

ABSTRAK

Nia Widya Utami, 2018; Pengaruh *Service Quality* dan *Food Quality* Terhadap *Customer Satisfaction* yang Dimediasi Oleh *Perceived Value*: Survei Pelanggan Restoran Olahan Ikan. Skripsi, Jakarta: Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Dr. Mohamad Rizan SE, MM & Ika Febrilia, SE, MM.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *Service Quality* terhadap *Perceived Value*, *Food Quality* terhadap *Perceived Value*, *Perceived Value* terhadap *Customer Satisfaction*, *Service Quality* terhadap *Customer Satisfaction*, *Food Quality* terhadap *Customer Satisfaction*, *Service Quality* terhadap *Customer Satisfaction* yang dimediasi oleh *Perceived Value*, *Food Quality* terhadap *Customer Satisfaction* yang dimediasi oleh *Perceived Value* di Fish Street. Metode pengumpulan data menggunakan metode survei dengan instrumen berupa kuesioner. Objek penelitian ini adalah 200 responden yang telah mengunjungi Fish Street. Teknis analisis data menggunakan Lisrel dan SPSS versi 23 untuk mengolah dan menganalisis data hasil penelitian. Teknik *Sampling* yang digunakan pada penelitian adalah *purposive sampling*. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan *Service Quality* terhadap *Perceived Value*. *Food Quality* terhadap *Perceived Value*, *Perceived Value* terhadap *Customer Satisfaction*, *Service Quality* terhadap *Customer Satisfaction*, *Food Quality* terhadap *Customer Satisfaction*, *Service Quality* terhadap *Customer Satisfaction* yang dimediasi oleh *Perceived Value*, *Food Quality* terhadap *Customer Satisfaction* yang dimediasi oleh *Perceived Value*.

Kata kunci: Service Quality, Food Quality, Perceived Value, Customer Satisfaction, Restoran Olahan Ikan.

ABSTRACT

Nia Widya Utami, 2018; The Effect of Service Quality and Food Quality on Customer Satisfaction mediated by Perceived Value: Customer Survey on Fish Processed Restaurant. Thesis, Jakarta: Management Studies Program, Faculty of Economics, Jakarta State University. Supervisor Team: Dr. Mohamad Rizan SE, MM & Ika Febrilia, SE, MM.

The purpose of this study was to determine the effect of Service Quality on Perceived Value, Food Quality on Perceived Value, Perceived Value on Customer Satisfaction, Service Quality on Customer Satisfaction, Food Quality on Customer Satisfaction, Service Quality on Customer Satisfaction mediated by Perceived Value, Food Quality to Customer Satisfaction mediated by Perceived Value at Fish Streat. Methods of collecting data using survey methods with instruments in the form of questionnaires. The object of this research is 200 respondents who have visited Fish Streat. Technical analysis of data using Lisrel and SPSS version 23 to process and analyze research data. The sampling technique used in the study was purposive sampling. The results of this study indicate that there is a positive and significant effect of Service Quality on Perceived Value. Food Quality to Perceived Value, Perceived Value to Customer Satisfaction, Service Quality to Customer Satisfaction, Food Quality to Customer Satisfaction, Service Quality to Customer Satisfaction mediated by Perceived Value, Food Quality to Customer Satisfaction mediated by Perceived Value.

Keywords: Service Quality, Food Quality, Perceived Value, Customer Satisfaction, Processed Fish Restaurant.