

ANALISIS *PERCEIVED VALUE* DAN *PERCEIVED RISK* PADA HOTEL HAU ECOLOGES CITUMANG

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Abstrak

Penelitian ini dilakukan pada Hotel HAU Ecolodges Citumang. Penelitian ini bertujuan untuk menganalisis nilai yang dirasakan dan risiko yang dirasakan pada Hotel HAU Ecolodges. Sampel yang digunakan pada penelitian ini sebanyak 66 orang. Metode perolehan data menggunakan kuesioner yang diukur dengan Skala *semantic diferensial*. Metode analisis data menggunakan analisis deskriptif, uji validitas, uji reliabilitas, dan garis kontinum. Berdasarkan hasil penelitian *perceived value* dan *perceived risk* memperoleh skor hitung keseluruhan sebesar 5.946 yang termasuk dalam kategori cukup setuju.

Kata Kunci: *Perceived Value, Perceived Risk, Kualitas Jasa, dan Kualitas Produk*

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Abstract

This research was conducted at the HAU Ecolodges Citumang Hotel. This study aims to analyze the perceived value and perceived risk at the HAU Ecolodges Hotel. The sample used in this study were 66 people. The data acquisition method uses a questionnaire which is measured by a differential semantic scale. Methods of data analysis using descriptive analysis, validity test, reliability test, and continuum line. Based on the research results, perceived value and perceived risk obtained an overall calculated score of 5,946 which is included in the quite agree category.

Keyword: *Perceived Value, Perceived Risk, Service Quality, and Product Quality.*