

Analisis pengaruh service quality, value dan satisfaction terhadap behavioral intention : studi kasus Smartphone Android kelas menengah di lima kota besar di Indonesia = Analysis of effect of service quality, value and satisfaction toward behavioral intention : study case Smartphone Android middle class in five big cities in Indonesia

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Abstrak

Skripsi ini membahas tentang faktor-faktor apa saja yang berpengaruh terhadap service quality. Selanjutnya peneliti mengukur pengaruh service quality, value dan satisfaction terhadap behavioral intention. Dari penelitian yang telah dilakukan, hasil yang didapatkan adalah terdapat dua dari tujuh dimensi yang berpengaruh positif terhadap service quality, dimana dua dimensi yang berpengaruh antara lain connection quality dan contextual quality. Sedangkan yang tidak berpengaruh positif adalah interaction, device, content, customer service dan privacy. Hasil lain yang didapatkan adalah bahwa service quality dan satisfaction mempengaruhi behavioral intention, sedangkan value tidak mempengaruhi behavioral intention.

.....The focus of this study is to investigate the factors which influence service quality. After we get the which factors influence service quality, we assess the effect of service quality, value and satisfaction toward behavioral intention. This research shows there are two of seven dimension which influence service quality positively. The two dimension which influence service quality are connection quality and contextual quality, and the rest which not influence are interaction, device, content, customer service and privacy. Another result that gained by this study is that service quality and satisfaction are influencing behavioral intention positively, whether value is not influence behavioral intention.