

Pengaruh service encounter quality dimensions terhadap perceived value, customer satisfaction dan loyalty : peran perceived risk sebagai variabel moderasi (studi kasus pelanggan Salon Johnny Andrean) =
The impact of service encounter quality dimensions on perceived value customer satisfaction and loyalty the role of perceived risk as a moderating variable case study customer of johnny andrean salon

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Abstrak

Dalam menghadapi persaingan yang semakin meningkat dan konsumen yang semakin cerdas, membuat para penyedia jasa layanan tertarik untuk meningkatkan hubungan-hubungan dengan konsumen dan membangun loyalitas konsumen.

Tujuan penelitian ini adalah menganalisa pengaruh service encounter quality dimensions yaitu technical quality, empathy, dan physical environment terhadap perceived value, customer satisfaction dan loyalty melalui perceived risk.

Hasil penelitian menunjukkan bahwa technical quality, empathy dan physical environment berpengaruh signifikan terhadap customer satisfaction dan perceived value. Perceived value berpengaruh signifikan terhadap customer satisfaction. Customer satisfaction dan perceived value berpengaruh signifikan terhadap customer loyalty. Pengaruh perceived risk terhadap hubungan customer satisfaction dan perceived value dengan customer loyalty tidak signifikan.

Penelitian terdahulu yang dilakukan oleh Jackie Lai - Ming Tam meneliti hubungan antara unsur tersebut dan menyatakan ada hubungan yang signifikan diantara mereka. Hasil penelitian ini memiliki perbedaan dengan hasil penelitian sebelumnya diduga karena adanya perbedaan budaya yang dimiliki.

In the face of increasing competition and increasingly savvy consumers, making the service providers interested in improving their relationships with consumers and build customer loyalty.

The purpose of this study was to analyze the effect of service encounter quality dimensions, namely technical quality, empathy, and physical environment on the perceived value, customer satisfaction and loyalty through perceived risk.

The results showed that the technical quality, empathy and physical environment have a significant effect on customer satisfaction and perceived value. Significant effect on the perceived value and customer satisfaction. Customer satisfaction and perceived value have a significant effect on customer loyalty.

Influence on the relationship between perceived risk and perceived value and customer satisfaction to customer loyalty is not significant.

Previous research conducted by Jackie Lai - Ming Tam investigated the relationship between these elements and expressed no significant relationship between them. The results of this study have differences with the results of previous studies presumably because of differences in the culture.