

The Relationship Between Customer Satisfaction and Perceived Value on Customer Loyalty*

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Abstract

This study using structural equation modelling (SEM) investigates the relationship between customer satisfaction and perceived value on customer loyalty. The model was tested using JASP program. Cronbach's α and McDonald's ω were used for evaluate the reliability of measurement model. The conceptual model used in the study combines 3 latent variables: perceived value, customer satisfaction and customer loyalty. Each latent variables were described by 3 manifest variables. The survey questionnaires were distributed using snowballing method. The researches was conducted among supermarket customers from southern Poland. Respondents evaluated a total of 35 criteria – manifest variables (describing 6 latent variables). The findings revealed a significant positive correlation between customer satisfaction and loyalty, perceived value and customer satisfaction. The perceived value was found to have significant effect on customer loyalty at a lower level of significance than customer satisfaction.

Keywords: customer satisfaction, loyalty, perceived value, supermarket