

**The Influence of Price Perception, E-Service Quality, and Customer  
Value on Customer Loyalty in the Canva Pro Application (A Case  
Study on Generation Z Students)**



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Value on Customer Loyalty in the Canva Pro Application (A Case  
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**THESIS**

Presented to University of Darussalam Gontor in Partial  
Fulfillment of Requirements for Completing the Undergraduate  
Program of Management

**By**

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## ABSTRACT

### **The Influence of Price Perception, E-Service Quality, and Customer Value on Customer Loyalty in the Canva Pro Application (Case Study of Generation Z Students)**

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This study aims to analyze *The Influence of Price Perception, E-Service Quality, and Customer Value on Customer Loyalty* in The Canva Pro Application, focusing on Generation Z Students as the research subjects. A quantitative method was employed in this research, with data collected through questionnaires from 400 respondents who are Canva Pro users. The data analyzed was conducted using multiple linear regression to determine the effect of each variable on Customer Loyalty. The results of the study indicate that, simultaneously, *Price Perception, E-Service Quality* and *Customer Value* significantly influence *Customer Loyalty*, with an *Adjusted R-Square* value of 0.768, meaning that these three variables explain 76.8% of the variation in Customer Loyalty. Partially, *E-Service Quality* and *Customer Value* have a positive and significant effect on *Customer Loyalty*, with coefficient values of 0.416 and 0.488 respectively. Conversely, *Price Perception* does not show a significant effect on loyalty, with a P-Value of 0.174.

Keyword: Price Perception, E-Service Quality, Customer Value, Customer Loyalty,

Canva Pro

## ABSTRAK

### **Pengaruh Persepsi Harga, E-Service Quality, dan Customer Value Terhadap Customer Loyalty Pada Aplikasi Canva Pro (Studi Kasus Mahasiswa Gen Z)**

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Penelitian ini bertujuan untuk menganalisis pengaruh Persepsi Harga, E-Service Quality, dan Customer Value terhadap Customer Loyalty pada aplikasi Canva Pro, dengan fokus pada mahasiswa Gen Z sebagai subjek penelitian. Metode kuantitatif digunakan dalam penelitian ini, dengan data yang dikumpulkan melalui kuesioner dari 400 responden yang merupakan pengguna Canva Pro. Analisis data dilakukan menggunakan regresi linear berganda untuk mengetahui pengaruh masing-masing variabel terhadap loyalitas pelanggan. Hasil penelitian menunjukkan bahwa secara simultan, Persepsi Harga, *E-Service Quality*, dan *Customer Value* berpengaruh signifikan terhadap *Customer Loyalty*, dengan nilai R-Square Adjusted sebesar 0.768, yang berarti ketiga variabel mampu menjelaskan 76.8% variasi dalam loyalitas pelanggan. Secara parsial, *E-Service Quality* dan *Customer Value* memiliki pengaruh positif dan signifikan terhadap *Customer Loyalty*, dengan nilai koefisien masing-masing sebesar 0.416 dan 0.488. Sebaliknya, Persepsi Harga tidak menunjukkan pengaruh signifikan terhadap loyalitas, dengan nilai p sebesar 0.174.

Kata kunci: Persepsi Harga, E-Service Quality, Customer Value, Customer Loyalty, Canva Pro

DECLARATION

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I hereby declare that this undergraduate thesis is the result of my investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Ponorogo, Sya'ban 09<sup>th</sup>, 1446 H  
February 08<sup>th</sup>, 2025 M

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APPROVAL OF SUPERVISOR

To Honorable,  
**Dean of Faculty of Economics and Management**  
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*Bismillahirrahmanirrahim,  
Assalamu 'alaikum Wr, Wb*

I certify that I have supervised and read this thesis, written by:

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In my opinion, it conforms to acceptable standards of scholarly presentation  
and is fully adequate, in scope and quality, as an undergraduate thesis for degree of  
Bachelor of Management Department.

*Wassalamu 'alaikum Wr, Wb.*

Ponorogo, 05 Rajab 1446 H

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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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It has passed the thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economics and Management, University of Darussalam Gontor.

Chairman,

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APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis by:

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Title : The Influence of Price Perception, E-Service Quality, and Customer Value on Customer Loyalty in the Canva Pro Applications (A Case Study Generation Z Students)

It is accepted as a fulfillment of the requirement for the degree of Bachelor of Management, academic year 1445-1446H / 2024-2025 M.

Ponorogo, Sya'ban 09<sup>th</sup>, 1446 H  
February 08<sup>th</sup>, 2025 M

Dean of  
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**Dr. Hartomi Maulana, M.Sc.**  
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**MOTTO**

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا

(Al-Baqarah : 286)

"Allah does not burden a soul beyond what it can bear"



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## DEDICATION

Bismillahirrahmanirrahim

Alhamdulillahirabbil ‘aalam, all praise be to Allah SWT for His boundless mercy and blessings, enabling the author to complete this thesis with patience and strength. May blessings and peace always be upon our beloved Prophet Muhammad SAW, a guiding light amidst the darkness. Aamiin.

This humble work is dedicated to those who have been the primary pillars of support and encouragement when the spirit starts to wane:

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May prayers and peace always be upon our Prophet Muhammad SAW and his companions. May we always be among those who deserve his intercession, both in this world and in the hereafter, Aamiin. Although this research is far from perfect, the researcher hopes for the blessings and acceptance of Allah SWT for all the efforts made. This study is prepared as one of the requirements for completing the undergraduate program (S1) at Darussalam Gontor University. The aim of this research is to analyze the factors influencing Customer Loyalty in the Canva Pro Application, particularly among Generation Z students.

During the preparation of this research, the researcher acknowledges that its success would not have been possible without the help, support, and prayers of various parties. Therefore, on this occasion, the researcher would like to express the deepest gratitude to:

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The researcher is fully aware that this research is far from perfect, both in terms of substance and technical writing. Therefore, the researcher gladly welcomes suggestions and corrections for future improvements. May this research bring benefits to all of us.

Mantingan, Rajab 14<sup>th</sup> 1446  
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