

ABSTRACT

Based on several social media accounts and field observations, the Face Recognition Boarding Gate service has received various customer responses, both positive and negative. Therefore, this study aims to determine the influence of perceived quality and customer expectations on customer satisfaction through perceived value at PT. Kereta Api Indonesia (Persero) in the Face Recognition Boarding Gate service at Bandung Station. It presents a comprehensive literature review on the Face Recognition Boarding Gate service with a primary focus on perceived quality, customer expectations, perceived value, and customer satisfaction. The research method used is a quantitative approach with Structural Equation Modeling (SEM) analysis technique using SMART-PLS software. The sample used in this study consists of 380 individuals, with an unknown total population. The sampling method employed is non-probability sampling, specifically purposive sampling. The research results indicate that the variable of perceived quality has a positive and significant effect on perceived value, while customer expectations do not have a positive and significant effect on perceived value. The perceived value variable has a positive and significant effect on customer satisfaction. Perceived value only mediates the relationship between perceived quality and customer satisfaction.

Keywords: Perceived Quality, Customer Expectation, Customer Satisfaction and Perceived Value