



**INTERNATIONAL RESEARCH CONFERENCE ON  
BUSINESS AND ECONOMICS  
SEMARANG - INDONESIA 2013  
28 - 30 JUNE 2013**

# **PROGRAMME AND COLLECTED ABSTRACTS**

**ISBN NO: 978-602-097-371-5**



**IRCBE 2013 - Faculty of Economics and Business, Diponegoro University  
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Parallel Session 4

<b>Date</b>	29 June 2013	<b>Session No.</b>	P4A
<b>Chairperson</b>	Dr. Lily Zazli Wisker	<b>Time</b>	10.15 – 12.00
<b>Area</b>	Management	<b>Room</b>	1
<b>Code</b>			
M081 (p.35)	VELLY ANATASIA (CHINESE CULTURE UNIVERSITY) AND LI CHUNG JEN (NATIONAL TAIWAN UNIVERSITY)	THE ANTECEDENTS OF BRAND LOYALTY ON FEMALE COSMETICS BUYING BEHAVIOR	
M074 (p.36)	LEVYDA (SAHID UNIVERSITY, INDONESIA)	MULTI DIMENSIONAL STUDY OF CUSTOMER PERCEIVED VALUE FOR 4 STAR HOTEL	
M087 (p.37)	PARAG DUMAL (DEPARTMENT OF BUSINESS, UNIVERSITY OF WISCONSIN- PARKSIDE, U.S.A.)	AN OPTIMAL BUFFER QUANTITY PROCEDURE FOR MANUFACTURING LINE WITH TWO WORKSTATIONS	
M093 (p.38)	HANDRY SUDIARTHA ATHAR (UNIVERSITAS MATARAM, INDONESIA)	THE VALUE OF COSTOMER RELATIONSHIP , QUALITY SERVICE WITH BANKING INDUSTRY CUSTOMER LOYALTY	



# MULTI DIMENSIONAL STUDY OF CUSTOMER PERCEIVED VALUE FOR 4 STAR HOTEL

## PRELIMINARY STUDY

Levyda

### ABSTRACT

There are three important reasons why the customer perceived value of research is very important. First, the customer perceived value varies depending on the type of product. Secondly, there is still debate whether customer perceived value is more appropriate as a uni-dimension or multi-dimension construct. Third, there is still debate whether, customer perceived value as a formative or reflective construct. The aim of this study was to identify the dimensions and indicators for measuring the customer perceived value and role of each dimension on customer perceived value in 4 star hotels in Jakarta. Dimensions of perceived value on hotel consists of functional value, emotional and social. Functional value consists of the functional value of the hotel building, functional value of guestroom, the functional value of food & beverage service, functional value of employee services, and functional value of price. The study was conducted on 100 hotel guests in Jakarta. The data were processed using the software PLS XL Stat. The dimensions are valid and reliable for measuring customer perceived value. The most dominant indicator of each dimension is the beauty of the interior of the building hotels, bed comfort, delicious food, employees are ready to help, with the price equivalence service, find it practical and prestige are higher due to stay at a 4 star hotel.

**Key words:** customer perceived value, 4 star hotel, Jakarta