



## Article

# PERCEIVED VALUE, CUSTOMER LOYALTY AND CONSUMER SATISFACTION IN SKINCARE PRODUCTS: EVIDENCE FROM BANDAR LAMPUNG

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## ABSTRACT

Research on the effect of perceived value on customer loyalty have not shown consistent results. Research in different products provides different conclusions. So, it is necessary to re-research various product fields to test the relationship between these concepts. This study aims to examine the relationship between perceived value and loyalty mediated by the variable consumer satisfaction in skincare products. The skincare product in question is Scarlet, which currently has the largest market share in Indonesia. This study uses quantitative data analysis. The sample was selected by probability sampling technique with a total sample of 100 people. Hypothesis testing is done by path analysis. Research finds that: (1) perceived value has a significant effect on loyalty. (2) perceived value has a significant influence on customer satisfaction. (3) satisfaction has a significant influence on customer loyalty. (4) Consumer satisfaction mediates the relationship between perceived value and consumer loyalty

## KEYWORDS :

Perceived Value,  
Satisfaction, Customer  
Loyalty, Skincare, Bandar  
Lampung

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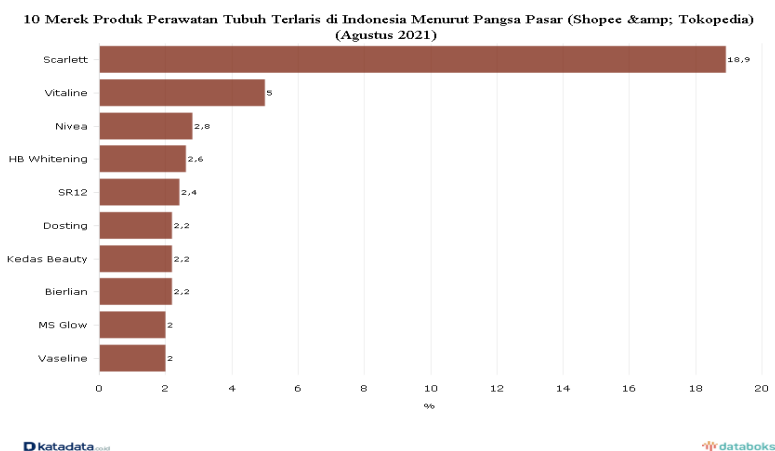
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## INTRODUCTION

Skincare is one of the products that are increasingly in demand in Indonesia. Based on data from the Central Statistics Agency (BPS) in the first quarter of 2020, the growth of the chemical, pharmaceutical, and traditional medicine industries including cosmetics grew by 5.59%. The growth of cosmetic products in Indonesia is also projected to increase by 7% in 2021 (Rizaty, 2021). Currently, there are many types of facial and skin care products circulating in Indonesia with various brands. According to the results of Kompas research last August 1-15, the 10 brands of body care products that were most sought after by consumers in the Shopee and Tokopedia marketplaces, namely Scarlett, Vitaline, Nivea, HB Whitening, SR12, Dosting, Kedas Beauty, Bearlian, Ms.Glow, dan Vaseline (Ramadhani, 2021). The following is a diagram of sales of skincare products according to compas.



From the several product brands, Scarlett is in first place with a much higher market share than other brands, namely 18.9%. Scarlett is a local beauty brand owned by Felicya Angelista which was just established in 2017. All scarlet products have been tested by the Food and Drug Supervisory Agency of the Republic of Indonesia (BPOMRI) and are halal certified. Even though it hasn't been established for a long time, Scarlett has been able to compete with old local brands and other international brands.

In the free trade era and globalization, business competition



is becoming increasingly stringent, the opening of free trade makes every company compete globally through the products and services they offer. Business competition in the world of beauty both locally and internationally has sprung up causing consumers to be more careful and selective in choosing their beauty products. Even though scarlet has many advantages and benefits, it is possible that this scarlet product could be displaced by other products. One of them is that there are consumers who choose to switch to other beauty products because they feel they are not getting instant and significant results.

Creating good relationships with customers is one of the important points for the success of a business. The success rate of the company can be determined by the company's ability to build customer loyalty. According to Tjiptono Loyalty is a customer commitment to a brand that is positive in long-term purchases (Tjiptono, 2008). Loyalty is needed for a company because customer loyalty will have a positive impact on the development of a company.

