

PERCEIVED VALUE AS MEDIATOR IN THE RELATIONSHIP BETWEEN SERVICE QUALITY AND YOUNG PEOPLE SATISFACTION ON COFFEE SHOP IN PADANG CITY

Abstract

This research investigated “Perceived Value as mediator in the Relationship between Service Quality and Young People Satisfaction on Coffee Shop in Padang City”. The data obtained through questionnaire. The samples were drawn from 140 young people in Padang. The data analyzed by using SmartPLS 3.0 in testing four hypothesis. In this research there are three variables; those are service quality as independent variable, perceived value as mediating variabel, and customer satisfaction as dependent variable. The findings indicated that all hypothesis are significant.

Keywords: *Perceived Value, Service Quality, Young People Satisfaction, Coffee Shop*

