

## SUMMARY

Febiani Ayu Lestari, 2012. **The Impact of Customer Value to Satisfaction and Customer Loyalty (Survey on The Customers of Waroeng Steak and Shake Branch Soekarno-Hatta Malang)**. Prof. Drs. Achmad Fauzi, DH, MA; Dr. Srikandi Kumadji, MS; 157 pages + xii.

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The development of Malang City has caused many changes. The most visible change is the growing competition in world trade and business, especially the culinary business. This requires management to be able to demonstrate skill, so as to influence and convince customers that the products and services they offer is superior to competitors. One way is to create customer value. Waroeng Steak and Shake Branch Soekarno-Hatta Malang need to retain loyal customers by creating customer value that will make sense of satisfaction for the customer for services rendered. The purpose of this study is to investigate and explain the influence of the variables Customer Value, which consists of Performance Value, Social Value, Emotional Value, and Price Value, for Customer Loyalty through Customer Satisfaction.

This type of study is explanatory research with quantitative approach. The samples used were 112 customers who ate more than or equal to 2 times ( $\geq 2$  times) at Waroeng Steak and Shake Branch Soekarno-Hatta Malang. Sampling technique using a judgment sampling. Methods of data collection using questionnaires. Analysis of the data using descriptive statistical analysis and path analysis.

The results showed that there is significant effects of the variables on Customer Value to Customer Satisfaction indicated by the significance of  $F 0,000 (< \alpha 0,005)$  and the value of the  $R_{\text{Square}}$  determinant coefficient of 0,445; there is significant effects of the variables on Customer Value to Customer Loyalty indicated by the significance of  $F 0,000 (< \alpha 0,005)$  and the value of the  $R_{\text{Square}}$  determinant coefficient of 0,323; there is a significant effects between Customer Satisfaction to Customer Loyalty indicated by the significance of  $F 0,000 (< \alpha 0,005)$  and the value of the  $R_{\text{Square}}$  determinant coefficient of 0,144; and there is significant effects of the variables on Customer Value to Customer Loyalty through Customer Satisfaction indicated by the significance of  $F 0,000 (< \alpha 0,005)$  and the value of the  $R_{\text{Square}}$  determinant coefficient of 0,324.

**Key Words: Customer Value, Customer Satisfaction, Customer Loyalty.**