

The Role of Perceived Value in Mediating the Effect of Service Quality on Customer Trust

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ABSTRACT: One of the businesses that attract public attention is the event decoration business. To face competition, every company must maintain customer trust and pay attention to service quality by providing the services desired by consumers, so that the perceived value perceived by consumers after using services can be fulfilled. This study aims to determine the role of perceived value in mediating the effect of service quality on customer trust. The population used in this study is consumers who live in the city of Denpasar and all consumers who have used the service of Heaven Flow Decoration in the city of Denpasar. The sample used in this study amounted to 100 people obtained through purposive sampling sample selection techniques. The data analysis technique used in this study is the path analysis technique. The results of this study stated that service quality has a positive effect on customer trust, then service quality has a positive effect on perceived value, then the perceived value has a positive effect on customer trust, and perceived value mediates the effect of service quality on customer trust. Companies should be able to increase the company's understanding of customer perceptions so that customer desires could be understood so that trust in the company increases.

KEYWORDS: *Service Quality, Perceived Value, And Customer Trust*

I. INTRODUCTION

The need for consumer lifestyles in urban areas makes opportunities for these business people to compete to provide the best service that is seen from the aesthetic value and functional value displayed, according to based on what a customer needs. In addition to providing the best service, of course, the company must gain the trust of consumers, so that the company could grow up. Trust is having an important role, especially in maintaining a relationship in the current competition, customer trust has a very large influence on the sustainability of a company because if a company's products are no longer trusted by consumers, the product will be difficult to develop in the market. The more consumers believe, the company will continue to have a good relationship with its customers so that a good reputation arises in the minds of consumers that the company can provide services that can meet consumer expectations.

Regarding service, service quality is a level of the extent to which a company's service capability can meet consumer expectations, known by comparing consumers' perceptions of the services they receive or obtain with services that they expect or want for the service attributes of a company (Harjati and Yurike, 2015). If the perceived service is following the expected service, then the quality of the service will be perceived as good or positive by consumers. Customer perceived value is the value where the company must consider the value in developing products and services so that it is in line with what consumers expect. Honest review in the form of a testimonial is one of the determinants that proves that consumers are satisfied with the services provided. One of the decoration service companies that are currently in demand by the public for Heaven Flow Decoration. This company has followers of 1,663.

Different perceptions held by each consumer vary, through interviews with consumers who have used decoration services more than once in 2019 have differences. The difference that is owned about the consumer's budget says that at the moment there can be an additional budget but one of the consumers also said that it can be adjusted to the budget. The testimonial in the form of honest review is a problem that often occurs after using Heaven Flow Decoration services. The perceived satisfaction reflects one's judgment about product performance to expectations, such as testimonials given by Heaven Flow Decoration consumers. If the product's performance did not meet expectations, the customer was dissatisfied and disappointed. If the product's performance was in line with expectations, the customer was satisfied. If the product's performance exceeded expectations, the

customer was happy. One of the keys to the success of any business was the service quality offered. If consumers already feel the quality offered can meet their expectations through products and services at a rational price level, the company will obtain profits from satisfied customers (Thio, 2001). As stated by Kotler (2002: 83), that service was any action or activity that can be offered by one party to another party which is intangible and does not result in ownership. Decoration design, interior, and exterior layout are products that are sold, in addition to decoration designs, other services sold are the friendliness of business people and team skills in serving their consumers (Chen, 2007). In 2020, Heaven Flow Decoration is still in demand by the public. Since it was founded in 2017 the type of decoration as well as having customers can be seen in Table 1.

