
| | | 0.660 | 0.1966 | Valid | | | |
| Customer Loyalty | Repurchase | 0.750 | 0.1966 | Valid | 0.851 | 0.60 | Reliable |
| | | 0.829 | 0.1966 | Valid | | | |
| | Customer commitment to product/services | 0.800 | 0.1966 | Valid | | | |
| | | 0.798 | 0.1966 | Valid | | | |
| | Recommendation by word mouth | 0.719 | 0.1966 | Valid | | | |
| | | 0.676 | 0.1966 | Valid | | | |

*Source : Processed Data, 2021*

Based on table 4.9 above, it can be seen that the use-value or $r_{count}$ is 0.725 and use the $r_{table}$ value 0.1966 which means 0.725 > 0.1966, so the first item has suitability or is valid. Likewise, for the next item, all items totaling 30 items have a value of $r_{count} > r_{table}$, so that all items have suitability or validity.

Based on the results of the reliability test on all variables in above, shows the Cronbach Alpha value > 0.60, so it is stated reliable is declared feasible to be used as a measuring instrument questionnaire in this study.

## 3.3 Analysis of Multiple Linear Regression

This test aims to determine the effect of the variable partially independent of the dependent variable (Test Statistical t) and Simultaneous (Test Statistics f). Multiple linear regression analysis is done by setting the equation $Y = a + b_1X_1 + b_2X_2 + e$. The results of the calculation of the values are as follows:

**Table 6 Multiple Linear Regression Test Reslut**

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,422 | 2,008 | | 1,206 | ,231 |
| | Customer Perceived Value | ,178 | ,052 | ,423 | 3,434 | ,001 |

| | | | | | | |
|---|---|---|---|---|---|---|
| | Customer Trust | ,287 | ,106 | ,334 | 2,715 | ,008 |
| a. Dependent Variable: Customer Loyalty | | | | | | |

*Source : Processed Data, 2021*

The results of this multiple linear regression equation:

$$Y = 2.422 + 0.178\ X_1 + 0.287\ X_2 + e$$

Which has meaning :

1. The constant value is 2.422 meaning that if there is no change in the customer perceived value and customer trust variable (the value of X1 and X2 is 0) then customer loyalty is 2.422
2. The value of the coefficient $b_1$ = 0.178 means that if the customer perceived value variable is improved even more, then customer loyalty to the J&T delivery service will increase by 0.178 with the assumption that the other independent variables are constant.
3. The value of the coefficient $b_2$ = 0.287 means that if the customer trust variable is increased by 1%, it is even better then customer loyalty in J&T delivery services will increase by 0.287 assuming the other independent variables are constant

### 3.4 t Test (Partial)

The t-test is carried out to show how far the influence of the independent variable and the dependent variable is. If the significant value (Sig.) If less than 0.05, a variable is said to have a significant effect on other variables. The basis for the decision making for the t-test is :
If the value of $t_{count} > t_{table}$, the independent variable affects the dependent variable.
If the value of $t_{count} < t_{table}$, the independent variable does not affect the dependent variable.

The value of t table with alpha 5% and the number of samples n minus the number of variables used, the t table is 1.98472.

Based on Table 6 by observing rows t and Sig. can be explained as follows:

1. The effect of the variable customer perceived value (X1) on customer loyalty (Y)

Customer perceived value variable (X1) has a positive and significant effect on customer loyalty. It can be seen that the significant customer perceived value 0.001 < 0.05, and the value of $t_{count}$ is greater than $t_{table}$ (3.434 > 1.98472), so $H_o$ is rejected and $H_1$ is accepted. So that the hypothesis which says there is a partially significant effect of customer perceived value on customer loyalty is accepted.

2. The effect of customer trust (X2) on customer loyalty (Y)

Customer trust (X2) has a positive and significant effect on customer loyalty. It can be seen that the significant customer trust 0.008 < 0.05, and the value of $t_{count}$ is greater than $t_{table}$ (2.715> 1.98472), so $H_o$ is rejected and $H_2$ is accepted. So that the hypothesis which says there is a partiall significant effect of customer trust on customer loyalty is accepted.

