



**FACTOR INFLUENCE CUSTOMER LOYALTY  
THROUGH CUSTOMER SATISFACTION AT PD  
TOKO ENAM SEMBILAN IN PONTIANAK,  
KALIMANTAN BARAT**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to  
obtain  
Sarjana Manajemen**

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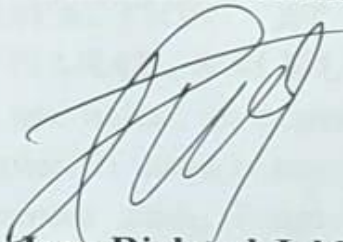
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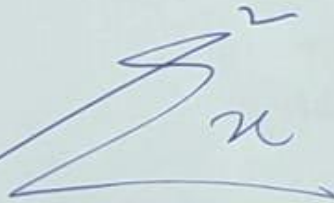
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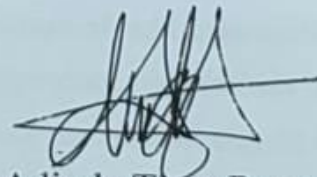
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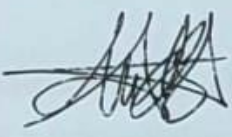
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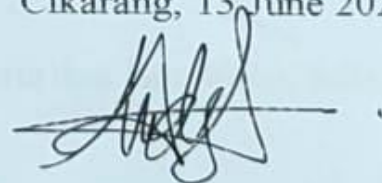
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## **ABSTRACT**

PD. Toko Enam Sembilan is a printing company located in Pontianak, West Kalimantan. In the last few years, this company has faced challenges in increasing sales targets and loss some of its loyal customers. This research aimed to identify the factors that influenced customer loyalty through customer satisfaction. Quantitative method with descriptive analysis is used. The sampling method used was purposive sampling, specifically targeting customers of PD. Toko Enam Sembilan. A total of 219 respondents were successfully obtained as samples. The application used to process data is SmartPLS 3. The findings of this study revealed that the price perception, product quality, and service quality variables has a significant influence on customer satisfaction, and customer satisfaction has a significant impact on customer loyalty. Furthermore, product quality has significantly influence customer loyalty through the mediation of customer satisfaction. Meanwhile, price perception and service quality variables has insignificantly influence on customer loyalty through the mediation of customer satisfaction.

*Keywords: Price Perception, Product Quality, Service Quality, Customer Satisfaction, Customer Loyalty*

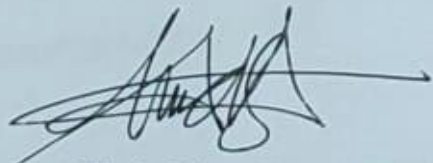
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- d. To my friends, Ella, Meta, Nisye, Ruth, and Kukuh, who always support me.
- e. For people who I did not mention their names above but have support to me in completing this research

The author realizes that this report still has some errors and much needs to be corrected. Therefore, the authors are open to constructive criticism and suggestions.

Cikarang, 13 June 2023



Adinda Tiara Pramaishella

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