

Analisis hubungan service quality perceived value, customer satisfaction, dan post-purchase intention pada layanan mobile value-added service (M-Vas) di Jabodetabek = Relationship analysis amongst service quality perceived value, customer satisfaction, and post purchase intention in mobile value-added service (M-Vas) in Jabodetabek

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Abstrak

Tujuan penelitian ini adalah untuk melihat apakah ada hubungan antara service quality, perceived value, customer satisfaction serta post-purchase intention pada responden yang pernah menggunakan M-VAS dalam 6 (enam) bulan terakhir, berusia 18-35 tahun, serta berdomisili di Jabodetabek. Adapun hasil penelitian diolah dengan menggunakan Structural Equation Modeling. Hasil penelitian menunjukkan bahwa service quality berhubungan positif dengan perceived value. Perceived value berpengaruh secara signifikan terhadap customer satisfaction dan post-purchase intention. Customer satisfaction juga berpengaruh secara signifikan terhadap post-purchase intention. Sementara itu, service quality menunjukkan hubungan tidak langsung dengan customer satisfaction dan post-purchase intention melalui perceived value.

.....This research aims to observe the relationships amongst service quality, perceived value, customer satisfaction and post-purchase intention for the respondents who have used M-VAS in the last 6 (six) months, aged 18-35 years old, and live in Jabodetabek area. The result shows that service quality positively influences perceived value. Whereas perceived value positively influences both customer satisfaction and post-purchase intention. Customer satisfaction also positively influences post-purchase intention. In the end, service quality has an indirect positive influence towards customer satisfaction and post-purchase intention through perceived value.