FACTORS INFLUENCING PERCEIVED VALUE AND ITS IMPACT ON LOYALTY MEDIATED BY SATISFACTION TOWARDS CONVERSE STORE: A SURVEY AT SUMMARECON MALL BEKASI

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FACTORS INFLUENCING PERCEIVED VALUE AND ITS IMPACT ON LOYALTY MEDIATED BY SATISFACTION TOWARDS CONVERSE STORE:
A SURVEY AT SUMMARECON MALL BEKASI

Having an attractive appearance not only from the side of the face but also from clothes has become everyone's dream. This makes the fashion industry is growing very rapidly. One part of fashion is shoes. If initially men's shoes, such as pump shoes or oxfords, and women's, such as high heels, were the trendsetters, nowadays what is growing rapidly is the sneaker model that can be used for both formal and non-formal events. One of the pioneers of sneakers is Converse. Seeing this extraordinary potential from the consumer side, many companies produce sneakers with various models and prices. As a result, currently, the competition for shoes in these sneakers has become very tight, such as Nike, New Balance, Adidas, Under Armor, Bata, and Puma. This study reveals that the drivers of perceived value are brand image, price, and retail service quality to compete and win the competition among sneakers' companies. It also reveals that perceived value increases customer satisfactions and at the same time increases loyalty. Hence, satisfaction is not the only driver to increase customer loyalty of the Converse shoe store in Summarecon Mall Bekasi. This study was conducted applying the quantitative method since it is a consumer behavior study. This study suggests Converse footwear stores to provide varieties type and price to suit different demography profiles.

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