TABLE 1: HEAVEN FLOW DECORATION'S CUSTOMER LIST IN 2017-2019

Type of Decoration	2017	2018	2019
Wedding	1	3	0
Sweet Seventeen	2	8	4
Bridal Shower	9	13	59
Baby Shower	4	8	17
Table Set-Up	7	11	21
Request	10	18	46
Total	33	61	147

Source: Internal Data of Heaven Flow Decoration, 2019

One of the bride to be celebrations that is currently popular among young women is called the bridal shower event, which is a celebration to celebrate the release of a woman's singles before her wedding day, becoming a trend favored by the current generation and becoming one of the best seller decoration types. The data in Table 1 as a whole shows an increase in sales, but when viewed in each type of event decoration in 2019 has decreased. The decline can be caused by various factors, one of which is a competitor that is a reference for customers to choose other event decoration services because they want to know the services provided by other event decoration businesses. Things that cannot be avoided and must always be considered, by this event decoration business, are the perceptions and desires of consumers ranging from meetings and appointments to the perceived value of consumers after using these decorating services. A decoration service company that always understands consumer desires will be a choice and become a trusted decoration service.

The increasingly fierce business competition today requires service providers to always pamper consumers or customers by providing the best service. The best services and products will certainly be the choice of consumers in finding goods or services to meet their needs (Assauri, 2003). To win the competition, companies should try to understand the desires of consumers or customers. Therefore, the most important factor to be considered by service companies is regarding the service quality provided to consumers or customers. Companies that provide good quality services can not only make their customers satisfied and have a positive assessment, but also can make customers increasingly trust in the company and most likely will become loyal customers. Elrado *et al* (2014) research results show that service quality variables consisting of five indicators namely tangible evidence, reliability, responsiveness, assurance, and empathy affect customer trust. With the quality services provided by the company to customers, these customers will feel satisfied and believe that the company provides quality services according to customer expectations. This result also supports the opinion expressed by Dwyer, *et al.* in Jasfar (2012: 15) which states that customer trust is formed from the company's promise in keeping its promises to meet customer expectations.

However, it was different from the results of research obtained (Hidayat and Firdaus, 2014) which states that the service quality has no effect on trust. Whereas, the study of Pramana and Rastini (2016) found a positive and significant effect on the variable service quality on trust. The existence of good service quality could create confidence in the minds of customers that the services provided are good. The service quality and product influenced how high the value perceived by their customers. Quality service showed that the service met customer expectations. When a service had customer expectations, the customer felt that the service had high value. For this reason, the level of service quality determines the level of perceived value perceived by the customer (Choi and Kim, 2013). With a good service, quality would make customers not disappointed with the costs incurred to get the service, but feel happy and comfortable to use the service (Elrado *et al*, 2014). Research conducted by (Suaridewi and Sulistyawati, 2016) found that service quality variables had a positive and significant effect on perceived value. The results of this study indicated by the better the service quality provided will have an impact on the increasing perceived value perceived by consumers. Research by Hong and Brahmana (2016) also found that service quality was proven to have a significant effect on perceived value.

Consumer confidence in a company was not only influenced by the service quality provided. At present knowing the perceived value of customers has also become important for business because greater knowledge about customer perceived value would lead to increased customer trust, stronger competitive positions, and ultimately higher market share (Rifai and Suryani, 2016). The results of research conducted by Dharma (2012) found that perceived value has a positive and significant effect on consumer confidence. This shows that the better the perceived value of the customer to the services provided, the more consumer confidence in the company will increase.

This research was conducted at the Heaven Flow Decoration event decoration service business in Denpasar City. This business was established in 2017 and has 1,663 followers on Instagram. This business uses Instagram media to market its products as well as displaying photographs of decoration portfolios where consumers can freely see the work of this business so that consumers who need of decoration services can easily get inspiration for event decoration.

CONCEPTUAL MODEL AND HYPOTHESIS DEVELOPMENT

Literature Review

a) Service Quality

Service quality was a level to which the company's service capabilities can meet consumer expectations. The greater the gap between expectations and service capability causes the level of consumer dissatisfaction to be even greater (Azis, 2018).

b) Perceived Value

Customer perceived value was the customer's perception of the value in which the company must consider the value in developing products and services so that it is in line with what the customer expects. Service quality and value for consumers can provide trust to consumers, this states that the development of trust, especially confidence, should be a fundamental component of marketing strategies that are intended to lead to the creation of a true customer relationship (Suratno, 2016).

c) Customer Trust

Consumer trust has a very large influence on the sustainability of a company because if a company's products are no longer trusted by consumers, the product will be difficult to develop in the market. Consumer trust as all knowledge owned by consumers and all conclusions made by consumers about objects, attributes, and benefits of Etta Mamang (2013: 201).

