

SUMMARY

This research was entitled “THE EFFECT OF PERCEIVE QUALITY AND PERCEIVE VALUE TOWARD CUSTOMER SATISFACTION ON LOYALTY (Survey on Consumers Tupperware in Purwokerto)”. The aims of research were to analyze the effect of perceive quality, perceive value toward customer satisfaction on loyalty. Based on the theory and results of previous studies, it can be formulated the research hypotheses were perceive quality has a positive effect on perceive value (H1), perceived quality has a positive effect on customer satisfaction (H2), perceived value has a positive effect on customer satisfaction (H3), customer satisfaction has positive effect on loyalty (H4). To test these hypotheses, type of this research uses survey, Population of this research was total total population of consumers who had purchase Tupperware product housware and live in Purwokerto. Sampling technique of this study was based on the opinion by Hair et al., in Ferdinand (2005), so it could be determined that sample size of this study was 126 respondent. Furthermore, technique data analysis of this study uses Structural Equation Model (SEM) analysis.

Based on the results of data analysis, it can be concluded that the quality of perception and perception of value have a positive effect on customer satisfaction, and customer satisfaction has a positive effect on loyalty. Referring to these conclusions, in addition to the quality of Tupperware products maintained, the company can provide procedures in treating Tupperware products so as not to leave residual smells of food and beverages that stick, so the product is not easily damaged and often bitten by rats. By giving tips on how to properly wash and care for Tupperware products, it is expected that Tupperware companies will need to apply appropriate marketing strategies to increase consumer awareness about environmentally friendly products. To improve the quality of Tupperware in order to improve Tupperware products, companies are advised to add halal labels to convince and convince people that the marketable products are safe to use and of good quality. To increase customer satisfaction to keep consumers loyal to Tupperware products, a way that can be done by providing ease of getting Tupperware offline products should also be a consideration for companies to make products more easily obtainable by consumers or work with shopping. For example, for consumers who need a plastic container, they can look for Tupperware products in the shopping area. The services provided and online ordering process should be improved, so that consumers can easily and quickly get the products they will buy. So it will further encourage consumers to make purchases continuously.