

ABSTRACT

The phenomenon at the Ayam Geprek Sambel Brewok Restaurant is where the Ayam Geprek Sambel Brewok product in the period October 2020 - May 2021 experienced ups and downs in sales every month, even in January, April, and May it was recorded that the Ayam Geprek Sambel Brewok experienced losses. In addition, from sampling interviews with the owner and several consumers, there are still many complaints and problems faced. These results indicate that there is a problem in terms of customer satisfaction from Ayam Geprek Sambel Brewok, where customers perceive that the Ayam Geprek Sambel Brewok product is less satisfying to customers. Based on this background, it is suspected that the factors that influence the decrease in perceived value and customer satisfaction are service quality, price fairness, and physical environment. This study aims to analyze the effect of service quality, price fairness, and physical environment on perceived value and their effect on customer satisfaction.

The population used in this study were all consumers of the Ayam Geprek Sambel Brewok Restaurant. The sampling technique used is purposive sampling. The samples taken were 239 consumers who had bought directly or ate directly at the Ayam Geprek Sambel Brewok Restaurant in Semarang. The data collection method in this study used a questionnaire with Google Form. The data analysis method uses structural equation modeling.

Service quality, price fairness, and physical environment have a positive effect on the perceived value of Ayam Geprek Sambel Brewok products. Perceived value has a positive effect on customer satisfaction for Ayam Geprek Sambel Brewok products. The strongest variable that can affect customer satisfaction of Ayam Geprek Sambel Brewok is the path of price fairness which affects the perceived value of the product and has an impact on customer satisfaction of Ayam Geprek Sambel Brewok products.

Keywords: service quality, price fairness, physical environment, perceived value, customer satisfaction