

## ABSTRAK

Tujuan penelitian ini adalah mengetahui pengaruh variabel *servicescape*, *Personal service* dan *services* terhadap *passenger satisfaction* melalui mediasi *perceived value* di terminal 3 Bandara Soekarno Hatta. Sampel penelitian ini adalah sebanyak 240 orang, teknik pengambilan sampel melalui dengan teknik sampling probability simple random sampling. Analisis dan pengujian hipotesis penelitian ini menggunakan SEM dengan software PLS versi 3.0. Hasil pengujian hipotesis *Servicescape* berpengaruh positif dan signifikan terhadap *perceived value*. *Servicescape* berpengaruh positif dan signifikan terhadap *Passenger Satisfaction*. *Personal service* tidak berpengaruh positif dan signifikan terhadap *Perceived value*. *Personal service* berpengaruh positif dan signifikan terhadap *Passenger satisfaction*. *Services* berpengaruh positif dan signifikan terhadap *Perceived value*. *Services* tidak berpengaruh positif dan signifikan terhadap *Passenger Satisfaction*. *Perceived value* berpengaruh positif dan signifikan terhadap *passenger satisfaction*. *Perceived value* merupakan partial mediator antara *servicescape* terhadap *passenger satisfaction*. *Perceived value* tidak memediasi *personal service* terhadap *passenger satisfaction*. *Perceived value* merupakan full mediator antara *services* terhadap *passenger satisfaction*

*Kata Kunci: Servicescape, Personal Services, Services, Passenger satisfaction, Perceived value.*



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## ABSTRACT

*The purpose of this study was to determine the effect of servicescape, personal service and services variables on passenger satisfaction through perceived value mediation at terminal 3 of Soekarno Hatta Airport. The sample of this research is 240 people, the sampling technique is using simple random sampling probability sampling technique. Analysis and testing of the research hypothesis using SEM with PLS software version 3.0. The results of testing the Servicescape hypothesis have a positive and significant effect on perceived value. Servicescape has a positive and significant effect on Passenger Satisfaction. Personal service has no positive and significant effect on Perceived value. Personal service has a positive and significant effect on passenger satisfaction. Services have a positive and significant effect on Perceived value. Service has no positive and significant effect on Passenger Satisfaction. Perceived value has a positive and significant effect on passenger satisfaction. Perceived value is a partial mediator between servicescape and passenger satisfaction. Perceived value does not mediate personal service on passenger satisfaction. Perceived value is a full intermediary between service and passenger satisfaction.*

*Keywords: Servicescape, Personal Services, Services, Passenger satisfaction, Perceived value.*

