

Pengaruh perceived value terhadap satisfaction kasus kiddycuts = The effect of perceived value on satisfaction case study kiddycuts / Maria Arma Wardani Eka Rosa Mystica

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh perceived value terhadap kepuasan yang ada pada industri salon anak dengan kasus Kiddycuts. Penelitian ini menggunakan 60 responden pengguna jasa Kiddycuts dalam kurun waktu 1 tahun terakhir sebagai sampel. Data diperoleh melalui metode survey dengan kuisioner. Analisis data dilakukan melalui dari uji pendahuluan penelitian yang mencakup uji validitas dan uji reliabilitas. Setelah variabel penelitian dinyatakan sudah lolos uji, dilakukan analisis menggunakan metode PLS. Hasil penelitian menunjukkan bahwa perceived value memiliki pengaruh positif terhadap kepuasan.

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ABSTRACT

The aim of this research is to analyze and test the effect of perceived value on satisfaction. This research was tested on kids haircare salon business case and Kiddycuts was selected for the research. The research itself involved 60 respondents which has got service by Kiddycuts during last 1 year as sample with primary data obtained by survey. Data analysis procedure was done by preliminary studies involving validity and reliability test. After research instrument passed the reliability and validity test, structural analysis was done by PLS Method. The result of this research showed that perceived value has positive effect on satisfaction.