

ABSTRAK

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**ANALISIS PENGARUH FAKTOR-FAKTOR *PRICE FAIRNESS*,
PERCEIVED CLEANLINESS, *PERCEIVED VALUE* DAN *CUSTOMER
ENGAGEMENT* TERHADAP *CUSTOMER SATISFACTION* DI PILATES
ABC**

(xv + 101 halaman; 6 gambar; 18 tabel; 2 grafik; 4 lampiran)

Penelitian ini dilakukan untuk mengetahui signifikansi pengaruh *price fairness*, *perceived cleanliness*, *perceived value* dan *customer engagement* terhadap *customer satisfaction*. Penelitian ini dilakukan di Pilates ABC dengan melibatkan 203 member. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 30 pertanyaan dengan Skala Likert 1 – 5 berdasarkan metode *convenience sampling*. Data dianalisis dengan metode SEM berbasis PLS. Hasil penelitian ini menyatakan bahwa *price fairness*, *perceived cleanliness*, *perceived value* dan *customer engagement* memiliki pengaruh positif yang signifikan terhadap *customer satisfaction* di Pilates ABC.

Referensi : 64 (1990 - 2024)

Kata Kunci : *Price Fairness*, *Perceived Value*, *Perceived Cleanliness*, *Customer Engagement*, *Customer Satisfaction*, Pilates.

ABSTRACT

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(xv + 101 pages; 6 figures; 18 tables; 2 graphs; 4 appendices)

The purpose of this study is to know the significance of the influence of price fairness, perceived cleanliness, perceived value and customer engagement on customer satisfaction. This study is applied in Pilates ABC using 203 members. Data are collected using 30 items questionnaires that measured with 1-5 Likert Scale and distributed with convenience sampling method. SEM method on PLS system is used to analyze the data. The study result suggest that price fairness, perceived cleanliness, perceived value and customer engagement have a significant positive influence on customer satisfaction at Pilates ABC.

Reference : 64 (1990 - 2024)

Key Words : *Price Fairness, Perceived Value, Perceived Cleanliness, Customer Engagement, Customer Satisfaction, Pilates.*