Hypothesis

The Effect of Service Quality on Customer Trust

Consumer confidence in a product or service usually arises because consumers judge the quality of the product by what they see, understand, or how they feel. Because companies need to build customer confidence in the products or services they offer so that a higher level of customer trust in the company and customer satisfaction is created. According to Chou (2014) in his research on home delivery services, it was found that there was a positive relationship between service quality and customer trust. Pramana and Rastini's research (2016) states that consumer confidence can be improved by improving the service quality provided to consumers. The test results found a positive and significant effect on the variable service quality on consumer confidence. The higher the level of service quality provided, the higher the trust received by consumers in a company.

The results of research conducted by Elradoet *al* (2014) show that service quality variables consisting of five indicators namely tangible, reliability, responsiveness, assurance, and empathy affect trust customers. With the quality services provided by the company to customers, these customers will feel satisfied and believe that the company has provided quality services according to customer expectations. Similar research conducted by Azis (2018), Chou (2014), Suratno (2016) also states that there is a positive and significant influence on service quality with consumer confidence. This means that the better the service quality, the higher the consumer confidence. Therefore the first hypothesis can be formulated as follows:

H₁: Service quality has a significant positive effect on customer trust

The Effect of Service Quality on Perceived Value

Choi and Kim (2013) stated that the perceived value of services and products affects how high the value perceived by the customer. Quality service has shown that the service met customer expectations. When a service had customer expectations, the customer felt that the service had high value. For this reason, the level of perceived service quality determines the level of perceived value perceived by the customer. Previous research that became a reference in this study said that service quality has a positive and significant effect on perceived value. The results of this study indicated by the better the service quality provided will have an impact on the increasing perceived value perceived by consumers (Suariedewi and Sulistyawati, 2016). Research conducted by Raza *et al.*, (2012) found that service quality was positively and significantly related to perceived value, and service quality affected

trust and interest in return visits. The ability of organizations to use the dimensions of service quality will increase consumer perceived value so that consumer confidence is higher.

The results of testing the research hypothesis on the effect of service quality on perceived value conducted by Hong and Brahmin (2012) stated that service quality was proven to have a significant effect on perceived value. This finding can be explained that the customer assessment of the service quality provided by the company significantly and significantly influences the level of value perceived by the customer. There is a dependence on the high and low values perceived by the customer based on the high and low service quality perceived by the customer. Similar research is stated by Raza *et al.* (2012), Gentara *et al.* (2013), Putri (2015), Rifai *et al.* (2016), Kanthiet *al.* (2017), and Suhendra and Yulianto (2016) also obtained results that service quality has a positive and significant effect on the value perceived by the customer. When agencies or service companies provide services that have good quality, it will increase the perceived value for customers. Therefore, service agencies or companies must be able to provide high-quality services because it is important to be able to compete with competitors. Based on previous research studies, the following hypothesis can be formulated:

H₂: Service quality has a significant positive effect on perceived value

The Effect of Perceived Value on Customer Trust

Customer perceived value is the difference between perceived benefits and sacrifices. Perceived benefits consist of physical attributes, service attributes, and support obtained in using the product, while perceived sacrifice includes all purchase costs incurred at the time of purchase eg purchase price, acquisition costs, and transportation. Therefore, perceived value is based on the difference between the benefits obtained by customers and the sacrifices made by customers in the use of a product (Rahab *et al.*, 2015). If a consumer gives a good rating on a service it receives, then it will be able to increase consumer confidence in the service company. Following Putrianti's research (2018) the experience of consumers using online transportation must be good so that it will increase consumer confidence in the online application. In research Molinaret *al.* (2007) states that of the 12 relationships between perceived value and trust only 3 relationships that have a significant effect, namely: social value and emotional toward honesty trust, and emotional toward trust benevolence.

