

ANALISIS *CUSTOMER PERCEIVED VALUE* (CPV) PADA GRAND SERELA HOTEL YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui analisis *customer perceived value* (CPV) pada Grand Serela Hotel Yogyakarta. Metode yang digunakan dalam pengambilan sampel yaitu dengan menyebarkan kuesioner kepada 100 responden konsumen yang pernah menginap di Grand Serela Hotel Yogyakarta. Instrumen yang digunakan di uji dengan menggunakan uji validitas dan reliabilitas. Metode analisis data dalam penelitian ini menggunakan statistik deskriptif dengan menghitung rata-rata menggunakan *arithmetic mean*. Hasil analisis penelitian ini menunjukkan bahwa variabel *customer perceived value* pada Grand Serela Hotel Yogyakarta berada pada kategori setuju, sehingga dapat disimpulkan bahwa konsumen Grand Serela Hotel Yogyakarta setuju terhadap semua pernyataan pada dimensi *performance value*, *emotional value*, *price value* dan *social value*.

Kata Kunci: *Customer Perceived Value*, *Perval*

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Abstract

This study aims to determine the analysis of customer perceived value (CPV) at the Grand Serela Hotel Yogyakarta. The method used in sampling was distributing questionnaires to 100 consumer respondents who had stayed at the Grand Serela Hotel Yogyakarta. The instruments used were tested using validity and reliability tests. The data analysis method in this study uses descriptive statistics by calculating the average using the arithmetic mean. The results of this research analysis show that the variable customer perceived value at the Grand Serela Hotel Yogyakarta is in the agree category, so it can be concluded that the consumers of the Grand Serela Hotel Yogyakarta agree with all statements on the dimensions of performance value, emotional value, price value and social value.

Keyword: *Customer Perceived Value, Perval*