

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY WITH PERCEIVED VALUE AND PERCEIVED RISK AS MEDIATION ON CUSTOMER SATISFACTION AT VSC ROASTERY CAFÉ IN TASIKMALAYA

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This study is based on the phenomenon of low customer satisfaction with the services of the VSC Roastery Tasikmalaya cafe which is reflected in a number of negative customer reviews on Google Reviews. The purpose of this study is to analyze the effect of Service Quality with Perceived Value and Perceived Risk as mediating variables on Customer Satisfaction. The research approach used is a quantitative method with Structural Equation Modeling (SEM) analysis using AMOS 24 software. Data were obtained by distributing questionnaires to 225 respondents, namely VSC Roastery Cafe customers who have made more than one purchase and are over 15 years old. The results showed that Service Quality has a significant positive effect on Perceived Value and a significant negative effect on Perceived Risk. In addition, Perceived Value and Perceived Risk significantly affect Customer Satisfaction. Both variables are also proven to significantly mediate the relationship between Service Quality and Customer Satisfaction. These findings provide theoretical contributions to the consumer behavior literature and provide practical insights for cafe management in developing the right marketing strategy.

Keywords : Service Quality, Perceived Value, Perceived Risk, Customer Satisfaction

ABSTRAK

PENGARUH *SERVICE QUALITY* DENGAN *PERCEIVED VALUE* DAN *PERCEIVED RISK* SEBAGAI MEDIASI TERHADAP *CUSTOMER SATISFACTION* PADA KAFE VSC ROASTERY TASIKMALAYA

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Penelitian ini didasari oleh fenomena rendahnya tingkat kepuasan pelanggan terhadap layanan kafe VSC Roastery Tasikmalaya yang tercermin dari sejumlah ulasan negatif pelanggan di *google review*. Tujuan penelitian ini adalah untuk menganalisis pengaruh *Service Quality* dengan *Perceived Value* dan *Perceived Risk* sebagai variabel mediasi terhadap *Customer Satisfaction*. Pendekatan penelitian yang digunakan adalah metode kuantitatif dengan analisis *Structural Equation Modelling* (SEM) menggunakan *software* AMOS 24. Data diperoleh melalui penyebaran kuesioner kepada 225 responden, yaitu pelanggan Kafe VSC Roastery yang telah melakukan pembelian lebih dari satu kali dan berusia di atas 15 tahun. Hasil penelitian menunjukkan bahwa *Service Quality* berpengaruh positif signifikan terhadap *Perceived Value* dan berpengaruh negatif signifikan terhadap *Perceived Risk*. Selain itu, *Perceived Value* dan *Perceived Risk* secara signifikan berpengaruh terhadap *Customer Satisfaction*. Kedua variabel tersebut juga terbukti memediasi secara signifikan hubungan antara *Service Quality* dengan *Customer Satisfaction*. Temuan ini memberikan kontribusi teoritis bagi literatur perilaku konsumen dan memberikan wawasan praktis bagi manajemen kafe dalam menyusun strategi pemasaran yang tepat.

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