Similar research conducted by, Wulanet *al.* (2014), Ratnasari (2015), Maesarah (2015), Suratman (2015), Rofianah (2016) found that perceived value had a direct and positive effect on consumer confidence. The better perception of customer assessment of a service or product, it will further increase customer confidence in the service or product. Based on previous research studies, then the hypothesis can be formulated as follows:

H₃: Perceived value has a significant positive effect on customer trust

Perceived Value InMediatingThe Effect of Service Quality on Customer Trust

The results of the study found by Howat and Assaker (2013) concluded that service quality drives consumer perceived value. The better the quality of service received, the higher the perceived consumer value will be. Perceived value is believed to be a driver of consumer confidence. When consumers receive great value in service, it will generate trust. The perceived value variable was identified as a mediating and moderating variable between service quality and consumer trust (Nek *et al.*, 2009; Saif, 2012; Raditha *et al.*, 2016). Based on the research results, the following hypothesis can be constructed.

H₄: Perceived value mediates the effect of service quality on customer trust

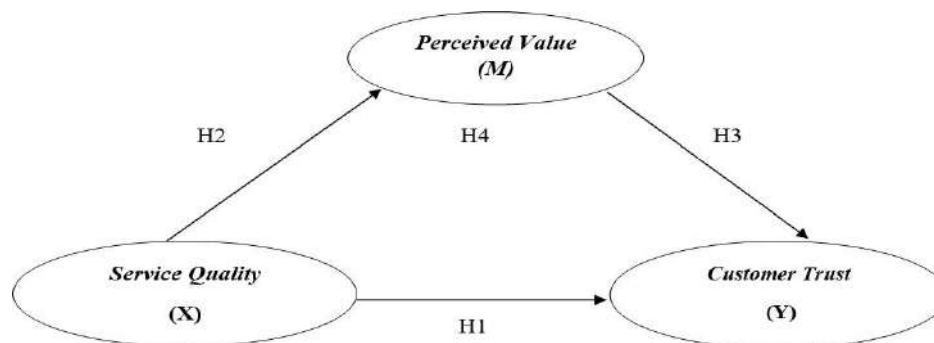


Figure 1: Conceptual Model

III. RESEARCH METHODOLOGY

This research uses a quantitative approach that was including in the type of associative research. This research was conducting at Heaven Flow Decoration, located in Denpasar, Bali. The object in this study was consumer behavior regarding the perceived value, service quality, and customer trust after consumers use the Heaven Flow Decoration decoration service. The samples used in this study were 100 respondents with a sample selection technique using a purposive sampling technique, namely the sampling technique with certain considerations (Sugiyono, 2016: 85).

The considerations used to determine the sample in this study are as follows:

- 1) Respondents are consumers who have used Heaven Flow Decoration event decoration services domiciled in Denpasar City.
- 2) Respondents who are studying at least senior high school with consideration are considered to understand and can answer the questionnaire objectively.
- 3) Consumers who have used Heaven Flow Decoration decoration services more than once or a minimum payment of 1,000,000, in a period of less than a year when the study was conducted.

Data collection methods used in conducting this research were collected using a questionnaire method. Data analysis techniques used in this study are path analysis and the Sobel test.

