

**ANALYSIS OF CUSTOMER LOYALTY TO SEGARBOX
VEGETABLE IN PADANG CITY**

UNDERGRADUATE THESIS

BY

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ANALISIS LOYALITAS PELANGGAN TERHADAP PRODUK SAYUR SEGARBOX DI KOTA PADANG

Abstrak

Konsumsi produk sayur segar Segarbox di Kota Padang terus meningkat. Sebagian pelanggan melakukan pembelian berulang, mengindikasikan kepuasan dan loyalitas yang mulai terbentuk. Akan tetapi, sebagian pelanggan belum loyal sepenuhnya yang terlihat pada fluktuasi penjualan Segarbox. Kondisi ini menunjukkan loyalitas pelanggan belum sepenuhnya terbentuk. Hal ini dipengaruhi oleh beberapa faktor seperti kualitas layanan, *perceived value*, dan kepuasan pelanggan. Penelitian ini bertujuan mengidentifikasi tingkat loyalitas pelanggan Segarbox serta menganalisis pengaruh kualitas layanan, *perceived value*, dan kepuasan pelanggan terhadap loyalitas, baik langsung maupun tidak langsung melalui kepuasan pelanggan sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan 145 responden melalui teknik *purposive sampling*. Data dikumpulkan menggunakan kuesioner, kemudian dianalisis menggunakan kerangka *Brand Loyalty Pyramid* untuk mengidentifikasi tingkatan loyalitas, dan PLS-SEM untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan loyalitas pelanggan Segarbox berada pada tahap *liking the brand*, mencerminkan preferensi dan keterikatan emosional yang kuat namun belum mencapai level tertinggi, sejalan dengan temuan awal bahwa loyalitas belum sepenuhnya solid. Kualitas layanan dan *perceived value* terbukti berpengaruh positif dan signifikan terhadap loyalitas baik langsung maupun tidak langsung melalui kepuasan pelanggan sebagai *mediator*, sedangkan kepuasan pelanggan berpengaruh positif dan signifikan secara langsung terhadap loyalitas. Temuan ini menunjukkan Segarbox perlu upaya strategis untuk mendorong pelanggan mencapai tahap *committed buyer*, melalui peningkatan konsistensi ketersediaan produk dan penguatan komunikasi interaktif dengan pelanggan.

Kata Kunci : Kepuasan Pelanggan, Kualitas Layanan, Loyalitas Pelanggan, *perceived value*, PLS-SEM.

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Abstract

Consumption of Segarbox's fresh produce in Padang continues to rise. Some customers make repeat purchases, indicating that satisfaction and loyalty are beginning to take root. However, some customers are still switching to other options, as reflected in Segarbox's sales fluctuations. This situation suggests that customer loyalty has not yet fully taken root. This is influenced by several factors, such as service quality, perceived value, and customer satisfaction. This study aims to identify the level of Segarbox's customer loyalty and to analyze the influence of service quality, perceived value, and customer satisfaction on loyalty, both directly and indirectly through customer satisfaction as a mediating variable. This study employed a quantitative approach involving 145 respondents selected through purposive sampling. Data were collected using a questionnaire and analyzed using the Brand Loyalty Pyramid framework to identify loyalty levels. PLS-SEM were used to examine the relationships between variables. The results showed that Segarbox's customer loyalty is at the liking the brand stage. It reflected a fairly strong preference and emotional attachment that has not yet reached the highest level, consistently with the preliminary findings that loyalty has not been fully established. Service quality and perceived value were found to have a positive and significant effect on loyalty, both direct and indirect through customer satisfaction as a mediator. Customer satisfaction was found to have a direct positive and significant effect on loyalty. These findings suggest that Segarbox needs to do a strategic effort in order to encourage customers to become committed buyer stage, by improving product availability and interactive communication with customers.

Keywords: Customer Loyalty, Customer Satisfaction, Perceived Value, PLS-SEM, Service Quality.