

Abstract : *The purpose of this study was determined the perceived quality of Enzim toothpaste to customer satisfaction and the impact on customer loyalty in choosing and using Enzim product. The purposive sampling technique was used for 250 respondents. Research data by questionnaires filled online via social media application that was distributed to all Enzim Indonesia followers. All data were analyzed using Structural Equation Models (SEM). The results of this research showed that perceived quality had a positive and significant relationship to customer satisfaction. Perceived quality variable does not have a significant effect on customer loyalty with t count value of 0.87 ($t\text{-value} \geq 1.96$) and path coefficient 0.31 ($SFL > 0.05$). The direct path coefficient value of customer satisfaction with customer loyalty is 0.65 with t count value of 2.14 ($t\text{-value} \geq 1.96$). Whereas the coefficient value of indirect path perceived quality on customer satisfaction and its impact on customer loyalty is 0.92.*

Keywords: *customer satisfaction, customer loyalty, enzim, perceived quality*

Abstrak: *Tujuan penelitian ini untuk mengetahui perceived quality produk pasta gigi Enzim terhadap kepuasan dan dampaknya terhadap loyalitas pelanggan dalam memilih dan menggunakan produk Enzim. Metode pengambilan sampel dengan purposive sampling terhadap 250 responden. Teknik Pengumpulan data menggunakan kuesioner yang diisi secara online melalui media sosial disebarkan kepada semua follower Enzim Indonesia. Seluruh data dianalisa menggunakan Structural Equation Models (SEM). Hasil penelitian menunjukkan bahwa perceived quality memiliki hubungan yang positif dan signifikan terhadap kepuasan pelanggan. Variabel perceived quality tidak berpengaruh signifikan terhadap loyalitas pelanggan dengan nilai t hitung sebesar 0,87 ($t\text{-value} \geq 1,96$) dan koefisien jalur 0,31 ($SFL \geq 0,05$). Nilai koefisien jalur langsung (direct) kepuasan pelanggan terhadap loyalitas pelanggan sebesar 0,65 dengan nilai t hitung sebesar 2,14 ($t\text{-value} \geq 1,96$). Sedangkan nilai koefisien jalur tidak langsung (indirect) perceived quality terhadap kepuasan pelanggan dan dampaknya kepada loyalitas pelanggan sebesar 0,92.*

Kata kunci : *enzim, kepuasan pelanggan, loyalitas pelanggan, Perceived quality*