

**PENGARUH *SERVICE QUALITY* DAN *PERCEIVED VALUE* TERHADAP
CUSTOMER SATISFACTION
(Studi pada Sri Sedono *Salon and Day Spa* Jombang)**

ABSTRAK

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Penelitian ini bertujuan untuk menganalisa dan menjelaskan pengaruh *Service Quality* dan *Perceived Value* terhadap *Customer Satisfaction* pada Sri Sedono *Salon and Day Spa* Jombang. Jenis penelitian yang digunakan dalam penelitian ini adalah explanatory research dengan menggunakan pendekatan kuantitatif. Pengumpulan data dilakukan dengan angket dan sampel yang diambil sebanyak 100 responden yang merupakan konsumen Sri Sedono *Salon and Day Spa* Jombang, penarikan sampel menggunakan teknik *accidental sampling*. Teknik data yang digunakan dalam penelitian ini menggunakan analisis regresi linier berganda, dengan bantuan aplikasi SPSS Versi 21 *for windows*. Hasil penelitian menunjukkan bahwa variabel *Service Quality* berhubungan positif dan signifikan terhadap *Customer Satisfaction*. *Perceived value* berhubungan positif dan signifikan terhadap *Customer Satisfaction*. Secara keseluruhan dapat disimpulkan bahwa *Service Quality* dan *Perceived Value* berhubungan positif dan signifikan terhadap *Customer Satisfaction*.

Kata kunci: *Service Quality, Perceived Value, Customer Satisfaction*

***THE EFFECT OF SERVICE QUALITY AND PERCEIVED VALUE
ON CUSTOMER SATISFACTION
(Study at Sri Sedono Salon and Day Spa Jombang)***

ABSTRACT

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This study aims to analyze and explain the effect of service quality and perceived value on customer satisfaction at Sri Sedono Salon and Day Spa Jombang. This type of research used in this research is explanantory research using quantitative approach. Data collection was carried out with a questionnaire and samples taken as many as 100 respondents who are consumers Sri Sedono Salon and Day Spa Jombang, sampling using accidental sampling technique. The data technique used in this study uses multiple linier regression analysis with the help of SPSS version 21 for windows. The results of the study indicated that the Service Quality variables has a positive and significant effect on Customer Satisfaction. Perceived value variables has a positive and significant effect on Customer Satisfaction. As a whole can be concluded that Service Quality and Perceived Value have a positive and significant effect on Customer Satisfaction.

Keywords: Service Quality, Perceived Value, Customer Satisfaction