

**PENGARUH *PERCEIVED VALUE* TERHADAP
*POST-PURCHASE BEHAVIOR***
(Survei Pada Pengguna Operator Seluler Smartfren)

SKRIPSI

**Diajukan Untuk Memenuhi Salah Satu Syarat
Menempuh Ujian Sidang Sarjana Pendidikan
Program Studi Pendidikan Bisnis**



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BANDUNG
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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana pada Fakultas Pendidikan Ekonomi dan Bisnis

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ABSTRAK

Muhammad Imaaduddin (1403809), “**Pengaruh *Perceived Value* terhadap *Post-purchase Behavior* (Survei pada Pengguna Operator Seluler Smartfren)**”.
Dibawah bimbingan Drs. Girang Razati, M.Si dan Dr. Puspo Dewi Dirgantari,
M.T., M.M.

Post-purchase Behavior merupakan permasalahan dalam *customer behavior*, tinggi nya *post-purchase behavior* akan menguntungkan perusahaan, sedangkan jika rendahnya *post-purchase behavior* konsumen pada suatu produk akan terjadinya perpindahan konsumen ke produk perusahaan lain. *Perceived value* merupakan faktor yang dapat mengurangi dampak dari rendahnya *post-purchase behavior* pengguna operator seluler Smartfren. Penelitian ini bertujuan untuk mengetahui gambaran tingkat *perceived value*, mengetahui gambaran tingkat *post-purchase behavior*, dan mengetahui pengaruh *perceived value* terhadap *post-purchase behavior* pada pengguna operator seluler Smartfren. Desain penelitian ini adalah *cross sectional method*. Penelitian ini menggunakan pendekatan deskriptif dengan metode *explanatory* survei, Sebanyak 120 responden dipilih dengan menggunakan *simple random sampling*. Sebuah kuesioner digunakan sebagai instrumen penelitian untuk mengumpulkan data dari responden. Teknik analisis yang digunakan adalah teknik verifikatif dengan menggunakan distribusi frekuensi. Hasil penelitian menunjukkan bahwa gambaran *perceived value* berada pada kategori cukup baik dan gambaran *post-purchase behavior* berada pada kategori cukup baik. Perbedaan dalam penelitian ini terletak pada objek penelitian, waktu penelitian, alat ukur, literatur yang digunakan, teori yang digunakan dan hasil penelitian

Kata Kunci : *Perceived Value, Post-purchase Behavior*

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