IV. RESEARCH FINDING AND DISCUSSION

The characteristics of research respondents are the profiles of the 100 respondents who participated in filling out the research questionnaire. The research data were obtained from the results of a questionnaire that had been distributed to research respondents totaling 100 respondents. The characteristics of the respondents studied included gender, age, education, and occupation. A summary of the characteristics of respondents could be seen in Table 2 as follows:

TABLE 2: RESPONDENT CHARACTERISTICS

Characteristic	Classification	Respondent	(%)
Gender	Male	34	34
	Female	66	66
	Total	100	100
Age	17-25years old	27	27
	26-35years old	46	46
	36-45 years old	14	14
	>45years old	13	13
	Total	100	100
Education	Senior High School	47	47
	Diploma	33	33
	Bachelor	20	20
	Total	100	100
Occupation	Students	21	21
	Entrepreneurs	44	44
	Civil Servant	19	19
	Private Employees	16	16
	Total	100	100

Source: Data processed, 2020

In Table 2, it showed that male respondents numbered 34 people with a percentage of 34 percent and female respondents dominated 66 people with a percentage of 66 percent. This shows that Heaven Flow Decoration customers are predominantly female. Women tend to celebrate a special moment with a touch of aesthetic value in the form of decoration.

From the age of 26-35 years dominated as many as 46 people with a percentage of 46 percent, while respondents aged > 45 years at least, as many as 13 people with a percentage of 13 percent. This showed that customers who dominate the Heaven Flow Decoration are aged 26-35 years, because the stretch at that age was the right age to celebrate a bridal shower or loose time for women, as well as to celebrate new brides such as romantic dinner, anniversary, room decoration is a best seller among other decorations.

Respondents with the most recent high school education dominated by 47 people with a percentage of 47 percent, while respondents with the least recent undergraduate education, as many as 20 people with a percentage of 20 percent, this could be because someone with an undergraduate education tended to be wiser to use their expenses rather than using celebration decorations.

Based on the respondent's occupation it showed that the respondents with entrepreneurs dominated by 44 people

with a percentage of 44 percent, the respondents with private employees were at least 16 people with a percentage of 16 percent, This showed that entrepreneurs were better to able use event decoration services compared to working on decorations in person because the occupation was so dense someone did not have time.

Results

Path Analysis

1) Results Of The Path Analysis Of The Regression Substructure 1

Based on the results of the path analysis the regression equation that could be formed is as follows.

$$M = \beta_2 X + e_1 \quad M = 0,757X$$

The value of the service quality regression coefficient was positive with the significance value of the t-test less than 0.05. This showed that the service quality variable has a significant positive effect on the perceived value variable. The magnitude of the influence of the independent variable on the dependent variable shown by the total determination value (R^2) of 0.573 means that 57.3 percent of the variation in perceived value was influenced by variations in service quality while the remaining 42.7 percent is explained by other factors not included in the model.

2) Results Of The Path Analysis Of The Regression Substructure 2

Based on the results of the path analysis the regression equation that could be formed is as follows.

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0,495 X + 0,399 M$$

The regression coefficient value of each independent variable was positive with a significance value of t-test less than 0.05. This showed that all independent variables have a significant positive effect on the dependent variable. The magnitude of the influence of the independent variable on the dependent variable shown by the total determination value (R^2) of 0.703 means that 70.3 percent of customer trust variation is influenced by variations in service quality and perceived value, while the remaining 19.7 percent was explained by other factors which are not included in the model.

3) Coefficient Determination (R^2) And The Error Variable (e)

The value of total determination had the meaning that 88.43% of customer trust variations were influenced by variations in service quality and perceived value, while the remaining 11.57% is explained by other factors not included in the model.

4) Direct Effects, Indirect Effects, and Total Effects

TABLE 3: DIRECT, INDIRECT, AND TOTAL EFFECTS

Variable Effects	Direct Effects	Indirect Effects	Total Effects
		by Perceived Value	
Service quality on customer trust	0,495	0,302	0,797
Service quality on perceived value	0,757		0,757
Perceived value on customer trust	0,399		0,399

Source: Data processed, 2020

Table 3 showed that the direct effect of service quality on customer trust is 0.495. The direct effect of service quality on perceived value is 0.757. The direct effect of the variable perceived value on customer trust is 0.399. While the indirect effect of service quality variables on customer trust through perceived value of 0.302. So the effect of total service quality variables on customer trust through perceived value is 0.797. It can be concluded that perceived value mediated between the effect of service quality on customer trust.

