

Pengaruh dari perceived quality, perceived value, price fairness, and satisfaction on customer's revisit intention and word of mouth intention towards Indonesian coffee shops = The influence of perceived quality, perceived value, price fairness, and satisfaction on customer's revisit intention and word of mouth intention

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Abstrak

skripsi ini menggambarkan dari sebuah hubungan antara 4 variabel yaitu perceived quality, price fairness, perceived value, dan juga satisfaction kepada 2 variabel dependen yaitu revisit intention dan juga word of mouth intention. Objek yang dituju adalah coffee shop atau kedai kopi yang ada di Indonesia.

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This research is made to know about the variables that is going to affect the revisit intention and also the WOM intention towards Indonesian coffee shop as geographically. The variables are perceived quality, perceived value, price fairness, and also satisfaction. This research used the quantitative method by using survey with samples of data collection method with qualification of ever visited Indonesian coffee shop within the last 1 year<i/>