Customer loyalty can arise with satisfaction after buying and using a product. Successful companies usually always prioritize customer satisfaction. Satisfaction is one of the factors in creating a good relationship between the customer and the seller. Satisfaction will arise if the customer feels that the product sold by the company is following his wishes or can even exceed the wishes of the consumer.

Consumer satisfaction can also be measured by the perception that the value he gets is following what he gives, this is commonly referred to as customer-perceived value. Customers get benefits that match the costs they incur. In other words, if the value of a product or service purchased by consumers is higher, the level of customer satisfaction will also be higher. Companies should provide good product quality according to what customers need to create good long-term relationships to form customer loyalty.

Many studies examine the effect of perceived value on customer loyalty, but these researchers still provide different conclusions. Such as research conducted by Devi Erianti, Sentot Suciarto Athanasius (2019); Aaron Sebastian & Rudy Pramono (2021); Lia Arisyanti Ndun (2019) found that the direct effect of perceived value on consumer

loyalty gave significant positive results (Erianti & Athanasius, 2019; Ndun, 2019; Sebastian & Pramono, 2021). But Gultom, Yuliati, and Djohar (2016); found that there was no direct effect of perceived value on consumer loyalty (Gultom, Yuliati, & Djohar, 2016) product quality and perceived value on the satisfaction and loyalty of the customers of Perhutani wood industry, the level of customer satisfaction and loyalty and managerial implications. Four data analysis techniques were used including the structural equation modeling partial least squares (SEMPLS). It shows that the direct effect of perceived value on consumer loyalty has not yet obtained consistent results, giving rise to research gaps that need to be analyzed.

Moreover, the research findings in the field of marketing are often not present in the form of direct influence but are influenced by the relationship between two variables which mediate or mediate other phenomena such as consumer satisfaction. For example, research by Erina & Tatang Kusmayadi (2015) found that the effect of perceived value on consumer loyalty is mediated by consumer satisfaction (Budiarti & Kusmayadi, 2015). These findings are consistent with Evan Chandra Kusuma's research (2018) that satisfaction acts as a mediating variable in the effect of perceived value on consumer loyalty (Kusuma, 2018). Therefore, further research with various product fields is needed to test and add to the theoretical treasures related to the relationship between perceived value and consumer loyalty and its relationship to customer satisfaction.

## LITERATURE REVIEW

### Marketing Management

According to Kotler and Keller marketing management is the analysis, planning, implementation, and control of programs designed to create, build and maintain profitable exchanges and relationships with target markets to achieve organizational goals (Budianto, 2015). Meanwhile, Philip Kotler provides a definition of marketing management that has been approved by the American Marketing Association in 1985 as follows:

“implementation of conception, price planning,



promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual goals and organizational goals” (Tjiptadi, 2008).

## Consumer Behavior

According to David L. Loudon and Albert J. Della Bitta: “Consumer behavior can be defined as a decision-making process and individual activities physically involved in the process of evaluating, obtaining, using or being able to use goods and services (Firmansyah, 2018). Schiffman and Kanuk (1994) define the term consumer behavior as the behavior shown by consumers in searching for, buying, using, evaluating, and spending on products and services that they expect will satisfy their needs (Sumarwan, 2003). There are several theories of consumer behavior as follows:

1. Theory of Microeconomics.

This theory assumes that every consumer will try to obtain maximum satisfaction. They will try to continue their purchase of a product if they get satisfaction from the product they have consumed.

2. Psychological Theory.

This theory bases itself on individual psychological factors that are influenced by environmental forces.

3. Anthropological Theory.

This theory also emphasizes the buying behavior of a group of people whose scope is very broad, such as culture, social classes, and so on.

## Consumer Satisfaction

According to Kotler and Keller, customer satisfaction is the level of customer feelings after comparing perceived service performance compared to expectations (Rifa’i, 2019). According to Engel et al, consumer satisfaction is an after-purchase evaluation in which the selected alternative at least provides the same or exceeds consumer expectations (Daryanto & Setyabudi, 2014). Customer satisfaction will increase if the company can understand demands, meet expectations, and create customer value. The value that the customer thinks about

is the difference between the potential customer's evaluation of all the benefits and all the costs offered and the alternatives he thinks about (Setiawan, 2011).