5) Sobel Test

TABLE 4: THE RESULT OF SOBEL TEST

Sobel	Value	Information
Z	4,87	Mediated

Source: Data processed, 2020

Based on the Sobel test results in Table 4 showed that the results Z count of $4.87 > 1.96$. This was meaning that perceived value mediated the effect of service quality on customer trust.

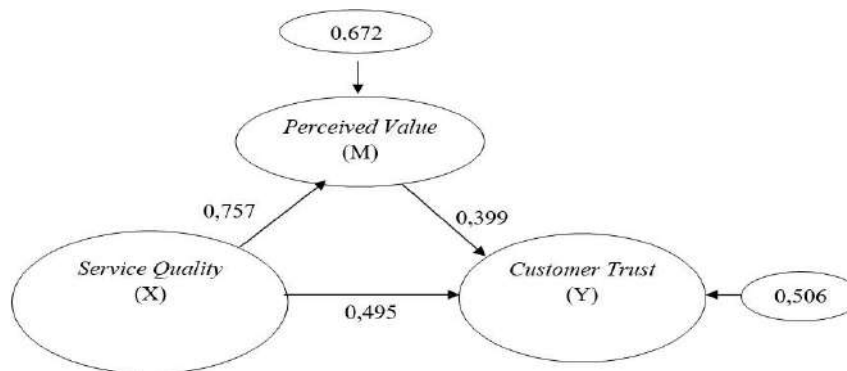


Figure 2: Final Path Analysis Model

Discussion

The Effect of Service Quality on Customer Trust

Based on the results of the analysis of the effect of service quality on customer trust obtained a Significance value of 0,000 with a beta coefficient of 0.495 positive. A significance value of 0,000 <0.05 indicates that H_0 was rejected and H_1 was accepted. This result meant that service quality has a positive and significant effect on customer trust. This indicated by the higher the value of service quality, the customer trust will increase. The results of this study were supported by research by Chou (2014), Pramana and Rastini (2016), Elradoet *et al* (2014) Azis (2018), and Suratno (2016) also stating that there is a positive and significant effect on service quality with consumer trust. This means that the better the quality of service, the higher the consumer confidence.

The Effect of Service Quality on Perceived Value

Based on the results of the analysis of the effect of service quality on perceived value, the significance value of 0,000 with a beta coefficient of 0.757 is positive. A significance value of 0,000 <0.05 indicates that H_0 was rejected and H_2 was accepted. This result meant that service quality has a positive and significant effect on perceived value. This result meant that service quality has a positive and significant effect on perceived value. The higher the level of service quality, the level of perceived value will also increase, and vice versa. The results of this study were supported by research by Choi and Kim (2013), Suariedewi and Sulistyawati, (2016), Raza *et al.*, (2012), Hong and Brahmin (2012), Gentaraet *al* (2013), Putri (2015), Rifai (2016), Kanthiet *al* (2017), and Suhendra and Yulianto (2016) also obtained results that service quality has a positive and significant impact on customer perceived value. When agencies or service companies provide services that have good quality, it will increase the perceived value for customers. Therefore, service agencies or companies must be able to provide high-quality services because it is important to be able to compete with competitors.

The Effect of Perceived Value on Customer Trust

Based on the results of the analysis of the effect of perceived value on customer trust obtained a Significance value of 0,000 with a beta coefficient of 0.399 positive value. A significance value of 0,000 <0.05 indicates that H_0 was rejected and H_3 was accepted. This result meant that perceived value has a positive and significant effect on customer trust. This result meant that perceived value has a positive effect on customer trust. This indicated the higher the perceived value, the customer trust will increase. The results of this study were supported by research Rahab *et al.*, (2015), Butz and Goodstein (1996), Molinaret *al* (2007), Hermawan (2010), Wulanet *al* (2014), Ratnasari (2015), Maesarah (2015), and Suratman (2015) obtained the results that perceived value has a direct and positive effect on consumer confidence. The better the perception of customer assessment of a service or product, the more it will increase customer confidence in the service or product.

