

INTISARI

Penelitian ini menguji dan menganalisis pengaruh antara lima nilai dalam *theory of consumption value* (TCV) terhadap loyalitas melalui mediasi kepuasan. Nilai dalam TCV yang diuji adalah nilai fungsional, sosial, emosional, epistemik, dan moneter. Selain itu, terdapat pula variabel *alternative attractiveness* yang berperan sebagai moderator yang memengaruhi kepuasan terhadap loyalitas.

Industri yang diteliti adalah industri *mobile payment* dengan GoPay sebagai objek utama penelitian. Sebanyak 280 responden telah berpartisipasi dalam penelitian ini. Pengumpulan data dilakukan secara *nonprobability sampling* melalui *purposive sampling* dengan kriteria tertentu. Data yang sudah terkumpul, diolah menggunakan software SmartPLS dengan metode SEM-PLS.

Penelitian ini menghasilkan kesimpulan dari jawaban responden bahwa nilai fungsional, emosional, dan moneter berpengaruh secara langsung terhadap kepuasan sekaligus memediasi pengaruh tersebut terhadap loyalitas. Sedangkan, nilai sosial dan epistemik tidak berpengaruh terhadap kepuasan dan loyalitas. Selain itu, variabel *alternative attractiveness* berperan sebagai moderator yang memperkuat hubungan antara kepuasan dan juga loyalitas.

Kata kunci: nilai fungsional, nilai sosial, nilai emosional, nilai epistemik, nilai moneter, kepuasan, loyalitas, *alternative attractiveness*, *mobile payment*, GoPay.

ABSTRACT

This study examines and analyzes the influence of the five values in theory of consumption value (TCV) on loyalty through satisfaction mediation. The values in the TCV tested are functional, social, emotional, epistemic, and monetary values. In addition, there is also variable alternative attractiveness which acts as a moderator that influences satisfaction with loyalty.

The industry studied is the mobile payment industry with GoPay as the main object of research. As many as 280 respondents participated in this study by answering questionnaires. Data collection is done by non probability sampling through purposive sampling with certain criteria. The data that has been collected is processed using the SmartPLS software with the SEM-PLS method.

This study draws conclusions from the respondents' answers that functional, emotional, and monetary values directly influence satisfaction and then indirectly affect loyalty. Satisfaction acts as a mediation between functional, emotional, and monetary values on loyalty because satisfaction also has a direct effect on loyalty. Meanwhile, social and epistemic values have no effect on satisfaction and loyalty. Additionally, variable alternative attractiveness acts as a moderator that strengthens the relationship between satisfaction and loyalty.

Keywords: *functional value, social value, emotional value, epistemic value, monetary value, satisfaction, loyalty, alternative attractiveness, mobile payment, GoPay.*