

ABSTRACT

The purpose of this study was to see the effect of service quality and perceived value on customer satisfaction and its effect on customer loyalty in internet customer service in Jakarta. This study used a questionnaire, with sampling using the non-probability sampling method and in data processing using the Structural Equation Modeling (SEM) method using the Smart-PLS program. The amount of data used in this study was 200 respondents in Jakarta from September 2022 to November 2022. The results showed that service quality and perceived value have a positive and significant influence on customer satisfaction and customer loyalty, customer satisfaction has a positive influence and significant to customer loyalty, as well as mediating customer satisfaction the effect of service quality and perceived value on customer loyalty.

Keywords: *Service Quality, Perceived Value, Customer Satisfaction, Customer Loyalty, Internet*