

ABSTRACT

Perceived value is a powerful factor in making use of services such as in educational services. Therefore, a research needs to be conducted to identify those values in this context.

The purpose of this study is to determine the effect of perceived values of on the student satisfaction at Mercubuana. The perceived value indicators in this study include: want satisfaction, the knowledge, image, emotion, price / quality, and social. Both primary data and secondary data were employed. Primary data were gathered by distributing questionnaires to the Tier 2 students Mercubuana University Master of Management especially on campus Meruya. The accidental sampling technique was employed. Selected sample were of 100 students. Then test multicollinearity, heteroscedasticity, normality, F test, t test and multiple regression. Reliability and validity tests were employed

From the multiple regression analysis, it was found that simultaneously all perceived value indicators had significant effect on student satisfaction. When seen, partially functional value and emotional aspects of value (price / quality) had significant influence. Results showed emotional variable values a high priority for students to use educational services in Mercu Buana University. From the findings, it was suggested that the University of Mercu Buana, to suit the needs of student achievement in lectures, improving the quality of education through reevaluation program of study program, improving the reputation and image of the campus through activities and social studies, creating a positive impression. Further suggested that a development program on the lecturers is also needed to build the teachers' capability in bringing the classes more alive.

U N I V E R S I T A S
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