### 3.5 F Test (Simultaneous)

The F test is used to show whether all the independent variables in this regression model have a joint effect on the dependent variable. The following can be seen in the table of f test results below:

**Table 7 F-test Result (Simultaneously)**

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 604,235 | 2 | 302,117 | 53,208 | ,000[b] |
| | Residual | 550,765 | 97 | 5,678 | | |
| | Total | 1155,000 | 99 | | | |
| a. Dependent Variable: Total_Y | | | | | | |
| b. Predictors: (Constant), Total_X2, Total_X1 | | | | | | |

*Source : Processed Data, 2021*

Based on the regression results above, it is known that the significant value for the effect of customer perceived value and customer trust together on customer loyalty is 0.00. It is known that the $F_{count}$ value is 53.208 and the $F_{table}$ value is 3.09, so that the $F_{count}$ value (53.208) > $F_{table}$ (3.09) with a significant value of 0.00 < 0.05, then $H_0$ is rejectd and $H_3$ is accepted. It can be concluded that customer perceived value and customer trust together have a positive and significant effect on customer loyalty on J&T delivery services in Bengkalis.

### 3.6 Coefficient of determination Test ($R^2$)

To find out how big the influence of customer perceived value (X1) and customer trust (X2) on customer loyalty (Y1) in J&T delivery service, a statistical calculation was carried out using the coefficient of determination.

**Table 8 Coefficient of Determinant Test Result**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,723[a] | ,523 | ,513 | 2,383 |
| a. Predictors: (Constant), Customer Trust, Customer Perceived Value | | | | |

*Source : Processed Data, 2021*

Based on the results of the table above, it can be seen that the coefficient of determination has an adjusted R square value of 0.523. This means that the ability of the customer perceived value and customer trust (independent variable) in explaining the customer loyalty (dependent variable) is 52.3%. The remaining 47.7% explains that other variables. Coefficient test results. This determination gives meaning, that there are still other independent variables that affect customer loyalty on J&T delivery services in Bengkalis.

## 4. Discussion

In this study there were 100 respondents where there were more women than male respondents, it can be said that women are more interested in making purchases and transactions through J&T delivery services than men. Respondents are dominated by the age of 17-25 years . Then respondents are dominated by a student with an income <Rp. 1,000,000. This situation shows that transactions on J&T delivery services are more dominated by teenagers and adults, who prefer to shop through e-commerce and are also more technology savvy.

Based on the test result, it is known that the customer perceived value has a positive and significant effect on customer loyalty, meaning that every increase in customer perceived value will affect customer loyalty, and vice versa. The customer perceived value has an influence on customer loyalty by 17.8%. The customer perceived value variable has six indicators, namely the time cost indicator which has the highest grand mean of 4.05. This means that the cost of time indicators provide the highest contribution in influencing consumers to make transactions using J&T.

Based on the test result, it is known that the customer trust has a positive and significant effect on customer loyalty, meaning that every increase in customer trust will affect customer loyalty, and vice versa. The customer trust has an influence on customer loyalty by 28.7%. The customer trust has three indicators, namely the integrity indicator which has the highest grand mean of 4.10. This means that the integrity indicators provide the highest contribution in influencing consumers to make transactions using J&T. Based on the F test result, it is known that the customer perceived value and customer trust simultaneously has a positive and significant effect on customer loyalty, meaning that every increase in customer perceived value and customer trust will affect customer loyalty, and vice versa.

## 5. Conclusion and Suggestion

Based on the results of data analysis and discussion that has been done regarding the customer perceived value and customer trust its influence on customer loyalty. From the results of testing the research hypothesis, there is has partially positive and significant effect between customer perceived value on customer loyalty, with an effect of 17.8%. There is has partially positive and significant effect between customer on customer loyalty, with an effect of 28.7%. Furthermore, customer perceived value and customer trust have simultaneously significant effect on customer loyalty. The ability of the customer perceived value and customer trust (independent variable) in explaining the customer loyalty (dependent variable) is 52.3%. This means that if there is an increase in customer perceived value and customes trust then customer loyalty will also increase.

Thus, the results of the study also provide suggestions for companies to increase customer perceived value and customer trust in their marketing activities because it is proven that this affects customer loyalty. Future researchers are expected to be able to conduct similar research conducted in depth using different research objects and populations to validate the results of this study. In addition, it can conduct research with other variables outside the variables that have been studied to obtain more varied results. The selection of other variables that can be studied include customer satisfaction, competitive prices, and product quality..

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