

ABSTRACT

The footwear market in Indonesia is becoming increasingly competitive, particularly among Gen Z consumers who exhibit unique consumption characteristics and a strong awareness of brand value. Converse continues to be a top choice despite the presence of local brands offering similar designs at more affordable prices. This phenomenon highlights the need to examine how perceived value influences customer loyalty, with customer satisfaction acting as a mediating variable.

This study aims to analyze the effect of perceived value on customer loyalty among Gen Z users of Converse Chuck Taylor All Star in Bandung and to determine the mediating role of customer satisfaction in this relationship. The research focuses on understanding young consumers' behavior in evaluating product value and how this affects their brand loyalty.

A quantitative approach was employed using a survey method. The study involved 100 respondents selected through purposive sampling, targeting Gen Z consumers in Bandung who have purchased and used Converse Chuck Taylor All Star shoes. Data were analyzed using Structural Equation Modeling (SEM) with the SmartPLS 4.0 software.

The results indicate that perceived value has a positive and significant effect on customer satisfaction, and customer satisfaction significantly affects customer loyalty. Furthermore, customer satisfaction was found to mediate the relationship between perceived value and customer loyalty. These findings affirm that strong perceived value must be supported by satisfaction to foster lasting loyalty.

This research is expected to serve as a reference for companies in designing marketing strategies that align with the characteristics of Gen Z, particularly by enhancing perceived value and post-purchase experiences. Future research may consider expanding the object or population to obtain more generalizable results.

Keywords: *Perceived Value, Customer Loyalty, Customer Satisfaction, Converse, Gen Z*