### Customer loyalty

Griffin explains that loyal customers are people who make regular repeat purchases, buy between product or service lines, refer to others, and show immunity to the pull of competitors (Griffin, 2005). Meanwhile, according to Tjiptono loyalty is a customer's commitment to a brand, store, or supplier based on a very positive attitude and is reflected in consistent repeat purchases (Mashuri, 2020). Customer Loyalty relates to the relationship between the company and the customer. Customer Loyalty includes behavior (Customer Retention) in which a customer repurchases a certain brand of goods at this time, rather than choosing a competitor's brand instead.

Griffin mentions that there are four characteristics of loyal customers, namely (Griffin, 2005):

1. Make regular repeat purchases
2. Purchases across product and service lines
3. Recommend other products, and
4. Demonstrate an immunity to the full of competition.

### Perceived Value

According to Zeithaml, perceived is an overall assessment by customers regarding the utility of a product based on what benefits consumers receive and what consumers sacrifice to obtain these products (Erianti & Athanasius, 2019), while Tjiptono defines customer value as the emotional bond that exists between customers and producers. after customers use products and services from companies and find that these products or services provide added value (Tjiptono, 2008).

Customer value will affect the level of consumer loyalty, where the higher the perceived value perceived by consumers or customers, the greater the possibility of a continuous relationship (transaction). According to Sweeney and Soutar, the value dimensions consist of 4, namely: Emotional value, Social value, Quality/performance value, and Price/value of money (Tjiptono, 2008).



Based on the foregoing discussion, it can be hypothesized that:

H1 Perceived Value has a significant effect on Loyalty.

H2 Perceived Value has a significant effect on Satisfaction.

H3 Satisfaction has a significant effect on Customer Loyalty.

H4 Perceived Value has a significant effect on Customer Loyalty through Satisfaction as an Intervening variable.

## METHODOLOGY

This study used quantitative data analysis. The data collection method used was a questionnaire using a Likert scale. In this study, the sample selection used a probability sampling technique, namely sampling that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. The total sample used in this study is 100 samples consisting of consumers who have used scarlet products and live in the Lampung region. In this study, the data were processed using the IBM SPSS version 25 program. The data analysis tests used were the research instrument test (validity and reliability), the classical assumption test (normality, multicollinearity, and heteroscedasticity), the t-test, the f-test, and the Sobel test. Testing the research hypothesis was carried out using a path analysis model.

## RESULTS

### Validity test

The following are the results of the validity test of perceived value, satisfaction and loyalty variables that have been carried out using the help of the IBM SPSS Statistics version 25 program.

**Table 1.1**  
**Validity Test Results**

Variabel	No item	rtabel	rhitung	Keterangan
Perceived Value (X)	X.1	0,195	0,557	Valid
	X.2	0,195	0,582	Valid
	X.3	0,195	0,719	Valid
	X.4	0,195	0,755	Valid
	X.5	0,195	0,754	Valid
	X.6	0,195	0,771	Valid
	X.7	0,195	0,644	Valid
	X.8	0,195	0,783	Valid
	X.9	0,195	0,750	Valid
satisfaction (Z)	Z.1	0,195	0,757	Valid
	Z.2	0,195	0,809	Valid
	Z.3	0,195	0,821	Valid
	Z.4	0,195	0,786	Valid
	Z.5	0,195	0,794	Valid
	Z.6	0,195	0,380	Valid
Loyalty(Y)	Y.1	0,195	0,731	Valid
	Y.2	0,195	0,834	Valid
	Y.3	0,195	0,650	Valid
	Y.4	0,195	0,889	Valid
	Y.5	0,195	0,828	Valid
	Y.6	0,195	0,914	Valid

Based on the table above, it can be seen that all statement items have a validity coefficient that is greater than the r table value. So it can be concluded that all of these items are valid and can be said to be suitable for use as a measuring tool for the next analysis process.

### Reliability Test

a variable can be declared reliable if it meets the Cronbach's alpha value, that is, if it has a Cronbach's alpha value  $> 0.60$ .

