

## **ABSTRACT**

*This study was conducted in order to analyze the effect of customer engagement, perceived value and customer satisfaction on customer loyalty toward Lion Air. A total of 200 respondents join this research, in which all of the data were collected from respondents using questionnaires which were distributed virtually using google forms. After confirming the validity and the reliability of the data, authors then analysed all of the data using PLS-SEM method using SmartPLS 3.3.2 software. Based on the data analysis results, authors concluded that customer engagement, perceived value and customer satisfaction had a positive and significant effect on customer loyalty toward Lion Air. Therefore, the results obtained in this study underlined the importance of establishing and maintaining good communication activities with all consumers, together with offering the best services possible to all consumers in order to increase consumers' level of satisfaction and loyalty toward Lion Air.*

**Keywords:** *Customer Engagement; Perceived Value; Customer Satisfaction; Customer Loyalty*