

**THE INFLUENCE OF FUNCTIONAL VALUE, PRICE
VALUE, AND EMOTIONAL VALUE, THROUGH THE
SATISFACTION OF THE PRODUCT ON THE
WILLINGNESS TO PAY AT AGOGO RESTAURANT
IN SURABAYA**



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WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2019**

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IN SURABAYA**

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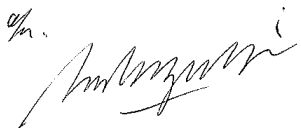
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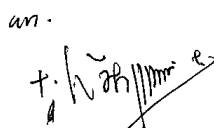


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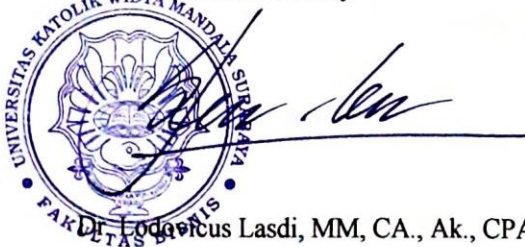


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FOREWORDS

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Surabaya, 21 June 2019
Researcher

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TABLE OF CONTENT

APPROVAL PAGE	ii
VALIDATION PAGE	iii
AUTHENTICITY STATEMENT AND PUBLICATION APPROVAL OF SCIENTIFIC PAPAER.....	iv
FOREWORDS	v
TABLE OF CONTENT	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF APPENDIXES.....	xi
ABSTRACT.....	xii
CHAPTER I INTRODUCTION	1
1.1. Background	1
1.2. Research Question	6
1.3. Objective of the Study	7
1.4. Significance of the Study	7
1.5. Systematic of Writing	8
CHAPTER 2 THEORITICAL FRAMEWORK	10
2.1 Previous Research	10
2.2 Theoretical Basis	12
2.2.1 Functional Value	12
2.2.2 Price Value	14
2.2.3 Emotional Value	14
2.2.2 Satisfaction of the Product	15
2.3 The relationship between Variable	16
2.3.1 Relationship between Functional Value and Satisfaction of the Product.....	16
2.3.2 Relationship between Price Value and Satisfaction of the Product.....	16
2.3.3 Relationship between Emotional Value and Satisfaction of the Product.....	17
2.3.4 The Relationship between Satisfaction of the Product influence towards Willingness To Pay	17
2.4 Framework Design	18
2.5 Hypotheses.....	18
CHAPTER 3 RESEARCH METHOD	19
3.1 Research Design	19
3.2 Identification, Operational Definition and Measurement of Variables	19
3.3 Identification and Operational Definition Variables	20
1. Functional Value.....	20

2. Price Value	20
3. Emotional Value	20
4. Satisfaction of the Product.....	21
5. Willingness To Pay	22
3.4 Type and Source of data.....	22
3.5 Measurement Scale of Variables	23
3.6 Tools and Collection Method	23
3.7 Population, Sample, and Sampling Method.....	23
3.8 Data Analysis Technique	24
3.8.1 Validity Test	25
3.8.2 Reability Test.....	25
3.8.3 Hypothesis Testing.....	26
CHAPTER 4 ANALYSIS AND DISCUSSION	27
4.1 Respondent Characteristics.....	27
1. Characteristic of Respondents Based on Repetitive Visitation	27
4.2 Descriptive Statistic of Research Variable	27
Table 4.2.1 Descriptive Statistics of Functional Value Variables (X1).....	29
Table 4.4 Descriptive Statistics of Price Value Variables (X2).....	30
Table 4.5 Descriptive Statistics of Emotional Value Variables (X3).....	31
Table 4.6 Descriptive Statistics of Satisfaction of the Product Variables (X4)	32
Table 4.7 Descriptive Statistics of Willingness To Pay Variables (Y1)	33
4.3 Data Analysis.....	34
4.3.1 Validity Test	34
4.3.2 Reliability Test.....	35
4.3.3 Hypothesis Testing	36
4.4 Discussion.....	39
4.4.1 Influence of Functional Value on Satisfaction of the Product.....	39
4.4.2 Influence of Price Value on Satisfaction of the Product.....	40
4.4.3 Influence of Emotional Value on Satisfaction of the Product.....	41
4.4.4 Influence of Satisfaction of the Product on Willingness To Pay.....	41
CHAPTER 5 CONCLUSION AND DISCUSSION	42
5.1 Conclusion	43
5.2 Limitation.....	43
5.2 Suggestion.....	43
REFERENCES	44