**Tabel 1.2**  
**Reliability Test Result X variable**

Reliability Statistics	
Cronbach's Alpha	N of Items
.869	9





The results of the reliability test on the variable Perceived value (X) showed a Cronbach's alpha value of  $0.869 > 0.60$ . It can be concluded that all instrument items are declared reliable.

**Tabel 1.3**

**Reliability Test Result Z Variable**

Reliability Statistics	
Cronbach's Alpha	N of Items
.790	6

The results of the reliability test on the satisfaction variable (Z) show a Cronbach's alpha value of  $0.790 > 0.60$ . So it is declared reliable.

**Tabel 1.4**

**Reliability Test Result Y Variable**

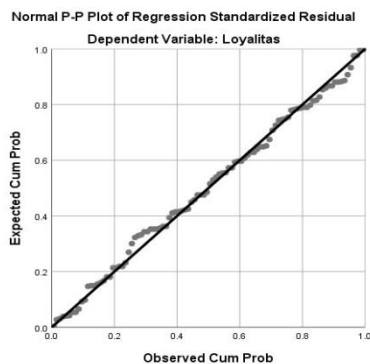
Reliability Statistics	
Cronbach's Alpha	N of Items
.897	6

The results of the reliability test on the loyalty variable (Y) show a Cronbach's alpha value of  $0.897 > 0.60$ . It can be concluded that all instrument items are declared reliable.

## Analysis Prerequisites Test

### a. *Normality test*

The data normality test is intended to see whether or not the distribution of the data to be analyzed is normal. To find out whether the data is normally distributed or not is to pay attention to the Normal P-P Plot, namely by looking at the distribution of the data. If the graph shows the distribution of data following a straight-line pattern, it can be declared normal. Or it can also be seen in the normality test table using the Kolmogorov-Smirnov, if the sig value is  $> 0.05$  then the data is normally distributed. The following is the output results from the normality test in this study:



Based on the Normal P-P Plot graph in the figure above, it can be seen that the distribution of data in this study has a normal distribution and distribution that follows a straight line pattern.

Tabel 1.5

Normality tes result

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	100
Test Statistic	,062
Asymp. Sig. (2-tailed)	,200 <sup>c,d</sup>
a. Test distribution is Normal.	

The same thing is also shown in the Kolmogorov-Smirnov test results which show that the data has an Asymp.Sig value. (2tailed) of 0.200 or greater than 0.05. So it can be concluded that the data is normally distributed and has fulfilled the assumption of normality.

*b. Multicollinearity Test*

To find out whether multicollinearity occurs in a regression model, it can be seen from the VIF value (inflation factor variable). If the tolerance values are  $> 0.10$  and or the VIF values are  $< 10$ , it can be concluded that in the regression model, there are no symptoms (free from) multicollinearity.

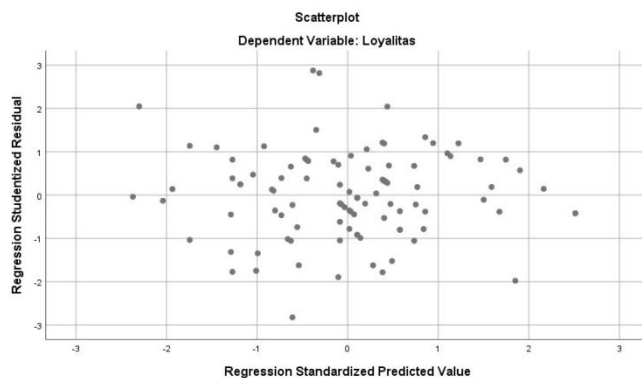
**Table 1.6**  
**Multicollinearity Test Result**

Coefficients <sup>a</sup>								
Model B		Unstandardized Coefficients		Standardized Coefficients	T	Sig. Tolerance	Collinearity Statistics	
		Std. Error	Beta				VIF	
1	(Constant)	-4,458	1,778		-2,507	,014		
	Perceived Value	,319	,074	,345	4,301	,000	,462	2,163
	Kepuasan	,702	,101	,557	6,953	,000	,462	2,163
a. Dependent Variable: Loyalitas								

From the output coefficient above, it can be seen that the tolerance column shows that there are no independent variables that have a tolerance value of less than 0.10. So it can be concluded that the regression model did not find any multicollinearity problems.

