ABSTRACT

This research was conducted to determine the effect of customer value on customer loyalty at PT. Tirta Musi Mariana Palembang. This type of research through surveys . The sample in this research amounted to 100 people , in which respondents are customers who have made a purchase at PT. Tirta Musi Mariana. The sampling technique used was purposive sampling technique. The process of data analysis used in this research using SPSS version 18. Data analysis techniques used are validity, reliability test, descriptive analysis of average scores per variable and multiple linear regression. The results of the validity test shows all the data is valid, the reliability test showed reliable all variables, the average score analysis showed the highest value is the value of quality of service. The results of multiple linear analysis shows that customer value consists of emotional value , price value and service quality has a positive and significant influence is the price value on customer loyalty.

Keywords : Customer Value (Emotional value, price value, and service quality value) , Customer Loyalty .