ABSTRACT

The purpose of this study was to determine the effect of quality, price against the value of household customers in Semarang, the implications of customer value, and the factors that affect customer value to the feelings of happy customers households in Semarang.

The population in this study were all households in Semarang customers who become customers of PLN. The sample in this study is the subscriber's household in Hyderabad who become customers of PLN. The method used is the Non-Probability Sampling with Accidental Sampling techniques. Methods of data collection questionnaires,interviews. The results of this study indicate that there is a positive and significant influence between product quality variables (X1) of customer value (Y1), there were less positive influence on the quality of service (X2) on customer value (Y1), there is a positive and significant influence between the price variable (X3) of customer value (Y1), there is a positive and significant customer value anatara variables (Y1) to the feelings of happy customers (Y2). This means that the hypothesis proposed in this study received.

Conclusions in this study is an indicator variable product quality, the price has a significant influence on customer value. Advice that can be drawn from this research is to enhance customer value PLN, should improve product quality, price applied in providing services to customers in order to feel happy customers increased to PLN.

Keywords: Quality Products, Quality Service, Pricing, Customer Value, Customer Good Feelings.