

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