

Pengaruh service quality dan precived value terhadap customer satisfaction dan dampaknya terhadap behavior intention dan extent of usage pada pengguna SMS provider CDMA

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Abstrak

Masalah umum dalam penelitian ini adalah apakah service quality dan perceived value mempengaruhi kepada customer satisfaction yang berdampak kepada behavioral intention dan extent of usage. Secara umum penelitian ini melaporkan suatu penilaian empiris. Berdasarkan penelitian sebelumnya oleh Tung Lai Lai (2004) yang meneliti tentang pengaruh antara service quality dan perceived value terhadap customer satisfaction yang berdampak terhadap behavioral intention dan extent of usage pada penggunaan SMS. Disini peneliti menguji lagi dengan populasi yang berbeda. Perhitungan dilakukan dengan menggunakan analisis Structural Equation Model (SElvi yang menggunakan program L I S R E L 8.54. Setelah dilakukan analisa, kesimpulan yang bisa diambil yaitu service quality memiliki pengaruh signifikan pada customer satisfaction, perceived value memiliki pengaruh signifikan pada customer satisfaction, customer satisfaction memiliki pengaruh signifikan pada behavioral intention, behavioral intention memiliki pengaruh signifikan pada extent of usage.

.....The general issue in this thesis is to observe whether there is an influence between service quality and perceived value towards customer satisfaction which also have an influence towards behavioral intention and extent of usage. Generally, this thesis was reporting about an empirical assessment. Based on the previous research which was implemented by Tung Lai lai (2004) which observed the influence between service quality and perceived value towards customer satisfaction and also have an influence towards behavioral intention and extent of usage on SMS usage. In this thesis, the researcher was re-observing a different population. The measurement was implemented by using Structural Equation Model (SEM) analysis method, and also using the L I S R E L 8.54.

After the analysis was implemented, it could be concluded that, service quality have a significant influence towards customer satisfaction, perceived value have a significant influence towards customer satisfaction, customer satisfaction have a significant influence towards behavioral intention, and behavioral intention have a significant influence towards extent of usage.