

## **ACKNOWLEDGEMENT**

First of all, I would like to give my respects and gratitude to Jesus Christ for every blessing and grace in my life, both in physical and spiritual health to this day, so that I can complete this thesis entitled “The Influence Of Service Quality, Customer Perceived Value, Customer Satisfaction, Towards Customer Loyalty In Uniqlo” as it should be. I also want to thank those who have helped me in completing this thesis, including.

- 1) Ms. Gracia S. Ugut, M.B.A., Ph.D as the Dean of Faculty of Economics Pelita Harapan University.
- 2) Ms. Isana S.C. Meranga, S.P., M.M., as the Head of Department of Management Pelita Harapan University.
- 3) Dr. Sidik Budiono, S.E., M.E., author's thesis supervisor who has been guiding and directing the authors in preparing the thesis.
- 4) Lecturers at Pelita Harapan University who have taught me during my studies at this university
- 5) Beloved family who have supported me both morally and physically
- 6) Friends in arms who have become reinforcements during my studies period.

The author realizes that this thesis is far from perfect, therefore I expect suggestions and criticisms for me personally, so that the same error does not occur in similar matters. I hope this thesis can be a reference for readers.

Authors,

## TABLE OF CONTENTS

	page
<b>COVER PAGE .....</b>	<b>i</b>
<b>FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT.....</b>	<b>ii</b>
<b>THESIS APPROVAL .....</b>	<b>iii</b>
<b>THESIS DEFENSE COMMITTEE .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>vii</b>
<b>TABLE OF CONTENTS.....</b>	<b>viii</b>
<b>LIST OF FIGURES .....</b>	<b>x</b>
<b>LIST OF TABLES .....</b>	<b>xi</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
1.1 Background .....	1
1.2 Research Question.....	6
1.3 The Purpose of Study .....	7
1.4 Benefit of the Study.....	7
1.4.1 Academic .....	7
1.4.2 For the Company .....	8
1.5 Systematic of Writing.....	8
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>10</b>
2.1 Customer Loyalty .....	10
2.2 Service Quality .....	11
2.3 Customer Perceived Value .....	15
2.4 Customer Satisfaction.....	17
2.5 Research Model.....	19
<b>CHAPTER III METHODOLOGY .....</b>	<b>20</b>
3.1 Research Paradigm.....	20
3.2 Research Type .....	21
3.3 Research Strategies.....	22
3.4 Unit of Analysis .....	23
3.5 Data Collection Ethics.....	24
3.6 Data Collection Method .....	24
3.7 Conceptual Definition and Operational.....	25
3.8 Measurement Scale.....	28
3.9 Population and Sample .....	29
3.10 Validity Test.....	32
3.11 Reliability Test .....	33
<b>CHAPTER IV RESULTS AND DISCUSSIONS.....</b>	<b>34</b>
4.1 Data Collection.....	34
4.2 Gender and Age of Respondent.....	34

4.2.1	Respondents' Occupations .....	35
4.2.2	Respondents Visit Frequency .....	36
4.2.3	Money Spent per Visit.....	36
4.3	Pre-Test Study Analysis .....	37
4.3.1	Pre-Test Validity .....	37
4.3.2	Pre-Test Reliability.....	38
4.4	Actual Study .....	39
4.4.1	Mean .....	39
4.4.2	Validity Test on Actual Data (n = 250 Respondents) .....	40
4.4.3	Reliability Test on Actual Test (n= 250 Respondents) .....	41
4.4.4	Normality Test.....	42
4.4.5	Multicollinearity Test .....	43
4.4.6	Heteroscedasticity.....	43
4.5	Multiple Linear Regression Analysis, T-test, F-test, Coefficient of Determination Result .....	45
4.5.1	Multiple Linear Regression Analysis .....	45
4.5.2	T-test.....	47
4.5.3	F-Test.....	49
4.5.4	Coefficient of Determination.....	50
4.6	Discussion .....	51
<b>CHAPTER V</b>	<b>CONCLUSION AND RECOMMENDATIONS.....</b>	<b>52</b>
5.1	Conclusion.....	52
5.2	Theoretical Implications.....	53
5.3	Managerial Implications.....	54
5.4	Research Limitation .....	55
5.5	Recommendations .....	56
<b>REFERENCES.....</b>		<b>57</b>
<b>APPENDIX .....</b>		<b>A-1</b>

## LIST OF FIGURES

	page
Figure 2.1	Research Model .....
Figure 4.1	P-Plot .....
Figure 4.2	Scatterplot.....



## LIST OF TABLES

	page
Table 3.1	Conceptual Definition and Operational.....
Table 4.1	Gender .....
Table 4.2	Occupations of the Respondents .....
Table 4.3	Frequent Visits per Month.....
Table 4.4	Money Spent per Visit.....
Table 4.5	Validity Test Result in Pre-Test .....
Table 4.6	Reliability Test in Pre-Test.....
Table 4.7	Average Value of the Indicators.....
Table 4.8	Validity Test on Actual Test Results.....
Table 4.9	Reliability Test on Actual Test Result.....
Table 4.10	Multicollinearity Test.....
Table 4.11	Result of Multiple Linear Regression Analysis.....
Table 4.12	T-Test .....
Table 4.13	F-Test.....
Table 4.14	Summary of Determination Value of the Model b .....

