

ABSTRAK

Penelitian ini bertujuan untuk mengkaji sejauh mana pengaruh kelengkapan barang, kualitas pelayanan, dan *perceived value* terhadap tingkat loyalitas pelanggan di Supermarket Graha Mulia Lumajang. Pendekatan yang diterapkan yaitu kuantitatif, dengan populasi yang terdiri dari seluruh konsumen Supermarket Graha Mulia Lumajang. Sampel penelitian berjumlah 80 responden yang ditentukan menggunakan metode purposive sampling. Pengumpulan data dilakukan melalui angket, dan teknik analisis yang digunakan adalah regresi linear berganda dengan bantuan software SPSS. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan *perceived value* memiliki pengaruh yang signifikan terhadap loyalitas pelanggan Supermarket Graha Mulia Lumajang. Sementara itu, variabel kelengkapan barang tidak memberikan pengaruh yang signifikan terhadap loyalitas pelanggan pada Supermarket Graha Mulia Lumajang.

Kata Kunci: Kelengkapan Barang, Kualitas Pelayanan, *Perceived Value*, Loyalitas pelanggan



ABSTRACT

This study aims to examine the extent to which the completeness of goods, service quality, and perceived value influence the level of customer loyalty at the Graha Mulia Lumajang Supermarket. The approach applied is quantitative, with a population consisting of all consumers of the Graha Mulia Lumajang Supermarket. The research sample consisted 80 respondents determined using the purposive sampling method. Data collection was carried out through questionnaires, and the analysis technique used was multiple linear regression with the help of SPSS software. The results of the study indicate that service quality and perceived value have a significant influence on customer loyalty at the Graha Mulia Lumajang Supermarket. Meanwhile, the variable of completeness of goods does not have a significant influence on customer loyalty at the Graha Mulia Lumajang Supermarket

Keywords: *Completeness of Goods, Service Quality, Perceived Value, Customer Loyalty*

