

# Pengaruh Service Quality, Perceived Value pada Customer Satisfaction dan Loyalty di "Warunk Upnormal Jakarta" = The Effect of Service Quality, Perceived Value on Customer Satisfaction and Loyalty in "Warunk Upnormal Jakarta".

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## Abstrak

Dalam satu dekade terakhir, pertumbuhan usaha kuliner di Indonesia sangat cepat. Warunk Upnormal muncul sebagai salah satu usaha yang tingkat pertumbuhannya sangat tinggi. Bagaimana Warunk Upnormal menjaga kualitas layanannya agar konsumen tetap merasa puas dan loyal? Penelitian ini meneliti pengaruh service quality, perceived value pada customer satisfaction dan loyalty yang dilakukan Warunk Upnormal di Jakarta. Menggunakan teknik non-probability sampling, kuesioner penelitian dibagikan kepada sebanyak 245 responden. Software yang digunakan untuk mengolah data adalah SPSS dan SmartPLS 3.0. Hasil menunjukkan bahwa service quality yang dilakukan oleh Warunk Upnormal berpengaruh positif terhadap customer satisfaction, dan customer satisfaction yang pada akhirnya memberikan pengaruh positif pada loyalitas pelanggan. Menarik untuk disikapi bahwa hasil dari variabel perceived value memperlemah hubungan antara service quality terhadap customer satisfaction. Implikasi manajerial dan saran untuk penelitian selanjutnya diberikan berdasarkan hasil penelitian yang dilakukan.

.....In the past decade, the growth of culinary businesses in Indonesia is very fast. Warunk Upnormal emerged as one of the businesses whose growth rates were very high. How does Warunk Upnormal maintain the quality of its services so that consumers remain satisfied and ultimately loyal? This study studies the effect of service quality, perceived value on customer satisfaction and loyalty by Warunk Upnormal in Jakarta. Using the non-probability sampling technique, questionnaire distributed to 245 respondents. This research was processed using SPSS and SmartPLS 3.0 tools. Realizing the quality of service performed by Warunk Upnormal determines positively to customer satisfaction, and customer satisfaction determines which eventually provide a positif impact toward customer loyalty. It is interesting to note here that the perceives value aparently weakning the relationship between service quality and customer satisfaction. Managerial implication and and suggestions for further research are given based on the research report.