ABSTRACT

The purpose of this study was to build an instrument to evaluate the perceived value of consumers in value-added food products, further discussion is the relationship of effect between, perceived value, customer satisfaction, and post-purchase intention. The sample size was 148 respondents. The sampling technique was purposive sampling. Data analysis with causal analysis modelling - partial least square (SEM - PLS 2.0) was used to analyze data collected from postgraduate students from several majors who were at i3L University and how those affects on consumers in the canteen of i3L University Jakarta. The main findings are as follows: (1).Perceived value shows a significant influence on consumer satisfaction to the research object of food value-added in the canteen of I3L university Jakarta. (2).Customer Satisfaction shows a significant influence on Post-Purchase intention. This indicates that the higher the positive value felt by consumers. (3).Perceived value shows no significant effect on Post-Purchase Intention in research on food value-added. This states that the food value-added business in the Canteen owner must first satisfy the consumer.