

Analisis pengaruh faktor service quality terhadap perceived value konsumen : studi kasus konsumen Starbucks di Jakarta = Analysis of factors influence of service quality to perceived value consumers : study case Starbucks's customer in Jakarta

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Abstrak

Skripsi ini membahas pengaruh faktor atribut determinan service quality terhadap perceived value konsumen Starbucks yang ada di Jakarta. Penelitian ini menggunakan metode regresi linear berganda. Hasil penelitian dari setiap kelompok menunjukkan adanya hubungan yang konsisten antara Service Quality dan Perceived Value. Terdapat pengaruh antara Service Quality dan Perceived Value dengan jumlah sampel sebanyak 145 responden. Coffee Quality, Service, dan Extra Benefits memiliki pengaruh yang signifikan terhadap nilai simbolis dan fungsional. Dimana Extra Benefits hanya memiliki pengaruh yang signifikan terhadap nilai simbolis. Selanjutnya, Food Quality dan Variety of Food tidak memiliki pengaruh yang signifikan terhadap nilai simbolis maupun fungsional.

*The focus of this study is researching the influence of determinant attributes factor - service quality - on perceived value of Starbucks' customers in Jakarta. This research uses multiple linear regression method. The study revealed that there is a consistent relationship between Service Quality and Perceived Value, Service Quality has a significant impact on Perceived Value (sample size: 145 respondents). The study also revealed that coffee quality, service and extra benefits has a significant influence on symbolized and functional value; where extra benefits only has a significant value on symbolized value. in the other side, food quality and variety of food don't have a significant influence on nor symbolized neither functional value of Starbucks's customers in Jakarta.*