### *c. Heteroscedasticity test*

The heteroscedasticity test aims to test whether, in the regression model, there is an inequality of variance from one residual observation to another. The heteroscedasticity test in this study was carried out using a scatterplot graph. Following are the results of the heteroscedasticity test based on data management using SPSS 25:



It can be seen that the points on the scatterplot seem to spread randomly and spread above and below zero (0) on the Y axis. Thus it can be concluded that there is no heteroscedasticity.

## Path Analysis

### a. Path Analysis Equation 1

**Table 1.7**  
**Regression Test Result Model I**  
**Coefficients<sup>a</sup>**

Model	B	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		Std. Error	Beta			
1	(Constant)	3,232	1,750		1,847	,068
	Perceived Value	,539	,051	,733	10,678	,000
a. Dependent Variable: Kepuasan						

From the results of the path analysis of model 1, it can be seen that the regression equation is as follows :

$$Y = \beta_1 X + e_1$$

$$Y = 0,733X + 0,679e$$

With a value of 0.679 obtained from the formula  $e_1 = \sqrt{1 - r^2}$

$$e_1 = \sqrt{1 - 0,538} = \sqrt{0,462} = 0,679$$

**Tabel 1.8**  
**Result of Test R<sup>2</sup> Equation 1**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733a	.538	.533	2.354
a. Predictors: (Constant), Perceived Value				

### Partial Effect Test (T-test)

Based on the output in table 1.7 above, the calculated t-value for perceived value (X) is 10.678. This shows that t-count > t-table or 10.678 > 1.986 and with a significance level of 0.000. So it can be concluded that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, which means that perceived value has a significant influence on customer satisfaction. These results conclude that Regression Model I, namely the variable perceived value



has a significant effect on customer satisfaction.

#### *Test the Coefficient of Determination (R<sup>2</sup>)*

Based on the results of table 1.8 above, it can be explained that an R square value of 0.538 is obtained. This means that the effect of the perceived value variable on customer satisfaction is 53.8%, and the remaining 46.2% is influenced by other factors.

#### *b. Path Analysis Equation II*

**Table 1.9**  
**Model II Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,458	1,778		-2,507	,014
	Perceived Value	,319	,074	,345	4,301	,000
	Kepuasan	,702	,101	,557	6,953	,000
a. Dependent Variable: Loyalitas						

From the results of the model II path analysis, it can be seen that the regression equation is as follows:

$$Y = p_2X + p_3Z + e_2$$

$$Y = 0,345X + 0,557Z + 0,536e$$

With a value of 0.679 obtained from the formula  $e_2 = \sqrt{1 - r^2}$

$$e_2 = \sqrt{1 - 0,712} = \sqrt{0,288} = 0,536$$

**Table 1.10**  
**R<sup>2</sup> Test Results Equation 2**  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844a	.712	.706	2.351
a. Predictors: (Constant), Kepuasan, Perceived Value				

#### *1) Partial Effect Test (T-Test)*

Based on the results of the t-test using the path analysis model of equation II in table 1.9 above, the results can be obtained:

a. The Effect of Perceived Value on Customer Loyalty

The calculated t-value for perceived value (X) is 4.301. This shows that  $t\text{-count} > t\text{-table}$  or  $4.301 > 1.986$  and with a significance value of  $0.000 < 0.005$ . Based on the results of these statistical calculations, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that perceived value has a significant influence on scarlet customer loyalty.

b. The Effect of Satisfaction on Customer Loyalty

Based on the calculation results, the t-count value is 6.953. This shows that  $t\text{-count} > t\text{-table}$  or  $6.953 > 1.986$  and with a significance value of  $0.000 < 0.005$ . So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that satisfaction has a significant influence on scarlet customer loyalty.

2) *Test the Coefficient of Determination ( $R^2$ )*

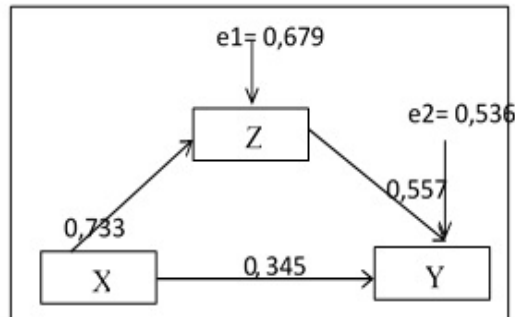
The magnitude of the R Square value contained in table 1.10 above is 0.712. This indicates that the contribution of perceived value and customer satisfaction to customer loyalty is 71.2% while the remaining 28.8% is a contribution from other variables not examined.