The Role of Perceived Value Mediates the Effect of Service Quality on Customer Trust

The Role Of Perceived Value In Mediating The Effect Of Service Quality on Customer Trust

The test results of the effect of service quality on customer trust originally valued 0.495. Then after the perceived value as a mediating variable, the value on the effect of service quality on customer trust increased to 0.797. The calculated Sobel test strengthens these results with the coefficient z obtained is $4.87 > 1.96$ so that H_0 was rejected and H_4 was accepted, which indicated by perceived value mediates the effect of service quality on customer trust. These results indicated by perceived value is assessed to mediate the effect of service quality on customer trust in Heaven Flow Decoration. The perceived value variable was identified as a mediating and moderating variable between service quality and consumer trust (Nek *et al.*, 2009; Saif, 2012; Radithaet *al.*, 2016), and Howat and Assaker (2013).

Research Limitations

Based on the explanation above, there are still some limitations to this study.

- 1) The scope of this research is only in the Denpasar City area, so the results of the study cannot be generalized to respondents who are outside the Denpasar City area.
- 2) The variables used in this study are limited to perceived value and service quality variables in measuring customer trust as indicated by a total determination value (R^2m) of 88.43 percent. So there are other variables outside the model that can measure customer trust by 11.6 percent.
- 3) The subjects in this study are very broad, while the number of respondents involved is 100. The number of respondents is still relatively small to represent overall consumers.
- 4) This research is only carried out within cross-sections, while the environment can change every time, so this research needs to be done again in the future.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the research discussion, it can be concluded that:

- 1) Service quality has a positive and significant effect on customer trust. This indicates that the higher the value of service quality provided by Heaven Flow Decoration, the customer trust will increase.
- 2) Service quality has a positive and significant effect on perceived value. The higher the level of service quality provided by Heaven Flow Decoration, the level of perceived value or value perceived by consumers after using these decoration services will also increase, and vice versa.
- 3) Perceived value has a positive and significant effect on customer trust. This result means that perceived value has a positive effect on customer trust. This indicates that the higher perceived value or the value of profits perceived by Heaven Flow Decoration consumers, the customer trust will increase.
- 4) Perceived value mediates the effect of service quality on customer trust. This shows that service quality has a significant impact on customer trust if mediated by perceived value, which means that customer trust is highly dependent on the level of perceived value and also the level of service quality. The higher the quality of services provided, the level of consumer confidence will also increase, with the influence of perceived value or perception perceived by consumers after using Heaven Flow Decoration services.

Based on the conclusions obtained, the suggestions given are as follows:

For Heaven Flow Decoration

- 1) The company will be better if it does not look at social status in serving customers in terms of income, work or position so that the customer is always comfortable with service and customers will have the confidence in the company to celebrate special moments, without any difference in treatment in terms of perceived service.
- 2) The company will be better if it increases the company's understanding of customer perceptions so that customer desires can be understood so that expectations are following the benefits obtained, so that trust in the company will increase.
- 3) Consumer satisfaction after using Heaven Flow Decoration decoration services to meet consumer expectations is very important to be considered, because after expectations or the perceived value of the consumer is fulfilled or accordingly, the trust in Heaven Flow Decoration certainly increases, then this is better if the team can more detail knowing the desires of consumers such as conducting more intense communication about the event ranging from themes, concepts, and nuances so that the expectations and expectations of consumers are met.

For Academics

- 1) With a scope that is only in the city of Denpasar, it is hoped that researchers can further develop the object of research in the Province of Bali and other districts.
- 2) In addition to service quality and perceived value variables, other variables influence customer trust, such as the price fairness variable that can be developed by researchers to help Heaven Flow Decoration companies in developing their business.
- 3) This research is still possible to be further investigated such as involving more respondents so that the results obtained will be more accurate.

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