

ABSTRAK

ANALISIS PENGARUH *PERCEIVED SERVICE QUALITY* DAN *PERCEIVED VALUE* TERHADAP *CUSTOMER SATISFACTION* (Studi Pada Rumah Makan Mister Geprek Bandar Lampung)

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Rumah makan Mister Geprek Bandar Lampung merupakan salah satu rumah makan yang ada di kota Bandar Lampung yang memiliki strategi dan keunggulan yang berbeda dibanding pesaing yang ada. Tujuan dari penelitian ini adalah ingin mengetahui pengaruh *Perceived Service Quality* dan *Perceived Value* terhadap *Customer Satisfaction* Mister Geprek Bandar Lampung. Pengambilan sampel dalam penelitian ini dilakukan dengan teknik *purposive sampling* yang merupakan konsumen Mister Geprek Bandar Lampung sebanyak 100 responden. Hasil dari penelitian ini diketahui bahwa variabel *Perceived Service Quality* berpengaruh positif terhadap *Customer Satisfaction* Mister Geprek sebesar 30,6 %, sedangkan variabel *Perceived Value Quality* berpengaruh positif terhadap *Customer Satisfaction* Mister Geprek sebesar 65,4 %. Saran terpenting yang diajukan dalam penelitian ini adalah Rumah Makan Mister Geprek Bandar Lampung harus mempertahankan apa yang telah sesuai dengan harapan konsumen dan juga harus memperbaiki pelayanan yang belum sesuai apa yang di harapkan dan di inginkan konsumen dengan terus meningkatkan kualitas pelayanan dan fasilitas yang baik agar konsumen dapat merasakan kepuasan yang lebih optimal.

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

ABSTRACT

ANALYSIS OF THE EFFECT OF PERCEIVED SERVICE QUALITY AND PERCEIVED VALUE ON CUSTOMER SATISFACTION (Study on Mister Geprek Bandar Lampung Restaurant)

By
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Mister Geprek Bandar Lampung restaurant is one of the restaurants in Bandar Lampung that has different strategies and advantages compared to existing competitors. The purpose of this research is want to know the effect of Perceived Service Quality and Perceived Value on Customer Satisfaction Mister Geprek Bandar Lampung. Sampling in this study was conducted with a purposive sampling technique which was 100 consumers of Mister Geprek Bandar Lampung. The results of this study note that the Perceived Service Quality variable has a positive effect on Customer Statisfaction Mister Geprek amount to 30.6%, while the Perceived Value Quality variable has a positive effect on Customer Statisfaction Mister Geprek amount to 65.4%. The most important suggestions submitted in this study is Mister Geprek Bandar Lampung Restaurant must maintain what has been in line with consumer expectations and also have to improve services that are not in line with what consumers expect and want by continuously improving the quality of services and good facilities so that consumers can feel more optimal satisfaction.

Keywords: Perceived Service Quality, Perceived Value, Customer Satisfaction