

THESIS

**ANALYSIS OF PERCEIVED QUALITY, BRAND IMAGE, AND
PERCEIVED VALUE TOWARDS CUSTOMER SATISFACTION
ON MAP EMALL IN SURABAYA**

Written to fulfill academic requirements to obtain Sarjana Ekonomi Strata 1

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STATEMENT OF ORIGINALITY OF FINAL PAPER

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PERCEIVED VALUE TOWARDS CUSTOMER SATISFACTION ON MAP
EMALL IN SURABAYA”

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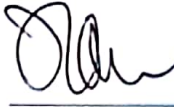


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AGREEMENT OF PANELIST APPROVAL FOR FINAL PAPER

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ABSTRACT

MAP Emall is an online store created by one the biggest retailer company Mitra Adi Perkasa (MAP). MAP is the retail group behind numerous notable retail brands in the food and beverage, lifestyle and sports sectors including Starbucks, Marks & Spencer, Nike, Adidas, Lacoste, Mango, Hasbro, Samsonite and many more. MAP has many exclusive brands that no other marketplace can offer, makes their marketplace different from the rest.

The aim of this research is to analyze the effect of perceived quality, brand image, and perceived value towards customer satisfaction at MAP Emall in Surabaya. The data is gathered from 115 respondents who all are the customers of MAP Emall and live in Surabaya

Based on the result of the research, there is a simultaneously effect of perceived quality, brand image, and perceived value towards customer satisfaction. Hypotheses four which is there is a significant impact of Perceived Value towards customer satisfaction and hypotheses three which is there is a significant impact of perceived quality towards customer satisfaction are proven right, however, hypotheses five which is there is a significant impact of brand image toward customer satisfaction is not proven right.

Keywords: perceived quality, brand image, perceived value, customer satisfaction, map emall

PREFACE

Thanks to God Almighty for all the blessings He has given, so this Final Project can be completed.

The final project under the title "ANALYSIS OF PERCEIVED QUALITY, BRAND IMAGE, AND PERCEIVED VALUE TOWARDS CUSTOMER SATISFACTION" was arranged as one of the requirements to complete the strata one level, majoring in International Business Management at Universitas Pelita Harapan Surabaya.

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Surabaya, 27 November 2017

Reynalda Aslam Marsetya

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