

ABSTRAK

Kepuasan pelanggan merupakan hal yang penting, karena menciptakan kepuasan pelanggan dapat memberikan keunggulan kompetitif dan diferensiasi dari pesaing. Kepuasan pelanggan dipengaruhi oleh beberapa faktor antara lain *service quality*, *perceived value*, dan *customer experienced*. Faktor kualitas layanan dibentuk oleh efisiensi dan pemenuhan layanan, maka memainkan peran yang sangat penting dalam membentuk kepuasan konsumen. Pelanggan akan membandingkan tawaran mana yang menghantarkan nilai (*perceived value*) yang baik, sehingga pelanggan yang puas adalah pelanggan yang mendapatkan nilai atau value. Faktor pengalaman pelanggan (*customer experience*) juga membawa berperan penting dalam kepuasan konsumen, karena menjadi keuntungan yang kompetitif jika memberikan pengalaman yang berkualitas bagi konsumen. Penelitian ini bertujuan untuk menelaah pengaruh *service quality* terhadap *perceived value* dan *customer experience*, serta meneliti pengaruh pengaruh *service quality*, *perceived value* dan *customer experience* terhadap *customer satisfaction*. Responden penelitian adalah 111 konsumen Drip N Dry di Surabaya, yang diambil dengan metode pengambilan sampel purposive sampling. Analisis yang digunakan adalah analisis Partial Least Squares (PLS). Hasil pengujian hipotesis menunjukkan bahwa bahwa *service quality* berpengaruh positif terhadap *perceived value* dan *customer experience*, serta *service quality*, *perceived value* dan *customer experience* berpengaruh signifikan positif terhadap *customer satisfaction*. Selain itu *perceived value* dan *customer experience* juga memediasi pengaruh *service quality* terhadap *customer satisfaction*.

Kata Kunci: *service quality*, *perceived value*, *customer experience*, *customer satisfaction*

ABSTRACT

Customer satisfaction becomes an important thing, because creating customer satisfaction can give competitive advantage and differentiation from competitors. Customer satisfaction is affected by several factors such as service quality, perceived value, and customer experience. Service quality factor is shaped by service efficiency and fulfillment, therefore it plays very important role in shaping customer satisfaction. Customers will compare which offer that delivered good value (perceived value), so that satisfied customers are the customers who get the value. Customer experience factor also plays important role in customer satisfaction, because to be competitive advantage if giving qualified experience for consumers. The purpose of this research is to analyze the effect of service quality on perceived value and customer experience, and to analyze the effect of service quality, perceived value and customer experience on customer satisfaction. The research respondents are 111 consumers of Drip N Dry in Surabaya in which are taken with purposive sampling method. The analysis that is used is Partial Least Squares (PLS) analysis. The results of hypothesis test show that service quality affects positive on perceived value and customer experience, and service quality, perceived value and customer experience affects positive significant on customer satisfaction. In addition, perceived value and customer experience also mediate the effect of service quality on customer satisfaction.

Keywords: *service quality, perceived value, customer experience, customer satisfaction*