

ABSTRAK

Lisa Monica, No.Bp 16101155310145. Jurusan Manajemen, 2020. “Pengaruh *Perceived Value* dan Harga Terhadap Kepuasan Pelanggan Melalui Kualitas Layanan Sebagai Variabel Intervening Pada Outlet V-Coffee Padang” dibawah pembimbing I Dr. Yulasmi, S.E, MM dan pembimbing II Desi Permata Sari, S.E., M.M.

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh *Perceived Value* dan Harga terhadap Kualitas Layanan dan seberapa besar pengaruh *Perceived Value*, Harga dan Kualitas Layanan terhadap Kepuasan Pelanggan. Metode pengumpulan data melalui survei dan mengedarkan kuesioner, dengan sampel 100 responden yang dapat dengan penarikan banyaknya populasi pada V-Coffee Padang. Metode analisis yang digunakan adalah analisis jalur (*Path Analysis*) menggunakan SPSS 16.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) Persamaan I diperoleh bahwa secara parsial terdapat pengaruh signifikan *Perceived Value* terhadap Kualitas Layanan dengan ($\text{Sig} < 0,05$) sedangkan Harga terhadap Kualitas Layanan dengan tingkat signifikan ($\text{Sig} > 0,05$). Kemudian hasil penelitian berdasarkan Uji Parsial (Uji t) diperoleh Persamaan II *Perceived Value*, Harga dan Kualitas Layanan secara parsial berpengaruh signifikan terhadap Kepuasan Pelanggan dengan ($\text{Sig} < 0,05$). Kontribusi variabel *Perceived Value* dan Harga terhadap Kualitas Layanan sebesar 0,534 atau 53,4% sedangkan sisanya sebesar 46,6% di pengaruhi oleh variabel lain, variabel *Perceived Value* dan Harga terhadap Kepuasan Pelanggan melalui Kualitas Layanan sebagai variable intervening sebesar 0,814 atau 81,4% sedangkan sisanya sebesar 18,6% di pengaruhi oleh variabel lain. Akhirnya penulis menyarankan kepada Outlet V-Coffee Padang untuk meningkatkan *Perceived Value* dan Harga terhadap Kepuasan Pelanggan melalui Kualitas Layanan.

Kata kunci : *Perceived Value*, Harga, Kualitas Layanan dan Kepuasan Pelanggan.

ABSTRACT

Lisa Monica, No.Bp 16101155310145. Department of Management, 2020. "The Effect of Perceived Value and Price on Customer Satisfaction Through Service Quality as Intervening Variables in Padang V-Coffee Outlets" under supervisor I Dr. Yulasmi, S.E, MM and supervisor II Desi Permata Sari, S.E., M.M.

This study aims to examine how much influence the Perceived Value and Price on Service Quality and how much influence the Perceived Value, Price and Service Quality on Customer Satisfaction. The method of collecting data through surveys and distributing questionnaires, with a sample of 100 respondents who can with the withdrawal of the large population at V-Coffee Padang. The analytical method used is path analysis using SPSS 16.

The results obtained based on Partial Test (t Test) Equation I obtained that partially there was a significant effect of Perceived Value on Service Quality with (Sig <0.05) while Price on Service Quality with a significant level (Sig > 0.05). Then the results of research based on Partial Test (t Test) obtained Equation II Perceived Value, Price and Service Quality partially have a significant effect on Customer Satisfaction with (Sig <0.05). The contribution of Perceived Value and Price to Service Quality is 0.534 or 53.4% while the remaining 46.6% is influenced by other variables, Perceived Value and Price variables to Customer Satisfaction through Service Quality as an intervening variable of 0.814 or 81.4% while the remaining 18.6% is influenced by other variables. Finally, the authors suggest to the Padang V-Coffee Outlet to increase the Perceived Value and Price of Customer Satisfaction through Service Quality.

Keywords : Perceived Value, Price, Service Quality and Customer Satisfaction.