ABSTRACT

Suryanto (00000020758)
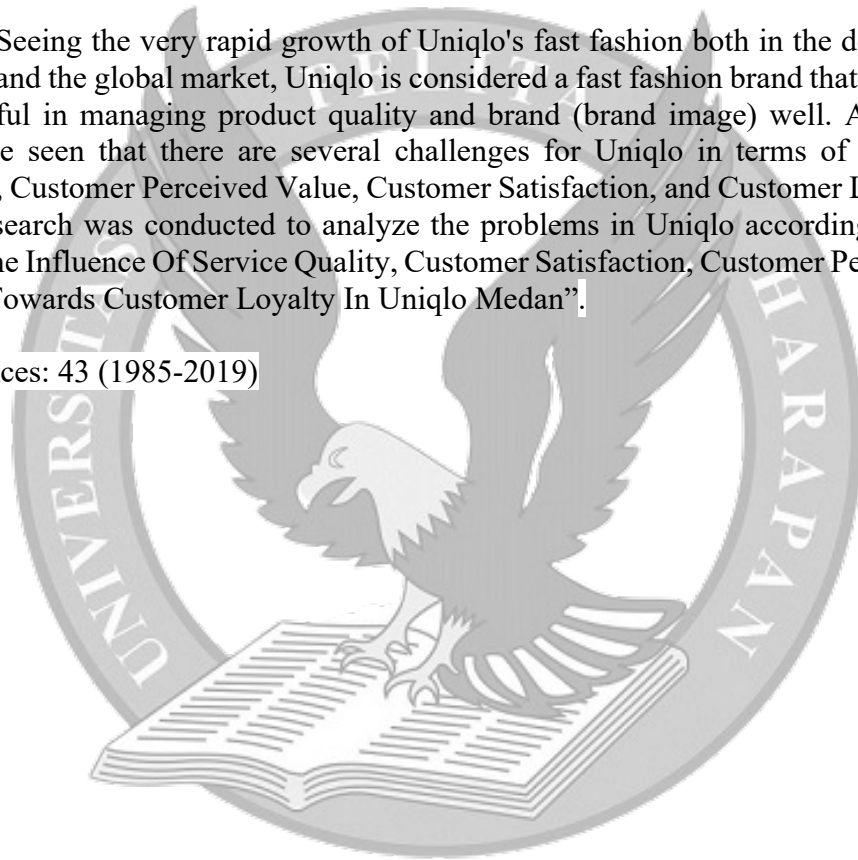
THE INFLUENCE OF SERVICE QUALITY, CUSTOMER PERCEIVED VALUE, CUSTOMER SATISFACTION, TOWARDS CUSTOMER LOYALTY IN UNIQLO MEDAN

(xi + 60 pages: 3 figures; 15 tables; 2 appendices)
Keywords: Service Quality, Customer Perceived Value, Customer Satisfaction, Customer Loyalty, Uniqlo Medan

Seeing the very rapid growth of Uniqlo's fast fashion both in the domestic market and the global market, Uniqlo is considered a fast fashion brand that is quite successful in managing product quality and brand (brand image) well. Analysis could be seen that there are several challenges for Uniqlo in terms of Service Quality, Customer Perceived Value, Customer Satisfaction, and Customer Loyalty. This research was conducted to analyze the problems in Uniqlo according to the title "The Influence Of Service Quality, Customer Satisfaction, Customer Perceived Value Towards Customer Loyalty In Uniqlo Medan".

References: 43 (1985-2019)

ABSTRAK

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PENGARUH KUALITAS PELAYANAN, NILAI PERSEPSI PELANGGAN, KEPUASAN PELANGGAN, TERHADAP LOYALITAS PELANGGAN DI UNIQLO MEDAN

(xi + 60 halaman: 3 gambar; 15 tabel; 2 lampiran)
Kata kunci: Kualitas Layanan, Nilai Persepsi Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan, Uniqlo Medan

Melihat pesatnya pertumbuhan fast fashion Uniqlo. baik di pasar domestik maupun pasar global, Uniqlo tergolong sebagai fast fashion brand yang cukup berhasil dalam mengelola kualitas produk dan brand (brand image) dengan baik. Analisis dapat dilihat bahwa terdapat beberapa tantangan bagi Uniqlo dalam hal Kualitas Layanan, Nilai Persepsi Pelanggan, Kepuasan Pelanggan, dan Loyalitas Pelanggan. Penelitian ini dilakukan untuk menganalisis permasalahan di Uniqlo dengan judul "Dampak Kualitas Layanan, Kepuasan Pelanggan, Nilai Persepsi Pelanggan Terhadap Loyalitas Pelanggan Di Uniqlo Medan".

Referensi: 43 (1985-2019)