3) *F-Test (Simultaneous Effect)*

**Tabel 1.11**  
**Simultaneous test result**

ANOVAa						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1323,986	2	661,993	119,744	,000b
	Residual	536,254	97	5,528		
	Total	1860,240	99			
a. Dependent Variable: Loyalitas						
b. Predictors: (Constant), Kepuasan, Perceived Value						

Based on  $DF = N - k - 1$ , the F table in this study is 2.70, and the F-count is 119.744. This shows that  $F\text{-count} > F\text{-table}$  or  $119.744 > 2.70$ , and table 1.11 shows the p-value of the F test results of 0.000. So it can be concluded that perceived value and satisfaction simultaneously have an influence on customer loyalty. Equation II Path Diagram. From the results of the path, you can see the shape of the image as follows



## Sobel Test Result

The Sobel test is used to determine the effect of the mediating variable, namely satisfaction. In this study, researchers used the Calculator Sobel Test tool which can simplify the calculations. The following are the results of the analysis with the Calculation for the Sobel test:

Details can be found in Baron and Kenny (1986), Sobel (1982), Goodman (1960), and MacKinnon, Warsi, and Dwyer (1995). Insert the  $a$ ,  $b$ ,  $s_a$ , and  $s_b$  into the cells below and this program will calculate the critical ratio as a test of whether the indirect effect of the IV on the DV via the mediator is significantly different from zero.

Input:		Test statistic:	Std. Error:	p-value:
$a$	0.733	Sobel test: 5.14882741	0.07929592	2.6e-7
$b$	0.557	Aroian test: 5.13799842	0.07946305	2.8e-7
$s_a$	0.051	Goodman test: 5.15972516	0.07912844	2.5e-7
$s_b$	0.101	Reset all	Calculate	

Based on the results of the Sobel test on the mediation above, it shows a t-value of 5.148. While it is known that the t table value of alpha 0.05 is 1.986, it can be concluded that  $t \text{ count} > t \text{ table}$ . Thus hypothesis 4 ( $H_{a4}$ ) is accepted. These results can be concluded that the variable Satisfaction (Z) can mediate the influence between the variable perceived value (X) on the customer loyalty variable (Y).

## DISCUSSION

According to the results of this study, the relationship between

Perceived Value, Customer Loyalty, and Consumer Satisfaction with Scarlet Skin Care Products in Bandar Lampung is as follows:

*1) The Effect of Perceived Value on Customer Loyalty for scarlet consumers in Lampung*

Based on the first hypothesis testing, a significance result of  $0.000 < 0.005$  was obtained with the calculated t value for perceived value (X) of 4.301. This shows that  $t\text{-count} > t\text{-table}$  or  $4.301 > 1.986$ , it can be concluded that perceived value has a significant effect on scarlet customer loyalty so that  $H_{01}$  is rejected and  $H_{a1}$  is accepted.

This result is in line with the results of previous studies which found that the direct effect of perceived value on consumer loyalty gave significant positive results (Erianti & Athanasius, 2019; Ndun, 2019; Sebastian & Pramono, 2021).

Based on these results, it can be assumed that the higher the perceived value, the higher the customer loyalty to scarlet products. conversely, if the perceived value is low, the lower the customer loyalty to scarlet will be. These results prove that the first hypothesis in this study can be accepted.

*2) The Effect of Perceived Value on Consumer Satisfaction on Scarlet Consumers in Lampung*

Based on the results of testing the second hypothesis, the calculated t value for perceived value (X) is 10.678. This shows that  $t\text{-count} > t\text{-table}$  or  $10.678 > 1.986$  and with a significance level of  $0.000 < 0.005$ . So it can be concluded that  $H_{02}$  is rejected and  $H_{a2}$  is accepted, which means that perceived value has a significant influence on customer satisfaction on scarlet products.

