

ABSTRACT

Food and Beverages business industries is become the most preferred choice by most people to set up a business and make a profit. Carne Smoked BBQ is one of the businesses engaged in food and beverages with characteritics of smoked beef. This study aims to determine the Perceived Value, Customer Satisfaction and the effect of Perceived Value on Customer Satisfaction on Carne Smoked BBQ.

This study has a total of 385 respondents obtained from filling out the questionnaire. In this study using a quantitative approach and descriptive analysis, the sampling technique used probability sampling and simple random sampling. In the data processing in this study using SMARTPLS 3.0 software.

The results of the descriptive analysis in this study get the average value of the Perceived Value variable of 73,5 % while the Customer Satisfaction variable is 71,8 %. Both variables in this study received good predicates. Based on the hypothesis test in this study, Perceived Value has a positive effect and significant on Customer Satisfaction.

Keywords: *Perceived Value, Customer Satisfaction*