

Analisis pengaruh perceived value terhadap revisit intention infrequent customer pada trendy coffee cafe = The influence of infrequent customers perceived value on revisit intention trendy coffee cafe

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh perceived product quality, perceived service quality dan perceived experience quality terhadap perceived value, serta pengaruh perceived value tersebut terhadap keputusan infrequent customer untuk melakukan revisit intention pada trendy coffee café. Sampel dalam penelitian ini berjumlah 129 orang yang merupakan infrequent customer dari trendy coffee cafe. Metode yang digunakan untuk mengolah data dalam penelitian ini adalah Multiple Regression. Hasil penelitian membuktikan secara signifikan bahwa perceived product quality dan perceived experience quality berpengaruh terhadap perceived value. Namun, perceived service quality tidak memiliki pengaruh yang signifikan terhadap perceived value dari infrequent customer pada trendy coffee café, sedangkan perceived value memiliki pengaruh yang kuat terhadap revisit intention dari infrequent customer pada trendy coffee café.

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ABSTRACT

This study aimed to analyze the influence of perceived product quality, perceived service quality, perceived quality experience to the perceived value, and the effect of the perceived value to revisit intention on infrequent customer of trendy coffee café. Sample in this research were 129 people who are infrequent customer of trendy coffee cafe. This study uses Multiple Regression to process the data. The result of this research shows significantly that perceived product quality and perceived quality experience have impact on perceived value. However, perceived service quality does not have a significant impact on the perceived value of infrequent customer at the trendy coffee café, while the perceived value has positive impact on infrequent customer's intention to revisit trendy coffee café.