Based on the first hypothesis testing, a significance result of  $0.000 < 0.005$  was obtained with the calculated t value for perceived value (X) of 4.301. This shows that  $t\text{-count} > t\text{-table}$  or  $4.301 > 1.986$ , it can be concluded that perceived value has a significant effect on scarlet customer loyalty so that  $H_{01}$  is rejected and  $H_{a1}$  is accepted.

This result is in line with the results of previous studies which found that the direct effect of perceived value on consumer loyalty





gave significant positive results (Erianti & Athanasius, 2019; Ndun, 2019; Sebastian & Pramono, 2021).

Based on these results, it can be assumed that the higher the perceived value, the higher the customer loyalty to scarlet products. conversely, if the perceived value is low, the lower the customer loyalty to scarlet will be. These results prove that the first hypothesis in this study can be accepted.

### *3) The Effect of Consumer Satisfaction on Customer Loyalty for Scarlet consumers in Lampung*

Based on the results of testing the third hypothesis, the t-count value is 6.953. This shows that  $t\text{-count} > t\text{-table}$  or  $6.953 > 1.986$  and with a significance level of  $0.000 < 0.005$ . So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that satisfaction has a significant influence on scarlet customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty because if the customer is satisfied, it will create a sense of loyalty to the product.

The results of these findings are in line with existing research concerning the relationship between customer satisfaction and loyalty, which finds that consumer satisfaction has a positive and significant effect on consumer loyalty (Firli & Stiawan, 2021; Kusuma, 2018; Ndun, 2019). Based on these results, it follows that It can be assumed that the higher the customer satisfaction with a product, the more loyal the customer will be to the product. Satisfied customers will show their loyalty in the form of attitudes, they will have a strong brand preference, are not tempted by other brands, and have a sense of wanting to recommend the product to others arises. Besides that, those who are satisfied tend to have the behavior to buy the same brand.

### *4) The Effect of Perceived Value on Customer Loyalty Through Consumer Satisfaction on Scarlet Consumers in Lampung*

Based on the results of testing the fourth hypothesis, the t value is 5.148. While it is known that the t table value of alpha 0.05 is 1.986, so it can be concluded that  $t\text{ count} > t\text{ table}$  or  $5.148 > 1.986$ , with a significance level of  $0.000 < 0.005$ . These results can be concluded

that the variable consumer satisfaction (Z) is able to mediate the influence between the variable perceived value (X) on the customer loyalty variable (Y). Thus hypothesis 4 (Ha4) which states “Consumer satisfaction mediates the effect of perceived value on consumer loyalty in scarlet users” is accepted or proven true.

The results of this study are in line with the results of existing research regarding Perceived Value and its relationship to consumer loyalty through the intermediary variable consumer satisfaction which finds that customer satisfaction mediates the relationship between perceived value variables and customer loyalty significantly (Kusuma, 2018; Sri Utami, 2013). Based on these results, it can be concluded that perceived value can increase customer loyalty through satisfaction intermediaries. If the customer is satisfied with the Scarlet product, a high perceived value will be created for this product, then a desire to continue buying and using the product is called customer loyalty. There is an indirect effect caused by the perceived value variable on loyalty through the satisfaction variable.

## CONCLUSIONS

The purpose of this study was to examine the relationship between perceived value and loyalty mediated by consumer satisfaction variables in skin care products in Lampung. The above objectives were achieved through a questionnaire survey of 100 Skarlet skincare consumers in Lampung. Research finds that perceived value has a significant effect on customer loyalty and satisfaction. Meanwhile, satisfaction has a significant effect on customer loyalty, and customer satisfaction mediates the relationship between perceived value and customer loyalty. Overall, the findings of this study have important implications for academics as well as practitioners. for academics, this research can be a reference to achieve a more complete understanding of the relationship between perceived value, loyalty, and customer satisfaction. For practitioners, the findings of this study are important as a basis for maintaining and increasing product quality and value to provide satisfaction to consumers. Based on this research, the results show that customer satisfaction significantly affects customer loyalty.



From the distribution of questionnaires, this study found that several respondents felt dissatisfied with Scarlet products because they felt they had not overcome the complaints experienced by consumers. So that many only try a few times and then stop using scarlet products.

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