ABSTRACT

This research aims to analyze the influence of service quality toward perceived value, satisfaction, and customer involvement fuel oil in Diponegoro University gas station, Semarang.

The sampling method in this research based on Maximum Likehood as estimation model. Samples were collected from 132 respondents who have purchased fuel oil in Diponegoro University gas station. This study uses Confirmatory analysis techniques and Structural Equation Modeling (SEM) using the AMOS analysis tool.

The results of this study indicate that service quality has a positive and significant influence toward perceived value, service quality has a positive and significant influence towards satisfaction, perceived value has a positive and significant influence towards satisfaction, service quality has a positive and significant influence towards involvement, perceived value has a positive and significant influence towards involvement, and satisfaction has a positive and significant influence towards involvement.

Keywords: service quality, perceived value, satisfaction, customer involvement.