LIST OF TABLES

Table 2.2 Previous Research	11
Table 3.1 Overall Suitability Test Model	27
Table 4.1 Repetitive Customer.....	29
Table 4.2 Average of Interval of each Variable.....	29
Table 4.3 Descriptive Statistics of Functional Value Variables (X1).....	30
Table 4.4 Descriptive Statistics of Price Value Variables (X2).....	32
Table 4.5 Descriptive Statistics of Emotional Value Variables (X3)	33
Table 4.6 Descriptive Statistics of Satisfaction of the Product Variables (X4).....	34
Table 4.7 Descriptive Statistics of Willingness To Pay Variables (Y1)	37
Table 4.8 Univariate Normality Result	37
Table 4.9 Validity Result	38
Table 4.10 Reliability Result	40
Table 4.11 Structural Model	41
Table 4.12 Fit Model	41
Table 4.13 Hypothesis Testing	42

LIST OF FIGURES

Figure 2.1 Research model.....	18
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LIST OF APPENDICES

Appendix 1. Research Questionnaire

Appendix 2. Respondent Response

2.1 Respondent Characteristics

Appendix 3a: Respondent's Functional Value

Appendix 3b: Respondents' Price Value

Appendix 3c: Respondents' Emotional Value

Appendix 3d: Respondents' Satisfaction of the Product

Appendix 3e: Respondents' Willingness To Pay

Appendix 4: Frequency of Characteristics of Respondents

Appendix 6: SPSS Output

Appendix 7: SPSS output path diagram T-Values

Appendix 7: SPSS output path diagram Standardized

Appendix 7: SPSS output path diagram Estimate

PENGARUH NILAI FUNGSIONAL, NILAI HARGA, DAN NILAI EMOSIONAL, MELALUI KEPUASAN PRODUK TERHADAP KESEDIAAN UNTUK MEMBAYAR DI RESTORAN AGOGO DI SURABAYA

ABSTRAK

Pada era sekarang ini bisnis kuliner merupakan salah satu bisnis yang berkembang sangat pesat di Indonesia dan makanan adalah hal yang dibutuhkan setiap saat. Menjadi kebutuhan primer manusia membuat bisnis kuliner sangat menggiurkan dan memiliki daya saing tinggi.

Berlomba dengan inovasi dan tradisi, masing-masing bisnis kuliner memiliki ciri khas dan keunikannya. Namun, dengan banyaknya kompetitor dan semakin ketatnya persaingan, para pengusaha restoran harus memiliki strategi untuk meraup keuntungan sebesar mungkin dan juga untuk bertahan selama mungkin di pasar.

Populasi dari penelitian ini adalah pernah mengunjungi Restoran Agogo Surabaya minimal 3 kali dalam sebulan terakhir. Sampling yang digunakan dalam penelitian ini adalah nonprobability sampling dan pengambilan sampel adalah menggunakan teknik purposive sampling. Sampel berjumlah sebanyak 175 responden. Teknik analisis data yang digunakan dalam penelitian adalah SPSS.

Hasil pengujian menunjukkan bahwa customer perceived value mempunyai pengaruh terhadap satisfaction of the product, satisfaction of the product mempunyai pengaruh terhadap willingness to pay.

Dalam penelitian ini terdapat saran yang dapat diberikan peneliti yaitu agar Restoran Agogo Surabaya terus mempertahankan kualitas produknya

Sebagai saran akademis diharapkan penelitian berikutnya menggunakan variabel – variabel lain seperti perilaku pelanggan, nilai tambah produk, dan pengulangan pembelian

Kata Kunci: *Customer Behavior, Customer Perceived Value, Purchase Intention.*

THE INFLUENCE OF FUNCTIONAL VALUE, PRICE VALUE, AND EMOTIONAL VALUE, THROUGH THE SATISFACTION OF THE PRODUCT ON THE WILLINGNESS TO PAY AT AGOGO RESTAURANT IN SURABAYA

ABSTRACT

In this era, culinary business is one of the fastest-growing businesses in Indonesia and food is something that is needed at all times. Being a primary human need makes culinary business very tempting and highly competitive.

Competing with innovation and tradition, each culinary business has its own characteristics and uniqueness. However, with many competitors and increasingly intense competition, restaurant entrepreneurs must have a strategy to reap the greatest possible profits and also to survive as long as possible on the market.

The population of this study was to visit Agogo Surabaya Restaurant at least 3 times in the past month. The sampling used in this research is nonprobability sampling and sampling is using purposive sampling technique. The sample amounted to 175 respondents. The data analysis technique used in the study was SPSS.

The test results show that customer perceived value has an influence on satisfaction of the product, satisfaction of the product has an influence on willingness to pay.

In this research there are suggestions that can be given by the researcher, namely that the Agogo Surabaya Restaurant continues to maintain the quality of its products

As academic advice, it is expected that subsequent research uses other variables such as Customer Behavior, Customer Perceived Value, and Purchase Intention

Key Words: Customer Behavior, Customer Perceived Value, Purchase Intention