FACTORS THAT IMPACT CUSTOMER PERCEIVED VALUE IN JAPANESE ETHNIC RESTAURANT

FAKTOR-FAKTOR YANG MEMPENGARUHI NILAI YANG DIRASAKAN PELANGGAN DI RESTORAN ETNIS JEPANG

UNDERGRADUATE THESIS

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DECLARATION

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I hereby declare that this thesis entitled: "FACTORS THAT IMPACT CUSTOMER PERCEIVED VALUE IN JAPANESE ETHNIC RESTAURANT" 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, 14 January 2023

Desi Urdianti

DEDICATION

I always give thanks to Allah SWT who has to give His grace and guidance so that I can complete this undergraduate thesis. My success comes only through Allah, in Him I trust and to Him I turn. I also feel proud of myself because I was able to endure until this time and prove that I can finished this well. This undergraduate thesis is me present to:

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PREFACE

Praise be to Allah SWT who has provided convenience, grace and mercy in writing the undergraduate thesis with title **"FACTORS THAT IMPACT CUSTOMER PERCEIVED VALUE IN JAPANESE ETHNIC RESTAURANT"**. This undergraduate thesis is prepared to fulfil one of the requirements in obtaining bachelor's degree at the Faculty of Economic and Business Universitas Muhammadiyah Yogyakrta. The author takes this topic in the hope of providing new insights for readers about the factors that impact customer perceived value in Japanese ethnic restaurant and providing development ideas for future research.

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