

**ANALISIS *SERVICE QUALITY* DAN *CUSTOMER PERCEIVED VALUE*  
TERHADAP *CUSTOMER SATISFACTION* MELALUI *CUSTOMER TRUST*  
SEBAGAI VARIABEL MEDIASI PADA BPJS KETENAGAKERJAAN  
KANTOR CABANG PADANG**

**TESIS**



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FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS ANDALAS  
PADANG  
2024**

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**TESIS**

Diajukan sebagai salah satu syarat untuk mencapai Gelar Magister Manajemen  
pada Program Studi Magister Manajemen, Fakultas Ekonomi dan Bisnis,  
Universitas Andalas



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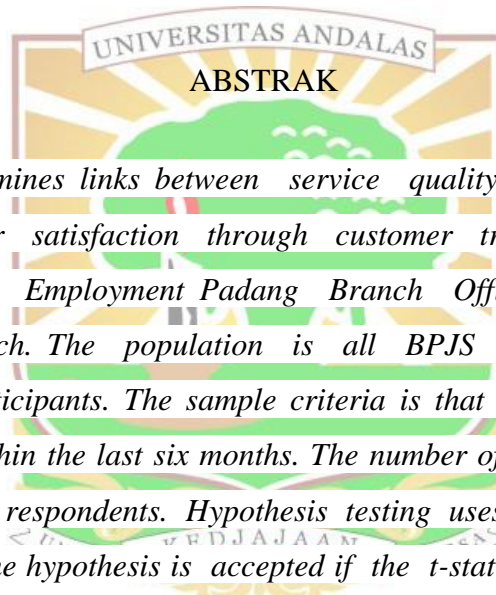
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**ANALYSIS OF SERVICE QUALITY AND CUSTOMER PERCEIVED  
VALUE ON CUSTOMER SATISFACTION THROUGH CUSTOMER TRUST  
AS A MEDIATION VARIABLE IN BPJS EMPLOYMENT PADANG  
BRANCH OFFICE**

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*This research examines links between service quality, customer perceived value, and customer satisfaction through customer trust as a mediating variable at BPJS Employment Padang Branch Office. This study uses a quantitative approach. The population is all BPJS Employment Padang Branch Office participants. The sample criteria is that they have submitted a guarantee claim within the last six months. The number of respondents in this study was 160 respondents. Hypothesis testing uses one-tailed statistical analysis, in which the hypothesis is accepted if the  $t$ -statistic value is  $> 1.65$  and the significance value is  $< 0.05$ . The results of the research show that service quality and customer perceived value have significant positive effects on customer trust, and service quality and customer trust have significant positive effects on customer satisfaction. Meanwhile, customer-perceived value has no effect on customer satisfaction. Indirectly, service quality and customer perceived value influence customer satisfaction with customer trust as the mediating variable.*

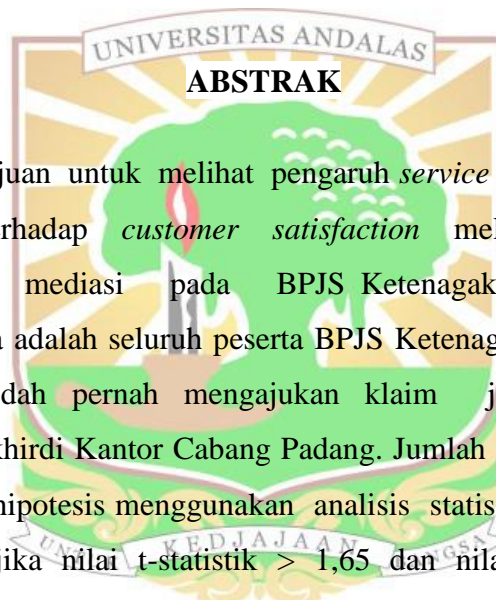
**Keyword :** *Customer Perceived Value, Customer Satisfaction, Customer Trust, Mediation Variables, Service Quality.*

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Penelitian ini bertujuan untuk melihat pengaruh *service quality* dan *customer perceived value* terhadap *customer satisfaction* melalui *customer trust* sebagai variabel mediasi pada BPJS Ketenagakerjaan Kantor Cabang Padang. Populasinya adalah seluruh peserta BPJS Ketenagakerjaan dengan kriteria sampel yaitu sudah pernah mengajukan klaim jaminan dalam kurun waktu 6 bulan terakhir di Kantor Cabang Padang. Jumlah sampel pada penelitian 160 responden. Uji hipotesis menggunakan analisis statistik dengan one tailed, hipotesis diterima jika nilai t-statistik  $> 1,65$  dan nilai signifikansi  $< 0,05$ . Hasil penelitian menunjukkan bahwa *service quality* dan *customer perceived value* berpengaruh positif signifikan terhadap *customer trust*, *service quality* dan *customer trust* berpengaruh positif signifikan terhadap *customer satisfaction*. Sedangkan *customer perceived value* tidak berpengaruh terhadap *customer satisfaction*. Secara tidak langsung, *service quality* dan *customer perceived value* berpengaruh terhadap *customer satisfaction* dengan *customer trust* sebagai mediasinya.

**Kata Kunci :** *Customer Perceived Value, Customer Satisfaction, Customer Trust, Variabel Mediasi, Service Quality.*