

Analisis pengaruh kualitas jasa nilai dan kepuasan terhadap niat perilaku konsumen (Studi kasus Lembaga Bahasa I Can Read) = Analyzing the effect of service quality value and customer satisfaction to behavioral intentions (Case study I Can Read Literacy)

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Abstrak

[ABSTRAK]

Penelitian ini bertujuan untuk mengetahui pengaruh positif dan signifikan dari variabel kualitas jasa, nilai, dan kepuasan terhadap niat perilaku konsumen di Lembaga I CAN READ. Penelitian ini menggunakan desain penelitian konklusif deskriptif yang dilakukan satu kali dalam satu periode. Responden penelitian ini berjumlah 155 orang yaitu orang tua murid di Lembaga Bahasa I CAN READ dengan sembilan hipotesis diuji menggunakan Structural Equation Modelling (SEM). Hasil penelitian ini menunjukkan bahwa kepuasan berpengaruh signifikan dan positif pada loyalty dan word-of-mouth. Begitu pula nilai yang juga berpengaruh signifikan dan positif terhadap word-of-mouth. Untuk kualitas jasa harus melalui nilai dan kepuasan baru dapat berpengaruh signifikan dan positif terhadap loyalitas dan word-of-mouth.

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<i>ABSTRACT</i>

, The purpose of this study is to identify the impact and relation from some need for service quality value and satisfaction to behavioral intentions This research uses conclusive and descriptive design research conducted in one time period cross sectional design Respondents of this study are 155 people whose parents in I CAN READ Literacy Hypotheses research model in this study are tested with Structural Equation Modeling SEM The results of this study indicate that satisfaction has a significant and positive relationship on loyalty and word of mouth Value also has a significant and positive relationship on word of mouth Quality service can have significant and positive relationship to loyalty and word of mouth by value and satisfaction as its intermediary The purpose of this study is to identify the impact and relation from some need for service quality, value, and satisfaction to behavioral intentions This research uses conclusive and descriptive design research conducted in one time period (cross sectional design). Respondents of this study are 155 people, whose parents in I CAN READ Literacy. Hypotheses research model in this study are tested with Structural Equation Modeling (SEM). The results of this study indicate that satisfaction has a significant and positive relationship on loyalty and word-of-mouth. Value also has a significant and positive relationship on word-of-mouth. Quality service can have significant and positive relationship to loyalty and word-of-mouth by value and satisfaction as its intermediary.]