

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas fungsional, dan kualitas teknis secara parsial terhadap nilai yang dipersepsikan, pengaruh kualitas fungsional, dan kualitas teknis secara parsial terhadap loyalitas pelanggan, serta pengaruh nilai yang dipersepsikan secara parsial terhadap loyalitas pelanggan.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Metode survei dilakukan dengan penyebaran kuesioner secara daring. Sampel penelitian sebanyak 150 orang berusia > 18 tahun yang sudah pernah memakai aplikasi GrabFood di Indonesia yang ditentukan menggunakan metode *purposive sampling*. Instrumen penelitian diuji validitasnya menggunakan uji korelasi product moment Pearson, dan uji reliabilitasnya menggunakan uji cronbach's alpha. Teknik pengumpulan data menggunakan kuesioner yang disebarakan secara daring. Teknik analisis data dalam penelitian ini menggunakan uji partial least square (PLS).

Temuan riset mengungkapkan bahwa kualitas fungsional, dan kualitas teknis secara parsial berpengaruh positif signifikan terhadap nilai yang dipersepsikan, kualitas fungsional, dan kualitas teknis secara parsial berpengaruh positif signifikan terhadap loyalitas pelanggan, serta nilai yang dipersepsikan berpengaruh positif signifikan terhadap loyalitas pelanggan.

**Kata kunci:** kualitas fungsional, kualitas teknis, nilai yang dipersepsikan, loyalitas pelanggan

## ABSTRACT

*This study aims to examine the effect of functional quality, and technical quality partially on perceived value, the effect of functional quality, and technical quality partially on customer loyalty, and the effect of perceived value partially on customer loyalty.*

*This research uses a quantitative approach with a survey method. The survey method was carried out by distributing questionnaires online. The research sample was 150 people aged > 18 years who have used the GrabFood application in Indonesia, which was determined using purposive sampling method. The research instrument was tested for validity using the Pearson product moment correlation test, and the reliability test using the Cronbach's alpha test. The data collection technique used a questionnaire distributed online. The data analysis technique in this study used the partial least square (PLS) test.*

*The research findings reveal that functional quality, and technical quality partially have a significant positive effect on perceived value, functional quality, and technical quality partially have a significant positive effect on customer loyalty, and perceived value has a significant positive effect on customer loyalty.*

**Keywords:** functional quality, technical quality, perceived value, customer loyalty