

**DETERMINANT OF CUSTOMER PERCEIVED VALUE IN  
CAFE 1912**

**PENENTU NILAI YANG DIRASAKAN PELANGGAN DI  
CAFE 1912**

**UNDERGRADUATE THESIS**

Submitted to Fulfill the Requirements to Get a Bachelor's  
Degree at the Faculty of Economics, Management Department,  
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## DECLARATION

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I hereby declare that this thesis entitled: "DETERMINANT OF CUSTOMER PERCEIVED VALUE IN CAFE 1912" does not contain any work submitted to obtain a bachelor's degree at a university, and to my knowledge there are also no works or opinions that have been written or published by other people, except for those that are referred to in the manuscript and written in bibliography. If any violation of intellectual right is later found in this manuscript, I agree to accept any relevant academic consequences.

Yogyakarta, 16 September 2022



Nova Azzahra Tanjung Sari

## MOTTO & DEDICATION PAGE

### MOTTO

يُسْرًا أَلْهَبَ الْهَبَّ إِنَّ (٦) يُسْرًا أَلْهَبَ الْهَبَّ إِنَّ (٦)  
فَأَنْصَبْ فَرَعَتَ فَإِذَا (٧) فَأَنْصَبْ فَرَعَتَ فَإِذَا (٧)  
فَأَنْصَبْ فَرَعَتَ فَإِذَا (٧) فَأَنْصَبْ فَرَعَتَ فَإِذَا (٧)

“For indeed, with hardship [will be] ease. Indeed, with hardship [will be] ease. So when you have finished [your duties], then stand up [for worship]. And to your Lord direct [your] longing.”

QS. Al-Insyirah: 5-8

“Sometimes things don’t go the way you planned, and there are days where you feel like giving up.”

Park Jinyoung (GOT7)

“Instead of regretting the past, it is better to think about tomorrow and look forward to the future.”

Lee Haechan (NCT)

“There is no need to rush. Don’t compare yourself with others. It’s okay to run slower.”

Stray Kids – My Pace

## DEDICATION

I always give thanks to Allah SWT who has to give His grace and guidance so that I can complete this undergraduate thesis. Even though there are some difficulties but I can get past them with good. I feel proud of myself because I was able to endure until this time and prove that I can deal with it. This undergraduate thesis is me present to:

1. My beloved Ayah, Almarhum Mr. Samijan, this undergraduate thesis is a small gift from me for Ayah. Thanks for all the love and the sacrifices you have made for me. I'm sorry that I haven't had time to make Ayah happy. I hope you are happy there to see I have completed this trust. I miss you, Ayah.
2. My beloved Ibu, Mrs. Rohma Ariani, thank you for giving birth. Hopefully, this undergraduate thesis can be a small gift that can make mom happy. Thank you for being a mother and head of the house for us. Thank you for being a great mother. I want to make Ibu happy, I hope Ibu is always given health.
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## PREFACE

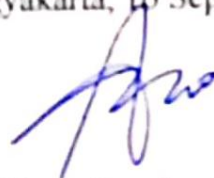
Praise be to Allah SWT for providing convenience, grace and mercy in writing the undergraduate thesis with the title "**DETERMINANT OF CUSTOMER PERCEIVED VALUE IN CAFE 1912**".

This undergraduate thesis is prepared to fulfill one of the requirements in obtaining bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author takes this topic with the hope of providing input for organizations in the use of influencing tactics in organizational decision making and providing development ideas for further research.

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