

**PENGARUH *PERCEIVED VALUE* TERHADAP *REPURCHASE INTENTION* DIMEDIASI LOYALITAS PELANGGAN  
(Studi Kasus Pada Pelanggan Pt.Natural Nusantara)**

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**Abstrak**

Kelangsungan hidup perusahaan sangat tergantung dengan adanya pelanggan, suatu pelanggan akan merasa loyal ketika *perceived value* terus ditingkatkan sehingga akan meningkatkan *repurchase intention*. Loyalitas pelanggan dan *perceived value* dari pengalaman pelanggan telah diidentifikasi sebagai faktor penting dalam meningkatkan *repurchase intention*. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh langsung *perceived value* terhadap *repurchase intention* serta seberapa besar loyalitas pelanggan memediasi pengaruh *perceived value* terhadap *repurchase intention*. Metode pada penelitian menggunakan metode kuantitatif. Data diperoleh dengan cara menggunakan teknik observasi dan kuesioner. Sampel dalam penelitian ini adalah 100 responden. Analisis data dalam penelitian menggunakan *path analysis* (analisis jalur) dengan menggunakan bantuan program SPSS 23. Dari hasil penelitian menunjukkan bahwa *perceived value* berpengaruh signifikan terhadap *repurchase intention* pelanggan PT. Natural Nusantara. Sedangkan variabel loyalitas pelanggan memediasi pengaruh *perceived value* terhadap *repurchase intention* pelanggan PT. Natural Nusantara.

**Kata Kunci:** *Perceived Value, Repurchase Intention, Loyalitas Pelanggan.*

**THE EFFECT OF PERCEIVED VALUE TO REPURCHASE  
INTENTION MEDIATED BY CUSTOMER LOYALTY  
(A Case Study On Customer Of Pt. Natural Nusantara)**

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***Abstract***

*The survival of a company is very dependent on the presence of customers. A customer will feel loyal when the perceived value is continually increased so that it will increase repurchase intention. Customer loyalty and perceived value from customer experience have been identified as important factors in increasing repurchase intention. The purpose of this study was to determine the direct effect of perceived value on repurchase intention and how much customer loyalty mediated the effect of perceived value on repurchase intention. From this background, this research was conducted entitled "The Effect of Perceived Value on Repurchase Intention Mediated by Customer Loyalty (A Case Study of PT. Natural Nusantara Customers)". The study used quantitative methods. Data were obtained by using observation and questionnaire techniques. The samples in this study were 100 respondents. Data analysis in research applied Path Analysis using pathway SPSS 23 program. The results of the study indicated that the perceived value significantly influenced the customer repurchase intention of PT. Natural Nusantara. While the customer loyalty variable mediated the effect of perceived value on the customer repurchase intention of PT. Natural Nusantara.*

***Keywords:*** *Perceived Value, Repurchase Intention, Customer Loyalty.*