

ABSTRAK

Galih Nurul Rahmadiana, 1300417, Pengaruh *Perceived Quality* Dan *Perceived Value* Terhadap *Customer Satisfaction* Di Barcode Pool Tables Bandung (Survey Terhadap Patisipan Barcode Pool Tables Bandung). Di bawah bimbingan Yeni Yuniawati., S.Pd.,M.M dan Oce Ridwanudin, SE.,M.M.

Potensi wisata yang sedang berkembang di Indonesia salah satunya adalah wisata olahraga. Wisata olahraga di Bandung sudah banyak dikembangkan, selain olahraga *outdoor* seperti *hiking*, *running*, *rafting* dan *tracking*, olahraga *indoor* seperti tennis, boling dan biliar pun sudah banyak disediakan di Bandung. Salah satu tempat bermain biliar di Bandung adalah Barcode Pool Tables. Barcode Pool Tables ini sudah berdiri sejak tahun 2002. Tidak stabilnya tingkat kunjungan ke Barcode Pool Tables menjadi suatu masalah bagi perusahaan yang berawal dari kurangnya tingkat kepuasan di Barcode Pool Tables. Strategi yang digunakan adalah dengan meningkatkan *Perceived Quality* (X_1) dan *Perceived Value* (X_2) guna mengembalikan dan meningkatkan *Customer Satisfaction* (Y) di Barcode Pool Tables. Upaya tersebut dilakukan melalui *tangible*, *empathy*, *reliability*, *responsiveness* dan *assurance* yang menjadi dimensi dari *Perceived Quality* dan *social value*, *emotional value* dan *functional value* yang menjadi dimensi dari *Perceived Value*. Tujuan penelitian ini adalah untuk memperoleh temuan pengaruh *perceived quality* dan *perceived value* terhadap *customer satisfaction*. Teknik pengumpulan data dilakukan melalui kuisisioner dan jenis penelitian ini bersifat deskriptif dan verifikatif yaitu dengan pengujian hipotesis menggunakan teknik analisis regresi linier berganda dengan bantuan *software* SPSS ver. 23 *for windows*. Sampel dalam penelitian ini berjumlah 107 responden. Berdasarkan hasil pengujian menggunakan *software* SPSS ver. 23 *for windows*, menunjukkan adanya pengaruh yang simultan dan parsial antara *perceived quality* dan *perceived value* terhadap *customer satisfaction* di Barcode Pool Tables Bandung.

Kata Kunci: *Perceived Quality*, *Perceived Value*, *Customer Satisfaction*, Barcode Pool Tables Bandung.

ABSTRACT

Galih Nurul Rahmadiana, 1300417, *The Influence of Perceived Quality and Perceived Value to Customer's Satisfaction in Barcode Pool Tables Bandung* (A survey of Barcode Pool Table's participant in Bandung). Under the guidance of Yeni Yuniawati, S. Pd., M.M and Oce Ridwanudin, SE., M.M.

One of the potential tourism that has been developed in Indonesia is sports tourism. In Bandung, it already much developed and several kinds of sports (indoor and outdoor) has been provided; for instance, in outdoor sports, there are hiking, running, rafting and tracking, meanwhile, in indoor sports there are tennis, bowling and billiards. Barcode Pool Tables, a place that provides several kinds of sports since 2002. The lack of satisfaction in Barcode Pool Tables is an issue of the unstable visitors in the company. Therefore, a strategy is indispensable by increasing Perceive Quality (X1) and Perceive Value (X2) to restoring and improving Customer Satisfaction (Y). The strategy is used through two dimensions, first is tangible, empathy, reliability, responsiveness and assurance and second is social value, emotional value and functional value. The aim of the research is to get findings of the influence of perceived quality and perceived value against customs satisfaction. The data collection is through a questionnaire, and this research will be used descriptive and verification, it is a research that uses a hypothesis of multiple linear regression analysis techniques by using a software called SPSS ver. 23. The sample of the research is about 107 respondents. Based on the result in SPSS ver.23 for windows, it shows a simultaneous and partial influence between perceived quality and perceived value of customer satisfaction in Barcode Pool Tables Bandung.

Key Words: Perceived Quality, Perceived Value, Customer Satisfaction, Barcode Pool Tables Bandung.