ABSTRACT

ANALYSIS OF THE EFFECT OF USING BLOCKCHAIN AND VALUE CHAIN ON CUSTOMER LOYALTY WITH CUSTOMER VALUE AS AN INTERVENING VARIABLE IN COFFEE UMKM IN BANDAR LAMPUNG CITY

by

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This study aims to analyze the effect of using blockchain technology and value chains on customer loyalty with customer value as an intervening variable in MSMEs in Bandar Lampung City. The research method used is quantitative with data collection techniques through questionnaires to 240 respondents who are customers of Coffee MSMEs. Data analysis was carried out using the Structural Equation Modeling (SEM) approach with the help of AMOS software. The results showed that the use of blockchain technology did not significantly affect customer value and customer loyalty. Value chain also has a significant effect on customer value and customer loyalty. Customer value has a significant effect on customer loyalty, and Blockchain has no indirect effect on customer loyalty through customer value and value chain has an indirect effect on customer loyalty through customer value. The research model shows good goodness of fit, with a chi-square value = 91.463, probability = 0.052, RMSEA = 0.035, GFI = 0.951, AGFI = 0.927, CMIN/DF = 1.288, TLI = 0.982, CFI = 0.986. This research shows the importance of a stronger strategy in providing information to customers regarding technology integration to increase customer value such as security, transparency, and credibility so that the effect is felt by customers. The findings provide recommendations for Coffee MSMEs to strengthen strategies before adopting a technology system and evaluate to improve value chain management in a structured manner in an effort to increase competitive advantage in the digital era.

Kata Kunci : *Blockchain, Value Chain, Customer Value, Customer Loyalty, Coffee Smes.*