ABSTRACT

Competition between firms will never end, making between one another will always outperform one another, so that the company absolutely must have a competitive advantage in a market. It is based on a wide variety of customer demands tend to be static, as well as the need for their product or service is of high quality (superior value), with excellent service and competitive prices. It required a certain tool or means (products), so the market will be looking for the most appropriate products and meet the needs and desires that are satisfactory. Customer value is a customer's perception of the products, services, people, and company image. Among the services industry is Madrasah Aliyah Negeri (MAN) Gondanglegi in all sorts of activities which are very in touch with customers (the students) so that the agency needs to conduct development and the need to consider the value of a loyal customer (customer) to create satisfaction.

This research is quantitative research studies conducted to identify the influence of customer value variables, the level of explanation or description of the level of research that aims to explain the position of the studied variables and the relationship of one variable with another variable. began testing theories through research measurement variables with numbers and analyzing the data with statistical procedures that use multiple regression analysis and consider the assumption of linearity and normality assumption, while the sample size is as much as 82 respondents.

From the results of the analysis obtained simultaneously calculated F value of 49.320 and significant value of 0000. because niali F count is greater than the value of F table (49.320> 2.490) or smaller niali significance of alpha 5% (0.000 <0.050), then the hypothesis H0 is rejected and it can be concluded that there are jointly significant effect of tangible variables (X1), service (X2), People (X3), Citra (X4) to the satisfaction variable (Y) with an error rate of 5% .