

ABSTRAK

PENGARUH PERCEIVED VALUE, CUSTOMER EXPERIENCE, SERVICE QUALITY, DAN CUSTOMER WELL BEING TERHADAP CUSTOMER SATISFACTION

Studi Komparatif Customer Experience dan Service Quality pada Sebelas Coffee HOS COKRO dan Sebelas Coffee Gejayan

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *perceived value*, *customer experience*, *service quality*, dan *customer well-being* secara bersama-sama terhadap *customer satisfaction*, 2) pengaruh *perceived value* terhadap *customer satisfaction*, 3) pengaruh *customer experience* terhadap *customer satisfaction*, 4) pengaruh *service quality* terhadap *customer satisfaction*, 5) pengaruh *customer well-being* terhadap *customer satisfaction*, 6) perbedaan *customer experience* antara Sebelas Coffee HOS COKRO dan Sebelas Coffee Gejayan, 7) perbedaan *service quality* antara Sebelas Coffee HOS COKRO dan Sebelas Coffee Gejayan. Populasi dalam penelitian ini adalah seluruh pelanggan Sebelas Coffee HOS COKRO dan Sebelas Coffee Gejayan yang telah melakukan pembelian minimal dua kali dalam tiga bulan terakhir. Teknik pengambilan sampel menggunakan *purposive sampling*. Penelitian ini menggunakan 140 responden, 70 responden Sebelas Coffee HOS COKRO dan 70 responden Sebelas Coffee Gejayan sebagai sampel yang datanya diperoleh penyebaran kuesioner melalui *Google Form*. Teknik analisis data menggunakan analisis regresi linier berganda, uji F, uji t, dan *Man-Whitney test* yang diolah menggunakan aplikasi SPSS 25. Hasil dari penelitian ini menunjukkan bahwa: 1) *perceived value*, *customer experience*, *service quality*, dan *customer well-being* berpengaruh terhadap *customer satisfaction* Sebelas Coffee HOS COKRO dan Gejayan, 2) *perceived value* berpengaruh terhadap *customer satisfaction* Sebelas Coffee HOS COKRO dan Gejayan, 3) *customer experience* berpengaruh terhadap *customer satisfaction* Sebelas Coffee HOS COKRO dan Gejayan, 4) *service quality* berpengaruh terhadap *customer satisfaction* Sebelas Coffee HOS COKRO dan, 5) *customer well-being* berpengaruh terhadap *customer satisfaction* Sebelas Coffee HOS COKRO dan Sebelas Coffee Gejayan, 6) terdapat perbedaan *customer experience* antara Sebelas Coffee HOS COKRO dan Gejayan, 7) terdapat perbedaan *service quality* antara Sebelas Coffee HOS COKRO dan Gejayan.

KATA KUNCI: *Perceived Value, Customer Experience, Service Quality, Customer Well-being, Customer Satisfaction*

ABSTRACT

**THE EFFECT OF PERCEIVED VALUE, CUSTOMER EXPERIENCE,
SERVICE QUALITY, AND CUSTOMER WELL-BEING ON CUSTOMER
SATISFACTION**

**A Comparative Study of Customer Experience and Service Quality at
Sebelas Coffee HOS COKRO and Sebelas Coffee Gejayan**

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This study aims to determine: 1) the influence of perceived value, customer experience, service quality, and customer well-being together on customer satisfaction, 2) the influence of perceived value on customer satisfaction, 3) the influence of customer experience on customer satisfaction, 4) the influence of service quality on customer satisfaction, 5) the influence of customer well-being on customer satisfaction, 6) the difference in customer experience between Sebelas Coffee HOS COKRO and Sebelas Coffee Gejayan, 7) the difference in service quality between Sebelas Coffee HOS COKRO and Sebelas Coffee Gejayan. The population in this study were all customers of Sebelas Coffee HOS COKRO and Sebelas Coffee Gejayan who had made purchases at least twice in the last three months. The sampling technique used purposive sampling. This study used 140 respondents, 70 respondents of Sebelas Coffee HOS COKRO and 70 respondents of Sebelas Coffee Gejayan as samples whose data were obtained by distributing questionnaires via Google Form. The data analysis technique used multiple linear analysis, F test, t test, and Man-Whitney test which were processed using SPSS 25 application. The results of this study indicate that: 1) perceived value, customer experience, service quality, and customer well-being influence customer satisfaction of Sebelas Coffee HOS COKRO and Gejayan, 2) perceived value influences customer satisfaction of Sebelas Coffee HOS COKRO and Gejayan, 3) customer experience influences customer satisfaction of Sebelas Coffee HOS COKRO and Gejayan, 4) service quality influences customer satisfaction of Sebelas Coffee HOS COKRO and, 5) customer well-being influences customer satisfaction of Sebelas Coffee HOS COKRO and Gejayan, 6) there is difference in customer experience between Sebelas Coffee HOS COKRO and Gejayan, 7) there is difference in service quality between Sebelas Coffee HOS COKRO and Gejayan.

KEYWORDS: Perceived Value, Customer Experience, Service Quality, Customer Well-being, Customer Satisfaction