

ABSTRACT

The purpose of this study was to discover the effect of Service Quality, Price Perception and Place with Customer Satisfaction. The study was conducted at Bunda Mulia National Plus Kindergarten, Central Jakarta with 173 parents as the sample. Structural Equation Modeling was employed as the design and method of analysis. The technique of data collecting used questioner. The findings of the study showed that customer satisfaction was affected directly by service quality, customer satisfaction was also affected directly by price perception and last but not least the customer satisfaction was also affected by place. Based on the result of the study, the customer satisfaction could be increased by actively conducting a review within the tax increase in Bunda Mulia National Plus School order to generate the level of perception that appropriate to the price reasonableness of costs that have been issued Consumers.

Keywords: Service Quality, Perceived Price, Place, Customer Satisfaction.



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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Kualitas Pelayanan, Persepsi Harga dan Tempat dengan Kepuasan Pelanggan. Penelitian dilakukan di TK Bunda Mulia Nasional Plus, Jakarta Pusat dengan 173 orang tua murid sebagai sampel. Structural Equation Modeling bekerja sebagai desain dan metode analisis. Teknik pengumpulan data yang digunakan adalah kuesioner. Temuan penelitian menunjukkan bahwa kepuasan pelanggan dipengaruhi langsung oleh kualitas pelayanan, kepuasan pelanggan juga dipengaruhi langsung oleh persepsi harga dan yang terakhir bahwa kepuasan pelanggan juga dipengaruhi oleh tempat. Berdasarkan hasil penelitian, kepuasan pelanggan dapat ditingkatkan dengan secara aktif melakukan review dalam kenaikan pajak agar TK Nasional Plus Sekolah Bunda Mulia menghasilkan tingkat persepsi yang sesuai dengan kewajaran harga biaya yang telah dikeluarkan Konsumen.

Kata kunci : Kualitas Pelayanan, Persepsi Harga, Tempat, Kepuasan Konsumen.



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